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JUNE 1, 1935

The Billboard

The World's Foremost Amusement Weekly

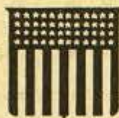
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LANNY ROSS

AN HONOR APPRECIATED

Command Performance in Washington for
President Franklin D. Roosevelt and His
Cabinet, April 27th, 1935.



PAUL DUKE

presenting

"A SYMPHONY IN SMOKE"

"Paul Duke is a cigaret prestidigitator and card manipulator a la Cardini, distinguished perhaps by the fact that the customers sit right on top of him, whereas Cardini at the Casino de Paree and elsewhere had something of a rostrum and mythical footlights to separate him from the onlookers."—*Variety*, March 20, 1935.

THRU SUCAR'S DOMINO—"Paul Duke flashed across our view about a year ago when he appeared as guest artist at the opening of the ill-fated Fifth Avenue Restaurant venture. He hit the stride at last and is today the wonder boy of Broadway, and Leon & Eddie's in particular . . . when we caught him the other night . . . he worked smoothly, with superb self-confidence and with a brilliance of technic that explains the frequency with which patrons of the cafe return to watch his act."—*Elias E. Sugarman in The Billboard*, April 13, 1935.

"PAUL DUKE A SENSATION.—Probably one of the greatest exponents of sleight-of-hand manipulations is Paul Duke, mostly known in society circles. Duke in his performance requires no curtain behind him or any assistance with his eye-deceiving tricks. He is one of the very few who can entertain with people to the back and to the sides of him. He is a natty dresser with an aristocratic appearance. The way he handles his cigaret, cigar and pipe appearances and disappearances is next to miraculous."—*Zit's*, May 19, 1934.

"THE GREAT PAUL DUKE BAFFLING LEON & EDDIE-ITES.—Paul Duke is the personification of class. His act is class and he baffles the patrons."—*Zit's*, January 5, 1935.



THE MAN WITH THE MILLION
DOLLAR HANDS



Now Appearing for the 24th Consecutive Week at

LEON & EDDIE'S, NEW YORK

Distinguished as the only prestidigitator ever to achieve such a record New York run and continuing indefinitely.

Thanks to Leon and Eddie Davis.

Watch for the New
WARNER BROS. PICTURE
Featuring PAUL DUKE

Thanks to
SMALL-LANDAU AGENCY
HOLLYWOOD

THANKS TO RALPH WONDERS
of the CBS Artists' Bureau for Pleasant Engagements at
WESTCHESTER - BILTMORE, SLEEPY HOLLOW,
RITZ - CARLTON and AMBASSADOR,
Atlantic City, and many others.

THANKS TO DICK HENRY FOR A EUROPEAN
TOUR OPENING AT THE LONDON PALLADIUM
THANKSGIVING WEEK, NOVEMBER 25, 1935.

CAPITOL REPORTERS
THANK ENTERTAINER.

"Paul Duke, the 'man with the million-dollar hands,' who entertained President Roosevelt at the Press Dinner given by the Washington news correspondents, has received a letter of thanks from the Press Room at the White House for participating in the 'command performance' for the President and his staff."—*New York American*, May 9, 1935.

"THE VOICE OF BROADWAY.—Thence to Leon & Eddie's, where I watch the clever magician who even surpasses Cardini in his mysterious maneuverings of multitudinous cigarets and cigars, but lacks the latter's showmanship and personality."—*Louis Sobol, N. Y. Evening Journal*, February 18, 1935.

DR. LORENZ, eminent Viennese specialist of bloodless surgery, compares his fingers with Paul Duke's in the following: . . . "the magician's (Paul Duke's) talent is greater than mine, says the greatest physician in the world." . . . Quoted from a recent issue of *The New York Evening Journal*.

Direction:

CURTIS & ALLEN, RKO Building, Radio City, New York.

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PARKS GO FOR CIRCUS UNITS

Farnsworth To Succeed Rosey?

Altho report has not been confirmed—logical person for post—knows theaters

NEW YORK, May 25.—An unconfirmed report says that Deputy Administrator William Farnsworth will succeed Sol Rosenblatt as administrator of the amusement codes. For the past few months he has been handling practically all of the amusement codes routine, but without the title.

The Code Authority in New York has heard nothing of the appointment and nothing official has come from Washington on the matter, but since he is familiar with the setup it is likely that he will take over Rosenblatt's desk when the latter leaves to resume private practice.

Farnsworth is popular with the theater owners and has always shown a desire to co-operate. Rosenblatt came in for a headache when he was appointed to the job, for to him fell the lot of getting the codes started and keeping the machinery functioning. Farnsworth will step into a well-regulated setup which, as far as the picture end is concerned, is working smoothly.

Barnes Circus Car Afire

PORTLAND, Ore., May 27.—The interior of a 72-foot Pullman car of the Al G. Barnes Circus was destroyed by fire at Wenatchee, Wash., last Saturday. Nobody was injured.

"Life's" Extra Detroit Show

DETROIT, May 25.—Life Begins at 8:40, playing at the Cass Theater last week, was held over for an extra show on Sunday, breaking season records in the extra run.

FDR's Theatrical Campaigners In \$235,000 Libel Suit Fight

NEW YORK, May 27.—Fireworks are promised when the political ambitions of theatrical leaders are aired in Harry A. Schulman's \$235,000 libel suit against the local Daily Mirror and Selig Adler, writer. The suit will be heard next month, and is expected to reveal the inside politics of the Theatrical and State Division of the recent Democratic campaigns.

Schulman, former beauty contest promoter, and now located at 1619 Broadway, claims a story headed "Wild Committee Is Embarrassing to Farley Men," in The Mirror of August 18, 1932, caused him much embarrassment and loss of theatrical contracts and political connections. The story accused Schulman

Guild Pays and Pays

NEW YORK, May 25.—Theater Guild, because of its refusal to sign a contract earlier in the season with Local 802, American Federation of Musicians, now finds its New York theater on the local's penalty list. As a result, the musicians playing for "Parade" are drawing above scale. Whenever managers refuse to sign contracts and later request musicians this penalty system is invoked.

Oh, for Some New Open-Air Turns!

NEW YORK, May 25.—There are plenty novelty acts playing outdoor spots; in fact, more than enough to go round, but what the flesh-minded attraction moguls are yearning for are a reasonable number of new turns.

Situation is more serious than appears on the surface. Atlantic City's Steel Pier, for instance, is doing something concrete about it. Frank P. Gravatt and his two right-hand men, Frank Elliott and Richard Endicott, got together with George Hamid, head of the booking company bearing his name, and the result is that Leo Grund, of the latter's foreign department, is going abroad next Tuesday to scout talent.

Pier and booker are sharing the expenses for the trip, which will take in

Germany, France, England and Scandinavia. Grund, who is from Vienna, will also visit circuses and parks in Australia in a quest for the golden fleece—outstanding novelties for parks, piers, carnivals, fairs and other events. He's due back early in July.

NEW YORK, May 25.—The Great Siegfried, who has a ski-jumping act, arrived back here last week with the statement that of all the countries in Europe Scandinavia is best for outdoor acts in the matter of salaries, playing time and conditions. Sweden, he said, is particularly good, with amusement parks booking acts for weeks at a time. Siegfried was abroad on business. His act has appeared here for several years.

306 Members Vote Heavily For IA To Retain Control

All but 30 favor continued IA administration of local in standing vote at meeting Monday—booth conference in Washington June 4—Holmden turns in report

NEW YORK, May 25.—The local movie operator situation may be straightened out June 4 when the NRA calls a second conference in Washington to establish minimum booth costs and maximum hours of employment. Local 306, meanwhile, is remaining under the control of the International Alliance, which will represent it at the Washington conference. At the first membership meeting called by the IA since it came into control 10 months ago, the 306 membership voted overwhelmingly in favor of the IA remaining. At this meeting, Harland Holmden, IA vice-president in charge of Local 306, gave a financial report and commented on conditions within the local.

Holmden told the 1,800 members assembled Monday midnight that the local now has \$100,000 in its treasury and holds \$26,000 in certificates of the Federation Bank, as compared with the

(See 306 MEMBERS on page 9)

of "horning in" on the theatrical division, whereas Schulman claims he conceived and organized it years ago and ran it for two Lehman-for-Governor campaigns.

Irving Schneider, of 299 Broadway, (See FDR'S THEATRICAL on page 9)

AFA Reviving Campaign To Get Work Relief for Outdoor Acts

NEW YORK, May 25.—The setting up of a machine to obtain systematic work relief for outdoor acts and units similar to the manner in which the plan functions in vaude and drama was partly under way this week when Ralph Whitehead, executive secretary American Federation of Actors, paved the way for a series of conferences on the subject with city officials and other agencies, slated for next Wednesday.

Whitehead was in touch with Stanley Howe, secretary to Mayor F. H. LaGuardia, and Col. Earle Boothe, head of the drama and vaude sections of the New York Works Division, local struc-

Majority of Met. Spots Now Open

Figured dozen will be playing one-ringers by the time season is four weeks old

NEW YORK, May 25.—Amusement park operation got under way today for the majority of metropolitan spots, and with the openings there was heavy exploitation of one-ring circus shows, most of which are free. Steeplechase, Coney Island, started off with a weekly change layout consisting of Pallenberg's Bears and Pinschers; Mike Cahill, cloud swing and trapeze; Bento Bros. and Rita, comedy acrobats and adagio, and Frank Prevost, clown.

Columbia, North Bergen, N. J., has Madame Maree's Circus; Ralph Curran, pole, and Harry Fisher, Joey. Weekly changes. One-ringer at Olympic, Irvington, N. J., commences with general opening on Memorial Day, and the show that will run for nine days, with regular changes thereafter, consists of the Gladstones, comedy tight wire and rocking tables; Laddie Lamont, unsupported ladder and juggling, and Walker's oddities.

Luna, Coney Island, forged into the season tonight with a lineup of Dr. Pierre Bernard's Elephants, Carlos Dogs and Ponies, Hazel Williams and Victor's Band. Miss Williams has been appearing for the last 18 weeks at the Flying Trapeze Restaurant. Her manager, Welby Cooke, is also booked at Luna with Sydney, his Australian horse. Whole

(See PARKS GO FOR on page 72)

ture of the Federal Emergency Relief Administration, both of whom pledged their co-operation in providing time for acts in the public parks of the five boros during the summer. He also discussed the matter with Tony Sarg, president of the local Circus Saints and Sinners Club tent.

Whitehead is scheduled to submit a list of 300 outdoor artists who are eligible for such jobs. Vaude and legit actors were the first to obtain work under the relief plan, shows being portable. Whitehead's organization pushed for work being given to the open-air actor at that time, but proper facilities were lacking, especially in the case of animal acts and large troupes using heavy props. For this reason this phase of work relief was avoided.

In This Issue

	Pages	Pages	
Bands	12	Magic	27
Broadway Beat, The	23	Minstrelsy	27
Burlesque-Tabloid	24-25	Motion Pictures	20-22
Carnivals	50-57	Motor Transportation	62
Chicago Chat	23	Music	12
Circus and Corral	38-42	Night Spots-Gardens	13
Classified Advertisement	34-36	Out in the Open	62
Coin Machines	64-82	Parks-Pools	46-49
Endurance Shows	28	Pipes	58-60
Fairs-Events	43-45	Possibilities	27
Feature News	3-6	Radio-Orchestras	7-12
Final Curtain	30	Repertoire-Stock	26
Forum, The	29	Rinks-Skaters	45
General Outdoor News	61-63	Routes	37, 63 and 70
Hartmann's Broadcast	61	Thru Sugar's Domino	23
Legitimate	18-19	Vaudeville	14-17
Letter List	32-33		

Maryland Park Blue Law Killed

WASHINGTON, May 25.—Blue-law restrictions can no longer affect Glen Echo Amusement Park, just across the border in Maryland. General Assembly at its 1935 session passed a bill amending an old law and permitting lawful operation of amusement parks, recreation centers and picnic groves in Montgomery County, Md., in which Glen Echo is situated, just over the District of Columbia line.

This is the first repealing law of its kind passed in Maryland and was signed by Governor Harry A. Nice on May 17. (See MARYLAND PARK on page 72)

LEGIT AND U. S. PARTNERS?

Plan Offered to Code Authority To Bring Back Nation-Wide Shows

Would combine producers, house owners, labor and government, with latter furnishing the ante—30-week season would be guaranteed—50 shows on schedule

NEW YORK, May 25.—Amplifying an outlined plan which was suggested in *Equity Magazine* a couple of months ago, Frank Gillmore, Equity president, offered to the legit code authority at its meeting Tuesday a comprehensive organization groundwork aimed at fostering production, reviving the road and relieving unemployment in legit. Its operation is based on the chance of getting a federal loan, but that is not outside the realms of possibility. The administration is known to be favorable toward any measures that would tend to revive legit on a national basis, and several weeks ago representatives of the FERA spent two long sessions with the Code Authority, going over the ground preparatory to a search for remedies. CA representatives were due to go to Washington for further conferences during the next few weeks. If the code body reacts favorably to the plan suggested Tuesday, it is probable that it will be presented to the FERA next week.

Another Code Authority meeting, to discuss the plan, is scheduled for Tuesday (See *DISCUSS PLAN* on page 10)

Theater Authority Changes Pending

NEW YORK, May 25.—With the benefit season tapering off for the summer, the Theater Authority will attempt to formulate more definite policies for the new season. Next semester is expected to yield much greater returns from cuts on benefit grosses. Those benefits that contributed to the authority this season are expected to repeat, while many new ones are expected to come in.

As for cutting the \$13,000 melon accumulated this season, it now appears that it will be divided among the Actors' Fund, the three religious guilds, the NVA Fund and the Stage Relief Fund. What percentage each will receive is not yet set. Equity, League of New York Theaters, Dramatists' Guild and the American Federation of Actors will probably not cut in directly, altho they are on the authority's board of directors.

Another pending change is the withdrawal of Henry Chesterfield, representing the NVA Clubhouse, in favor of Harold Rodner, representing the NVA Fund.

Check Girls Protest Law

NEW YORK, May 25.—Cafe owners and some of their hat check and cigaret girl employees are protesting enforcement of the State labor law prohibiting women employees, except entertainers, from working in restaurants later than 10 p.m.

Twenty girls employed in midtown night clubs visited the State Department of Labor Monday and told the head of Division of Inspection that the 10 p.m. law would throw them out of work. Of the 25 employers who were summoned by the department, 10 have not appeared and will receive a second summons. The other 15 have promised to comply with the law.

Opera Singers Open Campaign

NEW YORK, May 27.—The new Grand Opera Artists' Association of America, which was granted an AFL charter two weeks ago, has opened a membership campaign and set up offices at 125 West 45th street.

The first meeting since the charter was granted was held in Steinway Hall Monday. Officers have been elected. They are Elizabeth Hoepfel, president; Armand Marbiny, secretary; A. Paglia, treasurer; Evelyn Brant, financial secretary; Harriet MacConnel, secretary of advancement, and Arnung Sjovik, first vice-president.

Forum's Pre-Meeting Rally; Rehearsal Pay Next Year?

Preparations set for stormy meeting of Equity—hope to announce election quickly—Forum pans administration for "paternalism"—two council slates mix views

NEW YORK, May 25.—With a stormy and highly important annual meeting imminent, Equity council met in a special order of business yesterday to discuss the pay for rehearsal question and the report submitted by the special committee. No decision was reached—at least officially—and therefore the question will not be brought up at the meeting, as was thought possible, unless it comes from the floor. However, indications are that pay for rehearsals, in some form or other, will go thru before next season. Altho the council reached nothing definite yesterday, that was only because there are still certain points to be smoothed out. A rough plan for rehearsal pay, however, was drafted. Further work on it will be done at the council meeting two weeks from now.

Meanwhile, Equity administration has set up the regular order of business for the annual meeting Monday afternoon at the Astor, and the Actors' Forum, the opposition group which has a rival slate of councilmen in the field, met last night at the Union Church to give both tickets a chance to say their say. Representatives of both sets of nominees were present at an exciting session which panned the administration in no uncertain terms. Chief feature of the rally was the fact that administration candidates came out for points in the Forum platform, while certain Forum candidates sounded notes of reconciliation with the administration. At times it was hard to tell which slate was which.

This will be the first contested election in Equity in 15 years. Last year there was a fight between administration and Forum groups during the election of the nominating committee, but a compromise official slate ended the rivalry. The administration has set up machinery which, it hopes, will allow for announcement of election results by 5 o'clock. That, however, will be possible only if there is a distinct preponderance of votes. If the returns are close, the meeting ballots must be checked against those mailed in, in order to avoid duplication, and it is possible that the results will be held up for several days.

Lack of Visitors and Locals With One-Way Pockets Hurt Biz

NEW YORK, May 25.—With the exception of the Music Hall every spot on Broadway yelled uncle this week. Altho the bright weather brought out huge crowds, they were not in the spending mood and their donations were confined largely to juice joints and hot dog setups. There were few visitors to the city and the locals have fish hooks in their pockets.

The weather this week was made to order for theater patronage, but nearly every house, legit, pictures and burlesque, took a nose dive. Only two legit openings during the week. *Parade* was given a panning by the local sheets, and *Weather Permitting* will probably

Chain Letters Blanket Broadway In Thick Fog of Dough-Dreams

NEW YORK, May 25.—The chain letter, get-rich-quick craze, reached unheard-of proportions this week along Broadway when practically the entire population of showdom in that area, encouraged by reports of profits involved, went for the plan of sending a buck to the name at the top of the list and pushing the letter along until their names reached the top and the bucks began to flow in. Agents instead of selling acts went in for selling chain letters, acts seeking dates from them; agents were sold the letters, bookers got nothing but chain letter talk from act-sell-

ers, and so on down the line in vaude, legit, radio, burlesque and all other branches of the amusement world.

The Broadway mob turned up their noses originally at the dime chain letter thru the mail, but took kindly to the person-to-person one-buck letter. It was helped along by proof from more fortunate friends of the results already obtained. Now all along the stem there are early arrivals at offices in anticipation of the dollars coming in. The usually slow summer season has ripened into a bee-hive of activity, the profession foreseeing a new and profitable means of revenue for the summer.

A new and charitable wrinkle in this chain letter fad reached Broadway this morning from out of town. This letter pointed out that there are many trouperers in the amusement field who are destitute, lists the names of six charity cases, asks you to send a buck to the name on top and then strike it off and add to the bottom of the list a charity case which you may know of. It then asks you to send six letters along to other more fortunate showfolk in the hope that they too will contribute a dollar.

The dollar chain letter caught on quickly at the circuits, with execs right down to the page boys entering into the spirit of it and many realizing handsome profits within two days. RKO, Loew and other theater outfits are keyed to a high pitch with it. The vaude booking offices, agents and acts are in it heart and soul. Issy Rappaport, Baltimore theater operator, sent a \$5 chain letter by wire. The plan worked out for such folks as Alex Hanlon, Don Sherwood, the employees of Loew's booking office, Harry Ames and countless others. Jesse Kaye, of F. & M., even had to squawk at the agents the other day that he needs acts and is sick and tired of hearing about chain letters.

The radio field, too, is getting its share. NBC and CBS have the letters running right thru the buildings, with a CBS elevator operator already getting \$65; Ethel Merman, \$40; Jerry Cooper, \$20, and a lot of other folks doing well also. Burlesque got started only the other day, and already the strip women, comics and straight men are busy selling their letters. Dance halls, sport-lands, juice stands and the like have gone for the fad hook, line and sinker. The American Federation of Musicians' office found itself flooded with chain letters, the various locals sending them in by the score.

However, the humor of the situation was upheld, with comedy chain letters being sent thru the mails and some that weren't as comical as they were suggestive. The chain letter sellers all kid when they approach a prospect, but it's all kidding on the square.

LANNY ROSS

This Week's Cover Subject

WHEN he was two years old Lanny Ross, star of Maxwell House Showboat and his own Log Cabin hour, played his first theatrical date—in a vaudeville act, following this two years later by appearing with Ben Greet's Shakespearean company. Between this time and the present, however, any number of things took place in his career, among which are: entering the Taft School at Watertown, Conn., in 1915, and Yale in 1924 as a scholarship student; winning the Indoor National Track Championship and running for Yale against Oxford and Cambridge and receiving his LL.B. from Columbia in 1931, paying his tuition fees by singing on the air.

His radio start came in 1928, on Christmas morning, at the Heddlung NBC, and by the time his law studies were over his earnings far exceeded anything he could hope to make as a new member of the bar. Since that time, of course, he has gone up the ladder steadily. Besides his radio work, he has played of late in vaudeville and has made two pictures for Paramount.

Sunday Show Vote

Sunday shows (which were only mentioned once at the Forum meeting last night) will come up at the meeting, with a number of alternatives expected to be presented for the membership's vote. The regular order of business will be carried thru, the only other scheduled vote being one on a constitutional change concerning the Four A's, brought up at the regular council meeting Tuesday. Another much-discussed angle, the limitation of senior and junior members in any production to an 80-20 ratio will not be voted upon at the meeting. It will come up again in council at that body's June 11 session.

It is impossible to tell what will come up from the floor—but plenty is expected.

At the Forum's rally last night the administration came in for a heavy panning. George Heller, Forumite elected to the council last year on the compromise ticket, opened the barrage, attacking the "paternalism" of the administration in no uncertain terms and saying that the administration's councilmen have shown a tendency to regard their council jobs as honorary posts, acting merely as yes-men to the execs. He also hit at what he called the administration's unfair tactics toward the Forum since the stormy nominating committee election and asked why certain active and liberal

(See *FORUM'S* on opposite page)

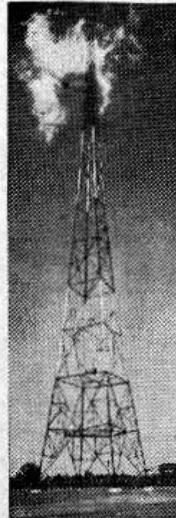
close tonight. Next week will probably see more plays closing, and with the first heat wave many others will go to the warehouse.

Picture houses showed the lowest grosses in months, due largely to poor product. The Music Hall, with *Escape Me Never*, opened to capacity and is doing turnaway business and looks like a holdover. Paramount was a complete flop with the third week of *Gotm' to Town*. Next week's lineup of pix does not look encouraging.

Cool weather is keeping many burlesque houses from hanging out the crepe, but (See *LACK OF VISITORS* on page 15)

To Serve Well the Public Interest

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THE RESPONSIBILITY for the development of radio broadcasting as we know it today was originally vested in the National Broadcasting Company. As the first to establish mass radio communication and advertising on a national scale, the company early recognized the need for discretion in the use of its forces. Thus, the setting up of standards and the shaping of policies for programs and advertising messages demanded the most careful consideration. For, a large part of the destiny of the entire radio broadcasting industry was in its hands.

And so, from the beginning, the National Broadcasting Company has directed its course along channels which it believed led to the clearest sailing. Program and advertising policies were based on one fundamental: to serve well the interest of the public, for in so doing the interests of advertisers, stations and NBC are best served.

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the one there could not be the other. The success of radio advertisers can only be in proportion to the public acceptance of the medium.

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FORUM'S

(Continued from opposite page)
council members had not been renominated.

Maida Reade Speaks

Maida Reade, administration, who was chairman of this year's nominating committee, followed, saying that the Forum's list of proposed candidates had been read, but that no one had officially suggested them. She also asked whether the Forum would have nominated administration people if it had won the nominating committee elections.

Leo Curley, administration, objected to the yes-man characterization, and Phil Loeb, Forum councilman, said that Curley, Miss Reade, Edward Fielding and Albert Kappeler, all of whom were present, did not fall into that category. Loeb

also said that Equity activities had increased markedly during the past year, during which the Forum councilmen had served; panned Frank Gilmore, Equity president, for his action at the nominating committee election when a Forumite raised a point of order and was put out of the meeting, and also raised Heller's point concerning the renomination of active councilmen.

Jack Byrne took a few potshots at the entire nominating system which, he said, virtually guarantees administration control, since three members of the committee of nine are appointed by the council. Only two more have to be elected, he pointed out, in order to assure a majority.

From then on the two sides practically merged. Alexandra Carlisle, administration candidate, praised the Forum and asked for a united Equity front. James

Fell, administration, said he believed thoroughly in the Forum, tho he was against rehearsal pay. Edward Fielding, administration, came out flatly in favor of rehearsal pay, which is one of the chief points in the Forum platform. Edward Everett Hale, Forum, praised Equity for its accomplishments and was generally conciliatory toward the administration, taking exception only to being misquoted, as he claimed, in *Equity Magazine*.

There was nothing conciliatory, however, about Mary Virginia Farmer, Forum. She said that the administration's accusation that Forum councilmen acted as a bloc proved that the administration had refused to make any efforts to absorb them.

Ballot Handling Attacked

John Brown, Forum, brought out an accusation against the administration in

regard to the handling of ballots. The first ballot, containing only the administration slate, had been sent out before the Forum slate was entered and a ruling was made that all ballots already returned would have to stand. It was Brown's contention that a new ballot, containing both slates, should have been sent out, to supersede the original.

J. Edward Bromberg, Alexander Kirkland, Sam Jaffe, Morris Carnovsky and Charles Brokaw, Forum candidates, also spoke.

The NRA came in for some panning on its regulation of salary minimums, the contention being that they tended to become maximums.

Byrne was the only one to mention Sunday shows. He argued that they should be passed at the general meeting only if Equity were to receive substantial concessions from the managers in return.

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WANTED

For Platform Med Show, opening early in June. People in all lines, especially Blackface Comic who is hot. Salary. Must change for two weeks. If you booze, do not answer this; you won't last. State name, salary. Pay your own. Long season holds till December. No advance unless known to me. DOC ED WHITE, Salem, N. V., Two Weeks, Starting May 27.

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HAL STONE SHOW

A-1 Leading Man or Team. Youth and ability essential. Year around show. State all. Other useful people who double Orchestra or Specialties write.
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WANT Young Leading Man

State age, height, weight, past engagements. Also Trumpet and Alto Sax. Must read and take. Wire BUD HAWKINS, May 27-29-29, Scottsville, Ky.; May 30-31-June 1, Horse Care, Ky.

Major Networks Are Strongly
Intrenched for the Summer

CBS finds that drugs have taken the lead as hot weather advertisers, while food and food beverages slide to second place—"best summer" seems sure

NEW YORK, May 25.—Both the National Broadcasting Company and the Columbia Broadcasting System have enough accounts new or old continuing over the summer months to insure what appears to be the promising hot-weather grosses for 1935, probably in excess of any summer to date. From all angles CBS believes that a record has been set already in total expenditures, average expenditures and average daily time sales. Industry breakdowns by CBS reveal the bulk of the summer business being absorbed by the drug industry, with foods and food beverages taking second place for the first time. Gross revenue figures by CBS show summer drug advertising as having moved from a total of \$338,000 in 1933 to \$913,000 in 1935, while foods moved from \$211,000 in 1933 to nearly \$610,000 in 1935. Summer daytime broadcasting shows a 50 per cent improvement over 1933, while summer evening programs have increased over 72 per cent. The average is 61.3 per cent.

NBC has been getting out one broadside after another thru its sales promotion department and also has facts and figures revealing an unsurpassed summer on tap. Sales chart has shown a steady summer upward trend, yet NBC has not let down its drive for summer business by its sales department.

Summer NBC Clients

Summer advertisers signed for 1935 on NBC as of May 25, whose contracts unless interrupted or canceled, provide for continuation: Armour & Company, Campana Corporation, Carnation Company, George W. Caswell & Company, Cities Service Company, Climacene Company, Colgate Palmolive Peet Company, Firestone Tire & Rubber Company, F. W. Fitch Company, General Foods Corporation, General Mills, Inc.; Great A. & P. Tea Company, Household Finance Corporation, Kellogg Company, Kraft Phenix Cheese Company, Lady Esther Company, Langendorf United Bakeries, Luxor Limited, J. W. Marrow Manufacturing Company, Dr. Miles Laboratories, Philip Morris & Company, Northwestern Yeast Company, Occidental Life Insurance Company, Pacific Coast Borax Company, Pet Milk Sales Corporation; Princess Pat, Ltd.; Procter & Gamble Company; Real Silk Hosiery Mills, Inc.; Red Star Yeast Products Company, Richfield Oil Company of California, Shell Oil Company, Sinclair Refining Company; Standard Brands, Inc.; Standard Oil Company of California; Sterling (See MAJOR NETWORKS on page 71)

Legit Code Group
Okeh Gillmore Plan

NEW YORK, May 27.—The Legitimate Theater Code Authority at its meeting Saturday voted to adopt the road revival plan suggested earlier in the week by Frank Gillmore, Equity president. The plan was formulated by Gillmore, with the assistance of Philip Wittenberg and Dorothy Bryant, and is described in detail on page 19 of this issue. It is the first real, concentrated drive for government-sponsored legit revival, all other plans being offered by one faction or another.

The FERA, which is interested in relieving the plight of legit, will be contacted by a committee headed by Brock Pemberton. The committee was appointed at the meeting Saturday and includes, besides Pemberton, Gillmore, Wittenberg, Marcus Heiman and William A. Brady. The latter, chairman of the Code Authority, was made an ex-officio member. Pemberton said the committee would go to Washington some time this week to contact the proper FERA and RFC authorities.

Robbins-B&K Case Remanded

CHICAGO, May 25.—The Appellate Court here, has reversed and remanded the case of the Robbins Music Company against Balaban & Katz. Previous decision had gone to B. & K. in February. The Robbins Company had attached Lew Leslie and the Sepia Guild Players at the Chicago Theater for a \$2,500 loan made to Leslie and found that Balaban & Katz had paid commissions to the William Morris agency after a garnishee service on Leslie. The case must now be tried again.

J. F. Seebachs Quits
CBS; Goes to WOR

NEW YORK, May 27.—Julius F. Seebachs, program director for the Columbia Broadcasting System, has resigned to assume a similar capacity with WOR. Alfred McCosker, WOR president, announced today. Resignation is effective June 8. Adolph Opfinger and Ken A. Pickett, now handling programing at WOR, remain as Seebachs' aids.

Chicago Park Board
Changes Drama Plans

CHICAGO, May 25.—The extensive plans outlined by the Chicago Park Board for a 10-week season of pageantry, dramatics and spectacles on the lake front this summer are undergoing modification after several meetings of the Park Commission during which they voted thumbs down on the proposed open-air theater to be built around a band stand in Grant Park. Present idea is to use the Lagoon theater and expand the musical activities to other parks. For a while they entertained a proposition from Philip Van Loan, general manager of the American Concert Artists' Association, who asked permission to erect a \$15,000 open-air theater in one of the parks for low-priced opera from July 4 to September 15, for which the park district was to get 5 per cent of the gross income.

Rather than be left open to criticism of using public property for private gain, a committee of 25 citizens, prominent in musical and dramatic circles, has been appointed to counsel as a body and give their opinions to the park board regarding the whole program. In the meantime the plans are being held in abeyance. Another reason why the park board is going slowly is in order that its plans will not be confused by the public with the proposed Northerly Island proposition of Mayor Kelly, which has drawn much adverse criticism.

Service Union
Makes Headway

NEW YORK, May 27.—Local 95 of the Theater and Amusement Employees' Union has signed a closed-shop agreement with the Civic Repertory Theater. Contract provides for 56 cents an hour for ushers and matrons week days and 78 cents an hour Sundays; 71 cents an hour week days and \$1.06 an hour Sundays for head ushers, and 60 cents an hour week days and 90 cents an hour Sundays for porters. Walter Knickman, president of the local, signed the agreement with the theater union.

Harlem's New
Theater Group Set

NEW YORK, May 25.—Harlem's latest theatrical organization is the Negro People's Theater, which was founded to attempt to advance the Negro in the theater culturally, artistically and economically. For its first program, which will be presented at the Rockland Palace next Saturday (1) the group will present *Waiting for Lefty*, which is at present playing the Longacre on Broadway. It will be staged by Rose McClendon and Chick McKinney, and the cast will include Hilda O'Neil, Dorothy Paul, Dick Campbell, Mae Stinnette, Viola Dean, McKinney, Oliver Foster, Howard Johnson, William Mayers, McKinley Reeves, Leon Diggs and Walter Whitfield.

Philly UEA Gives Party

PHILADELPHIA, May 25.—The United Entertainers' Association of this city gave its first annual Actors' Ball and Variety Show May 15 at Lu Lu Temple Auditorium to excellent attendance. The show was given in two parts, the first being a minstrel in which Jesse Johnson and Lee Vincent acted as inter-locutors, and Bob Girard, Charley Boyden, John Lemuels and others as endmen. Various numbers were introduced during the part, among them the Three Shipmates, Collins and Fredericks, Upside-Down Harry, Scott Brothers and others. In the olio following, the acts were numerous. Frankie Richardson acted as m. c., introducing the various numbers, among which were Warren Boden, banjo soloist; Bobbie Heath, monolog; Si Stebbins and Si Perkins; Johnson Brothers, dancers, and Jones and Ray, novelty comedy act. The Club Madrid furnished four cabaret numbers and Evelyn Iles gave a broadcasting presentation of four numbers.

Rosemary Ames for Chi Drama

CHICAGO, May 25.—Rosemary Ames, Fox picture star who is visiting her family here, was engaged this week by Guy Ben Phillips to play opposite Tom Powers in *The Mocking Bird*, one of the plays to be presented this summer as part of the North Shore Drama festival season conducted by Phillips. Jesse Royce Landis and Ernest Glendinning have been definitely set as leads in *The Crime at Blossom's*, which follows the opening bill, *Mary Rose*, headed by Edith Barrett and Eric Dressler.

NASIB

for 21 years photographer to the profession.

SPECIAL RATES FOR JUNE,
JULY AND AUGUST

Inspect our new and enlarged studio next door to The Billboard, 6th Floor, Palace Theatre Bldg. Special facilities for large groups.

HILD
FLOOR and CARPET
WASHING EQUIPMENT
and SUPPLIES...

108 W. Lake Street, Chicago, Ill.

HAYFEVER

ASTHMA and SUMMER COLDS are unnecessary. Complete relief only \$1.00 Postpaid. Nothing else to buy. Over 40,000 HOLFORD'S WONDER INHALERS sold last year alone. Mail \$1.00 today for full season's relief to THE DANDEE CO., 252 HENNEPIN AVE., MINNEAPOLIS, MINN., or write for Free Booklet.

FRED G. BRUNK
COMEDIANS

WANTS Comedian and Ingenue. Join at once. Also Clarinet and Alto Sax. Address Pueblo, Colo.

WANT two Girls to handle Home Talent for Barn Dance Shows en route. Must play some Piano. Sing, take care Tickets and Ads. State age, experience, salary. Address TEX OHENETTE, Martinsville, Ill., May 29; Marshall, Ill., 30-31.

WANTED

to join at once, small Tab Show with Pianist, Singers, Dancers, Comedians, etc. Fifty percent Door and Reserves. Week-stand tent. Wire MANAGER, Virginia Tent Show, Gladstone, Va.

WANTED—Orchestras, Acts (all types), Concessions, Rides. Anything worth while in the amusement field. Send photos and prices. PARAMOUNT AGENCY P. O. Box 644, Lansing, Mich.

WANTED—To join on wire, Medicine Performers, State salary and general qualifications. Roy W. Hunt, Buster Robinson, can place you. MADAME MAYFIELD CO., West Hickory, Pa.

WANTED QUICK—Dramatic People; ability, wit, and Specialties. Pianist doubling Stage or Shiner. No advances. State age, weight, height, salary. GUY CAUFMAN, Filmore, Mo.

WANTED AT ONCE—For Rep under canvas. YOUNG TEAM. Singing and Dancing Specialties. Parts as cast. MUSICAL TRIO—For Orchestra and Harmony Singing, also Singing Specialties. Good entertainers. Write people write. MARGUERITE BRYANT, 1834 E. 79th St., Cleveland, O.

NBC AND THE RADIO ARTISTS

Mex Watters Get Setback

Powerful across the border stations slip up in battle to install U. S. studios

WASHINGTON, May 25.—Following hearings held in Texas, Federal Communications Commissioner Thad H. Brown recommended that the application of the Universal Advertising Agency for a permit to locate and maintain a broadcast studio at Laredo, Tex., be denied. The ad agency was represented by T. Yount, who purported to be the business head of the organization and who applied for the studio permit for the transmission of radio programs for broadcast from Mexico, particularly Station XENT, at Nuevo Laredo, Tamaulipas.

Commissioner Brown stated that "there is serious doubt, from the evidence presented in this case, that T. Yount is in fact the real party in interest in this application." He believed that there was a close association between the applicant and Station XENT and cited Paragraph 325 (c) of the Communications Act of 1934, which provides that a license or permit shall be revocable for false statement in the application.

An adverse decision was also recommended by Commissioner Brown in the application of Mary H. and W. C. Morris, partners, working at Hotel Eagle, Eagle Pass, Tex. Application was made for studios to transmit programs from the Hotel Eagle to Station XEPN, Piedras Negras, Mex. Commissioner Brown did not believe that the granting of the application would be in the public interest, etc., and that a specific violation of the act had been shown.

Interests owning and operating the Mexican stations mentioned above are seeking to establish studios on U. S. soil for the powerful watters which broadcast across the country, and have been receiving mail responses at Texas addresses to programs considered objectionable if broadcast from this country.

ASCAP Licenses Extend to Dec. 31

NEW YORK, May 25.—Conferences between the National Association of Broadcasters' Copyright committee and the committee representing the American Society of Composers, Authors and Publishers have agreed to extend all existing broadcast licenses from September 1, 1935, to December 31, 1935. Majority of the performing rights licenses issued by ASCAP to stations run out on September 1, and the continuance of these agreements will be on the current 5 per cent of the moneys derived from sale of station facilities.

The December 31 date is the one upon which contracts between ASCAP and its publisher and writer members expire. While the final decree of the anti-trust suit brought by the government against the Society will in all probability not be handed down by December 31, due to appeals that either side may take, ASCAP could not very well offer to extend contracts beyond this date. Broadcaster licensees are receiving a form which contains the extension provision, and when signed will be part of the original contracts. The government's suit set for June 10 here will be defended by ASCAP without further effort to seek additional time to a higher court.

John Blair, head of the advertising agency bearing his name, has been on the Coast for the past few days conferring with officials of KNX. Blair is national representative for the station.

"All Because They're Smart"

NEW YORK, May 25.—Columbia Broadcasting System has a great story and layout in the June issue of Fortune magazine entitled "And All Because They're Smart." Sextet prominent in the picture are Messrs. Paley, Klauber, Boice, Kesten, Lowman and Willis.

The story of CBS, more or less well known and written, is the usual clear, concise picture offered by Fortune, which plays up the \$5,000,000 sales in 1929 which grew to \$19,000,000 in 1934, and how it has in some cases outdistanced NBC.

Same issue has the NBC ad picturing the youthful man with a terrific beaver, the copy reading: "Whiskers belongs on chins—not on ideas." Young & Rubicam Agency runs a full-page ad featuring Jack Benny as the most widely listened to artist in the world.

NAB Convention Committees Set

WASHINGTON, May 25.—Edwin M. Spence, chairman of the National Association of Broadcasters' Convention committee, has named the following as general convention committeemen:

Edwin M. Spence, WEAL, Baltimore, chairman; Guy Earle, KNX, Hollywood; Ed Craney, KGIR, Butte; Ralph Brunton, KJBS, San Francisco; Glen Snyder, WLS, Chicago; P. J. Meyers, KFVR, Bismarck, N. D.; William West, WTMV, East St. Louis; Hugh Half, WOAI, San Antonio; Hoyt Wooten, WREC, Memphis; E. D. Gluck, WSOB, Charlotte, N. C.; Crede Harris, WHAS, Louisville; Campbell Arnoux, WTAR, Norfolk, Va.; Roy Thompson, WFBG, Altoona, Pa.; Paul W. Morency, WTIC, Hartford; Charles Burton, WEEI, Boston, and a representative from WNEF, Binghamton, N. Y.

DENVER, May 25.—Committee in charge of local arrangements of the 13th annual NAB Convention is headed by Gene O'Fallon, KFEL, this city. F. W. Meyer, KLZ; G. E. Nelson, KOA, and W. D. Pyle, KVOD, complete the committee which will handle the local details for the Colorado Springs gathering July 6 to 10.

C.-A. Again Asks FCC To Define Short-Wave's Commercial Status

NEW YORK, May 25.—Conquest Alliance Company has reopened the question of shortwaving American-sponsored programs to foreign countries or insular possessions for rebroadcast by the same sponsor and an alleged and would-be monopoly in this connection charged against the National Broadcasting Company. CA has written another letter to the Federal Communications Commission asking for a definite opinion.

In response to Conquest Alliance's first letter the commission actually rendered no opinion, but simply explained certain FCC rulings and went down the middle course. Question arose when Lambert Pharmaceutical Company, sponsoring on NBC the Metropolitan Opera broadcasts last season, ordered time on WKAQ, Puerto Rico, program to be shortwaved by the General Electric station in Schenectady, N. Y., FCC rules prohibit shortwaving of commercial plugs, with this adhered to and WKAQ making the announcements there.

NBC objected and said the program must go thru the RCA Riverhead, L. I., station, or not at all, with RCA charging \$3 a minute. This, it is claimed, is exorbitant, especially on a two-hour program. When the shortwave presentation was forced off, CA wrote the FCC, to be advised that that body had no jurisdiction over contractual relations between advertiser and network, except wherein such contracts might violate commission rulings, if and when.

CA Hints Monopoly

In its second letter CA pointed out

Finishing Touches on Expansion Plans Definitely Set by Engles

Completes the original idea as recommended by Trade Ways, Inc.—band policy a factor as well as encouragement of new talent—complete co-ordination—personnel

NEW YORK, May 27.—Final plans to make the National Broadcasting Company's Artists' Service the largest talent organization of its kind in the world go into effect officially this week with the hope that mutually satisfactory arrangements between talent and talent-buyers is now a reality. Expansion plans were verified by George Engles, NBC vice-president and managing director of the Artists' Service. Engles, now on the Coast, where he supervised details of opening the local branch, waxed optimistic on the long-distance phone and pointed out that a sort of trial run of the new setup has been unofficially in operation and found completely efficient.

Dodge Motors ET Show Being Set

NEW YORK, May 25.—Another large automobile firm is planning to go to spot broadcasting, Dodge Brothers now lining up a show. Spot field has been given a healthy boost from the auto trade, mainly thru Chevrolet's large scale program. Dodge deal will not come to that size.

Talent that will probably be used will include Victor Young's Orchestra. Bob Crosby, Ruth Etting, Mills Brothers and Morton Downey, each act to make three transcriptions, with Young's orchestra on each. Rockwell-O'Keefe is handling the talent phase.

Young is also on the recordings, being placed by Chevy. Ruthrauff & Ryan represent Dodge.

Radio Singer to Op

NEW YORK, May 25.—Dolores Casinelli, radio singer and on NBC during the last four or five years, breaks into opera in the Salmaggi Chicago Grand Opera at the Hippodrome, New York. She starts in the lead in *Carmen* June 1.

KTAB, San Francisco and Oakland, is now KSFO, taking the initials of the two cities where studios are located.

Realignment of personnel in specialized divisions, most of them new, explained Engles, has "steered a course for us which we believe makes us better prepared to serve artists in radio, motion pictures, theater, opera, concerts, recording, private entertainment, hotels, night clubs and other resorts." In all such dealings Engles felt that what NBC wanted most was an equitable understanding for both NBC artist and client. He felt that the new activities would equally help the Chicago, Cleveland, San Francisco and other branch offices, as well as Hollywood, where Dema Harschbarger is now manager of a new office.

Work between the various NBC branches will be co-ordinated in a way that will make it possible for an artist to obtain consecutive bookings in all branches of the amusement field. By the same token, red tape and minor drawbacks have been eliminated so that an NBC representative may sell a name act, for instance, to an agency without going thru the routine of making the deal thru still another NBC rep just because it is his department, etc., particularly when the salesman is on the spot and can close the deal.

Daniel S. Tuthill, assistant managing director of NBC Artists' Service, will continue in the office to which he was appointed for the purpose of effecting closer co-ordination between the various departments within the organization, as well as continuing his supervision of the talent sales and sales promotion activities. This will leave Engles more times in which to develop outside contacts with artists and co-ordination between the various departments' interests in general.

Two New Divisions

New divisions in the operating plan, according to Tuthill, are auditions and bands and sales promotion. Duties of salesmen have been extended to cover the international entertainment field, while greater personal service will be available to artists. Tuthill is of the opinion that the day is gone when one man could act as representative in selling an artist and at the same time act in other managerial capacities. These functions at NBC have been separated and subdivided. The definite move toward a resumption of the former NBC band policy is expected to bring new life into the orchestra booking field.

Organization and Personnel

The new Artists' Service organization is as follows:
SALES REPRESENTATIVES CONTACTING ADVERTISING AGENCIES—Mrs. Ethel B. Gilbert, T. F. Allen and John Babb. Group is available to all managers. (See NBC AND on page 10)

Foreign Amateur Show

NEW YORK, May 25.—Prophylactic Brush Company is sponsoring what is believed to be the first foreign amateur show, starting June 20 on CMW, Havana, Cuba. Believed not only to be the first of its kind, but definitely the first advertising attempt of its kind abroad. Deal was set by Conquest Alliance Company. Unlike American amateur programs, no gong will be used, each performer being allowed to finish his stint. Figured the Cuban Latin temperament as too touchy.

CONSOLIDATED RADIO ARTISTS, INC.
 CHARLES E. GREEN, PRES.
 1619 Broadway, New York, N. Y.

ANGELO FERDINANDO
 AND HIS ORCHESTRA.
 NBC NETWORK.
 HOTEL GREAT NORTHERN
 118 W. 57th St., N. Y. City.
 Dir.: CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.



LEON NOW ON TOUR
 "SNOOKS"
 Direction: Consolidated Radio Artists, 1619 Broadway, New York City.

FRIEDMAN

HARRY RESER. WEAF Network Coast to Coast Management: National Broadcasting Company.
WRIGLEY'S SPEARMINT TOOTH PASTE HOUR
 Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

★ **BILL SCOTTI and his N. B. C. ORCHESTRA**
 HOTEL BILTMORE.
 Direction: NBC Artists' Bureau, Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

EMIL VELAZCO and his ORCHESTRA
 NOW ON TOUR.
 The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
 Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

HOWARD WOODS and his Royal Crest Orchestra
 NOW ON TOUR
 Direction: CHARLES E. GREEN, 1619 Broadway, New York City.

Broadcasting Via WTIC-NBC.
ERNIE ANDREWS AND HIS ORCHESTRA
 NOW ON TOUR.
 Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

MRS. **LOUIS ARMSTRONG**
 AND HER KINGS OF RHYTHM.
 FEATURING KING LOUIS II.
 NOW ON TOUR
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
 Personal Direction: WILLIAM McKINNEY.
 NOW ON TOUR.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

MUSICAL DIRECTOR
 WNEW AND NETWORK
LEO KAHN
 AND HIS ORCHESTRA
 NEW YORK, N. Y.

Broadway's Sensation
PAUL MARTELL
 AND HIS ORCHESTRA
 74th Week Arcadia Ballroom, New York

AND HIS ORCHESTRA
FREDDY MACK
 Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

Transradio \$1,000,000 Howl Claims Restraint of Trade

Large networks and officials, news associations and others named in anti-trust action, which alleges a "ruthless" move to strangle Transradio News

NEW YORK, May 25.—Transradio Press Service and its affiliate, Radio News Association, filed suit in the United States District Court this week charging the two major networks, three newspaper publisher owned news services, the American Newspaper Publishers' Association and officials of the various defendant organizations with conspiracy in restraint of trade. Crux of the suit is the Press-Radio Agreement of 1934, which, alleged the plaintiffs, brought about an agreement whereby the networks refused to permit any other news services other than those mentioned, as well as agreeing not to broadcast any news save that under ANPA or press association control.

Plaintiffs also allege various acts of unfair competition, these including: Defendants allegedly sought to leave the impression TR and RNA are propaganda bureaus for the United States government or alien governments; that only the defendant press associations could supply authentic news; that plaintiffs pirated news; that advertisers could edit and/or censor TR or RNA news, altho, plaintiffs aver, contracts for both services contain protective clauses. Damages totaling \$1,170,000 are sought, \$977,500 for TR, balance for Radio News Association. Attorneys for the plaintiffs are Isaac W. Digges and Phillip S. Rivlin.

Defendants include National Broadcasting Company, Columbia Broadcasting Company, ANPA, Associated Press, United Press, International News (Hearst), M. H. Aylesworth, William S. Paley; Frank E. Mason, NBC vice-president; Hugh Baillie, of UP; Joseph V. Connelly, of INS; E. H. Harris, chairman of the Press Radio Committee; Lloyd Stratton, of AP; Paul White, CBS Special Events department; G. B. Parker and J. D. Gortatowsky.

TR and NRA charge that after the PR agreement was concluded press associations stopped furnishing news directly to the broadcasters with whom they were under contract. CBS, it is also alleged, agreed to disband its news service. It is further charged that after Herbert Moore organized Transradio the defendants began a campaign of "vilification and abuse." In taking the different steps as previously recorded, spokesmen for the publishers, etc., attempted to curtail or prevent TR broadcasts; ceased listing Transradio programs in program listings; destroy TR and RBA, sought cancellation of existing contracts and to induce stations not to buy TR or RNA, it is alleged.

Complaint was also accompanied by an affidavit signed by Moore, listing the history of the past year and a half in the radio news picture and charging the defendants with "un-American, despotic, ruthless" action in trying to strangle Moore's organizations.

Coast Situation

SAN FRANCISCO, May 25.—With rumors flying in every direction, much confusion reigns in the radio news field on the Pacific Coast.

As far as can be learned, International News Service hasn't as yet invaded the territory, but United Press has its salesmen out offering their facilities to broadcasting stations, many looking with favor.

First on the Coast to be signed by UP is the Northern California Broadcasting System, operating KJBS, San Francisco, and KWQ, San Jose, which dropped its Press-Radio service on May 18. They signed with UP on May 20, using two daily schedules on KJBS and three on KWQ. KJBS is also using a daily 15-minute Transradio Italian broadcast at 7 p.m. To get the Northern California Broadcasting System's business UP is said to have cut its price considerably.

KIEM, Eureka, Calif., dropped its Press-Radio news on May 15 in favor of Transradio, and KPFC, San Francisco, is said to be looking with favor upon one of the new services, which means it will probably drop its P-R. Transradio reports several new Pacific Coast stations have signed.

Frank Wright's American Broadcasters' News Association, with offices in San Francisco and Oakland, hasn't as yet revealed station affiliations, but states that approximately 100 will be signed when the news gathering and distribut-

KWK Rumored Quitting NBC

ST. LOUIS, May 25.—KWK, local station on the National Broadcasting Company's basic blue network, has, according to authentic sources, served notice on NBC that effective in March of 1936 it will end its affiliation with NBC. A delegation of KWK executives was in New York this week conferring with NBC, but was unsuccessful in ending the stalemate.

Cause of KWK's action is understood to be the new compensation pact recently signed by the outlet for one year, ending March, 1936. KWK reputedly refused to grant NBC afternoon periods devoted to KWK to broadcasts of the local big league ball games and when NBC insisted on getting that time, called matters off.

NEW YORK, May 25.—KWK is the second blue NBC station to go on the off list; WJR, Detroit, shifting to Columbia in September.

New Biz, Renewals

NEW YORK, May 25.—New business and renewals on Columbia Broadcasting System include:

ACME WHITE LEAD & COLOR WORKS, thru Henri, Hurst & McDonald, Chicago: renews effective June 9, Sunday, 6:30-6:45 p.m. EDST on WKRC, Cincinnati, and 17 stations. Program is Smilin' Ed McConnell.

DEVOE & RAYNOLDS CO., thru McCann-Erickson, Inc.; started May 21, Tuesday and Thursday, 6:45-6:55 p.m. EDST on WABC and 35 stations. Program is Col. Stoopnagle and Budd.

NBC new business: ORTNER INSTITUTE, thru L. H. Waldron Adv. Agency, starting May 27, four 15-minute periods weekly. Program not set.

DUBONNET RESTAURANT, direct, taking time on the dance parade with Dubonnet Ensemble.

BARNEY'S CLOTHES, thru Bess & Schillin, started May 20, Monday thru Saturday, 1-1:15 p.m. EDST. Dal and Ann, singing duet.

RADIO FEATURE SALES CORP., direct, started May 22, Wednesday and Friday, 1:30-2:30 p.m. Better Housing program.

MACALEER MFG. CO., thru Maxon, Inc.; BARNEY'S CLOTHES, thru Bess & Schillin, each taking spot announcements.

Chicago

MILES LABORATORIES, INC. (Alka-Seltzer), renewal for 52 weeks, starting May 27, comedy *Stars of Hollywood*, Monday, Wednesday and Friday, 8:15-8:30 p.m. CDST. Thru Wade Advertising Co.

The following business has been reported by Station WGN: CHEVROLET COMPANY, thru Campbell Ewald Co., renewal effective May 20 to and including July 15, each Monday, Wednesday and Friday, 9:15 to 9:30 p.m. *Musical Moments*, local commercial.

Newark

HERTZ SCHOOL OF MUSIC, direct, started May 24, Friday, 4:30-5 p.m. EDST. Program being an amateur show. COLGATE - PALMOLIVE - PEET CO., (See NEW BIZ on page 10)

ing organization starts on July 1. In the meantime he's lining up correspondents throuth the country.

Continental Orchestra Corporation


HOTEL UTICA, UTICA, N. Y.
 Exclusive Management
JAN CAMPBELL
 AND HIS N. B. C. ORCHESTRA.
 STAN HALL
 AND HIS BAND OF A MILLION-AIRS
 LEE BARTON
 AND HIS ORCHESTRA.
 LEW REDMAN'S
 BELL HOPS
 TWELVE COLORED RHYTHMICS.

ERNIE WARREN
 AND HIS ORCHESTRA.
 Direction, IRVING MILLS ARTISTS, Inc.
 799 7th Avenue, New York, N. Y.

UNCLE EZRA
 (PAT BARRETT)
 Monday, Wednesday, Friday
 7:45 P.M., EST.
 NBC—RED NETWORK.
 (Courtesy Alka-Seltzer.)

HENRI GENDRON
 and his **AMBASSADORS**
 NOW ON TOUR.

GENE AUTRY
 The Original Oklahoma Yodeling Cowboy and His Boys.
 Broadcasting daily from Station WHAS, Louisville, selling his famous Song Books and making Personal Appearances. Returns to Hollywood about April 20. Will make Personal Appearances on way west.
 Write J. J. FRANK, Care Billboard, Chicago, for Dates.



"BUDDY WELCOME AND ORCHESTRA" FEATURING EDDIE RYAN.
 AND ORCHESTRA" ABE M. PARDOLL, Mgr. HIS Coast to Coast, WABC.
 DIRECTION ORCHESTRA CORP. OF AMERICA.
 1619 Broadway, New York, N. Y.

JOE REICHMAN
 and his ORCHESTRA
 Now Playing
 WALDORF-ASTORIA
 New York, N. Y.

?FRANK MORGAN?
 Will answer this question on the Inside Front Cover of the June 29 issue of The Billboard.

HILTON SISTERS
 World Famous Siamese Twins
 NOW ON TOUR
 Direction 1619 Broadway, FRANK FISHERMAN, New York, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

STATION NOTES

Address All Communications to the New York Office

KENNETH JOHNSON, of the WHK, Cleveland, sales staff, is resigning his position to become commercial manager of WJW, Dayton, O.

WLW's newest addition to its staff of artists is Irene George, popular song warbler. She made her debut in Galveston, Tex., singing on the same bill as Ginger Rogers, and since then made a steady climb via some of the country's leading night clubs.

WGY, Schenectady, has started a new series with Doc Schneider's Texas Yodeling Cowboy Band, the outfit being heard daily except Sunday locally and twice weekly on the NBC red network. A. J. Locke, business manager for the organization, brought the band north on a 3,000-mile jump from Mexico, where the band had been playing over XELO and XEPN.

W. A. SCHUDT JR., manager of WBT, Charlotte, N. C., is back at his desk after a trip thru the West North Carolina mountains. He found that the radio time signal his station is sending out is a boon to the mountaineers, also that in the wealthiest resort sections of the Blue Ridge they could now obtain fine reception because of the WBT new vertical antennae. Formerly remote parts of the country heard the station, yet residents 150 miles away could not get reception because the waves couldn't penetrate the hills.

WEBC and the city of Moorhead, Minn., were granted a stay order by the United States Court of Appeals for the District of Columbia. Petition for stay and an appeal were filed with the court by the station and city against a de-

cision of the Federal Communications Commission, which granted KGFK permission to move from Moorhead to Duluth. The FCC did not oppose the stay petition.

WHIO, Dayton, O., put on the first baptismal service ever conducted over the air during one of its RFD and Farm Hour programs under the direction of Trulan Wilder.

BETH EVANS, songstress, starts on WMCA, New York, in *Book of Melody* May 31.

TOM BAKER, CBS tenor, formerly heard from Chicago studios, has joined the staff of artists on KMOX, St. Louis, and among his programs are several with Eddie Dunstetter, organist.

RANGE RAMBLERS, headed by Pinkey Meyers, are now on the Southwest Broadcasting System, programs originating twice weekly from KTAT, Fort Worth.

PEN-O-RUB Cutups, originating Wednesday and Friday in the studios of WSM, Nashville, are also broadcast over WREC, Memphis, which is the first time the Nashville station has ever fed one of its regular program series to a Memphis station. Such broadcasts have been talked about since WSM went to 50,000 watts, but this is the first time the idea materialized. Show features Smilin' Jack and his Buddies, and two-station tieup was arranged by the Lake-Spiro-Cohn ad agency, of Memphis.

MARY HOLMES, who hands out household hints on her daily KNX, Hollywood, broadcasts, has found that her Thursday period entitled *Do You Know?* day is one of her best bets. Oddities about books, strange places and current fads are part of the routine.

WFAA, Dallas, had its Avon Cosmetic programs keyed with an offer of a free tube of tooth paste, and the first two announcements at the end of the programs brought 6,004 requests from seven States in the Southwest area. Program, sponsored by the California Perfume Company, is an electrical transcription heard in the forenoon. Julie Wintz Orchestra and George Buehler, baritone.

FRANK T. FAIRCLOTH and Victor Narrow, who joined the commercial department of KROW, Oakland, in April, have resigned.

JACK TRACY has joined the announcing staff of KSFO, San Francisco, as the "Hollywood Correspondent." He was formerly associated with the now defunct Morgan Production Company, San Francisco. Helen Harvey has joined the station as Home Economist. Bob Dumm, events and sports announcer, is now also editing the station's daily feature, "KSFO Sports Page of the Air."

MBS Chicago Meet Timed With Ad Men

NEW YORK, May 25.—Mutual Broadcasting System will hold its next regular business meeting June 6 in Chicago, same week that the Advertising Federation of America will convene in that city. Alfred McCosker, WOR chairman of the board, is also on the directorial board of the APA. Principal matter to be discussed at the MBS conclave will be the question of the sales policy for the network. It is said that the station operators forming the Mutual chain are practically decided on establishing a separate sales department under one chief instead of having each station's salesmen represent the network.

Trade was considerably interested this week in the deal which sent the broadcast of the night baseball game in Cincinnati, broadcast on MBS, on to stations of the Yankee network in New England. Discussion has arisen several times of the likelihood of John Shepard III's web joining with Mutual, Shepard and CBS never being any too satisfied. This is strengthened by the expected expansion of MBS. Several Yankee stations are now getting MBS commercials. Mutual has also arranged with the

Canadian Radio Commission, whereby the chain gets equal recognition from the CRC with NBC or CBS. Mutual may send Fred Weber, who completed the Canadian deal, to Canada soon to set definite program exchanges.

FDR'S THEATRICAL

(Continued from page 3)
attorney for Schulman, says Schulman brought Eddie Dowling into the committee and that, during the Roosevelt-for-President campaign, Dowling usurped Schulman's place thru his friendship with James A. Farley, now Postmaster-General. Schneider claims *The Mirror* story was planted to discredit Schulman and get him out of the way so that other ambitious theater folk could hog the spotlight.

Schneider says Dowling, his brother, Henry, and his valet, Bob Jewett; James and Elliott Roosevelt, sons of the President; Farley and others will be called to testify. Harry and Jack Warner, Winfield Sheehan, William A. Brady, George M. Cohan, Morton Downey, P. S. Harrison and Wayne Pearson were among the leaders of the theatrical Democratic committee during the last campaign.

306 MEMBERS

(Continued from page 3)
fact that the union was "broke" and ready to fold when the IA stepped in following Harry Sherman's abdication. Holmden said that \$171,000 was spent in legal fees during the 16 months of the Sherman regime, as compared with \$32,000 spent for lawyers during the IA's 10 months. He denounced the tendency of members to rush to the courts to adjust grievances.

In his 30-page report, Holmden defended the IA's use of the Unemployment Fund assessments, which had been severely criticized by the Progressive Group. He said the IA was working with a 7 per cent assessment on members, as compared with 12 per cent demanded by the Sherman regime and 20 per cent by the Sam Kaplan administration. Holmden denounced factionalism, claiming there were "53 groups, clubs or cliques in the local, each pulling in a different direction."

When queried on what action the IA intended to take against Sherman, who is accused of dissipating almost \$1,000,000, Holmden said he would not discuss the Sherman finances, as members already had two Sherman accounting actions in court and there was no sense in the IA's adding a third.

George E. Browne, president of the IA, also spoke. He was accompanied by Louis Krouse and James Brennan, IA vice-presidents.

After the report, nominations for officers of the local were called in order and several, among them Sam Kaplan, Nat Doragoff, Joseph Basson and Charles Thide, were nominated. The nominations were not voted upon, as the meeting was stampeded by members shouting: "We want the IA to stay." Browne called for a vote and all except 30 gave a standing

ANOTHER NEW IDEA FOR NEW YORK'S LIVEST STATION!

WHN MOVIE CLUB

SUNDAYS
12:30 TO
1:30 P.M.

Featuring RADIE HARRIS, Famous Movie Writer

WHN'S "BARN DANCE"

THURSDAYS 9 TO 10 P.M. SATURDAYS 8 TO 9 P.M.
RIDING THE CREST OF THE HILL-BILLY CRAZE

The NEW



WHN

STUDIO
LOEW BLDG
154-O BWAY
N.Y.C.



★ AUGIE
PALO
AND HIS ORCHESTRA.
Now Playing Leading RKO Theatres with
Manny King's "Vanity Fair" Revue.

"GULF HEADLINERS" •
FRANK 8:30-9:30 P.M.
WABC-CBS
MUSICAL DIRECTOR
T
"THE GREAT WALTZ"
Center Theatre, N. Y.

Robert H. Edson Presents
JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1500 Broadway, New York, N. Y.
Phone: LOnacre 5-8797.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

MIMI CHEVALIER
"The Flavor of France in Songs of Romance."
RADIO, STAGE, SCREEN.

"MIKE"
DURSO
The Voice of the Golden Trombone
AND HIS ORCHESTRA
Now Appearing **DELMONICO'S**
B'way at 51st St., N. Y. C.

BOB FRIDKIN ★
The International Maestro
AND HIS MUSIC
Now on Tour
Gordon Flood, Rep.
★ Jack Pomeroy Productions,
1697 Broadway, N. Y. C.

vote for the IA. Circulars asking for the IA to remain are now being passed around and more than 1,000 have signed. Another development is the American Legion's reinstating two theatrical posts that had picketed for Local 306.

THE INTERNATIONAL FAVORITE OF DANCE
FERDINANDO
And His MUSIC.
PALORAMA CAFE
SCHENECTADY
NEW YORK

Now Appearing
CLARIDGE
St. Louis, Mo.
ROBERT GELTMAN
AND HIS ORCHESTRA
"THE ROMANCERS"
On the Air Daily
Via Station KWK.
Addr. Robert Geltman,
Fenway Hotel, Cleveland.

DON RICHARDS
AND HIS MUSIC.
Personal Direction MEYER DAVIS.
Now in The Caprice Room,
HOTEL WELYN,
New York.
Beginning June 15th
VIVIAN JOHN'S
Monmouth Beach.

JERRY JOHNSON
AND HIS ORCHESTRA
Now on Tour.
ORCHESTRA CORPORATION OF AMERICA.
1819 Broadway, New York, N. Y.

PROGRAM REVIEWS

(EDST Unless Otherwise Indicated.)

Stoopnagle and Budd

Reviewed Tuesday, 6:45-8:55 p.m. Style—Comedy. Sponsor—DeVoe & Reynolds Co., Inc. Station—WABC (CBS network).

The ad lib. style of tomfoolery dispensed by this team has resulted in a sponsor coming to the front after a few months of sustaining fare. The latter heard on Friday nights over the CBS chain will continue, however. Present show is heard Thursday at the same time as well as on Tuesday. First program had the duo doing considerable by-play on paint gags such as arranging to paint park benches so that certain types of suits could be easily accommodated when wet paint caught a sitter. A few others followed, and then the Pullman cars came in for a short run. Paint gags were okeh with the exception that they almost threatened to overdo it and spoil the original intent. One paint gag at a time is sufficient, it would seem. The "mighty gag pipe organ" still handles the theme music. The 10-minute period is naturally a funny one, since the team is used to go to bat often.

Campaign put on by DeVoe & Reynolds makes a proposition of no payment at all for 30 days. After this time has elapsed a series of monthly payments of \$5.75 are made. Booklet on the offer is available, as well as literature on color schemes and hints on brightening up the house. Concern is using a network of 36 outlets. Press-Radio news bulletins follow the program on this station and probably many others. M. H. S.

Eddie Miller

Reviewed Tuesday afternoon, 3:45-4 p.m. Style—Baritone. Sponsor—Electrocol, Inc. Station—WMCA (New York).

Eddie Miller, one of the better known vaudeville baritones (Avon Comedy Four) and also reputed thru his recording work, returns to the air with a WMCA commercial. Miller has a voice of good quality and his training enables him to put a song over handily. Only suggestion to make in connection with what is a good vocal program is for the occasional insertion of a classic aria as against the straight selections of pops or semiclassicals. Program caught included *Macushlah*, *Siboney* and *Chloe*.

Commercials seem rather overextravagant as to the claims made. Preparation is sold to ease "athlete's foot" skin conditions, etc., as well "as entering the blood stream" and doing additional good. With the current advertising scare in radio, these should be toned down. Angelo Palange, formerly associated only with sports broadcasts, is the announcer. Program is on daily. J. F.

History of Chinese-American Trade Relations

Reviewed Friday, 7-7:30 p.m. PST. Style—Narrative dramatization. Sustaining on KFRC (CBS network).

This unusual broadcast was staged from KFRC transcontinentally in connection with the 150th anniversary of the start of trade relations with China. Under the supervision of imaginative young Pat Weaver, production manager of KFRC, the half hour moved smoothly from start to finish thru a multitude of facts made interesting by competent narration and dramatization, expert sound-effect balancing and background of musical environment.

Practically everyone on the pay roll took part, due to a demand for many and varied voices. John Nesbitt did the narrating and with a commanding voice and clear diction he re-created many

steps in the evolution of the commerce. At times he sounded a bit overzealous, but whether due to insufficient mike experience or to the pressure of the many ramifications in the broadcast it was excusable. Script called for storms at sea and land, sea battles and the atmospheric noises associated with shipping, keeping soundmakers on their toes. They did well. Claude Sweeten's job was not easy. He had to weave the panorama into a smoothly flowing unit with the music of many lands and many centuries and he succeeded.

To Weaver must go much credit for the success of this and other special events broadcasts which have recently emanated from the San Francisco station. D. H. G.

John Barrymore

Reviewed Thursday evening, 8-9 p.m. EDST. Style—Scene from *Twentieth Century* (play). Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Mr. Barrymore fell a little flat on the air in the scene he played from the Hecht-MacArthur play, *Twentieth Century*, and which he also played in when the script was pictureized. The heavy Barrymore style as it came thru the speaker didn't seem fit for radio consumption, with the physical maneuvering involved in the Barrymore work not visible. As a matter of fact, every once in a while it sounded as tho a reversion to type had occurred and he was again playing *Dr. Jekyll and Mr. Hyde*, growling and snarling, somewhat as if he had just swallowed the transforming concoction.

Scene played was the one wherein Oscar Jaffe, the fantastic legit producer, makes his first attempt to regain the acting services of his one time, and equally fantastic star, Lily Garland. It is one of the many entertaining scenes in the show. J. F.

NEW BIZ

(Continued from page 8)

thru Benton & Bowles, starting May 31, Friday, 7:30-7:45 p.m. EDST, and Friday (same night), 9:15-9:30 p.m. EDST. Programs will be *Minute Mysteries*, first 15 minutes presenting the problem and the second the solution. On WOR.

TROY HILLS, INC., thru Trades Advertising Agency, started May 30, Friday, 5:15-5:30 p.m. EDST. Program, Home Town Boys. On WOR.

RELIANCE MFG. CO., thru Mitchell-Faust, starts June 3, Monday, 7:45-8 p.m. EDST. Gabriel Heatter is the program.

NEW YORK POST, thru Blow Co., taking one program June 3, 8:30-9 p.m. EDST. Abe Lyman, Milton Berle, Ella Logan on the show. On WOR.

THE SSS CO., thru Johnson Dallis Co., RENEWS on Mutual Broadcasting System (WOR; WGN, Chicago, WLW, Cincinnati; WXYZ, Detroit), Friday, 10:30-11 p.m. EDST. Program is *The Music Box*.

ROBERT A. JOHNSTON CO., thru N. W. Ayer & Son, Chicago, RENEWS, effective May 26, on MBS, Monday to Friday, inclusive, 12:45-1 p.m. EDST. Program is *Painted Dreams*.

Dayton, O.

WHIO announces the following new biz: LUDLOW BATTERY & IGNITION CO. and I. BOYD HUFFMAN, INC., participating in Dayton Ducks' baseball game broadcast, each for 20 announcements. FORNEY STORES taking 13 125-word

announcements, starting May 9 to August 1.

JOYCE DISTRIBUTING CO. taking six 15-minute broadcasts Tuesdays, starting April 30.

SAL PHENINE LABORATORIES, Inc., taking four 15-minute spots Thursdays, starting May 9, ending May 30.

TOVAN ELECTRIC CO. renewed, effective May 6, for six 15-minute spots, ending May 18.

GOLDKAMP CO. taking 30 125-word announcements, ending December 27.

THIELE MOTORS taking three weekly 125-word announcements, starting May 9, for one year.

NBC AND

(Continued from page 7)

ment departments of talent and is to concentrate on the best needs for each agency.

S. R. CONTACTING LEGITIMATE AND VAUDEVILLE THEATERS—Ruby Cowan and Murray Bloom (new man).

S. R. TO MOTION PICTURE PRODUCERS—Harold Kemp, on the New York end.

S. R. FOR MANAGED AND OPERATED LOCAL STATIONS—S. L. Ross. Field for new sources of income to artists wishing to work on local outlets and a place where local stations can buy network type talent.

PRIVATE ENTERTAINMENT—Frances Rockefeller King, who will continue to concentrate on the needs of clients in this field.

PROGRAM DEPARTMENT REP—L. J. Fitzgerald, who will sit in on program board meetings and will endeavor to secure spots for NBC-managed artists on both commercial and sustaining programs.

BAND DIVISION—Harold Kemp, director; Paul Wimbish, assistant, and John L. Flynn, road bookings.

NBC MANAGED ARTISTS—A. Frank Jones and Chester Stratton.

NBC REPRESENTED ARTISTS—S. L. Ross, who will negotiate contract service for artists who have personal representatives or managers.

CENTRAL BOOKING DIVISION—Edmund Sicksel, Miss M. H. Campbell, James Stirton, George Sax and Frank Murtha. For artists who tho not under NBC contract are available to NBC clients. A service to be maintained without cost to talent buyers, and to coordinate the records and billing of all available talent.

ADDITIONS DIVISION—Ernest J. Cutting, director; Robert Smith, Anne Taylor, assistants; E. H. Strong, engineer. New department offering extensive service to new artists who will receive expert advice and rehearsal direction prior to auditions. Those who qualify will be brought to the attention managed and represented artists' divisions.

STAR TALENT PROMOTION—William McCaffrey. New position in Artists' Service for the purpose of discovery and promotion of "top billing" artists.

SALES PROMOTION—Edward de Sallabury; Edith deTakacs, assistant. Both on the job for some time now under the new expansion plan and getting out every conceivable type of literature to sell the artist.

CONCERT DIVISION—Marks Levine, director; Elsie Illingworth, A. F. Haas and Siegfried Hearst, sales representatives. Helen Moberg, promotion and publicity; Jeannette Green, recitals.

Hollywood office already mentioned for giving artists from radio a chance to get into pictures and to scout for radio talent among picture stars. All other offices will continue as heretofore. Sidney Strotz remains in charge of Chicago office, assisted by Henry Sellinger and Robert Kendall; Everett Jones in San Francisco; Warren Wade in Cleveland, and Cleon B. White in Boston.

Doug Montell, KLX, Oakland, sports announcer, on May 15 started on a two months' motor tour of the United States, which will take him to New York City.

West Coast Notes; Radio Scribe Meet

LOS ANGELES, May 25.—West Coast radio editors convened at the U. S. Grant Hotel in San Diego last week for three days as guests of Baron Long and NBC. Lloyd Yoder, NBC publicity head in San Francisco, and Harold Bock, NBC publicity manager in Los Angeles, were in charge of the party which considered the organization of a permanent group of newspaper radio editors. Before leaving the city the eds. were guests of the California Pacific Exposition in a preview tour of the Exposition grounds.

James Melton will broadcast his programs for Gulf Oil from Hollywood when he arrives here within the next few days to begin work on the Warner Bros.' lot. Melton's first airing from the Coast is set for June 16.

C. Ellsworth Wylie, general sales manager of the Don Lee Broadcasting System, announces the appointment of Richard W. Stannard as sales promotion manager for the network. Stannard joins the organization with 14 years of radio work to his credit.

The broadcasts of Bing Crosby over the NBC chain returned to the studios of Recordings, Inc., the past week following a four-week sista from the Figueroa Playhouse while the Recording Studios were being repaired following a recent fire.

Charles Bulotti Jr., producer and special program representative of the Columbia-Don Lee network, has taken over new duties at KBG in San Diego, where he will be in charge of all Columbia programs originating at the California Pacific International Exposition during the next five months. Bulotti will also take over the production duties at KBG which were formerly under the direction of Gary Breckner. Breckner has obtained a five-month leave of absence to confine his activities to work at the Exposition.

San Francisco

SAN FRANCISCO, May 27.—Blue Monday Jambooree, oldest variety show on the West Coast networks and a CBS sustaining feature, emanating from KFRC, is to be cut to 30 minutes starting next Monday.

The show is on the spot. It can't move up and it can't move down on the schedule, because Rocket Gasoline, Los Angeles, starting tonight via KJL, is sponsoring an amateur show, "Road to Fame," 8:30-9 p.m. U. S. Tobacco Company, next Monday, takes the 7:30-8 p.m. spot for a CBS transcontinental, hemming the Jambooree in between. General belief is that the 30-minute cut will pep up and improve the show.

Rush Hughes, whose Langendorf Pictorial is a daily feature on NBC's Western network, opened Wednesday at the REO-Golden Gate Theater as emcee under a five-week contract. He's billed as the NBC Modern Marco Polo. At termination of his stage appearance Hughes flies to New York, where he's to confer with prospective sponsors for a national broadcast.

With approximately 2,000 hours of entertainment to its credit, the New Woman's Magazine of the Air celebrated its seventh anniversary with a special program over the NBC-KPO network on Thursday, May 23, 2-3 p.m. With Bennie Walker, emcee, cutting the huge birthday cake, an informal party was held in the studio during the broadcast. The Woman's Magazine of the Air is believed to be the oldest variety feature of its type on the air, holding the unbroken record of performance every week for seven years.

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.

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 May 17 to May 23, both dates inclusive.

What's the Reason?.....	24	A Quarter to Nine.....	15
Life is a Song.....	22	Flowers for Madame.....	15
Way Back Home.....	21	Lady in Red.....	15
Tell Me That You Love Me.....	20	You're a Heavenly Thing.....	14
Everything's Been Done Before.....	16	I'm Living in a Great Big Way.....	11
Love and a Dime.....	16	Every Day.....	10

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion.



And His



VIOLA BURT, Harp.

HOTEL PICCADILLY ORCHESTRA, N. Y. C. Personal Management FRANCIS GORDON.

LOUIS A MUSICIAN'S MUSICIAN.
AND HIS "FAMOUS DOOR" MUSIC
35 W. 52d St., N. Y. CITY. **PRIMA**

EDDIE LEONARD, JR.
AND HIS **ORCHESTRA**
Modern Minstrels of Melody.
Now on Tour.
THEATRES, HOTELS, CAFES, BALLROOMS.

★ EDDIE PEABODY
THE INSTRUMENTAL STYLIST
Just Taking It Easy at the Peabody Rancho, Riverside, Calif., Until August 30. Then Starting Another Smash Season at the
ORPHEUM, Minneapolis.
Exclusive Direction
SIMON AGENCY
RKO Bldg., Radio City, New York.

FRANK RICHARDSON
RADIO, "THE TALKIES" NOW ON TOUR
STAGE, "SMILING SINGER"
SCREEN. Personal Representative:
JACK HART, Palace Theatre Bldg., N. Y. C.

★ HENRY HALSTEAD
AND HIS ORCHESTRA
COCONUT GROVE,
Hotel Park Central, New York City.
Exclusive Management
EDW. J. FISHMAN,
O. C. A.,
1619 Broadway, New York City.

ALWAYS A GOOD REPORT ON
CHIC. FARMER
STORK CLUB, New York.
Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P.M., WNEW, ABC NETWORK.
Res. Phone: Riv. 5-9557, N. Y. C.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra
HOLLYWOOD RESTAURANT, NEW YORK

COLUMBIA ARTISTS BUREAU Presents
★ PAUL REMAINE
AND HIS BAND FROM LONELY ACRES
Personal Direction:
BERT MEYERSON,
545 Fifth Ave., New York, N. Y.

VICTOR Shell Oil Program.
WITH **AL JOLSON**
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
YOUNG

ADAM CARROLL (PIANO) Formerly of Original Paul Whiteman Orchestras. Via WMCA.
AND **DAVE BEREND** (BANJO)
Tuesday, 7:00 P.M., Friday, 11:00 P.M.
Formerly with Original Vincent Lopez Orchestra.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

AIR BRIEFS
By JERRY FRANKEN

AFTER about six years on the same network and at the same broadcast periods, *Amos 'n' Andy* are expected to shift to the red network of the National Broadcasting Company in July. They have been at the 7:15 p.m. slot ever since they started, with a rebroadcast on the same chain later in the evening. The move will not only take one of the blue web's stellar shows off, but will certainly establish a precedent in radio.

Philadelphia may be the city supplying the tipoff as to what may happen in the radio-press news battle now under way. Principal stations in that city are each carrying the services of one of the news bureaus involved in the melee, with Press Radio Bureau, which until recently had two Philly outlets, now with none. WFIL (NBC), a former PR customer, now uses International News Service. WCAU (CBS), another ex-PR buyer, has United Press, as has KYW (NBC). WIP, independent, is using Transradio.

Herbert Tareyton cigarets is said to be set on its new show, with final auditions scheduled for Wednesday (29). Talent is Victor Young's Orchestra, a male octet, dramatic cast and vocalist. Idea is the same as the one Roger Wolfe Kahn and Martha Mears were auditioned for, involving dramatizations of old and new songs. . . . Up to Saturday only six advertising agencies were competing for the Life Saver show, but that was only up to Saturday. . . . Representative of the William Esty agency for Health Products (Feenamint) stated unofficially this week that, despite all the anti-laxative hullabaloo at CBS, the

account will exercise its options on time for the remainder of the contract, which has 10 months to run. . . . Mollie Berg's script, *The Fifth Wheel*, may be the show to succeed *Music at the Haydn's* for Colgate's. . . . *New York Post* is taking one shot, June 3, on WOR, using Abe Lyman's Band, Milton Berle and Ella Logan, program being in conjunction with a contest the paper is conducting. . . . Bob Carter is a new WMCA announcer. . . . Perry Charles' early-morning WHN program has reverted to type, going back to the old time and old routine, using records, gab and what not. Russ Clancy's program, *Cabbages and Kings*, would do right well following Charles.

BERNHARD LEVITOW is back on NBC as a conductor but is using popular numbers instead of classics. . . . Don Bestor is doubling into a new line, opening a string of roadside restaurants to be called Filling Stations between New York and Philadelphia. . . . Leo Kahn's WNEU Orchestra will tour the East this summer. . . . Acme White Lead has renewed Smilin' Ed McConnell for the summer and early fall. He's been broadcasting 11 years. . . . On June 4 Grace Hayes starts a new sustaining series on NBC (WJZ), Newell Chase accompanying, as usual. . . . One of Joe Cook's nutty inventions is now given practical use by an act now playing WFIL, Philadelphia. Act consists of a man and woman, each playing several characters. At each broadcast the man in the turn arms himself with a small wooden hammer and whenever his partner forgets to change her voice for a different character he raps her sharply over the conk.

CHI AIR NOTES
By NAT GREEN

Horace Heidt and his orchestra, who opened at the Drake Hotel May 23, are heard nightly on sustaining programs over WGN, but their Alemitte commercial remains on CBS. . . . Heidt, well known on the Pacific Coast, is new to Chicagoans, but, judging from his initial broadcasts here, he's going to make a hit. . . . Two local stations, WJJD and WIND, have been ordered to appear before the Federal Communications Commission on October 3 to defend their right to continue on the air. . . . The citation was caused by a program advertising a fat-reducing preparation. . . . Billie Bailey, blues singer, and the Cadets Quartet are now heard in a new series daily except Sunday over WBEM, being sponsored by the local gas company. . . . WLS pioneer speech input equipment is being installed in the Smithsonian Institution at Washington, together with a 500-watt transmitter from WFLA, Clearwater, Fla., so posterity can know how the everyday peanut whistles functioned. . . . A new sporting review known as Bob Elson's Sport Shots starts this week and will be heard each Monday, Wednesday and Friday at 6:30 p.m.

McCormic, noted operatic soprano, will make a guest appearance on the *Welcome Valley* program over NBC May 28, singing *In Flanders Fields* as a feature of the special Memorial Day ceremony included in the broadcast.

Jack Holden is announcing *Station E-Z-R-A*, also Virginia Lee and Sunbeam, both NBC shows. . . . Harry McNaughton, the "Bottle" of the Phil Baker show, will marry Jean Farries, of New York, next August. . . . WISN, Milwaukee, has rejoined the Columbia network. . . . Homer Griffith, "Friendly Philosopher," returned to WLS Sunday with a new program to be heard three times a week. . . . The Morin Sisters and the Ranch Boys are heard in a new series, *Sunset Dreams*, which will be heard every Thursday over NBC. . . . Joe Sanders, heard on WGN, has a new tune, *Do You Miss Me*, that he is using as his theme song. . . . Radio presentation of *Psalms 104*, which was scheduled for May 26, has been postponed. . . . Enric Madriguera's Orchestra, the Morin Sisters trio and the Ranch Boys trio provided the musical setting for Phil Baker and his Armour broadcast on their return to the Chicago NBC studios May 24. . . . Baker's program will originate here for several weeks. . . . *Uncle Ned*, a story of rural Negro life written by Joseph Richardson Jones, Negro dramatist, will be introduced on NBC May 26 as a regular weekly feature. . . . June, Joan and Jeri, new NBC vocal trio which was forced to leave the air almost five weeks ago because of a throat operation performed upon June, returned to their regular schedule May 26. . . . The trio made its air debut April 7, but went off the air 12 days later when it was discovered an infection in June's throat would require an operation. . . . Howard Neumiller, who for the last two years has devoted his time to executive work, returned to the air May 27 as staff pianist for WBEM. . . . Countess Olga Alban, featured artist on the *Silkens Strings* program, leaves the program for the summer June 2 and will be off for a busy vacation, which includes making motion pictures and a visit to her family on her father's plantation in Puerto Rico. . . . She returns to the *Real Silk* show in the fall. . . . Mrs. Pat Flanagan, wife of WBEM's sports announcer, is vacationing in New York.

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BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CHARLES RENARD, who completed a three-month tour of the South two weeks ago, is currently leading his band at the Riverside Park Casino in Phoenix, Ariz. Unit has a nightly wire over locals KTAR and KOY.

JOHNNY BURKARTH continues in the Florentine Room of the Hotel Gibson, Cincinnati.

OTTO THURN'S augmented Bavarian Orchestra began a bi-weekly NBC Blue Network broadcast May 21 from the Pittsford Inn in Pittsford, N. Y.

AUSTIN MACK, former accompanist and orchestra leader for the late Texas Guinan, opened May 14 with his California Troubadours at the After-the-Show Club, Chicago. Frank Scadden, tenor, is featured with the band.

When grabbing off what appears to be a lucrative engagement in Canada, whether one night or longer, big name band or just a small dance combo, make sure the Canadian spot is run by a man who knows what it is all about and has taken care of all the details that preclude getting your orchestra into a jam.

Income tax must be paid on money earned in Canada to the Dominion Government. The Labor Minister, Immigration authorities and the local union have to give their ok. Don't put yourself on a spot where you arrive all set to play and then get into a wrangle with the resort manager as to who will pay the stand-by band if one is called for. Straighten out all these items before you move north. Have your contract or something in writing that covers you.

ABE LYMAN and his orchestra open at the Paradise on the Lake, Detroit, June 5, for a short run, after which the unit returns east to open at the Pavilion Royal, Long Island, June 15.

WILL HOLLANDER and his orchestra open at the Shelburne Hotel, Atlantic City, June 28. Outfit will wind up a 42-week run at the Hotel New Yorker, New York, to go to the shore.

ENOCH LIGHT and his band start an engagement at the Hotel McAlpin, New York, June 1, playing in the roof garden. Mary Danis is vocalist.

CHARLIE DAVIS follows Bernie Cummins into the Blue Room of the Roosevelt Hotel, New Orleans, June 6. Bernie, with Dorothy Crane, his band's featured singer, will depart for the East.

JAN GARBER is playing a series of one-night stands thruout the Middle West and will open at the Casino on Santa Catalina Island, Calif., July 2.

EDDIE OLIVER, formerly with Ben Bernie, is leading his own band and opened at the Hollywood (Calif.) Roosevelt Hotel May 17. His featured vocalists are the Williams Sisters, who have been appearing on the Bing Crosby-Jergens Lotion programs emanating from the Columbia Don Lee Studios in Los Angeles.

FRED HOFF, conductor noted in the musical play field, has gone under the management of Roy C. Hall and is rehearsing a 14-piece orchestra for night-spot work. Instrumentalists in the unit will be able to double into a total of 40 instruments.

HOWDY WILCOX completed an eight-week engagement May 20 at Palace Gardens, in Lansing, Mich., and is slated to open at Summit Heights in Fenton, Mich., on May 29.

EMILIO CACERES left the one-night route May 25 to open a summer engagement at the Lido Club in Detroit. Emilio's Mexican Band, originating in San Antonio, Tex., includes Manuel Garza, Jesse Ganzaes, Albert Ramirez, Ernest Caceres, Rudy Beyes, Bob Ramirez, Jules

Garcia, Johnny Gomez, J. M. Pepe Benitez, Jesus Villa, Alex Acosta and Emilio.

C. L. VAN VOAST'S Moulin Rouge Orchestra opened the summer season May 18 at the Oak Park Ballroom in Portland, Ore. Roster includes Dan Herrick, Ken Richards, Johnny Domenico, Herb Hamilton, Art Presthus, Jack Willis and Bob Goodwin.

"TIP" CORNING left the Club Edgewood, Albany, N. Y., May 20 to open an indefinite stand at The Farm in White Plains.

FORREST BRADFORD closed a nine months' engagement at the Club Casano, downtown Cincinnati spot, May 25 to open his summer season at Tacoma Park, Dayton, Ky., on Decoration Day. Jack Middleton handling the combo.

EDDIE CONTI is at Idora Park Ballroom in Youngstown, O., for a limited stay with his augmented organization. Dorothy Goff has been added to the vocal staff, and Lottie Mayer, harpist, has joined the unit.

JACK CARVER leaves the Japanese Ballroom in Lincoln Park, Mich., May 30 to fill a return contract at Recreation Park Ballroom in Garnerville, N. Y.

LOUIS CARRON and his 10-piece orchestra have terminated a lengthy engagement at the Edgewater Gulf Hotel in Biloxi, Miss. Carron's combo, well known on the Gulf Coast, goes into D'berville Hall near Biloxi for part of the summer and will be kept busy the remainder of the time filling convention dates.

KAY KYSER set a new record at the Modernistic Ballroom, State Fair Park, West Allis, Wis., May 20 when he played to 8,147 paid admissions, smashing the record made by Fred Waring at the same spot last summer.

TED TYLER and his orchestra open May 30 at the Club Del Rio in South River, Md. Since closing at the Jockey Club, Charleston, S. C., early in the spring Tyler has taken on Ben Kipnis, out of Washington, as manager, and has added Dave Flax, Pete Pollet, Macy Lojocona, Lyle Houg and Sam Snyder to his combo.

MICHAEL BONELLI, after completing three months at the S. & H. Dining Room in Florence, S. C., and a series of one-nighters thru the South, has disbanded his orchestra and gone to Hartford, Conn., for a vacation.

RUSS WATERS, formerly with Jimmy Garrigan and Jan Garber, begins a series of one-nighters thru Illinois and Wisconsin June 1 with a newly organized 11-piece band. Tom Parker, of the Wisconsin Amusement Company in Racine, has been appointed manager.

CARSON YOUNG, Spencer, N. C., bandsman, is preparing to take his 12-piece ork on an extensive hotel and park tour in the near future. C. M. Smith directs and handles the arrangements for the combo. Lineup has Mrs. C. M. Smith, M. J. Henry and M. J. Jr., Custer

McKinney, Jack Vall, J. Thompson, P. Cable, A. Lyerly, C. Wilson, Evelyn Perkinson and E. Henry.

CHARLIE LANE and Coleman Sachs are splitting weeks at the Hollywood Club in Birmingham, Ala. Lane and company play during the week, while Sachs takes the club over on Saturday and Sunday.

Attractive throwaway is being used successfully by the Glen Island Casino, New Rochelle, N. Y., in the form of a Contract Bridge Quick Scorer, a flat piece of double cardboard about two and one-half inches by two. One side advertises the Dorsey Bros.' Orchestra and has a disk which is dialed to obtain exact number of points to be applied. Reverse side gives direction on how to reach the Casino, also the Trick Count, Extra Tricks Over Contract and Premiums. It's a gadget bound to be taken home and hold its own as a steady reminder of the resort in question. It is inexpensive as to cost and is immediately gobbled up from the tables.

PHIL SHERIDAN has left the Davenport Hotel in Spokane, Wash., to appear for the fourth consecutive season at Natatorium Park Ballroom in the same city.

TONY GRANATA, vocalist, has rejoined Bob Opitz's Orchestra, now in its 24th week at Shadyside Gardens in Cleveland. Opitz and his boys leave for summer locations in the near future.

BOB DUPREY and band are in their fifth week at the Brigham Young Club in Detroit.

E. B. Marks Leases Radio City Space

NEW YORK, May 27. — E. B. Marks Music Corporation has leased extensive quarters on the sixth floor of the RCA Building in Radio City and will take possession about July 1. This trek to Radio City marks the most upward trend from the downtown quarters that housed various music houses in days of yore. Edward B. Marks, who started in the music business over 40 years ago, opened up on 14th street. Gradually Tin Pan Alley moved northward to 20th, 21st, 38th and then to the 46th street vicinity. Finally the neighborhood of 49th street is the current spot. Some are at Broadway and this street, but Sixth avenue and Rockefeller Center is gradually winning them over. E. B. Marks, now on 46th street, off Broadway, has its own building also at 26 West 46th street, but considers Radio City the most logical location.

The concern is planning an elaborate layout from a general reception room to a suite of seven executive offices, a general accounting department, headquarters for the professional manager and his staff, as well as a series of sound-proof piano rooms. The manager of the foreign department, an important branch of this firm's activities, will have ample showrooms for his wares of 60 or more European and Latin-American catalogs. The so-called "quick stock" delivery room will occupy part of a new system of steel music files. Marks firm uses the "quick stock" term since it will retain nearly 12,000 copyrights and affiliated catalogs at its 26 West 46th street building.

E. B. Marks will be the fourth music publishing organization to become a Rockefeller Center tenant.

MUSIC NEWS

Starting June 8, Edward H. Morris, head of the Warner Brothers' musical enterprises, will fly to California for the purpose of giving out assignments to various writers on the staff of Remick, Witmarks and other subsidiaries to furnish songs for several new flickers now under way. Among the authors and tunesmiths who will be asked to do the bulk of the work are Dubin and Warren and Dixon and Wrubel, teams already established as creators of "hit" numbers.

A real oldtimer which was hummed and sung in days when minstrel shows were considered a real, popular entertainment has been released to compete with songs of this era. It is none other than *Johnny Get Your Hair Cut Just Like Mine*, with most of its lilting and catching refrain intact. The only variation from the original is the chorus, which has been increased from eight bars to 32. J. Rosamond Johnson, who has been lately utilizing his talents as an arranger, is responsible for the new version.

A hurry call has been received by Helmy Kresa to join Irving Berlin in California. Kresa is one of the ace arrangers of Tin Pan Alley and his mission westward is to work on several piano parts for the various songs Berlin has composed for *Top Hat* and on which Irving has been laboring for almost eight months. Kresa left last Sunday.

Melvin White, some time with Irving Berlin, has joined the personnel of contact men at Feists, Inc. White, a well-liked and efficient young man, assumed his duties last week. He will not be supplanted in his former position.

Another firm is going into the RCA Building. Reference is made to Harms, Inc. The establishment, for a few years on Broadway and 52d street, is slated to enter its new quarters by the middle of June. According to present plans, there will be no immediate increase in help, although one or two additions to the current office force are contemplated late in the summer.

After an absence of eight weeks down Florida way Al Sherman has rejoined his cronies in Tin Pan Alley. Although partly a vacation Al's trip was made chiefly to be near his eight-year-old son, who had been seriously ill. The child has fully recovered and Sherman is readying several songs which he hopes to place shortly with local publishers.

The Charles K. Harris products will hereafter be distributed from the Mayfair Building instead of the present location, Broadway and 45th street, New York. By a strange stroke of time the firm will return to the same building where the late writer of *After the Ball*,

The directors of the National Association of Sheet Music Dealers have voted unanimously to hold the annual convention in Chicago on July 22, 23 and 24 at the Stevens Hotel. The same time and place was also decided upon by the National Retail Musical Instrument Dealers and the National Association of Music Merchants.

On June 3 and 4 the directors of the NASMD will meet at the Roosevelt Hotel in New York for the purpose of preparing details of the Chicago convention and will meet jointly with the Music Publishers' Association to discuss matters of common interest.

A certain publisher rated among the topnotchers in the industry and a pretty smart business man was recently approached by a representative of an outstanding motion picture company with a proposition to buy into the establishment. Said picture people were willing to give him a block of stock in exchange for a liberal interest in the firm. This was promptly turned down. It was cash or nothing. This was countered with a gesture of \$10,000 and some gilt-edge securities. Again the publisher balked. Finally the flicker emissary raised the ante to \$50,000. This seemed to be acceptable until it came to naming several relatives of the president of the film company in conspicuous and important posts with the intended alliance. Thereupon the deal was summarily called off, the publisher walking away without the semblance of a nod or explanation.

Sheet-Music Leaders

(Week Ending May 25)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. About a Quarter to Nine
2. When I Grow Too Old To Dream
3. What's the Reason?
4. In a Little Gypsy Tea Room
5. Isle of Capri
6. Life is a Song
7. She's a Latin From Manhattan
8. Lullaby of Broadway
9. Tell Me That You Love Me
10. Way Back Home
11. Everything's Been Done Before
12. You're a Heavenly Thing
13. It's an Old Southern Custom
14. Lovely To Look At
15. I'll Never Say Never Again

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Magis Get Big Play In N. Y. Cabarets

NEW YORK, May 25.—Desire of night club operators to increase the variety of their floor shows and get away from the usual combinations of an m. c., dancers and singers, has skyrocketed night spot bookings for magicians. Nearly a dozen such dates are being played by the magis in New York.

Brooks (Howard Baker) is now at the Hotel St. Moritz, New York, while Larry Grey is playing another Fifth avenue hotel, Dave Vernon, at the Madison Hotel, and Dave Allison, at the Lexington, are two more. Paul Duke has been at Leon and Eddie's some time. Jules Traub is working at the Hotel New Yorker Grill, with Orloff and Finito also playing in town.

Floor show at the Paradise Restaurant features a magic routine by the line of chorus girls, who were trained in the tricks by Jarrold. Latter is also playing at Delmonico's.

Circuit Booking For Night Clubs

CHICAGO, May 25.—A novel idea is being applied to the booking of night clubs here by the Royal Attractions, a booking office conducted by Jack Saurin, former newspaper man, and Floyd Shaw, for several years associated in theater managerial capacities here. They have applied vaudeville to cafe entertainment and developed a circuit of night clubs comprising 14 weeks of time. Shows are rehearsed and produced like a vaudeville unit and then start over the circuit playing a week at each of the 14 cafes on their circuit. These are all located in Chicago or within a 30-mile radius. The innovation is meeting with great favor among entertainers and it is the first time that circuit booking methods have been used in the booking of night clubs and cafes here.

Chicago Has Its Coconut Grove

CHICAGO, May 25.—The new Coconut Grove, suburban night club located in Morton Grove, 20 miles from the Loop, opened Thursday night, May 23, with a capacity crowd present, among the guests being many big theatrical "names," society people and political big shots.

The Coconut Grove is a picturesque place reminding of the Hollywood spot of the same name. Palm trees surround the rambling structure, giving it a tropical atmosphere. Inside there are more palms and tropical decorations that lend a colorful note to the spacious dine and dance palace. Lina Basquette, recently at the Stevens Continental Room, heads the floor show and offers her own charming dance creations, waltzes, struts and rumbas. Josef Cherniavsky, colorful batoneer, is guest conductor of Henri Keates' Orchestra, while in the cocktail lounge Paul Mina's rumba band provides music. Sixteen brunet dancing girls provide a picturesque background for Lina Basquette's dancing.

Cuisine of the new spot is of the best, with Marcel, late of the Beach and Tennis Club, Miami Beach, Fla., in charge.

Canine Actor Draws

NEW YORK, May 25.—Pete, the dog actor from the *Our Gang* film comedy kids' gang, is falling into the regular Hollywood class and is making night club personal appearances. First date was played recently at Toney Reid's Lake George, N. Y., night spot, Royal Pines Inn. Reid claims the dog is bringing plenty of business, with reports, Stanley Willis' office, of New York, is booking the canine.

CEDRIC AND ARLINDA, dance team, opened a two-week engagement May 17 at Arabian Gardens in Columbus, O.

Night Spot Prodigy

NEW YORK, May 25.—Probably the youngest entertainer to appear at a night spot is working at the Adam Room of the Hotel Edison, New York, where Doris Dawley, eight-year-old pianist, gives recitals nightly. Girl plays during the dinner hour.



'ROUND THE TABLES

CHRISTY HIGGINS' International Dancers recently began their seventh return engagement of the year at the Peacock Club in Columbus, O.

JERRY DUNN, versatile m. c., and Marta Tryba, songstress, are filling a three-week engagement at the Pelham Club in Hurley, Wis.

VIOLA HOLDEN AND GIRLS have been added to the Four Trees, Greenwich Village, floor show, as have Marvis and Madeline, sister team.

ROSITA ORTEGA has ended a two-year run at the Casino-in-the-Air, Hotel Montclair, New York, and is going into

Laurence Schwab's musical, *Terestrin*. Show opens in St. Louis and is expected on Broadway in April.

BEE FRANK's new Continental Club in Huntington, W. Va., is presenting the versatile Al Price, accordionist, besides the music of Herbie Davis' Band.

MENTION OF Princess Chiyo, Japanese dancer now at the Hollywood Restaurant, New York, was inadvertently overlooked in the review of the new show at that spot in the May 25 issue of *The Billboard*. Girl exhibits a cute personality in a song and two dances (See 'ROUND THE TABLES on page 25)

New Summer Shows In Chicago Spots

CHICAGO, May 25.—Several new summer shows got under way this week in well-known Chicago night spots. One of the "class" openings was at the new Silver Forest in the Drake Hotel, where Horace Heidt and his Brigadiers, a prominent West Coast orchestra comparatively new to Chicago, opened Thursday night. Along with the band there is a smart floor show that includes Charles Goodman, Alice King, Lysbeth Hughes, the King Sisters and others, presenting an excellent show.

At the Continental Room of the Stevens Hotel a new band and new show opened Friday night. Horacio Zito's American tango-rumba orchestra are the music makers. In the show are Bonner and Neumann, proteges of Gus Edward; Florence Ferick, acrobatic dancer, and Ballantine and Pierce, dancing duo, held over from the previous show.

In the new Royale-Frolics show, a revue staged by Sam Dwyer and Duke Yellman, are Billy Gray, m. c.; Jerry Bergen, diminutive comedian; the Frazer Sisters; Bebe Sherman, singer; Lischeron and Adams, dance team; Barbara Belmore, acrobatic dancer; Kay Tolan, songstress; Hal Monte and 18 dancing girls, along with the orchestras of Henri Lisehon and Jimmy Meo.

At the Blackhawk Cafe Joe Sanders has received a royal welcome and his orchestra and entertainers are pepping things up at the Wabash avenue spot. Jim Davis' Via Lago, north side night club that features a glass dancing floor, is rehearsing a new chorus of "Boston Beauties." In the current show are Jack and Thelma Roland, dancers; Lucille Shearer and Florence Tennyson,

vocalists, and Diana Page, modernistic dancer.

The St. Clair Hotel is opening its summer roof garden, which will be under the personal direction of Pierre Nuytens, well-known artist-producer, whose *Chez Pierre* a few years ago was nationally known.

Show opening at the Empire Room of the Palmer House on Memorial Day is headed by Veloz and Yolanda, noted dance team. Cardini, sleight-of-hand artist, and the Three Nonchalants are other features, with the Abbott Dancers in new routines. Shep Fields' Band will play for the shows and for dancing.

Opening at Lincoln Tavern, suburban spot, next Wednesday are John and Edna Torrence, popular dance team; Meta Carlyle, who sings and dances; the Ruth Laird Dancers, and Joe Lewis, comedian. Ben Pollack and his orchestra, featuring Doris Robbins, blues singer, will furnish the music. Managers Bill Donovan and Ed Smith have completely redecorated Lincoln Tavern and installed a number of improvements.

Cherniavsky Opens at Coconut Grove, Chi

CHICAGO, May 25.—Josef Cherniavsky, formerly at the Congress Hotel here with his orchestra and previously featured conductor of the Chicago Theater orchestra for two years, has been added to the list of attractions at the new Coconut Grove Cafe, Morton Grove, Ill., which opened May 23. Cherniavsky was in New York negotiating a radio contract when hurriedly sent for by the Coconut Grove management. He is in for six weeks as guest conductor of Henri Keates' Orchestra and was placed by Al Borde. Cherniavsky enjoys a wide following in this territory and is considered a draw in either cafe or theater.

Exchange Rate and High Fares Kill South American Bookings

NEW YORK, May 27.—Unfavorable rate of monetary exchange and high steamship rates are mainly responsible for holding back increased booking of American talent into South American cafes. William Quttner, American, who operates the largest cafe in Buenos Aires, says South America would import much more night club and radio talent if the money situation eased up and if the steamship companies offered special rates to professional people. Quttner owns the Charleston Cafe in Buenos Aires, a 1,000-seater which is now using two 15-people American bands, the Don Dean and Harrison Cooper outfits, and Wynnell Paterson, vocalist.

Quttner and Jaime Yankelvitich, South American radio and film czar, are hunting for talent that can double between Quttner's cafe and Yankelvitich's radio network. Angle is to split the cost and then book the talent into rear-by countries, offering talent at least four outside weeks in addition to the eight in Buenos Aires. Only other city that can spend dough for American talent is Rio de Janeiro, which has three government-regulated gambling casinos running. Santiago, Valparaiso, Lima and Panama are other cities that can use American talent.

A checkup reveals that the steamship

fare from New York to Buenos Aires, round trip, is \$565 first-class and \$350 tourist. This makes it almost prohibitive to import talent from New York. Not only that, but due to the difference in monetary exchange it costs less than one-third to import talent from Europe as compared with this country. Because of this situation most of the foreign talent playing South and Central American cabarets has come from Spain, Italy, France, England and South Africa.

Quttner is making his office with Fally Markus while in this city.

20-People Unit Booked in Brazil

NEW YORK, May 27.—Maurice and Cordoba, dancers, are taking a 20-people unit to Brazil, opening at the Copacabana Palace Hotel, Rio de Janeiro, June 8 for a 13-week run. The dancers appeared at the Copacabana last season and were asked to return this summer with a whole show.

Unit includes Maximilian Bergere and orchestra, recently at the Park Central Hotel here; a troupe of Danny Dare Dancers and several specialty people.

Dude Ranch in A. C. Starts Third Year

ATLANTIC CITY, May 25.—The Dude Ranch, Atlantic City's most unique Boardwalk night spot, operated by Tom Endicott, who staged the first Atlantic City Beauty Pageant, opened this week for its third successive season as the big attraction of the upper walk. Completely decked out in ranch style with talent, orchestra etc., all of cowboy variety, this spot has clicked in great style with those seeking novelty.

Tom, who used to raise horses for the flickers, is getting together a big show and doing a three-night-a-week broadcast over WPG, AC station. Paul Kemp is new emcee of ranch. Joan Lang has a hot dance routine; John Rotham, formerly an RKO cowboy name, just back from engagement at Deuville Casino, Miami, also on hand with full cowboy routine. Happy George Mars has joined up for season direct from Wagon Wheel, Saratoga Springs. Isobel Renwish, Kay Webb and Charles and Madeline Mardell, dancers, complete the show unit now working and which will be increased as season progresses.

Tom has secured stagecoach and four horses which he will use as bally.

Westwood Opens May 30

DETROIT, May 25.—Westwood Symphony Gardens open for the season Decoration Day, with Little Jack Little and his orchestra the first of a series of big name bands that will play at the Gardens during the summer. Westwood has played the Detroit Symphony Orchestra, George Olsen and other major name organizations and established a season record of 300,000. Maximum capacity of the garden is estimated at 8,000 seats in the outdoor grove, making it, it is claimed, the largest beer garden in America.

Otto Huck, manager of Westwood, is in charge again this season.

Night Club Reviews

Russian Bear, New York

This spot, on New York's East Side, is one of the favorite Russ after-dark enterprises, for the twofold reasons of its authentic food and atmosphere. Draws both on uptowners and eastsiders, and the native element, of course. Diners vary from \$1 to \$2, with cocktails nominally priced at an average of 35 cents. One of the high spots of the meals is the hors d'oeuvre, featuring, as might be expected, Russian caviar. Carlos (See RUSSIAN BEAR on page 25)

Joyce Dance DONNA AND Jack Stylists DARRELL
Now Appearing Oriole Terrace, Detroit, Mich.

DANCING TEAMS ARE MADE—NOT BORN FRED LE QUORNE MAKES THEM (And Don't Let Them Fool You) Send for List of Teams Fred Le Quorne has Helped to Success and Stardom. LE QUORNE'S STUDIOS Suite 601, 1658 Broadway, N. Y. C. CIRELe 7-7833.

ELENORE WOOD In SENSATIONAL Her SPIDER DANCE 25th Week Broadway, N. Y. C. Paradise Restaurant. 32d Week.

TONI & MICKEY HARRIS In "SCHOOL DAZE."

LaFAENA The Green Goddess in The Dance of Death.

Amateurs With Mikes Killing Vaude Demand for Radio Acts

Bookers, already fed up on mike users, disgusted even more because of amateurs—claim mikes okeh in de luxe houses but not in intimates—swing to movie "names"

NEW YORK, May 25.—A new trend brought on by the excessive use of amateur contests in vaude houses, in which the novices work behind a mike, is that bookers of intimate combo houses are steering clear of buying professionals who use public address systems. Feeding the public so many amateurs via mikes has reached the point where audiences believe that anyone working with a mike is an amateur. At least that's the reaction of several of the local bookers. Besides this amateur angle, the bookers point out that audiences are getting sick of lamping performers behind mikes. They contend it is oftentimes a necessity in the de luxe theaters, but in the smaller and intimate houses it is a waste of money as well as harmful to the performance.

This attitude is due to cut in heavily on the bookings of radio acts in vaude. Bookers have often been heard to say that certain acts don't need a mike, but when trying to get them to lay off find it impossible in view of the fact that most mike users strictly have them as confidence builder-uppers. More and more the use of radio acts in vaude is falling off, this due to salary demands, the fact that the public can see them free in the studios and furthermore the poor presentation of these acts.

"Names" tho from the radio field are still pretty much in demand, but that's because many of these celebs are out-and-out vaudevillians who know how to properly sell their wares for vaude. Bookers are of the opinion that the material for personal appearances will come mainly out of the movie industry, with but a few being drawn out of radio.

Roxy's 200 Grand Suit Against RKO

NEW YORK, May 25.—S. L. (Roxy) Rothafel filed a bill of particulars yesterday in United States District Court on a claim for \$211,404 against RKO. He claims this sum is owed him on a contract calling for the payment of \$2,000 a week, charging RKO only paid him \$1,000 a week for the first 52 weeks of the contract, resulting in a loss to him of \$67,333.33.

Roxy states the last \$1,000 payment was made on February 6 of last year, tho the contract was for two years and 51 days. His total loss, he claims, amounted to \$222,571, but receipts outside of his RKO contract in the amount of \$68,500 were deducted from the total loss. The outside receipts were \$15,000 from Paramount-Publix, \$49,500 from Fletcher's Castoria and \$4,000 from the Roxy Philadelphia Corporation.

Hickey and Anger Split?

NEW YORK, May 25.—John Hickey and Harry Anger are reported to have split as partners in the production of units. The former is now on the Coast and expected back in a few weeks, while Anger has been up in Toronto for a couple of weeks. The pair were one of the leading outfits in the production of units.

Cushman Lines Up L.A. Units

LOS ANGELES, May 25.—Bill Arms, general traveling rep for Wilbur Cushman, is in town lining up some new units for the Cushman circuit of theaters in the West. Arms plans on being here two months, during which time he will turn out three units: *A Night in Avalon*, *The Sweetheart Parade* and *Havana Nights*. All three are to be ready for August openings. From here Arms will go to Minneapolis, where he will handle the Canadian and Middle Western bookings for the office.

Gag It Up

PITTSBURGH, May 25.—Gag writers will find a new market for their material if the advice offered by Major William Kelly, of Richmond, Va., is taken. The Major, speaking at the closing session of the three-day Volunteers of America convention here, said:

"Ministers should quit straight preaching. Jokes and anecdotes will result in a larger audience."

Fox, Bklyn., Fined For Amateur Minors

NEW YORK, May 25.—The Fox, Brooklyn, was fined \$500 by License Commissioner Paul Moss this week for permitting the appearance on its stage of four children under 16. Theater was first penalized with a license suspension from Wednesday midnight to Thursday midnight, but the fine was later substituted.

Charles H. Warner, superintendent of the Children's Society in Brooklyn, filed the complaint against the theater, first taking the matter up with Mayor LaGuardia, who referred it to Commissioner Moss. Warner revealed that the kids were a harmonica quartet, who won their places on the bill thru an amateur contest.

Two Weeks of Vaude For Winnipeg, Can.

CHICAGO, May 25.—Two more weeks of vaudeville will be added to the time booked out of here with the opening June 6 of the new Uptown Theater, Winnipeg, Can. This 2,800-seat residential theater opens with a four-act vaudeville policy booked by Sligh & Salkin, Inc., from here. Shows play three days at the Uptown and then move for three days each at the Roxy, Rose and Plaza theaters, all owned by Allied Amusements, Ltd. The first bill has Harry Foster Welch, Lillian Barnes, Curry and White and Jean Kirk. Welch will emcee besides doing his regular act.

Three More Houses for Godfrey-Linder Office

NEW YORK, May 25.—The George Godfrey-Jack Linder Agency has added three more spots. The Dorney Park, Allentown, Pa., began today with five acts on a full-week policy. House uses vaude to augment "name" bands.

The Capitol, Shamokin, Pa., starts tomorrow with five-act vaude Sunday to Wednesdays. The West Side Park, Berwick, Pa., starts next week, with Thursday to Saturday band units.

Folly, Brooklyn, booked by Godfrey-Linder, has switched to straight pictures for the summer.

"Pittsburgh Parade" Repeat

PITTSBURGH, May 25.—The success of the *Pittsburgh on Parade* show staged at the Harris-Alvin Christmas week prompted George Tyson, managing director of the house, to make this revue a semi-annual affair. Summer edition is now in production and slated to play week of June 21. Local amateur and semi-professional talent participate. In conjunction with this show a prize of \$50 is offered to a local songwriter for an original tune to be used as an introduction.

Palace, New Orleans, Fire

NEW ORLEANS, May 25.—The Palace Theater, for many years a popular playhouse here, at one time called the Greenwald Theater when legits were shown, was badly damaged by fire this week. The house was for several years leased by RKO and Orpheum and was the first to run a combo policy. It has been dark for the last six or seven years.

Such Is Fame

NEW YORK, May 25.—Sally Rand's draw in the hinterlands was evidenced this week when the Morris Agency got an offer from a town which needed a three-day search of a map before it was found.

The town is Brown Valley, Minn., with a population of 900, which offered Miss Rand and her unit \$1,000 for a one-day booking.

NVA Needs More Dough

NEW YORK, May 27.—The NVA Fund has already started to work out details for raising more dough late in fall. It has not decided whether to attempt to find a sponsor for a film short made jointly by the major companies, or to stage more benefit shows, or possibly to stage the circuits for contributions.

Altho figures are not in on the drive last week, it is anticipated that from \$70,000 to \$80,000 has been realized. The Madison Square Garden show Saturday midnight should bring in around \$5,000, while the benefits held at the Palace, Cleveland; the Fox, Washington; the Century, Baltimore, and the Fox, Detroit, should average around \$2,000 each.

The Fund claims it needs from \$200,000 to \$250,000 to run its various activities another year. This means at least another \$120,000 must be raised. The Saranac Lodge is the most important of the Fund's activities and is said to require around \$100,000 to run yearly.

F&M-Universal Partners on Pix

NEW YORK, May 25.—Fanchon & Marco have closed their deal with Universal pictures, which brings F. & M. into the picture producing field. Deal is for only one film so far, with F. & M. to split profits with Universal 50-50 on the musical film for production services.

This picture production deal brings F. & M. into practically every branch of the theater. Besides picture production, the outfit also operates theaters, books vaude into them, operates an agency, produces vaude units, and even books fairs.

Stage Band for Dayton House

CHICAGO, May 25.—Beginning next Friday, the Colonial Theater, Dayton, O., will inaugurate a stage-band policy for the summer. The regular pit band will be augmented and moved to the stage, but they will continue to use five acts of vaudeville booked by Warren Jones, of the RKO office here.

Hilton Sisters Heading West

CRAWFORDSVILLE, Ind., May 25.—Hilton Sisters' unit showed the Strand here Monday and Tuesday and attracted full houses. Show played several stands in Indiana and is now heading north thru Wisconsin and Minnesota and then will move west. In the company are Daisy and Violet Hilton, under the direction of Frank Fishman; Dan Van Allen, emcee and company manager; Ann Reed, introducing the twins; George Hardgrove and Mildred Wood, dancers, and Percy Carson and his orchestra.

Montreal May Resume

MONTREAL, Que., May 27.—Loew's and the Imperial may resume vaude soon, having opened negotiations with the musicians' union.

Fay's, Philly, Out

PHILADELPHIA, May 27.—Fay's Theater, booked by Eddie Sherman, drops vaude for the summer Friday. Had been using eight-act bills.

Gates, B'klyn., Cuts

NEW YORK, May 27.—Loew's Gates in Brooklyn again drops Tuesday to Thursday vaude beginning tomorrow. Will probably resume split-week vaude in fall.

Loew Buying More 'Names'

MGM picture slump forces more reliance on vaude—Capitol in tough spot

NEW YORK, May 25.—An unusually bad run of MGM pictures is forcing Loew to increase its vaude budgets instead of trimming them for the summer. Loew's key house, the Capitol, has been in the red right along and is even playing Warner pictures to break the jinx. Loew is feeding the Capitol, along with most of its vaude-filmers, with "names" in a desperate effort to lift the grosses. More money acts are playing Loew spots this and the next few weeks than at any other time in months.

Among the money acts playing Loew spots now are Eva Le Gallienne, George Jessel, Gertrude Neisen, Roscoe Ates, Jimmie Durante, Charlie King, *Schlepperman* (Sam Harris), *Myrt and Marge*, Alice White, *California Colleptians*, Cab Calloway Unit, Earl Carroll's *Vanities* unit and Gus Van. Joan Marsh has been given three weeks: Washington, May 31; State, New York, June 7, and Baltimore, June 14. Henry Armetta has two weeks, opening June 7 in Washington. Block and Sully go into the State here next week.

Col. J. C. Flippen will emcee the finale of the Hal Roach Screen Test contest at the State June 7. It's his first vaude date since becoming a colonel and a radio personality. Ed Lowry today began his eighth week at the Paradise, Bronx, and is being held there indefinitely. Other standard turns booked to play Loew within the next few weeks are Lester Allen and Nellie Breen, Martha Raye, Carl Freed and band, Paul Gerrits, Mae Questel, Charlie Ahearn and band, Al Siegel and Carolyn Marsh. The WHN Radio Show has been given another week.

The Capitol gets Sophie Tucker and her WHN program week of June 7, following the George Olsen-Ethel Shutta until next week. Loew is negotiating with Harry Richman and other "names" as follow ups. The Capitol has had bad weeks with such recent pictures as *Age of Indiscretion*, *Vanessa*, *Reckless* and *Naughty Marietta*. The last two played hold-over weeks to poor grosses. *Go Into Your Dance* was the only picture to pull thru with two good weeks, even tho the hold-over week drew only \$30,000.

Diamond Loses a Week But Adds Eight Days

CHICAGO, May 25.—Vaude will be dropped for the summer by the Palace Theater, Minneapolis, at the conclusion of the present show, but will be resumed the last of August. House has been booked by Billy Diamond.

Two houses have been added to Dick Hoffman's book in the Diamond office. The Liberty Theater, Oklahoma City, starts a policy of five acts each Saturday to Tuesday June 1, and the Orpheum, Memphis, will use four acts on the same days commencing today.

John Schultz Recuperating

NEW YORK, May 25.—John Schultz, partner of the F. & M. Agency, left today for a near-by resort to recuperate from a three-week illness. He was dangerously ill with pneumonia, having been first removed to the Park East Hospital and later returned to his home.

Resurrection

NEW YORK, May 25.—William (Josh) Daly, reported in last week's issue as one of the old-time agents who had passed on, walked into The Billboard office last week, announcing pleasantly that he had "resurrected" himself.

Daly revealed he has been out of the agenting business for almost 20 years and that he is now managing the Skouras Riviera Theater.

AFA Organizing Local Performers

NEW YORK, May 27.—The American Federation of Actors will attempt to round up local entertainers who do not play dates out of town and organize them into branches thruout the country. To get them into the organization, the constitution was amended at the recent annual meeting establishing a new membership class, Non-traveling Members, who pay 50 cents monthly dues instead of the usual \$1.

This special membership will be offered by Secretary Ralph Whitehead during his Coast-to-Coast organization tour this summer. Whitehead leaves Sunday for Pittsburgh, where he hopes to organize a branch. From there he goes to Cleveland, Cincinnati, St. Louis, Chicago and points west.

Non-traveling members must become full-fledged Senior members as soon as they accept dates out of town. Senior members pay a \$5 initiation fee and \$1 monthly dues, and their card is recognized nationally.

Paris Programs

PARIS, May 20.—The Francis Mangan stage show, with Dorothy Denise, Six Lucky Girls and the 48 Mangan Girls, held over for second week at the Rex. Calligary Boys featured in the Mangan production at the Olympia. Howard Nichols, American hoop juggler, and Maria Valente featured at the Gaumont Palace, while Jack Holland and June Hart are at the Paramount. Joan Warner and the Sidel Sisters are featured in a new all-fem revue at the Alcazar. Roserae and Cappelia dancing at the Cirque Medrano. George Prentice is at the ABC. Stanley, Tony and Mae Four with Medrano Circus at Caen; Mae Wynn Foursome, Trichter, Hamburg; Paul Gordon, American wire ace, Auisig, Germany; Norman Ward, Hotel Monopole, Katowice, Poland; Dare and Yates, National Scala, Copenhagen, and Joe Bonell and Doris Bay, Winter Garden, Berlin.

B'klyn Fox Notice Up

NEW YORK, May 27.—The Fox, Brooklyn, has posted notice to musicians and stagehands. If business does not fall too low house may continue with flesh thru the summer.

Scenery Company Loses Suit

NEW YORK, May 27.—Suit by the Eclipse Scenery Company against Karolyn Wonders for scenery put into a unit headed by her recently was thrown out of Magistrate's Court Tuesday. The court ordered the case to Municipal Court.

Frescott a Rodeo Manager

PITTSBURGH, May 25.—Norman Frescott, vaude mentalist, is leaving the stage for the summer to act as business manager for Milt Hinkle's rodeo. Johnny Harris, local theater operator, acquired the rodeo last week.

Green Joins Rubinoff

DETROIT, May 25.—William H. Green, former agent and trade-paper writer, resigned last week as assistant publicity director for the Broadway-Capitol Theater to become special press representative for Rubinoff.

JACK HOLLAND and June Hart returned to New York Monday on the Bremen from their run at the Ambassadeurs, Paris. Open this Friday at the Rainbow Room, Radio City, thru Irma Marwick and Harry Norwood.

He presents a Card Act that makes a great hit with the audience.

P A B L O

The ease with which he performs his tricks and feats of illusion adds considerably to the value of the offering.—The Boston Globe.

SOLO BENEFITS

Friends of a popular vaudevillian staged a money-raising benefit for him last week. The money raised will be enough to put him into a small business so that he can be taken off the relief rolls and given something to do in addition.

It was a lovely gesture and proves once more that show people don't forget those less fortunate. Not only that, but the fact that the Actors' Fund stepped in and handled the funds makes the gesture all the more impressive.

And yet, despite this, it is felt that this sort of a benefit show has no place in show business. It is not dignified or truly thoughtful to advertise a benefit for an unfortunate individual. Recipients of charity should be kept anonymous. Not only that, but to give one unfortunate a benefit is to recognize an obligation to stage benefits for others who are also in dire need. And surely no one would think of staging an endless series of benefits for individuals.

It would be much more sensible hereafter to avoid individual benefits that might humiliate sensitive recipients and instead take care of them thru the skillful and impersonal offices of the Actors' Fund.

Berni To Build in France

PARIS, May 20.—Louis Berni, former American outdoor showman, has acquired a large plot of ground in the center of Juan les Pins, popular Riviera resort town, on which he plans to erect a large building housing a modern vaudeville theater. New house will face the Casino de Juan les Pins, owned by Frank Gould. Berni is a member of the JAK firm, which has a big indoor amusement resort in the Palais Berlitz Building in Paris, big amusement park at the Brussels World's Fair and operates numerous coin-machine arcades in France. Vaudeville is new field for Berni, altho he has operated marathon dances and other spectacles.

LACK OF VISITORS

(Continued from page 4)
The first week of hot weather will see a general folding.
The parks have not hurt Broadway as

yet, since the weather has been too cool for outdoor activities, Luna and Steeplechase opened today at Coney Island, and with perfect weather they may get a big play over the week-end. Palisades opens Thursday and is sure to get a break. Playland, at Rye, opened last week, but failed to draw from the New York mob.

Bartenders are crying in their beer because of lack of patronage. Few saloons in the Times Square district are making expenses, and it is likely that many will close the shutters soon and call it a day. The joints formerly got a play because of the free lunch, but handouts are now illegal in New York.

Sportlands continue to draw customers and pile up consistent takes. The pin games are becoming more and more popular, with women going in for the pastime in a big way.

Night spots were way off this week and will come in for keen competition as soon as the roadhouse season starts. Broadway has hit its usual summer slump and most spots are reconciled to the fact.

VAUDEVILLE NOTES

MICHAEL TODD, who represents the flame dancers, was in New York a couple of days last week on some deals. Chicago is his headquarters.

CHARLIE KOERNER, division manager for RKO in Boston, Providence and Lowell, did all right at the circuit's golf tournament, winning a set of woods.

NAT LEFKOWITZ, controller of the William Morris Agency, lost his mother a week ago Sunday morning.

NAPONOCH COUNTRY CLUB, Naponoch, N. Y., officially opens its season Thursday (Decoration Day). Carl Gardner is a biggie up there, with Buster Meltzger the g. m. and Samuel Moll the owner.

JACK PEPPER, current in Toronto, goes to the Michigan, Detroit, June 7 and then into Chicago June 14 for three weeks.

GARNER, WOLF AND HAKINS are in their sixth month with the Count Bernivici unit, the showing opening at the Paramount, Newark, next week.

FRANK MACY, tenor, leaves vaude for a spot in the Casino-in-the-Air, Hotel Montclair, New York.

IVY NUTTLE, recently with Gus Edwards in vaude, has gone into the Four Trees Club, New York.

EDDIE LEVAN is going into Weil's Hotel, Wingdale, N. Y., for the summer.

DE LONG SISTERS leave New York for England May 31 aboard the American Banker. Open at Savoy Hotel, London, June 17, followed by dates in Glasgow, Liverpool, Manchester and Berlin. Will probably return in October.

PAUL GERRITS opens for Loew at the Valencia, Jamaica, June 29, with Washington following. Just back from the Coast.

GERARD AND MARCO, recently in burlesque, are playing vaude in New England and doing well. Repeat at the

Gayety, Boston, next week for the second time in two months. Hope to resume burly in fall.

MATTY ROSEN has returned to New York from a Coast trip. Signed up Joan Marsh and other talent for vaude.

Unit producers continue to use titles that cleverly suggest names of hit shows. For example, there is a new unit "Everything Goes" and another one "Calling All Scandals." They are reminiscent, of course, of "Anything Goes" and "Calling All Stars." Producers should avoid this sort of thing, as it will tend to make vaude audiences suspicious of vaude advertising.

A TROUPE of 16 performers left New York Sunday morning to play the AFA benefit in Boston that night. Sophie Tucker drove into Boston from Stamford, Conn., to play the show. Ralph Whitehead spent the week-end in Boston helping arrange the bill.

THE VAUDEVILLE REVUE, 35-people unit managed by A. H. (Bert) Howell, has just finished a tour of Indiana, Ohio and West Virginia and is heading south thru the Carolinas. Unit features the Labatenoff Skaters, a Russian all-girl skating turn managed by E. C. Chancellor.

JAMES MCINTYRE, of McIntyre and Heath, sends snapshot of himself enjoying the sun in Coral Gables, Fla., just (See VAUDEVILLE NOTES on page 31)

Once an Actor . . .

NEW YORK, May 27.—An old-time down-and-out actor was given a sandwich-men's job by a theater manager friend. Despite the fact that the job was merely a cloak for the charitable feelings of the manager, the actor took his job seriously and tried to put as much showmanship as possible into his parading. Last week he was approached by a restaurant owner who offered more money to carry a sign for his store. But the old fellow refused, exclaiming: "I've been in show business 40 years and I'm not going to change now!"

CARDINI

THE ORIGINAL
THE MOST IMITATED MAGICIAN IN
THE WORLD TODAY.

JACK JOYCE

N. Y. Rep.,
BILLY JACKSON,
Chicago Rep.,
THOMAS BURCHILL,
The Monoped Singing,
Dancing, Talking
Comedian.

NOW PLAYING MID-WEST.

TRULY the ACE OF ALL MENTALISTS

HARRY KAHNE

Bridgeport, Conn.: "The greatest entertainer to ever appear in this city. He is not a radio celebrity nor a motion picture name, but on the stage they don't come any better."

Honored With Command Performance for
President Roosevelt and His Cabinet.

PAUL DUKE

Now 24th Week at Leon & Eddie's, New York.

DON RICARDO

THE YOUTHFUL SENSATION OF TWO
CONTINENTS.
1938 Third Avenue, New York City.
JUGGLER MODERNE

"A Tempestuous Maze of Rhythm and Color."

CIRO RIMAC'S

RUMBA LAND MUCHACHOS
NOW ON TOUR.
Dir. HARRY ROMM,
RKO Bldg., Rockefeller Center, N. Y. C.

THE LIGHTNING KAY DUO JIMMY

The Snappiest and Smartest Roller Skate
Team in the World.
NOW ON TOUR
Rep.: JACK HART, Pal. Thea. Bldg., N. Y. C.

COMING JUNE 8th ON CHIEF SHUNATONA AND U. S. INDIAN DANCE BAND

Tremendous Box-Office Possibilities.
A Great Band Dressed in Full Indian Regalia, Playing Smart American Dance Music.
BOOK NOW.
Wire, Write Phone
STANLEY H. WILLIS,
Suite 403, 1619 B'dway, New York, N. Y.

LE PAUL

ACE OF CARD MANIPULATORS.
ALBEE, Brooklyn, This Week.
PALACE, Week Opening May 31.
Direction.
NORTH & FLAUM—HARRY NORWOOD.

JIMMIE HODGES

ATTRactions
Units Available for
PARKS, FAIRS, THEATRES.
BOX 595, The Billboard, 1564 B'dway, N. Y.

CASTING PEARLS, who wound up five weeks at the Palladium, London, have eight more weeks booked abroad and are now in Glasgow. Harry Norwood's their agent.

Palace, New York(Reviewed Friday Afternoon, May 24)
(First Show)

A good old-fashioned five-act variety bill holds forth on the Palace stage this week and it shapes up quite well, although it doesn't look like a world beater on paper. Runs 64 minutes, with sufficient entertainment and applause socks dotting the running time. Lots of comedy, dancing and singing and, of course, novelty. At this viewing the lower floor was a little better than three-quarters, which speaks well of the Palace and *The Informer* as draws.

Eno Troupe of five Japanese do a good job of the opening frame with their Risley and perch tricks. They get the show started well, and aside from the effectiveness of their tricks they have the turn dressed and staged well.

Collette Lyons follows and with her straight gives out with lots of comedy, singing and a bit of dancing. She definitely has talent, employing a breezy and hokey style of comedy and kicking in with good song-dance routines. Too bad, tho, that she's using old material. Audience liked her anyway.

The Funnyboners (Dave Grant, Gordon Graham and Bunny Coughlin) are a real sock in the troy spot and they can thank their lucky stars for the punchiness of their material. It serves them well, however. Their numbers are very amusing, packing a lot of walloping lines and also cute enough to catch on. Still can sing a good number, too.

Bert Walton is another socker, working the next-to-closing spot for all it's worth with his effective stooge, Arthur Matthews. This Walton fellow has a world of confidence and he's a sure-shot vaude showman. He plies his gagging in grand style and builds up that Matthews anemic-looking songbird most commendably.

Danny Dare Dancers, featuring Theodora, closes. Is a fair enough turn, crowding a stage with its 16 members and dressed okeh. Still the life of the turn doesn't come until the finish, when the entire cast goes in for adagio. The boys throw the girls around, catch them cleverly and do other grand bits of adagio. Rest of the turn is given over to so-so dance routines. That girl soloist features good toe work and turns.

SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, May 24)

Chic Yorke and Rose King head the current bill and are making their first appearance together after being separated professionally for a year while Chic was drilling oil wells down in Texas. Their usual good work suffered somewhat at the second show this afternoon due to the way their act was split up to spread out a show that had but three acts and the house ballet.

The Evans Girls opened with a novelty, in which the entire routine was done as the girls lay on their backs and manipulated their legs and arms. Martin and Martin, man and woman, were next with a double trapeze setup. The man is an expert contortionist and got himself into several curious shapes while hanging on the trapeze. The woman joined him and both did balancing on the upper and lower traps. Fair hand.

The Four Eton Boys followed and harmonized over the microphone with *Stay on the Right Side of the Road; No, a Thousand Times No*, in which they injected much comedy and burlesque; a yodeling song, and closed with *Tiger Rag*. Audience seemed to like them and sent them off with two bows.

It was hard to figure out just what was trying to be accomplished with the show from here on, it being a pot-pourri of production bits ranging from the old-fashioned era to the modern day and back again. Opening, the Evans Girls, in mutton sleeves and bustles, sang and danced to *The Gay Nineties* before a Bowery drop. The *Old Family Album* introduced Yorke and King, who sang a parody on *No, a Thousand Times No*, and True Yorke and Emerson Frome, who did a modern tap routine. The Evans Girls did a snow ballet which acted as a prelude to Yorke and King's sleigh ride and inflated horse business. Frome returned for another tap routine, and Yorke and King did a collection of comedy bits, giving full scope to Rose King's buffoonery. Finale had the entire Yorke and King company jazzing up *Silver Threads Among the Gold* as the Evans Girls joined them in Spanish costumes.

F. LANGDON MORGAN.

RKO Palace, Cincinnati

(Reviewed Saturday Afternoon, May 25)

RKO's final show of the season, switched from the Shubert to this house, highlights Guy Lombardo and his 10 Royal Canadians, with the Six Lucky Boys, Grace Doro and Sidney Page and Company rounding out the vaude program. A packed lower floor at this first show, despite opposition from the perfect weather, the opening of Coney Island, opening day at the Latonia race course and the Reds-Phillies ball game.

The Six Lucky Boys sent the show away in corking fashion and proved one of the outstanding items on the bill. The lads augment their excellent brand of Risley work with an abundance of hokum comedy and the whole thing makes for bang-up entertainment that is truly different from the usual Risley act. Boys work hard thruout and no one sleeps with them on the stage. They marched off to a smash hand. For an encore two of the lads contribute a neat Risley stunt, wherein the topmouther does a backward somersault thru a hoop, landing in a sitting position on the crane man's feet. They repeat it, with the lad somersaulting back out of the hoop.

Grace Doro scored in good fashion with her work at the piano. She does a takeoff on Lopez and Gershwin banging the ivories and also one on Phil Baker on the accordion. Other imitations include that of a player piano, a music box, a harp, a night club ork and a radio pianist. A good impersonation of Mae West gives her the opportunity to unload a set of really funny nifties. Grabbed a sound hand at the finish.

Sidney Page and Company, the latter a trio of stooges (two fems and a male), drew a goodly share of laughs in troy spot. Page, a personable lad, sings a bit, dances a spell and puts the stooges thru their paces, all in likable manner. The fem stooges are a funny pair and with Page's assistance elicited much laughter. The quartet hoofed it off to good returns.

Guy Lombardo and his 10 red-coated Royal Canadians pulled considerable handclapping with their first notes. In vaudeville Lombardo does not veer from the style that made him so popular with the radio and dance crowds. It's nothing but sweet music thruout. There's no hokum or comedy of any kind or no trick specialties or arrangements to distract from Lombardo's sweet style. However, Lombardo wards off monotony by giving 'em just so much and no more. At this show he ran 20 minutes and when the curtains closed the audience was pounding lustily for more. To appease their desire, Lombardo led his boys thru *Clouds* and *The St. Louis Blues*.

BILL SACHS.

Loew's State, New York

(Reviewed Friday Evening, May 24)

VANITIES UNIT

It's murder at the *Vanities*. Loew's State has the least impressive show current that's played that stand for a long time. If it wasn't for a few high spots—all too few—supplied by Mitchell and Durant, Samuels Brothers and Helen Charleston, it would verge on being pitiful. As it is, even with the success scored by those mentioned, it's a sleeper. Putting a show like this on the boards won't help vaude, Carroll or his *Vanities'* reputation. Picture accompanying is *Cardinal Richelieu* (George Arliss), plus an amusing *Our Gang* comedy. Business poor at the end of the supper show.

First 12 or 15 minutes of the unit are exceedingly dull, with the chorus—certainly doesn't look like Carroll's regular girls—the Samuels Brothers, Collette Sisters and Donald Burr sharing some song-and-dance numbers. Mitchell and Durant, in their first appearance, don't help. A typical Carroll blackout gets the same result, or lack thereof. First pickup comes when the three Samuels start their comedy hoofing turn, missing on the precision work, and knocking about. An African rhythm song from the legit show leads to a production number with the chorus, garbed in red and effective costumes. Costumes are dirty. And the pit drummer hammers away for the time of his life.

Helen Charleston got a deserved good hand with her imitations, roster including Janet Gaynor, Jackie Cooper, Zasu Pitts, Gracie Allen and Grace Moore. Burr then sings *Blue Moon*, leading to a good ballet by Rosie Moran, an attractive red-headed lass. She suffers, however, from poor lighting.

Chorus has a fan dance in this number, being very briefly dressed and sitting down thru practically all the routine, using the fans to get so-so effects, Samuels boys return for another turn, somewhat similar to their first, but amply entertaining. Collettes have a bright number, *Sister Team Blues*, both singing and dancing, and satirizing the usual sister turn. Mitchell and Durant follow with their sock slapstick and knockabout routine. Ensemble of the girls, Samuels and Collettes closes in a sloppy dance involving the phosphorescent costume idea.

JERRY FRANKEN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, May 23)

Looks like the b. o. will get a terrific play this week, the capacity turnout of tonight strongly indicative of that. The Elisabeth Bergner film, *Escape Me Never*, is the draw. Current stage show is a departure from the routine, the house favoring a flock of specialties instead of being showy by means of colorful production. Still the production crew could have done better on specialties. A pair of acrobats copped the biggest mitting of the layout, and justly so.

Agan Dick Leibert solos on the console, a newsreel follows and then a Silly Symphony cartoon. The symphony ork does a repeater, offering the prolog from *Pagliacci*, with Robert Weede as vocal soloist. It is well done and was enthusiastically received by the appreciative audience.

Stage show is labeled *Land of Lace*, and was produced by Russell Markert, who is in the key role during Leonidoff's European vacation. A 33-minute layout, with no attempts at elaborateness except in the finale, when the entire grouping of the cast makes a gorgeous picture number.

Paper Lace opening has the ballet corps giving out with a lot of flashy turns, and they're executed with a precision that rivals the outstanding work of the Rockettes. *Lace Medallion* follows, the participants being the glee club and Nita Carol, soprano. They handle it well, with Miss Carol cutting an attractive figure, and her forte is hitting and holding the high notes.

Specialty Lace is the next, and this is the sock item. Park and Clifford, hand-to-hand acrobats, take care of this session and provide a showmanly display of acrobatics, featuring a lot of splendid control work. It's a grand and glorious feeling when a couple of acrobats can sock across with a so-called high-brow audience. The Giersdorf Sisters follow them in *Blue Lace*, and they didn't fare well at all. Their harmony singing is weak, and they left the audience flat.

Finale is *The Lace Fan*, the Rockettes grouping fan-shape and Mario and Florida dancing in front. Latter team are very clever workers, employing much grace and class, but they didn't have much of a routine. The Rockettes then step out to click solidly again with one of their superb precision routines. The entire company is on for the finish in a beautiful picture number.

SIDNEY HARRIS.

Capitol, New York

(Reviewed Friday Evening, May 24)

After several weeks of low grosses, this de Luxer is trying a big stage show with the picture, *The Girl From Tenth Avenue* (Warner). Eva Le Gallienne, in her first vaude appearance; Gertrude Nelsen, doubling from the Hollywood Restaurant, and George Jessel are being billed above the picture. As you might expect, Jessel and Nelsen, along with the other regular turns, turn in swell performances. But Miss Le Gallienne, doing Alfred Sutro's one-acter, *The Open Door*, is a flop so far as entertainment is concerned.

The Le Gallienne act, following Miss Nelsen and preceding Jessel, just doesn't belong in a huge house like this one. The play is a calm dialog about love, marriage and life and, although it contains an occasional gay line, it is not loud and active enough for vaude audiences. The voices of Miss Le Gallienne and Donald Cameron did not carry thru the house, probably due to faulty mikes. Add to this the scurrying up and down the aisles of patrons, and you have two good reasons why this type of playlet doesn't belong in a de Luxer.

Miss Nelsen, in a soft white gown, shows vast improvement in delivery. She put over special arrangements of *Lullaby of Broadway*, *Be Still My Heart*, *La Cucaracha* and *You're Lovin' To*

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Look At, and drew great applause. Jessel's introduction that she is the greatest singer of pop tunes is probably not an exaggeration.

As for Jessel himself, he emceed in his usual fine style and then stopped the show cold with his monolog and singling. His mixture of old and new material had the customers applauding and laughing right along.

Ray Huling and Seal followed the opening chorus number and clicked easily. The seal seems to do everything but play the piano, Huling putting it thru the paces nicely. Still a grand novelty turn.

The 32 Danny Dare girls did a couple of numbers, the last one being the most effective. Stuart and Lea are on for a ballroom number featuring flashy orange-lined capes. Made a fine impression.

The Stanley Twins did one number and scored easily. Their simultaneous acrobatic dance, with one of them dressed in black and working in the background as a shadow, is a neat novelty.

Business was great, thanks to the "name" stage show. PAUL DENNIS.

Roxy, New York

(Reviewed Friday Afternoon, May 24) (First Show)

There's plenty of dancing in the Roxy stage show this week, the entire lineup indulging in hoofing except for the Trojans and the band. Plus one lad who's pulled from the band for a specialty. The setup is a bit different this week, harking back to the old Dave Schooler days, with Freddy Mack and his crew on the stage thruout the show. It makes for a more colorful layout that way, and Mack is a quiet and pleasant emcee who deserves better than being hidden in the pit.

Amida, the Mex flash, headlines, and does a thoroughly charming job of it. She's way better than when caught last by this reviewer at the Palace a couple of years ago. For one thing, she's dropped the audience-baiting with which she used to close; it's a practice that puts any act on a level with burlesque. The lass now features her charming and spritely singing and dancing, and gives a nice flash of her imitations—which, as she says, are impressions rather than imitations. They're shrewd satire and they're also very amusing. Only possible improvement now is for her to get rid of the self-conscious cuteness she still features. She's cute enough naturally, without having to dish it out the way she does.

Anthony and Rogers, the standard Italian-comedy team, furnish the show's laughs, though they don't seem to be billed. In any case, they get over excellently with their singing, cross-fire and dancing. It's typical old-fashioned vaude stuff—and that's not a criticism; it's a compliment. There should be more like them. Jimmy Hadreas opens the show with a novel and highly entertaining dance turn in which he demonstrates different types of dancing and then jumbles them all up in a whirlwind finish. It's out of the ordinary track of dance turns, and it's excellent. The Trojans close with their sure-fire and exciting acrobatics and tumbling, both their appearance and their talent telling heavily in their favor.

This week's radio amateur winners are three boys billing themselves as the Three Lads. Two play guitars and one smacks a bass viol. They do two hot and fast numbers, with the bass-smacker walking off with the honors. Don Davis, a fiddler from the band, steps down for some trick and fancy gut-tickling for laughs.

The Gae Foster Girls weld the show into a coherent whole and smack it across. They do three routines, all of them up to their usual swell standards, and one, the subway opening, an outstanding novelty excellently carried out.

Picture is Mr. Dynamite (Universal) and the house was only fair the first show opening day. EUGENE BURR.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 24) (First Show)

Good house turned out today to greet Molly Picon, popular favorite here. The song star was supported by a good bill and the lobby comment was on the favorable side.

After the orchestra gives a good Friml overture the show opens with the daring tight-rope act of the Gretanos. The four men and the girl who comprise this act offered a variety of stunts, including

tumbling and bicycle riding on the rope, and ended with a human pyramid which had the customers gasping.

Herman Hyde and Company follow, the company being an attractive, shapely brunet who sings and dances and acts as a foil for Hyde's musical high-jinks. He keeps the customers in a happy mood with his collapsible musical instruments and his nutty comedy.

Miss Picon followed and earned a big hand with her excellent repertory. She opens her song cycle with *Nervousness*, a top-notch comedy number, and follows it with *Tenement Stairs*, an eloquent study of the types to be met in an East Side tenement. Her third number is *The Busy Working Girl*, and for an encore she sings the superb *East Side Symphony*.

Bob Hall, the "extemporaneous chap," is next and as usual he provides top-notch entertainment with his ad lib. versification and singing. Does plenty of good-natured ribbing at the expense of Philadelphia, and he winds up with a song about current events, started by suggestions from the audience.

Closing act is the colorful number of Billy Wells and the Four Fays, the latter a dance group of three girls and a man. Wells is an eccentric comedian whose ape-man impersonation was a howl. The man and one of the girls in the act present a military dance and a burlesque prize fight, one of girls does a series of rapid pirouettes and the man and two of the girls give a soft-shoe waltz that is attractive. Act closes with an acrobatic dance and tumbling finale. The film is *Mr. Dynamite*.

H. MURDOCK.

State-Lake, Chicago

(Reviewed Saturday Afternoon, May 25) James Evans and Company opened and repeated his Chicago Theater suc-

cess of a few weeks ago with his unusual foot juggling. His fast work with three large balls, a table, bed and a cross drew a good hand.

Francis and Wally, man and woman, started off with a song by the woman, while the man did nut comedy. Later also did an eccentric dance to tune of *Nagasaki* and Miss Francis contributed a tap routine. In between was some very weak chatter that made the act seem longer than it was. Took two bows, but one was forced.

Zelda Santley in the next frame did several character impressions that were very good. Among them were Ned Sparks, Zasu Pitts, Eve Sully, Mae West, George Jessel and Helen Morgan, all well thought out and done. Act seems much improved since her last appearance here. Closed with a dramatic revival of *10 Cents a Dance*. Four bows. A hit.

Ward, Pinkie and Terry, two men and a girl, have a combination of tap dancing, acrobatics and knockabout falls that got plenty of laughs. Their slow-motion fight is nicely done and was well liked. Good hand.

The Stage Revue, with Verne Buck's Band, opened with the State-Lake Sweethearts doing a modernistic routine in long gowns with perfect precision work in evidence. Mel and Bonnie Rose, billed as the "Rhythm Redheads," harmonized on *Don't Let Your Love Go Wrong*, *Old Man River*, done in tricky rhythm, and *I've Got Rhythm*, all over the public-address system. Singing is okeh, but their gestures and dance steps are rather awkward and could be improved. Good hand. Rogers and Wynne, young couple, opened with a tap to *Nola* and both did individual routines before introducing two old folks who made a hit with their old-style buck and wing steps. Finale had the State-Lake Girls doing a fast number as Rogers and Wynne and Verne Buck joined them.

F. LANGDON MORGAN.

confess their love for each other and then separate. It is undoubtedly a fine play, as it has been played time and time again. But played in a huge de luxe, before a noisy audience and without an adequate public-address system, the sketch just doesn't belong. Tried as Miss Le Gallienne and Cameron tried to put life into it, the playlet flopped when caught here. It couldn't be heard from the center of the house and the customers kept dashing down the aisles looking for better seats. P. D.

Agents Burn at Direct Booking

NEW YORK, May 27.—Local agents are burning up at indie bookers from Philly and Boston taking their acts for single dates and then giving the acts further dates when out of town. Angle is the bookers give the acts these extra dates direct, without the usual commission going to the agent. This often enables the booker to trim the salaries also.

Resentment flared up last week when Sam Shepard, agent, accused Harry Biben, Philly booker, of booking one of his acts direct. The verbal battle occurred in the Warner booking office.

Agents have been accusing other indie bookers of similar tactics, but rarely made the accusations in the bookers' presence.

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NEW ACTS

Eva Lorraine

With Jackie Wiese and Ruth Love
Reviewed at the Coliseum, New York.
Style—Dancing and singing. Setting—In one and full stage (special). Time—Fourteen minutes.

A fair enough flash, comprising seven girls and a boy, which provides sufficient dancing and singing of okeh caliber amid a neat atmosphere. Costumes and scenery are all right, and the turn is paced fast enough. Not an expensive layout, but good enough for the average vaude house.

The standard bearer, Eva Lorraine, gets solo innings with ballet work, doing a lot of fast turns and working on her toes. Turns are always good for applause. Jackie Wiese, a feature, does taps and he, too, features fast turns. Ruth Love is spotted late in the turn with a song and she does nice work of *Whose Honey Are You?* The other girls do minor specialties, and the whole cast works as an ensemble on several occasions.

Closed the show here and got a fair mitting. S. H.

Ward Wilson

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

Wilson is feature of the WHN *Itty Bitty Kitty* program and hasn't been in vaude much. Doing a solo at the mike, he offers an entertaining routine of satiric imitations of radio personalities.

Starting off with a Winchell number, he follows with Ben Bernie, Fred Allen, Tony Wons and George Givot. Working in a few gags into each imitation, he managed to keep interest all along. Uses no costume or makeup changes, working under a colored spot by the mike right thru. P. D.

Jack, June and Jimmy

Reviewed at the Coliseum, New York.
Style—Singing and dancing. Setting—In three. Time—Twelve minutes.

This Jack, June and Jimmy trio come into vaude from the Venita and Easy Freeze radio programs and should be welcomed into the variety field. Grouped around a piano with a mike alongside, they refreshingly give out with harmony singing. They're young and nice look-

ing, working their numbers in cute style.

Open with singing *Love and a Dime* and follow with *Sweet Sue*; *Lookie, Lookie, Lookie, Here Comes Cookie* and *I Won't Dance*. Clever arrangements on all the numbers, with the closing number a sock brought about when the girl breaks into a well-done tap routine. It comes as a surprise and is good.

Tried on the five-act show here and fared well. S. H.

Sammy White

With BEATRICE CURTIS

Reviewed at Loew's State, New York.
Style—Comedy, singing and dancing. Setting—In one. Time—Sixteen minutes.

Sammy White, formerly of Puck and White and always a first-rate eccentric dancer, has blossomed out into quite a comedian. Partnered with Beatrice Curtis, formerly with Harry Fox, he puts on a thoroughly entertaining song and dance comedy turn.

White has the stage most of the time, doing a bit of singing and comedy dancing, including a hoke fan bit and an opera number. Miss Curtis engages in some amusing crossfire with him and also contributes some singing. Her singing is not 100 per cent, but she has charm and personality and works with White with easy-going skill.

Act here drew plenty of laughs and should have no trouble clicking anywhere else. P. D.

Eva Le Gallienne

Reviewed at the Capitol, New York.
Style—Dramatic sketch. Setting—Full stage (special). Time—Sixteen minutes.

For her vaude debut Miss Le Gallienne is using Alfred Sutro's playlet, *The Open Door*. Only other character in the cast is Donald Cameron, who plays the best friend of her husband and who is in love with her.

Playlet has no action, being really a calm discussion between two people who

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Two Theaters Auctioned Off

Imperial and 46th Street go to Rothenstein—Apollo and Times Square are next

NEW YORK, May 25.—Two theaters involved in foreclosure actions were sold at auction yesterday, both being bought by the plaintiff in the action, Jack A. Rothenstein. Defendant in both cases was the Select Operating Company, subsidiary of the Shuberts. Houses were the 46th Street and the adjoining Imperial, which fronts on 45th.

Rothenstein made a bid of \$5,000 over the first mortgage of \$588,750 on the 46th Street, and a bid totaling \$294,000 for the Imperial, which was \$5,000 over the first mortgage of \$289,000.

Two more former legit houses will go on the block June 6. They are the Times Square and the Apollo, both on 42d street, the former now housing a pizgrind and the latter burlesque. They will be sold pursuant to a mortgage judgment of \$115,850 and subject to a first mortgage of \$800,000 held by the Bowers Savings Bank. Back taxes total \$75,118.

Both the 46th Street and the Imperial are active in legit. Altho the latter is listed as being on 46th street, it has a long lobby which lets out on 45th, thus putting it on the best legit street in town. It gets a fairly good quota of shows. The 46th Street, a large house, has also been active. It housed the long run of *She Loves Me Not*, entering the current season with that show still playing. *The First Legion* and *The Farmer Takes a Wife* followed, with the house dark since the closing of the latter. The Imperial had three shows this season, none of them running for any length of time. They were *Saluta, Say When and Nonsense Bound*. It also housed the three-day special run of the Phoenix Theater's production of *Panto*.

'Road' Hangs Up L.A. Record

LOS ANGELES, May 25.—The Jack Kirkland production of *Tobacco Road*, with Henry Hull in the leading role, wound up a nine weeks' engagement at the Belasco Theater Saturday, with a total gross of more than \$92,000 for the total of 81 performances. Show hung up the best gross the theater has had in several years and could have lasted two or three more weeks.

From Los Angeles the company jumped to the Curran in San Francisco, which has been dark six weeks awaiting the production.

La Barrymore May Quit

WASHINGTON, May 25.—Ethel Barrymore announced Monday that she was thru with active participation in the theater. The retirement is due to become effective after the final curtain of *The Constant Wife* tonight. "Theater audiences are not what they were," she said.

She announced that she would open a school for speech and enunciation here, taking a house in Georgetown and making this her permanent home.

"Lefty's" Pitt Repeat

PITTSBURGH, May 25.—Clifford Odets' *Waiting for Lefty*, which won the Drama League contest for the newly formed Theater Group here, is being staged on several repeat engagements to accommodate local demand. The widely discussed one-acter is proving just as popular with theatergoers here as in New York.

Cleveland Tryout Set

CLEVELAND, May 25.—*Pigs Have Wings*, a satirical comedy by Stephen N. Linek and Louis S. Bardoly, will be tried out at the Hanna here next week. It will be produced by the Arts Guild under the direction of Bernard J. McEwen. Both writers are prominent localites. New York production hoped for in the fall.

THE NEW PLAYS ON BROADWAY

GUILD

Beginning Monday Evening, May 20, 1935

PARADE

A satirical revue, featuring Jimmy Savo. Sketches by Paul Peters, George Sklar, Frank Gabrielson, David Loran, Michael Blankfort, Alan Baxter, Harold Jhonsrud, Turner Bullock, Kyle Crichton. Lyrics by Paul Peters, George Sklar, Kyle Crichton, Marc Blitzstein, Emanuel Eisenberg, Michael Blankfort. Music by Jerome Moross, Will Irwin, Marc Blitzstein. Dialog staged by Philip Leeb. Musical and dance numbers supervised and staged by Robert Alton. Esther Junger's choreography by herself. Orchestrations by Conrad Salinger, Russell Bennett, David Raksin, Jerome Moross. Settings designed by Lee Simonson, built by McDonald Construction Company, and painted by Triangle Studio. Costumes by Constance Ripley, Hester Sharoff, Billi Livingston and Lee Simonson, executed by Eaves Costume Company, Madame Pulliche, Jean Tate and others. Orchestra under the direction of Max Meth. Presented by the Theater Guild.

PRINCIPALS—Jimmy Savo, Charles D. Brown, Ralph Riggs, Edgar Allan, Eve Arden, Leon Janney, Earl Oxford, Lois Leng, Vera Marshe, Evelyn Dall, J. Elliot Leonard, Dorothy Fox, Charles Walters, Jean Travers, David Lawrence, Esther Junger, Avis Andrews, Rose, Lillian Moore, Marguerite White.

"PARADE" GIRLS—Vanda Allen, Stella Clausen, Miriam Curtis, Mary Katherine Dougherty, Beverly Hosier, Eunice Thaw, Grace Kaye, Evelyn Monte, Doris Newcombe, Polly Rose, Lillian Moore, Marguerite White.

MODERN DANCE GROUP—Doris Ostroff, Stella Sanders, Ethyl Selwyn, Ethel Axel, Ida Bildner, Lulu Morris, Ruth Ross, Susie Remes.

"PARADE" OCTET—Norman Lind, John Weider, William Houston, Geoffrey Errett, Melton Moore, Bradley Roberts, Ernest Taylor, Norman Van Emburgh.

GENTLEMEN—Jack Ross, Andre Charise, Jerome Thor, Robert Gray, Robert Long, Joseph Lennon, Roger Logan, Harry Smith, Clyde Walters, Yisro Libman.

Advertised curtain time—8:30. Overture began at showing caught—8:34.

Communism is fashionable this season—particularly among our determined young intellectuals. Not entire a non sequitur is the supposedly big news from 52d street: the fact that for the first time since the last *Garrick Gaieties* the Theater Guild is presenting a musical, and in its name house—a revue called *Parade*, which deals extensively with the would-be comic capers of our left-wing brethren. However, the really big news is that *Parade* contains Mr. Jimmy Savo, one of the few truly great

artists of the modern theater. Much has been said and written about the cosmic genius of Charles Chaplin; Mr. Chaplin's genius is certainly not superior to Mr. Savo's. With his divine gift for letting the audience in on things, with his wistful, pitiful, tremendously appealing pantomime, Mr. Savo manufactures not only belly laughs, but also the insistent emotional pull that is the basis of all true art. Despite its hoarse shouting, its heavy humors and its childish satirical attempts, *Parade* is almost worth seeing just in order to see him.

For the rest *Parade* merely bears out a theory that has been obtruding itself more and more of late—that dead-earnest reform activity and a sense of humor are incompatible. They must be, of course, because otherwise the left-wing boys would realize how silly they are most of the time. They try to make the objects of their attacks seem silly in *Parade*, but they are merely a little group of modern Laertes, their own poisoned swords buried in their own breasts.

For the most part their attempts at sharp-edged and amusing mayhem turn out to be heavy-handed and dull, containing about the same sense of humor as that you'd expect in a left-wing pamphlet. Even when the things they attack deserve to be demolished—when they obviously deserve to be—the attacks are so hysterical, the wit is so lumbering and the devices so childish that all effect is lost. Most of the few exceptions occur in the second half, which is considerably better than the first—tho, even so, it is a bit under the satirical level of the average varsity show. Among the exceptions is the really clever and really biting *My Feet Art Firmly Planted on the Ground*, written by Mr. Emanuel Eisenberg, my late opponent in a four-round writing bout (no decision). Among them, too, is a song satirizing sex salesladies and two sketches dealing with department stores' mania for dispoamaed help and what would happen if America turned to a Hitler back-to-the-natives policy. A skit concerning Huey Long, General Butler and Father Coughlan, those Rover Boys of politics and the air waves, failed dismally in view of its limitless possibilities.

The music, tho catchy, is often reminiscent, and one song, *You Ain't So Hot*, brought forth fond memories of

Ethel Waters singing *You Can't Stop Me From Loving You* in Lew Leslie's *Rhapsody in Black*. Really the outstanding features of the revue are the costumes, the lighting and the dance routines, all of which are modern, unusual and tremendously effective.

As for the performers, Mr. Savo gets help from such standbys as Ralph Riggs and Charles D. Brown, the latter in particular doing a heroic best to make unfunny material sound amusing. Also on the credit side is the work of Miss Eve Arden, who undertakes many jobs in the course of show and performs them all excellently; Esther Junger, whose dances are as exciting as ever, and Dorothy Fox and Charles Walters, whose dancing possesses more humor and far more effect than the skits. Evelyn Dall, an attractive tow-head, adds little with two songs, and Earl Oxford intones a few others nicely. Vera Marshe is cute until it hurts in a couple of song-dance numbers. Lois Leng and Ezra Stone, who just graduated from the American Academy, acquit themselves creditably in several skit bits.

At any rate *Parade* serves to bring forward a new smile: as lumbering as left-wing humor. EUGENE BURR.

MASQUE

Beginning Thursday Evening, May 23, 1935.

WEATHER PERMITTING

A comedy by Edward Sargent Brown. Staged by the author. Setting designed by Ed Sandoquist and built and painted by William H. Mensching Studios. Presented by the author.

Frederick.....Matthew Smith
Beavers.....Harold DeBcker
Virginia.....Viola Frayne
Josephine.....Ruth Holden
Tony.....Len Doyle
Oscar.....Marcel Rousseau
Miss Hillman.....Marjorie Dalton

ACT I—Scene: Frederick's Bachelor Suite in a Boston Hotel. A Saturday Night Toward the End of May. ACT II—The Same. Later the Same Night. ACT III—The Same. Morning of the Next Day.

Advertised curtain time—8:50. Curtain rose at showing caught—8:50.

An item called *Weather Permitting*, written, directed and presented by Edward Sargent Brown, appeared at the Masque Theater Thursday night. To an enforced spectator there is only one fitting comment: Ouch!

Weather Permitting is about a crack-brained little nymphomaniac who is, to Mr. Brown, the prototype of womanhood. She has three heroes, a gangster chief, a famous aviator and a society athlete, and it is her plan to force herself on them by waiting for a rainy Saturday night and then going to one of them with a cock-and-bull story about persecution. Obviously, they can't toss her out in the rain. She tries the gangster first, but he remains disappointingly chaste because she has made the mistake of telling him that she is only 17. If he takes a jail rap, he doesn't want to take it for that. She next forces herself upon the athlete, the gangster forces himself upon them both and the athlete's fiancée forces a confession from the young Kalikak, or something like that. It really doesn't matter.

It is the sort of comedy that features a would-be whimsical valet whose long speeches are supposed to be amusingly philosophical. They turn out to be merely silly and unbearably dull. The dialog is, to put it mildly, precious—a wistful attempt to imagine how smart people might speak, a sort of Cinderella's dream of the ball—tho this Cinderella never got there. A simple expression is never used in an awkward and self-conscious jawbreaker can be put in its place. It is all a constant and extremely painful attempt to achieve aphorisms and epigrams at any cost—at the cost, this time, of the audience's peace of mind.

Matthew Smith, as the athlete, is as precious as the lines, while Viola Frayne, as the idiot, harps nerve-rackingly upon her single minor emotional chord. Ruth Holden tries hard to make the thing seem human as the fiancée, and so does Len Doyle, as the gangster. The latter really managed to get a few laughs—which is a real achievement.

A realistic rainstorm poured down thru most of the play, so that (except during the second act, when they pulled down the shades and spoiled the fun) you could look at the rain whenever the play grew boring. I became quite well acquainted with that rain during the course of the evening.

EUGENE BURR.

FROM OUT FRONT

By Eugene Burr

Ruefully enough, your reporter suspects that this week's column will turn out to be a championing of lost causes. It is, as a matter of fact, that annual column in which *The Billboard's* weary but faithful drama-appraiser tries to pick the 10 best plays of the season—always a thankless task. This year it promises to be thankless to an even greater degree than usual; for, after a glance at the season's production schedule, your reporter realizes that his favorite plays were for the most part frowned upon by critics and public alike, and that his attitude toward some of the season's pets is a fine mixture of loathing and polite contempt. Writing out this year's list for a public print is something like running one's head into a hangman's noose.

However, with a bit of courage it can be done—and there is always the consolation that there will probably be no other list like it in these theoretically United States. The list then—and in the order of merit:

1—*The First Legion*; 2—*Valley Forge*; 3—*Birthday*; 4—*The Old Maid*; 5—*Times Have Changed*; 6—*The Children's Hour*; 7—*The Distaff Side*; 8—*The Farmer Takes a Wife*; 9—*Personal Appearance*, and 10—*Point Valaine*.

At least five other plays crowd up for honorable mention. They are (and not in the order of merit this time) *Three Men on a Horse*, *Black Pit*, *Kind Lady*, *Judgment Day* and *Lost Horizons*. Even among the honorable mentions there is one that violates accepted public taste. It is to be hoped that readers (both of them) will join with Penzance's policemen and sing: "Still we think it would be wise not to carp or criticize, for it's very evident these expressions are well meant." Well meant they assuredly are; if there is a difference of opinion, that's only to be expected in any field that still naively considers itself an art.

The First Legion was picked because of its strength as a play, the beauty of its emotional reactions and the courage and depth of its thought. A play of the Jesuits, it accomplished the almost impossible feat of bringing real drama into a religious milieu and combining it with exalted feeling and a thoroughly intelligent outlook. It is a splendid play, which the public fortunately discovered despite the snide comments of second-string reviewers, and it is a play that will live in both written and acted form. It has a glaring weakness in its last act that could—and should—have been remedied with ease. But that is merely a minor flaw in a fine work.

Valley Forge was more than a history; it was a bitter comment upon America, its people and its life. Spectators who could peer no deeper than the surface saw in it only a melodramatic whitewashing of the father of the country; actually, it was a blistering, indignant and splendidly furious plea against the smugness and mental indolence into which the nation has fallen, worth a dozen of Mr. Anderson's *Mary or Elizabeth*, his previous excursions into historical blank-verse. It was this underlying bitterness, I am sure, which militated against its popular success; (See *FROM OUT FRONT* on opposite page)

Hilda Spong School Students Present Variegated Program

NEW YORK, May 25.—The students of the Hilda Spong Theater School presented an entertainment composed of acting, singing, dancing and fencing Wednesday night in the auditorium of the Barbizon-Plaza Hotel. It demonstrated the various modes of training that the kids are offered, and the results of that training as expressed in their acting. The one-acters included Barrie's *Shall We Join the Ladies?*, an unbelievably inept melodrama perpetrated by Essex Dane under the title of *Heard in Camera* and six variations on a revue-blackout plot as it might have been written by Barrie, Tchekov, Noel Coward, Pirandello, O'Casey and Maeterlinck. A skit by Dion Titheridge was also included.

The singing and dancing exhibitions failed to reveal any budding Ponses or Grahams, but the fencing, under the direction of George Santelli, proved amusing. A couple of the kids showed both proficiency and charm, notably Betty Moran and Marion Pierce.

As for the acting, it was generally adequate, with the work of George Stinchfield and James Starr (the latter seen in only a minor role) standing out. Julie Gillespie turned in a couple of authoritative and effective performances in widely different roles, and Louise Chaffee, an exceptionally cute-looking youngster, has both looks enough and stage presence enough to develop into a capital ingenue. E. B.

Harlem Players Present Second and Last Revival

NEW YORK, May 25.—If the first-string critic of one of the dallies, who walked out after the first act of the Harlem Players' *The Front Page*, which they presented at the Lafayette Theater this week, had stayed to see a little more of the show, it's probable that his notice wouldn't have been so unfairly sour—or so sourly unfair. It's perfectly true that the first act, which should have sparkled and crackled with the rough and hard-hitting humor, turned out to be painfully slow in the production at 131st street. But once the second act got properly under way things began to hum and the Players' cast snapped up and gave an excellent stock presentation of the show. That was probably due to the entrance of Frank Wilson, as the immortal (you can drop the "t" if you want to) Walter Burns. Wilson electrified the proceedings and from then on they were fast, furious and funny.

Juano Hernandez, who was last week's Dynamite in *Sailor, Beware!*, played Hildy Johnson—and in general played him far too slowly. He had his amusing moments, but it didn't seem to be Hildy up there—which may have been the fault of the Impression Lee Tracy made in the part. Outstanding in the support were Hayes Pryor, as Hartman; George Randall, as the mayor; Tom Moseley, as Louie, and Christola Williams, as Peggy. Miss Williams, who made her professional debut last week in *Sailor*, is a comer, possessing looks, talent and fine stage presence.

Page was the Players' second production—and also their last. Harlem has failed to turn out as expected to support the colored stock company, and Shepard Traube, the producer, decided to fold it tonight. Which, all things considered, seems a pity. EUGENE BURR.

FROM OUT FRONT

(Continued from opposite page)
Americans always dislike being told the truth about themselves.

Birthday, a tender and sensitive piece concerning a romantic and high-strung young girl's reaction to her mother's second marriage, was another that was never given the chance it deserved. It had charm, quiet humor and amazing psychological insight. It represented a delightful evening in the theater, and one of the nearest approaches to a grown-up Barrie that we have been privileged to see in years.

The Old Maid, which stirred up the inevitable critic-yawning when it was awarded the Pulitzer Prize, was discussed recently at some length. It is a moving, powerful and sometimes almost terrifying probe into the minds of two women, presenting an eternal and absorbing problem. *Times Have Changed* was a powerful and solid play adapted from the French, and solid play adapted from the French, concerning the effects of wealth upon both the rich and the poor. Because of its frank and old-fashioned theatricalism, it was certain to be pooh-hoohed on Broadway. That, however, takes nothing away from either its strength or its solidity. As for *The Children's Hour*, it was, as

BROADWAY RUNS

Performances to May 25, inclusive.

Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec.	25...180
Awake and Sing! (Belasco)	Feb.	19...112
Bishop Misbehaves, The (Golden)	Feb.	20...112
Black Pit (Civic Rep.)	Mar.	20...78
Colling Zero (Miscie Box)	Apr.	10...54
Children's Hour, The (Elliott)	Nov.	20...222
Fly Away Home (48th St.)	Jan.	15...154
Hook-Up, The (Cort)	May	8...22
If a Body (Biltmore)	Apr.	30...30
Kind Lady (Booth)	Apr.	23...39
Old Maid, The (Empire)	Jan.	7...163
Personal Appearance (Henry Miller's)	Oct.	17...282
Petticoat Fever (Ritz)	Mar.	4...96
Petrified Forest, The (Broadhurst)	Jan.	7...167
Post Road (Ambassador)	Dec.	4...202
Something Gay (Morosco)	Apr.	29...32
Three Men on a Horse (Playhouse)	Jan.	30...139
Till the Day I Die and Waiting for Lefty (doubtful bill) (Longacre)	Mar.	26...71
Tobacco Road (Forest)	Dec.	4...645
Weather Permitting (Masque)	May	23...4
Musical Comedy		
Anything Goes (Alvin)	Nov.	21...217
Great Waltz, The (Center)	Apr.	22...281
Parade (Guild)	May	20...8

has been remarked here frequently before, really a very bad play, botching two dramas ineptly into one. None the less, the melodramatic force of its second act and the amazing and outstanding character of its by-now-famous trial (who was taken bodily from the trial records on which the play was based) rate it high. *The Distaff Side* was an intelligent and amusing discussion of women, with its merits rather in its writing than in its drama or ideas. *The Farmer Takes a Wife*, tho no great shakes as a play, presented fascinatingly the local color of an unusual and little-known time and place. *Personal Appearance*, besides being the laugh smash of the season, presented some shrewd satire at the expense of the Hollywood heads. In *Point Valaine*, Mr. Noel Coward tried with reasonable success to create a new dramatic medium, without anyone in the audience knowing what it was all about.

As for the runners-up, they are all of them obvious, with the single exception of *Lost Horizons*. That, despite bad writing, messy construction and an essentially true story, included an intriguing basic idea which created a fascinating dramatic cross-word puzzle—at least for this reporter.

Certain popular successes have not as yet been mentioned. They include the two Clifford Odets plays, *Awake and Sing* and *Waiting for Lefty*. In both cases the dialog is excellent, ringing with strength and truth and sincerity—but the plays, at least to this corner, are very bad. Mr. Odets will undoubtedly find himself some day. When he does he will, with his present gift for dialog, write the best play not only for that season but of many seasons.

The Petrified Forest, which is the intellectual ne plus ultra for the yokels, was omitted because it is nothing but a nauseatingly sentimental rehash of post-war defeatism, a sophomoric, seemingly insincere and certainly dated sully of true defeatism. *Accent on Youth* offered an entertaining theatrical evening, but it was really a very bad play—as a matter of fact, the best bad play that this reporter has seen. *Merrily We Roll Along* was a rewrite of one of the oldest and stalest of the theater's mimeographs, brought into momentary prominence by the startling tho not very intelligent expedient of standing it on its head. *Within the Gates* has been discussed at length before; let's not go into all of that again.

Hayes Play Closes June 1

CHICAGO, May 25.—Unless a last-minute decision by the management holds it over, the *Mary of Scotland* Company, now at the Briarley Theater, will close June 1 and the organization will disband for the season. Helen Hayes, the star, is still firm in her decision not to return to motion pictures, but has not yet selected a play for next season.

Gerton's Bankruptcy Bath

NEW YORK, May 25.—Phillip Gerton, formerly in the ladies' stocking business and who was until a year or so ago active as a legit producer, filed a bankruptcy bill-doux this week. Ex-producer, who lives in Woodmere, L. I., stated his assets were approximately \$8,868.63, but that his liabilities were unknown.

Discuss Plan To Revive Long-Suffering Road Biz

Organization groundwork planned by Gillmore, Wittenberg and Mrs. Bryant—debenture bond to government on assessed value of houses—relief fund also sought

(Continued from page 4)
afternoon. The plan, according to Gillmore, was offered as a working basis for legit reforms and as a groundwork which the CA might change as needed. The CA, it is expected, will work out the details

and change wherever it is thought advisable. Co-operating with Gillmore in drafting the plan were Philip Wittenberg, counsel to the Code Authority, and Mrs. Dorothy Bryant, executive secretary of Chorus Equity.

Nazimova Scores in Detroit Festival

DETROIT, May 25.—Alla Nazimova's new production of Ibsen's *Ghosts* opened a three-day run at the Wilson Theater on Monday as the second production of Frank Henderson's Dramatic Festival. The entire production was staged by Nazimova and co-starred Romney Brent. It was exceptionally well received by local press critics as one of the finest dramatic productions seen here in a long time. Nazimova's extremely restrained style of acting was never shown to better advantage.

Nazimova and Brent appear for the last half of the week in Shaw's *Simpleton of the Unexpected Isles*, to be followed by Henderson's production of Noel Coward's revue, *Up to the Stars*, which will have its world premiere here Monday.

Nazimova moves to Ann Arbor next week, where the same two plays will alternate in the second week of Henderson's Festival production there. The *Ghosts* production is expected to go on tour before reaching Broadway and is destined to be a major production of the coming season.

The Ann Arbor Festival opened this Monday with Edmund Gwenn in *Laburnum Grove*. Five weeks will be given in Ann Arbor, as against the short three-week season in Detroit. All the Detroit plays will move on to Ann Arbor with two additions, the world premiere of *The Ugly Rumps* on June 10 and *The Bishop Misbehaves*.

OUT-OF-TOWN OPENINGS

"Amaco"
(Pasadena, Calif.)

A drama in three acts and seven scenes, directed by Edward Gering. Cast: Onslow Stevens, Charles Moyer, Houseley Stevenson, Oval Wylie, Louis Hall, Don Sharpe, Dale Southwick, Nell Fitzgerald, Jack Rhine, Erik Van Horn and 20 others.

With the entire action of the play taking part in the manufacturing plant of Amaco, the Martin Flavin story of America's economic life is a dramatic indictment of the machine age. No person in the play can be called the leading actor, altho the performance given by Onslow Stevens stands out head and shoulders above the rest.

Story covers the period from 1907 to 1932. It follows Stevens from the position of a common laborer in the machine works of a manufacturing plant on up thru the years, during which time he advances from one department to another and finally to the presidency. Bringing along with him the constant development of the plant, he and the board of directors find themselves face to face with receivership in 1932, with their former employees clamoring in the streets and crying for bread.

Play is Communistic in theme, and thus its commercial opportunities are practically nil. Cast is unique, inasmuch as there are no women.

Blackford.

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ALLIED WILL CLOG COURTS

Plan To Bring 100 Suits in All Parts of Country at Once

Threaten boycott of Metro unless they cease building threat in Chicago — delegates from 26 States present — best convention of group

ATLANTA, Ga., May 25.—At its closing session here on Thursday, Allied States delegates decided that the best means of getting favorable action from the Hays organization will be to clog the courts of the country with suits. Abram Myers, chairman of the board of the organization, suggested that at least 100 suits be filed simultaneously in all parts of the country. Each district is expected to choose the suit that looks most promising, and after having it given an okeh by Myers it will be filed. In this manner Allied expects to attract the attention of Washington to the situation that now exists.

Speakers in referring to the Pettengill Bill, which would prohibit block booking, were not over enthusiastic as to its passage, but insisted that the bill, or a like one, is an eventuality. All independent exhibitors were asked to wire their representatives in Washington asking that they vote favorably on the bill.

Metro Panned

Metro came in for a panning regarding the Chicago situation, in which Metro threatened to enter the theater field there unless exhibitors gave their product a better break. Col. H. A. Cole, of Texas, came out flat-footed in calling for a boycott of Metro product all over the country if they persisted in gaining foothold in Chicago.

The NRA as it stands was put on the pan. Unless there is a decided change in the code structure members of Allied were advised to withdraw their membership, stop paying dues and refuse to sit on the grievance and zoning boards. The members were divided on this question and it is unlikely that there will be a concerted effort to have members withdraw.

Speakers at the convention did not mince words in describing the abuses heaped upon the indie exhibitors and there was loud applause each time a speaker rapped the majors. There undoubtedly was a great burning of ears in the home offices during the session.

The convention this year was by far the best ever held by the organization. It was evident from the start that the men were assembled for business and not pleasure, even though there was pleasure after business sessions.

Each individual delegate took the meeting seriously and there was none of the pussy-footing that has marked most motion picture conventions. The majors were no doubt surprised at the show of strength and determination of the group. There were 26 States represented and it is expected that at the next annual convention every State will be in the line-up. It was reported that units are now being formed in Mississippi, Oklahoma, North and South Carolina.

Going Somewhere

Sidney Samuelson in his talk said in part: "We are going somewhere. A lot of work has been done quietly. Allied now has an organization of national strength. When your national officers can pick up a telephone and say to a gentleman on the other side of the fence: 'We'll discuss certain problems in our office,' then we have an organization. That has happened once and it will happen again. For one one-thousandth of what it costs to operate the Hays organization Allied can do a job and upset the applicant, and that applicant is going to be upset."

At the closing session Governor Talmadge of Georgia amused the crowd when he told of the daily routine in the life of a governor. He then conferred on Abram Myers and Sidney Samuelson red suspenders, the symbol of the Royal and Mystic Order of Red Galluses, which the honored members donned immediately.

Allied executives are greatly pleased at the results of the convention and the delegates were unanimous in praising the activities and aims of the organization.

DAVID BRITTON, of Berea, O., has leased the Grand and Ritz, the only two houses in Tiffin, O.

ATLANTA, Ga., May 25.—Delegates to the Allied convention here voted unanimously to donate 25 per cent of the day's receipts on August 5, to be used as a war chest to carry out the plan for filing 100 suits against the majors.

Each house will announce in advance to its patrons that the drive is on. Trailers and banners will be used to acquaint the public with the situation and ask its support in the fight.

The suggestion was made by W. Steopplemann, of Silbee, Tex.

Managerial Changes In Warner Chi Houses

CHICAGO, May 25.—With the opening Warner's Beverly Theater on June 4 several changes in managers and assistants will be made around the circuit. Ted Turrell, present manager of the Cosmo, will be manager of the Beverly, and Ray Dunn, assistant manager of the Avalon, will be his assistant.

Other changes are James Gavin, from manager of West Englewood to manager Cosmo; E. Erickson, assistant manager of West Englewood, becomes manager; George Seifert, from assistant manager Grove to assistant manager Avalon; George Ryan, from assistant manager Lexington to assistant manager Grove; R. Kennedy, from chief of service at Avalon to assistant manager Prolis; George Gross, from assistant manager Hamilton to assistant manager Highland; B. Schwartz, from assistant manager Highland to assistant manager West Englewood; Al Meskis, from assistant chief of service Capitol to chief of service Beverly.

Empress Theater, Chi, Sold

CHICAGO, May 25.—Von Nomikis & Associates, operating under the name of the CVN Theater Company, have purchased the Empress Theater building and property, located at 63d and Halsted streets, from the Chicago City Trust Company at a reported \$125,000. House has been operated as a grind stand for the past few years by Nomikis, who also operates the New Regent, Rex, Wabash, Logan Square, Parkway and Halsted theaters.

Television Subject at SMPE Annual Convention

HOLLYWOOD, May 25.—With a complete program of interesting discussions ahead of them, 350 delegates from all parts of the United States and foreign countries were on hand Monday morning for the opening of the annual convention of the Society of Motion Picture Engineers at the local Roosevelt Hotel.

Opening-day program was given over to new developments in the sound field of motion pictures, and A. N. Goldsmith, past president, presented a paper on *Television and Motion Pictures*. Harry R. Lubcke, director of television for the Don Lee Broadcasting System, was on hand to speak on *Theatrical Possibilities of Television*. Other speakers on Monday included J. O. Kleber and L. Thompson, of the American Foundation for the Blind, and Miss M. Evans, of the San Diego public schools.

The convention unanimously elected Thomas Armat, pioneer inventor in the motion picture field and formerly associated with Thomas A. Edison, to an honorary membership.

Convention was set to close on Friday, with trips thru picture studios taking up the remaining portion of the week. All sessions were presided over by Homer G. Tasker, president, who claims the society now has more than 1,100 members in good standing.

Managers Change

WORCESTER, Mass., May 25.—The Strand Theater, Inc., under the direction of Clarence E. Robbins, manager of the Regent here, has taken over the Strand Theater in Gloucester. Robbins has instituted a number of changes, transferring Thomas E. Clemmey, manager of the Attleboro Theater, to Gloucester. Clemmey was formerly assistant to Robbins at the Plymouth Theater in this city. Stephen J. Erwin, assistant to Robbins at the Regent, has been made manager of the Attleboro house. Donald Adams became first assistant to Robbins at the Regent, and Frank Maloney, formerly the head usher, took over the duties of second assistant.

More Bank Nights for Chi

CHICAGO, May 25.—Two of Warner Bros.' biggest theaters, the Stratford and Capitol, have been added to the houses in this territory which are using bank nights. *The Southtown Economist*, one of the largest neighborhood newspapers here, is sponsoring the nights and giving them wide editorial and news space in its columns.

Strikes Hurt N. W.

PORTLAND, Ore., May 25.—The continued lumber strike in Pacific Northwest centers, with some 200,000 men unemployed, is beginning to have a serious effect on box offices and business generally. A number of allied lines of business, including furniture factories, are expected to close as the result of the continued strike in the mills.

THE MID-CITY Theater, on West Madison street, Chicago, is again dark after being open but a few weeks. Harold Eshback was the last operator.

M. P. Engineers Discuss Problems

LOS ANGELES, May 25.—Most successful convention ever held by the Society of Motion Picture Engineers drew to a close Friday after G. D. Lal, of India, and Y. Osawa, of Japan, told the assemblage that a greatly expanded foreign market is offered producers who study the likes and dislikes of these people.

A plan to reopen hundreds of smaller picture theaters now dark was discussed by A. Shapiro, of the Ampro Corporation, Thursday. Shapiro believes the use of 16mm. sound-on-film projector will cut operating costs to such an extent that thousands of communities now without pictures will have them. 16mm. film being uninflamable, no booth would be required, only one projector would be needed and cheaper rentals would be in force. He cited such a plan now working successfully for Pathe in France.

C. C. Aiken told the convention that perfect sound reproduction is now assured by the use of equalizers, which make regulation of volume practically foolproof. Trips to studios, banquets, luncheons and laboratory sessions completed a busy week. Record-breaking crowds were in attendance at each session.

Penn. Official Calls Sunday Shows Rackets

PITTSBURGH, May 25.—All Sunday shows, held for charity or otherwise, will be banned here beginning June 1, Public Safety Director Thomas A. Dunn announced. Dozens of shows have been given regularly each Sunday, ostensibly for charity and benefits. But a sweeping investigation by the police department revealed that most of them are worked on a racket basis and supported by ward political organizations. "Before it becomes a real nuisance," Director Dunn stated, "all Sunday shows will be stopped and there will be no exceptions to the departmental order."

While some of the exhibitions in movie houses were legitimate benefits, the department "has neither the time nor the method to investigate individual applications," he added.

PERSONALS

H. W. SCHERER, veteran theater operator in Western Pennsylvania, was named managing director of Warner's newly acquired State Theater in Johnstown, Pa. Complete new sound equipment has been installed into the house, which opened last Saturday.

PAUL GARDNER, former sales representative for Erpl in Pittsburgh, is now district manager for Western Electric in that city. His former post is now occupied by Robert Freeman.

THE RIALTO THEATER in Bluefield, W. Va., is being remodeled and will soon be reopened by H. H. Gilbert, former Pittsburgh exhibitor.

LEON BENHAM, manager of the Warner Queen in Wilmington, Del., is putting over "Radio Amateur Night," in a tie-up with WDEL and a large local bakery concern. Auditions are given in the WDEL studios prior to appearance on the Queen stage.

ROSCOE DRISSELL, Loew's Parkway manager, will be the host to high scoring players in the Wilmington, Del., City and County Baseball Leagues at special theater parties during the baseball season. Similar parties for basketball teams in the city proved popular last year.

A BUILDING PERMIT has been issued for the construction of a modern brick structure at Hixson pike and Hanover street, Chattanooga, Tenn., which will house a new motion picture theater to

be operated by Independent Theaters, Inc. The building alone will cost \$20,000, it was stated.

JOHN KUBIK, who has been doorman at the Lake Theater, Michigan City, Ind., will be the new manager of the Granada Theater, Streator, Ill. He will assume his new duties about the middle of June.

THE LITTLE VIRGINIA Theater, Terre Haute, Ind., has been taken over by Ross Garver and M. D. Reinking, who own the Orpheum and Swan.

FOX WEST-COAST has reopened the Rialto, San Francisco, after spending several thousand dollars in redecorating.

ESTELLE SCHROTT has been named publicity director at the home office of Gaumont-British, New York. She succeeds Aarlne de Haas, who resigned because of illness.

THE LYON THEATER, Port Clinton, O., has been leased by Mrs. Fred Reichert.

RUBIN FRELS is building a theater in Bay City, Tex.

SIDNEY TALLEY, chain theater operator, has opened a new theater in Ingleside, Tex.

THE JEFFERSON and Mueller theaters, Jefferson City, Mo., have been leased by the Gregory circuit, Chicago.

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Richard Lockridge
"Extraordinarily Funny"

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Burns Mantle
"Jimmie Savo Chief of the
present-day pantomimists . . .
hilarious . . ."

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Bernard Sobel
"Mr. Savo is exactly as he
always is: droll."

NEW YORK TIMES—Brooks Atkinson

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"You may now see that celebrated clown, Jimmie Savo . . . Mr. Savo has a couple of pantomimes which are exquisitely funny and—thanks to his unique sort of funniness—at the same time exquisitely pathetic—a simply beautiful piece of nonsense."

NEW YORK
EVENING JOURNAL
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COMEDY
—the peerless Jimmie Savo
. . . is a brilliant comic . . .
giving . . . the warming touch
of his inspired clowning."

NEW YORK
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Many Thanks

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FROM THE BOX-OFFICE POINT OF VIEW

"Escape Me Never" (UNITED ARTISTS)

Music Hall, New York
Time—80 minutes.
Release Date—June 7.

This picture, made in England, is one of the best to hit the screens of this country this season. It is largely due to the excellent playing of Elisabeth Bergner. Altho Miss Bergner's name is the only one known to American audiences, the work of the other players is perfect.

Bergner, in Venice, meets a vagabond and marries him. He later falls in love with his brother's fiancée and Bergner flees to London. The husband, realizing he loves his wife, seeks her in London after her child had died. He then discovers that he is in love again with his brother's fiancée and leaves Bergner. She follows him and he kicks her out of the theater. She still continues to love him in spite of the abuse.

The story sounds a trifle dismal, but it has its moments of lightness. It was directed with deftness by Dr. Paul Czinner.

We believe that any house showing this feature will gain a great deal of good will and prestige. *Morgan.*

"Hooray for Love"

(RKO)
Previewed at the Hillstreet, Los Angeles.
Time—75 minutes.
Release Date—Not set.

RKO has turned out a pleasing film-musical in *Hooray for Love*. The story is the same old one used for the last 50,000 screen musical comedies. The boy just out of college produces a stage show with his sweetheart as the star. At the last moment when they are going to close the show for lack of funds, our Nell saves the day and, of course, everything ends happily.

Gene Raymond is absolutely swell as

Douglas Tyler. He seems to be getting away from those smart aleck characterizations and should win new friends with this role. Ann Sothern, aside from keeping a perpetual tootna-paste ad smile on her face, is good as Patricia Thatcher, and sings two songs beautifully. A duet with Raymond, *You're an Angel*, is put over in fine fashion.

Pert Kelton enacts a small part as the dizzy chorus girl and, as usual, makes the most of it. It puzzles one that she isn't cast in meatier roles to show her flair for comedy to better advantage.

Thurston Hall, as Pat's father; Georgia Caine, as the Duchess, and Etienne Girardot go to town in their roles and invoke plenty of laughter. Bill Robinson dances . . . and how he dances! Jeni Le Gon, a good-looking little colored lass, does a dance with the one and only Robinson that is nothing short of grand. Robinson and Fats Waller sing *Living in*

tertainment and your patrons will count it an evening well spent. *Blackford.*

"The Healer"

(MONOGRAM)
Previewed at Pantages, Hollywood, Calif.
Time—75 minutes.
Release Date—June 15.

Built along the lines of a tie-in production for the favor of the President Roosevelt Warm Springs, Ga., Foundation, *The Healer* is a run-of-the-mill program that lends itself to dignified exploitation. It will probably please in most centers.

Ralph Bellamy, with the assistance of Karen Morley and J. Farrell MacDonald, opens and operates a clinic for the cure of paralytic youngsters. Their star patient is Mickey Rooney. Thru his outstanding work in orthopedic cases

to sweeten up the story, *The Glass Key* is another of those spindling murder mystery stories that should be a box-office plum. Written by Dashiell Hammett and prepared for the screen by Kathryn Scola and Kubec Glasmon, the story is well developed and holds the interest to the final fadeout.

Raft steps out of the shadow thrown over him by a series of poor screen parts and gives to his meaty role in *The Glass Key* the finest character work this reviewer has ever seen him do. In a role as confederate and confidant of Edward Arnold, a political boss, Raft has a part that fits him to a T. He runs the gamut of emotion from a tight-lipped, hard-hearted sort of fellow to a dyed-in-the-wool friend of all friends with a heart of pure gold.

Closely duplicating the work of Raft is the political boss played by Arnold. He gives a sense of humanness to the part and plainly shows that altho the boss was smart he was most certainly crude in his handling of various matters which finally forced him into dealing out a phony confession to protect the senator, father of Claire Dodd, the girl he loved.

In the supporting cast are Claire Dodd; Ray Milland, who is showing more promise in each succeeding picture; Rosalind Keith, Charles Richmond, Tammany Young, Guinn Williams and Ann Sheridan.

Story is one of those complicated murder mysteries with the plot carefully winding in and out around the various principals in the story.

Direction of Frank Tuttle is top notch and the photography of Henry Sharp adds much to the enjoyment of the picture. *Blackford.*

"Under the Pampas Moon"

(FOX)
Previewed at the Westwood, Westwood Village, Calif.
Time—81 minutes.
Release Date—May 31.

Returning Warner Baxter to the type of role he made famous in *Old Arizona*, Buddy DeSylva's production of *Under the Pampas Moon* is a swellegant bit of screen tomfoolery that should merrily keep the turnstiles clicking. Directed by James Tinling, who displays a keen sense of proportion in building up his minutest scenes, this picture is ace box-office material of the type that will please young and old.

Baxter, as a grand gaucho, swaggers thru the picture and offers a characterization not unlike his part in *Old Arizona*. Baxter is right at home in the broken dialect role. Second acting honors go to Soledad Jimenez as the mother of Baxter. She has an excellent part for comedy and turns in some great laugh-getting lines.

Opposite Baxter is Ketti Gallian, a French singer, who gets stranded in the pampas country when her airplane is forced down. Miss Gallian is only fair in a limited role, but John Miljan, her suave manager and rival for her heart, offers a striking characterization of a smooth villain.

Others in support include J. Carroll Nash, Jack La Rue, Ann Codee, Rita Cansino, Armida, Philip Cooper, Paul Porcasi, Max Wagner, Chris Martin and Veloz and Yolanda.

Story is nothing outstanding and concerns principally a lost horse which Baxter starts out to find and falls in love along the way. The dancing of a hot tango number by Veloz and Yolanda is one of the high spots of the picture. This team are prime dance favorites on the Coast and will be the rave of the nation. Here's hoping more and more parts in pictures are coming their way in the future.

One swell dance tune, *Gaucho*, credited to Pollack, Webster, Samuels and Akst, puts pepper in your feet and makes it difficult for one to keep from getting out in the aisles and dancing. *Blackford.*

CURRENT BROADWAY FILMS

	Issue Reviewed.
Girl From 10th Avenue (WB)	Capitol Current
A Shot in the Dark (Chesterfield)	Mayfair Current
Escape Me Never (UA)	Music Hall Current
Mr. Dynamite (Universal)	Roxy April 20
Let 'Em Have It (UA)	Rivoli May 25
Holdovers	
Goin' to Town (Paramount)	Paramount—3d week May 11
C Men (WB)	Strand—4th week April 27

a *Great Big Way* that practically tore down the house at this preview. Lionel Stander does a lot with a small part as stage manager and no doubt is typed for this kind of a role for the rest of his career.

Maria Gambarelli does a lovely ballet number. All in all it is grand screen en-

Bellamy has become known as the Healer. Judith Allen and her father, Robert McWade, move into an adjoining resort, and when Miss Allen is severely injured in an accident Bellamy operates and saves her life. A friendship blossoms between the two that almost leads to ruin until a forest fire restores his senses and brings home to him the fact that his life is with the children he has taken into his care. Restored again to his sanitarium he learns of Miss Morley's true love for him and Miss Allen is soon forgotten.

Bellamy turns in a grand performance as the Healer. Miss Morley, looking tired and haggard, doesn't contribute much, and her portrayal of the nurse assistant is thin and meaningless. Miss Allen gets over acceptably as the girl in the case, and J. Farrell MacDonald and Robert McWade add a few comedy lines.

Direction is credited to Reginald Barker. *Blackford.*

"The Girl From 10th Avenue"

(WARNER BROS.)
Capitol, New York
Time—74 minutes.
Release Date—June 1.

Altho this feature is not an epic, it is a good entertaining 74 minutes and should get by nicely at the box office. It is not Bette Davis' best performance, but she is the stand-out performer.

Claire Dodd, a society gal, rejects her lover in order to marry money. At the wedding Ian Hunter, the rejected suitor, appears in a drunken condition and appears ready to break up the wedding. Bette Davis, a shoppirl, senses the situation and drags him away. They drink heavily and get married. Bette succeeds in rehabilitating Hunter, then Dodd appears on the scene and he falls for her. Bette decides to take a trip to Reno, but at the last minute there is a reconciliation.

The feature moves along at a rapid pace and there are a number of good laughs injected by Alison Skipworth. The direction is above average and a well-balanced cast place the picture above average.

Metro must be shy on product for this picture is playing in a Loew house. You may book this one safely. *Morgan.*

"The Glass Key"

(PARAMOUNT)
Previewed at the Ritz, Hollywood, Calif.
Time—75 minutes.
Release Date—May 31.

With George Raft in a role that shows up favorably with his finest screen work thus far, and Edward Arnold in top form

GOOD WORK

ALLIED, at its Atlanta convention, went on record against the practices of the affiliated houses in attempting to destroy the independent exhibitor. It was decided that a delegation of Allied members will call on Will Hays, personally, and ask him point blank what his organization is going to do in the matter.

We do not wish to discourage the delegation, but it is our belief that they will receive a lot of words which, when dissected, will mean absolutely nothing.

We believe Allied is adopting the proper tactics. It is going to give the producers an opportunity to play fair, and will no doubt be willing to make some concessions if the producers are willing to do likewise.

If the Hays group refuses to comply with the demands, the exhibitors are prepared to stage a real battle in Washington that will put all past performances to shame.

It will be up to the exhibitors to put the whole mess in the lap of Hays and get a "yes" or "no" answer without any statements that might be misinterpreted. They must bear in mind that Hays is an excellent politician and is out to keep the advantages that the majors now enjoy.

If the producers refuse to consider the remedies offered by Allied, it will bring everything out in the open and will supply sufficient ammunition for Allied to wage a winning battle.

The affiliated theater owners' group realizes the growing strength of Allied, and has already started a campaign to minimize its activities. On the opening day of the Allied session Ed Kuykendall sent out a bulletin to exhibitors inviting them to join the Motion Picture Theater Owners of America. He calls upon the "reputable" exhibitors to join his organization in "self-defense."

Every effort is being made to discourage Allied, and Kuykendall's blast was entirely expected. It would have been wise for him to have watched the outcome of the convention before speaking up for the affiliated group.

Allied is on the right track, and if it keeps from pulling punches and continues to fight, it will win a real victory for the independent exhibitors.

Len Morgan.

THEATRE EQUIPMENT NEW & USED

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JAIME YANKELEVICH despite the connotation of his name is not an anarchist seeking to overthrow the American Government. But the interview he granted The Billboard representative recently might well serve to set off the fuse of the first bomb to be thrown in the revolution among producers with their eyes on foreign markets. Yankelevich is the mogul of films and radio in Argentine and his current visit to these shores is in behalf of talent and ideas for his South American amusement enterprises.

Yankelevich has made it so clear as to remove all doubt that the amusement seekers of the Southern Hemisphere have had their tastes and standards along amusement lines entirely changed towards the better by frequent doses of American broadcasting and film fare. The day is gone forever when a producer who couldn't sell the cheapest tab on the market to a honky tonk would find a ready market for his turkeys below the equator and in other foreign climes. South America now wants talent of the brand Americans have been accustomed to and it will reject without hesitation any of the stuff it had been getting in the days before radio and talking films.

This condition is fraught with marvelous possibilities for the actor. A higher standard of tastes in the foreign market serves to eliminate to a large extent the gyp who has no conscience and whose business acumen is confined to the limits of his own needs. With a better grade of talent being shipped abroad, particularly to South America, it will not take long before the market will be monopolized by substantial and reliable promoters and producers. The gyp will find himself eased out because of his limited resources and consequent inability to deliver the goods. Just as the British Isles have been serving in recent years as a welcome market for American acts thwarted by adverse local conditions so will the sister republics of the United States fill the void that will continue to exist here as long as picture circuits persist in their policy of discriminating against "flesh" shows on grounds that are closely interrelated to shortsightedness.

IF THE question of whether amateur shows interfere with the installation of vaudefilm policies were definitely settled it would be with genuine enthusiasm that we would hail the growing popularity of amateur entertainment in film houses all over the country. As much as we are opposed to any policy that can be interpreted as displacing professionals, out of fairness to those who are devoting their time and ingenuity to the staging of amateur shows it must be

stated that this entertainment form has its good points so far as the trade is concerned.

For several seasons vaudeville booking men have warned against the dearth of available talent and have expressed the fear in this connection that should a demand arise for acts it would be impossible to fill it. Judging from the response of genuine amateurs to the calls issued by neighborhood theaters there is a plentitude of material available; all that it needs is whipping into shape. Radio hasn't found it difficult within a limited time to trim the rough edges off personalities it has chosen for a build-up and the same can be done in the vaudeville field.

Amateur shows properly conducted have not only had the effect of bringing latent talent to the fore, but they have also made it possible for many theaters to remain open because of the very slight margin between profit and loss in the operation of many of the smaller spots. Managers of indie houses as well as affiliated spots have found that amateur shows account for several hundred dollars in grosses. Many houses have even gone so far in taking advantage of the amateur craze as to run two and three amateur shows a week.

Another thought in connection with the more favorable side of amateur shows is that the public is gradually being trained in the appreciation of stage entertainment. This is a vitally important factor, particularly in communities and neighborhoods that hadn't—until the amateur shows were inaugurated—harbored "flesh" shows in several seasons.

It is true that there are numerous cases of professionals seeking a few dollars by entering amateur contests in the guise of neophytes. This is not an indictment against amateur shows; it merely serves to show that President Roosevelt's Four Billion dollar work-relief program hasn't yet brought back prosperity. These professionals would probably be performing various kinds of menial work if the amateur show opportunities were not present. Or they would be among the millions on local and State relief.

Biased as we admittedly were when starting our investigation of amateur shows and their effect on the vaudeville field, we haven't yet—after a full three months of probing—uncovered a single case of a theater that is in a position to book vaudeville but has adopted as a substitute weekly or semi-weekly amateur shows. On the other hand, we know of several theaters located in New York neighborhoods that were forced to cut out vaudeville because of poor response, but have pulled themselves out of the red with amateur shows. As one manager stated: "The neighborhood just won't support a vaudeville policy but eats up the amateur stuff alive." There are several answers that might be given to this and any single one of them would suffice: high cost of union stagehand and musician labor, impossibility of booking good acts with limited budgets and the natural and intense appeal of amateurs, whether it be in the theater, sports, politics or any other field of human endeavor.

We are not completely sold on the constructive value of amateur shows, but we plead in their behalf that they must be carefully studied from every angle by anybody who is inclined toward the opinion that they are a menace to the amusement field.

IN THE news that several college towns are boycotting theaters showing Hearst Metrotone newsreel clips because they are alleged to contain vicious propaganda lies a warning to the picture industry that must not be allowed to go unheeded. We have often stated that newsreels must be entirely free of political bias, religious and race prejudice and propaganda generally. The newsreel's power for the good is enormous provided it is carefully edited and supervised by men who look upon their responsibility as akin to that of the editor of a great metropolitan daily.

If the moviemakers controlling newsreel organizations continue to utilize the newsreel as a propaganda medium, as was openly done in fighting the EPIC campaign, they will alienate their audiences and one of these bright days will wake up to find the film industry a political issue. This state of affairs will do nobody good. It will damage irreparably the motive power of one of the greatest educational forces in America today; one that has been used countless times as an argument by film interests in fighting adverse legislation.

The Broadway Beat

By GEORGE SPELVIN

GEORGE BALDWIN, for many years treasurer of the Palace, has been promoted by RKO to management of the Midtown Theater. . . . The Hello, Paris, troupe sailed on the Ile de France the other Saturday after 11 weeks in vaude. . . . De Roze, French magician, sailed on the same boat after an American visit that lasted since September. . . . In all that time he had only one week's layoff, working 17 weeks of legit and clubs, doubling during five of the weeks, plus 13 weeks in vaude theaters. . . . Bob Murphy has signed to work in three pix—Page Miss Glory and Broadway Gondolier for Warner, and Manhattan Madness for Metro. . . . Mrs. Jimmie Rodgers has written a biography of her late husband, and it's published by the Southern Literary Institute down in San Anton', Texas. . . . It's the yarn of a man whose spirit couldn't be conquered or broken, and it makes inspiring reading for showbiz folks—and for thousands outside of showbiz, too. . . . Anybody want to buy a chain letter for \$500, guaranteed to retire you at the age of two months from now? . . . Retirement will be either at your summer home or in Atlanta. . . . Is it time yet to rewrite the gag about the up-and-coming colored music publisher who was having phonograph record contracts signed? . . . They asked him if he wanted to waive the 10 per cent allowance for breakage and returns, whereupon he answered: "Mister, I ain't waving anything but the American flag right now. . . ."

Talk is going around that it's necessary to wear boxing gloves if you're thinking of patronizing any of the Catskill Mountain resorts this season. Practically every spot up there has a fighter of some kind using the resort as a training camp. From Braddock to McLarnin to Lewis, the colored heavyweight contender, and even to much lesser lights, every hotel has a corps of sparring partners and their "champ." It's an attraction for some, but for the majority it's just a stiff pain.

Paul Duke, the magical fixture at Leon and Eddie's, is now including singing with his magic. . . . His wife, Ethel, who at one time opposed his performing career, has decided to turn performer, too, and will work as a page girl in the act when it plays Europe. . . . Amelia Earhart got \$500 for her appearance on the Al Jolson air program. . . . Reginald Gardner, now appearing in London, has been placed by the Morris Agency with Shubert's Not in the Guide Book. . . . Speaking at the finals of the amateur one-act play contest of the New York boys' clubs, Charles H. Croker-King got off a nifty aimed at the present vogue of rotten diction on the stage. . . . "My diction is really very poor," he said. "Everyone can hear me. . . . By the time this appears in print, the world at large will know whether or not the Forum group in Equity managed to heckle the administration of the platform at the annual Equity meeting, as some of the more rabid members threatened to do in retaliation for having a Forum member escorted out by a gendarme at the nominating committee elections. . . ."

An announcer at a prosperous little indie station had begged for weeks for a chance to show his skill as an ad lib type spot announcer for a clothing account. Finally he got his chance when the regular man took sick. He grabbed his script and took the mike, while the salesman on the account rushed down to the store and listened in with the boss. "Buy yourself a suit of Whosis clothes," they heard, "and join the Easter parade." Which was all right—except that the Easter parade had taken place a month or so before. The announcer had forgotten to change his script.

Chicago Chat

By NAT GREEN

THE CHAT-TERER on the loose in Milwaukee: What does a fellow do with his spare time when he's away from the ol' home town? . . . Naw, you're wrong! . . . Anyway, this two-finger typewriter tapper (h. and p. system) took a busman's holiday while sojourning in the good old German town of Milwaukee and just naturally gravitated to the places he figured would make colyum material. . . . And they did! . . . There's the Lonesome Club, for instance. . . . Capitalizing Loneliness would be a good caption for a swell feature story, if we had the space. . . . "Come up and get acquainted—you're welcome if you're over 25," reads the sign. . . . The place—it's a dance hall—was jammed, and the guests, we judge, ranged in age from 30 to 75. . . . The music likewise! . . . Smilin' Bob Kenney, ork leader, knows his "music of yesterday," and the dance schedule is mainly of the old school, schottische, polka, mazurka and waltz, with an occasional fox-trot thrown in as a concession to the youngsters of 30. . . . There are no formalities, it's easy to get acquainted and apparently everybody has a swell time.

In the Schroeder dining room Andre Lasky, Ez Keough, Billy Zeck and Sunny Bernet having lunch, and Andre elated over the fine biz his French Revue was doing at the Palace. . . . Gardner Wilson, the show's agent, made a chain-letter tieup with a local brewery whereby every Palace patron received a chain letter, which when presented at a certain tavern was good for a bottle of beer—and how these Milwaukeeans love their schnapps! . . . The Lasky show makes a beautiful flash. . . . Out to State Fair Park on Sunday afternoon. . . . Ralph Hankinson staged some exciting auto races and smashed a track record or two, but the cash take was not so hot—\$150 top and \$1 for bleacher seats proved too steep. . . . Larry Hall, who has the concessions at the fair park grand stand, was the only man who made a profit on the meet. . . . Lots of the boys around, but like myself they meant just so much more paper. . . . Doug Baldwin, of the Minnesota State Fair; Frank and Jack Duffield, of fireworks fame; Alex Sloan and Earl Newberry, auto race impresarios; Doc Krynicki, Chi dentist to showfolks and president of United Speedways, and Ralph Ammon, manager of the State Fair, were among the interested spectators.

Milwaukee is having its share of "name" bands. . . . Kay Kyser played the Modernistic ballroom at State Fair Park Sunday night to 8,142 paid admissions, which sets a new record. . . . Same night Earl Burnett and Earl Hines played other Milwaukee spots. . . . Paul Whiteman played the Modernistic on Tuesday, Ted Flo-Rito opened at the Palace Friday, and Harry Sosnik is pleasing patrons of the Schroeder with his dance music. . . . Ray Mayer has moved over from the Wisconsin to the Palace Theater as manager, replacing George Gambrell, who resigned. . . . Viv (News radio ed) Gardner covered the Joe Sanders opening at the Backhaus in Chi. . . . Card from Charlie Riley advises he is with Olsen and Johnson and the crew leaves for London early in June. . . . Ben Miller, manager of the Alhambra, recently was awarded a substantial bonus for having increased the theater's business. . . . Looks as if the first Whiffleboard (pin game to you) tournament will attract thousands of Milwaukeeans. . . . It'll be over by the time this is read, but you'll find all the details of it in Walter Hurd's Amusement Machine news next week.

Wilner-Hirst Merger Rumor

Working on a circuit for next season—no actual meetings held as yet

NEW YORK, May 25.—The current reports of the merging of Max Wilner and Issy Hirst for a circuit next season carry some weight, altho no definite conferences have taken place as yet. Deal is understood to be favored by both parties, this information coming from sources close to the expectant partners. Hirst is understood to have no desire to produce again for next season, such as he did this past season with the Independent Circuit. This would open the way for productions from Wilner, and Hirst could throw in his houses to play these shows on a similar arrangement which prevailed with his Indie Circuit. He will probably be able to swing Washington, Boston and Baltimore along with his Trocadero, Philadelphia.

Wilner has been oftentimes reported as being circuit-minded, having several theaters under his operation here and understood to have several more in line in the event a circuit is formed. He would probably include his Apollo Theater here in the circuit and would undoubtedly make arrangements to land a Brooklyn house and several other theaters in principal cities in the East.

The Wilner organization is already signing up performers to long-term contracts and this, too, is looked upon as having some bearing on the circuit rumor.

Five Performers Suspended

NEW YORK, May 25.—Because of their appearance at the Civic, Syracuse, a burlesque house not recognized by the Burlesque Artists' Association, five girls were notified by letter this week of their suspension from the BAA. Those suspended were Sonya Duval, Lola Bartram, Gloria Wilson, Ruth Arden and Laura Novarro. All burly agents were notified of this move also.

Danny-MARVIN & ROSE-Geo.
Burlesque's Newest Comix-Straight Team.

ROSE LaROSE
THE EXOTIC CHARMER.
With Minsky-Weinstock Shows.

ERMA VOGEELEE
THE CUTEST LITTLE THING IN BURLESQUE.
Herman-FERBER & MARVIN—Inez
Back to New York with Minsky-Weinstock Shows.

JIMMY PINTO & DELLA MARTY
"STOP—LOOK—LISTEN"—WOP COMEDY.

JERYL DEAN
A NEW SUNKISSED BEAUTY IN THE EAST
From California.

PHYLLIS VAUGHN
THAT NAUGHTY STATUESQUE.

JERRI SARGENT
PERSONALITY PLUS TALENT.

CHARLIE GOLDIE
HEAP BIG LAUGH MAKER.

TOMMY LEVENE
STILL CLOWNING.

JEAN BODINE
THE TALENT TOPS OF BURLESQUE.

EVELYN MYERS
Republic Theatre, N. Y. City, Indefinitely.

SAMMY WESTON
Fondlest Hopes Realized—On Broadway
AT LAST AT THE GAYETY

Burlesque Review

Star, Brooklyn

(Reviewed Tuesday Afternoon, May 21)

Harold Raymond's house announces it will run thru the summer, despite the picketing of AFL unions. House is doing fair business and running special nights four times a week to perk up attendance. House has amateur nights Tuesdays, auction nights Wednesdays, wrestling bouts Thursdays and a mid-night jamboree Saturdays.

Current show, staged by Paul Brandeau, is a mildly entertaining affair. Cast consists of a line of 14 girls, two comics, two straights, a juvenile, three strippers and a girl solo dancer.

The girls are young and good looking and are put thru simple routines by Brandeau. Costumes are neat and the scenery and lighting are okeh. Sylvia, blond dancer, is featured in a couple of ensemble numbers. She displays a good figure while doing punchy acrobatic routines.

Blond Virginia Jones sings pleasantly and does a wiggly strip that drew plenty of applause. Peggy Reynolds, a brunette eyelet, did a straight strip in addition to working in a couple of bits. Gladys McCormick, a favorite here, was a big hit with her fast and peppy stripping and her capable straight work in the comedy bits.

Lou Costello and Walter (Boob) McManus, assisted by Herbert Barris, Joe Lyons and Phil Stone, handled the comedy. Costello is a surefire worker and did much to give life to the humorless and blue material. Better comedy was badly needed here—as it is in practically every other burly house. Of the blackouts used in this show only two—the haunted house and the prize-fight scenes—drew any real laughs. The rest died.

PAUL DENIS.

Bijou, Philly, Closes; Indie Wheel Folds Soon

PHILADELPHIA, May 25.—The Bijou Theater, Issy Hirst's stock burly house, closes tonight to undergo repairs. Trocadero, Hirst's other house, remains open with the Independent Circuit shows until the close of the road season, and then goes stock until the Bijou is ready to reopen.

The Indie wheel will fold early next month, the last show having completed its tour by that time.

Ming Toi in Syracuse

SYRACUSE, May 27.—Breaking a hop from Toronto to New York, Ming Toi opened here today at the Civic Theater. New faces advertised for this week at the house are Marjorie Roberts, Diana Chadwick, Mavis Sisters and Gladys Clark.

A Split in New Managers' Guild

NEW YORK, May 25.—Internal trouble already exists in the ranks of the new Burlesque Guild of Greater New York, comprising a membership of local operators. It is reliably reported that there is a split between Joe Weinstock and Max Wilner, the former stating that he is thru.

An attempt is being made, however, to heal this breach, and it is likely that the intervening parties may be successful. This is being done because of the feeling that such an organization is absolutely necessary so that protection could be afforded to operators by collective bargaining with performers.

These reports of a breach may bring about individual bargaining with local theaters by the Burlesque Artists' Association, which heretofore had an agreement with the now quiet National Burlesque Association of America. The matter of signing a contract with the new guild has been discussed for several weeks.

BAA Nominees Are Selected

NEW YORK, May 25.—The Burlesque Artists' Association's nominating committee met Wednesday night and nominated the officers for the new term. Ballots will go out shortly, and the annual meeting will be held June 30.

No opposition candidates were named for the offices of president and executive secretary, leaving Tom Phillips as the solo candidate. The other nominations were Joe Forte and Frank Penny, first vice-president; Murray Briscoe and Gene Schuler, second vice-president; Lou Devine and Murray Leonard, third vice-president; Charles McNally and Pat Kearney, recording secretary, and Rags Rayland and Charles Dane, sergeant at arms. Kearney requested Thursday that his name be withdrawn, assuring re-election of McNally.

Eight members for a term of two years are to be elected to the executive board, these to be chosen from the following nominees: Frank Penny, Allan Forth, Johnny Cook, Floyd Hallicy, Tom Fairclough, Lou Devine, Rags Bagland, Frank Scannel, Bobby Morris, Joe Lyons, George Reynolds, Frankie Red Moore, Peaches Strange, Iona O'Donnell, Herman Ferber, Stanley Simmons, Sidney Fields, Charles Peanut Bohn, Hello Jake Fields and Lou Denny.

JO ANN DARE shifted from the Ettinge, New York, to the Wilner houses. Others to leave the Ettinges were Cell Blondell and Crawford Jackson. In their places are Gladys Fox, Elvia Herndon and Herbert Faye.

Burly Briefs

CHORINES got a BAA letter last week advising them of certain rules that they must adhere to. . . . Stressed that they do not lead a number or do a specialty strip without the organization's consent. . . . Charlie McNally opens at the Galety, New York, this Friday. . . . He's still working on that system of his. . . . Billie Hughes did not open at the Gotham, New York, last week as scheduled. . . . Allan Forth will manage for Rudnick-Madden-Quittner in Atlantic City this summer. . . . Slated to open June 16. . . . Shorty McAllister and Harry Katz Fields, due to lay off for Minsky last week and open Sunday at the Republic, New York, did not do so. . . . They signed a Wilner contract instead. . . . Apollo, New York, is running amateur contests every Wednesday night.

TOM PHILLIPS, the BAA prexy, was surprise parted Monday at the Palace Bar and Grill, New York. . . . Emcees of the evening were Henry Bergman, Bill Halligan, Joe Laurie Jr., Eddie Chester and Jack Osterman. . . . Ann Corio and Hinda Wassau turned down offers from the Civic, Syracuse, because the house isn't recognized by the BAA. . . . Paul West, straight, is working a few weeks in films for the Alexander Com-

pany of Colorado Springs after closing the burly season at the National, Detroit. . . . Jack (Tiny) Fuller opened Sunday at the Apollo, New York, thru Dave Cohn. . . . Herbie Faye opened Friday at the Ettinge, across the street. . . . Dolly Hendricks has been on a rigid milk diet and has already shelved quite a bit of weight.

BILLY WATSON, of Paterson, postcards about the bustup of the Orpheum, Paterson, burly. . . . Says he was stuck for \$1,200 rent. . . . Billy Tanner is laid up at his home in New York. . . . The Carroll Sisters made that train to Boston a week ago Sunday only because Rudy Kahn held it up for a couple of minutes. . . . George Tuttle has landed himself a summer job in Fallsburg, N. Y. . . . Pat Randolph has returned to New York after an absence of five months. . . . She'll open soon at a local house. . . . Connie Fonsalut celebrated a birthday May 20 at the Peerless Hotel, New York, with her aunt in charge of festivities. . . . John Head and Diane Rowland closed Saturday night at the Avenue, Detroit. . . . The demolishing job on the Rialto, New York, is causing annoyance to the Republic, right next door.

U-NOTES

By UNO

GEORGIA SOTHERN'S contract with the Wilners allows her to fill other dates elsewhere providing these engagements are satisfactory to the Wilners. Her new Wilner contract calls for 20 weeks, starting September 1.

TONY MACCIO, operator of the People's, New York, reopened for the second summer the Bay View Inn, Sheepshead Bay, L. I., May 20. Among those attending the opening were the companies of the Irving Place, People's and Apollo, New York. All transported via busses.

HELEN NELSON mourning the loss of a wallet containing \$23 in cash, her driver's license, BAA card and other valuable personal matter. Got away May 17 a.m. between the Forrest Hotel and Minsky's Gotham, New York.

SAM RAYNOR, comic, opens June 1 at Riley's Tavern on the Boardwalk and 31st street, Coney Island, in partnership with his brother-in-law, Herman Figori, who will operate with a floor show, dancing and orchestra. Figori was the concessioner for the drinking annex to Minsky's Million-Dollar Pier establishment this last winter in Miami, Fla.

LOLA PIERCE, shortly after her closing on the Indie Circuit, called to St. James, Mo., to play nurse to her husband who got hurt. Expects to return early in June to accept Kolb & Moeller's offer for an all-summer engagement at Ramona Park, Grand Rapids, Mich.

EMMETT CALLAHAN, managing director of the Apollo, New York, changed his mind about a new reserved-seat policy and retained the continuous grind in existence since the house opened. To Bermuda on a fortnight's vacash shortly after Decoration Day if the theater will let him.

VINCENT JACOBI, business delegate of the Stagehands' local, tendered a (See U-NOTES on opposite page)

VILMARA
REMEMBER—VILMA JOZSY.

JEAN CATON

YOUTH, BEAUTY AND A NEW FACE.
An Asset to Any Show for Next Season.

ART—LLOYD & O'NEILL—PEGGY
Komik—Gotham Theat., N. Y.—Ingenue—Club

PAULA LIND

JUST A PEPPY KID.

GLORIA GALE

VERSATILING FOR THE WILNERS.

PEGGY HILL

THE DARLING OF BURLESQUE.

STILL THE "YOPS".

EDNA (HOTCHA) DEE

JO ANN DARE

JUST A RED-HEADED SHOW-STOPPER.

SMILING INA THOMAS

A REAL BOX-OFFICE MAGNET.

MARIE GUNDLE

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LADY.

Phil Rosenberg, Es. Rep.; Milt Schuzter, Wes. Rep.

JACK "TINY" FULLER

"NO PFURTZIN AROUND"
Independent Circuit, Manager—JACK BECK.

CYNTHIA MICHEL

STRIPPING A LA PARISIENNE.
Direction DAVE COHN.

SYLVIA

THE ORIGINAL DIAMOND GIRL.

Jim Moore Frames Unit To Play the Carolinas

CHARLOTTE, N. C., May 25.—Jimmie Moore, until recently associated with the Brown & Bailey Revue, is opening his own 25-people unit June 3 to play the Carolinas. Unit will comprise a string of vaude acts, augmented by a 10-piece stage band. There will be no line of girls.

Advance will be handled by Moore himself, with Red Mack, comedian, back with the show as company manager. Troupe will be billed as Moore's All-Star Revue, and will include, besides Moore and Mack, the Kelly Sisters, Foy and Harvey, Peggie Lawson, Janette Kelly, Mae and Sully, Jean Larve, Ruth Rose, the Tierney Troupe of jugglers and acrobats and Harry Bowles and his 10 music makers.

U-NOTES

(Continued from opposite page)

surprise testimonial dinner at the Delano Hotel, New York, May 26 by burlesque and other theater stagehands and friends and gifted with a wrist watch. Escorted to the hotel by members of the American Legion, Charles C. Shay Post No. 1114.

BETTY ROWLAND declined a Wilner offer, topped by a newer and larger one from George Jaffe, and remains at the Gaiety, New York, six weeks longer.

EDDIE INNIS, juve, left the People's, New York, for an engagement as social director at the Kenmore, White Lake, Sullivan County, N. Y.

JUNE ST. CLAIR attached her signature to a 35-week Wilner contract to start in September. A 20-week option goes with it, which will make it three continuous years of service with the same operator.

ANN CORIO recovered sufficiently from a heavy cold which had her in bed all of May 20 week to open as extra attraction at the Howard, Boston, week of May 27.

FRED SEARS, manager of the Howard, Boston, under doctor's treatment for stomach trouble.

JEAN CATON, new stripping principal, discovered by Moe Costello, opened at the People's, New York, May 25 on an indefinite engagement. Replaced Helen Altman.

WHITE SISTERS opened for the Wilners May 19: June, at the Apollo, New York, and Margie, at the Irving Place, New York.

BOBBY MORRIS, thru Dave Cohn, signed a contract calling for 30 weeks of his comedy talents with the Wilners for next season.

EILEEN (BAGS) HUBER was appointed chorus captain and chief wardrobe lady at Minsky's Gotham, New York, pending the healing of Mickey Daly's fractured arm.

JOHNNY KANE moved from Brooklyn to New York to take up the stage management at the Republic.

SALLY O'DAY, off the Indie and Supreme circuits, opened May 26 at Minsky's Gotham, New York.

KAY JOHNSEN principaled in place of Joy St. Clair at the Gaiety, New York, May 20-25 while Miss St. Clair vacationed.

Jaffe Reclaims Pitts House

PITTSBURGH, May 25.—George Jaffe, veteran burlesque operator here, will again manage the Variety Theater when it reopens early in September. Jaffe parted with the house recently to become co-owner of the Gaiety in New York.

Gayety, Detroit, Folds

DETROIT, May 25.—The Gayety Theater here, burly house, closed last Saturday night for the summer. This folding leaves the town with three burly houses, the Avenue, National and Empress. Latter is not a recognized BAA house.

Tab Tattles

COMPRISING the Matt Kolb - Art Moeller show, *La Revue Parisienne*, which opened May 25 at the Ramona Theater, Grand Rapids, Mich., with a midnight performance, are Frank Blyler, George Broadhurst, Ray Kolb, William De Shon, Margo Busch, the Crescent Trio, the Ward Sisters, Janet and Hardy and a 16-girl chorus produced by Dolly Allen. . . . Everett Lawson pipes from Knoxville to say that he's rehearsing a new unit, *Nudist Colony Parade*. Cast will include "Toodles" Chadwick, Margarite Haddock, Thelma Guinn and Stella Mills. There also will be six-girl line and a stage band. Ott Bolonger will advance the troupe. Show will make the jumps on a truck and two cars. . . . Gene Cobb's *Rambles in Rhythm* unit is now in Ohio for the Sun office after a swing thru Indiana and a dip into West Virginia. Company is mourning the death of Aime Allaire, a feature with the troupe, who was killed last week near Eaton, O., when he leaped from a skidding truck while making the jump from Richmond, Ind., to Parkersburg, W. Va. . . . Featured with Harry Berry's *Sunkist Vanities*, currently in Pennsylvania, are Julie Dixon, June Newell, the Fuller Brothers and Sister, the LaSalle Sisters, Theo and Mary Keith and the California Girls' Band. . . . Joe Franklin has reorganized his *Fantasy Follies* and is now touring the Carolinas with the new unit which he has labeled *Franklin's Mad Cap Revue*. It features Hoke Gunning and stooges, Trudy Palmer,

Marcus show at the Shubert Theater, Cincinnati. They also had the pleasure of doing their act for Mr. and Mrs. Marcus at the Cassano. . . . Bob Davis, who was recently censured here for failing to return a set of photos to an act with which he had been dickering and for suddenly canceling a theater engagement in the South, which caused a Southern hotel man to be left holding the bag for the troupe's room rent, pens from Atlanta: "I saw the item in your column. I am inclosing letter received from Billy and Grace Carmen (anent the photos). Photos were sent to their New York address and returned. Am mailing them again. Regarding the hotel in Mississippi, the performers refused to play the date on percentage, so I canceled it. If units want to go broke they should hurry to Mississippi."

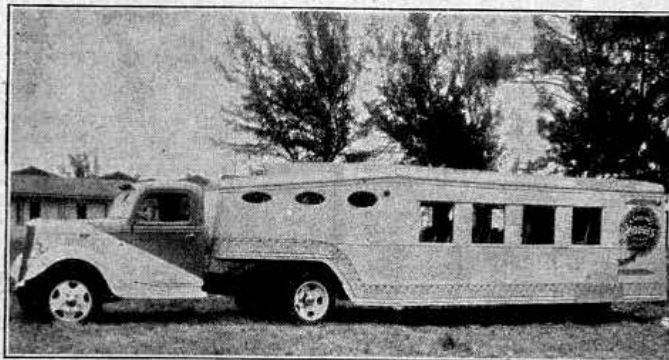
RUSSIAN BEAR

(Continued from page 13)

The bear operator, is a genial and cordial host.

Principal attraction in the show is the Kuban Cossack Choir, as fine an assembly of voices ever heard by this reviewer. The group has been working together abroad for some years now, mainly in the concert field, and rightfully has gained some of the highest musical awards available. Each of the men can do solo at any time, but the choral effects reached beggar description. Their several numbers were in Russian, altho for general American audiences, an English repertoire is recommended.

Equally as impressive is Nikolai



JIMMIE HODGES' PALATIAL TRAILER, with which he transports his well-known "Miami Nights" Company. The custom-built de luxe car is 36 feet long, is equipped with air-cushioned reclining seats, a radio and accommodates 30 people.

blues singer; the Loring Sisters and Bebe Davis, dancer.

CLAUDE H. (KID) LONG, vet tab manager and agent, this season ahead of Bell's Hawaiians, typewrites from Syracuse, N. Y., under date of May 23: "We are headed for New England and are going so far into Nova Scotia that I'm afraid I'll have to take Ed Gardiner and Linton DeWolf with me as interpreters, as they both speak Eskimo and we'll need plenty of it where I'm going. We are sticking out all summer and will make a trip to the Pacific Coast next fall. Have been visiting here with John R. Van Arnam. He is opening his big Corn-Cob Barn Dance under canvas tomorrow and has a wonderful outfit." . . . Cotton Watts and his gang are in their fourth week of their return engagement at the Bonita Theater, Chattanooga. Assisting Cotton with the comedy is Frank (Red) Fletcher, with Jimmy Doss handling the straights. In the line are Peggy Doss, Chick Moreland, Naomi Fletcher, Naomi (Boots) Joyce and Neva Chafin. Assisting Art Almond, pianist, in the pit is Al Quirk on drums. Almond has been with Watts for the last 30 weeks without missing a day. . . . Frank Maley and wife are back at their home in Sebring, O., after closing with the Fred Hurley opry at the Gayety in Louisville. . . . Many tab and vaude performers will mourn the passing of Mom Hershfeld, who died last week in Dayton, O. Mrs. Hershfeld operated a theatrical rooming house in the Gem City and had helped countless performers when they were hitting it tough. . . . Harry (Pep) Pearce and Louise Barlow, of tab, burly and vaude, have just finished an extended run at the Club Cassano in Cincy. They spent some busy nights last week hobnobbing and entertaining with Howard Boyd and his three Jig-Saws, who were appearing with A. B.

Khadarik, baritone from the choir, who has his own solo spot. If he were to adopt some of the routine American song delivery style mannerisms there'd be no stopping him, for his voice is full, resonant and of excellent quality. He sings with apparently no effort, filling the room with ease. Both he and the choir are eminently well suited for radio broadcasting. Elena Slavina is the soprano soloist and Valadin Romanoff has a Russian dance number. Balaika is conducted by Kostya Krummel, supplying the inimitable Russian music. What the spot needs primarily is some showmanly staging, but it is nevertheless always a good rendezvous.

Franken.

'ROUND THE TABLES

(Continued from page 13)

she does, latter being graceful numbers, somewhat in the interpretative nature.

MARION WILKINS and Jack Meyers, dance team, are doubling from one New York hotel to another, believed to be the first time such an occurrence has taken place. Team, working at the Hotel New Yorker, was doubled into the Lexington last week by Ralph Hitz, who manages both hostleries.

HOPE MINOR and Ed Root, dance team now at the St. Regis Hotel, New York, have been engaged for the opening at the Sands Point Casino, Long Island, May 29. Casino is where Senator Huey Long was "decorated" some time ago.

A ROTATION of the six productions that have been staged by George Neldoff at the Bismarck Hotel, Chicago, has

been started in the hotel's Walnut Room, so that guests see a different show each night. This program will be continued up to June 20, with Neldoff and Leonard Keller, "tone poet," taking solo parts, and the entertainers including Chita Chavez and Lenore Felden, dancers; Maria Matyas and Angela Tricome, singers, and several male singers.

THE COCOANUT GROVE, new suburban night spot at Morton Grove, Ill., just outside of Chicago, opened May 24. Eddie Lewis and Betty Bliss, dance team, direct from the College Inn, Chicago, are featured.

EVANS BROWN, harpist and accordionist, began an engagement at the Chez Ami in Buffalo, N. Y., immediately after closing at the Pittsburgh Motor Show.

LA RUE AND LA VALLE were featured at Ft. Worth's popular Kingside Club for two weeks, leaving May 16 for San Antonio.

ST. NICHOLAS PALACE in New York presented the following entertainers on its initial floor show two weeks ago: Edith Boland, black-face comedienne; Peggy Wilson, imitator; Geisha, dancer; Henry Lange, comedian; Geraldine, acro and fan dancer, and the Carltons, adagio and apache.

NIGHT LIFE in Deadwood, S. D., according to word from Billy Baldwin, is "on the boom" these days as a result of the recently revised liquor laws. Clubs and taverns are springing up like mushrooms with most of them meeting with success. Among the more prominent spots are the Ole Tavern Cavern, unique construction job presenting Al Trent's music, Joe and Eddie Dayton, comics, and Brooks and Margie, skate dancers, and the Eagle Inn featuring Blanche Hammond, dancer, and Jack Bonk's Orchestra.

HAL C. WHITE AND COMPANY have just closed an engagement at the Town Club, Chicago, and left to play a string of vaude dates in Indiana, Kentucky and Tennessee. In the company are the Hinton Twins, Gloria Panico, blues singer; eight Corinne Reynolds Girls, Billie Gerard and Florence Paulos, and Art Fischer's eight-piece orchestra.

BILLY SNYDER, who recently completed an extended engagement at Sebastian's Cotton Club in Los Angeles, opened a limited engagement as m. c. at the Paramount Club, Chicago, May 25.

NOMA, Negro fan dancer, is set for an Atlantic City run, opening at a cafe there May 29. Booking was made thru Stan Willis.

THE RITZ-CARLTON's unique Merry-go-Round Grill, Atlantic City, which has consistently done the best biz on Boardwalk all winter, celebrates its first anniversary May 25. An elaborate presentation has been prepared for occasion, including cutting of big birthday cake prepared by Chef Albert Vola. This spot, featuring revolving bar, realistic merry-go-round, jangling hurdy-gurdy, cost \$25,000 to install and since last May has entertained more than 70,000 customers. Al Lewis' Cocomanut Grove Band has been bringing 'em in all winter and will continue stay there indefinitely. Biggest crowd for any three-day period was from Good Friday to Easter Sunday, exceeding 2,800. Eleven hundred egnog sales recorded over that week-end.

WINGERT AND FREDERICKS have closed a 14-week engagement at the Bowers Music Hall in St. Louis and opened at the Amos 'n' Andy Club in Kansas City.

MAYTIME MELODIES, booked thru Neil Wilton, recently appeared at New York's Hotel Astor with the following lineup: Geraldine Arden, singing comedienne; Alyce St. Clair, Trudina and Vernay, the latter billed as "the Dresden Doll," dancers; Henry Lange, Wesley Baker and the London Palace Girls

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 108 City Tailors Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

Nord's Comedians Crack Ripe Spot

BEND, Ore., May 27.—Toby Nord's Comedians are showing here under canvas this week, the first tent show attraction to play the town in eight years. With an exorbitant license fee of \$560 for a week's engagement in effect here for a number of years, due to pressure brought about by the local motion picture interests, tent shows have avoided this town like they would a pestilence.

Manager Nord has tried for years to get in here under a fair license arrangement, but to no avail. Recently, however, he met with members of the city council and succeeded in having the lawmakers reduce the license to a decent figure. Nord show is in here under the auspices of the 2-30 Club.

The Toby Nord tent show opened recently at Willows, Calif., with the following roster: Toby Nord, Dorothy Randall, Mr. and Mrs. Seldon, Mr. and Mrs. Don Mario, Herbert Thayer, Ruth Thayer, Mr. and Mrs. Bill Phillips, Dorothy Waters, Paul DePolster, Charles Slawson, Donald Fall and Helen Wood and her eight-piece orchestra. Charles Slawson is boss canvasser with two assistants and Bud Logan is electrician. Frank Ward is working in advance of the show.

The Nord company is transported on three semi-trailers, and will again tour its regular territory thru Oregon, Washington, Idaho and Montana. Weather has been cold in Central Oregon in recent weeks and business, as a result, has been only fair.

With Duncan in Houston

HOUSTON, May 25.—Phil Duncan and his Players have been clicking since beginning an indefinite engagement here recently. Dick Darling, director, has a severe cold which is hampering him in his duties. Al (Lee) Harris is new in the Duncan lineup. Bob Tetheroh, who closed recently with the Hopkins Players here after a long engagement, has joined up with the Duncan Players.

"Cotton" Morse is handling the stage, but is hankering for the arrival of the tent outfit and a move under canvas. Manager Phil Duncan is making many friends here by announcing and boosting his competitor's show from his stage.

Visitors noted by *The Billboard* representative recently included Gil and Gladys Johnston, Margaret Bean, Louise McDonald, Mrs. Jack McClasky, Bob Campbell, Mrs. Monroe Hopkins, J. Converse, Bert Rutherford, Steve Power and members of his company, McBoy Bros.' show troupe, Frank Capp, Tom Everett and others.

Manhattan Players End 10 Weeks' Run

WORCESTER, Mass., May 25.—Guy Palmerton's Manhattan Players closed a 10 weeks' season of dramatic stock in Worcester last Saturday night. Final offering was *A Bill of Divorcement*, with Helen Mayon and Frank Lyon starred.

Company opened here March 11 and since that time has presented the following plays: *Your Uncle Dudley*, *The Curtain Rises*, *Tamed*, and *How; Laff That Off*; *Her Master's Voice*, with Blanche Ring; *The Family Upstairs*, *This Thing Called Love*, *When Husbands Meet*; *Up Pops the Devil*, with Glenn Hunter, and *A Bill of Divorcement*.

In the cast were Frank Lyon, Helen Mayon, Helen Arlan, J. Harrison Taylor, Gertrude Dion Magill, Byrd Bruce, Richard Bishop, Marjorie Clarke, Erford Gage, Roy Berkeley, Mrs. George Ladd and Walter Ayers. Thomas DeRushia was scenic artist.

Palmerton will go into New York to arrange a schedule of plays for his second summer season at Whalom Park, outside of Lunenburg, Mass.

O. H. GLORE joined Goff's Comedians in Gatesville, Tex., last week.

JUST WIRE—DAY OR NIGHT

WAYNE AGENCY
Booking People—Leasing Plays
Chambers Building, Kansas City, Mo.

AT LIBERTY—Team for Rep or Tab. Lady, A-1 Piano, read, fake, transpose. Double Small Parts if necessary. Age 32. MAN Juvenile, Heavies, General Business. No Characters. Real Singing voice. Bass or Baritone Quartette. Produce Quartette, also produce Modern Concert. Age 34. CAR. LEON McDONALD, Coner, Kan.

Rep Ripples

CARL ADAMSON, since February 1 assistant director of entertainment for the Kentucky relief administration with headquarters at the Labor Temple Theater, Louisville, has joined the Harry Shannon Players in Virginia.

BOB AND MAX REIGEL have signed with the Hugo Players as a featured dancing act. Harry Hugo pens that the team has youth, pep and everything.

WILLIAM FREDERICK REMMERS, son of Lola E. Painter, well-known leading woman and character actress, was class valedictorian at the Broadhead (Ky.) High School graduation exercises held Monday night, May 20.

GEORGE D. SWEET'S tent show, which opened at Storm Lake, Ia., May 13, has a cast composed of Mrs. George D. Sweet, William A. Lee, Bess Robertson, Vincent Dennis, George Henderson, Gus Locktee, James Worsley, Harold Holmes, Lon Clark, James Holman, Lucella Baker, Jack Brandon, Mary Wellman, Leila Lee and Jack Henderson. Among the plays in the repertoire are *The Awakening*, *The Ghost Train* and *The Bandit*.

SAM DAVIS is back in the business, after four years on the West Coast. He is now with Jack Hart's Comedians, playing Oklahoma and Kansas. Jerry, his wife, is still in Los Angeles, but is expected back in the field before long.

SID LOVETT, now in his third season as agent ahead of the Heffner-Vinson Show, was a visitor at the rep desk Wednesday of last week. Sid was accompanied by Leslie Baker, Ben Heffner's brother-in-law, whom Sid is breaking in as a lithographer. According to Lovett, the youngster is doing a good job. Sid is quite enthused over the Heffner-Vinson Show this season and feels assured of a good year, providing the weather man behaves halfway decently. The show has had a successful trip north from Georgia and thru Tennessee, Lovett reports. Company is now in its established Kentucky territory.

FRANK WARD, advance agent with the Toby Nord Comedians, recently visited with Dick Bosley in Bend, Ore. Formerly with the Paul English Players, Bosley is now running the Uptown Club in Bend, Ore. He dropped off in Bend recently while playing with a Cushman show.

BEN CLAMAN, who with his late father formerly operated their own tent shows, is now night clerk at the Lakeview Hotel, Lakeview, Ore.

JACK ROBERTSON is now on the staff of Station KTRH in Houston.

CAPT. J. W. MENKE has completely redecorated and repainted his Golden Rod Showboat, which has been docked in Pittsburgh all winter. Remodeling work has been going on for more than a month, with an interesting announcement as to opening date, policy, etc., promised by the captain in the near future.

C. A. McDONALD writes from Maud, Tex., under date of May 22: "Just passed thru here and met an old friend of mine, C. L. Alderfer, who has one of the cleanest little shows on the road. Has two housecars and one trailer, as well as his own light plant and cookhouse. Mother Alderfer really believes in eating. Alderfer has a silent picture show but they go for it just the same. Showing *Uncle Tom's Cabin*, with a concert after the picture. Coley Morris and wife, Mae, have charge of the concert, and Coley is a real black-face comedian. I wish all the folks could see how well this little show goes over."

Sharp 'Drunkard' To Tour

PITTSBURGH, May 25.—After an eight-month run, George Sharp's production of *The Drunkard* closes next Saturday night at the Fort Pitt Hotel to begin an extended tour. The company, including several vaudeville acts, will head west, starting with a three-day engagement June 4 in Steubenville, O. The local Lions' Club will stage a farewell party next Friday for the entire company.

Boyes Players Get Off to Fair Start

LINCOLN, Neb., May 25.—Chick Boyes Players, tent-rep group, opened an indefinite engagement here last Tuesday in the rain and to fair biz. There was a steady downpour all thru the week before the opening, thus hampering the workmen in getting things set. Seating capacity is about 900 as is, but 400 more will be placed down the sides for use on clear nights.

Company includes, besides Chick, who manages and plays character parts, Florence Gallant (Mrs. Boyes), leads; Harold Gaudin, juvenile; Billie Nash, ingenue and specialties; Bog Bayley, leads; Don Muckel, juvenile; Corinne Langdon, ingenue; Marion Raymond, characters; Nell Hickey, characters, and Mason Wilkes, heavies. Paul Delmain, doubles specialties and door; Avo Gordon Bayley, tickets; William F. Lewis, Verne Steele and Henry Bethscheider, workmen.

Admission is a dime at the gate and an additional dime for reserves. Each play will run seven days.

Billroy Show Briefs

GETTYSBURG, Pa., May 25.—Back in the Quaker State, home of good beer, beautiful scenery and the one and only "Benito the Biz" Fratontoni, who, after a recent visit to this historical city, demanded to know if Lincoln made his Gettysburg address before or after his assassination.

Recent visitors at Carlisle, Pa., were George and Clara Bishop, of the Bishop Show, playing near by, and Joe Matthews, the DeRita Sisters, Wayne Collins, Marion Howard and Jimmy Johnson, of the same company. Wayne and I had much to gab about, having tramped together in '29 and '30 on the Gorman-Ford Company.

Friends of Billie Dunn will be pleased to know that she has fully recovered from her recent illness and is back in harness and champing at the bit.

A letter from Jimmy (The Kid) Stone, of our alumni, discloses the sale of one of his recent plays to a well-known producing company. The title is *In the Money*.

Oddly enough, Walter Bowker, whose hobby is collecting unusual paper match covers, seldom has a match with which to light his cigarette.

Things I sometimes wonder about: What the attraction was in Chambersburg, Pa., for Joe Paulsen? What Archo Farley carries in those big grips? How many of my old friends read these briefs—and still remain friends? JOHN D. FINCH.

Dean Summer Stock for Adirondack Resort Spot

UTICA, N. Y., May 25.—A summer theater in the Auditorium at Old Forge in the Adirondacks will be conducted by William Dean, director of the Utica Players. Dean will run stock with guest stars and alternate with other types of entertainment. He is negotiating with Mr. and Mrs. Charles Coburn, Agnes Boone and Cornelia Otis Skinner in an effort to get them as guest stars at the Old Forge Theater.

In conjunction with the theater he will direct a course in the technique of the theater. Other courses will include acting, play producing, English diction and dancing. Mrs. Dean will instruct in dancing.

The Utica director has just closed a two weeks' run at the Players' Theater here.

Dixiana Does "City Sleeps"

CHICAGO, May 25.—A revival of *While the City Sleeps* opened on the Showboat Dixiana here Wednesday night. The play marked the 11th old-school melodrama to be presented on the Dixiana since its performances started last August. Janet Logan, ingenue, rejoined the cast in this play after an absence of two months.

Showboat for Alaskan Coast

SEATTLE, Wash., May 25.—A showboat will go north from here this summer to furnish entertainment to cities and towns and remote cannery settlements along the Alaskan coast, according to Gordon Barreau, Seattle booking agent. The trip will be in a 60-foot cruiser. Fourteen will comprise the troupe.

Stock Notes

EDDIE BLAINE and Chuck Nelson, who have handled leads in George Sharp's production of *The Drunkard* at the Fort Pitt Hotel, Pittsburgh, for the last 36 weeks, have left the cast to open a beer garden in that city.

ALFRED L. GOLDEN, former Pittsburgh Playhouse director, produced Philip Moeller's *Meteor* at the Y Playhouse in Pittsburgh last week. He received some excellent newspaper notices for his work. Cast was headed by Robert Lurie, Hanna Raphael, Myer Schwartz, Dolores O'Malley, Talbert Kaufmann, Mollie Rosenberg, Manuel Bruder, Hyman Small and Jack Hammerschmidt.

PORTLAND (Ore.) Civic Theater recently gave as its production of the season at the Taylor Street Theater *Good-By Again* to four well-attended performances. Included in the cast were a number of stock veterans, including Lawrence Keating, Ted Athey, Helene Hirsch, James Lyons, Ron Myron, Edythe Motteau, Margaret Lockwood and Peggy Spencer.

R. H. DAVIS, head of the theatrical firm of Russell H. Davis-Howard Hayes, Inc., New York, is making an extensive tour of the larger cities of the Middle West and South. The object of Mr. Davis' trip is to find locations for three permanent dramatic stock companies.

Kansas City Jottings

KANSAS CITY, Mo., May 25.—Bob Grandi, for many years manager of the Grandi Players, was seen on the Kansas City Rialto this week. Grandi has forsaken the road and is now in the insurance business here.

Elmo Mulze was a recent arrival here. He is signed with the Caylor show for a tour of Minnesota this summer.

Ned Wright, erstwhile repertory actor and business agent and now a patient at the Leeds Tubercular Sanitarium here, made a hurried visit to the Rialto this week on business.

Mr. and Mrs. Harry Keiffer (Goldie Cole), who formerly operated the Goldie Cole Stock Company, have been out of the business for some time and are now permanently located here, where Harry is identified with commercial lines.

Billy and Gladys Franz, well known in Midwest rep circles, are now connected with Station KVOO, Tulsa, Okla.

Harry Clarke, who for some time has been managing the Model Players on a circle in Eastern Missouri, has tendered his resignation to take effect at an early date. George Atkins, Clarke's partner, will take over the active management of the company, which will continue to operate as heretofore.

Earl Gregg passed thru the city this week.

Jack O. Bell, musician and actor, has joined the Ray Bash Players at Hastings, Neb.

Frederick Lyle, character actor, is back with the Justus-Roman Company for his third season.

John Caylor, manager of the Caylor Players, passed thru here this week-end en route to Duluth, Minn., where he will open a summer season of circle stock in theaters June 12. Caylor operated two circles in Minnesota territory last winter to a profitable business, each show having a season of 32 weeks.

Law Henderson will open his tent season May 29 in Minnesota territory.

Mr. and Mrs. Jack Earle have joined the Model Players, operating under the management of George Atkins in Eastern Missouri.

Playbrokers and playwrights here are up in arms over recent reports of piracy among Midwest tent managers. One manager was caught red-handed recently producing a play without having first made arrangements for payment of royalty to the playwright.

R. J. McOwen, manager of the McOwen Stock Company, which has been playing a stock date at the Capitol Theater, Topeka, Kan., for the last 40 weeks, has closed for two weeks to make ready for the opening of his company for a stock run under canvas at Lincoln, Neb., opening about June 3. McOwen, who was in the city this week-end to lease plays for the current season, appeared confident that the engagement would be profitable, despite the fact that Chick Boyes and his company will play day and date with McOwen during the Lincoln run.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

JACK AND ANN GWYNNE, during their recent engagement at the Palace Theater, Cleveland, were the guests of honor at a dinner party staged by the Magicians' Association of Cleveland. As is customary, many of those present demonstrated their favorite stunt, while Jack gave 'em a new version of his paper-tearing trick which proved a wow. Gwynne also took in one of the association's meetings and show nights and has the highest praise for the Cleveland organization and its attractive clubrooms.

CARDINI left New York Saturday to open a two-week run at the Palmer House, Chicago. Returns to New York to appear in *The Ascending Dragon*, a mystery melodrama John Golden and A. H. Woods are producing on Broadway.

LOUIS ZINGONE is playing the Shrine convention in Cleveland.

WILLIE DEE, young magician caught at the Apollo Theater, New York, amateur contest last week, shows great promise. Won first prize with a routine of lighted cigar manipulations, tricks with cards and the palming of small balls. Routine is reminiscent of Cardini, altho crudely done.

LOUIS GOLDING'S new book, *The Camberwell Beauty* (Farrar & Rinehart), is about a magician who commits murder in Sicily.

THURSTON is not going to Europe, canceling his bookings after difficulties over details. He will remain here for the summer, playing vaude in the East.

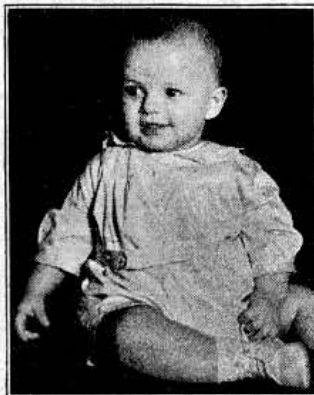
CLARENCE BELL, who succeeded the late John Northern Hilliard as advance man for the Thurston unit, is filling in the summer as advance for the Myrt and Marge unit. He rejoins Thurston in the fall. Bell was press agenting the Taft Theater, Cincinnati, when Thurston played there recently. He did such a good job that when Hilliard passed on Thurston remembered Bell and hired him.

JOHNNY PLATT is now associated with the Palmer House Gift and Magic Shop, Chicago, operated by Jim Sherman, veteran magic worker.

W. C. (DORNY) DORNFIELD and his assistant and stogee, Bert Howard, jumped from their Chicago headquarters to Cincinnati last week to do their laugh act for the Cincinnati Rotarians in the Japanese Gardens of the Gibson Hotel Thursday noon. They jumped right back to Chi after the show, but before grabbing the rattler surprised us with a visit to the magic desk. Howard will be remembered as the bird who tried to do magic on the program with Dorny at the last IBM convention in Lima, O. Dorny and his assistant are slated to play the summer Furniture Market in Grand Rapids, Mich., for three weeks, beginning July 1. Dorny worked the winter furniture session for 11 days last January, doing a different act each night. So well did he please that the furniture boys made him chairman of entertainment for the forthcoming gathering.

HOFFMAN THE MAGICIAN, accompanied by his assistant, Henry Blocky, was a visitor at the magic desk Wednesday of last week. Hoffman will begin a tour of Indiana, Illinois, Michigan and Wisconsin the first week in June for the Best Producing Company, of Cincinnati. All engagements will be one-nighters under auspices.

JACK O' SPADES (Jack Lathrop), the Cleveland card specialist, was another recent visitor to *The Billboard's* magic desk, during a trip to Cincinnati on business. Jack reports that he has been going like a house afire with his corking card routine. He is all set for a week's theater engagement, which may interfere with his being at the IBM Convention for the full three days. However, he will be there for at least one or maybe two days. Mrs. Lathrop, who assists



HARRY BLACKSTONE JR., heir and apple of the eye of one of the most colorful figures in the field of magic and showman supreme. Junior was born at Three Rivers, Mich., June 30, 1934. His proud mother was formerly Billie Matthews. Harry would like his robust youngster to be President but is willing to settle for the "World's Greatest Magician."

him in the act, made the trip into Cincy with her hubby.

VIRGIL, illusionist, who still has his motorized caravan on the Pacific Coast, has made two changes in the personnel of his seven-people company. Chandler Stevens has left to do club work during the summer, prior to re-entering college in Oregon. Florence Peterson, assistant with the Virgil show for the last five years, is leaving to become the June bride of Roy Anderson, electrical engineer of Long Beach, Calif.

RAY STYLES, of Pittsburgh, son of Tampa the Magician, has taken to the road with a bag of tricks that is earning him some good notices in the newspapers. He also displays the famous bird cage trick which brought Fred Keating into prominence. Besides his magic, sings and emsees. He is currently doing all three at the Circle Theater, Cleveland, where he is playing his third return engagement.

HARDEEN opens June 28 at the Million-Dollar Pier, Atlantic City, for a summer run. Booked thru Harry Biben.

LE PAUL opened Friday (May 24) at the Albee, Brooklyn, after three months' work in Chicago, including five weeks at Terrace Gardens.

THE NEW FLOOR SHOW at the Paradise Restaurant, New York, has eight showgirls doing magic tricks. They were trained by Jarrow, who is now appearing at Delmonico's Club. The novelty has caused quite some comment on Broadway.

ARTHUR LLOYD returned last week aboard the S. S. Washington from Europe. He was held up at the pier two hours because he could not produce his landing card. Leonard Lyons, columnist for *The New York Post*, kidded Lloyd for not being able to produce a mere card.

MICHEL GAUET and Professor Bertmann are presenting an illusion and magic show at Luna Park in Paris.

GALI GALL, illusionist, is at the Les Archeducs Restaurant on the World's Fair grounds in Brussels.

CHEFALO, magician, is at the Krystallpalast in Leipzig, Germany.

BLACAMAN, fakir and hypnotist, is with the Cirque Stanlewaski in Warsaw, Poland.

JACK GWYNNE and his company of five played the Palace Theater, Fort Wayne, Ind., last week. His fast-moving show and clever patter were well received. During his stay in Fort Wayne (See *MAGIC* on page 31)

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 For LEGIT

DRAMATIC

PAXTON SISTERS — two young and pretty blondes who are now doing their song-dance routine at the Hollywood Restaurant, New York. They have bright personalities, they put their act across excellently and they have several outstanding routines.

THE HOOFINGHAMS — cast of radio play heard several nights weekly on WEAF-NBC chain out of Chicago. Play in series of comedy sketches revolving around retired vaudevillians. In a play based on the same material they should go over nicely. Skits are fast-moving comedy, with plenty of laughs and action.

THEODORE AND TEMPLE — ballroom team now at the Hollywood Restaurant, New York. Theodore has appeared extensively heretofore. His new partner is both lovely and graceful, working with him in topnotch style. Their routines are excellent. Could head their own flash or appear in specialties for de luxe houses.

MUSICAL

GLADYS FOX — peppy and likable brunet who does straight work and stripping in burlesque. Caught recently at the Gotham, New York. Handles lines skillfully and would easily be okeh in vaude as a singer and straight woman.

SELMA MARLOWE — attractive red-head who has been seen as a specialty dancer in de luxe houses. Very pretty and with an excellent figure. Her tap dancing is distinctive, being a type of her own. She goes in for creative routines and should be hailed as a new tap sensation if given a proper Broadway chance.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

OLD DOC BLAIR, who needs no introduction to the old-time minstrels and who has probably made more 11:45s than any other man living today, recently produced a home-talent minstrel at the Ogden Ballroom, Columbus, O.

AL TINTS SHOOTS more "Do You Remember?" as follows: "When the Lund Brothers ran a foot race with the law in Toledo, O., while with John W. Vogel's Big City Minstrels? When Benny Kentland, clarinetist with the A. G. Field Minstrels, got his first boxing lesson in Huntington, W. Va.? When Billy Rowe pounded the pigskin on Homer Meachum's Honey Time Minstrels? When Red Corley graduated from clarinetist to actor on the same show? When John R. Van Arnham featured beans at nearly every meal? When Harry LaToy, juggler, bought a new suit for his act?"

IN ANSWER TO the person signing himself Earl, who recently wrote in asking if Frank Tinney, b-f. comedian, is still among the living, "Hi-Brown" Bobby Burns writes from Michigan: "I would like to inform Earl that Frank Tinney's former valet, Hank Whitman, who traveled with him from his start on Coburn's Minstrels to his European tours, is associated with me and gives Tinney's address as 2414 South 16th street, Philadelphia." Thanks, Bobby.

KENNETH (DOC) HAINES, formerly for nine seasons with John Van Arnham's Minstrels, recently joined the ranks of benedicts when he middle-aged it with Daisy N. Reed, of Oneonta, N. Y. Haines will begin his 10th season with Van Arnham next month.

JACK SHEPHERD, of Elizabeth, N. J., is anxious to learn the address of Mrs. George Primrose. Can one of our readers help him? If so, drop Shepherd a line at 810 Livingston street, Elizabeth, N. J.

BYRON GOSH and his Seldom Fed Minstrels are now in their 22d week for the Skouras chain of theaters thru New Jersey. Gosh recently won a suit on a play-or-pay contract from the

Essex Theater, Newark, N. J., managed by Irving Grishman. A salary settlement of \$180 was made, Gosh reports. Sol J. Chasnoff, theatrical attorney, of Newark, represented Gosh.

IN ANSWER to an inquiry in this column recently relative to Willie Guy, oldest of the Guy Brothers, of minstrel fame, Charles A. Leedy, dramatic editor of *The Youngstown (O.) Telegram* and a member of the Guy Brothers' Minstrels for three seasons in the late '90s, writes: "Willie, the oldest brother, has been dead for many years. Further information relative to the Guy Brothers can be had from George R. Guy, who is still living and is located at the Elks' Club, Springfield, Mass., the home city of the Guy Brothers."

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Thanks to Past Vice-President John H. Shepherd for the splendid publicity given the Minstrel Association recently in the columns of *The Daily Journal of Elizabeth, N. J.* It was a fine piece of work and much credit is due Mr. Shepherd in presenting our association cause in such strong terms.

Robert McLaughlin, of Cleveland, has (See *MINSTRELSY* on page 36)

A Riot of New Fun for Your MINSTREL SHOW

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines — everything to put life and snap into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 50 years. Send for Catalog. T. S. DENISON & CO. 623 S. Wabash Avenue Dept. 150 Chicago, Ill.

Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Steinel Flint Show Draws Auto Workers

FLINT, Mich., May 25.—Under the capable management of Al Baker, top emcee, and his three able assistants, Paul Roscoe, Chuck Payne and Mickey Thayer, the J. B. Steinel show here, with 19 couples and 4 solos, was playing to capacity attendance at the 400-hour mark.

Located in beautiful IMA Auditorium, in the heart of the city, dally-and nightly special features are attracting thousands of workers from the General Motors. (See STEINEL FLINT on page 31)

Hayes Heads Akron Show

AKRON, O., May 25.—Race of Nations, first endurance show here in several years, got under way May 21 at beautiful East Market Gardens, spacious downtown dance spot, with Georgie Grow, formerly emcee with the Fred Sheldon-Guy Swartz show at Bloomington, Ill., in charge. Show is on three times daily over WJW and is being heavily exploited in both *The Akron Beacon Journal* and *The Akron Times Press*. F. R. Hayes is managing. He was formerly with the Swartz interests.

Mills-Allen First In Ponca City Walkie

PONCA CITY, Okla., May 25.—The Charles F. Noltimer show here closed to a packed house recently with Van Mills and Louise Allen walking off with first prize. Curtis Thatch and Gene Sellesky took second, with Tony Bertholot and Shirley Lou Pure finishing third.

The show played to 110,000 admissions in its 54 days of operation, proving that a good small town community has real possibilities. Another Noltimer show opened in Shawnee, Okla., May 23.

EARNIE SCOTT

Announces Show of Shows Opening
June 7,

LUNA LAKE, Danville, Va.

Virgin Spot. Broadcasting Exclusively
Over WBST.
WANT good Dance Teams and Help in
All Departments.
No Transportation and No Collect
Calls or Wires Accepted.
Joe Purcell, please communicate.

Following come on: Bill Humphries, Raymond Yores, Austy Dowdell, Billy Lovell, Leroy Snyder, Duffy Tarantino, Tony Reno, Ernie Gilberti, Eddie Tullis, Hazel Shanell, Ted and Pat Burns, Carolina Webster, Red Armbruster and Wife, Wimpy Davis, Jerry Blשמeham, Pal Nelles, Madeline Saletta, Micky Groves, Clyde Hillman, Charlie Kay, Eddie Jamison, Andy Camp, Ted Black, Emmett McCullen, and all who know

EARNIE SCOTT
and
JOE PURCELL
COME ON.

CONTESTANTS

Virgin Spot on the Boardwalk,
OCEAN CITY, MD.

WALKATHON

WANT Contestants. Entertaining ability, with wardrobe, who can stand prosperity, good treatment, and Sponsors, with prize money assured. No collect wires or transportation. Hotel contestants, squawkers and agitators stay away.

OPENS JUNE 8

This spot draws from Philadelphia, Wilmington, Baltimore, Washington and entire Eastern Shore. We are licensed 7 days a week and the mayor will start the show. We have ace-high staff, 100% for contestants. Still one more opening—M. C. and Floor Judge.

E. D. FREY
CAPITOL AMUSEMENT COMPANY
OCEAN CITY, MD.

Contestant Notes

ESTHER DEANER, Jackson, Mich., is anxious to get in touch with her partner, Dick Mitchell, and his brother, Earle. Address care *The Billboard*.

JEAN WILLIAMS, walking in the Leinen Cleveland show, would like to hear from J. Brugnone, Mickey Hogan and Jack Reynolds.

ROBERT (BOBBY) MADISON, on the floor of the Steinel IMA Auditorium show at Flint, Mich., would appreciate 'em from Jack Hays, Johnny Cahill, Mary McCarthy and Red Long. Address care *The Billboard*.

ANN BARKER, walking in the Fox Richmond, Va., show recently, sprained (See CONTESTANT NOTES on page 31)

Ross-Dunlap San Bernardino Unit Showing to Big Houses

SAN BERNARDINO, Calif., May 25.—The Hal J. Ross-Ray C. Dunlap show in the 3,200-seat National Orange Show Building here is playing to great business under the guidance of Pop Dunlap and F. F. Filloon. This show is well on the way to establishing new records for the Ross organization, already showing the largest gross ticket sale and the best net of any Ross show in the U. S. (See ROSS-DUNLAP on page 31)

Joe-Margie VanRaam Are Frisco Winners

SAN FRANCISCO, May 25.—Joe and Margie Van Raam, winners of the Hal J. Ross-Charles M. Hayden "Battle of the Champions," walkathon, sponsored by Golden Gate Post of the American Legion, in Golden Gate Ballroom here, were feted at a victory ball last Monday night, having captured their title honors (See JOE-MARGIE on page 31)

Fox Muskegon Unit Off to Good Start

MUSKEGON, Mich., May 25.—The S. M. Fox show got off to a good start here in the 3,000-seat Armory Hall, with the SRO sign out the second night. Bleachers have been boosted from 10 to 15 high.

Lacey Kerner, formerly of the Jackson and Pontiac shows, has joined the Fox organization here. The walk is broadcast over the local station four times daily.

Masters of ceremony include Archie Gayer, Sam Gore and Doug Isitt; floor judges, Chic Brady, Scotty McBride; trainers, Jack Reynolds, Jerry Martone, (See FOX MUSKEGON on page 31)

Brown-Lensky Take Fox Richmond Grind

RICHMOND, Va., May 25.—The S. M. Fox show here ended Wednesday night after a 315-hour nonstop from which Anna Brown and Eddie Lensky emerged as winners over Jo Anne Ryals and Austy Dowdell, second, and Julia Santek and Pop Miller, third. A capacity crowd applauded the fast Australian Dynamite Derby finish.

Show was well received from the start, with Duke Hall, top man, and Billy Lang and Al Cook doing yeoman work. Daddy Fox managed the show thruout and staged a well-attended jubilee ball Thursday night.

Leinen Cleveland Biz on the Upgrade

CLEVELAND, May 25.—Wedding bells rang last week-end for Virginia Helsel and Billy Cain in Red Leinen's walkie at the Broadway Arena. Entering the arena from their respective quarters and clothed in snappy military unies the contestants paraded to the strains of the wedding march played by Griff (See LEINEN CLEVELAND on page 31)



CONTESTANTS STILL GOING and part of the staff of the Fox Richmond (Va.) show. Reading left to right are, front: Slim Hansen, cheer leader; Mickey Brennan, heat man; Irv Shea, pianist. Standing: Carolyn King, Anna Brown, Eddie Lensky, Pop Miller, Billy Lang, Daddy Fox, Joanne Ryals, Austy Dowdell, Mom Cately and Julia Santek. The pix was taken by Roy Day, staff photog for the International Amusement Company.

Seltzer Chicago Shows Setting Long-Hour and Fine Biz Records

CHICAGO, May 25.—Coming into the home stretch both of Col. Leo A. Seltzer's Walkathons here are shattering all records for duration and attendance.

The Arcadia Gardens event reached a climax Sunday morning at 2 o'clock when a record of 3,991 hours was passed. A jammed house was on hand to fittingly celebrate the occasion by contributing to the terrific din which was reminiscent of a New Year's Eve party. Seltzer's talent-studded staff of emcees, including Dick Buckley, Eddie Snyder, Chic Snyder, Rajah Bergman, Frankie Belasco, et al., led the festivities at a lively pace, while the popular Erskine Tate Orchestra contributed excellent music.

With only three couples and two solos remaining of an original entry of 89

couples there seems no doubt that the finish is close at hand. However, the closing days are giving the spectators the biggest thrill of all, with each added hour setting a new record.

The Coliseum show, while not as old as the North Side unit, is doing its own little bit in the way of record breaking. This show, which was recently transplanted from the White City Auditorium to provide greater seating capacity for the fans, smashed a house record when even standing room was sold out for the wedding of contestants Bob Carver and Mildred Getz. Here, too, the public has voiced its approval of the excellent entertainment provided by Seltzer's troupe of acts, which includes Bobbie Reid, Skipper Spiegler, Henry Polk and Gordon Whitney.

Staff Briefs

DOC J. P. KING, editing the daily dope sheet at Red Leinen's Cleveland show, is anxious to see an NEAA exec off.

MRS. JOE PURTELL is visiting at Columbus, O., while Papa Joe is busy breaking in the new car in Cleveland.

AN ORIGINAL, the *Theme Without a Name*, used by Bill Steinel on all broadcasts at San Bernardino, is scoring a local hit.

BILLY BALDWIN, now operating the Black Hills Adjustment Agency in Deadwood, (See STAFF BRIEFS on page 31)

Webster Has Norfolk Moving at Fast Pace

NORFOLK, Va., May 25.—Overflow crowds night after night have forced Pat Webster, manager of the Tebbetts show here, to put on night carpenter crews in rearranging seating accommodations. Every available foot of space has been used, with bleachers built to fit the big top. One hundred and fifty more ringside seats were also added. In spite of these improvements the show is forced to hang out the SRO sign at least three nights a week.

Nineteen couples still going in the third week, with plenty of floor money and more gifts than seen in any recent Tebbetts' show coming up to the platform nightly.

Norfolk, Newport News, Portsmouth and surrounding territories have become walkathon-minded. Pat Webster is steering the ship, with Johnny Harrison and comic Johnny Morgan giving them real entertainment. Howard Evans has been added to the staff as auditor and treasurer. Other changes include Joe Gulla, judge, and Lucille Tuck, registered nurse, on the night side. W. E. Tebbetts looks to this show to be one of the biggest of his string.

DADDY FOX

ANNOUNCES OPENING
BAY CITY, MICH.
Virgin Spot,

JUNE 6

WALKATHON

WINONA BEACH BALLROOM,
On the Lake, for the summer. This will be a short show. Fast Teams come ahead. Friends of following staff report to Daddy Fox: Duke Hall, Billy Lang, Doug Isitt, Sam Gore, Archie Gayer.
FLOOR JUDGES—Jim Coffey and Mickey Brennan.

LAST CALL MARION, ILLINOIS Opening June 5th

CONTESTANTS, do not arrive before June 3. Doug Isitt and Jack Kennedy contact immediately. EARL FLOYHAR AND GENE MONTGOMERY.

MARATHON DANCERS ATTENTION

Charley and Johnny Nelson, Cal and Vonnice De Villiers, Bonnie Cassidy, Chas. Fosse, John and Val Ryals, Stanley West, Earl Brooks and Alma Dunford, Billy Lovell, Hazel Schamel, Frank Costello and Helen Chester, Babe and Stanley, and all others that know Joe Weiss that are talented write. No collect wires or phone calls accepted. Address
JOE WEISS
1518 Payns Avenue, Cleveland, O.

WALKATHON SEATS

Bleacher and Grand-stand Chairs for hire. Floor layout furnished. MARTIN N. Y. TENT & SEAT CO., INC., 304 Canal St., New York.
\$25.00 per 100. Government Decorative Code. Flaps, Fast colors, slightly used. Write for list. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.



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.

Cooperstown, N. Y.

The writer has been for a long period firmly convinced that the most crying need of show business today is a well-developed, well-organized and efficiently managed credit clearing bureau.

Asks Reaction On a Plan for Credit Bureau

By that is meant an organization which would be able to tell just what the standing of every individual in show business is as regards credit, honesty, fair dealing and past record as to failures, successes, "shady" dealings, etc.

I have in mind a system such that so successfully used by the great insurance companies in their virtue campaigns against accident fraud. To work out such a thing for so vast and so ever-changing a group as the varied lines of the theatrical business would indeed require hard work, knowledge of the allied theatrical lines and indefatigable persistence. I am sure that it can be done.

I am desirous of finding out what the sentiment among the various branches of the amusement industry is in regard to the formation of a high-type "protection" bureau for the business. Will everyone interested be good enough to write their reactions? This thing is going to work out if show business wants it. Now, do we or don't we?

THOMAS F. O'CONNELL JR.

Salt Lake City.

One of the greatest aids and supports for any zoo can be the service clubs of a community. Another thing that has been proven to me is that the director of a zoo must be on the job himself constantly and work with schools and other organizations for promotion of the institution. Animals should be trained wherever and whenever possible so that when visitors come to a zoo they will see that animals are not so "dumb" as most people believe.

Variety and Experience Is Need in Zoos

If a picture show were to run the same film over and over again it would soon have no patronage, and the same thing applies to zoos. If a zoo layout and program never changes it soon becomes stale to the public and before long can prepare to fold up. The big task now for zoo directors is to popularize their spots.

There are too many zoos that are trying to run with men who know nothing about the game. If officials will adopt the policy that they want nothing but the best, I believe that nearly all existing zoos can be maintained. There are many reliable men who can be had as directors and there is no excuse for the zoos, mostly small ones, that are now being directed by persons who would not know the names of animals in the cages if the names were not on them and who do not know when an animal is sick or well. Men are needed who can detect diseased animals and who will work intelligently with boards of officials to improve and hold up our nation's zoos.

CAPT. R. D. McCOLLIN.

Youngstown, O.

One of the most popular figures of show business for many years was the juggling drum major and gun spinner. As a one-time member of the profession, I thought some of the readers might enjoy a few memories along that line. The first lightning drum major I ever saw was Nelson Hadley, who was with the Barnum show in the '80s. When I was a gun juggler with Al G. Field's Minstrels in 1897-'98 the principal baton jugglers of the profession included Fred Smith,

Gun and Baton Acts Features With Minstrels

James Devlin, Johnny Whalen and William Kilpatrick. I did a double baton and gun act with Fred Smith for three seasons. Smith had the reputation of throwing a baton higher than any other performer in the business. He was also an expert with the "devil sticks." Kilpatrick attracted national attention in one of the inauguration parades in Washington when one of the papers printed the statement that he was next in prominence to the President in the parade. This statement was used on his lithographs when he was a member of the Uncle Hiram Company.

There were several outstanding teams of gun spinners. One was Heath and DeRossett, another was the Johnson Bros. with one of the big Wild West shows, and a third was the Glocks, man and woman, well known to vaudeville and burlesque. The single gun acts included William Kibble (afterwards a well-known manager), Hadj Lessik (Kissell), Major O'Laughlin, Charles A. Leedy (this writer), Major Bills—many others could be added to the list.

No minstrel show was worthy of the name if it didn't have a baton juggler or gun spinner. Ted Lewis still twirls a baton in his orchestra act.

CHARLES A. LEEDY.

Glens Falls, N. Y.

In 1893, when I was publishing music in Cortland, N. Y., I spent the day and night with the Luciers on October 3 in Homer, which is a short distance from the former place. I was plugging my song, *The Minstrel Street Parade*, which the W. B. Leonard Company had recently placed on the market. I was agreeably surprised to find what a fine bunch of performers this popular minstrel had assembled. They had a swell band and made an attractive parade at noon. George Ripley, a seasoned road-show proprietor, ran the Keator Opera House in Homer at the time.

They had an elaborate first-part setting, depicting the royal drawing room of King Charles X of France. J. R. Lucier, who was totally blind, was interlocutor. Bones were Ed La Barre, Joe Higgins, Billy Fries; tambos, F. Kenno, Billy Higgins, Larry Fries; vocalists, J. J. Powers, C. N. Lucier, J. R. Lucier, F. J. Palmer. Harry Budworth and Sam Johnson were introduced as second premier ends. Prof. D. W. Clark had the orchestra and they rendered a descriptive overture from the then popular musical show, *1492*.

Some of the outstanding musical numbers of the first part were *By the Glimmer of the Moon* (song and dance), *Higgins Brothers*; ballad, *There's No One Like Mother to Me*, sung and composed by J. R. Lucier. (I remember this song became very popular afterward.) *I Love You, I Love You Long*, Sam Johnson; *Two Little Girls in Blue*, J. J. Powers; *The Cat Came Back*, Harry Budworth, and some marvelous tambourine spinning by Billy Fries, acknowledged champion of the world.

Olio opened with the La Barres, grotesque acrobats, in *The Hunted Deil*. Then came J. R. Lucier, premier musical

artist. Zemo, America's greatest lamp balancer, followed. Kenna, the Frog Man, appeared next in feats of contortion. A big ensemble act, "The Festival of Terpsichore," in three parts, then held the stage, introducing marching, dancing and baton juggling under direction of Sam Johnson. Harry Budworth interrupted here with a black-face monolog, "Anything and Everything." The Lafayette closed the program with a big novelty tumbling and trick-cabin act in three parts.

These Luciers came from New Hampshire and had minstrels out for several seasons, meeting with much deserved success. At this visit I arranged for them to use my song, which they at once introduced as a special number with a march, augmented by the band. This number they used for a long time and after they discontinued with the minstrels they used it in a musical act made up of J. R. Lucier, C. N. Lucier and daughter and a musician by the name of Sawin, playing big-time vaudeville. It was with these minstrels that Happy Jack Lambert, of Hippodrome fame, made his debut as a little boy. Jack's father was a shoemaker in Franklin, N. H., and the Luciers adopted him for a time; then the DeRue brothers brought him over on their minstrels, where he stayed for a long period, becoming a fine singer and all around performer. After forming the acquaintance of Sam Johnson at this time, we were always close friends and our company published a soft-shoe dance and a stop dance for him. He was with the Maude Hillman Company, playing characters and introducing his dancing acts later.

I trouped with Ed Le Barre after this with a short-season minstrels. I am wondering if any of the Luciers are living and if so where and if Sam Johnson is on earth. The Eastern States have turned out some fine minstrel combinations and one may still find gray-headed vets of the burnt cork persuasion in many towns who are right proud to recount happenings of the old trouping days. If this meets the eye of any old performer or fan who has a Whittemore & Clark Minstrels house program or herald, why not send it to me to copy? It would be returned with my everlasting gratitude.

WALTER BROWN LEONARD.

Rochester, N. Y.

I am desirous of having information as to the origin and history of baton spinning or twirling, as it is commonly called, and as performed by drum majors. Was baton spinning or twirling first introduced by the old-time "crack" minstrel bands, such as those of Primrose, Dockstader, Al G. Field, etc.? These organizations always had star baton spinners or twirlers. I am a steady reader of *The Billboard* and an all-time minstrel fan. I would greatly appreciate any information along this line from anyone who knows.

JAMES F. REILLY.

Saranac Lake

By BETTY HUNTINGTON

June 1 will bring quite a few changes here at the Lodge in the way of discharges. Those who will have left by then in apparently arrested conditions are Ruth Hatch, Amelia Johnson, Jackie Roberts, Louie Cohen, Maurice Pearson and Bert Ford. Ruth Hatch will remain in Saranac Lake for the summer, where she will continue teaching her pupils in various subjects. The other discharged patients will leave for their homes in New York and points east and west.

We agree with Dr. Fischel's speech, in which he said that it would be a good thing if *The Billboard* and the other trade

41st YEAR
The Billboard
 Founded by W. H. DONALDSON
 The Largest Circulation of Any Amusement Weekly in the World
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Vol. XLVII. JUNE 1, 1935. No. 22

papers would mention occasionally something about the health of the actor and how to take care of it. We think it a mighty fine idea to set before the profession and no doubt would save a lot of trouble later on.

Jackie (Poochie) Roberts is thrilled with the idea of going home in such excellent health. Jackie made a wonderful comeback, having gained almost 40 pounds in her one year of serious curing, and incidentally she celebrated her 22d birthday last Saturday.

The Elks held their annual ball May 22 at the clubhouse here in Saranac. It was a formal affair, drawing some of Saranac's "Who's Who."

We think it just about time that Charlie (Lone Wolf) Bloomfield opened up and told us about his forthcoming plans. He's that rather mysterious person who keeps to himself and does quite a bit of writing—plays and such.

Dr. Wilson, who is at present in Pittsburgh for a short vacation, is being replaced temporarily by our friend Dr. Rothman.

Alice (Sunshine) Carmen left last week for a few days' visit with friends in town. "Must have a change. You know, one gets rusty after curing for nine years."

Jack Beckes had a narrow escape when he was suddenly stricken with a cardiac condition last week. It looked like "curtains" for Jack, but thank goodness it was only the rising of the curtain for a new lease on life.

We welcome Maud Kinslow, who arrived here last week, and hope that she will make herself right at home among her fellow performers. Maud has been a troupier for many years, having played in almost every branch of show business. Her last engagement was with the Colman Stock Company, playing the Delmar Time thru the South. Her friend Flossie Penn, of New York, also a troupier, accompanied her to Saranac Lake.

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

Cosmopolitan Players Lease Ventnor City Pier

ATLANTIC CITY, May 25.—Announcement has been made by the Ventnor City Council that the Cosmopolitan Players, of Camden, have leased the Ventnor Municipal Pier from June 15 to September 15 to stage a group of plays, operating four nights a week. Pier is now being repainted and redecorated.

Philip Berg, of Philadelphia, manager of the players, stated his program would be of the stock type, with dramas and comedies. Rent for pier will be \$500 a month, plus a 10 per cent of daily intake. Berg stated that group will also conduct a class in dramatic arts once or twice a week. Ventnor City will continue the use of the pier on other nights. A four-man committee has been appointed to run the pier for summer. They are Mayor Sweigart, Councilman William Wagner, City Solicitor Hiram Steelman, and George Bratten, controller.

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ALLAIRE—Amie, 55, actor, juggler and veteran minstrel man, of Fall River, Mass., and Long Beach, Calif., was killed May 20 when he jumped from a truck as it skidded and overturned about a mile east of Eaton, O. He was a member of the *Ramblers in Rhythm* unit at the time of his death and was riding the show truck from Richmond, Ind., to Parkersburg, W. Va., when the accident occurred. Two other members of the company riding on the truck escaped injuries.

AUBRET—Maurice, French popular songwriter and author of many recent hits sung by Lucienne Boyer, in Paris May 10.

BOWLER—William J., 76, in Rockville, Conn., of a heart attack May 19. He was owner of Crystal Lake Park, near Rockville, and of a large hotel near by.

BROWN—Frank L., 81, veteran showman, who for many years operated his own shows, the Viola Wilson Stock Company and Brown United Shows, May 4 at the home of his sister-in-law, Mrs. Grace E. Wooster, in Auburn, N. Y. He spent his last four seasons on the road as concessioner with the Reithoffer Shows. He retired five years ago and since then has operated a pop-corn concession at the Greyhound Bus Terminal in Auburn. Mr. Brown was a member of the Monticello (N. Y.) Lodge, F. & A. M., and Masonic services were held May 7. Burial was in Spring Brook Cemetery, Fair Haven, N. Y. Surviving are one daughter, Lena E. Brown, of Auburn; a son, Floyd L. Brown, of Monticello, N. Y., and two grandchildren.

BURT—Harriet, 47, who played the girl in the New York production of *The Time, the Place and the Girl* in 1907, in a Kansas City (Mo.) hospital May 23 of a throat infection. Other plays in which she appeared were *The Jewel of Asia* and *The Jersey Lily*. She also toured in vaudeville as a singer, dancer and comedienne.

CAZOL—Jack, French cabaret artist and author of several Paris revues, in Paris May 9.

CROSS—Robert, 86, father of Milton Cross, National Broadcasting Company announcer, in New York May 20. Two other sons, David and Robert, and three daughters survive.

DAVIS—Frisella, 14, daughter of Mr. and Mrs. Jay Davis, of the Davis & Son Shows, suddenly May 12 in Houston. Burial May 14 in Woodlawn Cemetery, Houston.

DUKAS—Paul, 70, prominent French composer, at his home in Paris May 18 of a heart attack.

EVANS—William B., 47, whose passing at Chicago was announced in *Late Deaths* last issue, was widely known in show circles. Funeral services were conducted May 15 by the Showmen's League of America, of which he was a charter member, and the Elks. His remains were cremated at Oakwood Cemetery, Chicago, final disposition of his ashes to be decided upon later.

FINCH—Frank, 51, formerly a trouper and for the last five years owner of the Woodville Hotel and Restaurant, Woodville, Miss., at a sanitarium in Jackson, Miss., May 9 after an illness of several months. Interment was made in Evergreen Cemetery, Centerville, Miss. His widow, Clara, survives.

FOSTER—Sambo, 68, better known in show business as "The White Nigger," a name bestowed on him by P. T. Barnum, at Holbeck Institution, Leeds, Eng., recently. He was born in Kings-town, Jamaica. His parents were jet black, as were his sister and brother. He resembled his father in everything except the color of his skin. He met one of Barnum's agents in Jamaica and shortly after "The White Nigger" was placed in big letters on billing of freak show. Foster became a mimic and comic singer and appeared on English vaude stages.

GARVEY—John J., 63, for 48 years a stagehand in theaters from Coast to Coast, recently at his home in Rochester, N. Y. He was one of the organizers of the International Theater Employees' Association. He leaves his wife, Mrs. Anna J. L. Garvey, and a sister.

THE GRANT FAMILY

Wish to extend thanks to the Tom Mix employees for the beautiful floral offerings sent on the death of their mother, Mrs. Mary E. Grant.
ELMO, JOHN, AGEE.

GRANT—Mrs. Mary E., mother of Mrs. John R. Agee, of the Tom Mix Circus; Gertrude Grant, of Shirley and Grant, dancers, and Edmund Grant, of Cole Bros.-Clyde Beatty Circus, in Chicago May 18. Burial was in Calvary Cemetery, Chicago.

THE FINAL CURTAIN

HAMILTON—Dorothy, 40, musician, May 16 at San Jose, Calif., of appendicitis. Funeral services were conducted in Los Angeles May 20 and burial was in Rose Dale Cemetery there. She leaves her husband, mother, daughter, three sisters and a brother.

HARRSCH—Clara E., 19, acrobat, who has appeared in vaudeville and circuses, at her home in Brooklyn May 16 after a short illness. Survived by her parents and two brothers. Burial in St. Peter's Churchyard, Westchester, N. Y.

HERSHFELD—Mom, who for a number of years conducted a theatrical rooming house in Dayton, O., at a hospital in that city May 18. She was known to practically all the tabloid and vaudeville performers playing that town in recent years.

HITE—Father of C. C. Hite, May 16 at Pleasantville, O. He was 92. His son was a film producer 20 years ago and formerly president of the old Tannhauser Company.

HORNER—Robert, 25, script writer and radio actor, recently at Hipass, Calif., when the automobile in which he was riding ran over an embankment. Solemn requiem mass was celebrated at the Catholic Church in Los Angeles and interment followed at Calvary Cemetery there. His mother and three sisters survive.

INCOE—Nora, wife of Jack Incoe, showman, was killed in an auto accident at Huntington, W. Va., May 17.

KURNS—Tim, of East Liverpool, O., circus employee, was killed at Rockford, Ill., May 16 when he fell from a truck.

MRS. LILYAN D. KLOTZ

In loving memory of my departed wife and helpmate supreme. Died May 21, 1934, Las Cruces, New Mexico. Age 27. Buried in Jewish Cemetery in Kansas City, Mo. Lilyan's untiring efforts, helpfulness, ability and companionship are greatly missed in carrying on.

PAUL A. KLOTZ

LACEY—Thomas C., 81, oldest theater owner in Muncie, Ind., in that city recently. He was active in the management of the Vaudeville Theater, Muncie, until a few days before his death. He also formerly owned the Royal Theater there.

LICHTENBERG—Leopold, violinist and former violin instructor at the National Conservatory of Music, New York, May 16 in New York.

LOEFFLER—Charles M. T., 74, noted composer, at his home in Medfield, Mass., May 20. He played with the Boston Symphony Orchestra for 18 years, leaving in 1903 to compose. Critics ranked him with Claude Debussy. He had lived in retirement for the last 20 years.

MANGANO—Don, musician in Harry Kogen's Orchestra at the NBC studios, Chicago, May 19 from the effects of injuries sustained in an auto accident at Benton Harbor, Mich. In addition to being an NBC staff musician, Mangano played the part of an Italian boy in *Kaltenmeyer's Kindergarten* on NBC.

MAY 30, 1935.

In Memoriam, Our Beloved Members

MISSOURI SHOW WOMEN'S CLUB,
St. Louis, Mo.

MORIN—Florence Gale, of the ventriloquist team of Morin and Gale, well known in the vaudeville, dramatic and musical field, at Altamont, N. Y., May 15. Funeral services May 18 at St. Lucy's Church, Altamont, with interment in St. Agnes' Cemetery, Albany, N. Y. Her husband, Arthur P. Morin, survives.

OHLSON—Oscar E., 64, formerly with the Ohlson Liberty Girls and lately with repertoire and tent dramatic shows, recently at the home of his daughter, Evade, in Seattle, Wash. Survived by three daughters and one son, Clifford.

OWENS—Dr. Benjamin F., 92, retired physician and grandfather of Mrs. Milton Davis, formerly Catherine Dale Owens, film actress, in Louisville, Ky., May 17.

PASCOE—Cecil B., 53, former owner

of a chain of motion picture theaters, May 19 near his home in Somerset, Pa., from a heart attack. Pascoe at one time owned theaters at Somerset, El Paso, Tex., and Tucson, Ariz. Burial in Somerset.

POISSON—Joseph H., 70, one of the pioneer movie theater owners of Grand Rapids, Mich., at his home there May 21. As a young man he worked with his father, Capt. John Poisson, operating the first steam pleasure boats on Reeds Lake, outside of Grand Rapids. Surviving are his widow, two sons, two sisters and a brother.

REED—Joe, 40, trainer, was gored by an elephant at the winter quarters of the Al G. Barnes Circus, Baldwin Park, Calif., during rehearsal of an act for a motion picture May 20 and died in a Covina (Calif.) hospital the same day. Reed was putting bulls and tigers thru an act when the elephants stampeded and Prince, leader of the herd, charged the trainer.

SCHAEFFER—Frank, 59, showman, at his home in Dayton, O., May 20 after a few days' illness. Funeral services May 23 at the Frank Riesinger Funeral Home, Dayton, with burial in Germantown, O. Survived by his widow, Chlora; two sisters, Emma Schaeffer, Los Angeles, and Mrs. Tom Kepler, Germantown; two brothers, Charles, of Dayton, and Ernest, Germantown.

SMEAD—Archie M., 30, musician and arranger, at the City Hospital, Buffalo, N. Y., May 18 after a three-month illness with a complication of diseases. He toured with the Harold Oxley, Frank and Milt Britton, Gene Goldkette, Ross Gorman and Ray Garrell orchestras. He also had his own orchestra for a time in Pennsylvania. Body was taken to Renovo, Pa., his home town, for funeral services and interment in North Bend Cemetery.

SULLIVAN—John, 62, owner of Sullivan's Recreation Hall, Tampa, Fla., May 18 at his home in Tampa after an illness of seven weeks. Survived by his widow and two sisters.

SWENUMSON—Nelson E., 30, orchestra leader, in a head-on automobile crash near Hammond, Wis., May 20. He was well known in musical circles thru-out Minnesota and Wisconsin.

TAAFFE—Ella, 74, mother of Alice Terry, former screen star and the wife of Rex Ingram, film director, at her home in Los Angeles May 16. Funeral and cremation services were held at Forest Lawn Cemetery, Glendale, Calif. Two daughters and a son survive.

VOLPI—Emilio, 51, at his home in Atlanta, Ga., May 19. He was a musician and voice teacher.

WIG—Mrs. Anna, 65, mother of Gunnar O. Wig, manager of Station WHEC, Rochester, N. Y., one of the pioneer radio announcers of the East, recently at her home in Rochester.

WHEELER—Bonnie, 32, for the last two years singer with the Mann Brothers' Orchestra at the Davenport Hotel, Spokane, Wash., was killed when thrown from her mount while horseback riding near Spokane last week.

MARRIAGES

AICARDI-NIELSON—Edouard Aicardi, of the Aicardi troupe of jugglers, and Ella Nielson in Paris recently.

CALVERT-DAHLGREN—Dagmar Dahlgren, dancer and the eighth wife of Norman Selby, the well-known Kid McCoy of the prize ring, and Herbert S. Calvert, teacher, in Los Angeles May 18. Miss Dahlgren was married twice after her divorce from Selby in 1920, first to Victor Rodman, actor, and later to Alek Kipper, her vaude partner.

CLARK-DOOLAN—William P. Clark, burlesque theater manager, now in charge of the Grand Opera House, Canton, O., May 20 at Canton to Violet Doolan, nonprofessional, of Chicago. Members of Matt Kolb's burlesque company witnessed the ceremony and a wedding breakfast was served in the Courtland Hotel.

CONNELLY-PHELAN—Dr. Harold R. Connelly and Marguerita Clair Phelan were married in Bridgeport, Conn., May 15. Dr. Connelly was at one time solo saxophonist with a well-known orchestra.

DOUGLASS-HYSON—Robert Douglass, British actor and manager, to Dorothy Hyson, actress and daughter of Dorothy Dickson and Carl Hyson, American actors, in London May 21.

HAINES-REED—Kenneth (Doc) Haines and Daisy N. Reed, of Oneonta, N. Y., recently in Otego, N. Y. Mr. Haines formerly toured with the John A. Van Arnam Minstrels for nine seasons. He was also with Merle Evans in 1931 and with the late Jack Hoyt on the Sparks show in 1928 and 1929. He will start his 10th season with the Van Arnam next month.

LA RUE-WOODWARD—Frank La Rue and Dorothea Louise Woodward, billed as Rollette and Dorothea, dancers, at the Ringside Club, Fort Worth, Tex., last week. Couple are currently featured there.

LOLLIER-GRANGER—George Lollier, assistant director and stand-in for Richard Dix, screen star, to Dorothy Granger, motion picture actress, June 24, 1934, at Carson City, Nev., they announced May 14 at Los Angeles.

OVER-ADRIAN—Charles Henry Over Jr., former husband of Betty Boyd, screen actress, to Iris Adrian, musical comedy and film actress and daughter of Florence Van Every, former motion picture featured player, May 6 at Santa Rosa, Calif.

RUST-JOHNSON—Jullanne Johnson, dancer, to David Rust, non-pro, May 21 in Greenwich, Conn.

SMALLENS-WERTHEIM—Alexander Smallens, symphony and opera conductor, and Mrs. Ruth Wertheim, former wife of Maurice Wertheim, banker, art patron and owner of the weekly publication *The Nation*, in Reno May 14. Mr. Smallens is associate conductor of the Philadelphia Orchestra and for the last two seasons has been conducting at the Lewisohn Stadium concerts in New York.

THOMASON-POWELL—Claude Thomason and Octavia Powell, members of the Edith Ambler Stock Company, playing in Phoenix, Ariz., in that city May 14 by Judge M. T. Phelps. Members of the company witnessed the ceremony.

THURSTON-MARK—Howard Thurston, 66, internationally known magician, and Pauline Mark, 37, non-professional, at Harrison, N. Y., May 25. They sailed on the Shawnee for Florida for a honeymoon. Thurston's first wife died April 8, 1934. The bride divorced Kenneth M. Claude, of Chicago, some time ago.

COMING MARRIAGES

Robin Annesley to William R. Wilson, soloist with Ben Bernie's Band. Wedding will be held in September.

Betty Larkin to Charles P. Bulotti Jr., staff announcer with the Don Lee broadcasting stations on the West Coast.

Julie Dillon, radio actress, to Jack Van Nostrand, chief continuity writer for Station KHJ, Los Angeles. Wedding in June.

Jayne Shaddock, musical comedy and screen actress and former wife of Jack Kirkland, writer of *Tobacco Road*, to Henry J. Topping in February, 1936.

Marjorie Van Buren, Screen Actors' Guild secretary, to Fredric Seelye, movie set designer, June 16 at Beverly Hills, Calif.

Engagement of Peggy Jones, Brooklyn, and Charles T. Musson Jr., Danbury, Conn., was recently announced. Miss Jones is a musician and composer, and Mr. Musson an athletic director in Danbury.

Richard S. Rauh, nonpro, and Helen Wayne, leading woman with the Pittsburgh Playhouse and staff member of Station WCAE, Pittsburgh, in that city late this summer.

Colleen Arden, songstress at the Italian Gardens, Pittsburgh, and Neil D'Anders, ork leader, in June.

Art Farrar, band leader, and Peggy Burns, dancer, in Pittsburgh in June.

Rian James, former Broadway columnist and now a motion picture scenario writer, to Anna Ondre, actress, who formerly worked for Alexander Korda in London. No date has been set.

BIRTHS

A six-pound son, Jay Edwin, to Mr. and Mrs. Edwin Welch May 13 at the Cedars of Lebanon Hospital, Hollywood. Mother is the former Leona Pennington, *Follies* beauty, and father is a screen scenarist.

An eight-pound son at Los Angeles recently to Mr. and Mrs. Pinkie Lee. Father is a radio artist.

To Mr. and Mrs. Nat Goldstone a

7½-pound son, Edward Curran, May 15 at Hollywood. Father is a theatrical agent.

To Mr. and Mrs. David Broekman a 6½-pound daughter, Jacqueline, May 14 at Los Angeles. Father is musical arranger and director for the Don Lee Broadcasting System.

To Mr. and Mrs. David Factor a nine-pound son May 16 at Los Angeles. Father is president of the Max Factor Company, supplier of makeup to film studios.

A daughter recently to Mr. and Mrs. Peter Van Steeden. Father is a member of the Fred Allen radio program.

An eight-pound son, Edward Jr., to Mr. and Mrs. Ed McConnell May 14. Father is a radio artist on a national network.

Born to Mr. and Mrs. Ole Olsen a daughter, Joy, May 5 at Malvern, N. Y. Olsen is of the team of Olsen and Johnson.

Twin daughters, Patricia Areele and Priscilla Anne, were born to Mr. and Mrs. K. S. Haberman in Columbus, O., May 14. Father has been connected with Paramount and Warners for the last eight years as house manager and advertising agent.

A nine-pound boy recently to Mr. and Mrs. S. L. (Sandy) Hogan at Kilgore, Tex.

DIVORCES

Margaret B. Brown, former screen actress, from Melville W. Brown, film director, May 17 at Los Angeles.

Martha H. Hackett filed suit against Raymond Hackett, stage and screen actor, recently on the West Coast.

Hubert Voight, film studio publicity man, from Olive Hatch, Olympic swimmer, May 21 at Los Angeles.

Madeleine Turlock, former screen actress, from Marc Connelly, playwright, recently at Riga, Latvia.

Lawrence Hazard, film writer, filed suit against Inez Hazard, stage actress, May 20 at Los Angeles.

Grace F. Bush, musician and singer, from Guy F. Bush at Los Angeles May 18.

Mrs. Myra Hackett filed suit against Raymond Hackett, stage and picture actor, in New York recently.

Fern Andra from Keith McCauley Ross, known on the stage and screen as Ian Keith, by Judge William J. Lindsay in the Superior Court, Chicago, May 18. Her attorney, John McMahon, announced.

(See **DIVORCES** on page 72)

MAGIC

(Continued from page 27)

Jack was guest of honor at a dinner given by the Fort Wayne Magicians' Club. The following night he had the members of the club as guests in his act. One local member at the banquet remarked that: "In the middle ages they burned wizards at the stake; now they starve 'em." A hot argument developed, with Jack on the other side. George Aker, Robert Wedertz, Fred LaDelle, Marion Black and Dr. Eugene Bulson, president of the local club, were among those present. Jack reports business good on his route. He still boasts of being the "second greatest magician in the world," which, he says, puts him a class by himself.

AT ITS 33d annual meeting Saturday night, May 25, the Parent Assembly of the Society of American Magicians elected the following officers for the new term: E. M. L. Ernst, president; Julian J. Proskauer, first vice-president; Charles J. Nagel, second vice-president; Richard Van Dien, recording secretary and archivist; Edward W. Dear, corresponding secretary, and Dr. Lionel Hartley, treasurer. New York will send a delegation to the SAM conference in Washington this week-end.

MAGIC SEEMS to be popping in the Youngstown, O., district. A magic night entertainment by one of the Italian lodges recently resembled a small convention. Vivolo and Everett Duncan gave the show and in the audience were Lesta, who is working the schools thereabouts; Al McGuirk; Nevin Hoeffert, of Warren, O., and members of the Youngstown Magic Club.

PROFESSIONALS and semi-professionals working in and around Youngstown, O., include Kingdon Brown, Arthur Bush, Martin Klinko, Everett Duncan, Harry Tutler, Lesta, Charles Findling and Nevin Hoeffert. At a meeting of the Youngstown Ring of the IBM recently, Charles Findling won publicity for the club by putting his bare back on a plank faced with sharp spikes and allowing

the heaviest man in the club to stand on his chest.

THE GREAT KARL, of Sydney, N. S., informs that the Great Ramon will have his illusion and magic show with Sims' Canadian Shows, opening in Sydney this week. Laura Savoy will join Karl's Magic Show this season as the "Girl From Mars."

NATIONAL CAPITAL Ring No. 57, IBM, Washington, recently closed its winter program of entertainment. At the beginning of the season the organization adopted the policy of going to a different orphanage each Friday night and staging an entertainment. The entertainments were up on under the leadership of Dr. Archie D. Engel, who performed as clown master of ceremonies, assisted by Frank Portillo with his chalk talk and ventriloquism. Prominent among those performing were Kenneth Sheeler, president of the Capitol Ring; W. W. Durbin, president of the International Brotherhood of Magicians; Francis Joannini, John J. Long, Charlton Chute, William Miskelly and Clarence E. Jackson.

ZELDA, mentalist, has been getting a good play on her return engagements thru Georgia, according to J. Andrew Johnson, company manager. Zelda recently played one day each at the Lakewood and Kirkwood theaters, Atlanta, and, despite a heavy downpour on both days, played to capacity houses, Johnson says.

BLACKSTONE will be going back to his Michigan estate soon to rest up for the summer.

CHANDU THE MAGICIAN is working over an Indianapolis radio works. He is set there indefinitely.

DUKE STERNS, of the Indiana Society of Magicians, Indianapolis, jumped into Chicago recently to demonstrate before a select group a little routine called *Card Table Artifice*—a series of strange hands being dealt from a shuffled pack. Duke is all set to take in the Lima "tracas."

STEINEL FLINT

(Continued from page 28)

tors, Fisher Body and A. C. Spark Plug plants here.

High spot in the entertainment parade for the past week was the wedding of couple No. 40, Augie Dosa and Margie Prats. Before an estimated crowd of 5,000 Rev. Charles A. Browne, local minister, presided. Station WFDF broadcast the entire ceremony, which lasted approximately 30 minutes. The emcee platform and stage were decorated for the occasion, and a color scheme of pink and white furnished background for the gala affair.

Matinees are proving popular with the ladies. A special club has been organized, with Chuck Payne at the helm. Nearly 800 members are already enrolled. Al Baker's Kiddies' Club on Saturday is also an enthusiastic gathering. With vacation time already in progress youngsters flock to the walkathon.

Paul Roscoe, youthful emcee, is adding spice to the rip-roaring activities with his clever management of the mike during nightly sprints and treadmills.

Three broadcasts a day are over WFDF, with Mickey Thayer in the role of walkathon reporter.

Contest boasts a well-rounded and efficient platform crew. Al Baker with his managing cigar and nonsense, Paul Roscoe with his smooth command of words and selling ability, Chuck Payne with his sweet singing and Mickey Thayer with his rapid-fire selling and mike technique.

JOE-MARGIE

(Continued from page 28)

May 19 by defeating Joe and Mary Rock after 1,426 hours.

Awarding of the prize moneys to the first three couples—the Van Raams, Pacific Coast titleholders; Rocks, Madison Square Garden winners, and the team of Bill McDaniels and Nellie Roberts, in third place—was a feature of the victory ball. First prize was \$1,000, with \$500 and \$250 for second and third place.

It was the eighth walkathon to be staged in Golden Gate Ballroom and played to the largest crowd in the history of the building, according to Hal J. Ross. The show opened March 21 and

was broadcast three times daily over KJBS.

Goldie's California Red Jackets put forth the hottest of rhythm for the victory ball dancers, with Jane Shannon, blue flame of melody, as featured vocalist. Guest artists from various local night spots added to the entertainment, with many celebrities attending during the evening. Public dancing prevailed, with dancing contests staged as special features. Monte Hall, top entertainer and emcee, with his capable assistants, Billy Mack, Jerry Whalen and Art Wolf, put forth every effort to keep the crowd on their toes, with something doing every minute.

FOX MUSKEGON

(Continued from page 28)

Dean Harding; nurses, Billy Isitt, Millie Harding, Bonnie Cook; artist, Larry Mathews, and Louise DuBols, secretary.

At the 200-hour mark there are 22 remaining couples: George Nassar and Frankie Airgood, Jimmy Lynch and Alice Krug, Tubby O'Reilly and Babe McKay, Jimmy Daley and Jean Maroon, Jackie Murphy and Peggy Collins, Steve Barr and Mickey Muhne, Bruce Caldwell and Alice Barker, Hie Hill and Peggy Sebastian, Squirrelly Bradley and Ginger Heath, Cliff Real and Jennie Costello, Ducky Costello and June Newville, Andy Green and Vivian Cole, Cecil Johnson and Dorothy Dix, Harry Scott and Bernice Woods, Mickey Nassar and Jackie Airgood, Jack Kelly and Jo Hitt, Roy and Millie Myers, Gene DeCloud and Hazel Tannahill, Leo Jackson and Edith Fowler, Hinnie Rink and Helen Brooks, Dick Palmer and Jean Macey, Teddy Webb and Viola Comerford. Solos are Joe Trendell, Jimmie Parker, Eddie O'Day and Tom Fridmore.

ROSS-DUNLAP

(Continued from page 28)

in the past seven years, according to word from Bill Stein, whose clever mike work, with three of the four daily broadcasts over KFPM, is responsible in no small degree for the fine daily turnout.

A nightly canvass of the audience indicates the show to be pulling 50 to 60 per cent from out of town. At 600 hours the show was down to 14 and one with treadmills soon to take their deadly toll.

The personnel of this Ross unit No. 2 includes, in addition to the above named, Art Wolf and Wally Adams, emcees; Dick Laird and Walter Grafsky, floor judges; Josephine Laird, head nurse; Harry McLaughlin, dietitian; Helen McLaughlin, auditor; Al Huer, musical director; Phil Mathew, superintendent of maintenance; Dick Robinson, scenic artist; Stanley Herring, head usher, and Dr. Finkleburg, physician in charge.

STAFF BRIEFS

(Continued from page 28)

wood, S. D., wants 'em from "Popeye" Laub and Martha Patton.

VIC PUREE, the Parisian Clown, has left the Charles F. Nottimier organization and is headed east. Permanent address, care of *The Billboard*.

DICK EDWARDS left the Ross San Bernardino show to accept an executive post with another org.

HARRY HANAN, Visalia, Calif., wants 'em from Ted Brown, George Gallander and Jimmy Leahy.

JOE FORD'S new song, *Walkathon Together*, is ready for publication. Should go well with the walkie fans.

WALTER GROSS is afternoon emcee with the Vernon Balfour Compton, Calif., walk.

BUDDY RINK, of couple No. 11, on the floor at San Bernardino, received the good news recently that he is now the father of another daughter, the second.

CONTESTANT NOTES

(Continued from page 28)

her ankle in a fall. Doing nicely, but would appreciate letters.

AL SMITH, in New York because of the illness of his father, is playing a few club dates, but will be set soon to jump out to another show.

LEONA JONES, walking in the Swartz Willow Beach Park show at Toledo, O., wants to see notes from Benny Fried-

man, Curly Cohen and Joe and Mary Landisso.

ALBINA LYTLE, on the floor of the Lynchburg, Va., walkie, asks for one from Frog Tremaine.

LEINEN CLEVELAND

(Continued from page 28)

Morris and his Clevelanders, George Young, show sponsor, and Paul Pironne, challenger for the light heavyweight boxing title, served as witnesses. Johnnie Miller told the radio audience all about it.

At the 900-hour mark contestants remaining on the floor numbered 15 couples and two solos. Floor judges, Lou Brown and Chuck Payton, have injected heat in the form of dynamite sprints thrice daily. Still in the battle are Woodrow Wilson Webster and Helen Ludwig, Billy and Virginia Cain, Bill and Betty Landen, Ken Reeves and Ruthie Booth, Jean Williams and Lou Wilson, Jimmy Sagny and Ann Penot, Joe Brown and Pat Stewart, Eddie Thompkins and Delores Gleason, Frank Zak and Estelle Kaiser, Bill Ross and Eleanor Sadler, Terry Nolan and Sally Hayden, Mickey Leonti and Eleanor Bartels, Bud Hesel and Dottie Trafford, Francis West and Opal Gardner, Bill Murin and Claire Kay; Pop Terry and Lloyd Hackler, solos.

Business jumped up considerably during past week, especially the night attendance. Major (Ready Money) Riley's candy flash is going over strong, and the Lubeck Cocktail Bar is drawing great biz nightly. Red Skelton, star comic, and his carload of props are being acclaimed, as is that pleasing singer of songs, Joe Ford, the after-midnight emcee. Jack (Falls) Little, half-pint emcee, left for other climes during the past week.

VAUDEVILLE NOTES

(Continued from page 15)

to show "how the old boy looks today." He looks fine and healthy.

DAVE NEWMAN, vaude producer and more recently in the tailoring business, has been removed to the Mt. Sinai Hospital, Hartford.

Belle Baker, always reluctant to accept European bookings, is now a terrific hit in England. The East London "Sports and Entertainment Mirror" writes: "Belle Baker Mobbed. American Comedienne's East End Triumph. Mile End Pavements Swarmed With Crows." According to the paper, Miss Baker had to plead with the crowd to "Please let me go" before she was able to drive away. Performers who are afraid to try new countries should take a tip from Miss Baker's phenomenal success.

CHARLIE KING is doing a new act, this time supported by Grace Edler and Ramon and Lucinda.

ANGELOS KYROS, singing comedian, left a New York hospital recently after a six months' illness. Is going away for a rest.

MICHAEL NITBE has opened a roadhouse at 9002 Eggleston avenue, Chicago, and has called it the APA Town Hall. Putting on a show, too.

HARRY CLOUD MURPHY and Irving Brown, heading the 10-people *Happy-Go-Lucky Revue*, opened Thursday at the Ritz, Richmond, Va., for a tour of the South. June Nagle also featured.

LIONEL KAYE, former Detroit booking agent, is now back on the stage after recovering from injuries sustained two months ago in an automobile wreck at Amarillo, Tex.

Biben Booking Pier

ATLANTIC CITY, May 25.—Harry Biben is booking the vaude for Young's Million-Dollar Pier, which opens June 28 for a 10-week summer season. Biben has spotted Hardeen inside, with Manual King and Lions act as the outdoor attraction. He is also negotiating for Sallici's Puppets.

Citron Goes to Coast

NEW YORK, May 25.—Herman Citron, RKO agent, left for the Coast yesterday to direct Willie, West and McGinty, his act, in Paramount's *Big Broadcast*, with Para paying him for the assignment. His agency will be looked after by Benny Kuchuk during his absence.

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MUSIC ARRANGED — JEAN STOR, BOX 11, Station N, New York. ju1

AGENTS AND DISTRIBUTORS WANTED

AGENTS, DEMONSTRATORS, PITCHMEN — Big profits selling Marvel Mix Vanilla Concentrate. Two ounce bottle makes full pint high-grade Vanilla Flavor. Something new. Sample 50 cents. Salesman discounts. Particulars free. **MARVEL MFG. & SALES CO.**, Menominee, Mich. ju1

ALL METAL VALVE INSIDES — LAST LIFE TIME. **PISEK TIRE COMPANY**, Pisek, N. D. x

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

BIG FLASH! EMBROIDERED 4-PIECE SCARF Sets \$4.00 per dozen. Sample prepaid. **50c.** **HILDEBRAND**, 934 North Ave., Chicago. tfrx

BOOKS, NOVELTIES, INCENSE, STAMPS, Magic, Tricks, Samples, catalog, 10c. **MARRELLE**, 159 N. State, Chicago. x

CALIFORNIA FLOWER BEADS SUREFIRE fast sellers. Big profits; low prices; catalog free. **MISSION NO. 15**, 2328 W. Pico, Los Angeles. ju29x

CARTOON BOOKLETS — REAL STUFF. \$2.50 Hundred. Samples, 25c. **RAY**, Box 83, Sta. N, New York. ju8

DISTRIBUTORS, SALESMEN, HANDLE WHOLESALE line Liquid Waterproof Cement. **INTERSTELLAR**, 3120 W. 45th Place, Cleveland, O. x

GOOD INCOME SILVERING MIRRORS — PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfrx

MAKE YOUR OWN PRODUCTS — EMPLOY agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. **NATIONAL SCIENTIFIC LABORATORIES**, 197W Broad, Richmond, Va. x

NEW POCKET CASE — DELIVERS LIGHTED Cigarette to lips. Just touch magic button. Marvelous invention. Sells on sight. Up to \$85 weekly. Try it at our risk. **MAGIC CASE**, 4234 Cozens Ave., Dept. E-4469-C, St. Louis. x

NO PEDDLING—FREE BOOKLET DESCRIBES 87 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. ju25x

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PENNY EACH—BEAUTIFUL GOLD REFLECTING Letters for Store Windows. Non-tarnishable easily applied; free samples. **ATLAS SIGN WORKS**, 7941-L Halsted, Chicago. ju1x

PERSONAL MAGAZINE — LATEST MERCHANDISE. Photos, 15c. **BOX 290-G**, New Haven, Conn. x

PHOTOS, NOVELTIES, CARTOON BOOKLETS, Imported Postcards. State your desires exactly. Catalog 3c stamp. Three samples 25c. **B. KLEES CO.**, 1710 Undercliff Ave., New York. x

PITCHMEN—BIG FLASH! LARGE 32-PAGE World's Fair Souvenir Books. Hundred, \$2; thousand, \$15. Two copies 15c postpaid. **ELFKO**, 525 South Dearborn, Chicago. tfrx

PITCHMEN! 500 PER CENT PROFIT. New patented item. \$2.00 per 100. Send 10 cents in stamps or coin for sample. Cash in—now! **SCHNEIDMAN**, 115 East 129th St., New York City. x

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PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. ju15x

SALES AGENTS FOR PRINTED BUSINESS Stationery, Art Business Cards, etc. High profits. Write for sample book. **HANSA PRESS**, 34 West 65th St., New York. x

YOU ARE THE SALESMAN WE WANT TO sell our pre-shrunk, vat dye broadcloth shirts. Liberal commissions. Postage prepaid on shipments. Write for free sample outfit. **CLEMONT-CHADWELL CORPORATION**, Nashville, Tenn. x

ZIPPER PINLESS CLOTHESLINE — INSTANT demonstration, big commission. **DUNN**, Hempstead, N. Y. x

100 BLADES, 49c; SUPPLIES, SPECIALTIES. List free. **LLOYD'S**, 1456 Jefferson, Buffalo, N. Y. ju15

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. ju8x

ANIMALS, BIRDS AND PETS

ALLIGATORS AND CROCODILES, STATE sizes desired. **ALLIGATOR FARM**, Lantana, Fla. ju1

ALLIGATORS ATTRACT CROWDS—LARGEST collection Live Alligators in world. Orders shipped same day received. **FLORIDA ALLIGATOR FARM**, Jacksonville, Fla. ju15

ANIMALS, BIRDS, SNAKES — EVERYTHING for shows. **SNAKE KING**, Brownsville, Tex. ju13

ANIMALS, MONKEYS, SNAKES — BARTEL'S CO., (formerly of Fulton St.), 72-74 Cortlandt St., New York. x

ANIMALS, BIRDS, MONKEYS, SNAKES—IM- mediate shipments. **WOHLSTADT**, 186 Greenwich St., New York. ju15

CHAMELEONS — LIVE CHAMELEONS SHIP- ping now at \$3.50 per hundred. Cash with orders. **JOE JACQUES**, 915 North Tenth, New Orleans, La. x

CHINESE DRAGONS, FRESH LOT, IMMEDIATE delivery. **SNAKE KING**, Brownsville, Tex. ju27

CIRCUS MICE, 50 BEAUTIFUL FANCY COL- ors, \$9.00 per 100. Mouse Circuses. **HOWARD JONES**, Manatee, Fla. x

DENS—REAL LARGE FAT SNAKES, \$10.00; Also Pits 10 Fat Alligators, 2-4 feet long. \$20.00. **CYPRESS SNAKE FARM**, St. Stephen, S. C. x

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DONKEY BASEBALL—CAN FURNISH SMALL donkeys for your team. **H. M. CAMP**, 1301 Chihuahua, Laredo, Tex. x

FOR SALE—5-DOG ACT. STANDARD ACT, willing fast workers. Experienced playing vaudeville, circuses, night clubs, presentations, department stores. Beautiful props, trappings, shipping cages. 2 dogs, monkey used separate act. Miniature Circus Cage Wagon, \$10; 4 new Banners, of trained Dogs, Doves, used one week, \$20. **AL HATCH**, 358 N. Warren Ave., Columbus, O. x

GIANT DEVILFISH, TEN-FOOTERS, \$25; Chinese Puzzles, 10c. **WALTON**, 4100 Aurora, Seattle, Wash. ju8

HAVE JUST ARRIVED FROM AFRICA WITH a choice cargo of rare animals. Chimpanzees, choice tams, intelligent specimens, \$200.00 up; two very large ones. Baboons, Guineaes, small, medium and large; Annubis and Mandrills, Sooty Mongoose Monkeys, some very tame. The real clowns of all monkeys, African Green Monkeys, now \$10 each \$100 dozen while they last. Some very rare African Monkeys, Snakes, Small Python, Civets, Genettes, other rare African Cats, Geese, Pelicans, also large lot of African Curios, Drums, Weapons, Shields, Implements of all kinds. **BUCK**, 19th & Federal Sts., Camden, N. J. x

PAIR 4-YEAR-OLD MEXICAN HAIRLESS Dogs, \$10.00 pair; Baby Panama Parrots, \$10.00 each; pet Javalina, 6 months old, \$8.00; Talking Scarlet Macaw, \$22.50. **LACKEY'S PET SHOP**, San Antonio, Tex. x

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PLENTY SNAKES, GILA MONSTERS, DRAG- ons, Horned Toads, Iguanas, Armadillos, Alligators, Monkeys, Coati Mundis, Pumas, Ostriches, Parakeets. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex. x

SIX-LEGGED LAMB, FULL GROWN, OR RENT on percentage. **BEAR HUT**, Livingston, N. J. x

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PLAZA 3-2260.

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. ju15

COSTUMES—WARDROBES

BAND COATS, REGULATION BLUES, BLACK, \$2.50; New Caps, \$1.50; Mess Jackets, Black, Blue, Maroon, \$2.00. Bargains Scenery, Costumes. **WALLACE**, 2416 North Halsted, Chicago. x

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INDIAN RELICS, BEADWORK, COINS, CURIOS —Catalog and arrow, 6c. **VERNON LEMLEY**, Northbranch, Kan. ju8x

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.

A-1 BARGAINS, RECONDITIONED—SPORTS- man, \$60.00; Champion, \$37.00; Action Sr., \$28.00; Cannon Fire Sr., \$27.00; Criss Cross "Lite," \$26.00; Beacon, \$24.00; Turn Table, \$23.00; Rebound, \$22.00; Flying Trapeze Sr., \$20.00; Cannon Fire Jr., \$20.00; Radio Station, \$19.00; Relay Sr., \$18.00; Criss Cross, plain, \$18.00; Drop Kick, \$15.00; Live Power, \$14.00; Subway, \$12.00; Golden Gate, \$11.00; Relay Jr., \$7.50. **NATIONAL COIN MACHINE EXCHANGE**, 1407 Diversey, Chicago. x

A-1 BARGAINS — SMOK-O-TAIRES, PENNY Cigarette Machines, \$4.00; Dice-O-Matics, \$6.00; Penny Arcade Machines, cheap. **ST. LOUIS COIN MACHINE CO.**, 1420 N. Grand, St. Louis. x

AUTOBANK, \$19.50; JENNINGS FOOTBALL, \$12.50; large Majik Keys, \$12.50; Blue Streak, \$4.50; Blue Ribbon, \$4.50; Super Eight, \$9.50. Write for list. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. ju1

AUTOMATIC PHONOGRAPHS FOR SALE cheap, or trade for late model 5c Jackpot Slot Machines. **STYL ADRIAN**, 49 3d, Fond du Lac, Wis. x

BARGAINS — DIGGERS, SLIGHTLY USED, \$50.00 each; Mills Jack Pot Bells and Mint Vendors, used, \$25.00 each; good late model Pin Tables, \$15.00 each. **CHICAGO AUTOMATIC VENDING CO.**, 111 N. Leavitt St., Chicago. ju15

BARGAINS—BABY SHOES, DICE MACHINE, formerly \$15.00, \$7.70 each; Puritan Vendors, formerly \$27.50, \$10.00 each; Pilgrim Vendors, formerly \$35.00, \$13.75 each; Puritan Bells, formerly \$17.50, \$8.25 each. **CHICAGO AUTOMATIC VENDING CO.**, 111 N. Leavitt St., Chicago. ju15x

CANADIAN OPERATORS—SAVE FREIGHT BY buying close to home. Used Pay Tables; prices on request. **SQUARE AMUSEMENT COMPANY**, 75 Cannon Street, Poughkeepsie, N. Y. ju20x

CLOSING OUT ALL PIN AND COUNTER Games — Rockets, Wahoo, Flying Trapeze, Mills Pay Tables, \$20.00 each; Airways, World Series, Jigsaw, Pokomat, Dandy Vendors, Fields Five Jacks, Royal Sports, \$4.50 each; Lightning, Blue Ribbons, Registers, Saratoga, King Six, \$10.00 each; Pennants, Streamlines, 3-Points, Fan Dance, Relays, Pontiac, American Beautys, Horse Shoes, \$8.00 each; Criss Cross, Merry-Co-Round, Xeno, Live Power, Esquire, Grand National, Electros, Spark Plug, \$15.00 each; Sweet Sallies, Chicago Club House, Pipe Eyes, \$7.50 each; 21-Vendors, Gold Rush, Dice-O-Matic, Silver Cup, \$5.00 each; Wild Cargo, \$12.50; Ticker, Skipper, Boaters, \$2.50 each; Double Twin, Five Star Final, \$3.00 each. Will trade for Escalator Vendors or other slots. **MIDWEST NOVELTY SALES CO.**, 107 No. C St., Muskogee, Okla. x

COIN-OPERATED MACHINES BOUGHT, SOLD —**JARL**, 1704 Leavenworth, Omaha, Neb. x

DO YOU WANT REAL BARGAINS IN LATEST model Pin Games, Slots, Penny Chutes, Glass Marbles. Write us and we will surprise you. **PITTLE COMPANY**, New Bedford, Mass. ju15x

EXTRA SPECIAL — JENNINGS SPORTSMAN, \$62.50; Autocount, \$26.50; Champions, late, \$37.50; Jennings, 1c Dukes, \$19.50; Pace 1c Reserve, \$28.50; Major League, Jr., \$20.00; Major League Sr., \$25.00; Rocket, \$31.50; Wahoo, \$39.50; Signal, Sr., \$16.50; Jennings, Victory 5c, \$47.50; Shooting Star, \$14.50. One-third deposit with order. **GERBER & GLASS DISTRIB. CO.**, 914 Diversey Blvd., Chicago, Ill. x

FOR SALE — COMPLETELY RECONDITIONED Diggers below market price. Iron Claws, Microscope Cranes, Merchantmen, **BOX NO. 499**, Billboard, New York. tfr

FOR SALE — 10 PHONOGRAPHS, 6 MILLS Dance Masters, \$150.00 each; 2 Seeburg Symphonos, \$165.00 each; 2 Mills 801 Model, \$100.00 each. Offer on complete lot solicited. **CLAUDE CLARK**, Columbus, Ind. x

JENNINGS 5c JACKPOT SLOT, \$15.00 — **LOUCK**, 1805 Pearl, Joplin, Mo. x

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LOW PRICES ON PEANUT, BALLGUM, CIG- arette Vendors, Games, Diggers. **NOVIX**, 1191 Broadway, New York. ju1

MILLS SLOT MACHINES BOUGHT AND SOLD —**CONNECTICUT AMUSEMENT MACHINE CO.**, 335 North Main St., Waterbury, Conn. ju8

PAY TABLES, LATEST MODEL ROCKET, \$30.00; Champion, \$40.00; Red Arrow, \$45.00; Sportsman, used less than one month, \$67.50. **SQUARE AMUSEMENT COMPANY**, 75 Cannon Street, Poughkeepsie, N. Y. ju20

PHONOGRAPHS—COIN OPERATED, 24 RE- cord Selective factory rebuilt Cabinets, modernistic Cabinets, complete, \$105. **CAPITOL AUTOMATIC MUSIC CO., INC.**, 460 W. 34th St., New York City. x

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REAL BARGAINS IN RECONDITIONED MA- chines at prices you will be willing to pay. Free listing. **BADGER NOVELTY**, 2546 N. 30th, Millwaukee, Wis. ju15x

SPORTLAND OWNERS — HERE'S A REAL buy. No Sportland complete without one. Chester Pollard Football game, good condition, \$50.00 each. **F. O. B. Oakland, Calif. MILLS SALES COMPANY, LTD.** ju1

RECONDITIONED MACHINES, GUARANTEED: Electro's, \$8.95; Electro Buy Back, \$9.95; Junior Signals, \$10.95; Golden Gates, \$7.95; Lightnings, \$7.95; Flying Trapezes, Senior, \$17.50; Relays, World Series, Big Saws, 424 Street, Pennants, Silver Cups, \$4.50, Each, 1/3 deposit. OCEANCREST NOVELTY CO., 1489 Consey Island Ave., Brooklyn, N. Y.

SEND STAMP FOR LIST OF USED MACHINES -Get on our mailing list. You save money on machines and supplies. GOODBODY, 1825 East Main, Rochester, N. Y.

SKYSCRAPERS, \$20.00; TIMES, \$20.00; CONTACT IRAS, \$12.50; Contact Masters, \$7.00; Relay Jrs., \$5.00. Guaranteed perfect condition. L. BERMAN & CO., 123 N. W. Fifth, Evansville, Ind.

TERRITORY CLOSED - THREE DE LUXE Buckley Diggers, three months old, cannot be sold from new. Write for price. BADGER NOVELTY, 2546 N. 30th, Milwaukee.

WANT TO BUY - SLOT MACHINES, ALL kinds. RISTAU, Kaukauna, Wis.

WANTED-USED HELLS BELLS PAY TABLES. TROPICAL VENDING, Palatka, Fla.

WANTED-100 USED ROCKETS, CHAMPIONS, Red Arrows. State condition and price. BOX 590, Billboard, 1564 Broadway, New York.

WANTED - MILLS ESCALATORS, ANY amount. BADGER BAY COMPANY, Green Bay, Wis.

1 ONE SHOT AUTOMATIC, 2 KENO LIGHT Games, 4 World Series, 1 Fleet, 2 Jig Saws, 2 West Bound, 2 Mills Officials. All for \$99.00. Automatic Pay Out World Series, \$15.00 each. One-third deposit with order. VEECH SCALE CO., Decatur, Ill.

3 WORLD'S SERIES, 3 JIG SAWS, 3 MILLS Officials, 1 West Bound, all for \$49.00. Automatic World Series Pay Out Games, \$15.00. VEECH SCALE CO., Decatur, Ill.

6 STAR ELECTRIC HOISTS-ONE MUTOSCOPE Automatic Candy Vender. All just 6 months old. Make an offer. FRANK R. VANDALE, South Charleston, W. Va.

1,000 COUNTER MACHINES AND PIN GAMES must be sold. Drop us a line and let us know your requirements. Bargain prices. AAA NOVELTY & SALES CO., 618 N. Illinois St., Indianapolis, Ind.

FORMULAS

HUNDREDS OF FORMULAS, WORTH DOLLARS, 10c. B. MAIZE, 1043 1/2 Vine, Williamsport, Pa.

FORMULAS - ALL KINDS, GUARANTEED: catalog free. KEMICO, B-66, Park Ridge, Ill.

FORMULAS, PLANS, IDEAS - LITERATURE free. H. BELFORT, 4042 N. Keeler, Chicago.

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NEWEST GUARANTEED FORMULAS - BIGGEST catalog free: special prices; leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago.

SUCCEED WITH YOUR PRODUCTS-LEARN how. Formulas. Processes. Analytical service. Catalog free. Y. THAXLY CO., Washington, D. C.

TO INEXPENSIVE CIDER AND EXTRACT formulas, \$1.00, including Apple, Orange, Grape, Cider-Ale, Root Beer. BERNARD BOSS, Box 593, Memphis, Tenn.

FOR SALE-NEW GOODS

CONCESSIONERS, ATTENTION - FOR PARTICULARS about new game. Write H. V. HELMBERG, 622 Grand Ave., Des Moines, Ia. CORN POPPERS AND GASOLINE BURNERS. Tanks, Repairs. Wholesale. IOWA LIGHT COMPANY, 111 Locust, Des Moines, Ia.

ECHOLS HIGH SPEED ELECTRIC SHON Shaver, \$39.50. S. T. ECHOLS, 1337 Walton Ave., St. Louis, Mo.

FROZEN CUSTARD COMPANY, 869 THOMAS, Memphis, Tenn. New 1935 Combination Frozen Custard and Ice Cream Machines, \$175.00.

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PHOTO OUTFITS - A FOR DIME STRIPS. WE are the pioneer builders of dependable outfits. Our new PhotoStrip Jr. Model at \$140.00 complete. A real buy. Direct Paper, Chemicals, Cameras, Enlargers, Visualizers, Folders at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind.

POR CORN POPPERS - CRISPETTE AND Potato Chip Machines, Furnaces, Kettles. LONG-EAKINS, 1976 High St., Springfield, O.

RIDING OUTFITS - LADIES', MEN'S AND children's. Low prices; send for free circular. U. S. ARMY STORES, 1309 Walnut St., Kansas City, Mo.

FOR SALE-SECOND-HAND GOODS

QUESS-YOUR-WEIGHT CHAIR SCALE, LIKE new; also Two Auto Bumpers with Number and Color Chart. Laydown. Reasonable. ALTMAN, 894 Prospect, Bronx, N. Y.

E-Z FREEZE RECONDITIONED FROZEN Custard Machine, used two seasons, a real bargain, \$300.00. B. C. BASS, 869 Thomas, Memphis, Tenn.

FOR SALE - TWO GREAT LAKE TRAINAIR Amusement Aeroplanes, cost \$1,800, like new, \$300.00 each. F. O. B. Oakland, Calif. MILLS SALES-COMPANY, LTD.

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RAILROAD PASSENGER CARS, PRIVATE CAR. Steel Coach, Steel Under Framed Baggage Cars, Dining and Camera Cars, seventy-foot bodies. Write E. P. DICKEY, P. O. Box 300, Harvey, Ill.

WHOLESALE PRICES-POP CORN MACHINES. Kettles, Burners, Tanks, Supplies. NORTH-SIDE CO., 2117 20th, Des Moines, Ia.

FOR SALE-SECOND-HAND SHOW PROPERTY

BALLROOM AND STAGE LIGHTING EFFECTS -Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa.

ORIGINAL LEAPING LENA AUTO RIDE - Cars like old-fashioned autos. Antique effect increases popularity. Best money earner of its kind. Located at fine park. ALICE SHERRY, 67 Mason St., Fall River, Mass.

SEA COW, GIRL IN AQUARIUM, THOUSAND other bargains. WORLD'S WONDERS, 849 Cornelia, Chicago.

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SEE OUR ADVERTISEMENT CARNIVAL SECTION. WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia.

SHERRY'S MECHANICAL WORLD SHOW ON truck equipped with living quarters for two. No overhead expense. ALICE SHERRY, 67 Mason St., Fall River, Mass.

SIX SKEE BALL ALLEYS, WHIP AND SKOOTER ride. R. BLOEDORN, Cedarburg, Wis.

WAX SHOWS - TWO-HEADED WAX BABY. SHAW, 3316 Sidney, St. Louis, Mo.

\$275.00 STRIP PHOTO OUTFIT COMPLETE, like new, \$95.00. HASSAN, Box 971, Parkersburg, W. Va.

\$35.00 PREHISTORIC SEA MONSTER WITH Pictorial Banner, \$12.50. RENO, Hagers-town, Md.

HELP WANTED

PERSON WITH REAL PSYCHIC ABILITIES - Somnambul, Character Reader, Fortune Teller, etc. Lady preferred. Write BOX 593, Billboard, 1564 Broadway, New York.

RODEO PEOPLE WITH OR WITHOUT STOCK - BELDING'S RODEO, Palmyra, N. Y.

WANT-A-I CANVAS MAN, SOBER AND reliable. Permanent stand. State lowest salary. PAT WEBSTER, care Walkathon, Norfolk, Va.

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WANTED-ENTERTAINERS, PARK, SUNDAYS. Low price only. BOX 6, Dupont, O.

WANTED-MED LECTURER, BLACKFACE, others write. ROCKEFELLER BROS., R. 7, Jackson, Mich.

WANTED-ACROBAT FOR FAIRS, CONSIDER good amateur. State full details. WILLIAMS AND LEE, 117 McKubin St., St. Paul, Minn.

HELP WANTED-MUSICIANS

ALL INSTRUMENTS-LOCATION. HAROLD WEBB, Texas State Hotel, Houston, Tex.

BOYS AND GIRLS FOR COLLEGE BAND - Opportunity to earn board, tuition. DR. PERRY, Bowling Green, Ky.

FAST MUSICIANS, ALL INSTRUMENTS, immediately; good offer. LEADER, care Western Union, Rocky Mount, N. C.

MUSIC TEACHERS, MEN AND WOMEN, to represent large musical organization in your city. Must be good Violinist, doubling Banjo and have own studio. Earnings \$25 to \$50 per week guaranteed, spare time. Only application from small cities in the States of Michigan, Illinois, Connecticut, Massachusetts and Rhode Island considered. BOX C-390, Billboard, Cincinnati, O.

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ORCHESTRAS WANTED-MUST BE GOOD. FOR Wednesday, Saturday nights. Large park, Central Illinois. Write E. L. CLARK, Pacific Hotel, Jacksonville, Ill.

PIANO, TRUMPET AND SAX MEN immediately. Orchestra with future. 205 Willow, Vermillion, S. D.

TWO DANCE TROMBONES, TENOR SAX - Wisconsin territory; guarantees. Wire BUCKNER, Overton, Neb.

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PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. PINXY, 64 West Erie, Chicago.

STAGE AND SMALL MAGIC - ILLUSIONS. Bargain lists. McKWAGE, 600 Martinique, Dallas, Tex.

VENTRILOQUIST, PUNCH FIGURES, ACTS - KENNETH SPENCER, permanent address, Highmore, S. D.

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MUSICAL INSTRUMENTS

FOR SALE-WURLITZER ORGAN, 125, perfect condition. Reasonable. LOUIS RABKIN, Penny Arcade, Keansburg, N. J.

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LARGE STOCK OF POWER'S, ACME, DE VRY, Holmes and Simplex Projectors bought, sold. Amplifiers, Soundheads, ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York.

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SOUND FEATURES - COMEDIES CHEAP. Actual buyers write. JOHNNY VIRGIN, JR., Virginia, Ill.

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MAN FOR GYMNASTIC ACT-Do Double Traps, Understanding, Cradle Bearing. Go anywhere, single, sober, reliable, drive. Details W. ASH-FORTH, care General Delivery, Chicago, Ill.

AT LIBERTY AGENTS AND MANAGERS

CIRCUS CONTRACTING, Press, Special Agent, Announcer, Director of Public Relations, Twenty seasons circus, musical comedy, minstrel, park entertainers. State salary. Join on wire. ROBERT SAUL, 149 North Winter St., Adrian, Mich.

AT LIBERTY BANDS AND ORCHESTRAS

WELL-KNOWN ORCHES-

tra of fifteen men available for summer engagements of two weeks or longer. Minimum salary \$500.00 per week. Complete details upon request. BOX C-393, Billboard, Cincinnati, O.

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SILENTS, DOLLAR REEL - SOUND SHORTS cheap. CODDINGTON, Traverse City, Mich.

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THE TRIAL CENTURY-HAUPTMANN, NEW Prints, two full reels, all talkie, price, \$60. Other specials, OTTO MARBACH, 630 9th Ave., New York City.

PARTNERS WANTED

MAN DANCING PARTNER WANTED-I DO Adagio, Tango, Apache, Character, Modernistic and Tap. MYRNA BROOKS, 159 E. 103d St., New York.

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SALESMEN'S DEPRESSION BOUNCER-"EVERY MAN AKINGFISH" POEM CO., Cincinnati, Ohio.

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A-1 BANNERS FOR SIDE SHOWS-PROMPT service. MANUEL'S STUDIOS, 3544 North Halsted, Chicago.

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CANADA - USED CONCESSION TENTS, ALL sizes, complete with Frames and Lights, very cheap for cash. BOX 444, Fort Erie, Ontario.

NEW SIDEWALK-6.40, WHITE DRILL, HAND roped 8 ft., \$24.00; 10 ft., \$28.00 hundred feet. KERR, 1954 Grand Ave., Chicago.

HEADQUARTERS FOR TENTS, ALL SIZES - WORLD'S WONDERS, 849 Cornelia, Chicago.

THEATRICAL PRINTING

DOGERS-2,000 3x8, \$2.30; 4x9, \$2.70. 100 Letterheads, Envelopes, \$1.35 delivered. SOLLIDAYS, Knox, Ind.

DOLLAR PRINTERS - CHOICE, ANY ITEM, \$1.00 postpaid: 250 Letterheads, 250 Envelopes, 250 Statements, 250 Shipping Tags, 250 Blotters, 500 Parcel Post Labels, 500 Business Cards. DOLLAR PRINTERS, 1132 LaSalle, Ottawa, Ill.

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YOUR NAME AND ADDRESS OR ANY 3 lines on 500 Stickers, 20c; 1,000, 35c. SEAL, 6457 Eggleston, Chicago.

100 LETTERHEADS AND 100 ENVELOPES, \$1.00 prepaid. CROWN PRINT, Adelphi, Ohio.

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200 6-PLY 14x22 WINDOW CARDS, 57-DOL ANGELO, Ex-Trouper, Box 1002, Leavittsburg, O.

WANTED TO BUY, LEASE OR RENT

WANTED TO BUY-PIT SHOW ON TRUCK, also Root Beer Truck outfit. Must be cheap for cash. AL HATCH, 338 N. Warren Ave., Columbus, O.

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WANTED TO BUY-A USED LONG RANGE Shooting Gallery. CHARLES LEE, 407 No. 4th St., Springfield, Ill.

WANTED TO BUY-SPECIMENS FOR DEEP Sea or Marine Exhibit. Answer by mail only. Send full particulars to ED GRAU, 13106 Emery Ave., Cleveland, O.

At Liberty Advertisements
5c WORD, CASE (First Line Larger Black Type), 1c WORD, CASE (Small Type) (No Ad Less Than 25c), 7c WORD, CASE (First Line and Name Black Type) (No Ad Less Than 25c), Figure Total of Words at One Rate Only.

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MAN FOR GYMNASTIC ACT-Do Double Traps, Understanding, Cradle Bearing. Go anywhere, single, sober, reliable, drive. Details W. ASH-FORTH, care General Delivery, Chicago, Ill.
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CIRCUS CONTRACTING, Press, Special Agent, Announcer, Director of Public Relations, Twenty seasons circus, musical comedy, minstrel, park entertainers. State salary. Join on wire. ROBERT SAUL, 149 North Winter St., Adrian, Mich.

AT LIBERTY BANDS AND ORCHESTRAS
WELL-KNOWN ORCHES-
tra of fifteen men available for summer engagements of two weeks or longer. Minimum salary \$500.00 per week. Complete details upon request. BOX C-393, Billboard, Cincinnati, O.
AN IDEAL COMBINATION for class resort hotel. Seven people with an unusual number of Doubles, three Violins, Accordion, Singing, Entertainment. Satisfaction guaranteed when soft, sweet music desired. BOX O-898, Billboard, Cincinnati, O.

ATTENTION! Hotels, cafes, etc. Unit show consisting of ten-piece orchestra and ten entertainers...

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BOB TWEEDY and His Hotel Windsor Orchestra at Liberty advertises for ballroom, hotel, night club, resorts...

DOC COOK's Columbia Recording and NBC Orchestra; seven to ten men; sweet. Available immediately...

MACK FINCH and His Orchestra, one of the fastest bands in this part of State, organized three years...

MIKE LONDON ORCHESTRA—6 to 10 men, available after May 25. Hotel, night club, ballroom, etc. FRED LOCKER, 418 W. 10th St., Perth Amboy, N. J.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—PRINCESS BEATRICE, FAMOUS Tattooed Lady. Great entertainer, high-class attraction...

WANTED TO BOOK—POP CORN OUTFIT with good clean carnival. HENRY KING, 128 Broadway, Toledo, O.

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AGENT OR LOCAL Contractor, also Banner Man. Can furnish Colored Minstrel Show. GEORGE J. EVANS, care of The Billboard, Cincinnati, O.

PUNCHY MAGICIAN—King of Coins also Comedy and Jody; a laughing riot. Experienced inside lecturer, first or second openings. Have car. Ready to join circus, carnival, park, traveling museum, picture show, manager in need of an all-around side-show man address GEO. BURKHART, No. 255 Sumner Ave., Brooklyn, N. Y.

DWARFS, 2 AT LIBERTY immediately for circus or carnival. Experience, reliable and experienced. Motion picture experience also. FREDERICK J. LAPLANT, 1620 Spies Ave., Menominee, Mich.

PAMAHASIK'S BIRD CIRCUS, the Original and Greatest in the World. The act that makes everybody talk. Don't overlook the Famous Pamahaska's Real Acting Birds. GEO. E. ROBERTS, Manager, Pamahaska's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone SA 6996 5535.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—NOVEL MUSICAL ACT. Vernon Hughes, Xylophonist, and his three Musical Children; two brothers and a sister, ranging in age 7, 9, 11. They play the Piano, Xylophone, Orchestral Bells and Dance respectively...

AT LIBERTY DRAMATIC ARTISTS

AT ONCE—MAN, AGE THIRTY, LEADS, heaviest, general business. Violin, Banjo, Guitar, Orchestra, Specialties. Last two years with Leslie Kell. Reliable shows only. State best in first wire. Transportation? Yes; have car. W. D. MCKENZIE, Jefferson, S. C.

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NON-UNION SCENIC ARTIST and general business party available for dramatic stock, burlesque or talks. Age thirty-three, with good background of twelve years in the profession and best of art training at Los Angeles and New York. Since last spring have been active as follows: Twelve weeks Whalom Park, Fitchburg, Mass., Manhattan Players; eight weeks Academy Theater, Newburgh, N. Y., Manhattan Players; four weeks with Wilners for Irving Place and Apollo Theaters, New York City; six productions for the Players, Utica (three consecutive seasons); four weeks California Players, weeks Westport, Mass., Manhattan Players. If you can pay a reasonable salary will give utmost co-operation. JOSEPH L. HALL, Monclair Hotel, Utica, N. Y.

AT LIBERTY MAGICIANS

MAGICIAN—Experienced medicine show, platform, tent, hall. Change week or two, work acts, sales. Join in two weeks. West of Missouri River only. Also ticket needed. WM. C. TUTTLE, 1841 N. Portland Blvd., Portland, Ore.

AT LIBERTY M. P. OPERATORS

CHIEF SOUND PROJECTIONIST—Several years' experience, references, go anywhere. Sober, reliable. Inquiries invited, personal interviews arranged. Write or wire BOX C-386, Billboard, Cincinnati, O.

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MOTION PICTURE OPERATOR wants position. All-around them, small towns, anywhere. E. L. COPE, care of Ohio Theater, Marion, Ohio.

AT LIBERTY MUSICIANS

TROMBONIST, DOUBLE VIOLIN, read, fake, improvise. Union, young, pleasing personality. Concert, modern take-off. Can play alongside the best. Salary only. MUSICIAN, 310 North Church St., Watertown, Wis.

A-1 STRING BASS MAN, UNION, DESIRES location with salary. Experienced. Write or wire MUSICIAN, Box 16, West Liberty, Ia.

A-1 DRUMMER—BAND OR ORCHESTRA; troupe or locate. Wife Rides Menage, Dancer Snakes, etc. Have car. FRANK LUDWIG, 2627 Prospect Ave., Cleveland, O.

ALTO SAX DOUBLING CLARINET—WANTS job using music as side line. Ten years orchestra and band experience; good reader. Married, age 28. Consider anything, anywhere. Write MUSICIAN, J. & M. Coffee Shop, Decatur, Ala.

CELLIST, SOLOIST—EXPERIENCED IN ALL branches, including opera and symphony. Secondary instrument Trap Drums. R. BROWN, 1572 Boston Road, New York City.

CLARINETIST DOUBLE ALTO SAX—Concert, band and orchestra experience. Available for summer location. Address JOSEPH OWINGS, 1822 Weeks Ave., New York City.

GUITARIST—FEATURE VOCALIST. Read, fake. A-1 dance musician, modern swing, sing in trio or feature baritone, assist as singer. Now working, but desire change. Location preferred. Young, neat, congenial. Have sedan; union. State salary. Don't misrepresent. MUSICIAN, 599 Bergen St., Newark, N. J.

SIX-STRING GUITAR—MODERN SWING, plenty of lift, nice appearance, 22, sober and reliable, sing, prefer location. GUITARIST, 936 Main St., Stevens Point, Wis.

STRING BASS—EXPERIENCED, AGE 19, PREFER small fast orchestra. Write or wire CHARLES PIERIE, Linton, Ind.

TENOR SAX AND CLARINET PLAYER—EXPERIENCED, good reader, singer. For further particulars write TOMMY GLASS, 207 Fourth St., Marietta, O.

TROMBONE DOUBLING ALTO SAX, CLARINET or vice versa. Union, experienced. Write ED CARB, 119 W. Jefferson, Lansing, Mich.

TRUMPET—EXPERIENCED, RELIABLE, STATE all. F. BELL, 506 Howard Ave., Altoona, Pa.

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AT LIBERTY—INVENTOR AND MUSICIAN, play Scasophone or Drums. Troupe or locate. Experienced with amateur and road bands. Good proposition to offer a railroad or motorized show. RAY S. SMITH, 158 N. Frazier, Florence, Colo.

A-1 TRUMPET—Union, range, tons, take off, read, sober, age 26. Hams lay off. MUSICIAN, 155 Gold St., Manchester, N. H.

ALTO OR TENOR SAX, Clarinet and Flute—An all-around A-1. Full experience, 23, anywhere. Experienced all lines. MORRIS BENZ, 562 Straight St., Paterson, N. J.

AT LIBERTY—Alto Sax doubling Tenor, Flute, Clarinet and Baritone. Young, sober and reliable. Name band experience. Also Trumpet available. BOX C-374, care Billboard, Cincinnati, O.

DRUMMER—Have excellent library. Sing and M. C. Will go away for decent money. HAL KANE, 57 Paterson St., Paterson, N. J.

MODERN TROMBONE—Good tone, range, phrase as choruses, etc. Full experienced, young, neat, reliable. Like to connect with organized clicking band that pays off. Location preferred. L. L. AL GRIFFING, General Delivery, Sioux City, Ia.

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SAX SECTION complete at liberty with week's notice. Strictly professional, not kids. Sober, hard working and reliable. Fast readers, good tone, very modern style, fast take off on alto. Plenty of appearance. Also doubles Clarinet and Baritone. Tenor doubles Clarinet and Bass Sax. Nice equipment. Now with good 12-piece band, but looking for new team near Chicago this summer; has steady work jobbing, but we prefer location. Will go anywhere on sure proposition of \$18.00 a week each and board and room. This is a section that will really be some good to your band and three fellows who you will enjoy having with you. Could also bring one of best dance soloists in the country. All letters answered. BOX C-396, Billboard, Cincinnati.

TENOR SAX-CLARINET—Voice, range, read, fake. Go anywhere. Location with large orchestra preferred. MUSICIAN, 514 E. Corrington Ave., Peoria, Ill.

THREE LADIES—Trumpeter, Trombonist and Drummer; or Girls' Band, experienced. All lines, locate or travel; team or separate. BOX 894, Billboard, 1564 Broadway, New York.

TROMBONE, double some Fiddle, a lot of Scasophone. Troupe or locate. Not loaning instruments. Small combo, preferably sweet. Write PHIL WRIGHT, Elmira Heights, N. Y.

TRUMPET—A-1, experienced, reliable. Stage, dance, club, etc. Read, fake, sober. DAVE MALTZMAN, 23 Franklin St., Chelsea, Mass.

VIOLINIST DOUBLING Tenor Banjo, Spanish and Hawaiian Guitar. Experienced in all lines, 24, 6 ft. 4 in. Has license. Write if interested. MUSICIAN, 7708 S. Marshfield, Chicago.

YOUNG LADY, VIOLINIST, doubles Piano—Conservatory graduate; conduct exemplary; experience all musical lines. Read, fake, soprano. TALITHA ROTSFORD, 1718 W. Church St., Elmira, N. Y.

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions and Parachute Dropping; lady or gent. JOHNSON BALLOON CO., Clayton, N. J.

BALLOONIST—PROF. CHAS. SWARTZ. Wants Fourth July and other dates. Permanent address, Humboldt, Tenn.

BALLOONISTS AND PARACHUTE Jumpers operating from Airplanes and Balloons. Young artists, schooled by old heads. THOMPSON BROS. BALLOON CO., Aurora, Ill.

BALLOON ASCENSIONS—Seven Parachutes. LEE REICHERT, 426 Hunnell St., Harrisburg, Pa.

PREMIER WORLD'S FAIR Marionettes; greatest drawing power; we furnish advertising. BOX 283, Iola, Kan.

AMERICA'S BEST HIGH WIRE—The Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.

BALLOON ASCENSION FOR ALL OCCASIONS—Reasonable. BALDRIDGE BALLOON CO., 3712 Fourth, Detroit, Mich.

CHANCE'S EDUCATED HORSES—BILLY SUNDAY, Lady Ginger; also Crystal Boy, in Rearing Flame, and Silver Lady, the Dancing Man. Eight acts. Select for outdoor events, fairs, rodeos, celebrations. Write L. EDW. CHANCE, Billboard, St. Louis, Mo.

GIBSON'S HIGH-DIVING AND WIRE-WALKING Cats and Dogs. Booking fairs, parks and celebrations. Rushville Fair, week August 6th. Write GIBSON & GIBSON, Carthage, Ind.

HIGH TRAPEZE AND SWAYING POLE ACT—130 feet high, with a 500-ft. Slide for Life as a climax. A spectacular exhibition of skill and daring without life net or other safety devices. This act has exceptional drawing power. Write BOX C-389, The Billboard, Cincinnati, O.

RADKE SISTERS—SENSATIONAL, ACROBATIC, Risley, Balancing Act. 318 Chicago Ave., Goshen, Ind.

THE OSTRICH AND THE CLOWN—Using live ostrich. Particulars on request. HARRY TUCKER, 504 Broadway, Joplin, Mo.

A COMPLETE One-Ring Circus presented entirely by trained Monkeys, Baboons and Dogs. Write for description and low terms. LATHAM'S MONKEY CIRCUS, Billboard, Cincinnati, O.

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O.

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AT LIBERTY for fairs and celebrations—10 to 30 separate acts. Black Wire Act, Comedy Juggling, Balancing Act and Comedy Chair Balancing Trapeze Act. CHESTER HUBER, Wabasha, Minn.

AT LIBERTY for theatres and fairs. Do Comedy or Straight Juggling, Whistling, Singing, also Musical Instruments. Outstanding trained fiddler and trained Dog Act. Real entertaining attraction. State price and length of engagement. BOX C-395, Billboard, Cincinnati, O.

ATTENTION! THE GREAT MARLOW, Frog Concertion Act, open for engagements. Theatres and outdoor celebrations. 911 Payne Ct., N. E. Canton, O.

GAILEY—Slack Wire, Combination Juggling, for bazaars, fairs, celebrations, acts. Make good revenue. Write or wire 115 9th Ave., New York, N. Y.

CARL LINDAIR—High-class free act, booking fairs, celebrations. Real novelty original trapeze act. Attractive apparatus, wardrobe. Prices reasonable. 1304 S. Anthony Blvd., Ft. Wayne, Ind.

EUROPEAN ACROBATIC NOVELTY—The finest single act playing the outdoor stage. It's new and different. LEO DEMERS, P. O. Box 52, West Allis, Wis.

LINDSEY GAYNOR TROUPE—Eleven-Piece Circus Band, production and show numbers. Billboard Office, Chicago, Ill.

PAMAHASIK'S DOG, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. GEO. E. ROBERTS, Manager, Pamahaska's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone SA 6996 5535.

WESTERN ELECTRIC Public Address and Music Reproducing System. Most complete sound service ever offered. Carry 14 speakers, 6 microphones, 3 complete amplifying systems. Can do street advertising. Services such well-known fairs as the Virginia State, Ebenburg, Stoneboro, Flemington, N. J.; North Carolina State, etc. Write for descriptive circular. State your dates. RUGLER'S AMPLYFING SERVICE, Dept. A, Fottstown, Pa.

YOUR BEST BET—Lamont's Bird Act. A real classy novelty feature for fairs, parks, etc. Write for complete details to 112 So. Blvd., Tampa, Fla.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transposé, single and reliable. BOX C-337, care Billboard, Cincinnati, O.

YOUNG LADY PIANIST—FIVE YEARS dance orchestra, radio, theatre, floor shows. Sight read, solo, fake, rhythm. Prefer resort. Good wardrobe. INEZ MATTHEW, 415 N. McNeil, Memphis, Tenn.

COMPETENT PIANIST, single, young, wide professional experience as soloist-accompanist, also orchestra work. Play all types of music. Reliable opening only. RAYMOND DIMPLEY, Franklinville, N. Y.

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PIANIST—Schooled, experienced, want location. No room and board jobs. No amateurs or un-reliable. Only sure pay proposition. Write GEO. DENARD, General Delivery, Atlanta, Ga.

PIANIST DESIRES WORK—Resort, show, ballroom, etc. Seven years' experience; will go anywhere. Also have A-1 Alto, Sax Man. Just completing one year's steady engagement. From after June 24. PAUL BERLIN, 4258 Archer Ave., Chicago.

PROFESSIONAL MALE Singing Pianist doubling show Callopo. Sight reader, strong, exceptional quality, lead tenor, solos. Appearance, tuxedo, congenial, age 36. Formerly H.R.U. M.C.A., vaudeville, radio, rep. Valuable to any dance or outdoor band. State full particulars, top salary. MACK CARL, Night in Paris, Sweeney Shows, Cincinnati, O.

AT LIBERTY SINGERS

COWBOY SINGER—Guitar and Harmonica. Age 26, free to travel. Prefer location in east. West or vice versa. Write G. BIERLAND, The Lone Cowboy, Hardin, Mont.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—COMEDY ECCENTRIC TRICK Dragger. Circus Hill Show. Double stage and orchestra. Five years with WLS National Barn Dance. All replies answered. AL C. MEE, 705 A. West Center St., Milwaukee, Wis.

AT LIBERTY JUNE 8—EDWELL, MAGICIAN of Classic Magic, college degree, Lecturer, Entertainer, Mentalist. Good personality, sober. Go anywhere; have car; will pay own. Open for night clubs, medicine shows, stock companies, vaudeville, picture houses. Write all first letter. EDWELL, 305 Rayen Avenue, Apt. No. 6, Youngstown, O.

FAMILY DANCING ACT WISHES BOOKING for summer with first-class orchestra or band or other work. Showy act. Can give complete floor show. Write TRUOX TRIO, Box 120, San Antonio, Tex.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED," AND SEND IT IN EARLY.

AT LIBERTY for Medicine Show—Thoroughly experienced man and wife. Appearance, wardrobe, ability, plenty changes, sure-fire novelties. Singing, Talking, play Guitar for own songs. Magic that is entertaining, illusions that are features, including Saving Thru a Woman, Mind Reading. Neatly dressed. Strictly Character Comedy in acts and bits. We both know them. Can lecture intelligently if needed. Have house trailer and car. Posh and classy. Write for complete music. State your limit; pay our own. Prefer Blackface or Piano or both. I have complete platform outfit. JACK MULLAN, 27 Giles, Bridgeton, N. J.

AT LIBERTY—Real med lecturer and straight comedian. Look and dress like a sober and reliable. Salary or percentage. Have car. Answer D'OG WESLEY, Cedar Park Hotel, Hot Springs, Ark.

MASTER CEREMONY, Singer, Novelty Line Producer, with 50 sets new, flashy wardrobe, desires to connect with good show. Ticket. BEIT LEB, 138 E. 6th St., St. Paul, Minn.

MUSICAL NOVELTY Entertainer, suitable for vaudeville production. Feature with stage band, or what have you to offer? Plenty experience. Feature several specialties, such as Play with Three (3) Clarinets at Same Time, Play Saxophone and Clarinet at Same Time, Musical Ballroom, Musical Saw, single and double tones. Some Harmonica, fake hot Piano-Accordion; choruses; two other unusual musical novelties. American, 29, tall and nice appearance. BOX 592, Billboard, 1564 Broadway, New York.

PAMAHASIK'S DOG, Pony, Monkey and Bird Circus. A complete clean, professional in class all alone. Unlike all others. Yes, always has been. There is but one, the Original Prof. Pamahaska, in person himself. Write for the best show. Get in touch at once with this real attraction. GEO. E. ROBERTS, Manager, The Pamahaska Studio, 515 West Erie, Philadelphia, Pa. Telephone SA 6996 5535.

MINSTRELSY

(Continued from page 27) effected a complete restoration of health after many months of illness.

Friends of Prof. Walter Brown Leonard, of Glens Falls, N. Y., are advocating that he become a candidate for the office of national president at our next election.

Mr. Leonard has informed your secretary that he has ample time to devote to the association cause and has no objection to the placement of his name on the nomination ballot. Thank you, Prof. Leonard.

James (Josh) Billings, minstrel producer at Poughkeepsie, N. Y., let us hear from you and learn what is being done for minstrelsy this year in your territory.

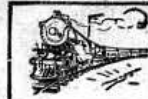
Congratulations to Member John B. Van Arnam, whose faith in minstrelsy has never waned, and whose minstrel unit still is carrying on. Another minstrel producer who continues to spread minstrelsy's gospel thruout the nation is Byron Gosh, whose Seldom-Fed Minstrels are carrying on successfully in the East.

If you are planning on attending the Cleveland meeting in September, write your secretary today.

Sunshine letters to those sick friends always bring smiles. Write your now.

VAUDE-PRESENTATIONS

Abbott, Jean (Loew) Jersey City, N. J.
 Adelia & Romero (Huron) Huron, S. D., 29-31.
 Ahearn, Will & Gladys (State) Minneapolis.
 Alexander & Marie (Uptown) Pueblo, Colo., 2-4.
 Allen & Kent (Broadway-Capitol) Detroit.
 Ardele (Orph.) Lincoln, Neb., 30-June 2.
 Arley, Four & One-Half (Astor) Reading, Pa., 24-30; (City) Philadelphia 31; (Stanley) Camden, N. J., June 1.
 Arnhem, Gus, & Band (Pal.) Chicago.
 Aristocrats (Buffalo) Buffalo.
 Barnes, Ruth (Marbro) Chicago.
 Bedford, Bobby (Pinney) Boise, Ida., 2-4.
 Bell's Hawaiian Polles (Avenue) Du Bois, Pa., (Eliato) Mt. Morris, N. Y., 2-4; (Temple) Wellsville 5-7.
 Beno, Ben: Woonsocket, R. I.; Kittery, Me., 3-8.
 Bergen, Edgar, & Co. (Loew) Jersey City, N. J.
 Bickford, Edward K., & Alyce Grandall (Nixon Restaurant) Pittsburgh.
 Bobby & King (Paramount) Waterloo, Ia., 30-June 2.
 Bowers, Cookie (Met.) Brooklyn.
 Brady Sisters (Orph.) Lincoln, Neb., 30-June 2.
 Burns, Harry, & Co. (State) Newark, N. J.
 Buster & Verne (Liberty) Oklahoma City, 1-4.
 Buzzington's, Ezra, Band (Pal.) Fort Wayne, Ind.
 Byton's Dance Parade (State) Minneapolis.
 Caites Bros. (Plymouth) Worcester, Mass.
 California Collegians (Century) Baltimore.
 California Revels (Met.) Brooklyn.
 Calloway, Cab, & Orch. (Loew) Akron, O.
 Calvert, Peggy, & Co. (Loew's Orph.) Boston.
 Cantons, The (Plymouth) Worcester, Mass.
 Cantu (Grand) Wallace, Ida., 31-June 2.
 Carolina Collegians Band (Orph.) Lincoln, Neb., 30-June 2.
 Carroll's, Earl, Vanities (State) New York.
 Carson, Jack (Tower) Kansas City.
 Cavaliers Band (Grand) Wallace, Ida., 31-June 2.
 Champagne Cocktail Revue (Grand) Wallace, Ida., 31-June 2.
 Chappell & Carlton (Loew's Orph.) Boston.
 Cheers, Three (Pal.) Fort Wayne, Ind.
 Chicago Follies (Pinney) Boise, Ida., 2-4.
 Christensens (Orph.) Minneapolis.
 Clark, Harry & Billy (Paramount) Waterloo, Ia., 30-June 2.
 Clark's, Harry, Rhapsody in Rhythm (Paramount) Waterloo, Ia., 31-June 2.
 Co-Eds, Six (Liberty) Oklahoma City, 1-4.
 Collins, Alice (Orph.) Lincoln, Neb., 30-June 2.
 Condie & Smith (Pal.) Minneapolis.
 Cooper, Betty Jane (Paradise) New York.
 Cortello's Hollywood Stars (Kennedy Park) Pittsburgh.
 Costello, Len, & Co. (Fox) Washington, D. C.
 Crider, Hal & Raby (Pal.) Minneapolis.
 Croyley & Violet (Paramount) Waterloo, Ia., 30-June 2.
 Crooker, Dorothy, Revue (Gates Ave.) Brooklyn.
 Curry & White (Riverside) Milwaukee.
 Cuthrell, Jimmy (Orph.) Lincoln, Neb., 30-June 2.
 D'Arcy, Ethel: Southbridge, Mass.; Woonsocket, R. I., 3-8.
 Dars, Danny, Dancers (Pal.) New York.
 Darlow, Millie (Grand) Wallace, Ida., 31-June 2.
 Davis, Ches (Pinney) Boise, Ida., 2-4.
 Delmar, Simon (Liberty) Oklahoma City, 1-4.
 Del Grande (Huron) Huron, S. D., 29-31.
 Demarest & Sibley (Orph.) Minneapolis.
 Devercaux, Jean, & Co. (Albee) Brooklyn.
 Dixiana Revue (Orph.) Lincoln, Neb., 30-June 2.
 Dixie Spiritual Singers (Orph.) Lincoln, Neb., 30-June 2.
 D'Adrian, PeeWee (Uptown) Pueblo, Colo., 2-4.
 D'Orsay, Fifi (Oriental) Chicago.
 Donahue, Red, & Uno (Broadway-Capitol) Detroit.
 Dooley, Jed, & Co. (Pal.) Minneapolis.
 Doro, Grace (Pal.) Cincinnati.
 Douglas, Milton, & Co. (Marbro) Chicago.
 Dove, Johnny, Co. (Beacon) Vancouver, Can., 31-June 6.
 Dutler, Lew, & Carroll Sisters (Oriental) Chicago.
 El Cleve & Co. (Colonial) Dayton, O.
 Emile & Leone (Pinney) Boise, Ida., 2-4.
 Eno Troupe (Pal.) New York.
 Enns, Rue, Trio (Shrine Circus) Walla Walla, Wash.
 Eton Boys (Chicago) Chicago.
 Evening on Broadway (Sunshine) Albuquerque, N. M., 3-8.
 Evans, James, & Co. (State-Lake) Chicago.
 Everett & Conway (Shrine Circus) Walla Walla, Wash.; Pendleton, Ore., 3-8.
 Fitch, Dan (Orph.) Lincoln, Neb., 30-June 2.
 Flynn, Peggy (Paradise) New York.
 Fogarty, John (Academy of Music) New York.
 Fonzalls, Three (Boulevard) New York.
 Footlight Frolies (Liberty) Oklahoma City, 1-4.
 Forty Sisters (Liberty) Oklahoma City, 1-4.
 Foster, Gae, Girls (Rox) New York.
 Francis & Wally (State-Lake) Chicago.
 Franklin's Mad Cap Revue: Columbus, Ga.; Atlanta 2-8.
 Fredericks, Chester, & Co. (Mich.) Detroit.
 Freed, Carl, & Co. (Mich.) Detroit.
 French Legion Cadet Band (Uptown) Pueblo, Colo., 2-4.
 French Sisters (Huron) Huron, S. D., 29-31.
 Fross, Sylvia (State) Minneapolis.
 Funnyboners (Pal.) New York.
 Gambols of 1935 (Astor) Reading, Pa.
 Gascas, The (Huron) Huron, S. D., 29-31.
 Gauchos, The (Huron) Huron, S. D., 29-31.
 Gerritz, Paul (Marbro) Chicago.
 Gilbert, Bobby (Riverside) Milwaukee.
 Gint, George (Paramount) St. Paul.
 Gleason & Allyn (Capitol) Marshalltown, Ia., 29-30; (Paramount) Waterloo 31-June 2.
 Gold, Ray, & Cross (Loew's Orph.) Boston.



ROUTE DEPARTMENT

When no date is given the week of May 25-31 is to be supplied. In split week houses the acts below play May 29-31.

Gorman, Bee & Ray (Boulevard) New York.
 Gory, Gene (Beacon) Vancouver, Can., 31-June 6.

GILBERT BROS.

ENGLISH TOUR—Ernest Lotman's "Rates and Taxes" Production, May 20, Empire, Liverpool. Dir.: FERDE SIMON (New York); HENRY SHEREK (London).

Gretonas (Earle) Philadelphia.
 Gwynne, Jack, & Co. (Fox) Detroit.

Hackett & Triessault (Century) Baltimore.
 Hall, Bob (Earle) Philadelphia.
 Hall & Dennison (Paradise) New York.
 Hanley, Eddie (Century) Baltimore.
 Hanley, Sylvia (Orph.) Lincoln, Neb., 30-June 2.
 Harmony Aces (Orph.) Littleton, Neb., 30-June 2.
 Harris & Shore (Colonial) Dayton, O.
 Harris Twins & Loretta (Riverside) Milwaukee.
 Harrison, Happy, & Co. (Pal.) Minneapolis.
 Harvard, Winfred, & Co. (Boulevard) New York.
 Hayworth's, Seabee, Bdwy. Novelties (Expo.) Roxboro, N. C.
 Honey Family (Orph.) Minneapolis.
 Hope, Bob, & His Intimate Revue (Fox) Philadelphia.
 Howard, Fine & Howard (Oriental) Chicago.
 Howard, Jay (Sunshine) Albuquerque, N. M., 3-8.
 Huling, Ray, & Seal (Capitol) New York.

Jackson, Irving & Reeve (Fox) Washington, D. C.
 Jackson & Blackwell (Beacon) Vancouver, Can., 31-June 6.
 Jamieson, Davey (Beacon) Vancouver, Can., 31-June 6.
 Jarneski, Bernice (Paramount) Waterloo, Ia., 30-June 2.
 Jessel, George (Capitol) New York.
 Jones, Peg (Pinney) Boise, Ida., 2-4.

Kanes, Three (Met.) Brooklyn.
 Kay, Dolly (Century) Baltimore.
 Kay, Katya & Kay (Mich.) Detroit.
 King, Charley, Revue (Boulevard) New York.
 LaFleur & Mary (Colonial) Dayton, O.
 Lambertini (Broadway-Capitol) Detroit.
 Landrick, Olyn (Loew's Orph.) Boston.
 Lathrop Bros. (Paradise) New York.
 Large & Morgner (Academy of Music) New York.
 Laveré, Earl (Astor) Reading, Pa.
 LaVan & Boles (Pal.) Fort Wayne, Ind.
 LaVola, Don (Shrine Circus) Walla Walla, Wash.

LaZella, Aerial (Circus) Dillon, Mont.
 Lee, Don, & Louise (Academy of Music) New York.
 Lee, Betty (Liberty) Oklahoma City, 1-4.
 Le Gallienne, Eva (Capitol) New York.
 Le Marquis (Uptown) Pueblo, Colo., 2-4.
 Le Paul (Albee) Brooklyn.
 LeRoy & Pals (Pinney) Boise, Ida., 2-4.
 Lenny, Jack, Revue (State) Newark, N. J.
 Lewis & Moore (Fox) Washington, D. C.
 Lewis, Trevor (Orph.) Lincoln, Neb., 30-June 2.
 Lloyd, Russell (Orph.) Lincoln, Neb., 30-June 2.
 Lombardo, Guy, & Orch. (Pal.) Cincinnati.
 Lou & Evelyn Revue (Tower) Kansas City.
 Lowrey, Ed (Paradise) New York.
 Lucas, Nick (Mich.) Detroit.
 Lucky Boys, Six (Pal.) Cincinnati.
 Luis & Ethelida (Huron) Huron, S. D., 29-31.
 Lupe & Lewis (Beacon) Vancouver, Can., 31-June 6.

Mack, Freddy (Rox) New York.
 Mangan Troupe (Albee) Brooklyn.
 Mann, Jerry (Loew) Jersey City, N. J.
 Manon, Sylvia, & Co. (Fox) Detroit.
 Marcy Bros. & Beatrice (Orph.) New York.
 Marion, Sid (Grand) Wallace, Ida., 31-June 2.
 Marlow, Langdon & Auderer (Liberty) Oklahoma City, 1-4.
 Martin, Joseph (State) Newark, N. J.
 Martin & Martin (Chicago) Chicago.
 Martin, Tommy (Buffalo) Buffalo.
 Mason & Yvonne (Astor) Reading, Pa.
 McBe, Turk, (Orph.) Lincoln, Neb., 30-June 2.
 McNeil Sisters (Grand) Wallace, Ida., 31-June 2.
 Mells, Kirk & Howard (Orph.) Minneapolis.
 Melzoras, Flying: Greensburg, Pa.
 Meredith & Snooser Jr. (Tower) Kansas City.
 Meroff, Benny, & Co. (Stanley) Pittsburgh.
 Metz & Martin (Academy of Music) New York.

Mozales Bros.: (Granada) Bluefield, W. Va.
 Muzetta, Yvonne (Uptown) Pueblo, Colo., 2-4.
 Myrt & Marge (Fox) Washington, D. C.

Nelson, Ozzie & Band (Met.) Boston.
 Nazario, J., Nat (Broadway-Capitol) Detroit.
 Niessen, Gertrude (Capitol) New York.
 Novak & Pay (State) Minneapolis.

Olsen, George, & Orch. (Valencia) Jamaica, N. Y.
 Page, Sid, & Co. (Pal.) Cincinnati.
 Palais Royale Revue (Lyric) Indianapolis.
 Pallenberg's Doberman Pinchers (Steepchase Park) Coney Island, N. Y.
 Paris Nights (Uptown) Pueblo, Colo., 2-4.
 Patricola, Tom (Lyric) Indianapolis.
 Pichens Sisters (Buffalo) Buffalo.
 Picon, Molly (Earle) Philadelphia.
 Public Enemies, Three (Gates Ave.) Brooklyn.

Quinn, Cracker (Orph.) Lincoln, Neb., 30-June 2.

Radcliff & Rogers (Met.) Boston.
 Radio Ramblers (Orph.) New York.
 Randal's, Jack, Five (Sunshine) Albuquerque, N. M., 3-6.
 Randal's, Three (Met.) Boston.
 Rectov & Boreman (State) Newark, N. J.
 Read's, Jimmy, Band (Liberty) Oklahoma City, 1-4.
 Reilly, Chas., & Co. (Paramount) Waterloo, Ia., 30-June 2.
 Rich, Elton, Revue (Plymouth) Worcester, Mass.

Rimacs, The (Colonial) Dayton, O.
 Rio, Eddie, & Co. (Gates Ave.) Brooklyn.
 Rio Nights (Huron) Huron, S. D., 29-31.
 Ripa, Bob (Oriental) Chicago.
 Roberts (Beacon) Vancouver, Can., 31-June 6.
 Robinson, Florence, & Brother (Met.) Boston.
 Rogers & Wynne (State-Lake) Chicago.
 Roisman's Alabamians (Sunshine) Albuquerque, N. M., 3-6.
 Rose, Mel & Bonnie (State-Lake) Chicago.
 Roxy Rhythm Orch. (Rox) New York.
 Roy & Evelyn (Academy of Music) New York.
 Royale, George (Liberty) Oklahoma City, 1-4.
 Rubinoff (Orph.) Minneapolis.
 Rude, Ruth (RKO Pal.) Cincinnati.
 Rubinoff, Wild (Beacon) Vancouver, Can., 31-June 6.

Rhythm Redheads (State-Lake) Chicago.
 Samuels, Al, Revue (Loew) Jersey City, N. J.
 Sanborn, Fred, & Co. (Buffalo) Buffalo.
 Santos, Alexander, & Co. (Marbro) Chicago.
 Savoy, Harry (Albee) Brooklyn.
 Schiepperman (Century) Baltimore.
 Sheldon, Gene (Pal.) Chicago.
 Shooting the Works Revue (Oxford) Philadelphia.
 Shutta, Ethel (Valencia) Jamaica, N. Y.
 Siegel, Al, & Carolyn Marsh (Met.) Brooklyn.
 Small, Mary (Fox) Detroit.
 Stanley Bros. (Tower) Kansas City.
 Stanford, Frances (Pinney) Boise, Ida., 2-4.
 Stanley Twins (Capitol) New York.
 Santley, Zeldia (State-Lake) Chicago.
 Scott, Ina (Sunshine) Albuquerque, N. M., 3-8.
 Silver, Hal (Uptown) Pueblo, Colo., 2-4.
 Starr, Frankie (Sunshine) Albuquerque, N. M., 3-8.

Sterling Rose Trio (Dutch Gardens) Russell's Point, O.; (Shrine Circus) Newark 3-9.
 Stone & Lee (State) Newark, N. J.
 Stover, Ginger (Pinney) Boise, Ida., 2-4.
 Stratford & Mayberry (Loew's Orph.) Boston.
 Sullivan Sisters (Beacon) Vancouver, Can., 31-June 6.
 Sunde, Mary (Oriental) Chicago.
 Sunshine Sammie & Orch. (Orph.) New York.
 Sylvia & Clemence (Fox) Detroit.
 Sylvia Dancers, Six (Orph.) Lincoln, Neb., 30-June 2.

Tanner Sisters, Five (Uptown) Pueblo, Colo., 2-4.
 Tansi, Elvira (Grand) Wallace, Ida., 31-June 2.
 Tapps, George (Pal.) Chicago.
 Tarrs, Three (Grand) Wallace, Ida., 31-June 2.
 Thomas, Norman, Quintet (Loew) Jersey City, N. J.
 Thorton, Carl (Uptown) Pueblo, Colo., 2-4.
 Tint, Al (Maj.) Johnson City, Tenn.
 Togo (Sunshine) Albuquerque, N. M., 3-6.
 Torrence, John & Edna (Pal.) Chicago.
 Toyland Revue (Loew's Orph.) Boston.
 Tumbleweeds, Three (Grand) Wallace, Ida., 31-June 2.

Ullis & Clark (Pal.) Fort Wayne, Ind.
 Valors, Two (Paradise) New York.
 Van's, Jack G., Palais Royale (Royal) Wilmington, N. C., 29-30; (Victory) Charleston, S. C., 31-June 1.
 Vanessa (Liberty) Oklahoma City, 1-4.
 Van, Gus (Broadway-Capitol) Detroit.
 Verdi, Al, & Thelma (Tower) Kansas City.

Walton, Bert (Pal.) New York.
 Ward, Pinkie & Terry (State-Lake) Chicago.
 W. S. M.'s Grand Old Opry (Norma Royaster, Joy White, Louis Thornhill, Lew Hall): (Strand) Covington, Va., 29; (Maj.) Johnson City, Tenn., 30-June 1.
 Webb, George: Grand Island, Neb.
 Wells, Billy, & Four Pays (Earle) Philadelphia.
 Whiteman, Paul, & Orch. (Earle) Washington, D. C.
 Wiley's, Chet, Barbarians (Pinney) Boise, Ida., 2-4.
 Wong, Jim, Troupe (State) Minneapolis.
 Wyckoff, Audrey (Pal.) Minneapolis.

X Sisters, Three (Albee) Brooklyn.
 York & King (Chicago) Chicago.
 Yost, Elyse (Beacon) Vancouver, Can., 31-June 6.
 Young, George (Grand) Wallace, Ida., 31-June 2.
 Young, Worth & Wyle (Met.) Brooklyn.
 Zang & Todd (Pinney) Boise, Ida., 2-4.

Abbey Theater Players: (Hollis) Boston 27-June 8.
 As Thousands Cheer: (Davidson) Milwaukee Wis., 29; (Paramount) Toledo, O., 30; (Masonic) Rochester, N. Y., 31.
 Carroll, Earl, Sketch Book: (Forrest) Philadelphia 27-June 1.

First Legion: (Belasco) Los Angeles 27-June 1.
 Hollywood Holiday (Selwyn) Chicago.
 Laburnum Grove: (Grand) Chicago.
 Mary of Scotland: (Erlanger) Chicago 27-June 1.
 Reed, Florence: (National) Washington 27-June 1.
 Three Men on a Horse: (Harris) Chicago.
 Three Men on a Horse: (Biltmore) Los Angeles 27-June 1.
 Up to the Stars: (Wilson) Detroit 27-June 1.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
 b—ballroom, c—caba, cb—cabaret, cc—country club, h—hotel, nc—night club, p—amusement park, ro—roadhouse, re—restaurant, and t—theater.

(Week of May 27)

Adams, John Q.: (Wayne) Dayton, O., re. Alfonso, Don: (Greenwich Village Inn) New York, N. Y.
 Alvin, Danny: (Gold Coast Embassy Club) Chicago, re.
 Arnhem, Gus: (Pal.) Chicago, t.
 Arnold, Billy: (Bouef Sur Le Toit) New York, re.
 Augustoff, Jan: (Warwick) New York, h.
 Austin, Shan: (Congress Star) Detroit, c.
 Austin, Sid: (Congress) New York, re.

Bartel, Jeno: (Ambassador) New York, h.
 Bate, Bob: (Liberty) Fredonia, N. Y., c.
 Bell, Jimmy: (St. Clair) Chicago, h.
 Berger, Jack: (Astor) New York, h.
 Bergere, Max: (Park Lane) New York, h.
 Bernie, Ben: (Casino) Catalina Island, Calif.
 Bestor, Don: (Palomar) Los Angeles, b.
 Blaine, Jerry: (Loyal) New York, c.
 Blake, Lou: (Guyon's Paradise) Chicago, b.
 Blyer, Archie: (Hollywood) New York, cb.
 Bragel, Vincente: (Riviera) Englewood, N. J., re.

Bundy, Rudy: (Peabody) Memphis, Tenn., h.
 Burkhardt, Johnny: (Gibson) Cincinnati, h.
 Buse, Henry: (Ambassador) Los Angeles, h.
 Butler, Jack: (Circle) New York, br.
 Buzzington, Ezra: (Pal.) Ft. Wayne, Ind., t.
 Caceres, Emilio: (Lido Club) Detroit, re.
 Calloway, Cab: (Loew) Akron, O., l.
 Carver, Jack: (Recreation Park) Garnersville, N. Y., b.
 Clinton, George: (Charlie's) Jamaica, L. I., N. Y., re.
 Coburn, Jolly: (Rainbow Room) Radio City, N. Y., re.

Coleman, Emil: (Piazza) New York, h.
 Continental Gypsies: (L'Algon) Chicago, c.
 Crawford, Al: (Mayfair) New York, re.
 Crane, Xavier: (Waldorf-Astoria) New York, h.
 Cummins, Bernice: (Roosevelt) New Orleans, h.
 Delsly, Frank: (McAlpin) New York, h.
 Della Rosa: (Gino's Cedar Garden) New York, re.
 Denman, Hal: (Melody Club) Kokomo, Ind., re.
 Devron, George: (Congress) Chicago, h.
 Dickerson, Carroll: (Grand Terrace) Chicago, re.

Dixon, Dick: (Plantation) Niagara Falls, N. Y., re.
 Dorsey Bros.: (Glen Island Casino) Westchester, N. Y., re.
 Dubrow, Art: (Chop House) Hartford, Conn., re.
 Durso, Mike: (Delmonico's) New York, re.
 Elkins, Eddie: (Normandie) New York, re.
 Elliott, Baron: (Castle Farm) Cincinnati, re.
 Engels, Charlie: (Embassy Club) Pullman, Ill., c.

Everett, Jack: (Kit Kat Club) Des Moines, Ia., re.
 Falvo, Joe: (West View Park) Pittsburgh, Pa., p.
 Felton, Happy: (Villa Rose Club) Houston, Tex., re.
 Fenlon, Ray: (Cave) Union, N. J., re.
 Feroinando, Angelo: (Great Northern) New York, h.
 Ferdinando, Felix: (Club Palorama) Schenectady, N. Y., re.
 Fields, Al: (Billy Gallagher's) New York, re.
 Fischer, Charlie: (Grotto) Kalamazoo, Mich., re.
 Ferdando, Don: (Copeland) Chicago, h.

Garrigan, Jimmy: (Oriental Gardens) Chicago, c.
 Gasparre, Dick: (Place Piqualle) New York, re.
 Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
 Gillin, Irving: (Pierre) New York, h.
 Golden, Nell: (Man About Town) New York, re.
 Goodman, Al: (Winter Garden) New York, re.
 Goodman, Benny: (Roosevelt) New York, h.
 Gotthel, Manfred: (Monte Cristo) Chicago, re.

Grant, Bob: (Savoy-Plaza) New York, h.
 Green, Johnny: (St. Regis) New York, h.
 Grier, Jimmy: (Biltmore) Los Angeles, h.
 Hall, George: (Taft) New York, h.
 Hamilton, Henry: (Fay Center) New York, h.
 Hamilton, George: (Baker) Dallas, Tex., h.
 Handler, Al: (Limehouse) Chicago, c.
 Harris, Phil: (Adolphus) Ft. Worth, Tex., h.
 Hawkins, Jess: (Merry Garden) Chicago, b.
 Heidt, Horace: (Drake) Chicago, h.
 Hill, Teddy: (Ubangi) New York, re.
 Humber, Richard: (Ritz-Carlton) New York, h.

Hall, George: (Taft) New York, h.
 Hamilton, Henry: (Fay Center) New York, h.
 Hamilton, George: (Baker) Dallas, Tex., h.
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 Heidt, Horace: (Drake) Chicago, h.
 Hill, Teddy: (Ubangi) New York, re.
 Humber, Richard: (Ritz-Carlton) New York, h.

(See ROUTES on page 63)

DRAMATIC AND MUSICAL

Abbey Theater Players: (Hollis) Boston 27-June 8.
 As Thousands Cheer: (Davidson) Milwaukee Wis., 29; (Paramount) Toledo, O., 30; (Masonic) Rochester, N. Y., 31.
 Carroll, Earl, Sketch Book: (Forrest) Philadelphia 27-June 1.

R-B WASHINGTON BIZ BIG

Turnaways at Night Shows

Capacity houses at matinees — John Ringling attends all performances

WASHINGTON, May 25. — The Ringling-Barnum Circus, which arrived here on a Sunday for the first time in several years, did tremendous business Monday and Tuesday.

Monday matinee was capacity, with turnaway at night. Crowds lined the track to such an extent that races and track numbers had to be eliminated and spec proceeded with difficulty. Tuesday matinee found the tent filled, but Tuesday night literally thousands were turned away and again congestion on the track was so great that numbers had to be eliminated.

John Ringling attended all performances, occupying a seat in a special box in front of the band stand. Monday evening he had a group of distinguished Washingtonians as his guests, including Doctor and Mrs. William Mann; Mrs. Harold L. Ickes, wife of the Secretary of the Interior, and Tuesday evening Lawrence Ritchie, secretary to Herbert Hoover; Senator Walsh, of Massachusetts; Melvin D. Hildreth and others witnessed the show from his private box. Mr. Ringling left Washington for Baltimore, continuing his tour with the show.

Dr. and Mrs. William M. Mann entertained at dinner Monday evening for a group of Circus Fans, and included were Dorothy Herbert, Felix Adler, Bluch Landolf and others from the show.

Show was laid out exactly as last year and even stake holes in concrete streets were used over again. Show made a beautiful appearance with new canvas and many flags. Heavy rain Monday night apparently did not interfere with attendance. Newspapers were lavish with publicity, especially full-page layouts of action photographs. Frank Braden handled press.

Hamid's Montreal Show Plays to 50,000 People

NEW YORK, May 25.—George Hamid reports that the combination show he booked into the Forum, Montreal, had more than 50,000 attendance during the run, May 6-11. Hamid spent the full week there and was host to many park and fair visitors. Merging of Wild West with circus and performing animals made a hit. On Monday there was a turnaway and three shows were given on Saturday, the closer, to accommodate the overflow. Afternoon kid trade was excellent.

Rex D. Billings was in charge of the show.

The program: Overture, Brownlee's Band; grand entry; quadrille on horseback; Great Cahill, trapeze; Capt. William Schultz, with Military Ponies and Liberty Horse; Rex Sisters and Brothers, acrobatic novelty and skating; menage, with Marian Knowlton and Company; Poodles and Noodles, clowns; Miss Palmena, aerialist; Captain Schultz and trained dogs and monkeys; exhibition of trick and fancy roping; Miss Golda, tight wire; Captain Schultz, with elephant, ponies, dogs and high-school mule and horse; Cahill, Fleming, Fantinos and Jose Pular, aerial novelty; bucking steers ridden by cowboys and cowgirls; Rexola Troupe, roping by Jim Eskew Jr.; Captain Schultz and Miss Knowlton presenting the Kings of the Jungle; bucking mules, Maude and Dynamite; Honey Family, springboard acrobats; trick and fancy riding; comedy boxing; Wilno, Human Cannonball.

Hamid said that a menagerie and circus will feature the opening of his White City Park, Worcester, Mass., managed by C. D. Bond. A crew is still at work, with new awnings being put in, new buildings erected and beach improved. Harry Baker, who is building the funhouse, claims it will be one of the finest in any park, which is slated to open today.



MARGARET ANN ROBINSON, midget, who is under the management of Bob Morton. She is 18 and weighs 16 pounds. She recently appeared at Morton's Circus in Philadelphia, under auspices of the Moose.

Miss Ora, H. E. Merchant Leave Gorman Bros.' Show

NEW YORK, May 25.—Gorman Bros. Circus commenced week of May 20 in New Rochelle, N. Y., minus two troupers, Miss Ora, aerial gymnast, and H. E. Merchant, who was in charge of concert. Miss Ora left May 17 in Hoboken, N. J., and Merchant the next day in Mount Vernon, N. Y. Poodles Hannover, top billing riding attraction, is handling after-show, with Rex Cole being presented as feature.

Miss Ora's children remained with show. Merchant may join a rodeo unit.

Shrine Show for Erie, Pa.

ERIE, Pa., May 25.—A circus for benefit of the Shriners is billed here June 5-8. Frank Wirth is providing the acts, featuring May Wirth, the Siegrists and others. Show will be put on for one day at Conneaut Lake Park prior to coming here.

Cole Adding Two 50-Foot Middle Pieces To Accommodate Crowds

STUEBENVILLE, O., May 25.—Within a very few days the Cole Bros.-Clyde Beatty Circus will have the largest tent of any circus in this country with one exception. An order for two 50-foot middle pieces, was placed early this week and the U. S. Tent and Awning Company, of Chicago, is working overtime to have the canvas on hand when the show appears in Binghamton, N. Y., on Decoration Day.

Capacity business in the majority of the stands played, as well as the desire of Jess Adkins and Zack Terrell to take extra good care of their patrons, was responsible for placing the rush order. Patrons have been turned away in 11 of the first 17 outdoor stands, and frequently so many have been on the track that it has been impossible to give the entire performance.

The present tent measures 145 feet by 295 feet and with the additional two middle pieces it will be 145 feet in width and 395 feet long. It will be a six-pole big top and have room for three rings and two stages.

The seating capacity will also be increased by eight reserved sections and 1,000 more people can be accommodated as general admissions. The comfortable foot rests have made a decided hit with every customer and much praise has been given Messrs. Adkins and Terrell for looking after the folks that occupy the general admission seats. Cole-Beatty will be able to handle 7,500 people at each performance.

Rain during the past week and long

Honest Bill Reorganized

Now bears title of Walter L. Main — is transported on 40 motor units

CARROLLTON, O., May 25.—Piloted by Walter L. Main, the recently reorganized Honest Bill Motorized Circus using the new title, is playing to good business thru Eastern Ohio. Substantially enlarged, with much new equipment, an experienced staff and further expansion planned shortly, the show ranks with the best of the smaller motorized organizations.

When visited here by a representative of The Billboard matinee business was light, but night house was nearly capacity.

The show is moving on about 40 units, most of them newly painted and relettered "Walter L. Main." Present big top is a 70, with three 30s, but a new top, an 80, with three 40s, is expected within the next week which will increase the seating capacity from 1,000 to 1,500. The kid top is a 50, with two 30s, and has a flashy banner line 100 feet long. Kid show is moved on three modern units, one a sleeper with 16 berths which houses colored minstrel contingent. Show has its own electric plant. W. J. Emery

(See HONEST BILL on page 42)

Edythe Siegrist Company With Mohawk Valley Shows

CINCINNATI, May 25.—Edythe Siegrist and Company, now with Leo Bistany's Mohawk Valley Shows, expect to remain until middle of August, when they will play fairs for George A. Hamid. Newest member of troupe is James Schell. Miss Siegrist and company made a short subject for the "Grantland Rice Sportlight" before they left the Roman Pools, Miami, Fla., where they worked without a net. It will soon be released. Many newsreel companies "shot" pictures, which have already been shown.

hauls made it difficult for the show to open on time at some stands. However, in Clarksburg, Fairmont, Morgantown and New Castle the doors opened promptly. The matinee was late getting started in McKeesport, due to a four-mile haul over a narrow road from the Morgantown lot.

Twelve additional head of baggage stock was received in Morgantown, being trucked from the Rochester, Ind., quarters. Roland (Blackie) Diller now has 110 head of baggage stock and the new horses made it possible to increase the parade by three gages.

The Shetland pony string was increased by one in Morgantown, the fourth pony born since the show opened in Chicago. All are on display with their mothers in the menagerie, under the care of M. W. (Bama) Campbell. The names of the little ones are Rochester, Street Edition, Last Day and Ten-Ten. Rochester was born leaving the quarters, Street Edition at the time The Chicago Tribune went on sale at night, Last Day on the final day of the Chicago engagement and Ten-Ten at that hour Sunday night.

Business has been extremely gratifying to the management. The Side Show department under Lou Delmore, the candy stands under Ernest Tucker and all other departments report satisfactory business, better than anticipated. The show makes a long jump from here to Williamsport, 250 miles. It will be the first big show of the year for Williamsport.

The Nose Is the Thing

NASHUA, N. H., May 25.—John T. Benson, owner Benson's Wild Animal Farm, advertised locally for old-time cabbies who own large and rubicund noses and who have had the money and the forethought to preserve their brilliance intact since the vicissitudes of prohibition and the depression, to drive several old-time cabs, which he bought. The nose is the most important thing and he will select only those who have the proper red one.

Benson says noses require the same care as a good pipe and when combined with a faded black coat of proper greenness and a threadbare top hat—well, you have something. Many applicants have not been able to qualify because they have been very neglectful of the appearance of their noses, which must be rich, rosy and ripe red.

Staff, Program Of Bailey Bros.

OKLAHOMA CITY, Okla., May 25.—Bailey Bros. Three-Ring Motorized Circus played here May 17-19. Notwithstanding the canvas has not been dry since opening date at Tulsa, there are no complaints as to business.

The 18 trucks are new and resplendent with red and gold. The menagerie, spread of canvas, equipment and other paraphernalia made a good showing. A parade is given. Ring stock and animals in A-1 condition.

The staff: Phil Isley, owner; Charley Brent, manager; Lew Cole, side-show manager; Fred K. Leonard, equestrian director; Frank Marshall, bandmaster; Jack Reynolds, animals; Robert McCalister, chief electrician.

The program: Tournament—The Delmars, contortionists (this is Baby Bettie Delmar's first season); the Ortons, swinging ladders; Leonard's high-school ponies; Mr. and Mrs. Billie Lerch, Spanish rings; Teto Morimoto, rolling globe; Gene Rodgers, wire; Leonard's leaping dogs; Teto Morimoto, iron-jaw and muscle grind; the Lerches, comedy tumbling and tables; Fred Leonard's menage act; the Ortons, dancing wire; the Delmars, double traps; Happy Johnson, single traps; Captain Everson's dogs and monkeys; Hank Farris and Company, rope spinners and whip crackers; the Delmars, cloud swing and swinging perch; Leonard's Liberty ponies; Jack Raymond and Mena, the elephant. Happy Johnson and Buck Baker were prominent in clown alley.

The show is piloted by General Agent Ed Hiler and a brigade of six. Mrs. Bettie Leonard is convalescing from an accident at her home in Wichita, Kan. Visiting troupers were A. H. Cooper, the Underhills, Frank Stuart and Leo Blondin.

Jethro Almond Program

ALBEMARLE, N. C., May 25. — The Jethro Almond Show opened here May 4. Attendance was fair in afternoon and big at night.

The program: Grand Entry; the Gordons, unsupported ladders; Jim, juggling clown on rolling globe; Marie Campbell and company, iron-jaw and swinging ladder; Peggy Dill, iron-jaw and swinging ladder; Carver Bros., trampoline and Roman rings; comedy acrobats; six-pony drill; Ethel Kirtley, prima donna and menage; comedy acrobats with balancing board; Melvina Ray troupe, with two acts. M. L. Kirtley is equestrian director and A. Lee Hinckley has following bandsmen—Earl Woolrick, Ed Kriebel, G. Money, Frank Stevens, Dr. Tripp, Ed Valley and George Gould.

J. A. McIntyre, Frank McIntyre and Edwin Brinkley have juice stands and novelties. F. Doc Cook has ball game.

Fernandez To Present Show at Maui Fair

WAILUKU, Hawaii.—Maui's 18th annual county fair will be held at Kahului October 10-12 and will feature a big three-ring circus again, the acts to be presented by Eddie K. Fernandez. Show will be presented on two stages and three rings. Fernandez has arranged for a large spec entitled Cinderella.

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With the Circus Fans

By THE RINGMASTER

CFA. President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Secretary, Thompson Bank, Norwich, Conn. (Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.)

A. B. Christie (Forepaugh White) sent the editor of *White Tops* a fine booklet of the Ringling-Barnum Circus. Charles Kitto, secretary of Wisconsin Top, saw Sells-Sterling when it made Beloit, his home town. Says at night practically every seat was occupied. Don Hanna and John Brassill, of the Barnes show; Sam Whittemore and Harper Joy had luncheon fanfest in Spokane on May 14.

Harry Baugh has seen Kay Bros.' Circus three times so far this season and the Gorman show twice.

Bill Montague stopped off four days at Hotel Cumberland, New York City, on his return home from the Cincinnati gathering.

We have received a nice letter from the editor of *The Sawdust Ring*, organ of the British CFA. Mr. Stott states that the subscription price to the British magazine is one shilling per issue in English money. Dues to the association (which includes year's subscription to magazine) is seven shilling and six pence.

George Barlow, chairman of New York State Top, Binghamton, writes that he enjoyed the ride to Pittsburgh from Cincinnati with W. W. Kalb. He saw matinee of Hagenbeck-Wallace on Monday. Also viewed Russell Bros. and Downie shows en route. George assisted Cole Bros.' lithographers when they were in Binghamton and gave much window space to them in his own properties.

Fred Schlotzauer had a nice visit on May 14 from John Tetlow, of Peoria, and A. T. Sawyer, of Monmouth, Ill.

President Hartless accompanied Harry Hertzberg and Pasco Scaperlanda as far as St. Louis on their return to San Antonio.

George Duffy writes that he received word from his manager, Bill Linney, that Barnett Circus used Duffy's free lot No. 2 at Fort Plain on May 27. Duffy was in Buffalo at time he wrote. He has two free circus lots in his home town.

Recent visitors to Circus Room, Cumberland Hotel, New York, were Mr. and Mrs. Levi Van Houten, O. C. Cox, Mrs. Thelma Wylie, Helen Heidel, Stanley Broome; W. L. Montague, CFA; Mr. and Mrs. William and Mary Ellen Ketrov; Tierra Nockl, Ralph Harrell; Nila Southard, of Kay Bros.' Circus; Jack Mayfield, of Russell show; Doc Cann, of World of Mirth Shows, and William Hamilton, late of Barnett Bros.

Dallas Jottings

DALLAS, May 25.—George Boehm, former circus musician, is now foreman of the composing room at *The Dallas Dispatch*.

Billy Walsh and J. W. Slaughter spent several weeks here and contracted with Hamiter Bros.' Circus for the Side Show.

D. H. (Whitey) Rodenburg left Bailey Bros.' shows after show was out three days. Whitey in all probability will remain off the road this season and live on the West Coast.

Fred Crandall has been appointed manager of the Hamiter show, which will open about June 1.

New Top for Silver Bros.

SUMMERSVILLE, W. Va., May 25.—Silver Bros.' Show has been in this State for two weeks, business being good despite much rain. Management has ordered a new big top. Summersville is the home of Mrs. Harry Armstrong Sr. and she spent the day renewing old acquaintances with Sam Dock, Bob Russell and the Kadels. Earl Amon, owner of movie house in Philippi, W. Va., was a visitor.

On Cole Bros.' Brigade

CINCINNATI, May 25.—The opposition brigade of Cole Bros.' Circus includes Clyde H. Willard, manager; Si Semon, banner squarer; Pat Murphy, boss bannerman; E. S. Carr, Ed O'Malley, J. D. McNeeley, Eddie Sheets, Frank Draper, Russell Alexander, Jimmie Peterson, bannermen; Arthur Anderson, truck driver.

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Cold Weather Hits Hagenbeck-Wallace

CHARLESTON, W. Va., May 25.—The week ending May 25 was a very cold one for the Hagenbeck show, altho no rain. At Altoona, Pa., very good matinee and capacity night house. Mayor John J. McMurray, a personal friend of Manager Ralph Clawson, was a guest. Barnett Bros.' Circus being near, several of their people were over between shows, among others, Pinky and Bess Hollis. At Greensburg, Pa., a hard pull to the usual hill-top showgrounds. The coldest night of the season was experienced here. Dr. Null, representing Senator Guffey of Pennsylvania, saw the show. Business was fair at both performances. At Washington, Pa., Charles Siegrist and troupe were visitors.

Sunday, May 19, at Unlontown, Pa., in early and everything up in short order. Mr. Shannonburger, of White Swan Hotel, and Mr. Beeson, a pioneer citizen, both circus enthusiasts and friends of many show people, were much enthused over the fast-moving performance. Mrs. Hagan and Miss Anawalt, Circus Fans, were on lot with cameras and scrapbooks. Being only 28 miles from Cole Bros.' Circus, many visits were exchanged. Among those who came over from Cole show were Clyde and Harriet Beatty, Don and Billie Cook and Dorothy Carter.

At Fairmont, W. Va., Mayor West and City Treasurer Amos were on hand to welcome the show and to do everything possible to make the day a success. Getting on some of these lots is always a hard task, but the show has not been late at any time since Kokomo.

Joe Lewis is working the come-in and is ably assisted by Paul Jerome and Billy Rice for a finishing number that is a wow. Cheerful Gardner is presenting the fastest elephant acts of his career. The ring act and one-arm planges presented by Jeanette May is one of the hit numbers of the show. Billy Manning is on the injured list with a sprained ankle.

Duke Drukenbrod, side-show manager, is always on the job and reports a nice business. Bill Penny and his cowboys and cowgirls and Cheyenne Indians are presenting a snappy and pleasing Wild West concert. The Cristiani Family of riders are proving one of the outstanding numbers in the program.

Observed in the backyard standing in front of the scoreboard at the lunch stand, a blanketed Cheyenne Indian trying to dope out a baseball pool ticket.
EARL SHIPLEY.

Truax States Amusement Taxes Should Be Repealed

WASHINGTON, May 25.—Ringling-Barnum was here Monday and Tuesday and the circus was "given a hand" in Congress when Representative Truax, of Ohio, called attention to the 51st anniversary of "a great American institution." Amusement taxes ought to be repealed, he said, introducing a bill "to preserve and encourage a declining national institution which is of great educational and recreational benefit to the people of the nation. I hope this Congress will take recognition of this intolerable situation."

Davenport Lines Up Spots

CLEVELAND, May 25.—Orrin Davenport was here recently and completed arrangements for presentation of Lakewood Elks Circus next month, then left for Akron where another circus is to be presented under his direction.

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Program, Staff Atterbury Show

OELWEIN, Ia., May 25.—The Atterbury Bros.' Circus is presenting a fast, pleasing program under direction of Tom Aumann. Show is presented in three rings.

The program in order: Spec. Pony drills by Pat Kelly, Babe Woodcock, Obert Miller. Double traps, Mary and Bob Atterbury; Viola and Joseph Schad. Clowns. Riding dogs and monks, Harry Bray, P. Kelly, O. Miller, Contortion, J. Schad, Olive Wershing, Earl Moore. High-diving dogs (35-foot ladder), directed by Pat Kelly. Banner announcement, Tom Aumann. Juggling, Harry Bray, Earl Moore, Charles Dryden, Clowns—Lawrence Cross, J. Delmar, Ellis Scott, Bobby Hodge, Lee Ray, Raymond Schmidt. Robert Atterbury, tight wire. Concert announcement, Aumann. Performing dogs by H. Bray, John Dry, O. Miller. Clowns. Ladders, Olive Wershing, Mary Atterbury, Viola Schad, Barrel juggling, Charlie Dryden. Football ponies and bucking mule, P. Kelly, T. Aumann, O. Miller. Flying perch, J. Schad, Earl Moore. Pickout ponies, worked by P. Kelly, Babe Woodcock, O. Miller. Clown walkaround. Midget Liberty horses, by H. Bray, Earl Moore. Elephant act, Bill Woodcock. Second concert announcement. Menage horses, Olive Wershing, Tom Aumann, Babe Woodcock. Clown walkaround. Horizontal bars, Three Cheers, Walter Kent, Oscar Haas, Arthur Adair.

The staff: R. L. Atterbury, owner-general manager; Harry D. Smith, business manager and legal adjuster; Mary Atterbury, secretary-treasurer; Dr. Bailey, bannerman; W. A. Allen, special agent; Al Clark, general agent; A. D. Atterbury, front door; Carl Bonhoff, lot superintendent and master of transportation; W. W. (Willie) Clark, privileges; Tom Aumann, equestrian director and big show announcer; N. J. Fee, side-show manager; R. Howard, talker, with nine platforms; M. A. Earl, electrician, with two assistants; A. J. Brown, chief mechanic, with three assistants; W. M. Loch, boss canvasser, with 15 assistants; George O'Brien, side-show canvasser, with eight assistants; Steve Anderson, boss props, seven assistants; William Tetter, steward; Frank Young, lunch stand.

Seils-Sterling Side Show

PARIS, Ill., May 25.—The Side Show, managed by King Balle, with Seils-Sterling Circus, includes Harry Lenardo, inside lecturer; Bob Couls, Stanley Blifinski and Eddie Harper, ticket sellers; Jolly Tiny, fat boy; Veleno, fire eater; Ricco, snake-skin boy; Oriental Fantasy; Lenardo's Punch and Judy; Senior Joseph, sword swallower; Sweet's one-man band; Professor Harry, magician; Eva Hirst, mentalist; Hario and Mario, Australian knife throwers; Determination Howard O'Rourke, armless wonder; Ralph Ward, human art gallery; Captain Kluder's untamable lion act; Ethel Wing, sword ladder; Frankie Bell, Mary Cooper, Bobby Stange, dancers. Seils-Sterling Georgia Minstrels—Lionel Moore, comedian; Uda Moore, blues singer; Jelly Boll Rogers, comedian; Bee Smith, dancer; Albert Gaines, trumpet; Allie Young, trumpet; Buford Hoffman, trombone; Bennie Smith, sousaphone; Eddie James, sax and clarinet; Mac Davis, drums and comic.

Joe Reed Killed By Elephant "Prince"

LOS ANGELES, May 25.—The press carried accounts of the killing of Joe Reed, elephant trainer, at the Al G. Barnes winter quarters Monday. The stories were such highly colored front-page stuff that *The Billboard* representative made an effort to get correct information, and the information gained is at great variance with the newspapers.

Paul Eagles, local representative of the Barnes Circus, gave the following information in the interview:

Joe Reed was on the pay roll of the Metro-Goldwyn-Mayer Studio. He was a former Barnes employee, but engaged under contract made by Mr. Eagles and representatives of MGM to break an elephant to a tiger riding act, that was to be placed in a film now in production.

Those Naughty Printers!

(Attention, Tim McCoy)

In a review of the Brooklyn engagement of the Ringling-Barnum Circus which appeared in the last issue it was stated that Tim McCoy, manager of the Wild West, "will probably hang up a terrific season, to judge by the Brooklyn returns, despite the fact that this HERO is not so forte when it comes to taking in Wild West." In the original copy the word was BORO—the Bore of Brooklyn, in other words. Mr. McCoy will excuse it, please. He will, at any rate, if he remembers that one newspaper, in a news story of a Presidential inauguration, had the Chief Executive of the nation taking his BATH (of office) before thousands assembled for the event in Washington. The Prez in question was Theodore Roosevelt.

Papers here stated that it was a Paramount picture, which is incorrect. In the story it was stated that there was a stampede during the rehearsal of a scene, in which eight girls and the elephants were used, in the elephants doing a take off on the chorus steps, and that in the stampede "Prince" killed the trainer.

Eagles stated, that after watering the elephants it is customary to exercise them in a ring at the end of the elephant barn; that during the exercising "Prince" struck Reed, knocking him down or he fell; that the animal got on Reed, gored him and inflicted injuries that resulted in his death a few hours later in the Covina (Calif.) Hospital. The animal, immediately after goring Reed, walked to the watering trough, it was stated, and attendants found no difficulty in putting the leg chains on him.

BALDWIN PARK, Calif., May 25.—On Thursday a coroner's jury spared the life of the elephant "Prince" who gored to death Joe Reed, trainer, on Monday. The jury held Reed's death was accidental after hearing testimony of three circus employees that the big bull's past record was good. The trio said "Prince" never before exhibited signs of being a "killer." The witnesses were Paul Eagles, local representative of the Barnes Circus; Charles Clois, caretaker of the show's winter quarters, and Frank Schubert, an animal trainer.

Capacity Houses For Tom Mix Show

CLE ELUM, Wash., May 25.—Northern Oregon and Washington was very good for the Tom Mix Circus, despite the fact that intermittent rainfall and the lumber strike have been competitive forces. Kid ticket tiups and well-billed towns by Pierce Williamson and crew with schools released have given the show capacity business. Manager Dall Turney says: "Some of recent business tops any of last year's receipts."

Tillamook was capacity both matinee and night; Astoria was a straw date in spite of showers at intervals all day and evening; Longview capacity; Centralia also capacity; Bellingham one of show's biggest days. Friendliness has been shown the Mix show in every way. Every day luncheon and dinner invitations are extended from Kiwanis, Rotary clubs and others to Mr. Mix requesting his presence, also many radio programs have been arranged. A most enjoyable breakfast was served at the Olympia Riding Club, "Father and Sons" day, where Mr. Mix was principal speaker. The subject, *Young America*, which he selected, was received with a deafening roar of applause.

Mr. Mix paid his respects to the governor while in Olympia. The governor will return the call while the show is in Tacoma, making Mr. Mix an honorary member of the State Highway Patrol.

The cowboys are having an interesting contest in the after-show. Weekly prizes are awarded to the man who has the least "misses" during a performance. Mrs. Hank Linton is one of the judges.

There is much activity going on between shows in the big top — Mildred Asher and others are practicing for specialties.

Irma Ward is having a spacious trailer redecorated for her own personal use. Mrs. Mix left for Beverly Hills where she will remain for a brief stay. Harry Baker, legal adjuster, is doing splendid work. C. A. (Dud) Lawrence, general agent, visited the show at Longview. Mr. and Mrs. Dall Turney entertained relatives from Portland this week. Inez Hubbell, performer and sister of Mrs. Mix, has left the show for a trip east. Ethel Jennier works "Sahara" in a special act in her place. Parade has been discontinued for a while. Ted Metz Side Show continues to be a great attraction and does excellent business.

Letter From Stanley F. Dawson

COLUMBUS, O., May 25.—Never in my memory has the circus institution been glorified and publicized as at the present time. Everywhere I have been lately, and my travels have taken me across the continent, I have noticed lodges, organizations, clubs and what have you all putting on amateur circuses or circus nights. Harper Joy, on the Coast, has just finished a Boy Scouts' Circus. At Columbus there is a Boy Scouts' Circus functioning.

Recently when in New York I met with the Players' Club and enjoyed a wonderful "circus night," staged by Earl Chapin May. At this affair the guests were entertained with an intimate story of the death of Jumbo by an old-time showman, who was present at the catastrophe. Tom Gorman, proprietor of the Gorman Circus, made an address on present-day circus operation. The laurels of the evening went to William Walsh, 24-hour man of Hagenbeck show. He told of circus adventures in a highly humorous vein and offered an hour's wonderful entertainment.

At the Ohio Club of New York City Uncle Bob Sherwood put on a circus night that I attended. He had a full-sized program, callopie, side show and complete settings. Mrs. Nellie Dutton, Mrs. Josie Dutton and their co-workers put on the various numbers. I had the pleasure of sitting at the same table with J. T. McCaddon, an outstanding character in circus history of three decades ago. We enjoyed a couple of hours talking over old times.

Visited the Gorman Circus at Stapleton, S. L. and met Tom Gorman, Burns O'Sullivan, Bowman, McGee, Fred Smythe, Morey Shreyer, Bobby Worth and Mutt Thompson. The last two were visitors. Bert Cole was there early and late. Spader Johnson attended the night performance. Among the performers I noticed—Felix Patty, equestrian director; Tony De Koe and wife, Poodles Hanneford and the Clarkonians.

Leaving New York I happened in on Ray MacMillan at Bellare, O. Ray now has the leading cafe of the town.

At Columbus I found William Tell Boyer ready to go out with his *Peck's Bad Boy* show, being the 25th season for Bill with this organization. Jimmy Albanese has one of the bright spots of the town and the mecca for show-folks. Clarence J. Dawson is recuperating at his Columbus home, and while he is fast gaining strength and weight the doctors inform him that it will be a couple of months yet before he can get back in harness.

William Fields Back to Legit; Maybe Kelley, Too

NEW YORK, May 25.—William Fields, recently of Hagenbeck-Wallace-4-Paw-Sells Bros.' publicity staff, has been engaged here as p. a. of the Pulitzer Prize play, *The Old Maid*, and will start work on Monday following a short vacation in Connecticut. F. Beverly Kelley, ex-boss of publicity on the same show, may join Fields shortly, and there is a possibility that the duo will agent a trans-continental tour of the prize winner, commencing in the fall. Kelley left for his home in Delaware, O., last week.

Beaver Dam's License Fees

BEAVER DAM, Wis., May 25.—The common council has adopted an ordinance providing for the payment of a license fee of not less than \$25 or more than \$150 per day for circuses or menageries playing the city and a fee of not less than \$1 nor more than \$10 per day for "minstrel troupes, rope or wire dancers, sleight-of-hand performances, panoramas, natural or artificial curiosities or other shows or merry-go-rounds or any entertainment for the public amusement to which an admission fee is charged."

Detroit Show Opens

DETROIT, May 25.—Detroit's Fashion Plate Circus, promoted by William B. Wecker and Margaret R. Brooks, opens today for a two-week stand at Grand River and Oakwood boulevard lot; auspices of Ionic Lodge, Royal Arch Masons. Dennie Curtis' acts are being used for the skeleton of the show, which is independently produced by Wecker. Bee Kyle, high fire diver, is a featured attraction. C. W. Finney is bringing in a number of freak acts.



Circus Saints and Sinners Club

For the Old Troupers and a Home

The Dexter Fellows Tent executive committee (New York) recently held a meeting at which various matters in connection with the Old Troupers' cottages at Sarasota was discussed. Orson Kilborn, Tony Sarg and Ray Schindler were appointed to visit Washington to confer with authorities there in connection with the project. Prexy Tony Sarg reported that the Italian Night had to be put ahead one week and that literature and tickets would soon go out. The night now fixed is June 12.

In an article entitled "The Experiences of a Rope Walker" in *Lippincott's Magazine* for November, 1888, among other things, J. F. Blondin writes: "I may also mention wire-walking as a branch of the profession, but it is not actually so recognized by us. Curious as it may seem to an outsider, it is much easier to walk on a wire than on the regular hempen rope, and, with a little perseverance and some natural ability to start with, a man may learn to walk the wire within three or four weeks on the outside." We wonder how long it would take on the inside?

We have received a fine lot of photos from Volney Phifer, of the Gorman Bros.' show. Thanks, Volney. We also want to thank Jim Chloupek for the additional Al G. Barnes material he sent us. By the way, are you following that little circus strip in *The Daily Mirror* drawn and conceived by Whelan? The detail of these circus pictures are mighty true to life and one follows the little story in pictures with much interest. F. L. Doherty, of Chicago, sent us three circus books—fiction—and anything we don't like is circus fiction. We do like books historical of the circus, but they are few and far between. However, this does not lessen our gratefulness to you one whit, whatever a whit might be. Has anyone seen Fred J. Heckel, our amiable vice-president for State of Pennsylvania?

We know that Eddie Hanley has taken his schnozzle to Florida, but we have not yet caught up with Fred J.

The luncheon of the Fellows Tent, held last Wednesday, was the most successful this year. One hundred and thirty-two members were present. Mayor La Guardia made a splendid Fall Guy and reacted to all that was done in his usual pleasantness. Prexy Sarg outlined biographically all that the mayor had lived thru and then, with a speed that almost frightened His Honor, ordered him to be seated in the center ring for a specific purpose. The specific purpose was to complain about his attire. "You must don raiment befitting your station," spoke Tony, "and to that end I beckon the Clothiers to the Mayor. Thereupon the undersigned and Bim Pond entered solemnly bearing on their arms a barrister's outfit consisting of a fur-bedecked massive coat, with chain belt, a white powdered wig, a lace fichu and a three-cornered hat. The mayor when thus decorated looked like a cross between Napoleon in an angry mood and Washington disturbed at the ice in the Delaware. All this while a barrage of newspaper photographers were flashing pictures. But there were a few more things to do. Just as another pose was being snapped a button was touched and a shower of pop corn fell on the mayor. Then Tony presented him with the insignia of the club, an 18-inch galvanized iron medal bearing the mayor's name and titling the thing Boss of the Big Show. Then amid the raucous strains of *He's a Jolly Good Fellow* the mayor was declared a Tent member. After disrobing he stated his pleasure at becoming a member of the club and pledged himself to help wherever possible. Jack Dempsey will be the Fall Guy for the June meeting.

F. P. PITZER.

FOR SALE — Trampoline Bed, complete, all new and in good condition. Address J. CARROLL, 328 Pike Street, Covington, Ky.



Under the Marquee

By CIRCUS SOLLY

BOB O'NEILL, a Hagenbeck-Wallace cook, is ill in Pittsburgh.

THE GORMAN show has been granted a permit to exhibit at Lowell, Mass., June 3.

RINGLING-BARNUM will play its 4th of July date in Fitchburg, Mass. Show will use the Summer street showgrounds.

FLOYD KING, general agent of Cole Bros., was recently in Boston, making railroad contracts for the show.

BUSINESS with Lewis Bros.' Circus at all Michigan stands was very good, Mt. Pleasant being exceptionally good.

JOLLY TINY postcards that Sells-Sterling Side Show, managed by King Baile, had a big day at Racine, Wis.

ERNEST L. KENT states that Lewis Bros.' Circus, first one at Pontiac, Mich., this season, had capacity matinee and straw house at night.

PROF. AGNEW'S "Petrified Man" exhibit on Cole Bros.' Circus has been pulling good crowds except when weather interfered.

ARTHUR KOLB is back on Gorman Bros.' Circus as usher, his second season. Three performances were given to packed houses at Hoboken, N. J.

JUNE SERGIE and Billy Manning are going over big with their high jumps on Hagenbeck-Wallace. Miss Manning also is working elephants.

CAPT. E. R. HATFIELD, who visited Fowler Bros.' show at Gas City, Ind., says that management bought a camel from George Little of Greensburg, Ind.

LEWIS E. BROWN, of Clearfield, Pa., motored to Altoona May 16 and attended afternoon performance of Hagenbeck show.

SELLS-STERLING has been playing to big biz thru Wisconsin and Northern Illinois. Business has been better in most towns than last season.

WILLIAM HAMILTON and wife are living at Cumberland Hotel, New York City. They visited Ringling-Barnum in Brooklyn, accompanied by Mr. and Mrs. O. C. Cox.

E. S. BISHOP attended Gorman Bros.' Circus at Scranton, Pa. States that Tom Gorman contributed toward the purchase of an elephant for the kiddies at "Na Aug" Park at Scranton.

DUTTON'S SOCIETY CIRCUS, a one-ring show with 14 performers, opened an indefinite stay at Idewild Park, Ligonia, Pa., May 25. Performances are offered twice daily.

W. N. LINABURY advises that the Gorman show at Mt. Vernon, N. Y., had full houses at both performances and that it was first circus there in 15 years. Lot was very small and side show or menagerie tent could not be put up.

CHIEF KEYS again has his impalement act on side show of Hagenbeck-Wallace. He is using three human targets at same time in his knife act—Princess Olga, Princess Chilocco and Little Chief Sky Eagle.

FRANK B. HUBIN has invited all of the inmates of the crippled kiddies' homes on Abasco Island, Atlantic City, and occupants of the Old Folks Colored Home to be his guests at Hagenbeck show in that city June 20.

H. L. (COOKHOUSE) KELLY saw Schell Bros.' Circus at Marshalltown, Ia., May 21 and met a number of oldtimers. Says that Manager George Engesser has a good-looking show and gives a nice program for the money.

HIGH-SCHOOL band of Klamath Falls, Ore., celebrated circus day there with a noon parade. Event was arranged thru co-operation of high-school principal, band director and Cliff McDougall, p. a. of the Barnes show.

EDMUND GRANT, of Cole Bros.' Show, who suffered a heart attack while the show was playing Indianapolis, is recovering at his home in Chicago. It will be some time before he can rejoin the circus.

FRANK T. KELLY and Robert Marison are touring country in their new car. Kelly is pitching razor blades and strops. Visited Cole and Hagenbeck shows in Chicago, also Barney Bros. at Farmington, Ill., which gave four performances there.

"BABY JENNY", 16-month-old Hagenbeck-Wallace giraffe, died at Highland Park Zoo, Pittsburgh, May 19. The animal, suffering from inflammatory rheumatism, had been brought to the zoo when it became too ill to travel with the circus.

LAVENIA SISTERS, double traps and muscle grinds, are at Grotto Circus, Detroit (under canvas), from May 25-June 9. Will then play parks and special events until fair season. They were with Rooney Bros.' Circus playing thru Ohio for two weeks.

E. H. RATHBUN, manager of *Days of Saladin* on midway of San Diego, Calif., Exposition, announces that Mark Twain Smith, formerly of Al G. Barnes Circus, has been engaged as trainer of the famous horses from the W. K. Kellogg ranch, to be used in the production.

THE SILVERLAKES (Archie, Billie and Jonnie Mae) are with the Duttons, presenting the Iron-Jaw, double traps and rings. Danny Gordon recently joined the Duttons and is also working in ring act. They recently visited Kay Bros.' show.

RUSSELL G. KNEISELY has been kept busy at Akron, O., with various promotions since returning from the South. He will soon start his summer engagements, which will include Grotto and Shrine dates, most of which are now under contract.

JOE DONAHUE, general agent of Ringling-Barnum, made his headquarters at Lincoln Hotel during engagement of show in Brooklyn. Arthur Hopper, general agent of Hagenbeck-Wallace, recently made his headquarters at Fort Pitt Hotel, Pittsburgh, for a week. Both agents report excellent business.

TOM MURRAY, of Ft. Worth, Tex., who writes occasionally on elephants, recently had a full-page story in *The World's Fair*, a London, England, amusement magazine, entitled *Famous American Circus Elephants*. Murray has a nice collection of pachyderm photos.

W. A. ELKINS attended Downie Bros. at Logan, W. Va., on May 2 and enjoyed the show. Says that Cole show arrived at Logan May 14 about 8:15 a.m. didn't get on lot until 1 p.m., lost matinee account of mud and water on lot and did not get top up until after 5 p.m. Did not remain for night show.

AT THE RINGLING anniversary dinner at the Hotel Mayflower, Washington, D. C., night of May 19, much attention was directed to the birthday cake. It was made from a design prepared by Karl K. Knecht which appeared in *The Billboard* at the time of the Golden Jubilee. The chef reproduced the figures and brought it up to date in a very attractive manner.

WILLIAM WETMORE, Washington's circus fan, together with Bluch Landoff, Folidor, Jim Donovan ("King of Ireland"), Felix Adler, Frankie Saludo, John Lancaster and Lou Jacob, during Washington engagement of Ringling-Barnum, were entertained by Frank Portillo, Washington clown and ventriloquist. Portillo joined his friends and fellow clowns in three performances of the circus.

JAKE J. DISCH, "Here, There and Everywhere" Circus Editor of *The Cudahy* (Wis.) *Enterprise*, spent two days on Sells-Sterling Circus at Kenosha (his old home town) and Racine, Wis., where show did capacity business and then some. At Racine, despite a muddy lot, performance moved along to perfection. The Side Show, with all new double-deck banners, the biggest kid show they ever had, managed by King Baile, is also going along nicely, says Jake.

HARRY BAUGH has been on William Ketrow's Kay Bros.' Circus three times this season and expects to go again in

Gossip of the Dressing Rooms

Items for This Column Must Reach the Cincinnati Office Not Later Than Friday

COLE BROS.—In beginning my first column, my first thought is of Harry McFarlan and Chester Barnett, as they are the starters back here. Mister Mack says give 'em the goose grease, and Barnett, as official bugler, bears down on his cornet. There is plenty of action and none of the boys have had to be awakened by hand as yet. Abe Goldstein seems to carry honors of being first out to work come-in, followed closely by Otto Grieblich and ye scribe. Ralph Clark has his pickup mule working in good style, also works Wild West, but manages to spare some time and chat with his old friend, Dick Pinkney. It's a little early for the paper-wad tossers and jokers to get started. By the way, we have Bert Does with us. Horace Laird's Dionne quintuplet walkaround is getting the laughs, as are Barnett and Bob Bowen with dog-catcher gag. Ray Dean, announcer, had to equip himself from the bucket this year. Has new trunk (?), ground, chair and rack, which he drives all over dressing room, but with a little more schooling we may get him out of that habit. Kinko—too much to mention about him and will have to hold him over until next week. It's a little too early to say who will get the cook-house flag. May get some dope on that later.

TOM MIX—Charles Arley has broken in a new perch act. Brother Jimmy has all the earmarks of making a big-time performer. Mrs. Louise Lee, wardrobe mistress, has the spec dolled up from drum major to clowns with new wardrobe. Johnnie Agee, equestrian director, is happy as the Major has let him go back to his first love, menage riding. Gus Bell, of Bell Troupe, is taking a special announcement as the United States representative in the last World's Olympic Games and the way Gus puts over his string of somersaults and twisters in answer to this introduction is a credit to any show. Hank Linton, Bugger Red Jr., Frankie Gusk, Augie Gomaz and Tom Mix are doing special announcement horse catches. Duke E. Lee, the show's announcer and emcee, has a radio program showing on the NBC and Columbia network each week. Duke has gone all-English with his white tux for matinee and London-cut full dress for evening. Buddy Scott's vocal numbers, presented during Irma Ward's aerial act, never fail to draw a big hand. Buddy is also soloist on radio program. During few days' illness of Juanita Hobson, Homer Hobson Jr. stepped in with a gentlemen's principal act. James O'Donnell's presentation of lifting 1,027 pounds as closing number in Jordan act goes over big with the lumberjacks. Carl Roberson's big show band, under leadership of "Bill" Heney, has received some wonderful notices.

RINGLING-BARNUM—Lucille Wallenberg slipped and fell from her swinging ladder, but luckily was not seriously hurt. Al Fonzal, of Three Fonzals, was a visitor in Brooklyn and renewed old acquaintances. The Great Walkmir, aided by Eugene Wallenda's mandolin and with Zacchini at the guitar, is giving operatic scenes nightly in northwest corner of dressing room. Their efforts are so appreciated that gifts are literally thrown at them from every trunk in dressing room. I predict that should we play near a brickyard the trio will be building themselves mansions of brick. Business at cookhouse for breakfast Saturday morning brisk. No—it wasn't the savory aroma of the ham and eggs. The actors had to get out of coaches due to early transfer of the cars to Jersey City. Eddie Rooney has recovered from a severe attack of a stiff neck which necessitated a leave of absence from big top for a couple of days.

Frankie Portillo, the Washington fan, left the nation's big business to run how

the near future. Harry says that Manager Ketrow has one of the best and snappiest shows of his career. Program is put over with a dash. Ketrow informed Baugh that he had bad weather on way up from Valdosta, Ga., and that business was just fair. Equipment, trucks and canvas are in best of shape. Show has a good cookhouse, supervised by Mrs. Ketrow and in charge of Dan Stewart and wife. Recent visitors were Bert Cole and wife, Leonard Swann, E. J. McKnight, Mrs. Thelma Wylie, Robert Vanderbeek and Gertrude Praster.

it can. Whilst the circus is playing in Washington town, he leaves his seat flat in the Senate to clown.

CHARLES F. CLARKE.

SELLS-STERLING—Recent visitors were the Holland-Dockrill Troupe, who renewed many old acquaintances. Will Waiet was painfully injured at Racine, Wis., and at present time is showing improvement. At Waukesha, Wis., performers had a party after night show at Zulu Hut Club. Among those present were Nellie Schrader, Ethel Wing, Midge Devers, Madelaine Stange, Ardelie Pierce, Dolores Langner, Orville Lindeman, Johnny Valero, Garry Owens, Lothar Fritz, Elmer Stange, Alfred Schwalbe and Walter Harod. A chicken lunch was served and dancing was enjoyed until the wee hours of the morning.

FRED WORTHING.

Funeral of Herman Zeigler

LOS ANGELES, May 25.—Funeral services for Herman Zeigler, wild animal trainer, who met with accident that caused his death while working new group of lions at Gay's Lion Farm, El Monte, Calif., was held from the Adelman Funeral Home, El Monte, May 14. Largely attended by circus, park and many from movie colony. Beautiful floral tributes came from Al G. Barnes Circus, Hagenbeck-Wallace, Pacific Coast Showmen's Association, Gay's Lion Farm, California Zoo, the Ernst Ostrich and Alligator Farms and studios. Services conducted by Pacific Coast Showmen's Association. Zeigler, however, was not a member of that organization.

Active pallbearers were Vincent Cusumano, Arthur West, Ralph Stockman, George Emerson, Joe Metcalf and Bill Foix. Honorary pallbearers, Charles Gay, Frank Phillips, Fritz Brunner, Olga Celeste, Herman Klinkhard, Bert Vatcher, Richard Haverman, John Backman and Howard Keppler.

Mrs. Reine Hamilton and William Hamilton, of Warner Bros.' studio, composed and sang a special number. John Stanley Lyons, chaplain of Pacific Coast Showmen's Association, conducted the services, and interment was in Evergreen Cemetery in plot adjacent to Showmen's Rest.

Ringling-Barnum Side Show

CINCINNATI, May 25.—John Ellis, with Ringling-Barnum Side Show, states that business has been very good. Complete lineup follows: Clyde Ingalls, manager; Harry Lewiston, assistant; Austin King, announcer; James McSorley, John Ellis and A. Westlake, talkers and on tickets; T. J. Marchout, John Menarcheck and Louis Bogas, front door; George Ecatera, boss canvasman; Miss Suzanne, snakes; Doll family of midgets; Jack Earl (Ski High), giant; Madam Zindra (Mrs. Lewiston), mentalist; Mrs. Thomas O'Boyle, bearded lady; Major Mite, "smallest man in world"; Miss Mae, tattoo girl; Miss Alverna; Baron and Baroness Pancci; Miss White, Iron tongue; the Accordion Gypsies; Winsome Winnie, fat girl; Anato Hayes, anatomical wonder; Lentini, three-legged man; Gren-dol, sword swallower; Mohamed Kahn, Hindu magician; Cliko, African pygmy, and Arthur Wright's concert band and minstrels.

WANTED

Japanese Riser Juggling Head Balancing Act, or Novelty Feature suitable to work on stage. Circus Horsehooper, Steam Calliope Player and high-class Advertising Banner Solicitor. WANT TO BUY for cash 70 or 72 foot Steel Stock or Elephant Car. Address

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Novelty Acts, Aerial Acts, Family Troupes, for Big Show; one more good Clown, Singer, Girls to dance in Spectacle. Musicians to strengthen Big Show Band, Side Show People, Truck Drivers and Workmen. Bill Tripp come on. Address as per route.

LEWIS BROS. CIRCUS
May 25, Kankakee, Ill.; May 30, Streator, Ill.; May 31, Pontiac, Ill.; June 1, Clinton, Ill.

AGENT AT LIBERTY DUE TO DISAPPOINTMENT.
General, Press, or both. Experienced, capable, reliable. Close contractor. Know press and merchant tie-ups. L. C. BAILEY, Neff, Neb.

WANTED for Evans Circus

Acrobats, Clowns, Novelty Acts. Opening June 1, Massillon, O. J. J. EVANS, Massillon, O.

COLE BROS.
Circus Photos, Parade, Train, Lot, Rochester and Indianapolis, N.Y. Box 1st, 20 for \$3.50; Set of 70, \$16.00. P. O. BOX 4, R. E., Detroit.



The Corral

By Rowdy Waddy

MORE FAIRS than ever before will have rodeos as features this year.

E. B. WILLIAMSON advised from Elkhart, Ind., that the Jones-Williamson Rodeo Hippodrome is preparing to open its season June 13.

FRANK DANIELS, who had been riding at the rodeos staged at Pittsburgh and Detroit, recently returned home to Lambertville, N. Y. His daughter, Ruth Daniels, writes that he contracted pneumonia and has been in a critical condition.

DEL RIO, Tex.—One of the outstanding rodeos in the Southwest will be staged here May 30-June 2. By the signing of an exclusive contract with Col. W. T. Johnson, of San Antonio, to furnish all stock for the show that problem has now been met.

PITTSBURGH—John H. Harris, president of the Harris Amusement Company, this city, denies any connection with Milt Hinkle's Texas Rangers Rodeo which played his Duquesne Garden here recently. He states that Norman Prescott, business manager of the rodeo, acquired office space adjoining his company's office, which may have caused the previous incorrect report.

MABEL MACK, of military mules show note, now with Krause Greater Shows, visited her son, Jimmie Foster (and wife, Alice), who has charge of the concert with Cole Bros.' Circus, at McKeesport, Pa., recently. Lyman H. Dunn, Mabel's husband and veteran showman, has been ill for several weeks at Franklin Square Hospital, Baltimore. Doubtless he would appreciate receiving letters from his showfolk acquaintances.

NOTES FROM Fort Peck Rodeo Company—The show opened its season at Emmetsburg, Ia., on May 12 to heavy attendance. The roster includes: Buck Davis, who bulldogged a steer in nine seconds; Cecil Rubediox and his clown mule; Smokey Statleman, Ray Pedon and Mary Carter, trick riding; Vern Whitaker, Ed Statleman, Russell Slonger, Bussar Sorenson, Leona Davis, Buck Wener, Tex Dall, Louella Wener, Less Karstad, Tuffy Combs, Margaret Ortedoff, Bill Fell, Dan Wilder, Frank Little Bear, Chester Hickman, Vic Ortedoff.

WHILE dialing his radio Thursday evening of last week the Corral editor picked up a program of Station WAIU, Columbus, O.—about the middle of the program. Montana Meechy was telling of a show to be given by rodeo folk that night at the State Fair grounds—no admission charge, donations, Meechy named a number of hands to take part in the show, among them Oklahoma Curly Roberts and Tin Horn Hank Keenan and Tin Horn Hank Jr. By the way, Junior did a nifty song and his "dad" did a brief but interesting talk. Meechy

WANTED AT ONCE

FOR DUDE RANCH, ATLANTIC CITY

Wild West and Cowboy Acts, Trios, Ropers, etc. Cowboy Songsters suitable for broadcasting—Girls with novel Western routines. Boardwalk, Atlantic City, all season. Write TOM ENDICOTT, Dude Ranch, Connecticut Ave. and Boardwalk, Atlantic City, N. J.

CALGARY STAMPEDE

JULY 8 to 13, \$10,000 in prizes

\$9,170 in Cash, \$830 in Special Trophies
\$1,000 Top Money, North American Bucking Contest

Celebrating the Diamond Jubilee, North West Mounted Police.

Looks Like Calgary's Biggest and Best Show.

Entries Close July 4. Prize List From

E. L. RICHARDSON, General Manager

Calgary Exhibition and Stampede Ltd., Calgary, Alberta, Canada.

and his Cowboy Band, in their sixth year over WAIU, are now providing music at a dance palace in Oientangy Park, Columbus, in addition to their regular radio programs.

CALGARY, Alta. — At the Calgary Stampede, to be held July 8-13, \$10,000 will be offered in prizes. Of this \$9,170 is in cash and \$830 includes a number of outstanding prizes. While the amount offered in prizes is practically the same as last year, \$400 in cash donations has been received to be added to the first prize in the North American Bucking Horse Contest, which brings the top money up to \$1,000 cash, in addition to several special prizes. The Calgary Stampede is a member of the Rodeo Association of America, and contestants will therefore be awarded points by that organization, which will make them eligible for the association's special prizes. The Stampede is held in conjunction with the Calgary Exhibition, which is celebrating its 50th anniversary, also the 60th anniversary of the arrival at Calgary of the Northwest Mounted Police. The management believes that this year's show will be one of the best ever held. Entries close on July 4. E. L. Richardson, general manager, advises.

HOLLYWOOD—Western Contest, Inc., will stage its first annual Tex Austin's World Championship Cowboy Contest in the Gilmore Stadium at Beverly and Fairfax August 3-11, according to the announcement of Mr. Austin, who has a five-year contract with the Western Contest, Inc., to stage the contests here yearly. The event is being sponsored by the Hollywood Chamber of Commerce, Uplifters' Polo Club and the Hollywood Hussars. It will be contested in all major events, for nine-day moneys and finals, 18 performances. Austin states his purses in the major events, bronk riding, steer wrestling, bareback horse and steer riding, calf roping and wild horse races, will be outstanding ones. There will be relay races, both cowboys and cowgirls, and competition for girl trick riders and men trick ropers. Elliott & McCarty will furnish stock. Bucking horses will include the load of outlaws purchased by Mr. Austin at Calgary last year that he took to England. The stock will be brought by passenger train from Cheyenne Frontier Days direct to Hollywood. Special corrals, pens, barns, etc., will be constructed on the grounds.

NOTES FROM Col. Jim Eskew's JE Ranch Show—Had a wonderful engagement at Kingston for the VFW. The closing day Sergeant Frank Byron, Curly Bell and Billy Keen, all ex-rodde hands, now of the New York State Police and stationed at the new Walkill Prison, were visitors and Sergeant Byron and Bell both bulldogged steers. Dr. Palmer, warden of the prison, was also present. On Sunday a performance was staged at the prison and went over big with the inmates. Billy Keen rode a bronk, also took part in trick riding, along with his wife, Mary; Peggy Murray and Junior and Tom Mix Eskew. Dolly Junior also worked the trained mule and did horse catches. Cy Compton also did horse catches — an eight-horse catch, the troopers riding for him. Mildred Mix rode a bronk the length of the arena. Col. Jim Eskew and Tommy Horner were not present, having gone to New York City on business. The roster also includes: Major George W. Scott, director of advance; Herbert S. Maddy, general agent; Ray and Roy Niblick, Ted Weems, Harry Jackson, Charles Aldrich, Leonard Murray, Pete Workman, Hilda Workman, Tommy Horner, Tex Smith, Lucille Smith, Myrtle Compton, Bill Rogers, Clyde Rogers, Bob Murray, Jack Jackson, Slim Walsh, Curley Hatchell and

Caesar Brieux; George Anderson in charge of cookhouse; Will Harbridge, traffic representative; Eddie Harrison in charge of equipment.

MINNEAPOLIS.—Interest in Western sports has again prompted the Junior Associations of Minneapolis and St. Paul and the Officers' Club of Fort Snelling to plan the Second Annual All-American Rodeo to be staged at the Minnesota State Fair grounds, midway between Minneapolis and St. Paul, for a period of 10 days, beginning June 22. Last year's show was in conjunction with the Shrine Convention and was staged at Fort Snelling, and drew an attendance of more than 100,000 people. It was this enthusiasm and the demand created for this type of sports in the Twin Cities that prompted the plans for the second big roundup. The show will be produced under the direction of Greer & Hammer. According to the plan outlined, nine night shows will be held under floodlights on the huge track at the State Fairgrounds, also afternoon performances. Business men and civic organizations of both Minneapolis and St. Paul are assisting and a general committee made up of representatives of the Minneapolis Junior Association, the St. Paul Junior Association and the Officers' Club at Fort Snelling is completing final details for the event. Heading the executive committee is Major H. J. Matchett, of Fort Snelling, with W. S. Copeland, of the Minneapolis association, serving as vice-chairman, and W. E. (Candy) Hammer as arena director.

Straw Houses For Barnes Show

WENATCHEE, Wash., May 25. — Tremendous crowds greeted the first performance of Al G. Barnes Circus of the two-day engagement in Portland Monday afternoon. However, the afternoon crowd was nothing compared to the multitude that swarmed to the grounds at night. There was a sellout, many folks being on the straw.

The show seems to be hitting its old-time stride. Fine weather greeted the show upon entering Oregon and packed tents are now the order of the day, with folks "sitting on the ground" almost nightly. At Medford, May 18, straw house in the afternoon and at night a big attendance.

From Medford show was billed to give one show Sunday afternoon in Eugene. The run is a long one and with many "knobs" to get over it was 11:50 a.m. when first section got to Eugene crossing. The haul in Eugene was about a half mile and with everybody lending a hand the doors were opened at 3 and show started at 3:45 p.m. Big top was filled to capacity. It is on days like this when a circus organization is put to the test and in this case it most assuredly was not found wanting. The cookhouse, with George Tipton at the helm, had two meals that seemed almost continuous. Cap Curtis got all in readiness for the performance in something of a record, while Jake Posey kept the wagons rolling without a hitch. Walter McClain had his herd of 20 elephants pushing, pulling and "lending a trunk" almost everywhere at once and Bill Bush had his tractors going at full speed. Eight o'clock that night saw the show loaded and on its way to Portland.

Getting back to Medford, this city is the home of two young women who joined the Barnes organization this spring. Dea and Golda Higdon were born and brought up in Medford and were graduated from high school there. Both girls being of an athletic turn of mind were soon the wonder of their school chums with their ability to turn somersaults and do acrobatics.

Al Fisher, side-show talker, took sick in San Francisco and has returned south, taking his silver cup which he won last year at the World's Fair with him. It is thought around here that he will put up this cup for competition this summer at San Diego. Mel Smith, side-show manager, has another man to aid him on the bally stand. Mel is doing a good job with the annex.

McKeesport Turns Out For Cole Bros.' Show

McKEESPORT, Pa., May 25.—This steel town of 54,000 has proved itself to be one of the most enthusiastic circus communities in Western Pennsylvania. It would be little exaggeration to say that the entire town turned out on Tuesday to see the Cole show. And this when

one week ago Downie Bros. strowed them for two performances.

Thousands who anxiously awaited the announced parade had to be disappointed, for on account of a derailment which occurred shortly after the show left Morgantown, W. Va., show pulled in hours late. The car carrying Jumbo the Second, African elephant, was derailed for several hours. The show was further delayed in Pittsburgh where its cars were held up in the railroad yards.

The "matinee" performance didn't get under way until a few minutes before 6 p.m. and was almost immediately followed by the evening show. Crowds jammed the runways to such an extent that some of the exhibitions had to be curtailed. Staudes were so numerous that they made it pretty tough for the performers who had to force their way into the arena. Even the threat of closing the show failed to move any of the circus fans.

Paul Nelson Improving

CHICAGO, May 25.—Paul Nelson, of the Nelson acrobatic troupe on the Cole Bros.-Clyde Beatty Circus, is steadily improving in health at Garfield Park Hospital, where he has been ill of pneumonia since the show left Chicago. He underwent an operation Sunday, a portion of one rib being removed to provide drainage for the lung, and since then his condition has greatly improved. He probably will be in the hospital another two weeks. His mother has remained with him thruout his illness.

HONEST BILL

(Continued from page 38)

joined here with an eight-piece band. The show swings around after Salem and invades the Upper Ohio Valley, then into Western Pennsylvania, following the long-established Main route east.

Doc Young, equestrian director, has rounded out an entertaining program from the few acts that have been hastily recruited, but expects to strengthen it from time to time. It runs about one hour and 30 minutes.

The Program and Staff

Grand entry; comedy acrobats, McCune-Grant Trio; wire, Mitzi and Harry; clown number; iron jaw, Miss Mitzi; concert announcement; double traps, Mitzi and Harry; clowns; solo elephant, presented by William Newton; bars, McCune-Grant Trio; rope spinning and juggling, Ruby and Harry; trained dogs, one of high spots of program; clowns; Cupid, one of best of trained ponies; Rube Egan's basket horse; concert announcement; cloud swing, the Whirlwinds; Andrew's trained bears. Trained dogs, a chimp and monkeys are offered for a concert.

Staff: Walter L. Main, contracting agent and in charge of advance; William (Honest Bill) Newton, general manager and in charge of front door; Mrs. Main, in charge of ticket office and treasurer; Cly Newton, side-show manager; Doc Young, equestrian director; Harry M. Strause, 24-hour-man and banners; Johnny Wall, master of transportation; Frank Nally, master mechanic; Red Monroe, boss canvasman; Kokomo Andrews, legal adjuster; Horace Newton, privileges; Jimmy Moran, novelties; Lew Stone, big show tickets; W. J. Emery, band leader; C. C. Smith, press back with show; Bert Ernst, superintendent commissary; Jess Barnes, chief electrician; Rube Egan, producing clown.

Cly Newton's side show carries 30 people. Harry Harris, Ben Johnson and Harry Pittillo are on tickets; Mrs. Cly Newton, front door; Sandy Sallee, general superintendent; Baltimore Red, boss canvasman; Don Taylor, inside lecturer and Punch. Attractions are "Spark Plug" and his Hot Cha Revue, 15 people; the Farrow's, Hawaiian duo; Ann Smith, the Girl with 1,000 Eyes; Hawaiian department has Carmellita, Mrs. Farrow and Nina Nalley.

A. Hughes is conductor of side-show band, which uses a piano, Nellie Brown and Marie Curtis are singers and dancers; William (Spark Plug) Goodman and Johnny Goodlow are the principal comedians. Band personnel includes Josiah Bowman, Alexander Pace, Willie Curtis, Everett Du Bois, Wanza McDonald, Charley Moore and Willie Kelly. An elephant, four camels, several ponies, a truck cage of monks and chimps and several cages of small animals are exhibited in side show.

In front yard are Jimmy Potter, lunch stand; Abe Ginsberg, pop corn; Fred Guertin, novelties. Little Johnny Walsh has prize package candy in big show.

BUILDUP SET FOR N. Y.

Big Syracuse Expansion Is Plan Of Ten Eyck To Start This Year

Commissioner declares Empire State show will be made largest of its kind in this country—Dr. Brown, new director, is referred to as "field representative"

SYRACUSE, May 25.—Appointment of Dr. A. L. Brown, Deposit, N. Y., as director of New York State Fair is first step in move by Commissioner of Agriculture Peter G. Ten Eyck, he says, to make the fair biggest of its kind in the country. He declares the most populous State in the Union, owning a \$5,000,000 fair plant, should have a far bigger fair. Dr. Brown was Mr. Ten Eyck's assistant in Albany and the latter announced he will be "my field representative." "It is my intention to make the State Fair the leading exposition of its kind in the country," Mr. Ten Eyck said, "and there will be considerable expansion, starting this year."

Vancouver Exhibition of '35 Golden Jubilee Forerunner

VANCOUVER, B. C., May 25.—Canada Pacific Exhibition, August 28-September 4, reported President Walter Leek at a meeting of directors, will be a worthy forerunner of 1936, when golden jubilee of the city will be celebrated. Attractions will include world-known acts, Chairman E. S. Knowlton reported. West Coast Shows will be on the midway.

Arrangements have been made for distribution of more than 70,000 free tickets to children of school age in British Columbia. C. W. Mainwaring, chairman of music, promises a large entry of bands, orchestras and choirs, with a massed demonstration on Labor Day night. For the board of works F. D. Gross reported considerable repair work done and a new building constructed, besides a hospital for sick cattle.

Publicity under John Dunsmuir will feature the exhibition as a tourist attraction.

Thearle-Duffield Get Mimm.

CHICAGO, May 25.—An error was made in a recent item concerning letting of contracts for amusements for Minnesota State Fair, St. Paul. Thearle-Duffield Fireworks Company was awarded the fireworks contract and not Philadelphia Fireworks Company, as was stated.

Ohioans Meet on June 11

COLUMBUS, O., May 25.—Annual mid-summer conference of the Ohio Fair Managers' Association will be held here in the Deshler-Wallick Hotel on June 11 at 1 o'clock p.m. It has been announced by Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Frisco Expo Head After Federal Aid

SAN FRANCISCO, May 25.—Musical organizations from here will play a prominent part in the Festival of Music, to be a feature of California Pacific International Exposition opening in San Diego next Wednesday. University of San Francisco Band, Golden Gate Park Band and San Francisco Symphony have been signed.

Leland W. Cutler, president San Francisco Bay Exposition, en route to Washington, D. C., to discuss the local World's Fair situation with federal officials, is in San Diego to preview the fair. He's Washington bound to get Congressional approval. This will take the form of a resolution adopted by Congress empowering the President to invite foreign nations to participate in the 1938 San Francisco Exposition. While in Washington Mr. Cutler will discuss possible federal appropriations to cover cost of reclaiming Yerba Buena Shoals, where the exposition will be staged.

Exposition finance committee, headed by Kenneth R. Kingsbury, reports it is meeting with success in its campaign for preliminary funds and is proceeding with its long-range program covering major financing of the exposition proper.

Midget Auto Races To Open Sports Center in Delaware

WILMINGTON, Del., May 25.—Delaware Sports Center, Inc., recently incorporated, will promote opening midget auto-racing program on a new one-eighth-mile track south of this city Decoration Day night. Dave Cox, Wilmington, former race driver of big cars, is general manager of the company.

Delaware drivers have organized under Eastern Midget Racing Association and to date seven cars are being groomed by local speedsters for the opening race, competing in a circuit with drivers from the Eastern section. Five of the local "jobs" are complete and drivers are waiting finishing touches to the track.

Rolling in top layers with oil to make the track fast and dustless has been started. Interest in the races has spread to other cities, with installation of a special wire for Philadelphia newspapers.

MERIDIAN, Miss. — Mississippi Fair and Dairy Association elected I. A. Rosenbaum president; Mayor Clint Vincent, vice-president; Jack Breyer, treasurer; Hillman Taylor, secretary; Al E. Fine, general manager.

Just Plain Ehringhaus
NEW YORK, May 25.—With George Hamid of booking fame as host, Governor John C. B. Ehringhaus, of North Carolina, stole into New York without benefit of fanfare to take in shows and other parts of New York night life as just plain John, a North Carolina citizen now residing in Raleigh. He was in town for the "last half" of this week with Mrs. Ehringhaus, his sister and State Treasurer Johnson. All "incognito." Reason: Strictly a social visit, shop talk being absolutely taboo.

York Signs Big Layout

Pennsy bill to be featured by revue, acts—Bloomsburg as "Little Caesar"

NEW YORK, May 25. — Herbert D. Smyser, manager of attractions of York (Pa.) Fair, has signed with the George Hamid office for a big layout of grandstand acts which will surround the feature attraction, Ernie Young's Revue. Altho the Hamid office books the Young unit in the East, the former released Mr. Young for this engagement so that he might negotiate with Manager Smyser direct.

Mr. Smyser's selections consist of Picchiani Troupe; Willie, West and McGinty; Brava, Pallenberg's Bears and Dohmerman Pinschers, Four Franks, Gold Dust Twins, and the Stetson Band, directed by George W. Ventre.

Describing Bloomsburg, Pa., as a place which houses the "Little Caesar of Fairdom," Mr. Hamid announced the following booking for that event: Edgar I. Schooley's Revue; Willie, West and McGinty; Jansleys, All Loyal's Dogs, Bob Eugene Troupe, Brengk's Golden Horse and Joe Basile's Band.

Bloomsburg has been increasing its program budget year after year.

Buy New Louisiana Grounds

WEST MONROE, La., May 25.—Ouachita Valley Fair Association has purchased new fairgrounds here. Secretary-Manager George H. Dierlam said the new buildings will be of Spanish design and that a \$50,000 building program is planned. Among them will be a large community building and one for vocational training. It is the aim of the association to maintain a year-round program for its rural population. Grounds will be landscaped, with ponds, bridges and a stream.

Salt Lake Fete in Making

SALT LAKE CITY, May 25.—Stephen J. Maloney, newspaper man, Salt Lake, has been named executive secretary of the Covered Wagon Days Celebration to be held here on July 22-24. A feature to stimulate interest is choosing of "Miss Pioneer." Two years ago Janet Young, granddaughter of Brigham Young, had this honor. Norman Sims is chairman of the celebration in Salt Lake. In Ogden the usual beard contest is advertising the Pioneer Days Celebration on July 22-24, with Mayor Peery in charge.

Hankinson Races for Title Of Late Hannon on June 16

LANGHORNE, Pa., May 25.—Langhorne Speedway, Eastern center of AAA auto racing, will offer its second program of speed on June 16, corresponding to the annual event which follows the Indianapolis Speedway races. While Johnny Hannon, killed in Indianapolis in a trial run, cannot be on hand to defend his title as King of Langhorne, the ace must go on.

In Indianapolis Ralph A. Hankinson and his two scouts, Jim Malone and Bill Strettenstein, are signing speedway stars to run on June 16. Doc Mackenzie has assumed lead in 1935 Hankinson championship rankings, the late Hannon second, Billy Winn third and Freddie Winnal, comeback-bent, ranks fourth.

Bob Sall may succeed Hannon on the No. 1 Miller car which brought Johnny the 1934 Eastern title.

Virginia Is Putting Back Profits of 1934

RICHMOND, Va., May 25.—Prominent farmers, bankers, fruit growers, cattle breeders and business men from throughout the State attended a meeting of Virginia State Fair Association directors in John Marshall Hotel May 17. Present were J. Marshall Lewis; R. G. Vance, mayor of Richmond; J. Fulmer Bright, J. H. Quinesberry, Dr. J. W. McLaughlin, R. W. Spillman, Berkeley D. Adams; W. J. Carter, race secretary; T. Gilbert Wood, president; Charles A. Somma, secretary and general manager; Henry Hotchkiss, vice-president; C. T. Riddick, assistant general manager, and Clyde H. Ratcliffe.

Plans for the 30th annual fair were discussed, with outlook for the exposition, September 30-October 5, as the most successful ever held in the history of Virginia. The association will re-establish and develop full exhibits in all departments this year. Competition will play an important part in exhibits of cattle, baby beef, milking shorthorns, Guernseys, Jerseys, sheep, hogs, poultry, pigeons; rabbit, cat and flower shows; 4-H Club and women's department.

Secretary Somma announced construction of new buildings, improvement, decorating and remodeling of all buildings and painting thruout the grounds, including grand stand. One of the chief improvements will be layout of a new macadam midway. The executive committee allotted budgets and premiums in all departments. Officers were so well pleased with attendance and co-operation of capacity crowds during the 1934 fair that they will return a large share of profits to patrons this year in a more extensive program.

Grand-stand features will include a big revue, 10 acts of vaudeville, horse and auto racing and fireworks. Committee authorized expenditure of over \$21,000 for erection of buildings and improvements.

Jule Miller Chi Visitor

CHICAGO, May 25.—Jule Miller and Leo Semb, Northwest Amusement Company, St. Paul, were in Chicago this week buying talent for their fair shows. Among fair contracts they have signed is North Dakota State Fair, and their show there will include the Lamours, Olympia Desvall, the Gretonas, California Trio and others.

SALEM, Ill.—Earl W. Merritt is chairman of the 52d annual Marion County Soldiers and Sailors' Reunion in Bryan Memorial Park here on July 22-27 and has booked the Johnny J. Jones Exposition. Attendance last year is given as an average of 25,000 daily.



WALTER D. CLINE (left), managing director, and Otto Herold, assistant managing director of Texas Centennial Central Exposition, Dallas, to be held in State Fair Park in 1936. This will be the main event of many to be held in historic spots thruout the Lone Star State, commemorating the 100th anniversary of Texas independence. Mr. Herold also is president of the State Fair of Texas.



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Many sizes for rent in large and small quantities.

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FOR ELKS' CHARITY FUND.

Week preceding and including Labor Day. Ground admission allowed. No small carnivals need apply.

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Colbert St., Stroudsburg, Pa.

STATE FIREMEN CONVENTION AND BIG STREET FAIR

JUNE 17-18-19—THREE BIG DAYS AND NIGHTS
BEREA, O., SIX MILES FROM CLEVELAND.

All Manufacturers working and Merchants co-operating. Estimated attendance, 25,000 Delegates and Families, and local attendance at thousands. Streets Decorated. Free Attractions, Float Parade. Firemen's Parade. Prize Contests between Bands and Bugle Corps from all sections of Ohio. Dedication of New Post Office. This will be a live one. Start the season right. CAN PLACE Shows, Rides, Merchandise, Concessions. Write or wire. Choice locations on the streets. Mr. Clark, who was in Findlay and Toledo, write. Address
SECRETARY, Berea Firemen's Entertainment Committee, Berea, O.

WANTED AT ONCE for KOKOMO, IND.

On Account of Postponement Due to Bad Weather, for Mammoth Spring Festival, Seven Big Days and Nights, June 10 to 16, Inclusive. Independent Shows and Concessions of all kinds. Rates reasonable. Also good Free Acts. This is under strong auspices. Wire or write
JOE A. STAHL, 117 1/2 West Sycamore St., Kokomo, Ind.

NATIONAL ELKS CONVENTION, WEEK OF JULY 15th WANTS SHOWS, RIDE, CONCESSIONS, PROPOSITION FROM LARGE CARNIVAL WANTS

100,000 PEOPLE COMING—1,000,000 IN THIS SECTION.
ADVERTISED OVER ENTIRE UNITED STATES.

Address: All Communications
GRAND LODGE CONVENTION COMMITTEE, Elks' Home, Columbus, O.
E. O. SORTMAN, Chairman. Pay All Wires—We Pay Ours.

CARNIVAL FOR OLD HOME WEEK

July 4, 5, 6

Big Crowds

Amusements. Must Be High Grade.

Write MR. E. J. MARION Palmyra, Pa.

THE AMERICAN LEGION

SOUTH SIDE—POST NO. 453—PITTSBURGH, PA.

HAS UNDER LEASE FOR TWO WEEKS, JULY 8 AND JULY 15, ONE OF THE LARGEST AND BEST GROUNDS ON THE SOUTH SIDE, PITTSBURGH, PA., FOR THEIR ANNUAL CARNIVAL AND BAZAAR.

WE WANT a real, live-wire, complete Carnival Setup for these two weeks. What have you to offer? This is the leading community organization and does draw large crowds. Permits are guaranteed by the Post. Write or wire COMMANDER JOS. R. O'BRIEN, 2339 Sidney St., Carson Station, Pittsburgh, Pa., for appointments.

SHOWS WANTED—CONCESSIONS

Belle Fourche, S. Dak., JULY 3-4-5-6. Deadwood, S. Dak., Aug. 6-7-8-9-10

Location MAIN STREET. Depression unheard of.

Only two miles from famous Homestake Gold Mine, and in the heart of the Black Hills of South Dakota. Will sell exclusive Concessions on Grand Stand and Rodeo Grounds at Deadwood, S. D. Both red spots. Wire or write WILLIAM FIX, Parkston, S. D.

CONCESSIONS WANTED

The first Fourth of July Celebration in twenty years at La Porte, Ind., July 4th. Will be able to place concessions of all kinds on the streets for that day. Address J. A. TERRY, La Porte, Ind.

FIREWORKS

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Outdoor Display Fireworks Only.

ILLINOIS FIREWORKS CO. a Corp.

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WITH THE Trotters

By EDWIN T. KELLER

Opening of a new racing season, which swings into action this week, with big doings set for Decoration Day, is at hand. Two important meetings will lift the curtain, a three-day meeting over the Village Farm track, Langhorne, Pa., and a five-week meeting of Lake Erie Circuit, Hamburg, N. Y. One-day affairs and matinees and record meetings will be given in all parts of the country, but these stand out, with Hamburg more important.

Racing in Hamburg should get off to a most successful start, as the meeting is one of the most ambitious that will be given at a half-mile track this year. A series of 14 stake races will be featured, which have attracted a grand entry of 253 horses from 12 States and

Canada, finest showing made by any half-mile track this year.

Breaks in Mile Chain

There are well over 300 head of horses quartered in Hamburg, home of Erie County Fair, annually held in August. Top stables are taking in that meeting including such outfits as those of Vic Fleming, Ben Whitehead, Harry Goodhard, Harry Corbin, Walter Garrison, Carl Dill, Henry Myott, Eddie Moon, George Hunter, Forest Cone, Ray Seely, Sol Lyman and many others.

Grand Circuit will open in Lexington, Ky., on June 14, with five days of racing. Then comes a break of over a week before the second Big Line meeting in Toledo Fourth of July week.

Several breaks loom at this time in the mile-track chain. Nothing has been heard regarding what will follow Toronto when that meeting ends on July 24, and the next meeting now in line is that in Goshen, which does not open until August 12. Following Indianapolis Labor Day week there is also another break, so unless this route is patched up shortly the mile-track chain will have more open breaks in it than it has ever had before.

New England Mutuels

Yankee Circuit of New England, which came into being following the declaring off of the Bay State Circuit meetings for 1935, promises to provide New England followers with four weeks of top sport in Northampton and Sturbridge, which will get under way on June 27. Two weeks are to be raced at each point, with newly legalized pari-mutuel betting to be a feature.

New Englanders will get a good chance to study the pari-mutuel situation at these meetings, as they will be the first of bigger trotting meetings in that section, outside of the Grand Circuit, that have used this form of speculation. Of the two meetings the mutuel play in Sturbridge should be the best, altho Northampton may prove a surprise.

MESQUITE, Tex.—Mesquite Fair Association elected C. H. Lytal president; J. G. Austin, vice-president; L. E. Gross, secretary-treasurer; A. W. Lander, J. E. Davis, C. A. Tosch, H. H. Jobson, C. M. Pruitt, O. C. Hanby, directors.

Short Biographies Of People Engaged in Fair Business

Under this heading from time to time will appear a short biographical sketch of some person active in the fair field.

MRS. HARVEY WALCOTT

Born in Coopersville, Mich., July 29, 1884. Home on R. R. No. 2, Coopersville. Secretary of Marne (Mich.) Fair, sponsored by Ottawa and Kent Agricultural Society, and formerly known as the "Berlin Fair." From 1906 to 1923 did clerical work and was speed clerk for the fair except three years' absence due to sickness and another office engagement. Assistant secretary from 1923 until elected secretary on December 5, 1932. Member Coopersville Philatelic Club and was secretary of Grand Rapids Kennel Club, now dormant, in 1929-'31. Hobbies, music, horses and stamp collecting. Her husband assists her in fair work. Married June 7, 1905; have no children.

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Four Celebrations:

NEW HAVEN, IND., June 18-22, Inc.

(Firemen's.)

GENEVA (Band), June 20-29, Inc.

SO. WHITLEY (Lion's Club), July 4-6, Inc.

(Centennial).

WAYNE DALE (Community Association), July 10-13, Inc.

RIDES ARE BOOKED.

Address ELMER URBINE, Manager, New Haven, Ind.

Carnival Wanted

VERMILLION, S. D., JULY 2, 3, 4

RACE MEET AND JULY 4 CELEBRATION.

WANTED—Reliable Carnival for complete Midway. Clean, legitimate Attractions.

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CARNIVAL WANTED

Three Days' Celebration, July 2, 3 and 4. Must be first-class, with plenty Rides, clean Shows, Free Acts and Band. Give full particulars by first mail. HOWARD ELLIS, Underwood, Ia.

SIX FLYING MELZORAS

America's Foremost Outdoor Double Wide Flying Return Act, featuring

RAYMOND MELZORA

Original Flying Trapeze Clown using an Artificial Limb in his Sensational Comedy Falls, Bumps and Flying. Permanent address 2509 Webber St., Saginaw, Mich.

BIG CARNIVAL WANTED

County Wide Picnic

Salina, Oklahoma

15,000 People Expected.

JULY 1st to 6th

Under Auspices American Legion.

WANT Carnival with Merry-Go-Round, Ferris Wheel and other Rides and Concessions. Wire or write your proposition at once.
J. L. LEWIS, Salina, Okla.

WANTED

CONCESSIONS, SHOWS, FREE ACTS.

Four Big Days and Nights June 19 to 22, Inclusive.

MORTON CLUB ANNUAL CELEBRATION. Address all mail to MORTON CLUB, Jamestown, N. Y.

ATTENTION FAIR SECRETARIES

Now booking our three outstanding Aerial Acts. Act No. 1—High Wire, featuring Elephant Trick with Fireworks. No. 2—High Swinging Ladder. No. 3—Toe Slide for Life.
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WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.
The Most Spectacular and Thrilling Act in Existence. At liberty for Fairs, Parks and Celebrations. Permanent address, care of The Billboard, Cincinnati, O.

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CLEAN FREAK SHOW on liberal percentage.
BIG CHURCH FAIR
CONVENTION HALL, ROCHESTER, N. Y.
JUNE 19-20-21.

Nightly attendance of 5,000 expected.

Write or wire SIMON MALONE, 602-606 Powers Bldg., Rochester, N. Y.

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Rides, Grinds and Concessions for big \$700.00 Fourth of July Street Celebration and Fireworks.
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GOOD CLEAN CARNIVAL.

For the Week of July 4.

Address S. P. STUMP, Secy., Ft. Dodge, Ia.

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AT BARRY, ILL.
FOR WEEK JULY 1 TO 6.
Communicate with BARRY FIRE DEPARTMENT, Barry, Ill.

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FOURTH OF JULY AND FAIR
AUGUST 21-22-23-24.
FALMOUTH FAIR CO.
FALMOUTH, KY.

Attention Carnivals

FIREMEN'S OLD HOME WEEK,
July 29 to August 3,
C. E. LANDIS, Penn, Pa.



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MAPLE
On your own Fibre Wheel Hubs does not split in half when worn to a small diameter. The Wheel that users **SWEAR BY, NOT AT.** Lightness of weight makes them specially desirable for use on ladies' skates. When so used, are a good drawing card for any rink.

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\$1.75 Men's New White Buckskin Shoes, All Sizes. Special Price on Dozen Lots. **WEIL'S CURIOSITY SHOP**, 20 S. Second Street, Philadelphia, Pa.

Firemen's Gala Week
MEYERSDALE, PA., June 10 to 15, 1935.
WANTED—Shows, Concessions, all kinds. Also Free Acts. Correspond Immediately.

WANTED
Free Acts, Shows, Rides and Concessions. **FOURTH OF JULY CELEBRATION**, Lambert, Minn.

SENSATIONAL JACKS
World's Highest Aerial Free Attraction.
Booker's Warning
This Act cannot be delivered by any office for Eastern bookings except by **GEO. A. HAMID, Inc., New York City**

WANTED
Concessions, Shows Free Acts. **AMERICAN LEGION'S 5TH ANNUAL CELEBRATION**, Casey, Ill., July 2-3-4. Corn Game and Rumbles Rides are booked. **K. J. CRANDALL.**

WANTED
RIDES, SHOWS, CONCESSIONS, For July 3 and 4, **AT KAMPSVILLE, ILL.** State Routes Nos. 38, 100-108. Boat Races, Free Fish, Fireworks, Strimming, Dancing, Boating, 10,000 people expected. Write **ARTHUR F. KAMP.**

WANTED
RIDES SHOWS AND LEGITIMATE CONCESSIONS ON PERCENTAGE BASIS **BIG CENTENNIAL and HOME COMING CELEBRATION** Fireworks, Free Attractions, Pageants, Races, etc. 3 Big Days, July 4, 5 and 6, Pinckney, Mich. Write **FRED C. READ, Pinckney, Mich.**

WANTED
For St. Ann's Band. Old Home Week in Freeport, Pa., week of June 17-22. Rides to operate on street. Ferris Wheel, Merry-Go-Round and small rides. Address **J. A. MALONEY, Washburn St., Freeport, Pa.**

Divng Girls WANTED Water Clowns
For Red Brady Water Circus Unit. **WRITE—Send Snapshot, State Height, Weight, RED BRADY and JOAN DIVING ACT.** Until June 8, Rock Springs Park, Chester, W. Va.

AMERICAN LEGION CARNIVAL STREETS OF PETERSBURG. Shows, Concessions wanted. June 10 to 15, inclusive. June 24 to 29, Jasper, Legion. July 4, Vincennes, Legion. Rumbles, Rides. **RALPH WERNER, Petersburg, Ind.**

AMERICAN LEGION FAIR BROOKVILLE, IND., JULY 2-6. WANTED—Shows and Rides. Location at Court House Square. Address **P. O. BOX 5, Brookville, Ind.**

WANTED GOOD CLEAN CARNIVAL Miltonian Fire Co. wishes Carnival any week in July or August. Population 20,000 within radius 4 miles. Write **H. SHOWERS, Milton, Pa.**

WANTED—CARNIVAL JULY 4, 5, 6. City 8,000. Sponsored by Labor Union. For information write **B. R. ROSSMILLER, Clinton, Okla.**

WANTED Large Carnival. Fifth Annual Legion Celebration, July 1 to 6. Fireworks. Dexter, Mo. **CECIL L. DAY, Post 44, Kennedy-Hanks Post No. 59, Dexter, Mo.**



ELKHART, Ind.—Changes in entry rules for 62d annual Elkhart County Fair, August 27-31, were announced by Wallace Manrow. No poultry exhibits will be had, due to lack of interest. Cash premiums will be given after a lapse of two years. County council appropriated \$1,200 for premiums.

PARIS—Annual International Fair of Paris opened in Parc des Exposition on May 18 and continues thru June 3. More than 8,000 exhibitors from 35 countries occupy space on the grounds, which cover 400,000 square meters. Radio exhibits occupy a hall 4,000 meters square.

SALEM, Ill.—The Egyptian '35 Corporation has been organized by leading veterans of Southern Illinois, who elected Past Department Commander Al M. Carter, American Legion, as president. Corporation was organized to assist in entertainment of guests to the national convention of the American Legion in St. Louis, September 23-26, in Municipal Auditorium. Half the basement of the Auditorium has been given over to the corporation and the other half will be occupied by a similar corporation of St. Louis. Display booths will be provided.

GREENVILLE, S. C.—New Greenville County Fairgrounds are nearing completion just outside the city limits and are accessible to a railroad siding. Entrance is one of the most beautiful in the Southern States, advises Secretary C. A. Herlong.

KENTON, O.—Inactive 10 years, plans are under way to revive Hardin County Fair, and A. E. Lind, secretary, said contracts have been signed for rodeo, aerial acts, fireworks and other attractions for a four-day event.

Grand-Stand Shows

CALIFORNIA Frank's Rodeo has been booked by Jack Dickstein, Detroit manager of Gus Sun Office, for Michigan fairs in Cadillac, Grand Rapids, Kalamazoo, Davison, Ann Arbor and Bay City. Dickstein has booked *Parisian Follies* revue for fairs in Hastings, Mar-

Agricultural Conditions
Condensed Data From May Summary by U. S. Department of Agriculture, Washington, D. C.

WORK GOING SLOWLY
April did not bear out the promise of an early season which had developed in March. The month past has been cool and rainy, delaying spring operations throughout the North, while in the Western and Southwestern plains region persistent drought and duststorms have played havoc. Oats and spring wheat seedings are behindhand probably a week or more. Corn planting has progressed slowly northward thru Missouri and the Ohio Valley and is now several days late. The rains and snows have put some sorely needed moisture in the Northern and Eastern wheat territory, however. Except for the delay in sowing, conditions in the spring wheat region are perhaps as favorable for making a crop as they have been in several years. Farmers' reports on planting intentions have indicated around 18,000,000 acres of spring wheat for harvest this year. About that acreage was sown last spring but only half of it was harvested because of drought.

Winter wheat is in very poor condition in the Western belt. Last month's reports indicated a probable abandonment of about 28 per cent of the total winter wheat seedings. However, wheat is in better shape than last year in the Eastern belt and in the soft wheat areas generally.

WANTED A CARNIVAL
Also BODEO, AUTO RACES or other Attraction on percentage basis. **JULY 4-5-6** **AMERICAN LEGION CELEBRATION COMMITTEE, Trenton, Tenn.**

shall and Imlay City, Mich., and is booking shows for Winona Beach Park, Bay City, under management of Erl Bammel.

HAL SILVER'S bounding tight-wire act, under Barnes-Carruthers, will be with the vaude presentation unit, *Paris Nights*, until opening of his season of fairs.

LATHAM'S Monkey Circus, which closed the winter season in Chickamauga, Ga., on May 6, was at West Tennessee Strawberry Festival, Humboldt, on May 14 and 15, and at May Festival, Bells, Tenn., on May 23-25.

A BIG rodeo and pageant will be staged before the Grand stand each night by Prince Albert (Sack.) Exhibition, it is reported by Secretary John P. Currer.

CLYDE S. MILLER'S Rodeo and Society Horse Show has been booked on Kossuth County Fair grounds, Algona, Ia., on July 18-21. For the fair on September 2-6, Secretary E. L. Vincent reports, Barnes-Carruthers acts and Thearle-Duffield fireworks have been contracted.

A. E. SELDEN'S Attractions, playing a route of parks, fairs and celebrations, will feature a new aerial act, "The Stratosphere Man."

SMITH'S Superba Band opens its fair season thru Michigan in July, with fairs in Virginia and the Carolinas to follow until November 9, with several under the George A. Hamid banner.

BARNES - CARRUTHERS' revue and acts will be at the 53d annual Marion County Soldiers and Sailors' Reunion in Bryan Memorial Park, Salem, Ill., July 22-27.

Badger Bill Limits Meets

MADISON, Wis., May 25.—In a legislative hearing on a bill to legalize pari-mutuel betting on horse races, sponsored by Wisconsin Association of Fairs, Assemblyman Hugh Harper and several county fair leaders explained that no county fair could afford to have Class A racing because of the high fee and minimum of 15 days for a meet. Mr. Harper said there would be only "three or four large tracks" near the larger cities to engage in long racing meets.

RICHMOND, Va.—Henry Hotchkiss, Richmond, was elected vice-president and treasurer of Virginia State Fair board to succeed Luke H. Fairbanks, resigned.



By **CLAUDE R. ELLIS** (Cincinnati Office)

FIRST International six-day roller race closed on May 25 in the Coliseum, Chicago. It was staged under sanction of 6-Day Roller Races, Inc., of which Miss Wynn I. Greenwood is secretary. As this was written the race was still in progress, so no figures can be given on final results. While there was considerable interest shown, attendance was not sufficient to make the event financially successful. It is expected that this event will prove the opening wedge that will put over subsequent races, next of which will be held in the fall. Contestants in the race just closed were the Ramblers, Ivy King, Montreal, and Mae Walters, Oklahoma; Cyclones, Tom Whitney, St. Louis, and Henry Boerste, Chicago; Chicago Bears, Sue Lloyd, Cleveland, and Esther Runne, Chicago; Tigers, Kate Dewey, Indiana, and Frenchie de La Barthe, Paris; Champions, Joe Ray, New York, and Joe Laurey, Chicago; Pirates, Jack Cummings, St. Paul, and Eddie Kelley, Miami; Norwegian-Americans, Ed Bestor and Harold Anderson, Chicago; All-Stars, Bob Hamilton, Omaha, and Vi Swanson, Davenport; Yankees, Joe Kleats, Indianapolis, and Wesley Aronson, Chicago; Flying Dutchmen, Andy Fleischman, Chicago, and Willard Splicer, De Kalb; Western Union, Stanley Klaus and Leo Leonard Zuk, Chicago; Cowboys, Charles Hehner, Los Angeles, and Pete Bogosian, San Francisco; Winners, Howard Sundwall, Chicago, and Bill Irestone, Peoria; Cubs, Peter Ganas, Germany, and Frank Molley, Pittsburgh; Humdingers, Walter Kimbrough, Detroit, and Milton Gerard Lang, Louisville.

Five teams were well in the lead, having covered 495 miles in the first 68 hours. The teams and their sprint points were: Joe Kleats and Wesley Aronson, 268; Joe Ray and Joe Laurey, 203; William Irestone and Eddie Kelley, 122; Andy Fleischman and Willard Splicer, 98; Bob Hamilton and Vi Swanson, 68.

ONE of the largest rinks in Pittsburgh opened for the summer season in the downtown district on May 22 under management of W. C. Pearce. A new maple-oak floor accommodates 700 skaters. Six uniformed instructors are in attendance servicing beginners. Rink is open daily from 10:30 a.m. until 11 p.m. Among features are private lessons, private parties during regular sessions or after closing time, Saturday kiddie matinees when special prizes and free features are offered them and other modern rink conveniences. Free acts will be used from time to time. Opening feature was the Arnold Trio in an exhibition. Henry Miller is skate mechanic. Place is known as **Diamond Roller Rink.**

LAND O' DANCE Roller Rink, Canton, O., will continue operation thruout summer, with cooling facilities installed and the rink redecked. It is the first time a summer schedule has been maintained, according to Manager Maytner, who will also supervise his summer rink in Summit Beach Park, Akron, O. (See **RINKS** on page 49)

"CHICAGO" RAGERS IN THE LEAD
TRADE MARK REG. U.S. PAT. OFF.

Built for SPEED and ENDURANCE

are USED and ENDORSED by the outstanding Racers. There is a Reason. Free Action-Balance. Easy Rolling with Good Traction.

No. 886—Racing Skate.

CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST. CHICAGO, ILL.

PEP IN OHIO AREA

Prospect Is More Encouraging Than During Past Five Seasons

Marked upswing in territory is reported by operators, who have made larger outlays than usual for openings—revival of industrial outings shown by bookings

CANTON, O., May 25.—Eastern Ohio amusement parks face more encouraging prospects than in five years with openings this week. A marked upswing in this area, reports of better business in many lines, restoration of many industrial outings discontinued during depression and a decided increase in outings are basic reasons advanced by operators why this season will be by far the best in several years. A dozen major and smaller amusement centers are ready, a majority of them to open on Decoration Day. There is more evidence of construction and extensive renovation than in several seasons and in some instances new attractions will dot midways, free acts go in at many spots and more ambitious exploitation campaigns are planned.

Probably the most ambitious construction program is in Meyers Lake Park here, operated by George Sincclair and associates. He looks for a banner season. Idora Park, Youngstown, O., with Charles Diebel again at the helm, swings in on Decoration Day with high hopes. Free acts will be continued and pool will be heavily exploited.

Receiver in Chippewa

Chippewa Lake Park, Medina, O., will be operated on lease by Receiver E. F. Masch, Cleveland. A. M. Beach, former manager, will be picnic and promotion man and will again assist in management. Under management this season of R. L. Hand, Rock Springs Park, Chester, W. Va., anticipates a big year. Bookings are heavy and so far 10 weeks of acts have been booked.

In Summit Beach Park, Akron, O., chief attractions will be the ballroom, operated by H. W. Perry, and the pool. Russ Beichley will again manage the park for Mrs. Margaret Newman. Roller skating and several rides have been retained in the upper park. C. A. Sarchet, Akron, will again pilot Lake Brady Park, near Ravenna, O. Dance pavilion will

(See PEP IN OHIO on page 49)

St. John Heads A. C. Pier

ATLANTIC CITY, May 25.—Louis St. John, president of the Chamber of Commerce, has been named secretary-treasurer and general manager of Central Pier, succeeding the late Frederick Robbins. Mr. St. John resigned as manager of General Outdoor Advertising Company and was succeeded by M. R. Yetter, Richmond, Va. Pier now houses Texaco exhibit, convention bureau and other important showrooms.

Rain Steady in Nebraska

LINCOLN, Neb., May 25.—Heavy rains affected opening of Capitol Beach on May 18. Rain has fallen almost steadily throughout the month. With all the rain in surrounding territory, it looks like a good year for outdoor amusements. Dance hall is managed by Ted Cooper, pool by Ralph Beechner, concessions by Noel Early, Dinty Moore's Funhouse by Lem Swenson and Jack Rabbit by William Rockstroh. Other rides will be manned when the weather breaks.

Dutton Circus in Idlewild

LIGONIER, Pa., May 25.—Idlewild Park, opening today, has new features expected to draw trade from miles around. All buildings have been repainted and 15 acres of additional parking provided. Among new rides is the Dangler, which carries 42 passengers. Dance hall has been redecorated and 150 new picnic tables added. Picnics are booked almost daily throughout the season. Opening free feature is Dutton's Society Circus.

CINCINNATI.—Thomas A. Reilly, veteran theater owner of this city, has leased Pleasure Isle, five miles from Covington, Ky., will feature bathing and opened the spot on May 25.

A. C. Kennel Club Shows Profit, Gate

ATLANTIC CITY, May 25.—Annual report of the State Racing Commission on operation of the Auditorium dog track by Atlantic City Kennel Club last season reveals that the public bet \$3,085,038 during the 61-day meet. Ten Sunday nights showed an intake of \$639,562.

Racing brought \$46,275.56 to the city thru its 1½ per cent cut, as prescribed by the commission. Tax on admissions at 10 per cent paid the State, daily and Sunday, \$89,103.88. Club collected \$462,755.70 as its 12 per cent commission on daily pools, and \$76,747.44 on Sunday pools, giving it \$539,503.14, exclusive of expenses. Club's profits were estimated at more than \$300,000.

Daily attendance was 364,378 and on 10 Sundays 63,905, bringing total attendance to 428,283.

Parks Donors to Canton Zoo

CANTON, O., May 25.—Nimissla Park Zoo this summer will rank with best municipal zoos in this section. With FERA aid many new cages have been installed and animals augmented. Simian population from Meyers Lake Park here and Idora Park in Youngstown have wintered there. Meyers Lake Park presented the zoo with a number of cages, including a large flying cage for birds, and Idora Park is sending a number of rare birds in return for summer loan of a pair of lions. Howard Nettrour is in charge of animals. Official opening on May 19 drew thousands.

PITTSBURGH.—Olympia Park opened on May 19 to a big turnout, with the park in new attire. Daily picnic season opened last week, with Silvers Johnson and his Funny Ford heading fine features.

Ye Knights in A. C. Horse Show Make Public Yearn for Cowboys

ATLANTIC CITY, May 25.—The Horse Show remains an event for society folk, despite the attempt of Atlantic City Horse Show Association to sell the idea to the masses. With plenty of bally to stir the four-bit class, the latter failed to enthuse and those who did show up were expressing wishes for some of Buck Taylor's rodeo cowboys before the show had half run. This second show was in the Auditorium, transformed into a bit of old Mayfair for the occasion, and Manager Phil Thompson and the Auditorium crew deserve credit for the work and effect accomplished.

As a headliner this year the show committee put on what was to have been a colorful jousting contest between knights in armor, only they forgot to tell the horses about it.

The knights were colorful but the horses were k-night mares, refusing to perform according to Hoyle and the



REX D. BILLINGS, outstanding amusement park showman, who has assumed the post of general manager of Belmont Park, Montreal. He has many plans for the big Dominion playground and is expected shortly to make announcement of policy, having taken up his duties several weeks ago after a winter's sojourn in Florida.

Paris Early-Season Biz Starts Off in Two Spots

PARIS, May 20.—Luna Park opened its summer season last Saturday to fair crowds. Bike track at the rear has been replaced by a miniature auto speedway. Principal attractions are dance hall, Flying Turns, Scenic Railway, Water Chute, Waltzer, Circle Swing, Funhouse, Bug, Auto Scooter, Riding School, Haunted House, Old Mill, Maze, small freak bicycle track, Tip 'Em Out of Bed, Well, illusion show and lion show.

Messner, Chicago, is installing his prehistoric animal display in the former skating rink. Leon Volterra is operating the park, with M. Valentine in active charge.

Jardin d'Acclimatation is in full blast with a special children's welfare exposition; a Scouts' Day, at which 5,000 Boy Scouts took part, and a rodeo. Bands, drum and bugle corps and other attractions are drawing big.

New Installations in Flint

FLINT, Mich., May 25.—Flint Park will open on Decoration Day with new installations and features. Topsy-Turvy and Shimmy Walk replace Laft-in-the-Dark and Ferris Wheel. Billy Cullitan and orchestra play in the dance hall. Park has been redecorated in a new color scheme.

Ye Knights in A. C. Horse Show Make Public Yearn for Cowboys

knights failed to get a good poke at one another the whole evening.

After repeated attempts to get somewhere on opening night, the company finally decided to call it a day and go for some beer and hot dogs. The boys of the press, after being promised they would be taken care of with a special section, got a jerking around and found that the printers had forgotten to put seat numbers on their passes, and the committee had forgotten to tell the guards about it, so they were detained to the gallery.

Principal fault of a horse show in selling to the general public, it is declared, is that the delays due to judging which, while important to the horse exhibitors, are bore some to the usual event-going customer.

Ye ancient knight, as he went for the showers, was heard to exclaim, "Methinks I hear ye ancient bird from the land of Bronx."

Dinner Comes Back

PITTSBURGH, May 25.—With business conditions justifying it for the first time in three years, A. B. McSwigan, president of Kennywood Park, revived the annual dinner custom. More than 300 park employees were feted in the park casino on Monday, with "Rosey" Rowswell, radio emcee, as toastmaster. Twenty-five workers, who have been with the park 15 years or longer, were honored.

Palisades Let To Rosenthals

Park, ride and theater ops lease Jersey spot for 10 years—work begun at once

NEW YORK, May 25.—Fate of Palisades Amusement Park, Palisade, N. J., was decided this week, to the joy of scores of waiting concessioners and showmen, when the Rosenthal Brothers, Jack and Irving, took a 10-year lease on the spot from Nicholas M. Schenck, who recently bought the playground at sheriff's sale.

That the Rosenthals will "do things" with the once lively mecca atop the Jersey cliffs is taken for granted following the successes* they have achieved with Golden City Park, Brooklyn; huge Cyclone ride in Coney Island, operation of motion picture theaters in suburban New York and with other enterprises in the metropolis.

Nevins Press Agent

Lease was taken by Palisades Playland, Inc., of which Jack Rosenthal is president and his brother secretary-treasurer. Park will be personally supervised by the former, with Irving Rosenthal slated to devote most of his time between the Cyclone and Golden City, which will be managed by their veteran secretary, Anna Stark. John Greenwald, many years manager of Palisades, has been retained as assistant manager, thus assuring the active presence of a man whose destiny has been entwined with that of the park for a long period.

Immediately after reaching the agreement with Mr. Schenck, Jack Rosenthal went after the concession lineup with terrific speed and by the middle of the week was about set. He also installed Bert Nevins as press agent after a conference on Thursday. Mr. Nevins was exploitation man of Luna Park, Coney Island, a couple of years ago and is one of the most capable agents in the East.

(See PALISADES LET on page 48)

Lenape Opened by Gibney

LENAPE, Pa., May 25.—Lenape Park, on historic Brandywine Creek, opened under management of John V. Gibney. Overhauling has been completed. Christian C. Sanderson and orchestra play for dancing. Swimming pool also is open.

Showman Starting New Park

DETROIT, May 25.—Charles J. Zeigler, former carnival owner, will open an amusement park at Island Lake, 40 miles northwest of Detroit on Grand River road, on Decoration Day. He has installed Chairplane, Ferris Wheel, Merry-Go-Round and Kiddie Ride, and will operate all attractions. Adjacent are two bathing beaches and Carslake and Seitz roller rink. Robert Avis has the refreshment concession.

Owasco Lake Spots Ready

AUBURN, N. Y., May 25.—Enna Jettick Park, foot of Owasco Lake, will open on Decoration Day. William B. Haefner, president of Cayuga Amusement Company, operator, said. Island Park, across the bridge from Enna Jettick, will open on the same day, with Fitch Bills as manager.

FORT WORTH, Tex.—Alferetta Troupe, aerialists, are booked for nightly appearances on the boardwalk in Casino Park, Lake Worth, beginning on May 24, by Manager George Smith.

Chi Riverview Opens Season

Several thousands brave cold to be in at start—park is rejuvenated

CHICAGO, May 25.—Several thousand persons braved overcast weather on Wednesday to be on hand for opening of Riverview Park's 1935 season. Gates opened at noon and there was a steady stream of patrons coming thruout afternoon and evening. They found a rejuvenated Riverview, for thousands of gallons of paint have transformed rides and buildings into vivid splashes of color, giving the huge playground new life.

While for the most part old favorite attractions remain, there have been added a number of new amusement fea-

tures, including several rides from A Century of Progress, one of which is the Rocket, which proved a sensation at the World's Fair. Thomson's Motordrome from the fair also has been installed in the park. A number of other World's Fair features are in process of installation.

"Bank Night" Feature

The park again will feature reduced prices for admission to the grounds and attractions on special days. Monday, Wednesday and Friday of each week will be 2-cent days, and every evening, Monday thru Friday, will be 5-cent nights. All rides, except two of the Coasters, are being operated for 5 cents. Concessions range from 1 to 5 cents. On opening night there was a brilliant display of fireworks.

Inside the main entrance half a dozen clerks are stationed to take care of registrations for "Bank Night," a feature that is expected to attract thousands every Saturday. On that night \$250 will be given away. If the winner is not present the prize goes over to the following week and \$250 is added.

Large Use of Air

Advertising and publicity will be given a "new deal" in Riverview this year. First among new ideas in promoting the "world's largest amusement park" will be the radio, both as institutional advertising and as the usual type of ballyhoo. Three of Chicago's smaller stations, WAAF, WJJD and WCFL, will be used. Programs started several days prior to opening and if results are satisfactory they probably will be carried thru the season. All of the air shots will be recordings specially prepared, and the same ones will be used on every station.

TIME MARCHES ON

Fairs, Parks, Celebrations, Etc.

... yes, Time Marches On and finds the better, smarter Fairs, Parks, Celebrations, etc., increasing their business by offering Hamid "Hit" Acts.

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PENNY MACHINES FOR PARKS

We have 1,000 Miniature Baseball Machines, brand new, in original cartons. Formerly sold at \$16.50 Each. Closing out at \$5.00 Each, \$4.50 in Lots of 10.

Put 10 of these around your Park and each machine will bring you your money back every week. Write for circular.

R. I. MAUJER,
133 East Pearl St., CINCINNATI, O.

JACKSON'S BLUE LIGHT SHOWS

WANTS Concessions for ISLE OF PALMS, the South's Finest Beach. Cook House or Grab Joint, Fishpond, Slum Joists, Bingo Game. Only legitimate Concessions, Monkey Motor, Drome, High Diver, Fete Smith answer. Billy and Alice Moon answer. All Concessions must be up to date. No junk. Price right. Open June 1 until Labor Day. Address all mail MURRAY JACKSON, Manager, Isle of Palms, Charleston, S. C.

FOR SALE

New and Used Amusement Park Rides, Attractions and Equipment of every description.

PARK & BEACH SUPPLY CO., INC.
Suite 523, 205 E. 42nd Street, New York City.

ORCHESTRAS and BOOKING AGENCIES

Send us your propositions, with complete details. Would like to receive offers from name bands.

Address: D. P. LEON,
LEON PARK BEER GARDEN, Millers City, Mont.

WANTED

MERRY-GO-ROUND FOR JULY 4TH.
COTTONWOOD LAKE PAVILION
REDFIELD, S. D.

WANTED CARNIVAL

For Week of July 4.
GLEN HELEN PARK, BELLERSBURG, IND.

PROMOTER-MANAGER WANTED.

CLASS BOTTOM BOATS. New York and Florida. Unusual opportunity. Immediate. Small investment preferred. BOX 656, Ticonderoga, N. Y.

Atlantic City

By WILLIAM H. McMAHON.

ATLANTIC CITY, May 25.—The most elaborate preparations in the resort's history are made to entertain record throngs expected for the week-end starting with Decoration Day and marking official opening of the 1935 season. There is an unusual increase in rentals of summer cottages in Chelsea, Ventnor and Margate. All "walk stores have taken down "for rent" signs. Flurry of building activity has transformed lower section of the "walk, frame structures have been replaced and are all rented. Steel Pier and Million-Dollar Pier announce larger all-round programs than ever.

Steel Pier program for Decoration Day is headed by American March Band, composed of members of Sousa's old band, which was a pier attraction once yearly. . . . Steel Pier stadium will open for week-ends on Decoration Day with Carver's Diving Horses, Aldrich's high-diving Hawaiians and four other circus acts. . . . Frank Sterling, building a model railway for pier, is to have special display space.

Red Thornton, ex-marathon emcee, now at Manhattan Club. . . . Joe Griffo, ye old announcer, got new post, announcing simon pures at Million-Dollar Pier Tuesday night bouts. . . . New Jersey Housing Authority Slum Exhibit on Steel Pier clicked beyond expectations. . . . Altho in smaller quarters, Williams' Wax Exhibit again opened for season with usual donation setup. . . . Middle Atlantic District of AAU has sanctioned five-mile swim of Atlantic City Swimming Club to be held off the city on August 10. . . . Steel Pier putting up main award. . . . A new and greatly enlarged plant for manufacture of salt-water taffy will be opened on North New Jersey avenue. . . . Louis Lipson is president and manager.

Second Year for Ohio Spot

DUPONT, O., May 25. — Franconia Park, Cascade, will open its second year on Decoration Day. First post office in Putnam County was located there and it also is former site of a camp of General (Mad Anthony) Wayne. There will be free entertainment Sunday nights. W. S. Myers, Dupont, is manager.

BIRMINGHAM, Ala.—Roebuck pool at Roebuck Country Club, Bob Andrews, lessee and manager, is open for summer. Roebuck has week-end dances in the clubhouse, with music by Johnny Hicks' Orchestra. Cascade Plunge opened on May 19 with a band concert as added attraction. Hollywood Pool, across the mountain from Birmingham, is also open. Municipal pools have not announced opening date.

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PERCENTAGE OR STRAIGHT RENTAL
20,000 Square Feet Floor Space Over the Ocean.
One of the Largest Piers on the Jersey Coast.
No Gyps, Off Color Attractions, or Gambling Games Will Be Allowed.
For Further Information or Terms Write to
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WILDWOOD BY THE SEA, NEW JERSEY
Headquarters for All Excursions From Philadelphia and North Jersey Every Day.
Great Opportunity To Cash in for Live Wires.

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at Fairfield, Conn., on Long Island Sound, about 50 miles from New York. Wonderful money-making opportunity. This will be a big year for Connecticut due to 300th anniversary. About 230 Bath Houses, Sun House, Lockers, Showers, Office and Store with Frigidaire; also 9-Room House with all improvements and 2-Car Garage. All completely renovated and ready for business. Terms to reliable parties.

LACEY R. BLACKMAN, 955 Main St., Bridgeport, Conn. Tel. 3-3559.

American Recreational Equipment Association

By R. S. UZZELL

We are all happy to hear of Rex D. Billings coming back into the park business after an absence of a year. He is in a good park in Montreal and in the largest city of the Dominion of Canada. Belmont Park has had a career of 12 years and draws the better people of the city.

Its foundation was the four attractions put in by Philadelphia Toboggan Company and the three by R. S. Uzzell Corporation. The Philadelphia concern sold out after two years of operation while the New York concern has continued and still operates three of its original attractions.

The real possibilities of the place have never been fully realized. The picnic hookup has always been the weak point. Now, with Rex's experience and his assistant, Maurie La Marre, a native French-Canadian, to make the personal contact on French picnics, they should make things happen in a great way. William C. Uzzell has felt lonely up there each summer away from home, but now with Rex so recently from New York City it will make the park seem more like home.

State May Buy Spot

The location on the Ottawa River has a beautiful setting. They will not make a Frenchman out of Rex nor will he make an American park in Canada, but he can Canadianize some American ideas and methods. Up there the Fourth of July and Decoration Day are just two park days. But June 24 and July 1, Dominion Day, are real events. Rex can and will make much of July 14, French Independence Day.

Rosenthal Brothers have taken a lease from Nicholas Schenck on Palisades Park. The purchaser could not take the time from the picture business to manage the park, as he did for some years when the Schenck Brothers took it over in 1910. Nicholas purchased it to save his investment in the place which was no small sum.

Mountain Park, Holyoke, Mass., is quite likely to be sold ultimately to the State for a winter sports resort. Mount Tom is a natural setting for tobogganing and ski jumping. The snow trains have been taking too much money out of Massachusetts into Vermont and New Hampshire. A little ingenuity will keep it at home and yet afford the same enjoyment. Meanwhile, Mountain Park will continue as a summer amusement park.

Last-Minute Rush On

Playland, Rye, N. Y., opened formally on May 18, but cold weather was against its opening this time. The place has not lost in beauty and will hold its appeal for the people, who have learned to admire the place.

Cold and rain have been quite general. St. Louis is usually one month ahead of us, but the weatherman has not given them a break on the opening. Today, May 23, the writer goes to Playland in a winter overcoat that feels comfortable. We are hoping for a good week-end, but it does not look good. However, it is better to get the rain now and have it clear for Decoration Day.

All of our manufacturers are rushing out last-minute repair parts, hoping they may reach destinations for use before Decoration Day. Most of these orders could just as well have been placed earlier so as to avoid these last-minute rushes which are a hardship on everyone concerned.

All of us will do our very best, but we are human and our employees are subject to human limitations. They do make a few slips when trying to do two things at once. We do appreciate the prudent park men who order repairs long in advance of need.

Asbury Park

By DOC BEEBE

The bathing controversy is still holding up settlement of this phase of Asbury operation. It might be a good idea to adopt the season-pass plan which has proved popular at other beaches. Hotel guests will gladly pay \$2 for such a pass. They will not be permitted to use the bathhouse for undressing, but will instead disrobe at their hotels under this plan.

There have been quite a number of complaints as far as the exorbitant rates charged for week-ends is concerned.

This matter has been discussed with hotel proprietors and they appear to welcome the pass idea. They could use this plan in their advertising to boost business. The town will be enriched to the tune of approximately \$75,000.

In addition, there are other avenues of revenue that will prove financially satisfactory. One of these is the "Dipper Plan," whereby bathers arriving in their own autos are permitted to undress in them if they hold a season pass. There is a special gate where they enter the beach for bathing. Other beaches are doing well with this idea.

Another plan is to go after companies who will in turn interest their employees in the season-pass system.

Under the season-ducet method bathers would not be allowed to promenade on the "Walk in their bath suits, but would enter a special gate. This plan would not affect those who desire bathhouse facilities.

Swede Olson, ex-professional football player with the New York Giants, was seen around the training camp of Max Baer shaking hands with the old mob, with whom he is popular. . . . Schneider's Rolling Chair attendants are decked out in new regalia, tan coats and white hats. They all look spick and span and just rarin' to roll.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Dan (Bellrose) Montrose, the statistical feller, who every once in a while forwards us a few figures, lets us know the following: This summer there will be about 500 life guards, 60 swimming pools, 100 orchestras, 10,000 beach chairs and approximately a dozen amusement parks on the Island.

Quaint little Bohemia, 'way out on the Island, celebrates its 80th anniversary on July 4 with much ado. . . . Phil Carolan will boss the bathing section of Rife Park (Neponset) this summer and will have one of the largest crews in the park's history under his surveillance. . . . Joe McKee, who formerly guided Rockaway's Playland Park, is at Coney Island.

The 5-cent glass of beer, which loomed as being the big thing on the Island this summer, doesn't seem likely to be. The foamy liquid will go for a dime a throw as before. . . . The Three "X" Sisters have taken their summer home at Laurelton. Big party was held to warm up the place, guests including Pat Padgett, Pick Malone, Mary Small, Jack Rubin and Ed Wolfe.

Zach's Bay fireworks exhibitions start on July 4. . . . National water soccer (whatever that is) championships take place at Jones Beach on July 4. . . . Ye operative's feature story on the practice of beach cops being given fake names by bathers committing violations, appearing in one of the New York dailies, brought a couple queries from Island police chiefs asking for suggestions to prevent it. . . . Jones Beach'll have free dancing in the Central Mall. . . . Frank (Brooklyn) Plunkett will direct swimming activities at Broad Channel Pool.

ROCKAWAY BEACH: Edgemere Club, oldest and largest Long Island hotel, slated for demolition. Housed some of the best known celebs in the '90s. Club's 400-odd rooms made the place too large to run on a profitable basis. Some of the famous guests of the past included Jim Corbett, John L. Sullivan, Lillian Russell and "Tammany Hall" Murphy, the political leader. . . . Murray Lee Brody, songwriter, is chief at Edgemere Sportland. . . . Tori Caragliano back from Florida. . . . Score of cottages going up on the site of the old Tilrose Camp. . . . Just like everybody was saying, pin games will stand out around the Boardwalk.

LONG BEACH: Real Miami atmosphere will prevail around Long Beach this summer. . . . Nothing much being done around the beaches except counting and recounting lifeboats. . . . Nassau Hotel's crew back from Florida and the place is being shaped. . . . Somebody told Billy Swan he looks like Al Smith and ever since he's been starting sentences with: "According to the records. . . ." Jackson Amusement Park ready for biz. . . . Natey Seidler giving the gang lessons on the pin games during lunch hours. This writer saw him turn in two perfect scores, which is somethin' on any machine!



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

MAIL, MAIL, THE GANG'S ALL HERE

A most interesting letter was received some time ago from a Texas woman whose only interest in swimming is that she is a pool patron but who has such unusual ideas in connection with proper bathing attire that I didn't dare print her communication without mentioning her full name, as requested by her. And so I recently asked her permission to use her full name, which was granted. Hence I trust you'll enjoy reading Mrs. Wanda Surjack's letter from Houston, Tex.

Mrs. Surjack writes: "I hope you will not think me too utterly silly for sending this note, but it can't do either of us any harm, so here goes. I have occasionally seen your column in *The Billboard* and read with interest your campaign in favor of letting men swim in trunks, as well as the many suggestions you have made to make pools attractive. It just occurred to me that you might be interested in a fine old custom they have at one of the swankier semi-private pools in Cannes, France, where I was last summer. I can't recall the name of the place, but your correspondent there can locate it without difficulty.

"The pool caters principally to those who have money to spend and time on their hands. Most of the patrons are women, of course, principally American and English. They keep eight attendants on duty at all times and, without being in uniform, they are easily distinguished from patrons. Except from the maids in the ladies' dressing rooms, they are handsome young men from French and Italian universities who speak English perfectly. But they have been chosen for physical perfection rather than language ability.

"All are perfect specimens, tall, well-muscled and perfectly proportioned, around 18 to 21 years old. All are brunets and perfectly groomed (if you can speak of one clad only in white trunks as being groomed—perhaps I should say perfectly barbered). Those whose legs, arms and chests are woolly naturally visit the barber regularly to have it clipped to proper length and the effect is most pleasing. Their underarms are shaved as regularly and as carefully as their faces.

"Altogether they are the finest looking group of young men I ever saw and many of the customers are willing to pay the difference in price to have them around. Those at the ticket window, the concessions and, in fact, everywhere at the pool are all faultlessly fitted out in this way. The distinguishing uniform of the employees is a plain (I confess rather scanty) pair of white silk trunks, worn on gloriously suntanned bodies, on which the expert ministrations of the barber (or maybe the beautician) have been practiced.

"Now there are two points I want to make. Pools in this country seem to give no thought to the appearance of their employees. How often are they untidy, in need of a shave or haircut, dressed in a suit that lost its shape years ago? And how much more often are they covered with shaggy hair like an animal? A certain amount of hair becomes the masculine physique, but only a certain amount. I personally do not object to a leg or arm that is moderately covered or to a chest slightly obscured by the dark down. But when it gets thick and long enough to shape itself into ringlets it is high time to call the barber in, don't you think? And the same goes for the Spanish moss that grows so luxuriantly under the arms. It looks as out of place on a man as on a woman and it serves no useful purpose.

"Those who swim only once or twice a week may be excused if they plunge in more or less as nature made them (albeit in the matter of hair under the arms, no right-thinking man ought to wear it even if he never removes his shirt or coat). But the attendants, at whom the public must look and who are on duty constantly, ought to be made to make themselves as presentable

as is possible. I would be willing to wager that any pool in New York that would follow the example of Cannes would do a rushing business. Do you agree?"

Harald Arias, "the Flying Dutchman," comes forward with his acceptance of the challenge for a three-cornered contest to determine the world's high-diving champion, suggested for Sandy Beach, Wichita, Kan., this summer. I should like next to hear from Norris Stauffer, of Sandy Beach, on final developments of the competition proposed by this department. In the meantime, here is what Arias had to write: "I kept silent for two weeks because I was waiting for more divers to show up, but, bad enough, out of so many so-called American world's champions only a third one came out in the open. I have written Mr. Stauffer and have explained that I am willing to compete against the other two divers if the date does not conflict with my present bookings. Regardless of whether I will be able to go to Wichita, I still keep my offer about my high-diving tower, to bring over here on my return from Europe in February of next year, and I am willing to have it shipped to any place in the United States at my own expense. Should you hear of any pool, probably some tank in Florida, that would be willing to run such a contest next winter, I would appreciate it very much if you will let me know about it. I trust you can realize that fair for the coming season were booked last winter and that if I am tied up and unable to compete in Wichita this summer it is not because I don't want to.

"By the way, what became of that new swimming organization that was in progress some weeks ago? Wouldn't it be possible to have a high-diving affiliation to that? That's my idea, as there are evidently very few high-class divers who really come out in the open to go places and do things. Perhaps thru an organization a real world's championship contest can be arranged."

Arias probably refers to the newly formed Jantzen Swimming Association, about which I wrote a few issues back. It's an idea, tho, and Paul Huedepohl ought to have some opinions on the subject, especially since the Jantzen organization has just brought out a new official Jantzen diving board. What say, Paul, and what say you, Norris Stauffer; are you all set for that high-diving contest?

Thomas H. Cowley, Brooklyn, N. Y., writes: "Read your articles every week in *The Billboard*, as it is the only reason I purchase same. Find them most interesting. (Hey, boss, howabout a raise? —Nat A. Tor.) I have been associated with the bathing and swimming-pool business for the past 25 years. Have managed Starlight Park pool in the Bronx; Woodlife Pleasure Park pool, Foughkeepsie, and Rock Point natatorium, Providence, R. I., among others." (Hey, Nat A. Tor, why don't you stop printing rave letters about your stuff and give us more ideas or you WILL get a raise—out of *The Billboard*.—Editor.)

Please pardon the interruption of 30 editor, dear readers, but guess I'll have to save the rest of Tom Cowley's letter for another time, as well as some of the other mail received.

PARIS—Zoo of Bois de Vincennes received 115 animals from French colonies in Africa. Shipment included 3 elephants, lions, hippopotamus, 3 ostriches, 12 antelopes, 4 panthers, 2 chimpanzees, 12 monkeys, 2 pythons, 4 hyenas and a large number of tropical birds and small animals. In Rome the new zoological gardens were inaugurated on May 18. Jardin des Plantes Zoo, Paris, presented the new zoo with a big gorilla as a token of good will.

Big Scale Chain

DETROIT, May 25.—John T. Millen, director of Detroit Zoological Park, really was worried this week when the chain letter craze hit the zoo. Someone began sending letters to the zoo with the usual "send a dime to a dollar" changed to a "pretty big order"—"send an elephant." Plan is to send a letter to curators of five zoos, with request to send on an elephant to the name at top of the list, and pass on in the usual manner. Mr. Millen calculated the plan would bring him 15,625 elephants—and was wondering whether they could be shipped by parcel post.

Coney Island

By LEONARD TRAUBE

Sidney Kahn has placed a Fascination game on Surf Avenue adjoining World Circus. Johnny Bergman had been reported dickering for the site with a rabbit outfit. With Kahn obtaining the lease on the property, he's back at the spot where he operated last year.

BE A CONEY BOOSTER

Jules Tolces has what looks like a plum location in Feltman's, where he is set up as manager of the new Game-land. Formerly a restaurant, the space has seven game booths beautifully adorned by Eric Sloane, the resort's skillful scenic designer and painter. It is a semi-circular layout, featured in the center by Doc Beebe (the Asbury Park chatter) and his Fairbanks scale. Junior Feltman himself thinks a lot of Game-land. Play is strictly for coupons exchangeable for merchandise. A line of pin games are scheduled to be installed near this new mecca. . . . Tolces is a veteran of game concessiondom.

CONEY BOOSTERS NEEDED

Paul Bergfeld and partner, Luke, are still engaged in the gentle art of newspaper vending, including copies of "The World's Foremost." And, by the way, Bergfeld was a newsboy when Jimmy (Of Nose Fame) Durante was the rag-time boy at the College Inn a quarter of a century ago. Recently Schnozzola made a personal appearance at Tillyou's Theater. He found Paul the same old Bergfeld. Vice versa. Bergfeld loves his memories.

YOU WORK THERE—BOOST IT

Eddie's Sportland, run by those double-deuce horsemen—Taffett Brothers—Sam Zundell and Herman Rapps—was in the process of getting a huge neon sign when this was being dashed out. A few other showshops are going the neon way.

BOOSTING IS CONTAGIOUS

Jean Hallen's guessing scale stand is all flashed out with things the folks go for. B. B. Jones is her right-hand guesser.

IT'S BOOST, NOT BOOTS

From W. P. (Pat) Considine, Chicago: "In your ramblings around Coney Island, I am wondering if you could find time and space to run a paragraph that would bring some of us up and down to date on what has transpired during the last few years where the American Museum of Public Recreation is concerned. Have read nary a word about that institution and believe others, too, may be curious to know what has been going on." If Mr. Considine will tell us what he wants to know about the museum we'll try to respond. Altho Mr. William Mangels' pride and joy is situated in Coney, it is somewhat outside the actual province of this column.

HOW ABOUT BOOSTERS' CLUB?

Fred Sindell's World's Fair Side Show lines up with Buster Castle, manager and talker; Moe Lasky, relief talker; Sam Schwartz, ticket taker. Attractions: Sam Singer, Human Volcano; Howard, Lobster Boy; headless illusion; Wolf Oo and Hadeza, torture act; Aloa, Armadillo Boy; Blais Family, featuring Fannie-Frank, blowoff. Cortland, mentalist, was scheduled to rejoin the show on May 25.

IT'S BOOST, NOT BOOS

Charles (Uno) Feldheim, of The Billboard, who has looked amusements over for more than 30 years, will visit the Island regularly every Sunday from now on. Watch for him and his refreshing optimism. You'll find him a decided contrast to that glum-faced guy, none other than your correspondent.

With the Zoos

BROOKFIELD, Ill.—Robert Bean, assistant director of Chicago Zoological Park here, has sailed from New York, his final destination to be Khartoum, Sudan, but he is to make stops at Naples, Rome, Paris and other European cities to inspect the zoological parks before sailing for Alexandria. Chicago Zoological Society has contracted with the game department at Khartoum for pairs of the following animals: Addax antelope, cob, arial gazelle, Mongalla gazelle, Dorcas gazelle, Oribi antelope, saiga, roan antelope, caracal, shobill stork, saddlebill stork and secretary

bird. There will also be three grivet monkeys and three Sudan patas monkeys. Mr. Bean is carrying a letter of credit and has been instructed to purchase any additional or desirable specimens he may find in European or African zoos during his trip. Two baby mandrills and a baby mona monkey have been born at Chicago Zoo.

LONDON—Annual report for the year ending on March 31 of London Zoological Society states the zoo has 3,772 animals, total value estimated at \$236,368. Income increased over the previous year by \$41,780, while 1,639,000 visited the zoo, an increase over the previous year of 190,000. Feed consumed during the year included 145 tons fodder, 123 tons straw, 24 quarters canary seed, 20 quarters sunflower seed, 1,089 pints shrimps, 203,064 bananas, 189 hundred-weight peanuts, 21,344 oranges, 440 pounds ant eggs, 26,100 eggs and 257 pounds molasses and syrup. Prof. Julian Huxley was appointed secretary at \$8,500 a year. Most interesting births were two zebras, three tigers, female chimpanzee, two saurus cranes, porcupine, emu and a yak.

SALT LAKE CITY—E. M. (Dutch) Snider, head of the zoo in Liberty Park, was installed as worthy ruler of Salt Lake City Aerie 87, Fraternal Order of Eagles, and will act until June, when new officers will be installed. He succeeded J. Howard Garrett, resigned, Mr. Snider being worthy vice-president. Ralph D. McCollin, Hogle Gardens Zoo, was put in as worthy conductor.

MILWAUKEE—Washington Park Zoological Society ordered three Kodiak bear cubs from Alaska. Several species of birds from Australia have arrived.

PALISADES LET—

(Continued from page 45)

making stunts and contests his specialties.

Bands Coming Back

Park will swing open on Decoration Day, with the pool to bow the same day. There will be a 10-cent gate and free parking. Fireworks will be presented on Tuesdays and Thursdays thruout the season.

Big brass bands will come back, this being indicated by negotiations which are being carried on with Creator, who is seeking a release from a federal musicians' project and was in a huddle late this week with Joseph N. Weber, president American Federation of Musicians, in this connection. George A. Hamid, Inc., is booking the band and the probability is that the Rob Cimse aerial motorcycle act, a Hamid troupe, will be the inaugural turn. Creator will come with 36 pieces.

PEP IN OHIO—

(Continued from page 46)

be on a nightly schedule, with weekly change of bands. Acts will be played occasionally.

Art Mallory is back in Craig Beach Park, Lake Milton, O., reports the outlook encouraging and plans water sports, free movies, free attractions and fireworks and promises some new midway attractions to boost Sunday business. Geauga Lake Park, drawing from Cleveland territory, starts again with W. J. Kuhlman at the helm, who has ambitious plans for the big open-air beer garden.

Talk Akron Revival

A. M. Brown expects a record season in Buckeye Lake Park near Newark, O., and visitors will see many midway changes, considerable construction work having been done. Springfield Lake Park, near Akron, seems out of the picture. With many of the rides and concessions removed and Sunday dancing denied by the village council, there have been no takers so far and the spot may remain inactive. Tuscora Park, New Philadelphia, O., one of the few municipally owned amusement centers in the State, will open in new dress, thanks to the FERA.

Dick Johns will be back in Lake Park, near Coshocton, O., with several new features along the midway and a nice batch of picnic contracts. He plans to use name bands frequently and free attractions thruout summer and may continue his summer repertoire company. Sandy Beach Park, near Akron, will vie with half a dozen larger spots for Akron district patronage. Some improvements

have been made, but the park will again depend on bathing beach and beer garden for major revenue. W. I. Warensford is new lessee.

Riverside, Uhrichsville, O., will operate again with rides and dance pavilion. There is talk of reviving Riverview Park, near Akron, with formation of a new company.

AGRICULTURAL—

(Continued from page 45)

Apple prospects, however, are still considered good. Shipments of potatoes, onions and cabbage have been running heavier than a year ago. All produce shipments are increasing now as the new Southern products come into market. Most of the early crop receipts during the last month have sold higher than a year ago.

The backward April weather added to the worries of live-stock raisers of the West. New grass has been slow to start and the whole feed situation continues very tight, especially in the drought areas. Cattle and sheep are in poor condition. The herds in the plains region are mostly reduced to breeding stock. With the improving market there is every incentive to save them but how to get sufficient feed is a very serious problem at present.

This bureau's annual estimate of farm population has just been completed. It appears that the movement of population between farm and town slowed down somewhat during 1934. There was a net movement away from the farms of 211,000; but the total farm population, by reason of excess of births over losses, increased slightly to a figure of 32,779,000.

RINKS—

(Continued from page 45)

which has been carried on during winter in the old Casino. Summer rink will be covered, but will be open on all four sides.

HACKENSACK (N. J.) ARENA closed for the summer on May 24 with a Carnival Night, circle skate, clothes-pin party and award of two pairs of aluminum-wheel skates as skaters' prizes. Manager B. W. Smith said the rink will reopen early in the fall.

ERIK AND MARY, acrobatic roller skaters, are with the Fenyes Circus in Budapest. Three Veronas, roller skaters, are with the Cirque Medrano in Caen, France.

FRANK BACON, pro roller-skating star, opened in Tacoma Park, Dayton, Ky., on May 25 after a successful season in Hamilton, O. Sessions will be held every night except Mondays, with matinees on Saturdays and Sundays. Bacon also operated Coliseum Rink, Decatur, Ill. Frank Bacon is manager, with his brother, Bert (Speed) Bacon, Detroit, assistant manager and skateroom operator. Jack W. Davis, Covington, Ky., is co-partner with the Bacons in the new rink.

DEEMER'S BEACH PARK roller Rink, New Castle, Del., has been opened for the season in the old dance hall and is reported under new management. J. V. Morasco was rink manager last year.

Revival Real

By ERNIE BARTLETT

A great deal has been written about the revival of roller skating. It has been referred to as a "boom" or "craze" or in somewhat similar terms by pessimists. "History will repeat itself," they say, and in a few seasons "skating will be dead."

But those pessimists who prognosticate a short life to what is a permanent revival of one of the most healthy indoor recreations should review in their minds' eye the reasons why roller skating went out of fashion, before they prophesy in regard to the present revival.

In the first place, management is everything if roller skating is to attract the public and, what is more, to keep up the attendance.

Twenty years ago rink managers thought anything was good enough for skaters, but despite a love for skating, naturally the majority would not put up with the treatment meted out to them. There are many reasons why attendance has fallen off in many rinks,

such as poor management, poor skates, poor floor, roughhouse tactics, no instructions to beginners, expecting beginners to learn by themselves or break their necks in the attempt.

This condition you will never find in a C. P. Crawford rink. The newest one to open is in Shrine Auditorium, Los Angeles. This is the 59th Crawford rink to open, having a staff of 40 instructors on the floor, under direction of Ernie Bartlett. Cliff Howard, well-known speed skater, is in full charge under C. P. Crawford, who has plans under way for a chain of rinks on the Pacific Coast, as he had in big European cities a number of years back, where society and the nobility skated on the Crawford rinks in England, Scotland, Ireland, Wales, France, Belgium, Germany, Russia, Denmark and Holland.

European Roller Hockey

By CYRIL BEASTALL

Most important European roller-skating event of 1935 was held on May 4 when an international roller hockey match between England and Germany was staged in the Stuttgart Stadium. Actual skating area was 68 by 140 feet, which is about an ideal size for the game as played on this side of the Atlantic, where 5 in a team is the order; also the floor was not really large, accommodations for spectators were more expansive and 8,500 saw the events in comfort, practically all being seated.

Teams were: Germany, Schmid, Kubler, W. Ralsch, A. Ralsch, Walker (Stuttgart); England, Corbin (Hearne Bay United); Walters (Herne Bay 1), Hulme (New Derbians), Bown (Herne Bay 1), Cornford (Whitstable A'berts), and B. Newbury, reserve (Alexandra Palace).

Bown captained England, Hulme being vice-captain. Latest international rules stipulate three periods of 15 minutes, intervals of 5 minutes; reserve is permitted to replace any player receiving injury or having skate trouble, but only 6 to be available in all. Otto Mayer, Montreux, Switzerland, honorary secretary of the Federation de Patinage a Roulettes, capably officiated as referee.

Arrangements were carried out to plan in every detail and the German Skating Association deserves great credit for its whole-hearted efforts to make the event the success it was. The German officials went to endless trouble to insure comfort of visitors, who greatly appreciated so much thought on their behalf and came away with a most favorable impression of German hospitality; the extremely friendly relationship between the two sets of players was delightful to see.

The match followed numerous preliminary events, outstanding of which were exhibition of fancy skating by Adolf Walker, artistic skating champion of Germany, 1920-'30, and a roller hockey game between Nurnberg and Stuttgart.

England took the offensive early and Teddy Bown opened scoring after 7 minutes. Adolf Walker, veteran German captain, replied 3 minutes later, but Bob Hulme, making a brilliant solo effort, put England ahead and first period ended 2 to 1 in his favor.

Second period saw dazzling work by English forwards, Bown, Cornford and Hulme moving to attack in close triangular formation, opposed to wide-passing movements of German vanguard. Jack Cornford, who was making a comeback in international circles, justified his selection by putting on two really great goals in this period.

Third period started with England holding a 4 to 1 lead and, despite numerous excellent saves by Tor Schmid, German custodian, Cornford (2) and Bown brought the final score up to 7 to 1 in favor of the visitors.

Walker was most dangerous of the German forwards, but he found Corbin and Pete Walters a very capable rear guard, while Bob Hulme was noticeable for his splendid work as pivot, some of his passes to Bown and Cornford being sent over with uncanny judgment. The English party arrived back in London on May 7.

Chief event in English roller hockey circles for 1935, the NRHA Cup Competition, or, to be more explicit, the championship of England, was decided in Grand Pier Pavilion, Herne Bay, Kent, on April 27. Herne Bay United, who defeated Cheetham Hill (Manchester) 6 to 2 in semi-final, met Alexandra Palace (London) in final and won 8 to 6 after extra time. Harry Brevett (London) was referee.

WEATHER HANDICAPS SHOWS

Record Rain At St. Louis

19 wet days out of 22—
Dodson, Beckmann-Gerety
and others are affected

ST. LOUIS, May 25.—A new high mark in rainfall has been reached in this city for May. It was noted Thursday that during the first 22 days of the month rain had fallen on 19 days, with downpours being recorded on 15 of these days. According to the United States Weather Bureau here, the rainfall to date has reached 7 inches for the month, while last year the total rainfall for the month of May was .54 inches, which, however, was a record low for this city for this month. The average rainfall in St. Louis for May over a period of years has been 4.34 inches.

As a result of the continued downpours the carnivals playing here have suffered in business, being able to open on very few nights. Dodson's World's Fair Shows, which have been playing in St. Louis and East St. Louis for about 45 days, have gotten in eight nights, while Beckmann & Gerety's World's Best Shows, which opened in this city on May 1, have been able to show about five nights, with the smaller shows suffering in similar manner.

Wallace Canadian Get Under Way

CORNWALL, Ont., May 25.—Wallace Bros.' All-Canadian Shows, exhibiting here this week, inaugurated the tour in Montreal last week, located at Beltinger and Itherville, with fair weather, business very good. No auspices.

The show carries 7 rides, 5 shows, 18 concessions, band, callopie and free act featuring Capt. Duncan Fairlie in his fire dive, with a pay gate. The show is a gorgeous display of lights, new paint, new banners and canvas.

The staff includes J. P. Sullivan, owner-manager; Mollie Lovie, assistant manager; William Graff, general agent and banners; Joe Walsh, electrician; Bill Stuart, lot superintendent; Luke Hozack, trainmaster; Jack Phillips, painter; Walter McClusky, press, mail and The Billboard.

Shows: Ten-in-One — Mollie Lovie, manager; Wallace Gault, talker; Frank Smith, tickets. Ha Cha Minstrels—Jack Phillips, manager; George Peters, talker; Dick Stanley, tickets. Illusion Show—Professor Broda, manager; William Smith, talker. Follies of 1935—George Curtis, manager; French Balarge, tickets; Pat Leigh, featured fan dancer.

Rides: Merry-Go-Round, Jasper Hill foreman; Caterpillar, Joe McClusky foreman; Ferris Wheel, D. Zito foreman; Whip, Joe Corbit foreman; Mixup, William McCaslan foreman; Funhouse, A. Ross foreman; Kiddle Ride, Fred Jones foreman.

Concessions: Cookhouse, Cris Pavlo and Joe Happy owners; corn game, Legare & Queillon; frozen custard, Amy Leonard; Phil Cronin, five; Joe Harris, five; Fred Shible, one; A. Melrose, two; Mrs. J. P. Sullivan, two.

Gooding on Business Trip

COLUMBUS, O., May 25.—F. E. Gooding, manager Gooding Greater Shows, two units of which are now playing cities in Ohio, returned here Thursday from a business trip to the Middle West, where his shows were awarded contracts for two events this year, the Keokuk (Ia.) Free Street Fair and the Mark Twain Centennial Celebration at Hannibal, Mo.

NEWBERRY, S. O., May 25.—J. M. Moon, secretary the Newberry Fair Association, states that West's World's Wonder Shows will furnish the midway attractions for his fair this year.

Rubin & Cherry in Quagmire at Lexington, Ky., Losing Two Days

LEXINGTON, Ky., May 25.—Heavy downpours of rain preceding their arrival here Sunday, which condition continued thruout Sunday and Monday, caused Rubin & Cherry Exposition to delay erecting its attractions until Tuesday. The lot was a "sea of mud." More than 100 truckloads of cinders, straw and shavings were spread on the midway Tuesday, and the engagement, under American Legion auspices, got

under way Wednesday night to heavy attendance.

With the American Legion committee co-operating, radio broadcasts daily by Station WLAP, direct from the midway; street cars making special exploitation trips with the Minstrel Show band and carrying show banners, local newspaper support and other tieups, decision was made yesterday to continue the engagement thru next week.

Glick, Linderman Scrap Over Lots

BALTIMORE, May 25.—Relative to playing day-and-date with the Ringling-Barnum Circus and near to the Big One here two days, Wednesday and Thursday, this week, heavy lot opposition developed between the William Glick Exposition, William Glick manager, and the World of Mirth Shows, Max Linderman manager, and there were some legal proceedings.

The Glick organization, which had played the "circus date" here a number of years, arranged for location and permit quite a while in advance, and claimed holding of a plot of ground with about 200 feet in front of the lot arranged for by World of Mirth Shows, and refused trespassing thereon. This being the World of Mirth Shows' entrance to their midway they did not exhibit during the circus days, instead departed for their next stand, Plainfield, N. J.

According to report, World of Mirth Shows had planned and claimed having arranged for use of the two spaces, the disputed entrance and their midway location, rented by two parties, but when the owner of the land claimed that the land could not be subleased for show purposes the renter of the entrance plot "weakened."

Show Execs in Cincy

CINCINNATI, May 25.—Three members of the executive staff of Mighty Sheesley Midway were here this week making final preparations for that organization's two weeks' engagement on the block-square old hospital site, bounded by 12th street, Central parkway, Central avenue and Laurel street, starting Monday. General Agent C. W. Cracraft was in the city early in the week. Special Agent E. C. May was in the city several days, and H. G. FitzGerald, press representative, arrived Thursday and immediately got busy with his duties.

Tom Terrell, general agent Great Superior Shows, playing Danville, Ky., this week and routing northward, arrived yesterday to look over territory in Southern Ohio. Terrell stated that his show has encountered a great deal of inclement weather, including cold and 26 days of rain out of 54, but business has been good when climatic conditions were favorable.

MOLINE, Ill., May 25.—Sol's Liberty Shows hit a new high for opening-night biz this year when 5,500 jammed the grounds at the inaugural of the Legion Festival here on Monday. According to Manager Sam Solomon, this is the first good break on weather the show has had since starting this spring. They have 10 rides, 10 shows and 25 concessions.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Skillo, N. Y.

Week ended May 25, 1935.

Dear Charlie:

A long jump back east. Now showing in the heart of the Catskill Mountains. Our midway laid out on a mountain side. The entire lot surrounded with evergreen trees. A beautiful sight by nature and made more beautiful by the hands of the great showmen, the Ballyhoo Brothers.

All our tents covered with metallic powder and radiance. Airplanes hovering overhead with powerful searchlights that play upon them all during the night. All the pines and evergreen trees decorated with colored electric lights. Blue, green and red flares burning here and there. A steady stream of fireworks sent up from the back of the lot from dusk until closing time.

On the peak of the mountain the brothers erected a mirror, 20 feet high and 1,000 feet long. The reflection of our midway in the mirror could be seen

for miles away. The entire midway surrounded with a fence. The pickets made of different colored neon tubes. Truly, "The Aurora Borealis of the Tented World." "The Midway of Portable Northern Lights."

Even the sun, the moon and the fleecy clouds and stars took on the carnival spirit, the weather perfect thruout the engagement.

This beautiful sight, the roar of the carnival and our mighty reputation woke up and brought out thousands of Catskill sleeping "Rip Van Winkles" who had never been on a midway before. A maiden spot at last!

Seventy thousand paid admissions at the main gate Monday night, with a steady pickup all week. This the season's banner stand.

A big new show joined here, "Dust Storm Flossie's Ford Axel Ranch Horseless Wild West." Featuring Chief Run-

(See BALLYHOO on page 53)

Unloading of USA Delayed

First week of Kansas City engagement lost because lot was covered by water

KANSAS CITY, Mo., May 25.—The almost incessant rain in this vicinity for several weeks caused United Shows of America to lose a week's scheduled exhibiting here. The lot at 17th and Paseo, where they were to start a 12 days' engagement on May 14, was covered with water and in such a condition that the attractions were not unloaded from the show train. However, the showfolks worked industriously toward conditioning the grounds, and the wagons were unloaded Saturday. With 107 loads of cinders and 54 loads of shavings placed on the midway the show opened Tuesday night and has had an average of fair business despite frequent additional showers of rain and several cool nights.

During the layoff entertainers from the show gave continued radio programs at local stations and newspaper articles kept the engagement in the minds of the amusement-loving public. The Heart of America Showman's Club kept open house at its rooms in the Coates House and there were daily congregations of showfolks at that well-known hostelry. Tony Martone, former showman, worked unceasingly with John R. Castle and his aids in trying to get the lot into shape for the show's opening. Roy B. Jones, press representative, was host to several members of The Kansas City Journal-Post staff and Junior Patterson, son of the old-time showman, James Patterson, now connected with The Kansas City Star, at a night club luncheon. C. A. Lofkin, of Shreveport, La., has replaced Arthur Sharpe as auditor in the United Shows of America office wagon, Sharpe having returned to his former position as auditor with Rubin & Cherry Exposition.

Peerless Gets Break At East Pittsburgh

PITTSBURGH, May 25.—Joe Cramer's Peerless Exposition, which ends a week's stay at East Pittsburgh tonight, has enjoyed the best business in the last month. It had the first real break in weather, with the lot in Carnegie the last two weeks having been muddy and inaccessible. Three Westinghouse pay rolls flooded the lot here nightly and resulted in some heavy spending. Lot, however, was too small to accommodate the entire outfit. Two rides and two shows were curtailed because of lack of space. There were visitors from Krause Greater Shows and Johnny J. Jones Exposition.

A fire in Waynesburg, Pa., recently destroyed the Hawaiian Show and cost Mr. Cramer several hundred dollars. No one injured, however. Show added new sound-system equipment and a truck last week, making it nine trucks and nine trailers. The show has a three-week Pittsburgh stay, which follows next week's New Kensington engagement. The Mt. Oliver lot here will be used, this show being the first to do so in 18 years.

Embree-Eby Launch Show

ST. LOUIS, May 25.—George H. Embree and L. Eby formed a partnership recently and organized the Bur Amusement Company. They leased several rides from George S. Kogman, of Kansas City, and booked several additional rides. They opened the season at Belen, N. M., on May 13, and are playing the Mexican Fiesta at Albuquerque, N. M., this week. G. H. Davis joined at the opening spot with his new cookhouse.

Special Service

North Carolina, as stated in The Billboard of May 25, has a new license law governing the operation of carnivals and such amusements at fairs and still dates. Carnival managers and others in the amusement business who are interested can obtain a copy of the law by sending a request to the Carnival Editor of The Billboard, Cincinnati, O.



Showmen's League of America

CHICAGO, May 25.—Still a bit quiet around the rooms, as most of the boys are working and have little time for visits.

Making extensive preparations for the annual Cemetery Fund Drive and literature will be in the mails in a short time.

Brother and Mrs. Tom Rankine back in town. Tom will spend the summer at his cottage on the lakes and the missus will be back on the road soon.

Again the Grim Reaper has invaded Showmen's League ranks. This time to remove therefrom Brother William B. (Bill) Evans. Funeral services were conducted Wednesday by the Elks and the Showmen's League. Past Chaplain Col. F. J. Owens officiated.

Gabe DeKreko was a caller at the rooms during the week. . . . The Al G. Barnes Circus sends its route card regularly. An appreciated courtesy and one which would be appreciated from all shows. . . . Brother L. S. Hogan, in town for a few days, dropped in for a visit. . . . Harry Calvert and Mr. Meyers were callers at the rooms.

Mr. and Mrs. John Miller on their way east stopped in Chicago for a visit with old-time friends and were callers at the rooms. . . . Brother E. P. Caruthers is said to be indisposed and confined to his home and hopes are extended for his early recovery. . . . Brother Elmer D. Robinson has been busily getting his rides ready for the opening of Riverview.

Secretary Streibich spent a few days visiting with President Conklin in Can-

ada. Matters of interest to the League were the incentive for the trip. . . . A welcome message from Brother W. H. (Bill) Rice. Made application for reinstatement. Was glad to hear from Bill. . . . Brother Jack Maxwell writes that he is now in Detroit and going along nicely. Says he hopes to be in Chicago a little later.

Brother Harry Coddington is busy helping make Showmen's Rest look its best for Memorial Day. Flags and flowers are being placed and the place will be ready for its many visitors in due time. This is an annual duty with Harry and one which he enjoys greatly.

Vice-President Jack Nelson seems to be taking the burden of the work of the lease committee on his shoulders. Jack is a hard worker and he will show results in his efforts.

Shows Around New York

NEW YORK, May 25. — In the New York area this week are Charles Gerard, Beebe avenue, Astoria, L. I.; Phil Isser's Capitol Outdoor Shows, 73d street and First avenue; Ben Williams, De Kalb avenue, and F. J. Murphy, 65th street and Eighth avenue, Brooklyn, and All-American Shows, Farmingdale, L. I. Empire Valley Shows are playing in Arlington, N. Y.

Outfits current in New Jersey are James Bell Company (No. 1), Summit; Mike Centanni, North Elizabeth; Heller's Acme Shows, New Brunswick; Liberty Fair and Amusement, Jersey City; Traver's Chautauqua, Hawthorne; West's World's Wonder Shows, South River, and Mike Buck, Little Ferry.

Oscar Buck's Exposition is in Stratford, Conn., and moves into Danbury for next week's stand. Heller goes to Nyack, N. Y.

Bantly's Shows In Much Cold, Rain

DUBOIS, Pa., May 25.—An executive of H. Bantly's Shows, exhibiting here this week, states that the organization is in its fourth week of rain and cold weather. The engagement here is at the playgrounds under auspices of the Fourth Ward Fire Company. Business has averaged fair.

The midway presents a neat appearance, the lot man, Harry Morris, having the attractions nicely arranged. A new marquee arrived and makes a fine entrance. Owner Bantly has returned from Detroit and while en route purchased a Tangley calliope. Bud Foreman, electrician, is framing a new Freak Show.

Dallas

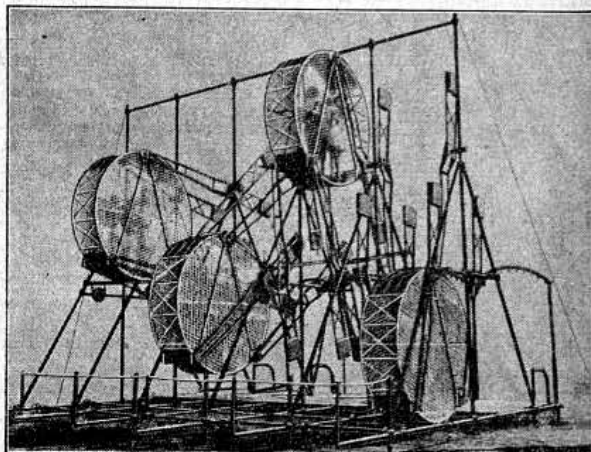
DALLAS, May 25.—The past week found much of the Texas land adjoining rivers, creeks and lakes under water. Dallas' lowlands were flooded and alarming at times. San Antonio's pride, the San Antonio River, also went over its banks and strolled around the main stem.

Arthur (Red) Hutchinson, last season with Dick Best's Side Show on Royal American Shows, is in Dallas after a visit to Philadelphia, Chicago and other metropolitan centers. Red will be connected with *The New-Journal* this season.

Denny Pugh returned early this week after a trip to St. Louis.

E. A. Burnett arrived here last Saturday from St. Louis, where he had been visiting the outdoor shows playing the lots, to open a shooting gallery in downtown Dallas.

"LOOP-THE-LOOP RIDE"
Spillman's Latest and Best Achievement



Ride Men—Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN Ride!

LOOP-THE-LOOP is actually grossing more money than other rides costing two and three times as much.

LOOP-THE-LOOP is DIFFERENT—no other ride compares or competes with it for THRILLS—APPEARANCE—ACTION—or FLASH.

Unusually low operating expense, simple and easy to transport and erect; maintenance expense is negligible—the ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Gilly.

Watch this list grow. Among the orders already booked are LOOP-THE-LOOPS for Coney Island, Cincinnati; Rockaway's Playland; Johnny J. Jones Shows; United Shows of America; two outfits for F. E. Gooding Amusement Company; R. C. Lee, Hendersonville, N. C.; B. B. Sawyer, of Saginaw, Mich; World of Mirth Shows; R. Jackson, Nova Scotia; C. C. Deetz, of Ohio; Mrs. K. Bopp, Revere Beach; Happyland Shows, Detroit; H. H. Avery, Seattle, Wash.; R. E. Honey, Kansas City; Royal American Shows; Dodson World Fair Shows.

WIDE-AWAKE OPERATORS with money to invest—get in on the ground floor while we can place you where you can make real money—excellent Park and Traveling Show locations available, but going fast.

PARK AND SHOW MEN—If you haven't the money to buy for yourselves, send us your best concession proposition—buyers are looking for good worth-while spots.

SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA NEW YORK

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Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

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IN FLASHY COLORS
We specialize in them; in fact nothing but! Quick Service, Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.
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1935 DE LUXE KIDDIE AUTO RIDES MODEL
Outsell All Others—50 Satisfied Customers Made in three standard sizes: 24' Diam., 20' Diam. and 18' Diam. Ten large size, specially built Autos seat 16 children. All models equipped with smooth acting clutch, the only PRACTICAL drive. Electric motor or gasoline engine. Pneumatic tires, ZerK grease fittings and special heavy duty ball bearings in wheels. OUTSIDE LOADING, all cars in a single row. NEW LOW PRICES. Write for 1935 circular. Cash or Time Payments.
ALLAN HERSCHELL CO., Inc.
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FIRST SHOW IN MICHIGAN OIL FIELDS — NO DEPRESSION HERE
PUMPING 200,000 BARRELS DAILY—PLENTY OF MONEY HERE.
POLLIE & BERGER SHOWS
We have 8 Rides. CAN PLACE Loop-the-Loop. CAN PLACE few more Grid Stores and strictly Stock Wheels. WANT one Pit Show, one Platform Show and one good Rally Show. What have you? WANT Penny Arcade, Seals, Cigarette Galkery. Lansing, week May 27; Mt. Pleasant, week June 3; Midland, week June 10; Saginaw, week June 17; Alma, week June 24; then Biggest July 4th Celebration in Michigan this season, on MAIN STREETS, in Albion. All telegrams and mail to
LOUIS J. BERGER, Pollie & Berger Shows, per route.

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THE COIN-OPERATED MACHINE THAT DELIVERS SEALED ENVELOPE CONTAINING **ASTROLOGICAL CHARACTER ANALYSIS** FOR ANY BIRTHDAY IN THE YEAR

TELLS YOUR LUCKY NUMBERS, LUCKY DAYS AND HOW YOU ARE AFFECTED BY THE PLANETS UNDER WHICH YOU WERE BORN

OPERATES ON A DIME EASILY TAKES IN **\$300** OR MORE A WEEK IN ANY LIVE SPOT

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SEE OUR FULL PAGE ADVERTISEMENT IN AMUSEMENT MACHINE SECTION

CRAFTS 20 BIG SHOWS
HAS FOR SALE—Miniature Auto Speedway—complete with portable track, 10 gasoline speed cars, 3 extra motors, ticket booth, lighting fixtures, etc. Ready to operate. Address as per route.

LOFSTROM and ST. ELIO
WANT Man to assist in working Troupe of Trained Monkeys. All-year-round work to right party. No layoff. Tommy Lyons and Weeks write.
WM. LOFSTROM, Hutchinson, Minn.

SEWARD'S 1935 HOROSCOPES
 Samples, 25c.
 SEWARD'S Full Line of Books on Character Delineation, Numerology, Etc.
A. F. SEWARD & COMPANY,
 3620 Rokeby St., Chicago, Ill.

WHEELS Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-13, 20-24 and 30 numbers. Special Price,
\$12.00
BINGO GAME
 75-Player, complete, \$5.25, including Tax.
 Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
 Send for Catalog No. 234.
 Heavy Convention Walking Canes. Dark Mahogany. Price For Gross, \$24.00.
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 124-126 W. Lake St., Chicago, Ill.

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 Samples of the 4 Readings, Four for 25c.
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NEW DREAM BOOK
 116 Pages, 2 Sets Numbers, Clearing and Polity, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.75
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ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label.
 Our name or ads do not appear in any book.
SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

100 Card Bingo Game \$3.00

BINGO SET, complete with 100 Heavy Durable Cards, 2 Call Sheets, 76 Calling Numbers and 600 Wooden Counters, sent postpaid anywhere in the U. S. for only \$3.00.
GEO. W. BRINK & SON
 1454 Gratiot Ave., Dept. B, DETROIT, MICH.
 (Over Thirty Years in Business)

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1-47 and 27-page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Buddha Papers, Books, New Personal Character Analysis Sheets for Graphology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.
USED SHOW PROPERTY FOR SALE.
 \$ 5.00 Shooting Gallery Target, Armor Plated, 20x30", with Bell.
 \$25.00 Khaki Waterproof Wall Tent, 16x20', Good Condition.
 \$35.00 Full Size Ossified Man with Banner, Money Getter.
 \$16.00 Portable Electric Trunk Flasher, 15 Numbers.
 \$ 2.50 Electric Flood Light, 10" with Reflector.
WE BUY (1) 35-YD.-WEIGHT SCALES, CANDY FLOSS MACHINES, CONCESSION TENTS. Pay cash. **WEIL'S CURIOSITY SHOP**, 200 South 2nd Street, Philadelphia, Pa.

ELGIN WATCHES, \$1.65 EACH

(7-Jewel, 18 Size, New Yellow Cases.)
7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
 Send for Price List.
CRESCENT CITY SWEETENING CO.
 Old Gold and Silver Buyers and Refiners,
 119 N. Broadway, St. Louis, Mo.

NOVELTIES AND SOUVENIRS

Write Today for Low Prices.
A. W. WALLACE, Pennsylvania, N. J.

WANT CONCESSION AGENTS

CAN PLACE two capable Wheel Agents, also Grind Store Agents. Boozers, save time.
C. A. HARTZBERG, KEYSTONE SHOWS
 Parkers Landing, Pa., This Week.
WANTED TO BUY
 GUESS-YOUR-WEIGHT SCALES.
 E. A. H., 3011 Montrose Avenue, Chicago, Ill.

For Sale—Fairfield Hydrated Orange Machine, good condition, complete with Glassware, \$95.00. **JOE'S MAGAZINE MART**, 6 Beckman St., New York City.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

MIDWAY CONFAB
 By THE MIXER

GOOD GOSH, what a rainy spring season!
FORTUNATELY, however, Jup. Pluv. extended his deluges to duststorm sections of the Middle West.
NAT D. RODGERS is industriously engaged in his duties in connection with the Texas Centennial at Dallas next year.
AMONG VISITORS on the Landes Shows midway recently was George S. Kogman, of Kansas City.
FUZZY HUGHES, of Kansas City, has been spending several weeks in Salt Lake City, Utah, while en route to Seattle.
TEX CHRISTMAN is working on the front of Martin Ozarf's Side Show, also painting many signs with World of Pleasure Shows.
 The midway of United Shows of America at Little Rock, Ark., was under water at tearing down time. Frances Halverson, ever careful of her duties as a good wife, had kept the bathtub full of hot water from 8 a.m. to 5 p.m. When Oscar, who has charge of rides on the show and who had been in water for the last 24 hours (in fact, most of the week), finally arrived and was shown the tub, he dramatically replied: "Take it away, take it away, I've seen enough water to last me for seven years."
SNOOZER, 11-year-old bulldog of Cliff and Verna Adams with the J. L. Landes Shows, and known to many showfolks, died recently.
"BONE CRUSHER" SKEENE is reported going along neatly as manager of the Athletic Arena with Greater Exposition Shows.
J. F. PERRY, of Clarksville, Tenn., wrote in praise of the F. H. Bee Shows, which played there under auspices of American Legion.
ALICE THE ALLIGATOR GIRL and her manager, J. P. Filippo, and representative, William Macy, after finishing the recent indoor circus engagement at Hen-



LEFT TO RIGHT: Mrs. Emma Parker, mother of the late Bonnie Parker; J. W. Dillinger, father of the late John Dillinger; Mrs. Henrietta Barrow, mother of the late Clyde Barrow, all with Mrs. John R. Castile's "Crime Does Not Pay" attraction with United Shows of America.

No. 1 of Vol. 1 of "The Herald News"—"Published in the interest of the Johnny J. Jones Exposition"—produced by Walter D. Nealand, made its appearance in advance of the show's engagement at Pittsburgh. It is in newspaper style, 12x17-inch pages and is highly exploitative of the show's title and attractions, also check-a-block with photos of acts, feature attractions. Nealand is making it a weekly production.
HARRY (DUTCH) MILLER and wife are handling mail and *The Billboard* with World of Pleasure Shows. Harry is also handling the Ferris Wheel.
GEORGE S. KOGMAN, of Kansas City, and Pete Callender, of California, visited the Crowley's United Shows recently.
SAILOR JACK ZEILER, tattooer with Kaus United Shows, has a quickly up and down outfit, a comparatively

der son, N. C., joined Krause Greater Shows.
DR. R. GARFIELD opened his Show of Science recently with the No. 1 Gooding Greater Shows. The show management provided a nifty new 20x90 tent and panel front for the attraction.
 In connection with its Washington engagement, June 10-15 and during the National Shrine Convention, Johnny J. Jones Exposition has produced a masterpiece invitation folder. On the front page is attached an oval portrait in colors of George Washington, below which is printed "We Welcome You." On one of the inner pages "E. Lawrence Phillips Presents Johnny J. Jones Exposition." On inside cover page, "Hosts: E. Lawrence Phillips, Walter A. White, J. C. Simpson, Tommy Allen, Jack Lyles, Walter Nealand, J. C. (Tommy) Thomas, Arthur Atherton. Hostesses: Mrs. E. Lawrence Phillips, Mrs. Walter A. White, Mrs. Johnny J. Jones, Mrs. J. C. Simpson."
H. T. FREED, of Daily Bros.' Shows, advised that he got the biggest blow of the season thus far when that show was "rained out" at the recent celebration at Sulphur, Okla.
MRS. JEANNE DE BELLE was preparing to leave San Antonio, Tex., last Saturday to join her husband with the William Glick Exposition. Had been home visiting and awaiting more settled weather the last seven weeks.
LEW DUFOR is a great admirer of Starr DeBelle's "Ballyhoo Bros." column in this publication, and Lew has already

very small electric current generator a feature asset.
PETE CALLENDER, of Los Angeles, has several boys taking "Hollywood Motion Pictures" on the streets of Kansas City and vicinity.
H. C. KILBURN is a busy trouper with L. J. Heth Shows. With pop corn, peanuts and floss candy, and salesman *The Billboard*.
 There are now two Routes placements in *The Billboard*. In the first and the last forms to press.
THE NEW KIDDIE AIRPLANE SWING
 Suitable for Parks and Carnivals.
 Seating capacity 15 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

CONCESSION Candy Packages
 All Desirable Sizes and Prices.
 This Season Will Be THE CANDY SEASON.
 Write for Catalogue.
WM. C. JOHNSON,
 South St. at State Avenue, Cincinnati, O.
 P. O. Box 4 Sta F. SINCE 1912.
PEERLESS EXPOSITION WANTED
 Shows, Freaks for Side Show, Monkey Show or Speedway, Illusion or Wax. Will finance any show of merit. Will book any Flat Ride, Loop-O-Plane and Kiddie Auto. Will pay transportation to join. Few choice concessions open. Wanted A-1 Griddle Man. This week, New Kensington; then Mt. Oliver, first show in fifteen years; Aliquippa, Petrolia, Etna, Freeport, Ambridge Fourth of July on street. All Pennsylvania, Ekina Forest Festival and on string of West Virginia Fairs to follow. **JOE ORAMER**, per route or Carr Hotel, Pittsburgh, Pa.
WANTED CAPABLE MANAGER
 Who Can Furnish People and Produce High-Class Girl Show.
 Have Complete Outfit, consisting of Wagon Front, Stage, Seats, etc.
 Address
DOODSON'S WORLD'S FAIR SHOWS,
 Alton, Ill., Week May 27; East Moline, Ill., Week June 3.
TILLEY SHOWS
 WANTS Shows, with or without outfits. Will furnish outfit for Snake Show, Concessions, Candy Floss, Pitch-Till-You-Win, Stock Wheels Address Pines, Ill.
WANTED
SHOWS—Athletic, Girl Show, Half-and-Half, Hawaiian Girls, Ten-in-One or any Grind Shows that don't conflict. Those with own outfits given preference. **CONCESSIONS** (\$7.00 per Week)—Pitch-Till-You-Win, Darts, Bird Store, Fishpond, Bowling Alley, Long Range Gallery, Stock Wheels, come on. Crooksville, O., May 27 to June 1. Working five days week.
CUNNINGHAM'S EXPOSITION SHOWS.
SMALL & BULLOCK SHOWS
 WANT capable Help for new Smith & Smith Chairoplane. Must be sober and reliable. Whiteville, W. Va., week May 27; Madison, W. Va., week June 3.
T. J. APPLE WANTS
 Trick Rider for Slidrome.
F. H. BEE SHOW, Frankfort, Ky.
WANTED MUSICIANS
 Enlarging Band. Write **PROF. STURGIO**, F. H. Bee Shows, Frankfort, Ky.

DEPENDABLE ELI POWER

 Operating Riding Devices Successfully Since 1922.
 Powerful—Simple—Economical.
ELI BRIDGE COMPANY
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 Northwest Street, JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING
 Suitable for Parks and Carnivals.

 Seating capacity 15 children, weight about 2,000 pounds. Machine is 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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CONCESSION Candy Packages
 All Desirable Sizes and Prices.
 This Season Will Be THE CANDY SEASON.
 Write for Catalogue.
WM. C. JOHNSON,
 South St. at State Avenue, Cincinnati, O.
 P. O. Box 4 Sta F. SINCE 1912.

WANTED CAPABLE MANAGER
 Who Can Furnish People and Produce High-Class Girl Show.
 Have Complete Outfit, consisting of Wagon Front, Stage, Seats, etc.
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WANTED
SHOWS—Athletic, Girl Show, Half-and-Half, Hawaiian Girls, Ten-in-One or any Grind Shows that don't conflict. Those with own outfits given preference. **CONCESSIONS** (\$7.00 per Week)—Pitch-Till-You-Win, Darts, Bird Store, Fishpond, Bowling Alley, Long Range Gallery, Stock Wheels, come on. Crooksville, O., May 27 to June 1. Working five days week.
CUNNINGHAM'S EXPOSITION SHOWS.

SMALL & BULLOCK SHOWS
 WANT capable Help for new Smith & Smith Chairoplane. Must be sober and reliable. Whiteville, W. Va., week May 27; Madison, W. Va., week June 3.

T. J. APPLE WANTS
 Trick Rider for Slidrome.
F. H. BEE SHOW, Frankfort, Ky.
WANTED MUSICIANS
 Enlarging Band. Write **PROF. STURGIO**, F. H. Bee Shows, Frankfort, Ky.

placed his order for 20 copies of Starr's book, *The Rise of the Ballyhoo Bros.*, which will be published this fall.

WITH a number of oil wells gushing the fluid and many others expected to hit the "pay" in the near future in the Crystal, Mich., section, that neck o' th' woods should prove good show spotting this season.

HARRY COFFIN and wife, now visiting Mrs. Coffin's mother and "daddy," Cincinnati, will have three shows with Rubin & Cherry Exposition this season. One of them in partnership with Ormand Whitefoot, formerly for years a pharmacist in Greater Cincinnati.

HER SCHOOL TERM being over, Annabel Starkey will now be with her parents (Bill and the missus) and handle *The Billboard* with J. Harry Six Attractions remainder of the season. Incidentally, Mr. and Mrs. Floyd Knox visited the Starkeys a few days from their home city, Cleveland.

BILL DOLLAR, banner man with L. J. Heth Shows, had a heavy display of merchants' ads when the show played Decatur, Ala. Bill told friends that he had been going smoothly with the banners this season and found merchants more willing to buy advertising than last year.

J. W. RODABAUGH, of the Baker-Lockwood Manufacturing Company, referred to the continued rains thro'out the Middle West as follows: Ducks dying of pneumonia, Sun crippled up with rheumatism, Fish drowning along the highways, Atmosphere full of water in globular form.

BECAUSE OF "excessive railroad rates" between Elizabethton, Tenn., and Beckley, W. Va., J. J. Page Shows had a two-day roundabout travel and finally landed within a four-mile haul of their location at Beckley. Did not get open until Thursday, hence stayed there for last week.

While on the downtown lot in Grand Rapids, Mich., Henry J. Pollic, back with the show on a visit while in his home town, said to Louis J. Berger: "Right over there (a block away) I was with your brother John Berger's show 32 years ago." "I was there, too, in 1903," said Louis, "but I was a youngster and didn't know you then." That was the Morris & Berger Shows. The site indicated is now occupied by the Grand Trunk Western freight house. The adjacent lot, recently used by Pollic & Berger Shows, was years ago occupied by a sawmill and the recently filled-in power canal.

JAMES E. (JIMMY) FINNEGAN "hangs a lot o' paper" for the Johnny J. Jones Exposition in a communication to this column. Among other statements, "It's illumination at night looks like a huge orb of fire." Jimmy visited the show at Washington recently.

IN THE Winter Haven (Fla.) Daily Chief Mr. and Mrs. W. W. Anthony's (hoopla, past 23 years) "cozy home on wheels" was given a special headed-item mention. Its modern conveniences detailed and Winter Haven folks were invited to visit the "home" while located in the city park.

A FRIEND of Mrs. Ed (Blacky) Schofield writes that Mrs. Schofield, with Siebrand Bros. Shows (formerly with C. A. Wortham Shows, Con T. Kennedy Shows and various other carnivals), has been sick, and with the care of her youngest son wishes to hear from her husband.

H. (DOC) CAPELL has his Athletic Show with the Jack T. Wortham Shows in Colorado. Has with him "Gorilla" Parker, wrestler; Willie the Wonder, boxer; Jamaica Kid, wrestler and boxer, and, of course, Doc displays his form and activities on Saturday nights despite rain, dust or snow storms or whatever.

MR. AND MRS. H. C. STEARNS motored to Cincinnati a few days ago, having spent the winter in Florida. After leaving the road (concessions) some years ago they operated motion picture theaters and had other business interests on the West Coast for a while. They are returning to the midway and are preparing a Mickey Mouse Circus and a concession.

THE FOLLOWING midway folks are working at Barfield's Derby Park, Galveston, Tex.: Frank Rogers, with kiddie rides; Evelyn Rogers (Madam Wanda),

While responding when called upon for a talk during a civic club luncheon at Bakerville, Calif., recently, Roy E. Ludington "told one" on himself.

During Crafts Shows' engagement at a Southern California city last fall (as Roy told it) an aged representative of a ladies' club called at the show's office and asked if someone would attend one of their meetings and give the ladies some show history. Scouting a publicity hookup, Roy accepted. His talk started with amusements back in B. C., on to Rome, to the strolling bards of Scotland, to present-day shows.

On concluding he received much applause. When leaving, the ladies' club secretary approached Ludington and tendered him a 10-spot. "Why," said Roy, "I was glad to come here. I wouldn't think of accepting money." "Well, dear me," said the secretary, "I just don't know what to do with this money. But I might put it back into the treasury and next week we could put another \$10 with it and get a good speaker."

palmyristy; Rob Cobb, cigart wheel, and Bill Harrison, Florence (Fritz) Beheems, Clarence Bradley, Hugh Sigmund, Sam Bazaman and Abe Bazaman, agents for Mrs. C. E. Barfield, who has (besides managing C. E. Barfield's Racing Derby ride) photo studio, pop corn, candy apples and snow cones.

"PICKUPS" from Great Olympic Shows—Bob Page a busy man these days. . . . Owner Curly Sheeris seems to be here, there and everywhere about the midway at the same time. . . . Rube Wadley doing good work in advance. . . . Charlie Raymond, electrician and *The Billboard*, is Johnny-on-the-spot in both capacities. . . . Bill Pike, general ride foreman, busily keeping the devices in full swing, coupon ride tickets greatly increasing the patronage.

ROSTER of Side Show with Coleman Bros.' Shows—Dave Bramel, manager; Joe Tracy Emerling, announcer; Jack Reley, cashier; Edward Gendron, ticket seller; Martin Thompson and L. E. (Fat) Redding, lecturers—Redding also working as Two-Faced Clown; Charles Walker, fat boy; Scotty West, bagpiper; Elaine LaValley, casket of death; Edith Thompson, flexible girl; Mme. Orva, mentalist; Jeanette Hanf, Punch and glass blowing; James Pasquarell, pain-proof man; Peter the Great, human pin-cushion and fire eater; Professor Peters, with photographic skin; James Thompson, magic and illusions; Chimingo Singhales, fireproof man; Cleve the Seal Boy, in annex.

BALLYHOO

(Continued from page 50)
ning Ear's soap pitch and the Slippery Gulch Days of '49.

Office just received a wire from our deep-sea show manager. He is floating an embalmed whale from Frisco to New York. Has it halfway thru the Panama Canal. Being towed by the two sea elephants he purchased on the West Coast. What a saving in freight!

Lem Trucklow, our ex-general agent, visiting the show. Will soon return to the fold. Just waiting for a buyer for his business. Has been operating a cut-rate post office and a horseshoeing shop in Pocatello.

The picture of this spot will remain in our minds forever. Saturday night the band played *Skillo Forever*. Just a tip to the brother show owners. If you need money play Skillo. It might save your show. MAJOR PRIVILEGE.

St. Louis

ST. LOUIS, May 31.—William (Bill) Snapp, owner Snapp's Greater Shows, visited *The Billboard* office Tuesday, when he drove from Hannibal, Mo., where his show is playing this week.

Frank Winchell, publicity director Rubin & Cherry Exposition, was in the city over last week-end visiting with his mother and brothers here.

Mr. and Mrs. Curtis Velare drove from Decatur, Ill., where Royal American Shows are playing this week, and spent several days as the guests of Mr. and Mrs. Charles Goss. They made the rounds of the carnivals playing in this vicinity.

Louis Isler, of Isler Greater Shows, was another show owner who visited the lots here, renewing many acquaintances. He drove from Murphysboro, Ill., where his show is playing this week.

Art H. Dally, last two seasons special



A CONCESSION UNIT THAT IS GETTING TOP MONEY

Nine DeLUXE BUCKLEY DIGGERS and a Cashier's Cage built into a trailer for an ordinary automobile. Can be set up and ready to go in 15 minutes. Jacks are built right into equipment. See this sensational money-maker with Gibson's Blue Ribbon Shows at Lafayette, Ind., May 27-June 1.

THE BUCKLEY DE LUXE DIGGER

Is designed to form a symphony in lustrous chrome metal and ebony wood-work, making it the most beautiful machine on the market. No location is too fine or too exclusive, for the DeLUXE harmonizes with the richest surroundings and its subtle eye appeal is a great factor in attracting business.

We will either build the trailer to order or furnish you with the machines and specifications for building your own trailer. WRITE OR WIRE FOR DETAILS.

BUCKLEY MANUFACTURING COMPANY

2156 Washington Blvd., Chicago
Eastern Office—1133 Broadway, New York City

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

BINGO CORN GAMES

FROM 25 TO 100-CARD SETS.
25-Card Set.....\$1.00
50-Card Set.....1.25
75-Card Set.....1.50
100 Cards, \$6.00; 150 Cards, \$10.00; 200 Cards, \$15.00; 250 Cards, \$20.00; 300 Cards, \$25.00.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO.,
19 W. Jackson Blvd., CHICAGO.

MAKE \$50.00 A DAY — CANDY FLOSS



Now is the time to get your Candy Floss Machine—the biggest money-maker of all time. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. We make only the original guaranteed machines. Write today. **ELECTRIC CANDY FLOSS MACHINE CO.,** 202 Twelfth Ave., S., Nashville, Tenn.

club jugglers; Petro, human ostrich; Rajah Corey, magic and illusions; Princess Oshwa, African pygmy; Luwan and Luwana, Hawaiian singers and dancers. In the annex dancing girls are still the feature. Jimmy Schaeffer and William Kessler are holding down the front. Oscar Pepper is handling the inside.

West Bros.' Amusement Co.

Springfield, Ill. Week ended May 11. Location, White City Park. Weather, bad. Business, poor. What few people braved the elements proved good spenders and gave a taste of the kind of business there could have been during favorable weather. Jake and Irene Moore and several others from the Barker Shows visited the midway Monday night. Ray Marsh Brydon was also a visitor. G. H. (Cy) Thompkins, formerly with Bloom's Gold Medal Shows, joined to take over the special agent duties. Johnny Johnson left with his two concessions. **BRUCE BARHAM.**

Philadelphia Pickups

PHILADELPHIA, May 25.—Bad weather is still the report from carnival companies in surrounding territory. Bob Morton is now busy with promotions in connection with some summer propositions.

Bill Tucker and the missus passed thru the city this week. They are booked, with concessions, with World of Mirth Shows. Said they had a very nice winter's work in Florida.

South Street Museum continues to good business, with the following attractions this week: Slim Johnson's Colored Revue; Tom Breen, juggler and cartoonist; Baby Face Joe, fat man; John W. Cooper, ventriloquist; Mme. Zetta, mentalist. Dancing girls continue in the annex. Charles Murray and Ray Gardner are now on the front.

Eighth Street Museum is going along with a nice business. Weather has been favorable, cool for this time of year. Its bill for this week has the Three Dells,

My Experiences

By LEW DUFOR

SAN DIEGO, Calif., May 25.—In a morning's mail came a letter from Joe Rogers with snapshots of our shows in Brussels. Our shows opened on schedule to a good business and getting better each day. The second week's business a 200 per cent increase over the first week. He mentions "there are a world of amusements here, more than I have ever seen anywhere else. Harry Traver's company operating 21 concessions. Walter Sibley, a mammoth freak show and Nudist Colony. Harry Hargraves, Lindy Loop and Rocket Ride. There are in all about 30 rides and 30 shows. The midway was only about 50 per cent complete for the opening day. The fair is beautiful, outvaluing the C. of P. in every way."

Enough of Brussels, now for the San Diego Fair. Al (Big Hat) Fisher arrived and the fun started. Whitey Woods claims title of "world's champion talker" and furthermore claims that there was only one talker at the Chicago Fair, and at that point "Big Hat" interrupted him and said "That's right—that was me" and simultaneously produced the cup from a handbag. The press department has taken advantage of this situation, and it now looks like another talker's contest will take place here.

Mrs. Nat D. Rodgers arrived last week and is busily engaged in arranging her concessions.

Three new attractions added to the midway zone. Monty Wax's Log Rollers, Harry Seber's Arabian Nights and a Cuban Village. Harry Wooding is installing Kiddie Land. David I. Page is now negotiating a deal to install Little America, an Admiral Byrd exhibit.

At this writing it appears that the midway will be about 85 per cent complete for the opening date, May 29. The rest of the fair will be 95 per cent complete.

Recent arrivals: Mr. and Mrs. Guy Waters, Mr. and Mrs. Bobby Mack, Mr. and Mrs. Barry Gray, Chuck Gammon, Harry Lee, Bob Eastham, Roy Conahan, Harry Wooding, Bob Callicutt, Fred Wolfe, George Dynan, Spud Fowler, Harry Seiber, Slim Wells, Lee Midgett, Jack Rose, Dave (Waxo) Williams, Rube Curtis and several others the writer cannot recall.

World of Mirth Shows

Alexandria, Va. Week ended May 11. Auspices, Alexandria Fire Department. Location, Mt. Vernon Memorial Highway. Weather, rain and cold first two nights; ideal Wednesday night. Business, fair.

Downpours changed to deluges of cloudburst proportions first two nights. Carlson Sisters' Congress of Pat joined from the Ringling-Barnum Circus Side Show, together with William Rushmer, veteran riding device engineer, with a beautiful new Skooter. Among visitors at Richmond and Alexandria were Norman Y. Chambliss, manager of fairs; Charles A. Somma and Clarence T. Riddick, of Virginia State Fair; Ernie McInnis, formerly of the North Carolina State Fair, now of Washington; E. Lawrence Phillips and Jack Lyles, of Johnny J. Jones Exposition; Harry Freeman, former concessioner, now of Washington; Bill Sterling, well-known showman; Marshall King, past president of the CFA, and J. Allen, of Washington, ardent circus and carnival fan. Roy Wood, rider in Earl Purtille's new Motordrome, was front-paged in Washington and Alexandria dailies when attacked by Queenie, Purtille's performing lioness. Talkers on the lot anxiously awaiting outcome of radio "barkers" contest broadcast from WJSV. Winner to appear on commercial "circus" program. Follies Bergere, produced by Joe Casper, enjoyed big business at premiere Wednesday night—show beautifully framed and presented by 28 people. Sailor Joe Simmons' Darkest Africa already a winner. T. W. (Slim) Kelly's Odditorium, noused behind a massive 200-foot front and with a personnel of 32 people, also listed in that class. Mervin (Red) Rogers rushing to completion his new Midget Village. Meantime, Mike and Ike and others in the Rogers troupe attracting fair patronage despite handicap of incompletely fronted. Red Brady and Joan pleasing patrons with their smooth diving performances. Murphy's cookhouse continues to please. Norman Selby is mail man.

Baltimore. Week ended May 18. Auspices, People's Unemployment League.

Location, Philadelphia road at Fagley street. Weather, cold. Business, fair.

A speedy run from Alexandria, Va., with Trainmaster Don Montgomery handling a half-hour passage thru the Potomac Yards at Washington, Friday and Saturday night grosses best of the season. Darkest Africa receipts boomed as Sailor Joe Simmons hung up colorful new banners for the 150-foot front. Slim Kelly's Side Show features also emblazoned on new banners. Will S. Davis joined with Bingo, an attractive 125-seat outfit. A Renton played return engagement at Radio Station WJSV, Washington, as guest announcer for the George Godfrey Ford Dealers' program, an honor paid him as winner of the "Barkers'" contest staged last week. L. Harvey (Doc) Cann, general agent, back with the show for a day. George W. Adams, scenic artist, will join at Plainfield, N. J., and take charge of repainting preparatory to opening the fair season. GAYLORD WHITE.

Pollie & Berger Shows

Grand Rapids, Mich. Week ended May 18. No auspices. Location, center of the city. Weather, favorable latter half of week. Business average, fair.

A "break" in weather last half of week gave the show heavy business and made up for the first 18 days of continuous bad weather. Location in actual center of city, along the main street, with the eight rides showing to great effect at night to most of the downtown bridges and other traffic. The eighth ride to join, the miniature gasoline-engine powered cars, was second money on the week, topped only by Lato's Tilt-a-Whirl. Allen's Acroplane ride was contracted to join in Kalamazoo. Joe Bennett's Streets of Paris topped the shows. Earl Smith's Indian Village and Wild West joined. Several attractions were added to J. E. Hilton's Side Show. New concessioners include Jerry Fish and wife, cookhouse, candy floss, taffy and pop corn; Edward Heth, two; Robert Strong and Noah Dodson, one. Emil Paul's banner arch was well filled. Al Lato's public-address system used to good advantage, for music and announcements. Dewey's photo studio had long double lines waiting when weather moderated. Electrician Munger bought and operated a complete concession. Visitors included J. C. Weer, Tommy Weer, C. W. Cracraft, Harry E. Wilson, Claude Ranf, Russell and Pat Dorman, Art J. Mulholland, J. B. Hendershot, Billy Durand, and Grand Rapids being the home town of Henry J. Polle, many of his relatives were frequent visitors, also old friends and business associates, including Frank D. McKay, formerly backer of the old Z. & P. Shows, and many troupers. John Mulder and M. D. Gibson, local concessioners, contracted concessions for future fair dates with the show. H. J. Polle has twice visited the show since the opening and was pleased at Manager Louis J. Berger operating the show smoothly. JOHNNIE POLLE.

Mighty Sheesley Midway

Dayton, O. Week ended May 18. Auspices, Central Labor Unions. Location, McCook Field. Weather, two fair days. Business, heavy attendance when weather permitted.

Rain almost thruout the Dayton engagement. Charles E. Sheesley made a dandy layout of the midway. Howard Ingram's crew on the train an efficient one. Jack Murray adding new wax exhibits to his Alcatraz, one of the midway's standout attractions. Hilton Hodges opened his Monster Reptile Exhibit, a worthy offering and speaks well of Hilton's showmanship. The personnel of the show enjoyed the visit of Charley Blue, of The Billboard staff, and members of his family. Middletown saw more hard rains and cold weather. Show exhibited under the auspices of the Canoe Club, powerful auspices and good people. Charles H. Pounds and wife entertained the show's staff members at the former Pounds country home near Middletown, the occasion a most enjoyable one. Edward (Texas) Smith, of this show, will act as agent for a racing stable next winter, starting his duties at Tropical Park late in November. The Pickering Sisters, of the Hollywood Follies, entertained several friends from their home town, Vincennes, Ind. The show has been preparing to begin its Cincinnati engagement "dressed up in its finest" and present a big-league appearance in every department. H. C. FITZGERALD.

Beckmann & Grety's Shows

St. Louis. Week ended May 19. Location, Grand and LaCleda avenues. Rain and cold all week, except Monday. Business, very little.

Apparently the man who supplies the shavings was affiliated with the Goddess of Rain, as his representative was ever present on the lot to supply the show's demand for "more shavings," from 10 to 20 loads being spread each day, this in addition to several carloads of cinders. Harry Illions, manager the Bozo, the Rapids and the Punnies, is certainly a versatile man. Harry knows his rides to the smallest screw and is at home in either overalls or "soup and fish," works harder than his helpers and can smile cheerfully when business is tough. George Henderson, in charge of the show's cookhouse this season, is making real friends among the personnel. Is serving food at reasonable prices. Elmer Day, manager the corn game, has dressed his crew of eight in white trousers and white shirts, with the name "Bingo" worked in the back of each shirt. Bo Sherman and his wife, Dot Ferris, have perfected a wonderful net act for their Lion Motordrome. Frank Winchel, praise agent for Model Shows of America, spent a few hours with the show Saturday, from Lexington, Ky. Louis Isler, owner of Isler Greater Shows, a visitor from Murphysboro. Harry and Orville Hennies, of Hennies Bros.' Shows, and Mr. and Mrs. Curtis Velatre, of Royal American Shows, also visitors. Mr. and Mrs. Cash Wilkes, well-known cookhouse and other concession people, vacationing in St. Louis for a few days, frequent visitors. KENT HOSMER.

Conklin All-Canadian Shows

Kitchener, Ont. Week ended May 18. Auspices, Kivwanis Club. Location, ball park. Weather, cold. Business, good.

Always a good spot for the show Kitchener did not belie its reputation, for despite cold weather the natives turned out and shows, rides and concessions all did a nice business, putting everyone around the show in a very good frame of mind. Kiddies' Day was bigger than ever with over 6,000 children taking advantage of the free rides on the Caterpillar. Weber's Band Box Revue, with seven musicians, 10 girls and a couple of good comedians, joined the show here and celebrated its opening by topping the midway every night. The new lion act, which is being featured in George Week's Circus, has been the cause of much favorable comment in the press owing to the fact that Jeanette Nanson, who handles the act, is only 17 years of age. Paddie Conklin's new car, now handsomely fitted up, was the scene of quite a few parties during the week and included among the many visitors were the mayor and members of the city council of Kitchener. Incidentally, the car has now been named and in gold letters on the side may be seen the words "James Franklin," which are the first names of Paddy's son and heir. WILL WRIGHT.

Hilderbrand's United Shows

Marshfield, Ore. Five days ended May 19. Location, Second at Elrod streets. Auspices, Eagles. Weather, unsettled. Business, extraordinary.

Despite rain Marshfield inhabitants frolicked over the midway with a nonchalance of South Sea Islanders. The midway, extending over two blocks, was unable to hold the crowds latter part of week. Excellent advertising work done by Luella King and extensive use broadcasting stations were assets. At Eureka, previous week, two tents were damaged by a lighted cigaret. Trip from Eureka marred by several breakdowns. One large truck had to be towed 160 miles over the mountains. Petite Stella has enlarged her Ten-in-One. The banner line of Illusion Show, under direction of J. O. Wells and Don Quinn, has been increased. Bud Cross joined with two concessions. Mrs. William Groff entertained several friends at a trout dinner. E. Pickard, general agent, back to show for a few days. William Groff purchased a semi-truck for his cookhouse. Curly Cummins celebrated his birthday. Mrs. Ethel Schutes added another concession. William Gavard added Mr. and Mrs. Clemmens' act to his illusion show. The Larry Golds left for San Bernardino. L. M. Hamilton and J. E. Foss' baby rides big business during the matinees. The privilege car, under direction of Jack Morris, making a good showing.

Dutch Van Dee's Athletic Show was unable to accommodate the crowds. Aubrey de Pellaton, the writer's brother, Oakland, arrived. O. H. Hilderbrand left for Portland and a tour of Eastern Oregon. Mr. and Mrs. E. W. Cole added two concessions. The "younger set"—Margaret Mooney, Ruth Groff, Viola Czudek, June Pickard, Cora Shuman, Rose Wells, Verna Seeborg, Hazel Fisher, Margaret and Milla Johnstone and Mabel Moore—seen each morning in riding togs galloping over the countryside. Charles Youngman escaped serious injury when one of the large trucks ran over his foot. Mrs. E. W. Cole received a delightful surprise on Mother's Day, when the children on the show showered her with gifts. Little Tommy Elhart celebrated his birthday. Baby Bobbie Merino escaped serious injury when a drunken native smashed the window of the car in which he was sleeping. Pat Hill's fan dancing has created quite a furore en route. The electric display created by Fred Stewart has received favorable comment. WALTON DE PELLATON.

Yellowstone Shows

Colorado Springs, Colo. Engagement ended May 20. No auspices. Weather, rain, snow and high winds. Got only two nights' business.

Wednesday afternoon Station KQOR gave a special broadcast of Ben Mouton and his daring pole and ladder act, Milo Anthony, manager Side Show, having all the banners repainted. F. M. McIntyre arrived with Leopard Show, Mrs. McIntyre on the ticket box; I. W. Hardy, inside lecturer. McIntyre is also featuring one spotted man, one Malaynese. Bob Oniel added a levitation and cremation to his Marvello Show. G. R. Garlic and R. Gough joined with their high striker. Danney Gamberg purchased a trailer for transporting his concession. Mr. and Mrs. Guy Stanley entertained several members at their home Sunday night. Among the guests: Mr. and Mrs. Bud Stanley, Mitch and Ray Stanley, Mr. and Mrs. Hamilton, Arthur Clews, Indian Blackie and the writer and wife. Visitors to the show included Mr. and Mrs. William Blair, Mr. Blair managing director the Royal Gorge Bridge in Canon City; Warden Best, of State of Colorado Prison; Edward Edwards, of Edwards Motion Picture Company, who made final arrangements to take newsreels of Ben Mouton's act. Mr. and Mrs. Blair invited Mr. and Mrs. Neal, Mr. and Mrs. C. A. Reynolds, Mr. and Mrs. Mouton, Mr. and Mrs. Guilm, Mr. and Mrs. L. L. Scott, Mr. and Mrs. Bill Starr, Harry Reynolds and Richard Manley to drive to the Royal Gorge Bridge and all accepted, and Warden Best saw to it that the party was shown thru the prison. WILLIAM M. SUTHERLAND.

Cetlin & Wilson Shows

Harrisonburg, Va. Week ended May 18. Benefit Harrisonburg Ball Club. Location, North Main street circus grounds. Weather, rain and cold. Business, fair.

Opened on Monday in the rain, with rain Tuesday and Wednesday; cold Thursday, Friday and Saturday. Tuesday was Newsies' Night, with Smilo, the clown, in charge. Wednesday afternoon had as guests the orphan children, and on Friday night the Boys and Girls' Band of Harrisonburg and the VFW Junior Drum and Bugle Corps. A parade slated for early in the week, owing to terrible weather was not held until Friday night. The Boys and Girls' Band, the VFW Junior Drum and Bugle Corps, Bob Mills' Circus Band, Leo Carrell's ponies and monkeys, the U-Drive It Cars, Welch's Riding Ponies, girls from Karl Miller's Scandals, the performers from Jack Rinehart's Lone Star Wild West and the sound truck made up a very nice parade and created quite a sensation as it moved thru the streets with red flares to illuminate the way. Minor Bell and Guss Dull, of Staunton, Va., were visitors, as was Charles Ralston Jr., son of Secretary Ralston, of the Staunton Fair. Scenic Artist Wicks is now doing the pictorial work on the front of Lone Star Ranch Show, having completed the Jewell-Joean front. Frank Masick is the possessor of a new car. I. Cetlin has returned from a business trip into Pennsylvania. Tommy Allen, still confined to hospital in Roanoke, Va., is reported as doing nicely and to return to the show in Martinsburg. The ladies on the show have organized the C. & W. Bridge Club and are holding daily parties. The C. & W. Shifters' Club holds its daily meetings at Floyd Melton's midway cafe. GEORGE HIRSHBERG.

Royal Palm Shows

Murfreesboro, Tenn. Week ended May 11. Auspices, American Legion. Inclosed midway. Location, Nashville turnpike showgrounds. Midway attendance, good. Weather, variable. Business, fair. Hopkinsville, Ky. Week ended May 18. Auspices, Firemen's Benefit Fund. Inclosed midway. Location, Mercer Park, heart of city. Attendance, good. Weather, variable. Business, fair.

Rained out Monday at Murfreesboro. First pay-gate midway since spring opening. Attendance increased from Tuesday to Saturday midnight closing. Tilt-a-Whirl and double Loop-o-Plane set up here. Thursday Mighty Haag Circus day and dated, located over a mile from Royal Palm lot. Big night for the carnival. Helen Haag; Fred S. Cummings, contracting agent, and others from circus visited. Other visitors William Hatch, Hatch Show Print; J. H. Edmonson, former lecturer Cash Miller's Side Show; Mr. and Mrs. Phil Travis, Mr. and Mrs. Lou Hoffman and Frank Winchell. Daily News-Journal gave liberal and favorable publicity before and after the engagement. Rutherford County Courier (weekly) did not appear editorially interested. Monday lost account of rain. Attendance increased daily from Tuesday, with Saturday breaking a record for this season. Fred Christ, John L. Hanes and the entire Elks' Lodge carnival committee of Bowling Green, Ky., and John Stone, the organ man, visited. Max L. and Sol Nuger are proving themselves to be very progressive concessioners with photos and several others. Daily Kentucky News Era gave liberal space of most favorable trend. WILLIAM JUDKINS HEWITT.

America's Model Shows

Decatur, Ala. Week ended May 18. Location, Main street. Auspices, American Legion. Weather, good, except rain Wednesday. Business, good.

Wednesday lost because of the rain. The Thursday and Friday business increased accordingly. Saturday Children's Day thru the co-operation of The Decatur Daily News and the board of education, brought thousands of youngsters to the grounds. Bill Pink joined with his Tilt-a-Whirl. Has his ride in great shape, looking as tho it just arrived from the factory. The show's new caliope was put to work here for the first time. Bob McAadoo, artist, used plenty of gold leaf on the "music wagon," resulting in a very attractive job. The show's official airplane is expected to arrive from the manufacturer within two weeks. Joe Fontana, manager the Side Show, left in the company's official auto on a business trip thru Tennessee. Billy Brees, genial and go-getting agent, left Monday night for his work at Knoxville. Etta Louise Blake's Cariooca, Doc Scannan's Reptile Exhibit, Billy Mack's Dizie to Harlem Follies, Zeke Shumway's Motordrome, Joe Fontana's Side Show were highly praised by the local News reviewer. NEIL BERK.

West World's Wonder Shows

Wilmington, Del. Week ended May 11. Auspices Spanish-American War Veterans. Location, Harlan's Field, foot of Market street. Weather, cold nights. Business, good. Vineland, N. J. Week ended May 18. Location, Delsea drive and Landis avenue. Auspices, Diamond

GREATER UNITED SHOWS

WANT Pit Show. Have new 30x100' Top. CAN PLACE Monkey Circus, Illusion Show and Fun House. WANT capable Swing, Wheel and Mix-Up Ride Help. Also sober Lot Man to make himself generally useful. Good openings for Mer- chandise Wheels, also Custard, Hoop-La, American Palmist, Cat Racks, Bumper and Cotton Candy. Reasonable rates. Fifteen Fairs and Celebrations. Write J. GEORGE LOOSE, week May 27, Harris, Tex., week June 3, Jacksonville, Tex. National Tomato Festival.

JOYLAND SHOWS WANTED

Shows, Concessions. Address Coalport, Pa., this week; Houtzdale, Pa., next.

CARNIVAL BOOTHS--RIDES

FOR RENT. Complete unit—12 Concession Booths, enclosed, size 9x14, including Radio and Ball Games, Refreshment Stand, Enclosed Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennycaster 2177.

Social Club. Weather, warm days, cool nights. Business, best of season so far.

At Wilmington: The show's 10th annual visit. First in this year. Long run and barge trip across made in good time and everything ready for the opening Monday night. Sammy Lawrence, concession manager, did a nice business with his 12 stock wheels and all independent concessioners were pleased with their business. Several concessioners joined, among them Harry Searls, three; James Nieson, two. The fine new sound truck arrived and is an asset to the show. It is mounted on a new Chevrolet panel truck. Vineland: Location a short walk from business center. Several concessioners joined, among them Mr. and Mrs. Vito, and Roy Van Syckle and O. H. Mack added two to their string. Kitty Docen with her Nudist Colony is doing good business. Joseph Strahorn renovating the Tarzan Show. General Manager West has arranged for a shipment of bamboo and when finished it will have one of the most novel fronts and interiors on the show. John Hutehen's Circus Side Show is running right around top money each week. He has a new banner line and everything pertaining to the show is spick and span. Russell Hill and wife were in charge of promotions here and had a nice automobile show in the big exhibit top, and a very successful public wedding on Friday night, when front gate records for the season were broken—about 5,000 paid admissions. Saturday night this record was broken and it was the biggest night of the season. FRANK LA BARR.

Greater Exposition Shows

Arkansas City, Kan. Week ended May 11. No auspices. Location, circus grounds. Weather, rain one night. Business, good. Newton, Kan. Week ended May 18. No auspices. Location, Airport. Rain, all week. Business, poor.

Got a full week in in Arkansas City, also rain one, night about 9 o'clock sent the people home. Babe Enswiler joined. Blacky Bushong built a new kitchen for the cookhouse. Clyde Davis made two trips into Kansas City for talent for his three shows. Larry Randolph and Don Papan and their wives joined and are featured at the World's Fair Scandals. Capt. Foster's Ituri Village attracting much attention. Captain has been building a new front for his show. The Loop-a-Plane getting top ride money with the double Ferris Wheels running close second. Several members of United Shows of America visited while on their way from Little Rock to Wichita. At Newton: Arrived during a cloudburst, and it rained all week. Lot Superintendent Reynolds kept the crew busy and Thursday afternoon the lot was in good shape. Thursday night a large crowd came out and rushed into the shows but rain came again. The J. L. Landes Shows in McPherson, 35 miles distant, there was much visiting back and forth.

H. W. SMITH.

J. L. Barker Shows

Taylorville and Le Roy, Ill. Week ended May 18. No auspices. Location, fairgrounds. Weather, some rain. Business, fair.

Show moved to Taylorville on May 5, up and was ready to open the following night, but the lot was too wet and muddy to open until Wednesday night, which was made possible by the fair board granting permission to cinder and sawdust the midway. Business was good rest of the week. Stayed over first three days of the next week. Lost Tuesday on account of rain. Wednesday was not so good, tore down and moved to Le Roy, opening Saturday night. James Doran, who had the Snake Show, left for Montgomery, Mo., to rejoin Whitle Barnett, his wife remaining on the show. Roy Henderson temporarily in charge of the Snake Show. Five people from Bloom's Gold Medal Shows joined the Minstrel Show. Jack Smith and his three concessions left. Ben West and Jack Coffert have placed two concessions on the midway. General Agent Ray Thompson and wife in the northern part of Illinois looking over some fairs and celebrations. EUGENE C. COOK.

DICKSON, Tenn., May 25.—The F. H. Bee Shows, Inc., capitalized at \$20,000 and 300 shares without par value, has been granted a certificate of incorporation by Secretary of State Ernest N. Haston. The incorporators include E. J. Gilbertson, W. C. Rodgers and Mrs. Louise Gilbertson.

Heller's Acme Shows

Elizabeth, N. J. Week ended May 11. Weather, rain and cold. Business, fair. South River, N. J. Week ended May 18. Weather, unfavorable. Business, fair.

The show presents a very attractive appearance, with new canvas, new show fronts and paint spread lavishly. A baby monkey, born to Susie in Bill Ray's Jungle Show, is a center of interest. The Three Flying LaMonts present the featured free act. The roster also includes the following:

Staff: Harry Heller, general manager; Mrs. Bessie Holland, secretary-treasurer; Jess Trout, lot superintendent; George Moulton, superintendent light plants—which include four 20-kw generators; Louis King, banners. Shows: Serpentina, Jake Hoffman, manager. Freak Animal Show, Charles Ross, manager. Bradley's Mammoth Minstrels, J. Bradley, manager. Jungle Land, Bill Ray, manager. Wild West, Everett Gentry and Bob Adler, managers. Rides: Ferris Wheel, Carl Rowe, foreman; Tom York, assistant. Merry-Go-Round, Thurman Marshall, foreman; Jay Bennett and Luke Jamp, assistants. Whip, Goules Mathes, foreman; H. A. Fearo, assistant. Chairplane, Jack Sheldon, foreman; Tom Meyers, assistant. Kiddie Rides, Bob Dion, foreman. Concessions include Joe and Ruby Kane, 1; Mr. and Mrs. Edward Lee Smith, pop corn; Arthur Layton, long-range gallery; Leonard Pender, photos—Everett R. Harris and Lloyd Pender, agents; W. C. Chedwell, 1; Frank Silverman, 1—Harry Silverman, agent; W. E. and Rose Fleming, root beer barrel; Fat Perotti, 2—Whitley Parلمان, agent; Frank Ciccone Jr., 1; Adolph John, 1; Bill Barrett, diggers—Jimmy Russell, agent; Mr. and Mrs. A. Kalman, 1; Harvey Zarra, 2; Joe Zarra, 1; Harry and Margie Stevens, 4—Bob Robinson, Roy Hilberd and Fred Anell, agents; Frank Wozniak, corn game—George Binford and Ewing Eisenman, agents; Tony Pepesco, manager frozen custard—Jack Galosco and John Biacio, agents; Gerald and Clara Barker, cookhouse—Frank Mosher, Arthur Ashley, Patrick Doogan and Lester Brown, waiters.

JESS TROUT.

Bunts Greater Shows

Darlington, S. C. Week ended May 18. Auspices, American Legion. Location, downtown. Weather, rain. Business, fair.

After reading of the unfavorable weather many shows have encountered members of this aggregation have considered themselves fortunate in having mostly favorable weather up to this week. However, the folks who came on the lot here despite the cold, drizzling rain each night were liberal spenders. A pretty stiff wind was blowing Wednesday night, which made it impossible for Dare-Devil Oliver to make his dive. He wanted to go thru with it, but Manager Bunts was taking no chances and called it off. This was the first dive he missed this season. R. E. Sowell, secretary the fair at Hartsville, S. C., visited, and was favorably impressed. This show will furnish the midway attractions at his fair. The "Sob Sisters' Club" gave Mrs. Allen (Madam Nina) a birthday party and a real jolly time was had by all the "sisters." John Vaday, who has the diggers and photo concessions, is thinking of starting a club for the men folks. Says he may call it the "Sob Brothers." Everybody with the show seems happy, healthy and cheerful.

ALTA MAY BUNTS.

Endy Bros.' Shows

Coatesville, Pa. Week ended May 11. Location, Corey Field, city center. Auspices, Tall Cedars of Lebanon. Weather, good. Business, excellent.

The first Northern date for the show this season, after four weeks of rain and cold in the South. The show was augmented here for the summer season and painted from front to back and new show fronts and canvas. Seven rides, 7 shows, 31 concessions, and Aerial Conleys, free act. Thursday night James Boyd put on a fine public wedding, the ceremony performed by a Methodist minister, with bridesmaids and all committeemen in evening attire, in the center of the midway on a specially built platform. There had not been a show of this nature in Coatesville for over seven years. General Manager David B. Endy returned from a booking tour. The show's Fourth of July spot is Stroudsburg, Pa. The staff at this time consists of David B. Endy, general manager;

Ralph N. Endy, treasurer; Harold Mulr, advance publicity; James J. Boyd, press with show; Louis Kaufman, lot superintendent; Tommy Carson, business manager; Harold Hadley, electrician; Chuck Connors, front gate; Sam Murphy, official announcer; Larry Egan, master transportation; Mr. and Mrs. Jack Wright Jr. and J. Allan Grady handling advance promotions in four different towns, and the writer handling mail and The Billboard.

JACK BRADLEY.

Al C. Hansen Shows

Clinton, Tenn. Week ended May 11. Location, Bowling Field. Weather, much rain. No auspices. Business, fair. Pineville, Ky. Week ended May 18. Auspices, American Legion. Location, baseball park. Weather, rain Monday and Tuesday. Business, good when weather permitted.

Rain ruined what would otherwise have been a profitable week. Heavy attendance when weather permitted. Grounds a sea of mud Saturday night, and show not loaded until late Sunday afternoon. Mr. Thompson, of Southern Distributing Company, a visitor. Mrs. Joseph Hayworth, wife of Business Manager Hayworth, joined for a short visit. At Pineville show lost first Monday of the season, due to heavy rain and late arrival. While en route from Clinton one of the heavy trucks went over a steep embankment and was practically demolished. No one was injured. A host of visitors from Middlesboro, including William Collins, James Ginsburg and Fire Chief Knipps. Fire Chief Fowler and party of friends from Corbin also visited. Local papers liberal with stories, and the Legion committee lent every assistance. When the show arrived at Pineville it had passed the 1,000-mile mark in distance covered since opening and had entered the fifth State to be played so far.

WALTER B. FOX.

Rubin & Cherry Exposition

Nashville, Tenn. Week ended May 18. Location, opposite Nashville baseball park. Auspices, Post No. 5, American Legion. Weather, cool and cloudy. Business, fair.

Phil Travis and wife, of the Tennessee State Fair, were nightly visitors on the midway. Also during the week Judge L. Hickman, J. W. Russwurm and other officials of the State fair visited the grounds. On Sunday (Mother's Day) Mr. and Mrs. Travis entertained Mr. and Mrs. Hoffman, the writer and others of the staff with a dinner at their palatial home. Also a spaghetti supper at the Travis home was enjoyed by Mr. and Mrs. Rubin Gruber, Max Kimerer, Cleo Hoffman and others. Paul Olsen and Edgar (Red) Hart, who have been operating two beautiful concessions since the start of the season, purchased a new five-ton truck in Nashville. Arthur Sharpe returned to the office in capacity of treasurer. He had started the season with United Shows of America and left them in Kansas City. His return was enthusiastically welcomed by the entire personnel. Puts him in his fourth consecutive season under the Rubin banner. FRANK WINCHELL.

Wallace Bros.' Shows

Princeton, Ky. Ten days ended May 18. Auspices, Princeton Athletic Association. Location, ball park. Weather, poor. Business, fair.

The twice-a-week Leader gave the show wonderful publicity, and the committee and city officials co-operated nicely. The fire at the home of R. L. (Cotton) Grissom, at Bardwell, Ky., which caused the death of his mother on May 2, also caused the death of Mr. Grissom's brother, Ed Grissom, on May 12. The home was completely destroyed. Billie Macon, formerly of West Bros' Shows, joined as foreman of Merry-Go-Round and supervisor of construction. Mrs. Frank Sparks was called home on account of the illness of her sister, Dorothy Tillotson. Mr. Tillotson is proving a success on the sale of out-opens, also good with publicity. The sale of front gate tickets was very good at Princeton. Mr. Tillotson was host to 56 of the Princeton High School graduating class, personally conducting them to the shows and rides. Among visitors were Frank Owens, owner Golden Gate Shows, and Curley Spears, owner Olympic Shows. MARGARET MILLER.

Chop Suey

By W. H. (BILL) RICE

SAN ANGELO, Tex., May 25.—Capt. John Sheesley, given any break with the weather, should have one of the best dates he ever played anywhere, anytime at Cincinnati.

Herman Ziegler, who met a tragic death at Gay's Lion Farm, was one of the best all-round animal trainers in the business. Received his training with Carl Hagenbeck at Hamburg, Germany. He built my Monkey Farm in Los Angeles and did such a good job that there never was any animal odor. He never lost any stock and was a wonderful trainer of chimpanzees.

The Brockton (Mass.) Fair is figuring on having the Hippodrome Water Spectacle as its feature free act this fall.

Milt Morris and Bill Martin report very good business for their many concessions with the Johnny J. Jones Exposition, especially at Washington.

Walter White, send me the address of your photographer and party you bought the collar from immediately. Have reduced to 185 and going down at rate of 3 1/2 pounds per week, so figure can have my picture taken shortly.

Art Lewis has the largest and best show he ever had and is doing okeh. . . . Frank West still has the best locked up midway in the business and the best looking main entrance. . . . I wonder if Irv Polack remembers the time he named the late John Brunen "Honest John." . . . John Miller, of Los Angeles: I went to a dance the other night and when the grand march took place I thought for a minute the leader was you in person. . . . Johnny Ward, I could have used your jewelry for props to good advantage in Big Springs last week. . . . Tom Allen's saloon in St. Louis is getting a break during this bad weather with all the carnival folks in town. . . . Henry Meyerhoff's Crescent Amusement Company picking up many sweet dates in Canada. . . . Paddy Conklin has a wonderful show, according to Bill Fleming. . . . Bert Swor, the minstrel, now on CBS. . . . Shades of Raymond Teal, the old minstrel and musical comedy man, I thought of you and your big hotel when I passed thru Ranger, Tex. . . . Roy Jones, of the Dallas Fair, now doing publicity for the Texas Centennial. . . . Elvira Farley, I finally received your two letters, so all is forgiven. . . . Larry Hogan, your picture is still where I put it in Jamison's Lamar Hotel, San Antonio. . . . Clifton Kelley, how come you never write me about any more taps? . . . Read where John McCaffery had a barbecue with 25 pounds of meat. Don't know how it went around when I think of Fizzle Brown and your appetite. . . . Who remembers when the Boyd & Linderman Shows played Washington during the Shrine convention and the late Victor Evans and Pawnee Bill staged the Indian Congress in front of the Union Station?

Spike Huggins is figuring to invade the Northwest next season with a 30-car show. James Edward Brown, director of concessions for the exposition at San Diego, a number of years ago was an executive with the Wortham & Rice, C. A. Wortham, John T. Wortham, W. H. Rice Water Circus and Rublin & Cherry Shows. Leaving the amusement business, he became private secretary for the late Walter T. McGinley, the oil man, and remained with him until his death in 1932. Last two years spent in traveling for pleasure. Have just closed contracts for late fall "Industrial and Farm Exhibitions" at Abilene, Big Springs and San Angelo, Tex.

My son, Bill Rice Jr., now in New York City, expects to join me shortly as my assistant. Sis Dyer now wearing a sparkler on her engagement finger. Frank J. Powers is booking Beagle's combination of acts. . . . D. Harry Bell laid up in Sacred Heart Hospital at Allentown, Pa., and wants to hear from any of his friends. . . . Louis Macloon has a successful walkathon in operation at Arrowhead Springs, Calif. . . . Fat Duncan, one of Kansas City's cafe managers, had the misfortune to fall down a coalhole and was arrested for "stealing coal." Tie that one.

Texas Kidd Shows
Maypearl, Tex. Week ending May 19. Weather, rain and cold. Business, fair, considering weather conditions. The roster includes: Texas Kidd,

owner-manager; Mrs. Texas Kidd, treasurer; Bob Rethford, electrician; Ted Custer, advance and publicity; Wild West Show—Happy Jack Brown, chief cowboy; Roughhouse Bobby, Jimmie Downs and Texas Kidd Jr. among the performers. J. A. Thompson's large dog and small pony. Merry-Go-Round, in charge of Hardy Boyd. Ferris Wheel, Reno Nickles. Among concessioners, Billie and Anna Allen, 2; Ruby Brown, 2; J. Martin, Mrs. Ted Custer, Flo Nickles and Ruby Cook, one each; Doc Seagraves, corn game. All Clock, banners and free act. Doc Slaton is seen about the midway despite his being 72 years. Mrs. J. G. Adams, with her new housecar, recently joined as mentalist. Texas Kidd recently purchased two additional trucks, making 32 in the transportation fleet. TED CUSTER.

Johnny J. Jones Exposition

Connellsville, Pa. Week ending May 18. Auspices, New Haven Hose Company (Fire Department). Location, Fayette Field. Weather, some rain, cool. Business, good.

Early arrival Sunday, short haul to lot. Big opening on Monday evening but showers at 10 p.m. Cool weather during week. Good business all week. New striped top arrived for Zeidman's Waltzer and a new car added to Capt. Johnny Branson's Rocket Ride. John and Betty Downs, assisted by George Taslin as chef, gave a spaghetti party at the Hotel Willard on Thursday, which was attended by 38 of the Jones show-folks. Milt Morris was the toastmaster and the repast was much enjoyed. Clark Queer, publisher of *The Mount Pleasant* (Pa.) *Journal*, was a visitor several nights during the engagement. He is the official printer for the show. Pullman coaches parked at the lot. Artists and Models, management of Lillian Sheppard, doing a fine business. Tex Forrester joined as orator and Lee Young doing the inside lecturing. Six girls in the personnel. Wally Welliver and Jimmy Cole lost an 18-foot python—cold weather. Added two giant reptiles. Twin Ferris Wheels under management of Dell (Whitey) Lampkin enhanced by new lighting equipment devised by Dave Sorg, chief electrician. Mrs. Pearl Harvey's Caterpillar had a big week. Jennings Grey and his chief assistant, "Rev." Lightning Harrison, in charge of the Pullman coaches. Billy Senior engaged several new acts for his Three-Ring Circus. Joe Stiy's cookhouse clicking in a big way. The veteran George Shannon running the dining car in A-1 style. Arthur Atherton, secretary-treasurer, received a letter from his pal William Powell (not the movie star) in Brussels, Belgium, at the fair, reporting that the event going over big and that he saw Frank D. Shean, former press agent with this show, and that Frank was getting big money. WALTER D. NEALAND.

Marks Shows

Charlottesville, Va. Week ending May 18. Location, Monticello road. No auspices. Weather, cold and rainy. Business, good.

Despite cold weather until Friday night, attractions had a wonderful week, with gate attendance reaching a climax of 4,400 on Friday night. The Ferris Wheel could be seen operating in the cold rain and loaded with customers. The Caterpillar led the rides, with the Ferris Wheel and Lindy Loop but a jump behind. Among shows, Knute Kelly's Oddities led, with Baudet's Wall of Death close on its heels. Rumba, Minstrel Show and Jimmy Zebriskie's Athletic Show also doing good business. Visits were exchanged with Cetlin & Wilson Shows, exhibiting in Harrisonburg. Minor Bell, friend of hundreds of outdoor show people, spent several hours with Owner John H. Marks and Manager Eddie Lippman. Decision was made to stay the second week, the Blue-field engagement advanced until later in the season, along with the Princeton, W. Va., date. Hundreds of students from University of Virginia thronged the midway each night. James Tiernan joined the advance and went to Staunton to handle details of the engagement there. A special line of paper is now being used from the H. William Pollack Poster Print, the coming of the organization being heralded by original pictorials and dates in stands running from three to 24 sheets, hundreds of one-sheets in snipes and window displays, and special cards for Kelley's Oddities and the Wall of Death. Frank Lafferty joined as billposter. Happy Dawley building a new Mickey Mouse Circus. The midway cafe

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PARIS, ILL., Week June 23; DANVILLE, ILL., Week June 30; FAIRBURY, ILL., Week July 7; PEORIA, ILL. (Fair and Exposition), Week July 14; QUINCY, ILL., Week July 21; SHELBYVILLE, ILL., Week July 28; DUQUOIN, ILL. (State Fair), Week September 2: All the foregoing are Agricultural Fairs. Other Fair Contracts Pending.

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Following People get in touch with me at once: Purl Shields, Carey Jones, Bill Pink, and any others that were with us before. Freaks and Circus Side Show People for Ten-in-One, write TOMMY THOMPSON.

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is being capably operated by Clarence and Zelma Witz. Tables, conveniently placed, add much to the efficiency and appearance of the food mart, with Vernon Hill as captain of waiters and Ray DeVore as head griddle man. Witz has ordered a new top. Among Richmond visitors were Ban Eddington, of Metro Show Print, and Mr. and Mrs. Ricci, parents of Mrs. Marks, who is convalescing in the Blue Ridge Sanatorium here. Mrs. Marks has been visited by scores of the personnel who found her cheerful in the knowledge that she will soon be able to rejoin the show. CARLETON COLLINS.

Dodson World's Fair Shows

East St. Louis, Ill. Week ended May 19. Location, 24th at St. Clair. Auspices, American Legion. Weather, rain three days. Business, averaged fair.

The St. Louis five weeks' engagement closed in heavy rain and wagons in mud to beds. Show train reached East St. Louis Monday night. Rain unabated Wednesday night, but midway operated. Record established on cinders, planks and sawdust to provide dry walking. Old Sol out Thursday. Heavy attendance rest of the week. C. G. and Melvin Dodson, Edward Bruer, Dick O'Brien and Legion committeemen to Alton to arrange for shows to stay over a few days. Charles Zerm whipping into line bang-up museum. Mrs. Dick O'Brien and her niece, Mrs. J. L. Hensley, of Granite City, Ill., met on midway. Hadn't seen one another or known each other's whereabouts for 30 years. Harold English's father from Lamar, Mo., on show for visit. Fred J. (Sparky) Ballweg, boss painter, has cars and all flashy. Oldtimer, James Clifton, added to roster. Rose Smith in Diamond Ray's knife-throwing act. Leroy, iron-tongue wonder; Twist, and Rex, armless-legless marvel; Prof. and Estelle McHugh, mentalists, and Prince Buddha newcomers to Twenty-in-One. McHugh's scoring at luncheon club functions. Ben Badley, magician, visiting. Orville and Harry Hennies and Curtis Velare and wife were visitors. Charles Goss one of busiest men in town. Resides here. His home scene of surprises to old-time show friends. Charles and the missus one in concession row. He now crack Chevrolet auto salesman. Mrs. George Primrose, widow of late George Primrose, minstrel king, East St. Louis resident, honored by Dodson clan. Bessie Younger, daughter of Scout Younger, to Tulsa (Okla.) home. Bernice Giles returned to Los Angeles. Richard Bland turning 'em away with

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 25.—Bulletin No. 6 is being mailed to each member of the association. Inclosed with the bulletin is a supply of necessary blanks. We would ask that each member follow the directions contained in the bulletin and promptly respond with the information requested. Prompt reply will insure prompt service when and if the same be needed. Should any member fail to receive this bulletin and inclosures, it is requested that he get in touch with the AOA office at once.

A decision of importance was recently handed down in the City Court of Albany in an action brought by a baseball fan against the Capitol District Baseball Association, park owner, for injuries inflicted by a batted ball. While the facts involved are of not direct consequence to us, the decision is important to the carnival world because it analyzes the law in this State and reconciles numerous authorities which appear to conflict. The rules of law here pronounced are applicable to most cases of injuries sustained upon carnival rides and reiterate the doctrine that, in the absence of fault upon the part of the owner, the patron assumes all obvious risks, and therefore cannot recover for injuries sustained thru an "obvious risk."

The United States Supreme Court recently handed down a decision holding as valid the Georgia statute which imposed an annual license tax upon private carriers operating motor vehicles for hire. Under certain circumstances, we can readily conceive that this tax might apply to some shows, and we urge that members planning to play in Georgia who are motorized communicate with us.

Under New York's recently adopted traffic statutes, motorized shows are required to carry emergency lighting equipment for trucks weighing more than 4,000 pounds unladen. It is now legal here to carry three persons in the front seat of a commercial vehicle, which is an extension of the previous rule limiting passengers to two.

Adam and Eve exhibit—Charles Evans, its manager. Dr. J. A. Niece going strong with Del Crouch's Motordrome. Additional riders, Bob Smith and Babe Osborn. REV. DOC WADDELL.

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BUFFALO CODY . . . the little girl with and Texas Tommie, "the little girl with the act too hot for Chicago," shoot from Detroit: "We shook the dust of the Windy City May 1, worked South Bend, Ind.; White Pigeon, Mich.; Port Huron and Pontiac to fair business before coming here May 18. We went to work in Paul Houck's store on Monroe street. Incidentally, Paul is one of the whitest pitchmen we ever met. He is a clean worker and certainly knows how to operate a med store. With us in the store are Gypsy Brown, from Los Angeles, and Bill Meeter, who is working corn dope and salve with decided success. We are working herbs for the first time in years and are going over with a bang. Little Texas Tommie is working whips on the side and standing for Buffalo at the knife board besides knocking 'em cold with liniment and soap. The streets here actually look like there is a pitchmen's convention holding forth by the number of the profession one meets. Razor Riley, Jack LaMar and Hightower are among the masses."

JIM WELLS . . . with knife sharpeners, and Bob Wilson, with intensifiers, are working in and around Cincinnati and report business good.

JAMES J. (KID) CARRIGAN . . . working health books, is clicking to real gelt, as is Frank Hale, of the same line, in and around Dayton, O.

JOHN H. JONES . . . cards from Jefferson City, Mo.: "Oklahoma City, Tulsa and Ardmore were tough. Very little money in any of them. Springfield, Mo., is okeah, with free readers. Whitey Cogshall has been here with paddles and is now in Kansas City. Pete Fisher is here, altho he is not working at present. Weather has been poor. I think I will pass up Kansas City judging from Joe Morris' reports. How are conditions in St. Louis, boys?"

MRS. ED HAYES . . . is working astrology in one of the leading 10-cent stores in Indianapolis. She sells a reading at 15 cents and is doing an excellent business.

JACK BRANSCOMBE . . . scribes from Austin, Tex.: "A pipe written last week was among the many other articles I lost recently to a pleasant pickpocket. I know that Bob Turner and the missus will see this and I want them to get in touch with me immediately. I have been working Texas for the past month and have been 'starving.' The Dallas lot is n. g. and the Austin lot will be closed on the first of June. I hope the

grand old lady, Mrs. Hubbell, is in good health and working again. I'm leaving for Shreveport and then plan to go into Alabama and Georgia."

CY ULLMAN . . . and Harry Wherry are teamed up working the sheet in Indianapolis.

GEORGE BEDONI . . . and son, Salim, are putting it over on Mighty Sheesley Midway with their auction store. Old George has all that goes with it to snatch any loose dollar hanging around when he is on the runway of his store.

DOC J. F. WILLIAMS . . . suffered a second attack of heart disease May 15 and his condition is reported serious. He had been ill for about a week before the relapse and has been confined to bed at his Springfield, Ill., home. Doc still reads *The Billboard* and enjoys following the activities of his old friends. He is anxious to see pipes from more of his old friends.

AMONG THE TRIPES . . . and kelster fraternity in St. Louis are Doc Gordon Sage, Alfred Burk, Doc White and Luther Frey. Most of the boys are seen at the French market on Saturday.

LEO DONNIS . . . pipes for the first time: "I want to thank Beeman Yancey for the kind compliment he gave me in a recent pipe. Now if all pitchmen were like Beeman we would be much better off. Instead of throwing mud in j. c. l.'s faces why not give them a little worth-while advice. It's just as easy. I will admit that there are many j. c. l.'s who should not be in the business, but you all know that it is just a matter of time before they end up behind the eight ball. So come on, you oldtimers, why not bury the hatchet. I have been working rad and X-ray in the vicinity of Kansas City for week to good business. Not many of the boys are here and that is hard to figure out because if a j. c. l. can get money, veterans most certainly should. I enjoy reading of your increasing success, Johnny Vogt. More power to you, kid, you deserve it. Doc Deal is working corn punk here to good business. I am headed for Nebraska and then Canada."

HAMILTON, O. . . . is tough, as is Middletown.

DOC BARNEY MANN . . . owner and operator of the Lightning Medicine Company, shoots from Silsbee,

Tex.: "We are stepping along nicely down in Texas. This is the second week for Silsbee, coming here from a week in Center, a week in San Augustine and eight weeks in Beaumont. We are carrying a loudspeaker system. Bill Calsky, Universal Theater Concession Company candy man, was a visitor last week and had praise for our show. Personnel includes Johnny Evans, accordion specialties; Tom Rutledge, blackface and fiddle numbers; Whitie Davis, banjo; Rosie Mann, sales; Mrs. Tom Rutledge and her three children; Mrs. Whitie Davis, and myself, lectures. There have been four candy men visiting this neck of the woods during the past month, a sure indication that the manufacturers are expecting lots of business this season. For myself, I really look forward to one of the best seasons in many a year and we are prepared for it. Bill Jacobs, pipe in! I have some good news for you."

A. L. CLARKE . . . of socks fame, was recently seen working a busy corner in Terre Haute, Ind., to a very good business.

"THE WINDY CITY" . . . is rather dull at present," infos Frenchy Thibaut. . . "Most of the boys have scattered out now due to the closing of the Clark street pitch store May 18. George Hanley and Joe Miller are con-

IT'S NEW PLUNGER FILLER VAC
NEW ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
438 Broadway, NEW YORK CITY.
Fast Service Sully.

PITCHMEN — DEMONSTRATORS
SOMETHING NEW
VELL-VETT HAIR ERASER

The modern, safe, sanitary hair remover. Does not irritate the skin—leaves it as soft as VELVET.

SAMPLE 25c—PARTICULARS
THE R & R COMPANY
348 So. Main St., Memphis, Tenn.


Medicine Men Sell Our
Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price \$1.00 a pound. Samples 10c. Write for prices on Corn, Tooth Powder, Salve, Rubbing Oil and Compound in package form.
FINLEY LABORATORIES, INC.
4205 Olive St., St. Louis, Mo.

PERFUME BEANS

Or Buds for Streetmen, Fair Workers, Demonstrators. Fastest selling item. Sells for 5c, 6 for 25c. Cost 1c Each, \$1.75 per Doz. (about 250). Samples, 10c.

MISSION BEAD CO.
2322 West Pico, Los Angeles, Calif.

LEADER TIE
The Tie with the ready-made knot holds its shape for a lifetime.
SILK LINED—Latest 1935 Colors.
55c Seller—Retailer.
\$2.75 Per Dozen
Sample Tie, 35c.
Money refunded if not satisfied.
M. LEVINE, INC.
13 N. 13th Street, Philadelphia, Pa.



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

MEDICINE MEN
Write for Catalog. The House of Dependability since 1895. When you want private Label Goods consult us.
THE QUAKER COMPANY
Manufacturing Pharmacists,
220-222-224 George St., CINCINNATI, O.

3 BIG MONEY'S VETERANS, GET BUSY. Fast Selling Veterans' Magazines, Joke Books, Wit-Humor, Tramp Poems, Patriotic Calendars in Season. 15 Fast Sellers. **VETS. SERVICE MAG.** 157 Leonard St., New York.



JACK KNEBEL and part of his corn punk flash, recently seen at the Port of Authority Show, New York.

ducting a glass-cutting act on Monroe street and both are getting good results. Harold Newman is going strong with coils on the Dearborn street lot. Willard Griffen, better known as the Mississippi Kid, is handling plenty of solder, as is Ralph Pratt with the forms. My partner, Johnny Vogt, is working Gary with herbs and oil this week. I really enjoyed Jimmy Miller's last pipe. Drop me a line, Jimmy! Why don't we hear from Tom Kennedy? Will leave here in about 10 days for Michigan, where I plan to spend the summer."

AMONG PITCHMEN . . . working Dayton, O., are Dr. Frank Hale and George Stewart, knife sharpeners; Pennington and Nicholson astrology, and Thornton with the blades.

HAPPY JIMMY HOLMAN . . . pipes from Newark, N. J.: "Have been working the East all winter with candy and slum to excellent results. Will make fairs and celebrations for the coming season. Noticed a lot of well-known acts, performers and med folks lying around New York this winter. They were mostly singing the blues. Ran into By Gosh and his Seldom Fed Minstrels. He sure puts on a real show. He is well known to the pitch boys and, tho

up in the money, loves to mingle with the boys of the road. Have seen many shows in the East this past winter, but not many to surpass the box-office pull of the Seldom Feds. How about pipes from Doc Ward, Frank Libby, Doc Pierson, Doc Gilbert, Doc Roberts and Doc Neal. I predict that med shows will go big this season."

PLENTY OF WORKERS . . . are seen around the lots and factories of South Bend, Ind. From reports received conditions are good in that section.

"NOTICE SOMEONE IS . . . requesting that I send in a pipe, so here goes, as I don't think I owe anyone any dough," says I. W. Hightower, Atlanta. "Just got back from New Orleans and must say the old burg was a little too fast for Hightower. Three saloons and about six cabarets in every block. Saw one man with rad, and Patterson and wife, in a chain store, with white duck cleaner. The ducks can sure learn something from that couple. This town is open to pitchmen of all kinds. The boys can work here at a very low three months' reader. This is a lifesaver this year. Of course, they will not find a second New York or Chicago here, but a good worker can get dough. I have my boy in school here and a new home. Make Southern States from here. Georgia is starting on a boom. Full strength wine, beer and liquor will make 'em loosen up. There's a big lot to pitch on here and the daily nut is low."

A FEW WORKERS . . . were seen working Fort Wayne, Ind., in doorways. This town is open to the boys who hold the rent receipts.

"JUST CAME UP . . . from the South, where I saw a few old faces and some new ones," tells Wally Welton, Indianapolis. "Been working territory with sharpeners and blades. Didn't do bad. Most towns are open, with Saturday markets good. There are a few of the boys here, with some good corners and doorways open. Just saw Billy King. Several are asking for Harry (Broadway) Glynn. Sure would like to hear from old 'Broadway.' Been a year since I saw him and Mac. Wonder if he still has the med show. Pipe in, Harry."

SOME REAL . . . passouts have been made recently by the boys working Cincy at the P. & G. plant. Don't overlook this spot when in the neighborhood.

IT IS REPORTED . . . that some of the boys seen in Columbus, O., the week ending May 18 included Leo Eymann, coin boxes; Johnson and Meeks, tie forms; Texas Bill, knife sharpeners, and Stephens and Magee with strait-jacket and chains. Everyone doing well.

HARRY MAHREN . . . and Joe Perry have opened white-stone outfits in Cincinnati, directly across the street from each other.

THE FRIGIDAIRE PLANT . . . at Moraine City, outside of Dayton, O., is going full and some real passouts are made there at noon and come-outs.

CHIEF MEXAS . . . working med in and around Cincinnati, is doing good. The chief is headed for Indianapolis to make the auto races and then Chicago and Detroit.

BENNIE LAWSON . . . working sheet in and around Alton, Ill., reports that he is doing very good. Bennie is contemplating taking on some higher-priced trade papers.


DOC GORDON SAGE . . . has opened a laboratory and office on Olive street in St. Louis. It is rumored that the doctor got himself tied. How about it, Doc? Give us the dope.

JACK BRANSCOMBE . . . pipes from Austin, Tex.: "Am taking a little time to give a salute to some of the oldtimers I've met in the good old South this winter, especially Mrs. Hubbell. Hope she has fully recovered from her illness. Bill Goforth, rad; Earl Davis, soap, and a med doc are still hold-

Here's Our Answer To Your Competition!
MINERAL WATER CRYSTALS
 REDUCED 33 1/3%
 HERE ARE THE NEW PRICES
 \$1.50 SIZE—Lots of 50 or More 19c
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 DEAL OF TWO SIZES—Lots of 50 or More 30c
 COUPONS—Per Thousand 75c
 Prices F. O. B. Dallas.
COUPON MEN—Write for our List of deals for coupon sales.
TERMS: One-Half Deposit, Balance C. O. D. Get behind this deal at once. These prices will enable you to get the business.
UNIVERSAL LABORATORIES, Dallas, Texas



NEW! NEW! NEW!
CRYING QUINS! "MAMA-MAH-MEE"
 HERE IS A NEW NUMBER THAT IS UP TO THE MINUTE CASH IN WHILE IT'S HOT.
Gross \$17.50, Sample Doz. \$1.50
 Write for Catalog of 1,000 Other Fast Selling Numbers.
SOLE DISTRIBUTORS
FRANCO AMERICAN NOVELTY CO.,
 1209 BROADWAY (Corner 29th St.), NEW YORK CITY



Pitchmen I Have Met
 By SID SIDENBERG

One of the cleverest fountain pen coupon deal workers in Pitchdom is Jack A. Custer, who has been in the business about 15 years, working ink sticks. And Jack is still going after some of the hot shots who were making the most noise (when anyone with very little getup could go out and sell the sticks) and are now slinging hash, jerking soda or even washing dishes to keep that old growling wolf at a safe distance. The latter in my estimation come under the heading listed as the sunshine boys—the boys who take it when the getting is easy and fade out of the picture the minute the going gets rough.

About 10 years back there were so many pen hustlers in the country they nearly had to wear badges to keep from trying to sell one another. You should have heard them cutting up the jackpots. Those babies in their hotel-lobby conversations made Wall Street look sick. All they talked was box-car numbers and the minute the crash came in 1929 I noticed that the pen hustler index almost vanished with them.

There are many good boys still working sticks—and if not sticks they are on something that is more profitable—for when those sticks were being worked I assure you that every town and hamlet in the country got a banging, and I mean that the ones selling sticks now are among the cream of the business, for they are putting out as many, if not more, than in the days when competition was so keen.

Among the survivors is Custer, and his clever talks over the counters of the stores he works in and on the corners or fairgrounds have kept him in the business and on the right side of the ledger. The sticks are not the only line Jack is interested in. During the months that weather permits Jack is out promoting the "Donkey Ball Game" in ball parks.

The last time I saw this boy work he was lining up the elite home-town talent to participate in a ball game played off the backs of pack burros.

Jack carries 18 of these burros along with a wonderful sound and lighting system used for night ball playing. When I saw the show he had every seat in the bleachers, as well as the grand stand, filled, and if you should ask me that fellow is garnering plenty of sugar.

Jack says he owes his success to Jack Hobson, who broke him into the pen business and who is another of the boys surviving the pen slaughter.

Custer is 35 years old, married and calls Kansas City home.

ing down a Dallas lot. But the weather hasn't been good for a month and the town is tough anyway. Worked San Antonio last week with corn punk. Met Bat Nelson working a chain store, and cut up a few jackpots. Town is tough, doorways open. Am leaving here for Alabama and Louisiana, after failing to make a good score in the entire State of Texas. Would appreciate a line thru the Letter List from Mr. and Mrs. Bob Turner, of tie form, peeler and cosmetic fame."

RECENTLY SEEN . . . working doorways were a few boys with needle threaders and the punch needle. It seems that this item is coming back and going as strong as ever.

SID SIDENBERG . . . of whitestone fame, spent last Wednesday and Thursday visiting the boys on the Cincy editorial staff and friends of the fraternity working in and around the Queen City. Come again, Sid, we're always glad to see you.

"EN ROUTE TO CALIFORNIA . . . I found three towns where they don't seem to know what the word depression means," tells Ray Herbers, San Francisco. "Rock Springs, Wyo.; Reno and Elko, Nev., were darbs. Wonder if Chuck Conners is still around Cincy. Pipe in, Chuck."

"NOW IN OUR . . . 110th week," shoots Ricton from Stockbridge, Ga. "Business is fair, but rain, rain, rain and more rain. Recent visitors were Ernest Clay and the missus. He has a talkie at McDonough, Ga., under canvas. The Great Lyman, magician, is in his fourth week with us."

"SURE ENJOY READING . . . about the boys," says Bill King, from Indianapolis. "Came over here from Cincinnati. Weather has been wet but some of the boys are doing okeh. Am here for the big race. Wish Broadway or English Glynn would pipe in. Haven't seen or heard from them in months."


BOB SPERRY . . . is in Kansas City making tentative arrangements to launch his med show.

DOC SPEGAL . . . of Spegalax fame, has a nice platform outfit playing thru the vegetable and strawberry belt of North Carolina. All white performers are featured, with Doc Whitley in the office. Young Billy Spegal, aged 12, made the lecture on corn punk and had more than 30 passouts on his first pitch. A bright youngster of whom Doc can be justly proud.

"STORE DEMONSTRATIONS . . . have been barred here by a recent ordinance," writes Doc George M. Reed from Cumberland, Md. "It was closed May 18 after enjoying the best week I have had within a year. About the same time two picture men were in the process of opening a four-for-a-dime picture house in a Murphy Chain Store. At

AGENTS PITCHMEN! Grab this Winner
INVISIBLE FLY SWATTER
SELLS ON SIGHT. Invisible Fly Swatter sells on sight. Transparent—won't scratch furniture—won't tear clothing, etc.—absolutely sanitary. Everybody buys—millions of prospects. Send to this \$500,000 company at once for details or, better yet, get started NOW with our NO RISK Sample Offer.
PARISIAN NOVELTY CO.
 Dept. F-461,
 3510 South Western Ave., Chicago, Ill.
SAMPLE OFFER
 Send 25c (stamps or coin) to cover cost of mailing, and we will send two full size samples and money-making plan. Money back if not satisfied.

MEN — Sell Hand Knitting YARN AT LOWEST WHOLESALE PRICES
 The Biggest Selling Item Today Among Women. Everybody is knitting. Start now and make big profits easily. NO investment. FREE Sample Kit and Complete Wholesale Prices. You make Your Own Prices and Profit. Our men never make less than \$100 per week. Write at once and get started.
SUNRAY YARNS (Dept. B-B)
 349 Grand St. N. Y. C.

STREETMEN

LOW PRICED: Big Money Maker; Latest Sensational; Fibre Helmet; For men, women, boys, girls at beaches, parades, picnics, fishing, motoring, ball parks, etc. Shower-proof; lightweight; durable.
ADV. CAP CO., INC., 101 Wooster St., N. Y. C.

SOAP
 PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.
NUTRO MEDICINE CO.
 16 South Peoria Street, CHICAGO, ILL.

SLUM JEWELRY \$1.00 25% W.I.T.H. GROSS ORDERS
 Waldemar Chains, Assorted, Doz. \$1.50 & Up
 Tie Holders, Assorted, Doz. 2.50 & Up
 Collar Holders, Assorted, Doz. 1.50 & Up
 We Specialize Ladies' & Gents' Rings, Dozen. \$1.00 & Up. (Catalog).
FELDMAN BROS., 158 Canal St., New York, N. Y.

IT'S NEW—IT'S HOT
 Goodrich Shear None Take a pair of shears—a few strokes—rip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor's edge. Large 3" stone made of sharp electric flume abrasives. Sample, 10c; Doz., 80c; 16 for \$1.00. Postpaid. **GOOD RICH CO., Est. 1894, 1502 W. Madison, Dept. 88-6, Chicago.**



headquarters they were told to put up \$2,500 or else. They did not open, altho I think they plan to make a test case of it. I am leaving for Youngstown tomorrow (19). Plan to give the stores the go-by for the summer and work small towns around Youngstown. I am planning to spring a new joint at the fall fairs."

IN A CHAIN STORE . . . in Indianapolis Lee Dreyfuss and Bolack were seen working a Buddha joint. They were doing a tremendous business.

MORaine CITY PLANTS . . . outside of Dayton, O., have laid off a large number of men. However, conditions around Dayton are fair for most of the boys. Dreyfuss and Bolack, with the Buddha joint, are going over like a house afire in one chain store, while a lady working astrology in another chain store is getting sales. Working in doorways, streets and lots of Dayton are: Carrigan and Hale, health books; Billy Lockhart, novelties; Ken Reynolds, with one of the best wire jewelry flashes in Pitchdom; Nicholson, with astrology, who reports doing very good, and Zaza Bowen, still working med in a doorway on Fifth street.

E. J. GOODIER . . . president of Universal Laboratories, Dallas, Tex., states that numerous oldtimers have gone back to coupon deals and some report the deal as good as the old days. A pipe from George Tillman in

FULLERS

JUMBO SIZE TOOTH PASTE AND BRUSH COMBINATION

Big Money Makers.

Dozen Deals, \$1.80 Sample Deal, 20c

Norwalk S. E. Blades, 78c Dressed

SMITH BLUE BLADES

Double Edge. Per 1,000, \$5.50.

Price 500 Other Specialties FREE.

STAR NOVELTY UTILITIES

107 S. Wells St., Dept. B4, Chicago.

The Pitchman and New Items

By SID SIDENBERG

THE average pitchman of today is hit financially—hard hit. But when a new item of merit springs and he sees he can create a public demand for it, in some way or another he manages to raise enough money to buy the first shipment or order. And the money obtained from that first shipment will double the second order and so on.

I myself at one time when printing calling cards was up against it. I saw a fellow working whitestones and going over big. That put pep into me and I worked harder printing the calling cards during that period than I did in years in order to obtain sufficient money for my first whitestone order. From then on it was easy sailing. I dare say that one of my whitestone orders, after I was going good on whitestones, was, without fear of contradiction, 200 times greater than my first order, which proves that if an item of merit and for which the pitchman sees he can create a public demand is advertised in The Billboard, there is no doubt about him being able to order merchandise from the advertisers, regardless of his financial condition.

Colorado info that he deserted peelers and went back to his hobby of coupon dealing. George writes that after several years' rest coupons are again a successful venture.

JOHN JACOBS . . . is working in and around New Haven, Conn.

MARTIN V. MONAGHAN . . . "With the advent of the robins and houseflies, usually accepted as harbingers of hot weather, I have packed my belongings and am out-ahead of the Cleary-O'Hara combined minstrels. The show opens in the Pocono mountain region of Pennsylvania and will play in that section for 12 consecutive weeks, under auspices. Being a pitchman all my life, I feel I have an advantage in picking good spots for the show."

DAVE ROSE . . . writes the following from Detroit: "This is about a young man who very seldom has his name appear in Pipes but who, in my estimation, is one of the best all-around hustlers in the business. When it comes to canvassing anything at all T. F. McClusky is in a class by himself. McClusky, when at the age of 14 or 15, worked for his dad in the coal mines near Wilkes-Barre, Pa. When he was 16

years old he joined the Canadian army and went across the big pond. He saw active service on several major fronts and suffered serious wounds on several occasions. He was honorably discharged with citations after the war. He broke into the pitch game under the guidance of the well-known Joe Hall, who started him out working stones. McClusky was very active and ambitious and before long we find him on the road by himself and making the best of it. The first time I saw him he was in Chicago and he was enjoying excellent business. Mac is married now and for the past three years has made Detroit his home. He is still active and still knows how to get and keep a roll. Joe Hall, what do you think of your pupil? Anyone desiring needy pointers of any sort on the art of pitching, T. F. McClusky can always be counted on for sound, candid advice."

AN OLDTIMER . . . 37 years with it, took his first shake in a North Carolina town recently. He had a letter from the Commissioner of Revenue stating the State's ruling (by the State's attorney). A small-town M. D., chairman of the County Commission, a village druggist and the county attorney are pals (couldn't take it). The State requested the town and county to refund all money paid in the matter, tho it may not be ended yet. In the meantime the Doc may add to his lectures the fact that strawberries cannot be processed against germs, etc. Local business men offered to post bonds, etc., for this man to work, but fear of making the State hot for others led him to close.

"BIG BERRY FESTIVAL" . . . cards Hot Shot Austin from Bells, Tenn. "Lots of the boys on hand. Some on sheet, some on med. Nobody getting any money in these parts. Sorry to hear that my friend Grissom lost his mother."

JAMES E. (COLUMNIST) MILLER . . . sends the following from Corry, Pa.: "The Diary of a Modern Pitchman . . . Up and out five hours before dawn and by scooter to lunchery, where big Chef Tubby cooked me a flagon of my favorite dish—beets and wrestler's knees. Then to the parking lot. Ralph Myers present and we fell to arguing over the word 'breakfast.' Ralph contending it was a combination of 'break' and 'fast'—as used in instructing a horse to start in a six-furlong race. I maintained it was five furlongs. We decided to leave the decision to Joe Doak's wife, but she was out 'shoplifting.' Back to my hotel for a moment to slit my mail and found letters from J. P. Lewis, Frenchy Thibaut and Tom Kennedy. Answered a long-distance call from Chester Schmitt in Pittsburgh . . . his voice over the wire as clearly as if he was in Paraguay. He has learned of my cold and was worried, he said. After dinner a heavy rainstorm, so I dismissed my scooter and walked to Confederate Park. Sat on one of General Delivery's cannons until almost dawn watching boats on the rainswept river. I've always been a sucker for river boats in a rainstorm. . . . Thingumabobs. . . . With the same sort of hat Nat Goldberg and Barney Kaplan would pass as sisters . . . a one-word description of Johnny McLane—clever. . . . One of my favorite people—Frank Libby. . . . A two-letter description of Tom Barrett—o. k. . . . Art Cox never wears a hat to bed . . . one of our greatest men arises at 2 a.m. and walks briskly for two hours . . . another arises at 6 p.m. and by 2 a.m. has walked unsteadily for two hours. Two of my favorite people—Earl Crumley,

. . . All this rot has been scribbled on my shirt cuff . . . let's hope it goes to the laundry rather than The Billboard."

DOC GILBERT . . . has a neat all-white frameup playing thru Virginia to a fair business, even with the cold weather. The doctor is keeping his South Boston, Va., store open thru the summer, with Mrs. Gilbert in charge, with a State, county and city reader in his pocket.

REPORTS EMANATING . . . from Detroit are that the town is overriden with the tripe-and-keister fraternity and one runs the risk of being tied in by making the town. Spots are at a premium and are all taken. Many of the boys going there have been disappointed by not being able to get in a single pitch. If you are doing good, stay where you are.

Downie Again at Corry, Pa.

CORRY, Pa., May 25—Downie Bros. Circus made its first appearance here in three years on May 22, using the old fairgrounds lot. There is a dispute on the ownership of this lot between the city and a private individual so the circus money went to charity. A cut of Bill Cody was run in the local papers and children were invited to color the picture. Numerous passes were handed out to the winners, and here all school children were permitted to be absent to go to the circus.

Cole First in Syracuse

SYRACUSE, May 25—First circus to hit Syracuse this year will be Cole Bros. on June 4. Billing went up this week and hit a flock of new downtown spots. Newspapers gave first announcement good break.

Ospiri Quits Paris Show

PARIS, May 20—Dante Ospiri, who for several years has been in active charge of the booking of circus numbers for Cirque Medrano and assistant to the Medranos, has resigned his position to manage the act of M. Kemmerich and his tame lion "Lea," which begins an extended tour of Europe shortly.

Schumann Show Opens

COPENHAGEN, May 20—The big Circus Schumann, indoor circus, operated by the Schumann family, opened its season on May 2. The Schumanns are noted for their well-trained Liberty and high-school horses and Shetland ponies. Many American acts appear in the Schumann ring.

ARMY AND NAVY NEEDLE BOOKS—Dozen 11c

TOOTH BRUSHES—In assorted colors and celluloid containers. Dozen . . . 60c
SCISSORS SHARPENERS—Dozen . . . 15c
POT CLEANERS—Copper finish. Doz. . . 23c
MOTH CAKES—Large size, cello. Doz. . . 24c
FLY SWATTERS—20 in. handle. Doz. . . 25c
SHAVING SOAPS—Each in box. Doz. . . 18c
WASH CLOTHS—New spring colors. 25c and designs. Dozen . . . 12c
BOBBIE HAIR PINS—12 on card. Doz. . . 9c
SAFETY PINS—12 on card. Doz. . . 12c
STYPTIC PENCILS—In glass vials. Doz. 18c
THUMB TACKS—Imported, 36 to 89c box, 100 boxes

PONTIAC MDSE. CO., Inc.

11 East 17th St., NEW YORK CITY

6 TABLETS-5c

NEW SILVER FOIL ASPIRIN DISPLAY 50 TINS
 Write for Details
HOUSE TO HOUSE ITEMS

CHAMPION SPECIALTY CO., 814-Z Central Street, Kansas City, Mo.

GOOGLES—Lastives, Sun-dries, Combs, White Soap Polish, Fly Swatters.
NEW 7-BAR BOX SOAP EXTRACTS—Vanilla, 10-0c Pitcher, 18c Bottle (no box doz. sold), 19 lbs. 4 to doz. 85c.
 A boy's cash with order, plus postage.

JOB BERS!

We are MANUFACTURERS of Spices, Extracts, Food Colors, Baking Powders, Bleaching, etc. Under your own label if desired. Write for prices and samples.
GOLD SEAL SPICE MILLS
 655-957 W. Madison St., Chicago.



INSIST ON
 Blades Bearing This EMBLEM of QUALITY
 It Is Your Guarantee of Satisfaction
BEST by TEST
WE'RE "CRANKS" ON QUALITY!

Every blade individually inspected under Cooper-Hewitt lights by trained girls whose eyesight is checked at regular periods by an optometrist—only perfect blades pass!

STANDARD SAFETY RAZOR CORP.
 EAST NORWALK, CONN.



ATTENTION!! SPECIALTY MEN!

Manufacturer of the famous JIFFY PATENT TIE, offering the only service of its kind in the world, wants reliable men in all large cities who can operate an outlet store and sales agency, selling wholesale and retail. Exclusive territory assigned. We offer 100% co-operation to our dealers. Join our organization today, and benefit by national advertising campaign now in progress. JIFFY TIES are guaranteed by the manufacturer to outwear six ordinary four-in-hand ties of equal price, and are 90% repeaters. We will send three beautiful samples pre-paid, together with full information, for only \$1.00. Order now, be the first to introduce this wonderful item in your locality.

We Offer, Also, a Full Line of Standard Neckwear at Lowest Market Prices. Write for Price List.

JIFFY TIE COMPANY
 17 SOUTH WELLS STREET, CHICAGO, ILL.



THE Circus Fans' Association and The Billboard came in for nice mentions in an 11-inch story on the front page of The Crawfordsville (Ind.) Journal and Review of May 18 about the Russell Bros. Circus engagement in that town May 29. The paragraphs leading up to these mentions read, in part, as follows:

"The fact that the circus is a transient city, here today, elsewhere tomorrow, controlled by perfect organization, and daily surmounting obstacles which to others seem impossible—these physical facts cause its presence in any community to be fascinating entirely regardless of the performance. The circus seems a sort of fairyland to old and young. All sorts of conditions and people share its mysteries and delight in visiting it.

"Because of its universal appeal there is in this country a national organization called the Circus Fans. Its membership is composed of men and women who are fond of the circus as an entertainment and wish to co-operate with the circuses in giving good entertainment and to protect them from unreasonable laws and the few of the public who like to impose on them. People connected with a circus in any way are not allowed to belong to this organization. Its membership includes governors of States, supreme court judges, congressmen, professional men and merchants."

I don't recall having ever before read any advance newspaper stories of circuses in which the Circus Fans' work was hooked up with the shows. There is food for thought in this for other circuses.

A man from the Salvation Army called at the home of Dr. and Mrs. Hugh Grant Rowell in North Tarrytown, N. Y., for old papers. Saw a copy of The Billboard. "Gosh," he said to Mrs. Rowell, "that looks good to me." "Why?" said Mrs. Rowell. "I'm an old Ringling man," was his answer. Dr. Rowell says hereafter the S. A. gent gets any copies of The Billboard that he doesn't need for his files.

SHORTLY after Lewis Bros.' Circus played Pontiac, Mich., May 11, Mr. and Mrs. Ernest L. Kent attended a meeting of the Parent-Teacher Association at a local school, where, Ernest says, they heard many words of praise on the quality and cleanliness of the program of that show and on the courteous treatment received by the patrons. Kent is a former side-show talker and resides with his wife at Pontiac.

Because of the beauty of Balboa Park, the scene of the California Pacific International Exposition at San Diego, J. Ed Brown, director of shows and concessions, has had some difficulty in placing stands around the grounds. Ed declares that the exposition will open May 29 sure and that the midway will be complete. "Looks like this fair is going to

be all right," he adds. "One thing is certain: It is the last word in beauty."

WALT D. NEALAND worked up a nice eight-page herald for the Pittsburgh engagement of Johnny J. Jones Exposition last week, with a press run of 15,000 copies. The title: Herald News. White paper was used for the initial issue, but Walt will use pink stock hereafter, with two-color work on the front and back pages. He had some new cuts of show fronts made in Pittsburgh and will use these to replace some of those in the first edition. He plans to use at least 5,000 of these dated heralds in every town along the route.

Welcome to the ranks of circus managers, Harry B. Chipman. May success crown your efforts with the World's United Circus. It must make your dad feel good to see you moving right ahead.

WITH the Forepaugh title revived this year the following item taken from the "50 Years Ago in Cincinnati" (May 17, 1885) column of The Cincinnati Enquirer should be of interest: "Adam Forepaugh's circus unloaded at the Lincoln Park lot this beautiful Sunday and, of course, thousands turned out to witness the spectacle."

Also from the columns of the same issue came this: "Profiting by the experience of a week before, Jack Crawford and Dr. W. F. Carver, then the champion rifle shot of America, took their Wild West show to Chester Park, which was outside the city limits and couldn't be interfered with by the new police commissioners. They played to a big crowd."

IABP&B, Local No. 10

MINNEAPOLIS, May 25.—Ed Schrimpf and Carl Munsen, of Billers' Alliance No. 10, who are on same billposting wagon, are doing all side-wall boards for General Outdoor Association. The platform is built on top of truck.

Cyril Heggerness and Mark Coleman have been doing all the snipes for Mert Gribble and Zach Luckens.

John Carr and Fay Bordwell are planning a family picnic on Bill Lonabarger's farm near Henning, Minn.

The baseball game between Kid Wheeler's Colts, Local No. 45, St. Paul, and Bob Linwood's Chicks, Local No. 10, postponed from last year, will be played at Round Lake May 31.

Art Beeth, now a member of Local No. 10, is working in the shop and says no more road for him.

Ed L. Jones, who lives in Chicago but who has a paid-up card in Local No. 10 and was 80 on April 15, is still posting bills on the road.

Lowell Commissioners Draw Line on Saturdays

LOWELL, Mass., May 25.—The Park Commissioners have denied the Ringling-Barnum Circus a permit to exhibit here on June 29 on the O'Donnell Playground. The commissioners received complaints from the merchants that their business would be affected if the circus was allowed to exhibit on a Saturday. This caused the refusal of the permit.

The commissioners state that they are not opposed to any other week day, but draw the line on Saturday from now on.

The Big One will play Lawrence, Mass., instead of Lowell, coming to Lawrence from Portland, Me., and departing for Worcester, Mass.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

THE PEREY TURNSTILE COMPANY reports a decided increase of business in the amusement field. From the way in which amusement enterprises of various kinds are putting in turnstiles and roto-gates to tighten up their entrance and exit control, it looks as tho the amusement parks, swimming pools, race tracks, etc., feel the depression is definitely over and are looking for a big year. Much of this increased interest in scientific entrance and exit control is due to the many new and improved kinds of turnstiles and roto-gates which the Perey people have been bringing out lately and to their enterprise in offering a planning service by their experienced engineering staff to help their customers in working out efficient systems.

THE NEW revised and enlarged edition of Henley's Twentieth Century Book of Ten Thousand Formulas, Processes and Trade Secrets has been released by the Norman W. Henley Publishing Company. The book, containing over 800 pages, is valuable for home, factory and office. Some of the formulas are adhesives, astringents, beauty preparations, beverages, chewing gum, cosmetics, dentifrices, lipsticks, lotions, manicure preparations, perfumes, soaps, etc.

THE JIFFY TIE COMPANY, originator and manufacturer of the Jiffy Patent Tie with hand-tailored, wrinkle-proof knot, has established a very modern and up-to-date store in Chicago. The firm carries a full line of Jiffy Patent Ties of various price ranges and a full line of straight ties of different classes and prices. It handles both wholesale and retail business, but specializes in a national direct-selling organization, and is opening outlet stores in many large cities. The Jiffy Tie is a new creation originated and designed by the originator and designer of the "Betty B" hat, which swept the country in 1925-'28. The firm has also established a new department in the tie industry, that of soliciting the reseriving of its customers' straight ties (cleaning them, re-lining and repairing if necessary) and converting them into standard Jiffy Patent Ties with label.

Shrine Show at Akron, O.

AKRON, O., May 25. — Sponsored by Tadmor Shrine Temple, a three-ring circus, under canvas on Ohio Edison recreation field, will be presented week of June 3. It will be the first circus venture for the local organization since it abandoned indoor events several years ago. Orrin Davenport will direct the circus.

Hunt Truck Destroyed

WILMINGTON, Del., May 25.—The truck of H. T. Hunt, of the Hunt show, was destroyed by fire on the DuPont boulevard near here. Hunt leaped to safety. The truck contained posters. Loss is estimated at about \$600.

Fair Associations Oppose Billboard Bill

HARRISBURG, Pa., May 25.— Representatives of organizations claiming a membership of 1,000,000 women in Pennsylvania on May 14 asked the Senate Judiciary Special Committee to enact the bill regulating and taxing billboards along State highways. Enactment of the bill was opposed by representatives of the State Federation of Labor, hotel men, county fair associations and advertising agencies.

Proponents of the bill declared the billboards constitute a menace to traffic because they detract the attention of the motorist and that they obscure the natural beauty of the scenery. Hotel men claimed that hotels could not exist in view of the spread of tourist homes without outdoor advertising. County fair associations said they rely on outdoor advertising to draw visitors to their exhibitions. At the session of the State Federation of Labor a resolution was adopted opposing the billboard bill.

RADIO CABINETS For Flash



\$12. Doz. Ass'd All Latest Models. Size 10x7x5 1/2. Assorted Colors and Combs. Cabinets shipped complete with Dials and Knobs ready for Dis-Play. No Greater Value Has Ever Been Offered.

1/3 Deposit, Balance C. O. D. ACME CABINET CO., INC. 41 VESEY ST., New York City Buy Direct From Manufacturer.

FUR SCOTTIES



Genuine Dog Skins, Assorted Colors, 15 Ins. Long, 11 Ins. High. Sample \$1.25 Write for Quantity Prices. COMMONWEALTH TOY and NOVELTY CO. 28 W. 27th St., New York, N. Y.

LEGION HOME COMING

ORLEANS, IND., JUNE 17-22. GOODING'S RIDES. WANT Shows and Concessions. Write or wire GEO. W. JENKINS.

LETTER LIST

(Continued from page 33)

Steel, Clara Wayne, Mrs. Jack Venatillon, Alma Wilson, Gert

Gentlemen's List

Atkins, George Gordon, Buddy Borin, Richie C. Gray, Roy C. Bowden, Len & Halley, Roy Orchestra Handing, Steve F. Brooks, C. V. Hans, George Burns, J. Frank Howard, Johnny Campbell, Dean Jackson, Valdo Carpenter, George Lutz, M. Carter, T. O. Kaplan, Max (Jimmie) Lambert, D. J. Clarkon, Al Lennon, Richard Oll, Harry Collins, Eco Cooper, Buck Bailey, Don De Witt, J. E. Duke, Jr., Harry Edger, Johnny S. Edwards, Harry Evans, Henry O. Fetter, Edward Fitzgerald, Pat Fox, John Miller, Floyd E. Free, Earl Moon, Herbert Geller, Joe Morgan, Dick Gilbert Bros. Morrison, Fred

Phil, Chief Martin Stanley, Paul Stevens, J. J. Swires, Carl W. Tidwell, Grady Price, D. M. Trout, Taylor Trotter, Wayne Roberts, P. E. Williams, W. H. Roberts, J. W. Wilson, Bill Wilson, Chuck (Bozo) Salnut, Willie Wilson, Pop Schultze, Charles Wilson, Jack Sinnott, W. E. Wish, Jack Smith, Amos Young, Austin Stanley, Noel A.

MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bldg. 1418 Commerce St.,

Ladies' List

Bingham, Miss Layne, Mary Blair, Mrs. Billie Marshall, Mrs. J. W. Blair, Mrs. Harry H. McCarty, Mrs. Fred Clancy, Helen Sheeks, Mrs. Fred Clancy, Hazel Cooke, Mrs. O. S. Vaughn, Vivian Cooke, Ollie Geyer, Mrs. Billie Adams, J. C. Barnes, Clarence Carly Morgan, Paul Anderson, N. Bousnell, Eddie

Gentlemen's List

Bryer, Bill Burke, E. J. Burns, J. Frank Chaney, Don Coffman, Ray Cooke, O. S. Copeland, N. H. Desmuke, Paul Dillon, L. L. Dudley, Harry G. Elliott, Charles Freeman, Prof. J. Francis Fuller, Norman Gibbons, Red Glor, O. H. Green, Bill E. Hall, George E. Hamer, Harry J. Harper, Roy Haverstock, Harvey Hawn, D. C. Howell, Ray Husbins, Homer Karr, Eddie Knight, Jimmy McKay, W. C. Miller, R. A. Neal, W. S. Peck, Willard Peters, J. D. Riley, Jack Saveland, Clarence Thomas, Cody Winn, C. L. Young, Billy Toby Zogl, Prince

QUALITY SHOW PRINTING for CIRCUSES

We have been in business since 1852 and can handle all your large show print requirements to your complete satisfaction. Anything from a poster to a 24-sheet.

Write today for special prices on real Wood Engraving Show Print Address: J. J. MARRON.

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DE LUXE PROMOTIONS WANTED

HIGH DIVER, with or without equipment, also Diving Girls for Water Show. WILL BOOK OR BUY Kiddie Rides, CAN PLACE Loop-a-Plane, CAN PLACE legitimate Grind Stores, Popcorn, Hoop-la, String Game, Game Rack, Fishpond, Pitch-Till-You-Win, etc. Have complete outfit for Ten-in-One. WANT real Showmen with Attractions for No. 2 outfit. CAN PLACE Foramen and Help on Merry-Go-Round. Concession Tents in good condition for sale. All address IAS. BELL COMPANY, 36 Green St., Newark, N. J.

Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Preamble

According to the laws, all States define persons, firms or corporations who transport their property or merchandise "as private carriers," and private carriers are not exempt from any law, ordinance, court decision or court ruling and shall be governed at all times as that of any for hire public carrier. Any motorized show operating vehicles of a commercial type is subject to all penalties likewise and by law.

We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

Ohio and Virginia

Ohio and Virginia are demanding that all commercial vehicles doing business of any kind therein carry either the license plate of the State in which the firm for which the vehicle is operating makes its headquarters or buy Ohio or Virginia plates, as the case may be. L. M. T. A.

U. S. Senate Bill 1629

This act, passed April 16, 1935, will become effective July 1, 1935, unless postponed by the Interstate Commerce Commission. It provides, with reference to private carriers, for establishment, if

need be found, of reasonable requirements with respect to maximum hours of service of employees and safety of operation and equipment. Private carrier means any person who transports any kind of property by motor vehicle either in interstate or foreign commerce.

Wallins Creek, Ky.

On U. S. Route 119, one mile south of this town, a justice of the peace trap is in operation. A decoy, dressed in overalls and jacket, flags trucks some distance from this point and begs a ride, then asks questions about the trucks. Don't answer the questions. Fines average \$15.50 per truck.

Valparaiso, Ind.

A State police and county trap is located on U. S. Route 30 in the neighborhood of this city. Fines are for overweight and overweight. Lights and license plates are also checked. We have been informed that certain persons were placed in jail in this city and, being unable to make outside contact, had to stay there four days. This is unfair treatment and we are going into the matter.

Ohio Drivers' Law

Senate Bill 67 has been signed by the governor and places financial responsibility upon drivers of all types of vehicles. The act compels drivers to show responsibility in the event of accident and prevents them from operating vehicles when claims are not satisfied. Effective June 1, 1935.

Columbus, O.

A justice of the peace trap is located in the village of Bixley (U. S. Route 23) on the north edge of this city. Ohio General Code Statute 7249, Rule 15, says that all trucks must bear the tire size, gross weight and ownership on each side of vehicle, painted in letters and figures two inches high. This is not a criminal liability case, only a statutory act of the General Code. A penalty of fine and cost may be assessed for each violation.

Kentucky

Under Kentucky Statute Section 2739J-94, March 15, 1935, all trucks with a load of 5,500 pounds or under are exempt from paying mileage tax. Trucks over this rating must pay mileage tax and file bond to operate thruout the State. Court of Appeals decision March 15, 1935.

Past Issues

Again we ask that you obtain past issues of *The Billboard* and clip the Transportation Department. Put these clippings in your route books for reference purposes. Many readers have asked where they can purchase books covering all laws and other data. There is no such book that we know of, nor is there a book that gives a large portion of such data. All motorized shows are urged to co-operate with this (your) department. The more co-operation, the better for all.

For Technical Data Write

PUBLIC SERVICE ASSOCIATION, INC.,
Sidney, O.
SHOWMEN'S TRAFFIC BUREAU.



By LEONARD TRAUBE
(New York Office)

Various Matters

IN ONE of your correspondent's recent brainstorms the State of Pennsylvania was pitted against the State of Maine in connection with the booking of grandstand attractions at their respective fairs. Your correspondent suggested that inasmuch as the Keystone State's agricultural events are or seem to be setting the pace in this important department of operation the old adage should be altered somewhat to read "As Pennsylvania Goes, So Goes the Nation."

Our testimony was taken from remarks made by George Hamid, the booking impresario, yet it is this gentleman himself who pleads for a reconsideration of the case. "Let's call it a draw," he implores, "because Maine is rightfully peeved." Mr. Hamid is nothing if not a diplomat, but he brings some ammunition to the front. "Maine's fairs are going in for plenty of acts. Speaking strictly in a commercial vein, our office has booked about 80 per cent of the programs in the Pine Tree country. The fairs in question are Bangor, Skowhegan, Presque Isle, South Paris, Farmington, Topsham and others." All right, the slogan remains status quo: "As Maine Goes, So Goes the Nation." We hope so.

Mike Pine, boss billposter of Gorman Bros.' Circus, wires for money in code language in which the words "black horse" are the key. Unfortunately, however, no one knew about the code, not even Tom Gorman, as Pine neglected to mention this little matter to him. In the code getup Baltimore is taken to mean \$100; Lancaster, \$200; Atlanta, \$300, etc. Recently Mike wired saying "Send me Rochester." Gorman answered the wire with a question: "What do you mean?" not knowing that "Rochester" meant \$300. Pine stuck to the code in his answer, which read: "Send me eight carloads of black horses." We don't know whether Pine got the money, but we do know that the cute young thing in the telegraph office asked what Pine was going to do with all those steeds.

Herb Maddy reports the rodeo doings in Hartford, Conn. Cy Compton and wife joined up for the season after leaving the Ringling show in Boston. Another joiner is Charlie Aldridge. Show playing at the Stadium twice daily starting May 27 and closing June 2. At the camp during last week's layoff were Pete Workman and wife; Leonard, Bobby and Peggy Murray; Tommy Horner, Mildred Mix, Col. Jim Eskew and family, Tex Smith and wife, Jack Jackson, Louie Young, the Brahma Twins, the Colorado Twins, Slim Walsh and others. Mary Keen, Peggy Dorsey, Ken Insley and Charlie Aldridge came in late last week. Al Hobron was due in. Maddy closed several Massachusetts stands (fairs) and received a wire from Frank Fuller, manager of the Memphis Fair, stating that he had signed the Harris-Eskew outfit for Labor Day week, a purse event. A buffalo barbecue will be held at the Harris-Eskew headquarters in Woodstown, N. J., August 20. "Have you ever eaten buffalo?" inquires the devilish Maddy. No, we haven't.

Talking about buffalo, C. D. (Cy) Bond, the park manager who lives in that up-State city, is not manager of White City Park, Worcester, Mass., after all. Changed his plans.

"I MUST write to thank you for a piece in your column containing the very nice notice of my editorial in *The Sawdust Ring*," writes R. Toole Stott, editor of that publication, which appears in Great Britain as the official organ of the Circus Fans Association of that nation. "It is interesting to know that apparently the circus on your side suffers from much the same kind of criticism. It is really amazing how ignorant people are in England about the circus. I don't know if you ever see French criticisms; they are really a delight to read, but then in France there are a score or so writers who specialize chiefly in writing about the circus. One of these days perhaps the Fans of America, England and France will be able

to arrange an international conference to discuss the subject."

One of the best circus act photographs we have ever seen appears in the current *Valley Fair*, showing one of the Wallenda girls on the high wire. A masterpiece of photography from the camera of Victor Keppler.

ROMAN PROSKE, wild animal trainer, who is in a Pittsburgh hospital with injuries sustained during a joust with tigers, will probably leave for Europe after he gets out, which will be in about six weeks. Lillian Strepelov, owner of the act, for which she imported Proske about two years ago, is bringing over another trainer, age 26, who is due on the Bremen early this week.—According to John Chamberlain, book reviewer of *The Times*, Dexter Fellows, of circus press agents, has left a manuscript of his biography with Andrew Freeman, "a ghost who has been haunting Mr. Fellows for months." The autobiography ought to be a literary document of importance, says Mr. Chamberlain.—Fred Fansher, the device man and walk-thru specialist, urges me to read *Dreamland* in the current *Saturday Evening Post*. He says it is a timely tale to make folks park-minded. The hint is passed on to youse guys.—Prediction: Guy Weadick will do big things in the rodeo field in 1936.—Roy B. Jones, Charlie Dodson and Jesse Franks are doing swell with the United Shows of America.—When we last heard from B. H. Nye he was with the Smith Great Atlantic Shows. We like the way he ends his letters: "Sorry if I have bored you." How could he?—Max Gruber and his Oddities of the Jungle appeared at the Sportsmen's Show in Spokane, Wash. More than 75,000 customers at 10 cents per passed thru the turnstiles from Monday thru Saturday.—L. H. (Doc) Cann is still rushing around Eastern corners in his capacity of general agent of World of Mirth Shows.—And who has the Hudson Valley Firemen's Convention date in Monticello, N. Y., this month? Bill Marco, of All-American Shows, and Mike Korris, of Korris United, are both claiming it.

Many Shows on Road in Europe

PARIS, May 20.—With the indoor season practically at an end, the tent season is in full swing in most of the countries in Europe. Important tent or semi-canvas and wooden construction "big top" circuses already on tour in France are Cirque Medrano, Amar Bros., Bouglione Bros., Cirque Bureau, Cirque Pinder, Cirque Poutrier, Cirque Olympia, Cirque Leonce, Cirque Salon, Cirque Henri Rancy, Cirque Fanni, Cirque Maldiv and Cirque Zanfretta.

Circus Schumann, playing indoor season at Copenhagen, while Circus Belli, Circus Miede-Kolger and Circus Miede-Madson are on tour in Denmark. Circus Altenburg touring Sweden. Circus Fejloog and Circus Price touring Spain. Circus V. Bever touring Holland and Circus Knle touring Switzerland. Williams' Circus (English) playing long stand in Brussels, Fenyes Circus at Budapest, Circus Carl Hagenbeck in Berlin, Cirque Staniewski starting on tour of Poland after long season in Warsaw.

Stock Company Formed To Run French Shows

PARIS, May 20.—Under the name, "Societe de Gerance et d'Exploitation des Cirques Medrano," a stock company has been incorporated to operate the Cirque Medrano, permanent indoor circus in Paris, and the Cirque Medrano "traveling," a wooden-walled canvas-topped road circus, which plays principally long stands in the larger cities of France. The company is capitalized at 100,000 francs (\$6,666.66), and the members of the board of directors are Jerome Medrano, Albert Baquet and Moise Giull.

Robert E. Walker to Run For President of IABP&B

ST. LOUIS, May 25.—Robert E. Walker, who has been president of St. Louis Local No. 5 of the Billers Alliance for the last six years and was recently re-elected for another two-year term, has decided to run for president of the IABP&B of United States and Canada when that body meets in Boston July 8. He also is a justice of the peace here.

Side Show Boss Canvasman WANTED

For Motorized Circus. Also first-class Truck Mechanic. Wire or write MANAGER CIRCUS, care Western Union, Oil City, Pa.

ORANGE JUICE Pure Fruit Concentrate

ONLY **\$1.50**

PER GAL.

Just mix one Gal. with 5 Gal. food water and serve. Fine for Fountains, Soft Drink Stands, Carnivals, Circuses and Picnics.

12-Gal. Lots, \$1.35 per Gal.

CALIFORNIA ORANGE JUICE COMPANY
205 Prospect, (Main 5064) Cleveland, O.

WANTED FOR WEEK OF JULY 3rd

Clean Medium-Sized Carnival. Conditions good here. Wire **PRESIDENT COMMERCIAL CLUB, Seneca, Mo.**

PEARSON SHOWS WANT

Shows that haul themselves and Grind Concessions. Mt. Pulaski, May 27 to June 1; Havana, June 3 to 8, Pulaski. Both Illinois.

CARNIVAL WANTED

PITTSBURG, KAN., FOURTH JULY WEEK. AMERICAN LEGION, Box 407.

FOR FAIRS AND OUTDOOR ENTERTAINMENT

Will offer you a combined RODEO and CIRCUS. Will furnish you 30 head of Stock, consisting of Horses, Ponies, Mules, Steers, Buffalo and Goats. Carrying 14 people in all. Guaranteed a first-class entertainment appreciated by the community. Featuring MIDNIGHT, the World's Champion High-Jumping Horse. For Fairs can furnish Horses for Fast Races and Roman Standing Races. Address TRAMER CIRCUS AND I. X. L. RANCH RODEO ASSOCIATES, Billboard, New York.

HAPPYLAND SHOWS

Owing to disappointment can place Side Show, also other Shows with own outfits. Best Celebrations and Fairs in State of Michigan. Booked solid to October 1. Address HAPPYLAND SHOWS, Royal Oak, Mich.

WANT -- WORLD OF PLEASURE SHOWS -- WANT

Corn Game, Photo Gallery, Frozen Custard, Lead Shooting Gallery, Pitch-THU-Win, or any other legitimate Grind Shows. A few choice Wheels open. Will give good proposition to Flat Ride. CAN PLACE Shows. Will furnish outfit to money-getting Showman. CAN USE Agents and Grinders. Address, week May 27, Kane, Pa., week June 3, Johnstown, Pa. BERT ROSENBERGER, Manager; DOC HAMILTON, Assistant Manager.

Butler Will See Ringling Show First Time in Years

BUTLER, Pa., May 25.—When Ringling-Barnum comes here on July 20 it will be the Big Show's first time here in many years. Show will occupy both the Duffy Field, a new center location obtained thru the efforts of Circus Attorney John C. Graham, and the Standard lot. The latter will take care of the horse tents, cook tent and other paraphernalia.

Wiser Show Under Canvas

MAYFIELD, Utah, May 25. — Wiser's Animal Show opened under canvas at the State Junior Live-Stock Show at Spanish Fork April 4. Weather has been fair and his good. Show has trained dogs, ponies, monkeys, goats and bears, featuring dog that walks tight rope. Animals are under direction of Trainer Joe Richards. In addition to animal acts, numbers are presented by Uncle Josh Cod Rawlins, clown; Oklahoma Joe and his guitar, and Montague, magician. Mrs. Alice Wiser, Dale Marquess and Dave Shubert are also with show.

Barnett Bros.' Side Show

WARREN, O., May 25. — William De Barrie's Side Show on Barnett Bros. Circus, is enjoying excellent business in the face of unfavorable weather, he informed a representative of The Billboard here recently. There are 12 platform attractions, presented beneath a top which is 60 with three 30s. There are two platforms outside, and banner line is 90 feet. Openings are made thru the medium of a microphone and can be distinctly heard all over the lot. Personnel includes Archie Blue and his South Carolina Minstrels, with band and company of 10 entertainers; Punch and Judy by Charles LaBird; Torture Casket, with Eva La Tour, as lecturer; Arizona Gordon, assisted by Olivette, knife throwing; Eva La Tour, snakes; Mme. De Barrie, Australian Bird Circus; Cleo Bennett, mentalist; Sailor Bob, tattooed man; Leon Bennett and Chester Gregory, tickets. In Hawaiian department are Joan Benjamin, Dolly Eddy, Grace Barry, and Marie Transou, fan dancer.

Riggs Show in Wisconsin

MELROSE, Wis., May 25.—Since opening, Riggs Circus has toured Nebraska, Iowa, Minnesota and is now in its fourth week in this State. Show has run into rain and snow. Management bought a new Chevrolet for cookhouse department. Doc Hull has joined with his wonder horse, Captain Dan. Show crossed Barney Bros.' route a few weeks ago and outside of that no competition. Professor Olsen's Band is scoring. Big show prices are 10 cents for children and 25 cents for adults. Melvin DeVore and wife are placing plenty of trimmings on the table. Mrs. Lillian Riggs, manager, is busy entertaining celebration committeemen.

Seils-Sterling Briefs

PRAIRIE DU CHIEN, Wis., May 25.—Mack Heller's 16-piece band is one of the features of the show and is getting a lot of newspaper comment on its fine program.

Madison, Wis., sure was a fine day's business. A party of Circus Fans, headed by S. O. Braathen and Dr. Torney, were guests of Lindeman Brothers at evening performance. Will Wasset was a guest of Mr. Braathen at his home on the lake, the "White Tops." Henry Ringling Jr. was also a visitor at Madison and entertained some of the boys after evening performance at his apartment.

Mrs. O. K. Zabel was over to visit her husband, who has charge of the candy concessions.

Mr. and Mrs. Emil Schrader, of Sheboygan, Wis., visited show at Waukesha, Wis. FRED WORTHING.

Binghamton Okeh for Barnett

BINGHAMTON, N. Y., May 25.—Barnett Bros.' Circus gave two performances here May 21. The parade was well received thru the principal thoroughfares. The tent was about two-thirds capacity at both performances. Side shows and concessions did well, according to management. This circus has been striking rain, cold and snow most of the time since it started its road tour.

ROUTES

(Continued from page 37)

Hoff, Carl: (French Casino) New York, cb.
Hogan, Bill: (Edgewater Beach) Chicago, h.
Hollander, Will: (New Yorker) New York, h.
Holst, Ernie: (El Morocco) New York, re.
Hopkins, Claude: (Gotton Club) New York, nc.
J
Jelenik, Eugene: (Hollywood) New York, cb.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Johnny: (Monmouth) Spring Lake, N. J., h.
Jones, Herb: (Merry-Go-Round) Ft. Wayne, Ind., nc.

K
Kassel, Art: (Coney Island) Cincinnati, h.
Kavelin, Al: (Blossom Heath) Detroit, Mich.
Kay, Herbie: (Casino) Lake Worth, Tex., b.
Kellem, Milton: (Gayoso) Memphis, Tenn., h.
Keller, Leonard: (Bismarck) Chicago, h.
Kenny, Orville: (Beverly Wilshire) Beverly Hills, Calif., h.
Kroll, Nathan: (Vanderbilt) New York, h.
Krumin, Costya: (Russian Bear) New York, re.

L
Landau, Mike: (Ranch) New York, nc.
Lands, Jules: (St. Regis) New York, h.
Lanin, Lester: (Navarro) New York, h.
LaPorte, Joe: (Coo Rouge) New York, nc.
Larri: (Piccadilly) New York, h.
LaSalle, Frank: (Wivel) New York, re.
Leafer, Alan: (Tavern-on-the-Green) New York, re.
Lee, Glenn: (Netherland Plaza) Cincinnati, h.
Littlefield, Frankie: (Delmar Club) Galveston, Tex., nc.

Lombardo, Guy: (Pal.) Cincinnati, t.
Lucas, Clyde: (New Yorker) New York, h.
Lynch, Phil: (Childs' Paramount) New York, re.

M
McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc.
MacFarland, Frank: (Beaux Arts) New York, c.
McGillis, Billie: (Melody Gardens) Detroit, nc.
Mack, Austin: (After-the-Show Club) Chicago, nc.
Maniguera, Enrico: (Chez Paree) Chicago, nc.
Mannone, Winy: (Piccadilly) New York, h.
Martin, Ted: (Savoy-Plaza) New York, h.
Martin, Don: (French Casino) New York, cb.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h.
Messner, Dick: (Lincoln) New York, h.
Meyers, Jack: (Club New Yorker) New York, h.

Michel, Marti: (Montclair) New York, h.
Monahan, Tommy: (Paradise) New York, cb.
Moss, Joe: (Vanderbilt) New York, h.
Myers, Stan: (Terrace Garden) Chicago, c.
Navara, Leon: (St. Moritz) New York, h.
Nelbaur, Eddie: (Casino Moderne) Chicago, c.
Nelson, Ozzie: (Met.) Boston, t.
Noel, Si: (Silver Inn, nc, and Beaver Hotel) York, Pa.

O
O'Hara, Ray Flake: (Lum's) New York, re.
Oliver, Eddie: (Roosevelt) Hollywood, Calif., h.
Oliver, Fiorello: (Anna Held's) New York, re.
Oliver, Val: (Reno Merry-Go-Round) New York, nc.
Olsen, George: (Valencia) Jamaica, N. Y., t.
Olsen, George: (Valencia) Jamaica, N. Y., t.
P
Pablo, Don: (Indiana) Indianapolis, nc.
Fanchio: (Pierre) New York, h.
Paul, Jack: (Old English Tavern) Richmond, Va., nc.
Pecorara, Dick: (Monta Risa) New York, re.
Platt, Earl: (Modernized Cabaret) Harrisburg, Pa., nc.
Poliack, Ben: (Park Avenue Penthouse) Detroit, nc.
Prims, Louis: (Famous Door) New York, nc.

R
Rainbow Ramblers: (Plaza) Haverhill, Mass., h.
Ramon: (Green Room, Hotel Edison) New York, h.
Raphael, Don: (Cubanacan) New York, nc.
Rapp, Barney: (Muehlebach) Kansas City, Mo., h.
Reichman, Joe: (Waldorf-Astoria) New York, h.
Resh, Benny: (Club Bohemia) Detroit, nc.
Rice, Al: (Cocoanut Grove) Lansing, Mich., b.
Richards, Don: (Weylin) New York, h.
Ritoff, Stan: (Sheridan Rendezvous) Chicago, c.
Rodrigo, Nano: (El Morocco) New York, h.
Rodriguez: (Versailles) New York, cb.
Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., c.
Roth, Eddie: (Club Alabam) Chicago, nc.
Russell, Luis: (Connie's) New York, cb.

S
Sabin, Paul: (Lexington) New York, h.
Sammareo, Gene: (Hendrick-Rudson) Troy, N. Y., h.
Sarders, Joe: (Blackhawk) Chicago, c.
Schreiber, Carl: (Canton Tea Gardens) Chicago, c.
Schuster, Mitchell: (Whitehall) New York, h.
Scott, Chic: (Club Greyhound) Louisville, nc.
Selig, Irving: (Dixie) New York, h.
Sheridan, Phil: (Natatorium Park) Spokane, Wash., b.
Sissle, Noble: (French Casino) New York, cb.
Skeets, Charlie: (Florida) New York, nc.
Smith, Joseph C.: (Versailles) New York, cb.
Soniak, Harry: (Schroeder) Milwaukee, h.
Stanton, Maurice: (Club Minuet) Chicago, re.
Starr, Fred: (Claremont) New York City, re.
Stein, Maurice: (Paramount Club) Chicago, nc.
Straight, Charley: (Brovoort) Chicago, h.

Tate, Erskine: (Arcadia Gardens) Chicago, c.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tinsley Bob: (Colosimo's) Chicago, nc.
Tree, Michael: (Edison) New York, h.
Tyler, Ted: (Club Del Rio) South River, Md., nc.

Vance, Johnny: (Joyland Park Casino) Lexington, Ky., b.
Valentino, Arturo: (Frenze) New York, re.
Velas, Esther: (Roosevelt) New York, h.
Velazco, Emil: (Waldorf-Astoria) New York, h.
W
Wedell, Jack: (Pere Marquette) Peoria, Ill., h.
Weems, Ted: (St. Paul) St. Paul, h.
Whiteman, Paul: (Earle) Washington, t.
Wilcox, Howdy: (Summitt Heights) Fenton, Mich., nc.
Whiteman, Paul (Junior Orch.) (Schrafft's) New York City, re.
Wiley, Hod: (College Inn) Dayton, O., nc.
Williams, Fess: (Savoy) New York, b.

Z
Zito, Horacio: (Stevens) Chicago, h.
Zollo, Leo: (Benj. Franklin) Philadelphia, h.

INDEPENDENT BURLESK

Burlesk Starlets: (Howard) Boston 27-June 1; (Troadero) Philadelphia 3-8.
Chicago, Blossom: (Gayety) Baltimore 27-June 1; (Gayety) Washington 3-8.
Knick Knacks: (Gayety) Washington 27-June 1.
Powder Puff Revue: (Troadero) Philadelphia 27-June 1; (Gayety) Baltimore 3-8.

MISCELLANEOUS

Becker, Magician: Newark, O., 27-June 1; Lancaster 3-8.
Daniel, 2-10, Magician: Sidney, Ill., 27-June 1.
Dressen & Morris Circus: East Peoria, Ill., 27-June 4.
Hudspeth, Mme., Mentalist: (Novelty) La Follette, Tenn., 27-29.
Jenkins, Polly, & Flowboys: (Station WLS) Chicago 27-June 1.
Johnson, Zeld, Mentalist: (Majestic) Inka, Miss., 29-June 1.
Loistrom & St. Eloi Monkeys: Hutchinson, Minn., 27-29.
Lucy, Thos. E., Protean Artist: Piedmont, Mo.; 29; Salem 31-June 1; West Plains 4-6; Jonesboro, Ark., 7.
Marquis & Gordon, Magicians: Ashland, Ky., 27-June 1.
McRoy, Magician: Peru, Ill., 29; La Salle 30; Oglesby 31; Princeton June 1; Spring Valley 2; Canton 3; Hoopesport 4; Crawfordsville, Ind., 5; Greencastle 6.
Montague, Magician, also Wiser's Animal Show: Fredonia, Ariz., 29; Cane Beds 30; Rockville, Utah, June 1; St. George 3; Harrisburg 4; Cedar City 5; Parowan 6.
Original Floating Theater: Gloucester Point, Va., 27-June 1.
Proctor, Geo. H., Monkeys: Scottsbluff, Neb., 27-June 1.
Ricton's Show: Cumming, Ga., 27-29; Flowery Branch 30-June 1.
Schneider's, Doc, Yodeling Cowboys: (Station WGY) Schenectady, N. Y., 27-June 1. (See ROUTES on page 70)

CARNIVAL COMPANIES

(Routes for this section must be in Cincinnati office by Friday afternoon.)
America's Model: Louisville, Ky., 27-June 1.
B. & V.: Little Ferry, N. J., 27-June 1.
Bach, O. J.: Corning, N. Y., 27-June 1.
Bar-Browns: La Fayette, Ind., 27-June 1; Rossville (Chattanooga), Tenn., 3-8.
Barker, J. L.: Fairbury, Ill., 27-June 1; Pontiac 3-8.
Big 4: Atlanta, Ga., 27-June 1.
Big State: Nacogdoches, Tex., 27-June 1.
Blue Ribbon: La Fayette, Ind., 27-June 1.
Bockus, C. L.: Hoonsocket, R. I., 27-June 1; Portsmouth, N. W., 3-8.
Bremer, C. J.: Rochester, Minn., 27-June 1.
Bright Light: Greensburg, Pa., 27-June 1.
Brother Creater: Chattanooga, Tenn., 27-June 1.
Buck, O. C.: Danbury, Conn., 27-June 1.
Central State: Enid, Okla., 27-June 1.
Cetlin & Wilson: Uniontown, Pa., 27-June 1.
Christ United: Hodgenville, Ky., 27-June 1.
Cotton, A.: Canby, Oueph, Ont., Can., 27-June 1; Sudbury 3-8.
Corey Greater, No. 1: Rossiter, Pa., 27-June 1.
Corey Greater, No. 2: Coalport, Pa., 27-June 1.
Crafts 20 Big: San Leandro, Calif., 27-June 1.
E. (Rodeo) Livestock: 7-9.
Cunningham: Crooksville, O., 27-June 1.
Curl Greater: Washington, C. H., O., 27-June 1; Jackson 3-8.
Dalley Bros.: Broken Arrow, Okla., 27-June 1.
Eames, J. R.: Mansfield, O., 27-June 1; Bellevue 3-8.
Electric City: Middleburg, N. Y., 27-June 1.
Embree, Geo. H., Am. Co.: Bernallillo, N. M., 27-June 1.
Eudy Bros.: Lansford, Pa., 27-June 1; Hazleton 3-8.
F. & M. Am. Co.: Port Allegany, Pa., 27-June 1.
Gibbs, W. A.: Neodesha, Kan., 27-June 1.
Glick, Wm., Expo.: Perth Amboy, N. J., 27-June 1.
Gold Medal: Chicago Heights, Ill., 27-June 1.
Golden Belt: Wagoner, Okla., 27-June 1.
Golden West: Hastings, Minn., 1-8.
Great Olympic: Mt. Carmel, Ill., 27-June 1; Lawrenceville 3-8.
Great Superior: Harrodsburg, Ky., 27-June 1; Lawrenceburg 3-8.
Great Sutton: Vincennes, Ind., 27-June 1.
Gruber's World's Expo.: Beckley, W. Va., 27-June 1; Pulaski, Pa., 3-8.
Hall & Babcock: (Fair) Beaumont, Calif., 27-June 1.
Heller's Acme: Manville, N. J., 27-June 1.
Hennies Bros.: Rockford, Ill., 27-June 1.
Hilderbrand United: Medford, Ore., 27-June 1; Yreka, Calif., 3-8.
Hughes Bros.: Forrest, Ill., 27-June 1.
Johnny J.: Expo. New Brighton, Pa., 27-June 1; Washington, D. C., 3-15.
Keystone: Parker City, Pa., 27-June 1.
Kilonis, John D.: Southbridge, Mass., 27-June 1; Woonsocket, R. I., 3-8.
King's United: Paris, Ill., 27-June 1.
Knepp & Dehnert: Oil City, Pa., 27-June 1.
Lagasse Am. Co.: Lawrence, Mass., 27-June 1.
Lanes, J. L.: Great Bend, Kan., 27-June 1.

Lang, Dee: Ottumwa, Ia., 27-June 1; Muscatine 3-8.
Lemoine's: Millbury, Mass., 27-June 1.
Lowe & Mechanic: Buena Vista, Va., 27-June 1.
Lynch, Bill, Expo.: Halifax, N. S., Can., 27-June 1.
McMahon: Nebraska City, Neb., 27-June 1.
Mack & Arthur: (Grand River and 7 Mile) Detroit, Mich., 27-June 1.
Marks: Staunton, Va., 27-June 1; Clarksburg, W. Va., 3-8.
Miller Bros.: Pikeville, Ky., 27-June 1.
Miner's Model: Shenandoah Heights, Pa., 27-June 1.
Morris & Hurst: Troup, Tex., 27-June 1.
Page, J. J.: Oak Hill, W. Va., 27-June 1.
Pan-American: Danville, Ill., 27-June 1.
Polle & Berger: Lansing, Mich., 27-June 1; Mt. Pleasant 3-8.
Reading United: Tompkinsville, Ky., 27-June 1; Cave City 3-8.
Reid Greater: La Fayette, Tenn., 27-June 1.
Rogers & Powell: Pocatontos, Ark., 27-June 1.
Royal Am. Co.: (Fair) Huntingdon, Tenn., 27-June 1.
Royal Palm: Glasgow, Ky., 27-June 1.
Rubin & Cherry Expo.: Lexington, Ky., 27-June 1; Ashland 3-8.
Sheesley Midway: Cincinnati, O., 27-June 4.
Siebrand Bros.: Dillon, Mont., 27-June 1.
Silver State: Scottsbluff, Neb., 27-June 1.
Small & Bullock Am. Co.: Whitesville, W. Va., 27-June 1.
Snapp: Taylorville, Ill., 27-June 1.
Spencer, C. L.: Huntington, Tenn., 27-June 1.
Speroni, P. J.: Sycamore, Ill., 27-June 1.
Stratton: Oneonta, N. Y., 27-June 1.
Sunset Am. Co.: Freeport, Ill., 27-June 1.
Texas Centennial: Houston, Tex., 27-June 1.
Tilley: East Peoria, Ill., 27-June 1.
Wade, W. G.: River Rouge, Mich., 27-June 1.
Wallace Bros.: Beaver Dam, Ky., 27-June 1; Russellville 3-8.
Weer, J. C.: Niles, Mich., 3-8.
West Coast Am. Co.: Reno, Nev., 27-June 1.
Winters Expo.: Conemaugh, Pa., 27-June 1.
Wolf Greater: New Ulm, Minn., 27-June 1; Worthington 3-8.
Work, R. H.: South Fork, Pa., 27-June 1.
Zeiger, C. F.: United: Colorado Springs, Colo., 27-June 1.

For Additional Carnival Routes See Page 70

CIRCUS AND WILD WEST (Routes for this section must be in Cincinnati office by Friday afternoon.)

Barnes, Al G.: Walla Walla, Wash., 28; Ontario, Ore., 29; Boise, Ida., 30; Twin Falls 31; Pocatello June 1.
Cole Bros.-Clyde Beatty: Wilkes-Barre, Pa., 28; Scranton 29; Binghamton, N. Y., 30; Ithaca 31; Elmira June 1; Utica 3; Syracuse 4; Rochester 5.
Hagenbeck-Wallace-4-Paw-Sells Bros.: Springfield, O., 28; Marion 29; Canton 30; Warren 31; New Castle, Pa., June 1.
Lewis Bros.: Clinton, Ill., 1.
Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 27-June 1.

For Additional Circus Routes See Page 70

NEW DEAL SHOWS WANT Sideshow, Wild Animal Show, Wild West Show, Hare Tents, etc., complete. One more Rides, Snake Shows, Fun House, exclusive Diggers, Custard, Photo, Rail Games, Merchandise Concessions open. WANT Drummer and Tuba for Minstrel, and two Girls for Girl Show. All replies COL. T. L. DEDRICK, Manager, Owensboro, Ky., this week.

WANTED WILD WEST RODEO PEOPLE, ACTS AND STOCK. Long season Rodeos and Fairs. Open June 9 to 15, Louisville, Ky; June 17 to 23, Flint, Mich. Write or wire MANAGER ELKS' RODEO, Louisville, Ky.

WANTED Two more Circus Acts. SCHELL BROS.' CIRCUS Stillwater, Minnesota.

CELEBRATION Fairview, Mo., July 4, 5, 6. Shows and Rides Wanted.

LESTER HUTCHINGS. Phone 1335.

Concessions Wanted Tonawanda Firemen's Convention Committee, Inc. will book legitimate Concessions for Firemen's Carnival July 4, 5 and 6. Address RALPH W. SIMSON, Chairman, 18 Young Street, Tonawanda, N. Y.

MOTORIZED Write for Our Finance Plan. CHAS. GOSB, Standard Chevrolet Co., East St. Louis, Ill.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

R. I. Meeting Hears Young

Votes to affiliate State group with national operators' association

PROVIDENCE, May 25.—Definite steps toward formation of a permanent Rhode Island operators' association resulted at a meeting held in Irish-American Hall May 17, attended by game and vending-machine operators from this city, Woonsocket and elsewhere in the State.

John Conte, of the Conte Distributing Company, Providence, named chairman of the temporary organization formed several months ago, presided at the meeting and introduced Ralph T. Young, of the Automatic Merchandising Association of Ohio. Mr. Young gave a lengthy talk, outlining results achieved by the State association in Ohio and how organizations of similar nature had been successfully formed in Texas, Nebraska, Iowa, Wisconsin, New York, New Jersey, Tennessee, Kentucky, Florida, Louisiana, Missouri and elsewhere. He warned the Rhode Island operators that bills vitally affecting them and their business, as well as the entire industry, were being introduced almost daily by politicians eager to discover new tax income sources and that once Rhode Island operators started "paying off," the death knell of their business would sound shortly after. "And," he reminded his listeners, "once the bills have been passed it's too late then to organize."

With an organization, Mr. Young declared, the operators could successfully meet politicians and their prohibitory legal measures and even combat such powerful influences as the press—as has been proven elsewhere in the country in recent years. Organized, he said, the operators could hope for recognition from other organizations and officials which would not be forthcoming to individual operators.

After listening to Mr. Young's address and hearing answers to queries put to him by members of his audience, the meeting voted to establish a permanent operators' organization in Rhode Island, to affiliate itself with the proposed national operators' organization and to send a delegate to the national convention scheduled to take place this fall, probably in August.

A. T. Butman, Eastern Distributing Company, Providence, was named as head of a committee which will make a study of constitution and by-laws, membership fees, etc., to be reported on at another meeting of the Rhode Island organization to be called within a few weeks. Left with the power to name two others to serve on the committee, Mr. Butman informed *The Billboard* representative he would invite B. D. Jacobs, of the Royal Vending Machine Company, and A. W. Blendow to assist him.

General consensus of those present at the meeting was that a State organization was vitally needed at the present time, not only as a protective force, but also to overcome evils in competitive methods now existing.

Florida Ops

THE FLORIDA OPERATORS' ASSOCIATION HAS CALLED AN IMPORTANT MEETING THAT EVERY OPERATOR IN THE STATE SHOULD ATTEND.

TIME: Thursday, May 30, at 2 p.m.
PLACE: Thomas Jefferson Hotel, Tampa.
All members in the State and those who wish to join the association are invited to be present and assist in the important constructive measures planned.

Boss Vampers

NEW YORK, May 25.—Grace Baron, of International Mutoscope Reel Company, Inc., whose Coinography appeared in *The Billboard* recently, reports that she has literally been swamped with "fan mail" from all parts of the country. Young women in the coin-machine business have been writing to ask: "How can I capture my boss?" and many similar questions. Grace says that she never realized the number of women employed in the coin-machine field until she began to receive this fan mail.

French Exhibit Shows Promise

PARIS, May 25.—Rene Godin, editor and publisher of *La Revue de L'Automatique*, French coin-machine publication, states that plans are complete for an excellent exhibit of coin-operated machines in France. The first exhibit of these devices will open here May 27 and last for three days. A number of coinmen from Britain are expected. William Rabkin, of International Mutoscope Reel Company, New York, is the only American who has announced his plans to be present.

"I am glad to say that our coming exhibition will be a very big success," Mr. Godin stated. "All the big firms and distributors of France have reserved rooms and we have some new machines shown for the first time. One of the largest American firms will also exhibit here."

"Tho the situation is still not good because of government ideas, we are sure that we will have a very big event which will mark a beginning for the first time in France. Thirty-five exhibitors have retained their stands, which makes an impressive beginning for our first show of this kind."

Movie Actress Prefers Pinball as Indoor Game

CHICAGO, May 25.—*The Chicago Herald and Examiner*, May 24, published a

Editorial Given Big Circulation

CHICAGO, May 25.—Exhibit Supply Company has published a broadside on which is reprinted an editorial which appeared in *The Chicago Evening American* May 16. The editorial is being mailed to customers of the firm with the instruction: "Write this editor. He is to be commended for his fearlessness in coming out in the open on this subject. Write this editor and tell him also about the pinball business."

The editorial, in part, is as follows: "The gambling situation has always been approached by the authorities in a haphazard and slam-bang fashion. Everybody knows, and that includes not only the innocent public which 'places its dough on the line,' but also the police and all law-enforcement authorities, that handbooks have run 'wide open.'"

"There are two reasons. 'First is that race betters, by the hundreds of thousands, cannot be restrained from exercising their gambling instinct any more than drinkers could be restrained by Mr. Volstead."

"Second is that the daily money turnover is so tremendous that graft in enormous amount is available to the politicians for the semi-official licensing of handbooks and protection against interference."

"Once in a while a virtuous display is made for the yokels."

"To show the opera bouffe aspect of this phase of the situation, *The Chicago American* last week in a casual sortie disclosed that handbooks were open over the city almost anywhere you might

Missouri Ops Hold Meeting

ST. LOUIS, May 25.—At the monthly business meeting held by the Missouri Amusement Machine Association at the Musicians Club Hall Thursday evening, May 16, the following officers were elected to serve for the balance of 1935: Walter Koch, president; Abe Jefferies, vice-president; John Beckmann, secretary; Al Miller, treasurer, and Abe Levy, sergeant at arms.

A committee was appointed to draft new by-laws and constitution by which the association is to be governed henceforth. A special meeting will be held Friday night, May 31, at the Musicians Club Hall, 3535 Pine street, St. Louis, at which time the matter of changing the name of the association will be brought up on the floor, also the matter of calling a big meeting of Missouri operators to finally organize a permanent State association.

One of the latest amusement machines will be given away free at this meeting as an attendance prize. Lunch and refreshments will also be served gratis to the assembly immediately after the business session is over.

Two-column illustration of Margot Grahame playing a pinball game. The item appears in the news columns on the amusement page and is a very creditable advertisement of the modern form of indoor sport.

The sketch of the illustration says: "Indoor Sports — Margot has Marble Game—Margot Grahame doesn't care for golf; tennis isn't especially appealing to her, but since all her Malibu Beach friends put on a sun suit or swimming togs every morning, she does the same, and then sits on the terrace of her seashore cottage and plays the marble game."

The table game shown in the illustration is apparently one of the big jumbo pinball games at the height of their popularity about a year ago.

Missouri Ops

A special meeting has been called for Friday, May 31, to meet at the Musicians Club Hall, 3535 Pine street, St. Louis. The meeting will open at 8:30 p.m. Free eats and refreshments will also be served.

All operators in the State are invited to be present at this session for preliminary discussion of many plans for completing the State-wide organization. The matter of changing the name of the association will also be discussed.

SPECIAL PRIZE: A brand-new latest model pinball game will be given away free at this meeting as an attendance prize.

Carnivals Help Pin Popularity

PITTSBURGH, May 25.—Carnivals are leaving neighboring towns sportland-conscious. Nearly a dozen of them are now touring surrounding communities and most of them advertise penny arcades and sportlands as one of their features. During a week's stay, it has been noted that hundreds of new game admirers have been developed. Most of them returned to the showgrounds nightly to linger in the sportlands.

John Gecoma's Bright Light Shows, playing in and around the city, carries one of the most modern equipped sportlands. Game distributors are always in contact with the office on the South side here to see that the carnival is supplied with the latest games. Peerless Exposition, Winters Shows and Knapp & Dehnert are among others who concentrate on their playlands. The majority of them have pin games, penny-vending machines, peanut machines and other coin-operated devices. A regular staff in each carnival is maintained to serve the trade.

The after-effect of these playlands is noted in the increased number of games in the neighboring towns. Drug and confectionery stores are adding this feature and as a result local jobbers report an increasing demand for various types of machines.

Mayor Is Pinball Fan

PITTSBURGH, May 25.—Mayor William N. McNair is one of the most ardent pin-game players in the city. He can often be seen in the Arlington Pharmacy operating the latest in skill games with much delight. And often, too, he rolls up high scores expected of experienced players.

to stand on a high moral platform and declare there should be no race betting and that the authorities should suppress it.

"But sensible people know that all the police in Chicago, devoting all their energies to the task, would find themselves helpless in the long run. These sporadic raids are just so much bunk A gesture."

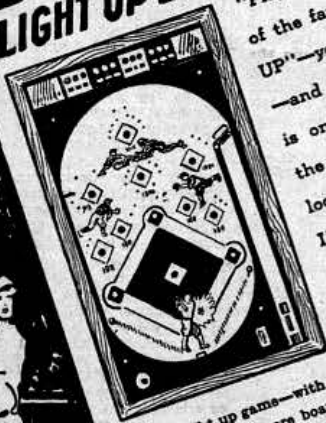
"Mayor Kelly, in frankly discussing the problem, brings it out into the open forum. It is time for our public officials to face the situation."

(Editor's Note: An important point in this Hearst newspaper editorial is that police raids on gambling "are just so much bunk." How much more is this true of the raids on pinball games. Everyone who thinks twice realizes that raids on pinball games are usually staged for the purpose of fooling the public and covering up for the "big gambling rackets." Or sometimes they are just to get "pictures in the papers" and let the public know the police force is on the job. Some time, somewhere, there will be an operators' organization that will tell the public in bold letters just what the police department is doing.)

NEW BIG EXHIBIT WINNERS

BATTER UP

LIGHT UP BASE BALL TABLE



"Play Ball"—is the cry of the fans. "BATTER UP"—yells the umpire—and the great game is on whether out at the ball park—or on a location where EXHIBIT'S latest baseball game is on the job—batting a '450'—average for operators.

It's a light up game—with an 'inner-built' light up score board to chalk up the winning runs—with 10 balls to shoot—to flash symbol combinations—or high numeral scores.

39.50

NOW READY 4 YOU!

'dealer'

the Original '21' Game with Marbles



IN EXHIBIT'S "DEALER"—you'll see the most authentic "21" game with marbles ever produced. You'll see all the thrilling plays without the original game without omitting a single feature, so simplified that even those unfamiliar with the real game itself—can see and understand at a glance what it's all about to give hours and hours of enticing and entertainment and provide great profits to operators.

Played with 8 large one inch balls—3 blue balls representing the "DEALER"—in a separate area—and 5 white balls for the player to shoot. It's a great thriller and a lasting favorite everywhere.

39.50

Who's the Greatest of all?

HUNT

LIGHT UP TABLE



with all the big game of the wild jungle to shoot at. Everybody likes the thrills of hunting big game. You're in the jungle with this latest and most beautiful creation by EXHIBIT.

49.50

Locke's Club

LIGHT UP Table



HORSES—HORSES—HORSES—to win—show—or place—with ODDS and everything that makes the old Derby a fascinating pastime. You can't lose—with this newest sensational table—because it's a winner—by EXHIBIT—as usual.

49.50

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 EXCLUSIVE DISTRIBUTORS - NEW YORK STATE - NEW JERSEY - CONNECTICUT

SEE YOUR JOBBER

Premium Firm Celebrates Third Year in Business

NEW YORK, May 25.—Atlantic & Pacific Merchandise Company celebrated its third anniversary in the premium business this week.

They plan some of their greatest sales during the year and claim that every operator who has dealt with them has been retained as a customer.

The firm started into the coin-machine business in small quarters on Fourth avenue and today has grown to be one of the prominent premium firms catering to the coin-machine trade, with large offices and showrooms on lower Broadway.

Ben Josephberg and Herman Scher, who lead the destinies of the firm, are well known to operators, having traveled the country extensively to meet them and also having displayed their merchandise at two conventions.

They manufacture much of their own merchandise and are noted for their digger items. They also cater to a large sportland following and expect to enjoy many more good years in this industry.

Boy Voyage Given Rabkin

NEW YORK, May 25.—A big farewell party was tendered William Rabkin, of the International Mutoscope Reel Company, Inc., upon his departure yesterday for the French coin-machine show in Paris. The party was held on the S. S. Georgic. New York coinmen were present in the suite which Mr. Rabkin had taken for his trip and a huge party was under way until the final minute of sailing. The entire office force and the engineers of the factory were on hand to bid Rabkin bon voyage.

The S. S. Georgic will bring Bill to Marseille in short time. There he will en train for Paris, arriving there on the eve of the show. Machines have already been shipped to Paris for demonstration. The firm's electric traveling cranes will be displayed, as well as the Magic Finger, Shoot-o-Matic and other large equipment.

Among those present at the ship to bid Bill pleasant sailing were Bill Beasley, Richard R. Doerr, Henry F. Sobeck, Herman Cohen, Herbie Sommers, Harry Bowes, Leslie G. Anderson, Ben Smith, Leo P. Bernstein, Bill Gersh, A. A. Berger, Harold Corn, Benjamin H. Haskell, Theodore Blatt, William Leschin, Harry Goldberg, Murray Goldstein, David Simon, William Schork, Carlson, Gatter, Firestein and others of the engineering staff of the firm and office force.

Phono Operator Moves

DETROIT, May 25.—The former Commercial Music and Vending Company has been reorganized as the Commercial Music Company and moved to a new location on Morley avenue. George A. Snyder remains as manager, with John C. Snyder and Theodore Snyder associated with him in the business.

The company now operates music machines only. It has given up the vending department of the business. Fifty-five machines are now being operated, making the Snyders one of the largest operators in the music field in Detroit. Business is reported as fair by Snyder, despite the usual summer slump in cabarets and similar locations, where the music machines are now proving most popular.



BAR AND CLUB ROOM FOR OPERATORS—National Amusement Company, Los Angeles distrib, extend a real welcome to operators. Left to right: A. J. Fox, San Diego operator; Jack McClelland, of National, and Kinzy Smith, bartender.

Helps Ops Make Money

FT. WORTH, May 25.—The Frank-Rich Distributing Company, located in the Medical Arts Building, has been unusually successful since entering the distributing business two years ago.

The firm is piloted by Leslie Frankrich, and he is assisted by his brothers, Sam and Jack, as well as Mrs. Leslie Frankrich. They are State distributors for Stoner products, as well as many other leading lines.

Before entering the distributing business Mr. Frankrich made a close study

of the industry and, seeing the promising future of the business, made arrangements to enter the game. He was an operator before engaging in the distributing end and knows the operator's requirements.

The Frank-Rich firm exerts every effort to see that its customers make money with the equipment sold them. It extends every co-operation possible and will go out of its way to render an operator a service. Substantiating the fact that Leslie Frankrich is well liked by the Texas operators, he was recently elected first vice-president of the Ft. Worth operators' local. Mr. Frankrich has always been active in organization work and is ready at all times to co-operate in any good movement that promises to make conditions better for the operator.

Cigarets Set New High Production for April

WASHINGTON, May 25.—Total cigarette output in the United States during April will probably exceed 10,200,000,000, a survey of the industry indicates. This would be the largest April production in history.

A third successive monthly record for cigarette production will be reported when April figures are released officially by the government in about a week, present indications show.

The April output compares with production of 10,199,611,800 cigarettes in March and 9,293,630,590 in April last year, for an increase of about 10 per cent over April, 1934.

Addition of the April total to that of the preceding three months' output exceeded the 41 billion mark. In the first four months of 1934 the industry produced the then record number of 39,277,727,900 cigarettes. This year, therefore, will show the first four months averaging roughly 500,000,000 more cigarettes per month than a year ago.

Selling Cranes in N. W.

TACOMA, Wash., May 25.—There is one man in the Northwest who talks, sleeps and almost eats cranes. No, not the kind that walk on two feet, but the well-known amusement cranes that are coin-operated. He is F. E. McKee and he is a crane authority. He distributes the Mutoscope products and believes in the machines he sells.

Mr. McKee states: "Crane buyers are usually conservative men, persons who are looking for a safe business that will pay good returns on their capital investment and something that will last and not burn out overnight. Cranes will continually earn profits that are beyond the average investor's fondest dreams. Woman have found their way into the field of crane merchandising, and in one instance a woman of no mean ability actually became so attached to her cranes as to assume the name of Mrs. Crane."

Mr. McKee puts in a big portion of his time traveling over his territory and helping operators establish and increase their routes. He has been in the business for years and is determined to see that the great Northwest is made "crane-minded."

Boosting Racing Games

BOSTON, May 25.—Ben D. Palastrant, Supreme Vending Company of New England, is boosting the Kings of the Turf table game made by H. C. Evans & Company, of Chicago. Mr. Palastrant reports that the game was viewed at his offices by a large delegation of operators with much enthusiasm and since the passage of the racing bill in Massachusetts the demand for the game has been so great he has been calling the factory long distance almost every day for carload deliveries.

He also reports that the double-feature action of the game has been approved by the operators in New England as the greatest for real scoring play which has yet appeared on the market. He believes that with the present enthusiasm for the game a great sales record will be made.

He plans to place the game on the most accessible locations near the new race tracks and believes the take for the operators will be extremely large. He stated that the city is "racing mad" at this time and that the introduction of the game came at the most appropriate time as far as his territory is concerned.

Display Room in Hotel

SHREVEPORT, La., May 25.—W. Y. Lancaster, owner of the Shreveport Coin Machine Exchange, is doing a good job in Huey Long's State as a distributor of coin-operated equipment. Mr. Lancaster has an attractive place in the New Caddo Hotel and operators are making his place one of their headquarters when in the city. His showrooms are always crowded with all the late model machines. Mr. Lancaster prides himself on the fact that he is in a position to render operators a good service and prompt deliveries on all good machines.

SALESBOARD OPERATORS AND SALESMEN Increase your earnings with our new, exciting items. Going like wild. Operate your own route or sell for us on commission. Sold on 100-600-800-Note Boards. Write or wire for details. Be first in your territory. BERKSHIRE COIN PARTY, 130 N. Wells St., Dept. B-5, Chicago, Ill.

ASK YOUR JOBBER

about the BEST OPERATING OPPORTUNITIES directly ahead — His ANSWER will be . . .

"HIT or MISS"

the First of Five BIG MONEY-MAKING

"QUINTUPLETS"

—with Four More To Follow in Line:

"DOUBLE or NOTHING" — "ODD or EVEN"

"LEFT or RIGHT" — "MAKE or BREAK"

WANTED SLOTS

WE WILL TAKE THE FOLLOWING SLOTS IN TRADE OR BUY FOR CASH: MILLS BLUE FRONT MYSTERIES, DIAMOND FRONT MYSTERIES, EXTRAORDINARY MYSTERIES, EAGLE FRONT JACKPOT BELLS, OR VENDERS OF THE ABOVE TYPE, IN EITHER 5c OR 10c PLAY, PROVIDING THESE MACHINES ARE IN A-1 CONDITION AND LATE SERIAL NUMBERS.

WE ARE MISSOURI DISTRIBUTORS FOR:
PACIFIC AMUSEMENT MFG. CO.
 ROTO-LITE \$56.85
 BABY LITE-A-LINE 27.85
 NEONACT 56.85
CHICAGO COIN MACHINE CO.
 BEAM LITE \$39.50
 TIMES SQUARE 75.00

TRY OUT A SAMPLE OF ANY OF THESE LATE HITS AND CONVINCED YOURSELF. Get on Our Mailing List. When in Our City, Pay Us a Visit.

BAUM NOVELTY CO. Phone: GRand 7499 2008-12 ANN AVE., ST. LOUIS, MO.

Distrib Covers 5 States

RATON, N. M., May 25.—The Southwest Vending Company touches five different States in its operation of coin machines. With headquarters in the northern portion of New Mexico, it is easily accessible to Colorado, Texas, Oklahoma and Kansas. It is one of the largest operating organizations in the section and caters to the best locations. W. E. Bosche is manager of the organization and renders his locations an appreciative service.

In Colorado the firm is active only in the southern portion of the State and in the southwestern section of Kansas. In Texas it works in the Panhandle territory and the western section of Oklahoma. It covers New Mexico fully with its operating activities.

Recently, according to Mr. Bosche, the company has encountered considerable trouble with its machines, due to the dust storms. In some of the locations, says Mr. Bosche, the dust obliterated the playing field on pinball games. Mr. Bosche suggests that manufacturers consider the placing of a felt strip under the top of the machines between the glass and frame. This would eliminate the dirt and dust trouble operators have in the dust-storm territories.

Koch as Sales Manager

CHICAGO, May 25.—In line with a carefully planned expansion program, Western Equipment and Supply Company announces the appointment of Al Koch to take charge of the sales department. Mr. Koch's background as a coinman extends back a good many years. He has had a wide and varied experience with practically every type of coin machine manufactured.

Mr. Koch is well known to all of the "old vets" in the business, as well as a multitude of the newer operators.

Upon announcing Mr. Koch's appointment to the sales department of the Western Equipment and Supply Company, Jimmy Johnson made this statement: "I have known Al for a good many years. I have always secretly admired his ability as a coin-machine man. With Mr. Koch in charge of the sales department, operators can be assured of quick, aggressive service. Al will take care of all matters pertaining to sales. I am very happy to have acquired the services of Mr. Koch."

Whiffle Boards Yield Millions in Pin Money to Milwaukee Operators

(Reprinted from The Milwaukee Journal, May 19, 1935.)

By LEWIS C. FRENCH

The ancient game of bagatelle, glossed with modern mechanical tricks and highly promoted as whiffle, has stepped right into the field of big business. The gross in Milwaukee County at the present rate is at least \$27,000,000 a year.

Every time a player puts a nickel or a penny into a pin-game table with its novelties, flashing lights and gadgets, shooting the bouncing ball on its scoring journey, there are at least three people sharing in the profits.

First is the manufacturer. More than 80 firms are producing these shiny tables with their modernistic lines. Several of the largest are in Chicago. Last year they turned out \$15,000,000 worth of machines. The business then was just getting a good start. They cost from \$40 to \$150 each. They are sold outright to operators, of whom there are about 35 in Milwaukee County.

The operator comes second. He puts the machine out in hotel lobbies, office-building corridors, arcades, restaurants, drug stores and taverns. Retaining ownership, the operator makes his terms with the property owner or business man, generally on a basis of a 50-50 split of the profits.

Thousands in Milwaukee

Estimates vary as to how many of these pin tables have been placed in the Milwaukee district. Operators say there are about 3,000 of the machines. Others place the number as high as 12,000. A check shows they are in most of the 2,300 taverns, many of the 400 drug stores and 650 cafes and in nearly every office building where there is room. Some of the larger places have 10 or more machines.

A conservative estimate is that there are about 5,000 of the coin machines on "location" in the county.

And the public gives them a play every day in the week. In the more popular places on a busy Sunday or Saturday night the machines are flanked by half a dozen people, old and young, eager to play. The gross on the nickel machines is said to run as high as \$40 a day, with \$20 a good average.

Most of the machines, say those in

the know, are geared to pay out on a 60-40 basis, 60 per cent to the operator and 40 per cent winnings to the player. The 60 per cent take to the operator is generally split half and half with the property owner or storekeeper with whom the table is spotted.

Penny Machines Profitable

In the penny machines, which in most cases do not pay out slugs or chips, the return is around 90 per cent, to be split between the operator and the location owner. The only cost on these machines is that of the machine, repairs and periodical prizes put up for high scores.

On the conservative basis of \$15-a-day revenue from 5,000 machines there is a return of \$75,000 daily. In a year this reaches the astounding total of \$27,375,000. That's big business in any language.

If 40 per cent is returned in "jack-pots" and the location owners get half of the remainder there is still \$8,212,000 a year gross for the operator.

This gross revenue to the operator is not all velvet. Not that he is kicking any over his returns. For a string of several hundred machines out on location there is a battery of collection and repair men. The operator keeps the lock key.

Collections are made daily, as it is necessary frequently to replenish the chips. Commissions are generally paid on the spot. So organized is the pin-game business that a telephone call about a machine out of order brings an expert repair man in five minutes.

This is a critical year for the coin machines.

Will they be a passing fad like miniature golf? Or will the courts and legislatures interfere? Operators and manufacturers with fortunes at stake, nationally and locally, want to know.

Promoters are eager to lift whiffle out from the dark corners of the old jackpot slot machine and establish it as a game of skill . . . an amusement. If they do they are in clover.

At the recent convention of manufacturers and operators in Chicago proposals were made for an assessment of

\$1 on every machine sold, the proceeds to go into a national legal fund to defend operators in trouble with the law.

Contributions Asked

In Milwaukee many of those having machines in their places of business were called upon for a contribution of \$10 each for a "legal fund." They were told such a fund was being pooled for a staff of attorneys to fight court cases arising out of the machines. Also the money is needed for a push to have it established "on the State law books if necessary" that whiffle is a game of skill and an amusement, not gambling.

Another aim is to establish the right of a player to cash the chips won on the machine for merchandise. A few talk of going further and have the chips redeemable in cash.

Those that paid received a letter to this effect:

"This is to acknowledge receipt of your \$10 you were so kind to donate to our legal fund thru your skill games operator.

"Your operator will advise you from time to time on the progress of our fight for recognition."

Says Defense Promised

"I was told that if arrested there would be legal defense furnished, the best in the city. Fines would be taken care of from the fund," said one who made the donation. . . .

While profitable to those having the machines, competition is pretty keen among the operators seeking location spots. One man told of being offered a more generous cut and even cash to throw out machines of one operator and put in those of a newcomer.

Whiffle has had several brushes with the law in Milwaukee. Each time police seized machines and made arrests the courts heard long arguments on the question of "skill" or gambling.

Parents protested that children were spending lunch money in the penny machines.

Going further, the police seized a machine and refused to return it to the owner after a not guilty verdict from the court. Here was another test. The charge of "gambling" failed, for in a replevin action the return of the machine was forced.

Following several reversals in the Municipal Court, City Attorney Max Raskin took cognizance of the conflicting opinion to advise Chief of Police Jacob Laubheimer against further prosecution under city ordinances.

"While there is a difference of opinion among the judges, there is apparently no lack of unanimity of opinion among members of the juries," wrote the city attorney to the chief.

"Whether a machine is a game of chance or a game of skill is largely a question of fact and not of law. Juries are ordinarily the final judges of fact. Thus when the question of fact arises in a case we accept the verdict of a jury as final. A jury usually reflects the judgment of a community.

Prosecution Useless

"If prosecutions in these cases are to continue they must involve machines that are radically different in construction from those used as evidence in the cases before the juries so as to take them out of the class of games of skill. Also if money prizes are awarded it would be well to make further arrests. In the absence, however, of these two points it would be useless to continue prosecuting persons possessing these machines. Under the present ordinances and with the decisions of the jurors in such matters as they are, I feel constrained to hold that it is useless to prosecute whiffle-board cases."

That was that for the police department. Rejoicing whiffle-board operators began to plan big tournaments.

While operators are said to be a bit more than willing to be licensed, municipal authorities so far have avoided this regulation feature.

"That would be complete legalization," was the comment from the city attorney's office. Other city officials expressed the conviction that a license system for whiffle was "going a bit too far."

Plan National Tourney

Promotion of the pinball games is being sponsored by the Skill Games Board of Trade of Wisconsin. Most of the larger operators and distributors are members. A downtown office has been

READY SOON!

RANGER

PISTOL PRACTICE GAME

WITH OR WITHOUT

AUTOMATIC PAYOUT

WILL POSITIVELY BE SOLD ONLY ON EXCLUSIVE TERRITORY FRANCHISE

WRITE FOR PROPOSITION - TODAY!

BALLY MFG. CO.
242 BELMONT AVE., CHICAGO

HORSE SHOES

A GREAT COUNTER GAME

Player selects his horse —

WHEEL —

Select —

or —

either 1-2-3-4-5 or 6 —

which corresponds with numbers on one of the cubes.

Another cube indicates WIN — PLACE and SHOW. The third cube quotes the various pay-off odds to WIN —

for PLACE and to SHOW. Plays pennies, nickels, dimes and quarters.

Slightly used. Guaranteed good as new.

SPECIAL \$7.50.

1/3 With Order, Balance C. O. D.

(We Sell to Professional Operators Only.)

The ELECTRO BALL COMPANY, Inc.

DISTRIBUTORS

1200 Camp Street DALLAS, TEX.

The ELECTRO BALL COMPANY, Inc. DISTRIBUTORS 1200 Camp Street DALLAS, TEX.

"THE FAN DANCER"

BIGGEST HIT SINCE THE KEWPIE DOLL

A Sensational Flash Number for Concessionaires, Carnivals, Parks, Fairs, Etc.

These Fascinating Statuettes are 12" high. A work of art, cast solid of strongly reinforced plastic composite. Hand painted flesh color. Real Natural Feathers — Red, Blue and Green.

New Low Prices

SALESBOARD OPERATORS AND DISTRIBUTORS

write quick for the "L.O.W.D.O.W.N." on our new profitable Salesboard Deals. Be the First in Your Territory. Or save time by sending \$4.20 for Trial Order Assorted Colored Fans, Express Collect. Or \$1.00 for Single Sample, prepaid.

GAIR MFG. CO.,

Dept. 205, 1916 Sunnyside, Chicago

established. The board officers include Isadore Jay, Jay Distributing Company, chairman; William Montrose, West Allis, vice-chairman; Edward Makus, Makus Sales Company, treasurer, and Carl Shy, Shy Brothers, secretary. A national tournament is being sponsored this week.

"That's just a start," said Chairman Jay. "Why I can remember when I was in the movie business 27 years ago the reformers kicked about them. It was difficult to get respectable people to attend. Now look. We've got some pioneering to do."

"When the public cries for something the demand must be filled. And the public wants whiffle. You see whole families playing. It's an innocent, economical sport. More than that, it saves people from vice and gambling. It's a big thing and getting bigger."

The amount of money dropped into the machines by people to watch a bouncing ball shows that Chairman Jay is right . . . it is a big thing.

The promoters are only hoping that the public, the paying public, will get over "being nuts on chain letters" and go back to whiffing.

Papers Question Tournament Ads

GET READY!!!

Big Whiffle Tournament

(Pin Ball Skill Games)

FRIDAY MAY 24 SATURDAY 25 SUNDAY 26

FUTURISTIC BALLROOM

Second St., 1/2 Block South of Wisconsin Ave.

Benefit Badger Assn.

\$1,000 in Prizes for the Blind **\$1,000 in Prizes**

Auspices Skill Games Board of Trade of Wisconsin.

GENERAL ADMISSION, 25c (Includes all games played FREE) ENTRY FEE, 25c DOOR PRIZES DAILY

This is the display advertisement of the Milwaukee tournament which the Milwaukee newspapers at first rejected. The excuse given for rejecting the ad was that it mentioned prizes.

At the same time one of the daily papers was running a picture-puzzle contest of its own, offering prizes, and also both newspapers were carrying advertising of another big event in the city which offered door prizes.

Apparently the real reason why the papers at first rejected the tournament advertising was because the management was not well informed as to modern pinball games and therefore had doubts about their legitimacy. Officials in Milwaukee had also staged a number

of prosecutions against the games, but as many as six jury trials had freed the operators in each case. The city prosecutor thereupon declared that public opinion was undoubtedly in favor of the games and publicly announced his intention not to prosecute further.

If operators in other cities have their advertisements of pinball games or tournaments rejected we can supply copies or photostats of *The New York Times* in which advertisements of pinball games and sportlands appear. When a conservative and reputable paper like *The New York Times* accepts advertising of these games then other newspapers are assuming a very self-righteous attitude to reject such advertising.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Regular Players Are 50 Per Cent

WASHINGTON, May 25. — Despite prognostications of professional "gloom dispensers" and the ever-present cry of "doubting Thomases" that "it won't last," skill games in the capital city roll merrily on to even greater popularity. This encouraging and optimistic note was struck when *The Billboard* correspondent in an interview with Carl H. Barlow got some interesting trade tips during the noonday rush at Mr. Barlow's Playland, located in the heart of Washington's business district.

Mr. Barlow, for many years closely identified with the show business, realizes and takes advantage of the potential values of proper exploitation. With this knowledge and an even more astute understanding of human psychology, he has managed to build, during a period of seven months, one of the best equipped skill game centers in the city.

Mr. Barlow is an advocate of the old adage, "The customer is always right." This policy, he states, pays the largest dividends in the end, and as a result of it during the whole time of his operations Playland holds the unique record of never having had any kind of an argument.

With the spring season well on the way, Mr. Barlow gives the first indication of his keen foresight and ability to grasp exploitation possibilities. At baseball games, he declares, it is a simple matter to give out schedule cards on coming games. These cards in addition to giving the baseball fan information on coming games also supply him with information on where he can amuse himself playing pinball. It's a handy useful card, and the fan is constantly reminded of the fact that Playland is the indoor sports arena.

"Business is no doubt getting better," Mr. Barlow told *The Billboard*. "I have on an average of 500 to 600 folks stroll

in here daily and I can safely say that 50 per cent of them are steady customers. I have all my own machines. And I change them constantly. I have found this to be the better plan, since the regular customers demand it."

When asked the obvious question, what he did with the old ones, Mr. Barlow replied that he found no trouble in jolting them. Altho they were second hand, he said, there were plenty of smaller places such as drug stores, cigar stores and others that created a strong demand for his machines.

"I have, of course, a tieup," he continued, "with several of the leading stores in and about the neighborhood where my coupons may be exchanged for merchandise. In addition to this I have a tieup with the movie theater next door. Every ticket purchaser at the movie also receives a ticket to Playland entitling him to two free games. This, of course, brings in new customers and at the same time gives me an opportunity to make personal contacts."

With regular customers Mr. Barlow also offers another interesting attraction. He keeps a set of books and the scores made by his regular trade from time to time are entered therein as credits. They can take out a portion of these or the entire account if they so desire in exchange for merchandise either in Playland itself or in any of the stores in which Playland coupons may be exchanged. In this connection (See *Regular Players* on opposite page)

Arcade Going 22 Years

DENVER, May 25. — E. E. Werdin, owner of an arcade or sportland, recently celebrated his 22d year in the same location here. On this anniversary he gave his customers 22 plays on penny games for 20 cents. Last year he gave them 21 games for 20 cents and says as time goes on he will continue his bargain anniversary. It is really surprising, says Mr. Werdin, the number of customers who would ordinarily leave their spare pennies with me, and some extra nickels, who want to get my bargain anniversary offer.

Mr. Werdin keeps his place well lighted, and especially is the front kept attractive. He has enjoyed successful business in the spot for 22 years and plans to keep up the good work. He says he has no trouble securing a crowd, as his place faces Curtis street, one of the busiest in Denver.

AMPLIFICATION

One of the newest and most novel ballyhoo systems now employed by the leading sportlands everywhere is the use of an electrical amplification system for attracting attention to certain games as well as to the sportland itself.

The Broadway sportlands, which are the criterion of the sportland world, have been using amplification for some time. Its use has been confined to the inside of the sportland and the ballyhoo has been to stimulate play on certain favored games.

An outstanding example of the use of electrical amplification is found in the Faber sportlands. In the newest spot of this aggressive sportland owner, at 48th street and Broadway, the amplifier has been used to attract the crowds to any of the machines which were open at the moment.

The manner of use is interesting. The microphone is usually placed at the merchandise counter. Here one attendant whose voice has been tested and who has proved himself capable of gathering the crowd will announce at intervals certain features which the sportland offers.

At the 48th street and Broadway sportland, because of the large crowds about the new poker Checker games, the announcer has been keeping his eyes on these tables and the moment one player leaves the game he announces to the gathering the fact that the game is ready for someone else.

At the same time the announcer also features merchandise which the firm has on hand. He tells the players that "but 15 points" will get such and such. He continues a steady oration along these lines and it has proved unusually successful.

Certain spots favor the system for the fact that it has the atmosphere of the circus "spieler." The general belief being that ballyhoo of this sort is necessary to gain attention for certain products and certain games and that only in this manner can this feature be established.

At the same time that the amplifier is being used, the sportland still features its radio or phonograph music. There is no doubt that phonograph records are the best so far. The fact that static in radio reception hurts the music and also the fact that advertising of certain products interrupts the programs has been discovered to actually disconcert attention. The steadiness of phonograph record music has proved to be the best for the sportlands because of the above reasons.

Amplification is one of the newest features and originates from its use in amusement parks and at large events of every sort. The cost is not high. The returns and the attention it gains overshadow its expense. There is a certain lure to listening to the voice of the announcer, which attracts greater patronage. Any special event requires the use of the amplifier and it has proved to be the best system which has yet been installed in all major sportlands to attract the crowds to certain contests.

In due time, it is believed, amplification will be universal in the sportland world. Because of the necessity to attract the attention of the patrons to the features which they can receive and enjoy in every sportland, this use of amplification is already an approved method.

Progressive sportlands will install amplifying systems to improve their own business. Its many advantages can be noted at any one of the major sportlands. Its greatest use at the present time in New York is by the Nat Faber sportlands.

Sportland Men Discuss Summer

CONY ISLAND, N. Y., May 25. — More than 25 sportland owners of this resort met at the Clam Bar on Surf avenue here this week to discuss the coming season and the entrance of the group as a whole into the Amusement Men's Association.

Murray Goldstein, business secretary of the organization, called the meeting and was pleased by the large turnout. It is his belief that the Coney Island sportshops will do a big business this year and that they should get together into a solidified group to help each other through the season and to promote ethical operating conditions as sponsored by the Amusement Men's Association, Inc.

Mr. Goldstein reported that the meeting was one of the most enthusiastic he had attended.

Many plans are being prepared by Murray Goldstein for the benefit of the Coney Islanders and he will call regular meetings in their own balliwick so that they can have the latest information of progress being made in the city as well as the latest rulings of the organization and the commissioners.

played at all sportlands and that the general trend is for color in men's shoes this summer.

Being the pioneers of the movement, the firm has decided upon a novel and unique display plan for the sportlands. It is certain, they state, to attract a great deal of attention, which will aid the sportlands. The colors of the Hollywood Slax are red, white, sand, canary, yellow, blue, orange, green and many other colors now popular in men's shirts, ties and other haberdashery.

Sportland Using Papers

NEWARK, N. J., May 25.—The Stirling Sportland, 4 Beaver street, has started a campaign in the Newark newspapers to gain greater patronage as well as more favorable public opinion for the sportshops in general, and Dick and Ben Steinberg, owners, report that they believe the time is ripe for a campaign in the newspapers similar to theatrical advertising as done in New York.

Dick and Ben have demonstrated their progressiveness in the beautiful spot which they opened here. They also have some unique plans which they claim will bring about a new era in the Sportland field.

Seventy-line ads are appearing at present in *The Newark Ledger* and *The Newark Star Eagle*. *The Newark Evening News* will be the follow-up paper for the campaign. The advertising will be along institutional lines for the present, but will be varied to meet situations as they rise. This is the first sportland in this city to use newspaper space.

Introduce Colored Shoes

NEW YORK, May 25. — Adler Shoe Stores, closely co-operating with the sportlands here, will introduce color in shoes for men. The shoes are to be known as the Adler Hollywood Slax. The firm reports that the shoes will be dis-

Peanut and Gum Venders
Table Size also made. Write for Operators' Prices.
SELF-SERV. MFG. CO.
CAMDEN, N. J.

TRY AND BEAT IT!
1935 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it.
NOW **\$5.75** 5 TUBE RADIO
In Lots of 6. Sample **\$6.15** 5 RCA Lic. Tubes
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. current, Super-Tone Quality, Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.
F. O. B. New York 25% Dep.
PLAYLAND SUPPLY CO. 118 East 29th St., NEW YORK CITY.

The Famous LITTLE NUT Size 5" x 7 1/2" Price \$2.50
The NUT HOUSE, the most attractive Peanut Vendor ever built. Size 7" x 4 1/2" x 7 1/2". Price, \$3.00. Sample Orders, 50c Extra, Postpaid.
LITTLE NUT VENDOR COMPANY, Lansing, Michigan
The NUT SHOP 6" x 4" x 3", Capacity, 3 Pounds. Price \$2.50
The Lowest Priced Vendors in America. They have proven to be the Best of ANY Price.

COUPONS AND TICKETS FOR Merchandise Premiums Used With Pin Games, Marble Games and Other Machines
100 8th AVE. SPORTLAND 100
WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAD STRIP TICKETS-COUPON BODY-RESTAURANT CHECKS POLL AND MACHINE TICKETS
ELLIOTT TICKET CO. (12 VESTRY ST., N. Y. C. 127 N. DEARBORN, Chicago 615 CHESTNUT ST., Phila.)

Coinographies

Words and Music About People According to

The COINOGRAPHER

Way back in 1920, while enjoying life in the bakery business, he decided to take a short vacation. So he started out on what proved an eventful trip, one that changed his complete business outlook. While traveling along he looked thru the pages of a magazine and thereby noted an ad which proclaimed to all and sundry that a few dollars in coin-operated equipment would start the purchaser on the road to independence, affluence, etc.

He purchased five target machines for \$100, which he paid for in three months, and so started another eventful career. After that auspicious beginning he borrowed \$500 on which he was forced to pay 24 per cent interest and within six short months he had 628 targets in operation in his city. But with the last machine he purchased from a dealer he found thereon the name of the manufacturer and from these forth things were entirely different.

One day, losing more than 37 of his targets in a general crusade, he decided to enter the safe-and-sure peanut machine biz. And at one time he had almost 1,500 of these in operation. A record in that city. And from there

also very conservative in his purchases and will make many inquiries previous to closing a deal . . . likes to drink . . . it makes him feel happy . . . his hobby is playing checkers . . . claims his wife can't get him to eat at all . . . he is a big friend of children . . . will spend hours amusing a crowd of kids with his tricks . . . will also buy them ice cream and candy until he gets them sick and then will worry about them all night . . . sleeps in old-fashioned nightgowns . . . they're made to order for him . . . can't get pajamas that fit . . . he's that tall . . . his favorite fruit is tomato juice . . . drinks long glasses of it almost continuously . . . likes lots of butter with his meals . . . can sop up cup after cup of coffee as if it were water . . . eats more at one sitting than the average man does at three . . . always willing to go places and do things . . . is known in the industry as a real sport . . . has a resonant baritone voice . . . gets a big thrill when he puts over one of his card tricks . . . paid \$25 for a single coin to perform one of his best tricks . . . will take a chance on almost anything his partner tells him . . . claims his partner is the shrewdest buyer of merchandise in the world . . . wants to stay in the coin biz forever.

His name is Henry C. Lemke, Lemke-Marshall Corporation, Detroit. Everyone calls him Henry, too.

Milwaukee Ops Praised for Handling of Pinball Tourney

MILWAUKEE, May 27.—The Milwaukee Pinball Tournament, a pioneer event of its kind, closed here Sunday evening after running for three days. It was held in the Futuristic Ballroom in the downtown section by the Skill Games Board of Trade of Milwaukee, and the proceeds were given to home for the blind.

More than \$1,000 in merchandise premiums were beautifully displayed on the stage and included everything from small novelties to fine bedroom suites. Publicity to the event had been given in newspapers and over local radio station, and advertising space was also used in newspapers. While attendance did not reach the high totals the association had hoped for, managers of the tournament expressed satisfaction at the many benefits which would result to the operators from the publicity given the event. Management of the tournament

K. C. ALWAYS FIRST

IMMEDIATE DELIVERY. NEW MACHINES.

DEALER (Exhibit)	\$39.50
GATEWAY (Exhibit)	95.00
TIMES SQUARE	75.00
FLASH	67.50
KINGS (Genco)	44.50
STARLITE	49.50
SKYSCRAPER (Formerly \$47.80)	27.50
BEAMLITE	39.50
TRAVEL	42.50

USED MACHINES.

BEACON	\$25.00
TIMES	22.50
DROP KICK	15.00
SUBWAY SPECIAL	12.50
LIVE POWER	15.00
GANNON FIRE (Mills)	24.00
FLEET	9.00

Send for Catalogue on Machines.

FULL LINE OF PREMIUMS FOR SPORTLANDS AND ARCADES.

K. C. NOVELTY CO., Inc., 415 MARKET ST., PHILADELPHIA, PA.
BELL PHONE: Market 4641.

LATEST MACHINES

KINGS	\$44.50
FLASH	67.50
DEALER	39.50

IMMEDIATE SHIPMENT

KINGS OF THE TURF	\$49.50
BABY LITE-A-LINE	27.85
SINK OR SWIM	39.50

TRAFFIC, Model A, \$99.50; Model B, \$94.50; Model C, \$49.50.

SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O.

WRITE FOR OUR PRICES ON ANY USED MACHINE YOU WANT.

REGULAR PLAYERS
(Continued from opposite page)
courtesy and honesty have played a big part in winning over many of his clients, who after six months have come to appreciate the value of a square deal. In preparation for the coming hot

weather days Mr. Barlow has installed a system of super-power electric fans which should prove a welcome relief to many of the capital city's citizens pounding sun-baked pavements. Later, probably in the fall or early spring, he contemplates a complete new air-cooling system, after the manner of the modern movie palaces.

Playland contains some 40 machines lined up attractively and conveniently along the walls. Behind them are ranged on shelves prizes of all descriptions, including the regular line and some picked by Barlow himself in an effort to meet the requirements of the few who "want something different."

In confirmation of his previous statement that "business was indeed on the uptrend," Mr. Barlow revealed the fact that he had just signed a three-year lease in his present location. In addition to this he has at no small expense set up a neon sign which more than convincingly marks the location as "Playland."

\$1.00 STARTS YOU IN BUSINESS

BIG MONEY—ALL YEAR ROUND

Our Guarantee of Best Quality at Lowest Prices Beats Any Competition.

WASH TIES! \$8.50 Gr.—90c Sample Dz.

Printed Broadcloths and Percalines. Guaranteed Washable. Greatly in Demand!

SILK-LINED TIES

\$18.00 Gr.; \$1.75 Sample Doz. New Low Prices on Boucles, Satin Stripes, Woven Jacquards, Latest Seasonal Patterns.

PATENTED

SLYDE-ON Ready Tied Ties!

\$30.00 Gross—\$2.75 Sample Doz. COMPLETE LINE MEN'S NECKWEAR!

MEN'S HOSE, SHIRTS AND TIES TO MATCH and Other NOVELTIES.

Send for Our ILLUSTRATED CATALOGUE and See for Yourself why OUR MEN ARE THE BIGGEST MONEY MAKERS!

25% Cash—Bal. C. O. D.—Money Refunded.

BOULEVARD CRAVATS

22 W. 21st Street, Dept. B 6-1, New York

Selling Big

No. B191—Austrian Wind Lighter. This polished Brass lighter has outlived hundreds of other gadget lighters because it gives satisfaction. A positive light in the wind. Uses benzine for fuel and has positive wheel action. Streetmen, Dealers, Operators, don't pass this up. Dealer.

\$3.60

B192—Japanese Wind Lighters, as above. Dozen.

2.25

25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB,
223 W. Madison St., Chicago, Illinois

GENUINE PIPES WITH CARVED BOWLS

Filter Attachment in Each Pipe.

\$18 Gross

Also Smooth or 17 Sand Blast Bowls, Gr. Genuin Briar, etc.

25% with Order, Bal. C. O. D.

MARKMAN PIPES, INC., 307 6th Ave., N. Y. O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



H. C. LEMKE

he graduated to the slot-machine game. In five short months he purchased his own home and felt like the "king of the mountain." But old man hard luck stamped on his trail again and in one night he lost \$2,700 worth of his equipment.

And so he went back into the bakery business. But not for very long. "Once an operator always an operator," he says. The easy life had him. And with the old spirit returning after a year or so in the bakery business he again entered the coin biz in 1927, but this time as a jobber.

One of the first machines he sold as a jobber was the Ballyhoo and then away. He estimates his sales of the latter around 1,200. And there was no stopping him. He plunged into the jobbing business with a will. Today he is considered one of the larger jobbers in the country. He now has a partner, due to the rapid expansion of his business, and between the two of them they have been able to create one sensation after another in their home town. They have nine trucks of their very own and more than 28 employees running about the landscape. They have been making some record sales and they are reputed to be among the leaders in their business in a financial way.

Our hero is about 6 feet 5 inches tall . . . weighs about 215 pounds . . . he would much rather sleep than eat . . . has a fun-loving disposition . . . has two dogs of which he is so proud he continually brags about them . . . one is past 16 years of age . . . he (not the dog) can perform card tricks and other tricks of magic . . . carries his tricks right with him . . . likes to sing sad songs . . . is very emotional . . . has a small mustache . . . looks much younger than his years . . . is very earnest in conversation . . . is

THE DRIVE ON GAMBLING



—Chicago Daily News.

POKER-FACE CHECKERS
AND
CHECKER-LITE

AT A PRICE THAT WILL MAKE THEM THE OUTSTANDING PIN GAME VALUES OF THE DAY

"Clicks the Score Before Your Eyes"

CONSISTENT EARNINGS WEEK after WEEK on the same locations and still holding up in player interest and PROFITS!

3 Interchangeable Pin Games for the Price of One!

WRITE TODAY or See YOUR JOBBER

MANUFACTURED BY
INTERNATIONAL MOTOSCOPE REEL CO. 516 W. 34th ST. INC. NEW YORK CITY
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

WORLD FAMOUS SINCE 1895
MOTOSCOPE

Order 5 Carloads of New Baseball Game by Stoner

BROOKLYN, May 25.—Dave Robbins, of D. Robbins & Company, returned from a week-end trip to the plant of the Stoner Corporation, Aurora, Ill. Robbins said he went to see the first production sample of Ball Fan, a new table baseball game. He is highly enthusiastic about the potential sales of this machine and approves it as having a perfect mechanism and clever playing features.

Robbins said he placed an order for five carloads to be shipped to Brooklyn as quickly as possible. He has distribution on the game for New York, New Jersey, Connecticut and Philadelphia.

ROUTES

(Continued from page 63)
Virgil, Illusionist: Kingsbury, Calif., 30-31; ordered June 1.
Wright, C. A., Dog & Vaude Show: Stratford, Vt., 29-30; W. Fairlee 31-June 1.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Tamaqua, Pa., 29; Hazleton 30; Mt. Carmel 31; Danville June 1; Sunbury 3; Milton 4.
Bishop Tent Show: Duncannon, Pa., 27-June 1.
Blythe Players: Huntington, Vt., 27-June 1.
Chase-Lister Co.: Winterset, Ia., 27-June 1.
Choates Comedians: Cobden, Ill., 27-June 1.
Ginnivan, Frank, Dramatic Co.: Adrian, Mich., 27-June 1.
Heffer-Vinson Show: Cynthiana, Ky., 27-29; Lexington 30-June 1.
Kell Show: Nashville, Ark., 27-June 1.
Lewis, H. Kay, Players: Habel, Minn., 27-28; Harmony 29; Spring Grove 30-31.
Lockboy's Comedians: Jefferson, S. C., 27-June 1.
Nash Players: Carson City, Mich., 30-June 1.
Princess Stock Co.: Cole Camp, Mo., 27-June 1.
Sadler's Own Co.: Tyler, Tex., 27-June 1.
Shout Players: St. Charles, Mich., 30-June 1.
Stone, Hal, Show: Willow Springs, Mo., 27-June 1.
Sweet Show: Sutherland, Ia., 27-June 1.

ADDITIONAL CIRCUS

Barnes, Al G.: Salt Lake City, Utah, 3; Idaho Falls, Ida., 4; Butte, Mont., 5; Helena 6; Great Falls 7; Havre 8; Shelby 9.
Bailey Bros.: Bartlesville, Okla., 28; Nowata 29; Okemore 30; Vinita 31; Miami June 1.
Haag, Mighty: Somerset, Ky., 30.
Hunt: Pascoag, R. I., 29.
Milliken Bros.: Roaring Springs, Pa., 28; Port Matilda 29; Milheim 30; Laurelton 31; Middleburg June 1.
Mix, Tom: Ellensburg, Wash., 28; Wenatchee 29; Coulee Dam 30; Spokane 31; Coeur d'Alene, Ida., June 1; Missoula, Mont., 3.
Orange Bros.: Delphi, Ind., 28; Monticello 29; Rensselaer 30; Kentland 31; Watseka, Ill., June 1.
Hoopston 3.
Polack Bros.: Bendleton, Ore., 3-8.
Seal Bros.: Beatrice, Neb., 30.
Vanderburg Bros.: Homewood, Ill., 29; Tinley Park 30; Minooka 31; Newark June 1; Ohio 3.

ADDITIONAL CARNIVAL

All-American (Rip Butts): Brownwood, Tex., 27-June 1.
American United: Toppenish, Wash., 27-June 1.
B. & B.: Gary, W. Va., 27-June 1.
Bantly: Punxsutawney, Pa., 27-June 1; Ford City 3-8.
Barkow Bros.: Defiance, O., 27-June 1; Bryan 3-8.
Beckmann & Gerety: (Kingshighway & Natural Park) St. Louis, Mo., 27-June 1; Mattoon, Ill., 3-8.
Be, F. E.: Frankfort, Ky., 27-June 1.
Bunts Greater: Winstboro, S. C., 27-June 1; Clinton 3-8.
Coleman Bros.: Willimantic, Conn., 27-June 1.
Colley, J. J.: Earlsboro, Okla., 27-June 1.
Cumberland Valley: Shelbyville, Tenn., 27-June 1.
Dixie Expo.: Whitesburg, Ky., 27-June 1.
Georgia Attra.: Drayton, S. C., 27-June 1.
Gooding Greater No. 1: Nelsonville, O., 27-June 1.
Great Coney Island: Dyersburg, Tenn., 27-June 1.
Greater United: Hearne, Tex., 27-June 1; Jacksonville 3-8.
Hames, Bill: Olney, Tex., 27-June 1.
Hansen, A. C.: Winchester, Ky., 27-June 1; Maysville 3-8.
Happyland: Royal Oak, Mich., 27-June 1.
Heth, L. J.: Old Hickory, Tenn., 27-June 1.
Howard Bros.: Parkersburg, W. Va., 27-June 1.
Joyland: Coalport, Pa., 27-June 1; Houtzdale 3-8.
Kaus United: Dunmore, Pa., 27-June 1.
Keystone (Correction): Parkers Landing, Pa., 27-June 1.
Krause Greater: Greensburg, Pa., 27-June 1.
Lewis, Art: New Britain, Conn., 27-June 1; Central Falls, R. I., 3-8.
Martin Bros.: Tazewell, Tenn., 27-June 1.
Midwest Expo.: Sullivan, Ind., 27-June 1.
Misty Argyle: (29th & N. Jefferson) St. Louis, Mo., 27-June 1.
Murphy, D. D.: (Gravois & Morganford) St. Louis, Mo., 27-June 1; (19th & Penrose) St. Louis 3-8.
(See ROUTES on opposite page)

12 Inches High
New Flash Finishes



45c
Completo. Dozen Lots.

45c
Completo. Dozen Lots.

No. 67-S—ELECTRIC TROPHY LAMP.
Concessioners—Park Men

Get in on Top Money Getters. Write for Illustrated Catalog. New Chrome Ware, New Novelties, New Coin Game Flash, New Plaster, New China, Shirley Temple Dolls.

WISCONSIN DE LUXE CORP.
1902 No. Third Street, Milwaukee, Wis.

OUR CATALOGUE READY NOW

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY. *Write* FOR CATALOGUE

MIDWEST MERCHANDISE CO.
formerly MIDWEST NOVELTY CO.
1026 BROADWAY, KANSAS CITY, MISSOURI.

Special Offer Prize Package Candy Users

We offer you the best selection of prizes ever offered to the Trade, in units of 300 and 350 packages. Packed with candy that will repeat, and an assortment of large flashy prizes.

300 Packages - - \$11.25
350 Packages - - 15.00

F. O. B. Dallas

Choice of "Sweet Dreams," "Ace High" and "Treasures." Order trial unit today. If not satisfactory, we will gladly refund your money.

SOUTHERN PREMIUM MFG. CO., Dallas, Texas

WILLIAM GLICK EXPOSITION SHOWS, INC.
AMERICA'S BEST

Can place two more Shows of merit, also Fun House and Deep Sea Show. Have opening for Grind Stores, also Ball Games, Pitch Till You Win, Spot the Spot, Hoop La, Cigarette Shooting Gallery, Bowling Alley, Glass Stores and Blowers. Will sell Popcorn and Peanuts exclusive, also Waffles and Candy Apples. Can place Weighing Scales and Nail Game for center of Midway. Write or wire **WILLIAM GLICK**, General Manager, week of May 27, Perth Amboy, N. J.; week June 3d, Elizabeth, N. J., Benefit Elks' Crippled Kiddies Fund, the biggest date in New Jersey this year in the heart of the city.

T. J. TIDWELL SHOWS WANTS SHOWS and CONCESSIONS

Pit Show or Acts for Pit Show. Have new 100-ft. top, 120-ft. pipe banner line for same. Mechanical Show, Monkey Show, Illusion Show. Will book Picture Machine, Frozen Custard, Candy Floss, Root Beer. Will buy Country Store. This show has contracts for 18 weeks of Fairs in good territory where crops are good. Wire T. J. TIDWELL, Shamrock, Tex., week May 27th; Borger, Tex., week June 3d.

SHOWS WANTED

Shows with own outfits and Legitimate Grind Stores wanted for Firemen's Convention, Mt. Joy, Pa., May 30th, 31st and June 1st. Also for Bryn Mawr Hospital, Devon, Pa., American Legion, Oaklyn, N. J.; Lansdowne, Pa., and six other good spots near Philadelphia to follow.

HARRIS KAY COMPANY, Amusements, 1321 Arch Street, PHILADELPHIA, PA.
Bell Phone: Rittenhouse 1670.

MANHATTAN CHOCOLATES

A High-Class Chocolate Intermediate with one layer of Assorted Chocolates Individually Cupped. This Attractive, Colorful Box is the Concessionaire's Money Maker. Packed 6 Doz. to Carton.

70c Doz.
\$4.20 Carton
25% Deposit with Order, Bal. C. O. D.

Marvel Candy Co., INC.
101-103 Wooster St., NEW YORK CITY.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COIN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
TIPECANOE CITY, OHIO

PAN AMERICAN SHOWS WANT

Shows and Show People. Will furnish new outfits up and ready to go for capable, reliable Girl Borne that can work to all 60/40 basis. Have complete Illusion Slide Show with several Illusionists will furnish to producer. **WANTY** Independent Shows, also Colored Minstrel People, Concessionaires CAN PLACE Wheels, Grind Stores and legitimate Concessions of all kinds. Address Danville, Ill., this week; Kankakee, week of June 3.

BRUCE GREATER SHOWS WANT

RIDES—Loop-the-Loop or any flat ride that doesn't conflict, will furnish wagons. SHOWS—Ten-in-One or any good Grind Show, will furnish outfit. CONCESSIONS—No exclusive except Cookhouse, Corn Game and Frozen Custard. No graft. Dave Wise wants Agents. Chattanooga, Tenn., in City Park, this week. Address

W. R. HARRIS or MRS. J. H. BRUCE.

KRAUSE GREATER SHOWS WANT

Plant Show with small band, will furnish outfit. One more show not conflicting. Want Legitimate Concessions. Opening for Cook House for season. Opening for Photo Gallery and Long Range Shooting Gallery. Address this week, Greensburg, Pa.; week June 10th, Legion Firemen's Home Coming Celebration, Cherry Tree, Pa.; week June 17th, Franklin, Pa.

WANT

Man to contact and book Fairs for KAY BROS. CIRCUS. Work on percentage. We give full circus performance, including Elephants, Trained Dogs, Horses, Ponies, Japanese and Indian Performers, Cowboys, Clowns, Trapeze and Bar Act, Fire Acts, real Circus Band. Address **W. R. KETROW**, Kay Bros. Circus, Cumberland Hall, Broadway at 64th, New York City.

Wanted For BARKOOT BROS. SHOWS

CAN PLACE high-class Shows with own outfits. Special percentage. CAN PLACE Tilt-a-Whirl and Chairplane and two Kiddie Rides. WANTED—Stock Concessions of all kind. Cook House, Grab and Popcorn, green, Eddie Hummer wants banners for Girl Show. Also want Ride Help. Harry Hummer write. Address BARKOOT BROS., Lawrence, O., care of Streets, May 27 to June 2; Wren, O., to follow.

TRUCK BARGAIN

1931 Tractor-Trailer. Air Brakes, Sleeper, Cab. Fully equipped. Good tires. Sacrifice, truck sale, or rent with option to buy. Prefer outright sale. Will haul 12 tons without any trouble. Address

VIC OWEISE
806 Letchworth Dr., Akron, O.
This is a Real Bargain.

WANT

Good clean Half and Half with flash and photos for Annex.

WORLD OF MIRTH SHOWS

Plainfield, N. J.

West Bros. Amusement Co.
WANTS Stock Concessions, Man and Wife for Photo Gallery, Man for Corn Game, Pit Show people. Must have something to put inside. Will seek Meteorite, Loop-Plane, Carpenter-Building, Ride Help. This week, Canton, Ill.; week June 9, Keosauqua, Ill.

BAR-BROWN SHOWS WANT

FOR ROSSVILLE, TENN., LEGION SPRING FESTIVAL, NEXT WEEK, AND OTHER GOOD ONES FOLLOWING.
My Show not conflicting. Flat Ride, Kiddie Rides and legitimate Stock Concessions. WANTED—Singer Performers and Musicians. Good proposition to snappy Colored Band. Pit and Rally Attractions for Side Show, capable and reliable Ride Men. Performers with stock for Lunsford's Wild West. Address C. E. BARFIELD, Sumnerville, Tenn.

WILSON'S SHOWS

OPENING SAGINAW, MICH., MAY 30
CAN PLACE Shows with own outfits. Concessions all open. Must be legitimate. We have three Rides and have good route, all under strong auspices. Write or wire WILSON SHOWS, 24th and Washington, Saginaw, Mich.

AT LIBERTY-THREE RIDDLES

Two girls, one sent. Two Swinging Ladders, two Swinging Perches, feet Double Traps, Single Iron and Single Foot Revolve Acts. All by two girls. ENT—Banners, Tickets, Announcements. COL—SIS—Side Show and Concert Acts, Punch, Magic, Fire, Lecturer and Openings. Have own main house truck. Write or wire to JACK RIDDLE, Clinton, Ill.

Corey Greater Shows

WANTED—Shows, Hula Dancers and Concessions. Address
ROSSITER, PA., this week.

GIRLS WANTED--GIRLS

Personal, Rhumba, Strip, Tease, Caricosa Dancers. Good Rhino Singer, Chorus Girls that can lead members. Other useful Girl Show People. Address JACK HUDSON, Oil City, Pa., this week; Tienville, Pa., to follow.

WANTED

Shows, Concessions except Ringo and Novelties. John Kinsey, Kan., Picnic, Week June 8. Party Fairs and Celebrations. BRODBECK SHOWS, Larned, Kan.

J. J. PAGE SHOWS

Can place Concessions all kind. Come on. Shows with or without own outfits. RIDES—Will book Loop-o-Plane. Can place Sideshow people. Address Oak Hill, W. Va., this week; next week, Princeton, W. Va.; then Bluefield, Williamson, Logan and Keystone, Fourth July Celebration; all West Virginia. These are best spots in West Virginia.
Address J. J. PAGE SHOWS, Oak Hill, W. Va.

STANDARD AMERICAN SHOWS

(FORMERLY ROLAND SHOWS)
WANTS Shows with or without outfits. WANT Flat Rides and Kiddie Ride. CONCESSIONS—Ball Games, Pitch-To-Win, Photo Machine, Popcorn, Diggers, Palmist, Arcade, or any legitimate Concessions. Opening for few Stock Wheels, Sallie Harris, Tattoo Artist, wants strong Half-and-Half and Tattoo Artist. Want to hear from any suitable Act for real Side Show. Fair season complete and starts in August. Want to hear from Dave McKett or any other dog racing owner that has plenty racing dogs. This week, Neon, Ky.

Babe Kaufman Celebrates

NEW YORK, May 25.—Babe Kaufman, president of Babe Kaufman, Inc., New York coin machine distributor, celebrated a great event May 17. Usually a party is held when a new machine goes over big, a marriage comes off or a blessed event occurs—but not the Babe. Babe's celebration was the result of a divorce granted by a Mineola judge, awarding her a final decree. And was the Babe jubilant! Because of business reasons Babe will retain the name of Mrs. Kaufman and claims this name will not be changed again. Once was enough, she says. Her four children were placed in her custody.

ROUTES

(Continued from opposite page)
New Deal: Owensboro, Ky., 27-June 1.
Oliver Am. Co.: (4100 S. Broadway) St. Louis, Mo., 27-June 1.
Pearson: Mt. Pulaski, Ill., 27-June 1; Havana 3-8.
Pleasant Expo.: New Kensington, Pa., 27-June 1.
Royal American: Springfield, Ill., 27-June 1.
Royal Amusement Co. (Correction): Sharon, Tenn., 27-June 1.
Sof's Liberty: Madison, Wis., 27-June 1; Waukesha, Ill., 3-8.
Standard American (Formerly Roland Shows): Neon, Ky., 27-June 1.
State Fair: Ogden, Utah, 27-June 1.
Strates: Albany, N. Y., 3-8.
Thomas, Dug: Mountain Grove, Mo., 27-June 1.
Tidwell, T. J.: Shamrock, Tex., 27-June 1; Borger 3-8.
Tilley (Correction): Pekin, Ill., 27-June 1.
Traver: Spring Valley, N. Y., 27-June 1.
United Shows of America: St. Joseph, Mo., 27-June 1.
Wallace Bros. (Correction): Russellville, Ky., 27-June 1.
Wallace Bros. of Canada: Smith Falls, Ont., Can., 27-June 1.
Ward, John R.: McKenzie, Tenn., 27-June 1.
West Coast: La Grande, Ore., 27-June 1.
West Bros.' Am. Co.: Canton, Ill., 27-June 1.
West's Wonders: Wonder, New Brunswick, N. J., 27-June 1.
World of Mirth: Plainfield, N. J., 27-June 1.
Woods of Pleasure: Kane, Pa., 27-June 1; Johnsonburg 3-8.
Zimdars Greater: Waseca, Minn., 27-June 1.

Additional Routes

(Received too late for classification)
Alexander Players: Medford, Minn., 27-June 1.
Burke & Gordon Show: Sidney, Ill., 27-June 1.
Carr & Dawn Revue: (Victory) Saltville, Va., 3-8.
Delmar, Hypnotist: (RKO Exchange) Kansas City, Mo., 29-June 1; (Plaza) Lamar 3-8.
Dixie Fun Show: Good Hope, Ga., 27-June 1.
Fields, Shop: (Palmer House) Chicago, H.
Fox Comedians: Rockwell, Tex., 30-June 1.
Harlan Med. Show: Brownsville, Pa., 27-June 1.
Harris Road Show: Jacobson, Minn., 27-June 1.
Kates, Henry: (Cocoanut Grove) Chicago, N.C. King, Nellie M. H., Musical Show: Fairpoint, O., 27-June 1.
Lofstrom & St. Elol Monkeys: Rochester, Minn., 27-June 1; Hutchinson 3-8.
McNally Tent Show: Salsbury Mills, N. Y., 27-June 1.
Majestic Showboat: Point Marion, Pa., 29.
Marine-Firestone Co.: Olney, Tex., 27-June 1.
Morales Bros.: (Venus) Richmond, Va., 27-June 1.
Pavan Show: Hungerford, Tex., 27-June 1.
Phillipson Comedy Co.: Greensburg, Ind., 27-June 1.
Pitts Players: Dresden, Tenn., 27-29.
Rayaltos Concert Co.: Newcastle, Ind., 27-June 1.
Sharpsteen Show: Wayne, Mich., 27-June 1.
Simpson Movie Show: Brant, Mich., 27-June 1.
Sweet & Lowe: (Beacon) Vancouver, Can., 24-30.
Thomson & LaMonte Show: Galvants Ferry, S. C., 27-June 1.

Phil Wirth Sues

NEW YORK, May 27.—Phil Wirth, New York booking agent, has entered suit against the Springfield (Mass.) Health Association, sponsor of a circus scheduled at Hampden Park for all of

last week, but closed down by Wirth after Tuesday night's show. Claim is that Lorenzo D. Lambson, who signed the contract, did not pay the agent. Wirth appealed to Mayor Henry J. Martens, honorary chairman; the chief of police and State labor department and retained a Springfield attorney, Harry M. Ehrlich, who is handling case for civil action.

Ed Wallace and Carl Reickert were in charge of the event, which was originally billed "The Stranded Circus." Proceeds were for benefit of boys' health club. Wirth said he made adjustments, sending acts back to starting points, some being paid in part, and all of them are awaiting result of suit.

Nealand Visits Three

CINCINNATI, May 25.—Walter D. Nealand, with Johnny J. Jones Expo., saw three circuses in one week — Downie Bros. at Charleroi, Pa., May 15; Hagenbeck-Wallace, Greensburg, Pa., 17, and Cole-Beatty, McKeesport, 21.

At Greensburg, Pa., with Clark Queer, publisher of *The Mt. Pleasant* (Pa.) *Journal*, he had a nice visit with Ralph Clawson, Tex Sherman and Duke Druk-enbrod. Big business. Mrs. Walter A. White, Mrs. Milt Morris and Mrs. Mabelle Ellder, of Jones Expo., attended matinee show.

Cole show had late arrival from Morgantown, W. Va.—no parade—lot out five miles in the suburbs. Matinee started at 4:15 p.m., capacity business. Walter was accompanied by Karl Krug, drama editor of *The Pittsburgh Sun-Telegraph*. Nealand saw his old pal, Rex de Rosselli, press agent; Jess Adkins, Zack Terrell, Nelson Family, Clyde Beatty, Lou Delmore, Jack A. Ryan, Allen King, John Smith and a lot of folks with the John Robinson Circus that he was with in the old days.

Matinee out at 6:30 p.m. and a mob in front of marquee. Big show ticket sale stopped at 8 p.m. and a straw house. Had to clear ring banks to allow show to go on. Nealand has seen turnarounds in his 35 years, but this was the greatest he ever witnessed.

Arthur Hopper, general agent of Hagenbeck-Wallace, was a visitor on the Jones midway. Senior Bros.' Circus is with Jones. Nice program with George Jenzler, veteran clown, and several good circus acts. Will play vaude dates this winter over Gus' Sun Circuit, direction of Billy Senior.

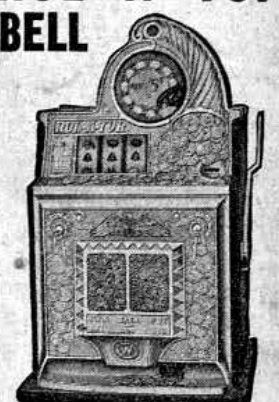
MAJOR NETWORKS

(Continued from page 6)
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One-third deposit positively must accompany all orders.

SOUTH COAST AMUSEMENT COMPANY

M & M BLDG. HOUSTON, TEXAS

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CAN PLACE Corn Game and other Stock Concessions, Performers and Musicians for Minstrel Show, also Tally. PLACE good Banner Man. McKenna, Tenn., this week; Paris, Tenn., week June 9.

ROYAL AMUSEMENT CO.

WANTS Kiddie Ride, Shows and legitimate Concessions. We play downtown lots. Intend playing Western Kentucky Strawberry Section beginning next week. WANTS Oriental Dancer and Geek. J. E. CLAYTON, Manager, Sharon, Tenn., this week.

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Oriental, Fan and Bubble Dancers. Also Chorus Girls. Address RALPH DECKER, Martinsville, Va.

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Wheel Operator, Concessions, Concession Agents, Griddle Man, Bingo Ball Game. Address Rolla, Mo.

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LOOK-HERE COMES
THE SPOT-LITE-
IT'S A MONEY!**



Which is Potash and which is Perlmutter?



**POTASH-YOU DOPE -WHAT D'YA
MEAN "HERE COMES"? WE'RE
SELLING SPOT-LITE BY THE
CARLOAD IN ILLINOIS, INDIANA,
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MISSOURI. THEY'RE FLOODING
US WITH ORDERS, AND YOU
JUST WAKE UP- YOU DOPE!**

**JOBBERS — OPERATORS —
DON'T BE DOPES! RUSH YOUR ORDERS
TODAY! BE FIRST—with SPOT-LITE—
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PLAYS**

Imagine a needle that plays 5,000 records WITHOUT CHANGING! Actually improves tone and clarity. Requires no close adjustment! Scientifically processed point hard enough to cut glass without dulling—YET IT CANNOT SCRATCH YOUR RECORDS! Not an experiment, but the product of years of research—endorsed by every operator who has used it. (NAMES ON REQUEST). Why lose play because an unexpected busy night wrecks your ordinary needle? Make your machines FULLY AUTOMATIC by using only the DUROPOINT GUARANTEED 5,000-PLAY NEEDLE! Order at least a sample today—With Our Unconditional Guarantee of Satisfaction.

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I. O. U. RESOUND, BEACON, MA. \$22.90
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KINGS \$44.50
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GATEWAY, Exhibit's New Ticket Game. Write for details.
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AMERICAN COIN MACHINE CO.
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SPECIAL HOSIERY PRICES—\$2.00 per Doz. Pairs, Ladies' Full Fashioned, Pure Silk. \$1.00 per Doz. Pairs, Men's Pure Silk, Fancy and Plain. 75c per Doz. Pairs, Men's Gaiters and Sile. Fancy and Plain. All Fine Gauges, All Sizes and New Spring Colors. Postage extra. E. LEWIS HENDLEY, 419 S. 17th, Reading, Pa.

It Helps You, the Paper and Advertisers to Monitor The Billboard.

Capehart Travels in Air

NORTH TONAWANDA, N. Y., May 25.—With operators of all types of machines becoming interested in the music field, according to H. E. Capehart, sales manager of the Rudolph Wurlitzer Manufacturing Company, he has found it expedient to resort principally to air travel in order to gain time.

His most recent trip by plane took him from Buffalo to Denver, where a big purchase of phonograph equipment was negotiated with the Western Music Company, of that city. From Denver he went to Pueblo and from there on respective jumps to Grand Island, Neb.; Omaha; St. Joseph, Mo.; Kansas City, Mo.; St. Louis, Chicago and then back to North Tonawanda.

The policy of Wurlitzer in selling exclusively to phonograph operators has resulted in some of the country's foremost music operators turning to the Simplex, he says.

MARYLAND PARK
(Continued from page 3)

The new law exempts restriction of Sunday hours of operation of swimming pools, but makes it unlawful to operate an amusement park between 1:30 a.m. and 1 p.m. on Sundays.

It also provides that operation can be carried on only in an area devoted exclusively to amusement park operation and must be for 15 consecutive weeks during April to September, both months inclusive. The law became effective as of May 1 and on May 19 Glen Echo Park operated legally on a Sunday.

"While we have done so in the past without interference by county authorities, there was always the possibility of being closed under the old Maryland blue laws," said Leonard B. Schloss, vice-president and general manager of Glen Echo. "At times opposition did develop, but was overcome."

PARKS GO FOR
(Continued from page 3)

layout remains for a minimum of four weeks.

Atlantic Highlands, with Pierre Venner plotting there for his first season, is reported going into a circus policy on or about July 4. Opened today.

Playland Salih Show

One of the most distinctive and original circus bills is current at Playland, Rye. In physical appearance it is probably in a class by itself as a permanent circus shop in an amusement park. Namy Salih, the manager, who has been operating a side show in the Westchester paradise for several years, has converted the side-show building into a Continental-looking structure. It's an Old-Fashioned European Circus and billed that way. Seats are arranged horseshoe manner, with general admission 20 cents, boxes 15 cents and reserved seats a nickel. Extra admission seats have red covers, and everything about the place breathes showmanship. Behind a solid 30-foot ring curb are four cages, each with a lion and each wagon carrying the name of the beast, the contingent being trained and presented by Lorraine Wallace. Capacity of the Salih show is 300.

It's a grind show and the attractions are Madame Wallace; Herbert Martinez, dogs, cats, monkeys and rodents; Harley Rogers, contortionist; Johnny Cummins, clown juggler; Edna Lee, trapeze and iron jaw; Dainty Litrl, swinging ladder and loop-the-loop; Jewel Jackson, equestrienne, working Will Hill's menage horse, Donny; Takayama, Jap top spinner; Frank Broderick with Rex, Hill's pony. An unusual wrinkle for park circuses is that a one-attraction side show is offered for a nickel in the same building. Rosa Barthelme is the one-woman show, a lithographic-skinned oddity.

More To Play Units

Justin Wagner, son of Sam Wagner, veteran side-show producer of Coney Island, is the ring master and announcer; Bob Clark, ticket seller; Frank Broderick, grinder (with pony bally), and Anna Broderick, a one-woman band. Prop men are Herman Harms and Ben Cox. Mrs. Mona Broderick is ticket seller for side show. Salih maintains sleeping quarters for the personnel right in the building and also has a cook, Mrs. Harms, serving one meal a day. He hasn't forgotten the publicity angle, despite the fact that Playland has a press department. Salih figures to get more attention, naturally, with his own p. a., who is G. Allyn van Winkle, ex-newspe-

per man. By the time the season is four weeks or so gone, it is figured that the number of parks playing circus units will go into the dozen figure.

**Opening Is Big
In Cincy Coney**

**Good weather gives park
a fine season's start —
ballroom is enlarged**

CINCINNATI, May 27.—Catching better weather than has been the rule, Cincy's Coney Island on Saturday and Sunday had the best season's opening in perhaps 15 years, officials said last night. New Moonlite Gardens contributed much to revenue, it still being too cool for pool action. Several new attractions caught the eyes of visitors and did practically capacity business, especially the Loop-the-Loop.

Anderson's Comedy Circus, ponies, mules, colles and monk, is a current free act. Near the act platform, across from the Land of Oz, kiddies' area, the Myers Family, glass blowers, have a neat setup. Weather Sunday was conducive to bringing out large crowds for trips up the river on the Island Queen.

An addition on the river side of Moonlite Gardens is terraced in night-club effect and proved immensely popular with the dancing throngs for which Art Kassel and his Kassels in the Air are playing. Jess Hawkins and his orchestra go in on June 1. Rose Garden is the new name of the former Bohemian Garden, extended onto one end of the mall. Official Cincinnati were guests at dinners Saturday night. Walter Esberger and his Rose Garden Troubadours play dinner dance music, with George Mulhauser as vocal soloist.

President George F. Schott has again emphasized floral aspects of Coney, and lawns, trees and shrubbery never looked better. The Teddy Bear, miniature Roller Coaster in the Land of Oz, is a mcca for youngsters. Merchandise concessions, with some items apparently new to patrons, were given a big play, passing out considered stock. A big battery of coin-operated amusement machines are in the Arcade, and its former location on the mall now houses Skeeball games.

On Decoration Day the new speedway will be inaugurated on the athletic field and midget auto racing will hold sway. Another new feature is the Cabana Grill at the swimming pool, with a distinctive marine atmosphere.

DIVORCES
(Continued from page 31)

nounced that a \$25,000 settlement had been arranged. Keith is at present appearing at the Erlanger Theater, Chicago, in *Mary of Scotland*.

Dave Gould, film director, from Betty Gould, actress, at Los Angeles May 24.

Late Deaths

(The following items were received of press time. More details in the next issue.)

ADAMS—George F., 82, last of the Humpty Dumpty pantomime clown who delighted the children of 50 years back, May 26 in his Brooklyn, N. Y. apartment.

BLAKE—James W., 72, author of the song *The Sidewalks of New York*, and closely identified with ex-Governor of New York Alfred E. Smith, in New York May 24.

OSTERBERG—Clyde, independent organizer of a motion picture operators' union, May 25 in Chicago of bullet wounds inflicted by a gunman May 18. He did not reveal who shot him.

PRICE—Eleanor D., 86, the last of the old-time theatrical press agents and in the show business 60 years, in New York May 24.

PURCELL—Charles, 34, projectionist at the Fox Theater, Phoenix, Ariz., at his home there May 17. Survived by his widow, Janet; his father, Patrick; a sister, Mrs. E. W. Fryer, of Canada, and a brother, Ed J. Purcell, of Detroit.

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Again DAVAL Presents
A Revolutionary and Remarkable Game
to meet present day operating conditions
A Hit!



Some sturdy, beautiful cabinet as Chicago Express. Eight thrilling, flicker-flash lights. Double X electrical Kicker action. New, progressive scoring. Most beautifully designed board ever made. Combination symbol and high score play.

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Flickering, flashing, thrilling zig-zag Lights. Player appeal at its highest and finest. The symbol scoreboard is so unique and different it immediately attracts and HOLDS the players by the hour. A game so daringly different in unique play features it is smashing its way across the country as "America's Most Outstanding Pin Game Sensation."

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First ZIG-ZAG
FLICKER-FLASH
LIGHTS

RUSH YOUR ORDER
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 - MOTH TABS—10c size. Doz... 28c
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 - FLY SPRAY—8-oz. can. Doz... 75c
 - FLY SPRAY—16-oz. can. Doz... \$1.00
 - DISINFECTANT—4-oz. Doz... 33c
 - WHITE SHOE LACES—27" paired. Gr. 45c
 - WHITE SHOE POLISH—15c seller. Doz. 55c
 - CHOCOLATE LAXATIVES—Doz. boxes 30c
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- 25% Deposit, Balance C. O. D.

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1000 MONEY MAKERS

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LIGHTER

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- 15" Imitation Pearl Neckties. 30c DOZEN, \$2.95 GROSS.
- No. M341—Needle Threader. DOZEN, 7c; GROSS, 48c.
- Perfume in Vials. 21c DOZEN, \$1.75 GROSS.
- League of Needle Books. 30c DOZEN, \$3.45 GROSS.
- C180—Men's Ties. 29c DOZEN, \$2.75 GROSS.
- Quality Dental Cream. 55c DOZEN, \$5.98 GROSS.

SPORS CO.

6-35 Erie St., Le Center, Minn.

British Market Develops Some Unusual Machines

LONDON, May 25.—New and unusual types of coin-operated machines recently reported by *World's Fair*, English amusement weekly, include a two-shilling machine at the Newmarket for betting on the races. The machine has two chutes, one for a win and another to place. The machines are being used as an experiment to relieve rush hours at the betting windows.

An ice cream vending machine has also been announced to the British trade by Brecknell, Munro & Rogers. The machine delivers ice cream bricklets hygienically packed and fresh on the deposit of twopence in the coin chute.

Railways are now beginning to use ticket vending machines, and a combined ticket and change-making machine is said to have proved practical in tests by London's Underground.

Ball Fan Stoner's Latest

AURORA, Ill., May 25.—The Stoner Corporation, of Aurora, has just brought out a brand new amusement game called Ball Fan, said to be one of the liveliest games in its entire line and one which gives operators an opportunity to clean up just at the time when the baseball season is approaching its heights.

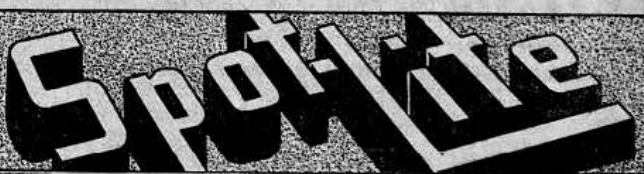
Ball Fan presents a realistic portrayal of the original outdoor game as played on the diamond. A unique automatic replay feature keeps the field alive with action all the time. Every ball that reaches the bottom of the board without

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America's Sensational NEW Light-Up Game is READY FOR DELIVERY!
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scoring is automatically shot back again and may replay itself five or six times, finally ending up with a high-scoring shot.

An illuminated scoreboard flashes the score in electric lights as runs are com-

pleted, making the board attractive and colorful. The cabinet is finished in grained hardwood, with ornamentation in two-tone green and silver, with bright metallic trim on the playing field and in the cabinet hardware.

Send your correspondence to advertisers by mentioning The Billboard.



F. O. B. CHICAGO
TAX PAID

WORLD'S GREATEST LITE-UP BASEBALL GAME — RUNS THE BASES IN LIGHTS

It's a real winner, boys—Chicago Coin Machine Co.'s new Lite-Up Baseball Machine. The runs are recorded on the lite-up rack in lights. Ten-ball play—just what your players want. The electric tilt light flashes a warning when the game is tilted.

ORDER FROM YOUR
JOBBER OR DIRECT



manager of the Automatic Amusement Company's Fort Worth headquarters, has won her way to the hearts of Texas operators. Helen is always ready to work hard on any organization movement, and willing to co-operate with the boys in every way possible. She is a dependable authority on coin-operated machines and her customers always receive the very best of service at all times.

Business continues good down in the Gulf Coast territory. The operators in the section are getting ready for a big summer run. Thousands of tourists visit the Gulf Coast section every summer and they drop plenty of coin into the chute.

C. E. Winn, Fort Worth operator, is showing the boys a few things in penny-scale operating. Winn has crashed the beauty shops with his scales and says the pay is fine. Winn is a super marvel at developing scale locations.

West Texas operators report business good with prospects for a big summer and fall run.

More good rains continue to enthrall Texas operators and their smile grows larger each day. A large fruit and melon crop is in evidence, with prospects good for all other crops.

C. W. Percy, Dallas operator, is adding 100 more scales to his already large string. Percy also operates music.

Jack Rose, representative for Stewart & McGuire, is making an extensive tour thru Texas in the interest of cigaret equipment.

E. C. Johnson, general sales manager for the J. P. Seeburg Corporation, Chicago, was a recent visitor to Texas. He made the trip by plane and continued on to the West Coast. While in Texas he spent considerable time with the Electro Ball Company of Dallas, which sells the Seeburg products by the carload.

Cranes and diggers are again going into action. They are being placed now and are attracting good play. It is understood that cranes and diggers will be taxed and licensed to operate under the new tax law.

Proving that other than automatic pay-out games will go big in Texas, Chicago Express, Daval Manufacturing Company's new machine, is receiving big play wherever placed. Other straight amusement games are also going well.

Rolf Stanley, Houston, continues to prove to the Texas "doubting Thomases" that playlands will actually go in these parts if properly conducted and managed. Rolf has opened up his No. 2 playland in Houston.

D. E. Houghton, El Paso op, is getting into the digger business a little these days and reports business good.

L. H. Ragsdale, operator, of Springfield, Mo., was a recent visitor in Texas. Mr. Ragsdale attended the Texas operators' meeting in Dallas May 19.

The Fort Worth Operators' Association held its regular meeting May 20 at the Elks' Club. A 7 o'clock dinner

was enjoyed by all present, and the business session followed the eats. Many problems were discussed and members bought association seals for all their machines. President Stafford Page being absent, Leslie Frankrich, first vice-president, presided.

Sam Gentilich, one of New Orleans' largest operators of coin machines, spent several days in Dallas last week. Gentilich contemplates opening a jobbing house in New Orleans and is now making contact for representation. In addition to numerous other machines, Gentilich operates 100 iron claws and 30 Lite-A-Lines.

Travis Richardson, Longview operator, was in Dallas late last week on business.

Fred Cole and Tennesse Kolts are scheduled to arrive in Dallas June 1 on their way to the West Coast for a vacation. Both are connected with the Pacific Amusement Company, Chicago, and are also vice-presidents of the Neutron Amusement Corporation, this city.

A tired but happy bunch returned from Austin, Tex., last Sunday after a strenuous week of lobbying at the State Capitol. It's lucky to have a group of men whose working day is not measured in hours, but call it a day when the job is completed. That's the type of man that moved on Austin from various parts of Texas.

Ed Furlow, vice-president and manager of the amusement division of Electro Ball Company, Dallas, left early this week for a business trip thru Louisiana.

Ed Johnson, sales manager, and Ed Stern, Southwestern representative of the Seeburg Corporation, Chicago, were in the city last week calling on the Electro Ball Company, distributor for Seeburg phonographs.

Ken C. Willis, president of the Neutron Amusement Corporation, Dallas, spent the early part of this week in Eastern Texas visiting coinmen.

The Ligon Sales Company, with main offices in Longview, is operated by Mr. and Mrs. N. L. Ligon. In the business, it is Velma Ligon, co-manager. The Ligon Sales Company operates 70 music machines, 100 pinball games and 200 nut-vending machines. The company owns four attractive delivery trucks and prominently displays the name of the firm and the firm's business on the side panel. Mr. Ligon was formerly with the Texas Novelty Company, of Dallas, but since early in 1934 has been operating his own business. The Ligon organization is one of the largest operating firms in Texas.

Baum Represents Pacific
ST. LOUIS, May 25.—The Baum Novelty Company, of which Dan Baum is manager, has been appointed Missouri distributor for the Pacific Amusement Manufacturing Company, succeeding the Pacific Amusement Distributing Company here, of which L. B. McClellan was the manager. Mr. McClellan has gone to the West Coast for the Pacific Amusement Manufacturing Company, but before leaving St. Louis, at the request of the officials of his firm, appointed Baum distributor for their products in the State of Missouri.

Texas Trade Twinkles

Coin-machine activities, in every branch, are expected to revive and take on new life as never before, due, of course, to the recent tax law passed by the Texas Legislature. The law brings the industry down to solid earth and with this sound footing the industry will move forward as never before. Locations are ready to extend every co-operation possible to the operators and it really looks like 1935 will be a real year for the Texas coin-machine boys and girls.

The South Coast Amusement Company, Houston, reports heavy sales on Traffic. The South Coast Amusement Company, managed by that super coin-machine authority, Harold W. Daily, is State representative for the Bally Manufacturing Company. Mr. Daily reports business good and getting better every day.

Proving that it's an ill wind that blows no one good, Jack Canipe, representative for the Electro Ball Company, of Dallas, was held up in Vernon, Tex., recently by one of the worst dusters ever to visit that country. The next day, when Jack headed north toward Amarillo, he met A. C. Hill and R. V. Fields, who were returning from Colorado, and right there on the highway Jack closed a deal with Mr. Hill for 27 Seeburg phonographs. So Jack says, "It's an ill wind that blows no one good."

A number of Texas coinmen are planning to attend the Pacific Coast coin-machine show which is to be staged in September at Los Angeles.

The Fort Worth situation has cleared up and the games are again on location. With the new tax bill in evidence operators do not figure on any more trouble. After losing two cases right in a row the district attorney's office no doubt decided that the public wanted the games.

Helen Savage, the dynamic little girl,

A few EXCLUSIVE SPECIALS

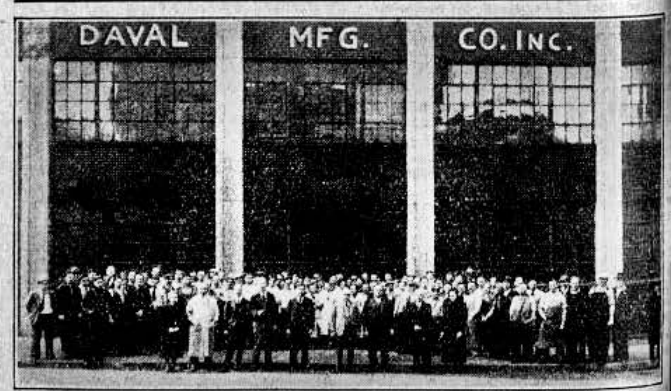
- RAZOR BLADES
NEW NUMBER FIRST QUALITY,
Double Edge, 5 to Pkg., Cel-
lophane Wrapped. (1000
Lots). 100 Blades. 38c
 - Other DOUBLE-EDGE BLADES, Per
100, 45c, 50c and 55c.
 - SHAVING CREAM & DENTAL CREAM,
Large Size. (Gross Lots, As-
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 - HOLLYWOOD NIGHT'S PERFUME, \$1
value. Fast 25c seller. A dozen order,
assorted, will surprise you. This
package must be seen to be ap-
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HELPING THE RECOVERY DRIVE—Daval Manufacturing Company office force and shop employees. The firm makes it a policy to hire unemployed persons as far as possible. Ninety per cent of the shop force would otherwise be on relief, A. S. Douglas, president, states.

Iowans Elect Officers and Approve National Program

Business session hears Ralph T. Young outline national program of organization—label plan will be considered—evening program unique in variety of fun

DES MOINES, May 25.—Approval of the five-point program recommended by Ralph T. Young, chairman of the National Automatic Merchandisers' Association, and consideration of the use of official labels on members' machines were the highlights at the first anniversary meeting of the Automatic Merchandisers' Association of Iowa, which met here today. More than 60 members met at the Hotel Savery to hear reports, discuss plans and enjoy an evening of entertainment following the business session. C. H. Robinson, president, presided at the sessions of this active State association that has gained a wide reputation for its constructive work in its own State and for lending a helping hand to Nebraska operators in organizing their State. Telegrams of congratulation were read from the Minnesota operators' association, from the mayor of Davenport inviting the Iowa AMA to hold its next convention there, and letters from a number of manufacturers and distributors were noted but not read.

James Ryan, from the State attorney's office, made the opening address and congratulated the operators on being in a "business that gets cash with orders." He described at length the favorable business signs and suggested ways to eliminate criticism of the automatic industry. "Under the law everything is permitted which is not expressly prohibited," he declared, but also remarked that prohibitive laws are continually being proposed in these days by lobbies for groups and somebody with an ax to grind.

Before hearing Ralph T. Young, the principal speaker for the session, a lively business session of reports and recommendations was transacted. Financial reports indicated balances in the treasury in the regular and special funds, and the secretary reported a total membership of 175, 20 of these members having joined within the last month. The president expressed disappointment that a larger proportion of the membership was not present at the annual meeting. Details of legal and other activities during the year were reported by officers and committees of the association. A year of energetic and important activities was shown by the reports. President Robinson reported 17 meetings held during the year, counting those held in assisting organizations in other States.

Five-Point Program

Ralph T. Young, dynamic chairman of the organization committee of the national AMA, was present in his customary fighting spirit and spoke at length on some of the problems facing operators as a whole. He urged the adoption of the five-point program recommended for general use by associations and the use of official labels in the local work. Operators listened attentively to his speech and piled him with questions at the close. Mr. Young recommended in his five-point program: (1) Intensive effort to organize every State in the Union. (2) A combined industrial group under the guidance of an executive board comprised of manufacturer, jobber, operator and publisher. (3) A per capita levy at the source of manufacture, prorated among properly organized State associations and the national executive board, to finance the best of all industrial activity. (4) A legislative program properly handled and based upon a just and equitable requirement. (5) The establishment of a standing for the professional operator and the creation of a wholesale price against the present method of a retail price to all storekeeper included.

The association immediately indorsed the above program as a step in affiliating with the national organization, also called a meeting for June 11 in Des Moines to consider the adoption of the Ohio plan of a constitution and by-laws and the adoption of an official label.

The business session closed with the election of all officers except those who declined to serve. C. H. Robinson, Des Moines, was chosen by acclamation to serve a second term. Other officers were C. A. Wittner, Des Moines, first vice-president; Forrest R. Rook, Mar-

shalltown, second vice-president; Fred K. Chandler, Des Moines, secretary; Lee Arnold, Boone, treasurer. Maxwell F. Smith and W. I. Collins, Des Moines, were chosen as members of the board of directors in addition to the above.

Gala Evening

The evening was devoted to a banquet, dance and a unique program of entertainment. Mrs. Fred K. Chandler, wife of the secretary of the Iowa association, headed the entertainment committee, and the spicy variety and talent on the program indicated her ability. Following the excellent meal, a number of ladies opened the program with poetic toasts composed to fit the occasion. Tom (Dynamite) Dyer, former showman and close friend of operators in Des Moines, gave the after-dinner speech, filled with humorous anecdotes and inspiration.

Then followed a snappy variety program made up in vaudeville style, with talent furnished by theatrical art schools and also featuring some members of the association. The remainder of the evening was given over to dancing to the music of Al Morey's Orchestra, to cards and to refreshments at a private bar. More than \$250 in prizes, games, merchandising machines, supplies, novelties, etc., were distributed to members in a drawing at the close of the evening. Mr. Robinson, president, and Mr. Chandler, secretary, were each presented with an auto radio in recognition of their services. J. W. Jarboe, president of the Nebraska operators' association, and three of his colleagues were cheered as guests at the evening program.

Boosts Genco Products

CHICAGO, May 25.—Abe Jeffers, of the G. J. L. Sales Company, St. Louis, visited the home office of Genco, Inc., here recently. Mr. Jeffers handles Genco products in his territory. He has a wide acquaintance among Missouri operators who trust his judgment in the selection of profitable games.

Jeffers had nothing but the highest of praise both for the quality of Genco products and for the integrity of the policies back of the firm.

"We're sold on the Genco line," said Jeffers. "It is our opinion that their products are the best built machines and have given us less service trouble than any machines we have ever used, and we have used everything that Genco has put out since Jiggers."



O. K. FISCHER, recently appointed special representative of the Exhibit Supply Company, Chicago.

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WITH ONLY ONE MOVING PART

The AUTOMATIC Ticket Game

ISSUES A PRINTED TICKET ON EVERY WINNING GAME

A \$75.00 GAME IN EARNING POWER YET COSTS only **\$24.95**

At Last a Positive Check on Awards—without Paying a Fortune to Get.

FINGER TOUCH PLUNGER
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2 BATTERY OPERATED

VISIBLE COIN CHUTE
ELECTRICALLY CONTROLLED FILTER
KICKER COLLAPHER ACTION

Built to the Size of Any Counter

WRITE FOR DESCRIPTIVE MATTER—OR—SEE YOUR NEAREST JOBBER

PIERCE TOOL & MFG. CO. 4329 E. RAVENSWOOD AVE. CHICAGO, ILLINOIS

Completing Links in New World Distributor Chain

CHICAGO, May 25.—Bill Blatt, of the Supreme Vending Company, and Tony Gasparro, Weston Novelty Company, London, spent a week here in Chicago manufacturing circles. The Weston Novelty Company is the British link in the Supreme distributing chain being formed to include five prominent distributors in the strategic centers of the world market for coin machines. Mr. Blatt announced that the Advance Automatic Sales Company had become the third link in the system to cover the Pacific Coast territory. The Gerber & Glass distributing firm in Chicago became the second member of the plan. A fifth member will be sought in Australia.

Blatt and Gasparro were mainly interested in the progress in production of the Sink-or-Swim pinball game being made for the Supreme members by the G-M Laboratories in Chicago. Announcement was made that the original order for machines had been doubled. Mr. Blatt said they were fortunate in getting a good game for the first offering and that the organization would continue to select ideas for games and place orders for their manufacture.

Mr. Gasparro said he would return to London about June 1 and planned a tour of the Continent at an early date.

New Coin Counter Ready

CHICAGO, May 25.—A new high-speed, portable machine that counts and wraps all coins from a penny to half-dollar pieces is the latest offering by Bally Manufacturing Company. Weighing only 15½ pounds and extremely compact in construction, the machine is designed so that operators can carry it with them on collection trips. It is said to have a capacity of 1,500 coins per hour into bags and by means of a small attachment furnished with the machine it also wraps coins in standard

BE FIRST IN YOUR TERRITORY with SPORT SUN GLASSES

NOTE THESE LOW PRICES
Boys are Getting Big Money with these 4 Outstanding Numbers at all ROADSTANDS and HIGHWAYS



- No. 116—SPECIAL (Illustrated Above), Fully Guaranteed—Non-Tornishable Metal Frame, Full Vision Convex Coquille Lens, Adjustable Ear Temples. Each in Glassine Bag, one Dozen in Partitioned Box. Display Cards Free. Colors: Solid Smoke, Solid Amber, Green, Blue. REGULAR 50c VALUE. Doz. \$1.60. Gross \$18.00
- No. 481—HEAVY SHELL FRAME, Glass Convex Coquille Lens. Strong Jointed Ear Temples. Each on Display Card. Doz. \$1.25. Gross \$14.40
- No. 104—GOOD WEIGHT, SHELL FRAME, Glass Lens. 4 Toggles and 8 Dark Shell Frames to the Dozen Box. Assorted Colors. Doz. 75c. Gross \$8.75
- No. 389—CLIP-ON SHELL FRAME, Glass Lens Glasses, to Adjust on Own Glasses. Ass. Colors. Each on Card. Doz. 85c. Gross \$9.75

- Note These New Revised Prices From Our Circus Bulletin
- MINIATURE STRAW HATS... \$4.80
 - 50 CW CIRCUS SPECIAL... 2.75
 - BALLOONS, Gross... 8.25
 - No. 802—CLOTH PARASOLS, 8.25
 - 8-Rib, 24" Gross... 1.50
 - No. 108—Felt MEXICAN HATS, 1.50
 - Ear Fringe Doz... 85c
 - No. 248—Large Cell. BETTY BOOP and MICKEY MOUSE Celluloid Dolls. Doz... 3.75
 - FERRY GATORS—New Airship Novelty. Gross... 25% Deposit with Orders.
- GOLDFARB NOVELTY COMPANY**
116 Park Row, New York, N. Y.
THE HOUSE THAT SERVICE BUILT

packages. Change from one coin to another can be made in 12 to 15 seconds, enabling operators to switch from one coin to another right on location.

IMPORTANT!

BECAUSE of the high cost of manufacturing **KINGS OF THE TURF**

BECAUSE of the extremely low margin of profit to ourselves on **KINGS OF THE TURF**

BECAUSE the jobber accordingly makes less commission on **KINGS OF THE TURF**

DO NOT EXPECT THE SAME DISCOUNT ON TRADE INS THAT YOU GET ON ORDINARY GAMES SELLING AT A SIMILAR PRICE—IT JUST CANNOT BE DONE!

KINGS of the TURF

H. C. EVANS & CO.
1522-28 W. ADAMS CHICAGO

AMERICAN SALES CORPORATION
936 WRIGHTWOOD AVE., CHICAGO, ILL.

THE "8 BALL" IS A PROMINENT PLACE for operators to get behind these days. We have a way to keep you from getting in this embarrassing position. WRITE TO US TODAY. ASK US FOR CREDIT. We do not sell ALL the machines manufactured, but we do sell the BEST.

Lee D. Jones

P. S.—Pay your own wires. We pay ours.

Coming
SPELLING BEE
See Your Nearest Jobber

!!! NOW SELLING BIG !!!
GATCHIT . . . A Rod and Tube. The Rod snaps back into the tube when pulled out. It snaps back . . . If you know how. Selling like BLAZES!
WE MAKE 3 GRADES
No. 1 Round Tube, large. Doz. 25c. Gr. \$3.50
No. 2 Square, medium, good. Doz. 50c. Gr. 5.50
No. 3 Square, Small, Celluloid, Beady. Doz. 1.75
SHIMMY DANCERS . . . WE MAKE THE BEST AT THE LOWEST PRICES. GRADE A. Wrap Frame, 5 kinds Carload, Walter, etc. 35c Doz. \$5.50 Gr. SHIMMY'S Grade B, 25c Doz. \$2.50 Gr. "HERTZ" Hanky . . . with some real hot and Comic Poetry (Silk Panties). Doz. 75c; Gr. \$8.50.
MR. DISTRIBUTOR: Write for Quantity Prices.
BARGAINS per doz. | **BARGAINS** per doz.
Fu Manchu Tooth. \$.50 | Transparent Mirror. 30c
Handk. Vanisher. . . .55 | Imp. Bottle, large. 30c
Colored Candies. 1.00 | West Squirt. . . . 80c
"DOG-GONIT" . . . that Pile . . . Floor Novelty . . .
Best Make and Shipes . . . at Lowest Prices.
Send \$2.00 for 50 Samples of Best Sellers.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

TO INTRODUCE OUR LINE we will send you 10 samples (worth \$1.00) of real HOT, SPOXY and Fast Selling Novelties. Just send 80c to help pay packing and postage, etc., to us and YOUR MONEY REFUNDED IF NOT SATISFACTORY!
T. R. PAYNE, 25 Cardinal Place, New York.

HOROSCOPES—NEW 1936 ISSUE, just off the press. Cover in 3 ELASHY Colors. W. 100, \$1.10; per 1,000, \$8.00; in 6 M. Lots, \$6.50.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

SAY "I SAW IT IN THE BILLBOARD."

Florida House Passes Slot License Measure

TALLAHASSEE, Fla., May 25.—The Florida House on May 22 passed a bill legalizing slot machines and salesboards under certain restrictions and imposing a license and graduated tax which proponents of the bill say will return about \$500,000 a year into the treasury.

The House previously had rejected the bill, but revived it on motion to reconsider the following day, when it was adopted by a vote of 43 to 36. The House at the same time passed a measure to license salesboards and to tax them at 10 per cent of the gross receipts. Vote on this bill was 47 to 20.

The slot-machine bill as amended prohibits machines being placed within 300 feet of a church or school and forbids persons under 21 playing the machines. Debate on the measure blistered the walls and lasted for a day, during which the machines were called "one-arm bandits" and other names. About 15 House Arguments by those in favor of the bill after voting against it the preceding day. Arguments by those in favor of the bill was that some form of regulation must be passed to control the machines operating in the State.

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Texans Seek Final Test

Need interpretation of new law on types of games allowed

DALLAS, May 25.—Texas Coin Vending Machine Operators' Association held a meeting of local delegates May 19 at the Jefferson Hotel. The special meeting was called by the president, Fisher Brown, who presided at the meeting. Delegates were present from Texarkana, Houston, Wichita Falls, Denton, Ft. Worth, Harlingen, Lubbock, San Antonio, Beaumont, Tyler, Taylor, Olisco, Abilene, Brenham, Eastland, Plainview, Waco, El Paso, Ballinger, Dallas and other places. Business was transacted swiftly and the meeting moved in fine order.

It was decided to carry a case to the Court of Civil Appeals at Austin to decide the fact that the recent Legislature's full intent in passing a license on pinball machines was to legalize them. As the law now stands the bill states that any machine mentioned as illegal under Article 654 of the Penal Code, Acts of 1925, shall not be licensed. County authorities have recently been advised by the attorney-general's office at Austin that games paying anything of value whatsoever are in violation of Article 654 of the Penal Code and Section 47, Article 3 of the Constitution of the State of Texas and have authorized them to seize such machines. It is felt that the association ought to secure a decision from the higher court, showing that the Legislature's full intent was to legalize pinball games, even tho paying off in coins, merchandise or premiums.

Mr. Reed, of Dallas, who sponsored the coin-machine tax bill, was present at the meeting and expressed the fact that the Legislature's full intent was to legalize the machines. The association's attorneys stated that they had little doubt of securing a favorable decision from the high court. The case will be started immediately, and in the meantime operators are advised to continue operating their machines, offering to pay the State tax according to the new bill. The governor had not signed the bill at this report, but it is practically assured that he will sign it. If he permits it to rest on his desk until May 31 it becomes law without his signature. If, by chance, the governor does not sign Texas operators are again back where they started, battling with their injunction against the old tax bill that has been in question for the last two years.

The association, thru its delegates, voted to sell seals to members at 25 cents each during the next four months. A new seal will be issued each month. At the end of the four months the operator will have paid out \$1 for seals for each of his machines. This method, the association believes, will raise ample funds to carry on its fight. Max R. Rosenfield, Dallas attorney, and Judge Lewis, Houston attorney, were retained by the association.

The following information was given out for Texas operators: The tax will be payable immediately after the bill becomes law. It will perhaps require about 30 days for the State to make its arrangements to start collecting the tax.

Phonographs are classed by the State as amusement machines and will be assessed the same tax as a 5-cent pinball game—\$10.

There is absolutely no tax on penny machines of any description. Each county and city has the power to add a tax equal to half of the State tax. Cities cannot tax above half the amount of the State tax. The less said about the county and city portion of the tax the better.

Counter machines such as dice and other chance machines that take 1, 5 and 10 cents do not come under the tax bill. They are considered illegal. The tax will only be collected for the remaining portion of 1935 and not for the whole year.

Defending Leg Screws

Now and again the argument that pinball tables can be tilted or angle of elevation changed from day to day is used to contend that they are thus games of chance. The State Supreme Court of Alabama made much of the fact that table games have leg screws which permit changing the angle of the board. This, the court said, tended to make pinball a game of chance rather than one of skill.

The frequent use of such arguments against table games calls for assembling rebuttals to such tactics. Here are two good arguments that have been suggested:

- 1.—Leg screws in table games were originated in order to accommodate tables to the varying levels of floors as a matter of fairness to the player; the player can change the leg screws even tho they may have been set by the operator.
- 2.—The playing field is the biggest hazard in many games of skill—golf, football, baseball, etc. Any team can be expected to do its best on the "home field." It would be just as logical to insist that football ceased to be a game of skill unless always played on the same field as to argue that changing the level of the playing board in a pinball game converts it into a game of chance.

Way Clear in New York For Brooklyn Pin Case

NEW YORK, May 25.—The Silver appeals case on pinball games here was dismissed, technically because "the brief for the appellants had not been prepared in time for the hearing." In call meetings of operators' organizations, Attorneys Blatt, Haskell and Goldberg have assured the column that the outlook is favorable since the way is open now for the appeals case from Brooklyn. This case is said to involve the whole question as to the legality of giving prizes with pinball games.

Attorneys for the operators conferred with police and license department officials, after the dismissal of the Silver case appeal, and reported back to the operators that "no drastic action would be taken by either department until the appeal case from Brooklyn had been decided." The appeal from Brooklyn is said to combine the various pleas of the operators and is expected to approach a permanent settlement of many issues here, if a decision favorable to operators is obtained.

Adverse Cases in Jersey

NEWARK, N. J., May 25.—Judge Brennan, of the County Court, handed down an adverse decision in four cases which have been pending for some time. Operators are planning an appeal to higher courts. Immediately following the decisions, the Director of Public Safety intimated thru the press that no interference would be made with the operation of games until the appeal is decided. Strong public sentiment here in favor of the games is said to be of great aid to the operators.

Meanwhile plans are being made for obtaining a high court decision. A State-wide rally will be called and other plans are in the making. George Ponsler, distributor, has proposed accepting all merchants into membership in the operators' organizations without dues. The New Jersey Amusement Board of Trade is representing the various operators' organizations.

The court decisions forbid the giving of prizes altogether with pinball games, and two sportlands are reported to have closed soon after the decisions.

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18 S. 15-17 J. Fancy Chron. or Yellow Open Face Indian Head Cases. (Min. Quar. Comb. 2.15 J. 2-17-J). Single Watch \$2.75
ATTENTION: WALTHAM 18 S. 7-J \$2.50; 15-J. \$3.50; 17-J \$4.00
Fitted in Illinois Flat Model Case
Min. Quar., 1/2 Doz. Single Watch, 50c Each
2 1/2 Doz. Bal. C. O. D. Buy Quality, EVERY WATCH GUARANTEED. Send for Special Circular. **PALTER & SMITH, INC., 110 Third Fl., New York City.**

50 MILLS TICKETS \$12.50 EACH
With 500 Tickets Each. (Used One Week.)
\$12.50 Each
Slot Machines Bought and Sold.
VENDING MACHINE SALES CO.,
1612 N. Grand Ave., St. Louis, Mo.

Up-State N. Y. In Test Case

Two legislators called to testify on intent of State law

SYRACUSE, May 25.—Pinball operators are waging a test case in Police Court here which is likely to have a bearing on the entire up-State section. The fight, with Samuel Kay, Syracuse restaurant proprietor, as defendant, is aimed to prove that the Esquirol Bill, banning slot machines in the State, was not aimed at pinball games. The Champton machine is involved, and Attorney Willis Sargent declares he will be satisfied with nothing less than a court ruling definitely affirming legality of pinball games.

Already the case has developed unusual angles, with two State legislators called as witnesses to tell Justice Leo J. Yehle that the Esquirol law never was aimed at pinball machines. One of these was Senator Joseph A. Esquirol, of Brooklyn, author of the bill, and the other was Assemblyman James Robinson, of Ithaca, who introduced the bill in the Assembly.

Esquirol said the bill was passed at the suggestion of Assistant Police Commissioner Allen, of New York. In all discussions pinball games were not involved, both legislators asserted, they being regarded as games of skill. State police were instructed to let pinball games alone, they said, and when pinball operators asked for an amendment to the Esquirol Bill to exempt their machines the legislators told them it was not necessary.

In spite of all this, Kay was arrested by Syracuse police August 30, 1934, three months after Governor Lehman signed the bill, and has been preparing all this time for trial, which came up last week.

Testimony of legislators is unprecedented in a case of this kind and is expected to weigh heavily, altho Justice Yehle accepted their testimony with reservations as to its validity.

Captain Irving Blanchard, head of the vice squad, was chief witness called by District Attorney Homer V. Walsh. He asserted that the machine paid off automatically when certain combinations were made and declared in his opinion this made it illegal.

Sargent sought to have Senator Esquirol tell what New York City police think of this type of machine, but Walsh succeeded in having the question banned. These machines, Esquirol was ready to testify, are licensed in New York City. He was permitted to give his personal opinion of the machine and declared it was a game of skill, not chance.

Sargent also sought to get into the record a copy of the State Attorney-General's ruling on pinball machines. Permission was refused, but Judge Yehle agreed to read it for his own information.

Seized machine has been warped during its storage at police headquarters, so new one was installed beside it in court, and Yehle ordered adjournment of the case until defense can produce experts who will manipulate the machines to prove that ball can be sent to any pocket with proper skill. Defense has two experts and this unusual test will be staged within few days for Judge Yehle.

For Reference

The following oral opinion of Judge A. C. Patterson, in the case of Rex vs. Frank Elliott, Amherst, N. S. (*The Billboard*, May 4, 1935), contains an idea on the mental attitude of the player toward pinball games which will be of general interest to the trade. The principle is reiterated in this case that "the true test, that is, as to whether the game is one of chance or skill, is the intent intended to be made of the machine by ordinary unskilled persons, in whose hands it is a game of chance only." Judge Patterson applies this principle to games with automatic payouts and says that in actual practice the players use their tokens, or even coins, to play back into the machines, which means

that amusement after all is the real incentive.

Public opinion in the United States will never regard cash awards with games as anything but gambling. The attitude of the player, as indicated in this legal opinion, is an important point and may be used to defend tokens for free plays and merchandise awards with pinball games. The opinion follows:

The defendant is charged under Section 235 (b) of the Code for "that he did at Amherst, in the County of Cumberland, between the first day of February and the sixth day of March of this year, hire a gambling machine to one John J. Twaddle."

There is no dispute about the facts. The machine was owned by Elliott and was put in Twaddle's place some time between the dates mentioned and was operated there for a little while. It was seized there by the Amherst police and taken to the town jail, and there it remained until it was brought into court. Here we saw it played upon by several of the witnesses.

The question is: Is the machine a gambling machine? I have read all the authorities cited to me and several that were not and have arrived at certain conclusions. Some of these may not be actually necessary for the decision of the case, but I am giving them out of courtesy to those who so ably argued the matter before me.

FIRST: The machine in question is not an ordinary nickel-in-the-slot machine. A nickel-in-the-slot machine is a gambling device and nothing else. No matter how long you played on it you acquired no skill. Neither is the machine here what is known as an "automatic vending machine" where you put a nickel in and get something out such as chewing gum. That is not a gambling machine.

SECOND: That the game played on the machine that we saw here is a game of chance, or at least a mixed game of skill and chance. The skill consists in knowing with what strength to pull the lever, and one who plays often will learn that.

I found myself in entire agreement with Ford J., who said in R. and Wolfe, in 50 C.C.C. 189: "An operation which, so far as the general public is concerned, is a game of chance, or at best mixed skill or chance, is not legalized by the fact that in the hands of an expert operator its operation may be a matter of skill."

(Note "C.C.C."—Canadian Criminal Cases.)

The Court of Appeals in Alberta in R. and the Canada Mint Company, 50 C.C.C. 384, said: "Having come to the conclusion that the game is one of mixed chance and skill, the conviction is confirmed."

And the Ontario Court of Appeals in R. and Athanas, 56 C.C.C. 148, laid down that the true test, that is, as to whether the game is one of chance or skill, is the use intended to be made of the machine by ordinary unskilled persons, in whose hands it is a game of chance only.

A Division Court of the King's Bench in England has taken the same view. Fielding vs. Turner, 1903 L.K.B. at 871.

THIRD: That the machine in the case at bar, while very much like those in the cases cited, differs from them in one most important, nay essential particular, and is not a gambling machine. The game played on this machine under the authorities is one of chance, or at best a game of mixed chance and skill, not legalized because an element of skill may enter into its operation, but it differs from all the ones I have seen or read of in one essential particular. According to the evidence here, the man who plays this machine plays without hope or gain or reward. All he gets if he wins is his own and probably some other nickels back, which, according to the rules of the game, he must use for other plays. I was astonished when I heard this evidence, and to make sure there was no mistake I myself asked the witness, "Is there anything to prevent a person who gets nickels back from keeping them?" and the answer was, "No, but it would be against the rules of the game to do so and is seldom if ever done." For each nickel he gets back he gets a free play and that is all.

The game, tho in my judgment is a game of chance, is played for amusement and not for gain or hope of gain, and in playing there is no gambling.

R. and Pilon, 51 D.L.R., is a decision of a single judge in Quebec. It is not binding on me, but I find it a very interesting case. The machine there was such like the one here, and the evidence in both cases is much the same. For

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TICKET VENDING
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- Vends a ticket for each ball dropping in the 5,000 hole.
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example, every witness here (who was called "Crown witness," as well as the others) all considered the game played on this machine a game of skill; and it was the same way in R. and Pilon. Notwithstanding this, the judge held that the machine was a gambling machine, but at page 114 he says: "If there was no hope of gain or reward, then it would be removed from the category of gambling machines."

I have looked, I think, at all the law dictionaries, both English and American, and at several ordinary dictionaries as well. In every one I find that gambling means playing for a stake of some kind or another. If there is no stake, as here, there is no gambling. Of "Gambling" or "Device" the best definition I saw was that given by the Supreme Court of the United States in re Lee Fong, U. S. B. 18 Fed. 253-257. That great court defined a gambling machine to be "anything which is used as a means of playing for money or other thing of value so that the result depends more largely on chance than skill." Neither money nor any other thing of value was played for on the machine I am dealing with, consequently it is not a gambling machine.

I want it to be definitely understood that this decision does not apply to any other machine than that in court.

I find the accused not guilty of the offense charged and direct his discharge.

The following injunction order will be of general interest because of its inclusion of a principle enunciated in the Jefferson Circuit Court decision, Louisville, Ky., May 12, 1933. The Louisville opinion was an original contribution, in the absence of any State law, on the subject of the modern pinball games and the posting of prizes, etc.

The following injunction order repeats the Louisville Circuit Court edict providing "that the player is not required to pay any more money or thing of value to the owner or operator of these said marble or pin games upon his failure to obtain any definite or stated score

other than the regular entrance fee or charge for playing the game." This is an important principle in removing pinball games from the classification of gambling devices.

The Kansas City (Mo.) injunction order follows:

IN THE CIRCUIT COURT OF JACKSON COUNTY, MO., at KANSAS CITY; Case No. 439166—C. B. Hunter and Carl Hoelzel vs. Henry F. McElroy, City Manager, et al.

This action coming on to be heard on the pleadings and the evidence herein, and the court being sufficiently advised, it is ordered and adjudged:

1. That the following marble or pin games and games of similar nature not equipped with automatic payoff device, such as are described and referred to in the petition herein, are not gaming devices as contemplated and referred to in the statutes of Missouri and the ordinances of Kansas City, Mo., but are games of skill or practice, to-wit: Traffic, Rockalite, Blue Ribbon, Major League, Rebound, Action, Skyscraper, Signal.

2. The limitations and qualifications set out above are dependent upon the following:

(a) Provided that the player is not required to pay any more money or thing of value to the owner or operator of these said marble or pin games upon his failure to make or obtain any definite or stated score other than the regular entrance fee or charge for playing the game;

(b) Provided that the above-referred-to games are not equipped with any automatic payoff device and that any of the games above referred to so equipped are hereby construed to be gambling devices and are not subject to this injunction, and that this injunction is only aimed at the above-described games when lawfully operated.

4. This injunction shall not in any way operate to prevent the above-named defendants from making any arrests of persons found to be using said machines or games for gambling purposes.

BASE BALL
GENTS
CORPORATED 15th St. N. W. CHICAGO, ILL.

BASEBALL

\$49.50
TAX PAID
F.O.B.
CHICAGO

GENCO'S ALL ELECTRIC BASE BALL

ALL PLAYS and SCORES RECORDED BY LIGHTS
RUNS ALSO RECORDED ON GENCO'S NEW REGISTER

READY FOR DELIVERY JUNE 1ST

GENCO, INC.
2625 N. ASHLAND AVE. • CHICAGO

READY SOON!
RANGER
PISTOL PRACTICE GAME
WITH OR WITHOUT
AUTOMATIC PAYOUT
WILL POSITIVELY BE SOLD ONLY ON
EXCLUSIVE TERRITORY FRANCHISE
WRITE FOR PROPOSITION — TODAY

BALLY MFG. CO.
2642 BELMONT AVE., CHICAGO

Genco Firm in Business For Quarter of Century

CHICAGO, May 25.—Officials of Genco, Inc., well-known manufacturer of pin games, revealed that the firm has a record of being in business for more than 25 years. Before the inception of the modern pin tables, the Gensburg Brothers were engaged in the manufacture of toy novelties and advertising specialties. Now they devote their facilities exclusively to the manufacture of amusement devices, drawing upon the knowledge derived from 25 years of experience to aid in the efficient production of games.

Kings, their latest game, is still in top speed production, according to officials. "The game has proved enormously popular wherever on location. Many say that it has the most beautiful light-up rack and screening job on playing field of any game ever made."

Recently the Genco firm announced a new sales slogan: "You save \$10 on every Genco game you buy." As an explanation of the slogan, Genco officials state that they are sincere in their belief that they put \$10 more quality in the game than the customer actually pays for. This is due entirely to the efficient and economical methods of production, it affirms.

EXCLUSIVE DISTRIBUTORS FOR ALL

METROPOLITAN AREA "BASE BALL"

GUARANTEED IMMEDIATE 24 HOUR DELIVERY SUPREME VENDING COMPANY, Inc.

922 Eighth Ave., NEW YORK, N. Y. • 557 Rogers Ave., BROOKLYN, N. Y. • 1416 Webster Ave., BRONX, N. Y.

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, Chicago.
223-25 W. Madison St., Chicago.

Denver Op Buys Phonos

DENVER, May 25.—Western Music Company, owned and operated by J. P. Blackwell, has recently placed 100 new Simplex phonographs in operation in Denver and adjacent territory.

Mr. Blackwell is a prominent pin-game operator, and seeing the growing importance of the coin-music field he became interested in phonos at the 1935 Coin Show in Chicago.

In the intervening months he has built up his music activities to include a unit of 100 Simplex instruments. He reports growing interest in music installations and his organization is quite busy taking care of all the requests from the better locations for up-to-date equipment such as he is prepared to furnish.

SLOT MACHINES, \$10.00 ADVANCE CIGARETTE, \$32.50; USED CIGARETTE MACHINES, \$22.50; NORTHWESTERN VENDERS and COLUMBIUS VENDERS, Used, \$4.00; HI SCORE and POOL TABLES, \$22.50; ERIE DIGGERS, \$17.50; PAYOFF RACE HORSE MACHINES, \$45.00 Each; MUTOSCOPE JUNIOR CRANES, \$39.50 Each; NEW AND USED PIN GAMES, all kinds, latest types. Big get selection in the world for Operators and Sportlands. PREMIUMS at the Largest Showroom and Warehouse in the East.
LEHIGH SPECIALTY CO., N. W. Cor. 2d and Green Sts., Philadelphia, Pa.

Est. 1923. **THE HOUSE THAT CONFIDENCE BUILT.** Phone, Wabash 5464.
SOUTHERN AUTOMATIC SALES CO., 540-542 S. 2nd St., Louisville, Ky.

Turntable	\$20.00	Impacts	\$18.00	Gr. Flying Trapeze ..	\$25.00
Beacon	22.00	Time	22.00	Griss Cross	24.00
Army and Navy ...	17.50	Jr. Flying Trapeze ..	20.00	Jr. Contacts	17.50

NEW COMPLETE LIST NOW READY.

Pin Game Jobbers
GET OUR PRICES ON
MARBLER'S
FOR PIN GAMES.
BLOCK MARBLE CO.,
4919 N. 8th St., Philadelphia, Pa.

15 OR 20 LINK COIN-OPERATED ELECTRIC PLAYER PIANOS FOR SALE.
Make me an offer.
322 W. CLINTON ST., ELMIRA, N. Y.

500 PIN GAMES
Write for Prices. First Come, First Served.
MIDWEST MDSE. CO. Dept. B,
227 So. Green St., Chicago, Ill.

EASTERN DISTRIBUTORS

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, CANNON FIRE, BLACK JACK,	MILLS	EQUITY, CLASSIC, TICKETTE, DIAL, IMPACT,	QUICK SILVER, TIME, TURNTABLE, ARMY AND NAVY, HOLD AND DRAW.
--------------------------------------------------------------------------------	--------------	-------------------------------------------------	---------------------------------------------------------------------

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

Be Wise!
BUY your GAMES FROM
MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

IN STOCK FOR IMMEDIATE DELIVERY TRAFFICS
MODEL A
MODEL B
MODEL C
Write for List of Latest Machines.

Astrology Machine Goes Back Into Ancient Arts

CHICAGO, May 25.—According to Ray Whitney, president of Bally Manufacturing Company, the new Planetellus machine has been in the process of development for more than 5,000 years. "And this," Ray insists, "is literally true, for the most important feature of the machine, the reason why it attracts all masses of people, is the amazing accuracy of the readings, which, in turn, are due to the fund of astrological knowledge which has been piling up for the past 50 centuries."

"Astrological records dating back to 3000 B. C. have been found in India and from that date to this the human race has never lost its interest in the mysteries of the Zodiac. Countless people have absolute faith in astrological character analyses and forecasts and even those who do not believe in astrology find it intensely fascinating and entertaining. Planetellus utilizes the findings of astrological scientists of the ages and delivers an individualized, personalized reading for any birthday in the year—a sealed envelope containing two printed sheets, telling your lucky numbers, lucky days and how you are influenced by the planets under which you are born. The actual machine, the selective mechanism whereby the patron obtains his or her own reading, is a development of the past few years, but back of it is the ancient science of astrology, which had its beginning in the dim past of pre-historic times."



Size: 8"x6"x7".

SILVER COMET

PENNY CIGARETTE VENDOR. Approved by Internal Revenue Department. Equipped with Latest Type Slug Ejector. Machine Built To Last Indefinitely.

SILVER COMET fits perfectly into the Automatic Merchandising Field. It answers the demand of millions, "A Smoke for a Penny". It has proved itself. SILVER COMET is not a flash, but an every-day money-maker which has taken its permanent place in the Automatic Merchandising Field. It is basically new—but its appeal is readily sensed. SILVER COMET operators are cashing in on "Natural". Be one of those to realize on this innovation in the field of Automatic Merchandising. Exclusive Territory Open to Live-Wire Jobbers. Manufactured by

REDCO PRODUCTS CORP.
LA CROSSE, WISCONSIN

Harlich's Newest SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

Exhibit Names Fischer

CHICAGO, May 25.—Exhibit Supply Company announces the appointment of O. K. Fischer as special representative and plans are being made for Mr. Fischer to make contacts with the various distributors throughout the country and create a better understanding between the distributor, operator and factory.

Mr. Fischer is well qualified to do this special work because he has been a prominent operator of coin machines in Chicago, as well as having designed a number of very important coin machines. He was the originator of the Horse Shoe, counter horse-race machine, which is still enjoying a good sale and which has been manufactured by the Exhibit Supply Company.

Mr. Fischer is well known throughout the country. When Exhibit brought out one of its first pinball machines, Lightning, Mr. Fischer introduced this game to the operator. The Exhibit Supply Company is of the opinion many of Mr. Fischer's friends will be happy to see him again.

Lucky Operators Awarded

NEWARK, May 25.—The annual meeting held at the Hotel Douglas May 12 by the New Jersey Amusement Board of Trade proved lucky to six operators. The American Vending Company sponsored a drawing of lucky numbers from cards placed at the various tables, which entitled the operators to a credit slip against the purchase of one of Peo's Travel games.

Sam Ringler was the winner of the first prize of \$25. There were also other prizes ranging from \$5 to \$20. Three other operators were winners of \$20 prizes, Al Cohen, H. Gordan and H. Reibel. The total awards amounted to \$125.

Milton Green, president of the American Vending Company, personally conducted the drawing and made the presentations, indorsing each of the lucky tickets with his initials.

Business Up, Moves Down

NEW YORK, May 25.—Sam Getlan, of the United Automatic Sales Company, Inc., has become very active in the past few weeks distributing Tickettes and Equity machines. Getlan claims the operators are especially enthusiastic over Tickette, which they say is one of the fast counter games of the day. United Automatic Sales, in order to take care of its increased business, recently moved from a loft to a store on the ground floor of the same building and is now occupying larger quarters.

Explains Game Accuracy

CHICAGO, May 25.—Discussing the Ranger, pistol practice game which will shortly be released by Bally Manufacturing Company, Ray Moloney, president of the firm, called attention to a new means of insuring mechanical perfection. "We have overcome the human element," Ray stated, "by adopting a system of guides which are placed on the various parts by extremely accurate machines. Instead of parts merely being lined up to fit screw holes, they are lined up by these special machine-made guides. Thus every essential part

3 PROVEN WAYS TO BIG PROFITS

← MATCH PLAY
CYCLONE →

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.
NEW YORK: American Vending Co., 773 Coney Island Ave., Brooklyn; 45 Elizabeth Ave., Newark, N. J.
SOLE EUROPEAN DISTRIBUTORS: Burrows Automatic Supply Co., 78-81 Fetter Lane, London, England.

1. MATCH PLAY Automatically pays out from 2 to 20 coins on matched scores from 200 to 2,000. 2 or 3-ball play. Chinese Red or Ebony Black Field. Check Separator and 200 Checks, \$5.00 Extra. **MATCH PLAY, 44"x20" \$87.50**

2. CYCLONE Amazing cyclone action—3 separate fields—20 balls—lights flash—balls advance—a real thrill treat. 10 balls to shoot. Electric Ball Lift optional. **CYCLONE, 44"x24" \$72.50**

3. LIBERTY BELL COMING NEXT WEEK! It's a 10-ball automatic payout with a new super-exciting action. A new hit! Be sure to see next week's Billboard. **LIBERTY BELL, 44"x20" \$87.50**

OPERATORS JOBBERS New York • New Jersey • Connecticut
NOW MAKING IMMEDIATE DELIVERY!
EQUITY ONE BALL AUTOMATIC PIN TABLE
TICKETTE A Brand New Counter Machine. The Fastest Money Maker Today!
WRITE FOR INFORMATION!
UNITED AUTOMATIC SALES CO. Inc.
MILLS EASTERN DISTRIBUTORS
693 BROADWAY (Tel. Gram 7-7072) NEW YORK, N. Y.

is micro-accurately located with respect to every other part. In other words, the parts are practically self-aligning; neither the assembly worker in the factory nor the operator in the field can possibly fail to get perfect alignment of parts. The result is absolutely correct meshing and timing of all parts—smooth, positive operation—practical elimination of repairs and replacements."

FIELD GLASSES 60c Each
3 1/4 power. Magnify an area 10 1/2 times. Powerful lens—Shock Proof. Lifetime guarantee.
Sample, \$1.00. Postage, 24c.
CONSOLIDATED SERVICE
140 N. Dearborn St., CHICAGO, ILL.
Dept. A-30.

SELLING OUT 743 PIN GAMES
All Guaranteed Good Condition and Look Like New.

Action . . . \$19.50	Lightning . . \$ 9.50
Autobank . . . 22.50	Mrl. League . 14.50
Big Bertha . 11.50	Radio Station 19.50
Boosters . . . 6.50	Re-Bounds . . 19.50
Cannon Fire. 22.50	Signals 12.50
Champions . 23.50	Subway 13.50
Contacts . . . 16.50	Time 19.50
Criss Cross. 22.50	Globe Trotter 21.50
Drop Kicks. 16.50	Golden Gate. 10.50
Electro 9.50	Grid Iron . . 17.50
Fleet 10.50	Jiggers 2.50
Fly's Trapete 18.50	Islands 6.50
F'ball, A. B. T. 22.50	Lite-Line . . . 37.50
Forward Pass. 9.50	Skill Board . .
Sensations . . 19.50	Triple Shot . .

One Lot of Jack Pot Slot Machines, 5c Play, at \$19.50 Each.
TERMS: 1/3 with Order, Balance C. O. D.

OHIO SPECIALTY COMPANY
129 W. Central Parkway, Cincinnati, Ohio

Coming
SPELLING BEE
See Your Nearest Jobber



AT HEADQUARTERS FOR WURLITZER PHONOS—Homer E. Copehart, sales manager, second from left, and Bob Norman, advertising manager, fourth, in front of the Wurlitzer Manufacturing Company plant, North Tonawanda, N. Y.

TRAFFIC



ABT Visible COIN CHUTE

TICKET AND PAYOUT UNIT GUARANTEED FOR ONE YEAR

Model A HAS NEW AUTOMATIC PAYOUT AND TICKET UNIT IN ONE MACHINE. \$99.50
 Model B HAS AUTOMATIC PAYOUT AND TICKET UNIT IN TWO MACHINES. \$94.50
 Model C HAS AUTOMATIC PAYOUT AND TICKET UNIT IN TWO MACHINES. \$49.50

Operators! Take a tip from the old timers who know what it takes to get the money! When the smartest men in the industry order TRAFFICS BY THE CARLOAD—when operators from coast to coast report as high as \$90.00 WEEKLY NET PROFIT PER MACHINE (operator's share)—then it's time to get going! TRAFFIC will positively make more money for you and LAST LONGER ON LOCATION than any machine you ever operated. Get your share by ordering more TRAFFICS at once. We have again increased in capacity and can give IMMEDIATE DELIVERY—but don't delay, as orders are pouring in faster every day!

WIRE YOUR JOBBER TODAY!

New AND Larger FRISKY



\$39.50

F. O. B. Chicago.

Plays the old favorite 21 OR BUST game in a new and thrilling way. Shoot as many balls as desired for your "hand," then spin dial to see what the "dealer" has! New bigger model has greater suspense, faster action, stronger player appeal than ever. TAKES IN \$5.00 TO \$10.00 PER HOUR with Penny—Nickel—Dime—and Quarter Slot. Also available in straight Nickel Play. Order a sample today. You'll get the surprise of your life when you see how the money piles up in the cash box!

New BALLY COIN COUNTER

COUNTS ALL COINS.

Pennies, Nickels, Dimes, Quarters and Halves.

PORTABLE

9 1/4" by 18 1/2", Including Tray, 7" High. Weighs Only 15 1/2 Lbs.

CAPACITY 1500

COINS PER MINUTE WRAPS OR BAGS

No Extra Machine Needed to Wrap Coins.



ONLY \$87.50

F. O. B. Chicago.

8 Machines for Price of 1.

BALLY MANUFACTURING CO., 2642 BELMONT AVE., CHICAGO, ILL.

All Bally Machines Licensed by Consolidated Patents Corp., Patent No. 1,802,521.

JOHN A. FITZGIBBONS, Eastern Factory Representative, 453 W. 47th St., New York, N. Y.



THE STAR ATTRACTION OF FAIRS and CARNIVALS
 WALT DISNEY'S STUFFED MICKEY MOUSE
 A life-like stuffed reproduction of America's popular and most publicized newspaper and movie cartoon.
 22" High.
 22 Inches High \$16.20 Doz. 25% Deposit Required
 Send Your Sample Order NOW
 Knickerbocker Toy Co., Inc.
 85 FIFTH AVENUE NEW YORK, N. Y.

Believes in Two Games

DETROIT, May 25.—George Spees, formerly manager of dramatic stock companies in this territory, has recently entered the operating field. He has established a route of a pin games in Detroit and will probably add other types of machines in a short time. Most of Spees' locations are in beer gardens. He believes in the policy of frequent changes of machines in each location and is directing his activity toward creating a customer habit of playing his machines.

"Putting in two machines where one proved only a fair draw is good merchandising," Spees says. "The two together have a psychological effect. They give an incentive to mass play of the machines and can draw a better crowd. "Moreover, customers should be given a chance to win occasionally. Just fixing the machines so that there is no chance to run up the winning scores is poor policy. Be fair with the player and he will get the habit of playing."

The General Novelty and Amusement Company was formed recently by Samuel Rosenthal and Oscar Sherman as an operating company in this city. Rosenthal and Sherman have been partners for several years, but have not hitherto operated under a firm name. They have a good route of pin games and cigaret vendors.

Ops Want State Meeting

POUGHKEEPSIE, N. Y., May 25.—Al Schiesinger, of Square Amusement Company, who has been boosting the Empire State Skill Games Board of Trade, Inc., made a special tour of the Northern New York State operators to stir up further enthusiasm for the coming State convention.

He reports that coinmen in Northern New York are enthusiastically awaiting the call to the convention this summer and that he believes there will be a tremendous turnout of operators from this part of the State.

He also reports that he receives daily calls from operators in Western New York State for advice on the coming State convention and is certain that it will prove itself one of the greatest affairs in the coin-machine history of the State.

Here are the Outstanding SALES "HITS" of the Season!

- B1—Flag Bows, Gro. 50c
- B2—Spear H'd Plugs (8x12"), Gro. \$9.99
- B3—Whistling Flying Birds, Gro. 2.00
- B4—Decorated Balloons, Gro. 2.95
- B5—Parade Cans (Light Finish Hardwood), Doz. 1.50
- B6—Parade Cans (Lacquered Mahogany), Doz. 2.00
- B7—Jap Cans, Per 100 75c
- B8—Swagor Sticks, Gro. 6.75
- B9—Celluloid Dolls for "Doll in Bottle" Workers (1" Size), Gross 1.25
- B10—High Hat Fur Monkeys, Gro. 5.00
- B11—Novelty Straw Hats, Gro. 5.00
- B12—Tropical Helmets, Doz. 2.00

SEND FOR 1935 CATALOG

—It Lists Thousands of Money-Making Specialties for Coin Games, Wheels, Ball Games and Other Concessions. When writing, for Catalog be sure to mention your "line," or kind of business.

A Deposit Must Accompany All C. O. D. Orders.

LEVIN BROTHERS
 (49 Years in Business)
 TERRE HAUTE, IND.

RECONDITIONED MACHINES

- Mills Tickette \$15.50
- Forward Pass 9.00
- American Beauty 10.00
- Radio Station \$18.50
- Crisis Cross 15.00
- Drop Kick 15.00
- Lightning 10.00
- Horse Shoes 10.50
- Hold and Draw 24.50
- Quick Silver 45.00
- Select 'Em Dice 7.50

We will accept your Used Slot Machines, Counter Games and Pin Games in Trade. Write for Our New List No. 178, which contains information and prices on New and Used Pin Games, Counter Games and Slot Machines.

BESSER NOVELTY CO.
 3077 Delmar Blvd., St. Louis, Mo.

COIN MACHINE HEADQUARTERS
 We carry largest stock of New and Used Slot Machines, Pin Games, Strollers, etc. Write us your requirements. Our Prices are Lowest.
 HUBER COIN MACHINE SALES, Chicago
 610 Van Buren Street, Chicago



JUNE SPECIAL
 A NOVEL BOARD SPIN AND WIN NO BLANKS
 A 1,000-Hole Board with every Punch a Winner. The First of Its Kind on the Market. A Fast-Playing Board with a \$10.00 Prize.
 Takes in \$27.50
 Pays out \$52.90
 Profit \$34.70
 Price, \$1.71 Plus 10% Tax
 GLOBE PRINTING CO.
 MAIN OFFICE AND FACTORY
 1023-25-27 RACE ST. PHILA., PENN.
 16 16 WEST 22ND STREET, NEW YORK, N.Y.
 418 SOUTH WELLS STREET CHICAGO, ILLINOIS. 441 THIRD STREET SAN FRANCISCO, CALIF.
 920 EAST 14TH STREET TACOMA, WASH. 123 KLEIN STREET SAN ANTONIO, TEXAS
 1356 NE 1ST AVE MIAMI, FLORIDA 777 MARIE STREET ATLANTA, GEORGIA.

ARCADE and PLAYLAND MACHINES FOR SALE

ATLAS BASEBALL MACHINES AND K. O. FIGHTERS
 Both Fast Penny Machines; Perfect Condition. Distributors New and Used Machines of All Kinds.
 BISON NOVELTY MACHINE CO.
 1001 E. FAYETTE ST. SYRACUSE, N. Y.

NEW TODAY!

BALL FAN

**A SMASHING HIT!
A RIOT OF PROFITS!**



\$39.50

Simple Construction
PLAYING BOARD
LIFTS OUT FOR
EASY SERVICING

Again Stoner triumphs with another profit-Stampede—a sensational NEW Game that captures all the thrill and excitement of a nation's sport craze and crams it into the greatest amusement device America has ever seen! BALL FAN is vivid, racing, red-blooded ACTION—and it starts with "BALL ONE". You play real baseball on BALL FAN'S diamond. Singles—two baggers—three base hits—HOME RUNS. Just see how that batter cracks 'em way out into "center". Just watch that pitcher streak 'em over the plate. Ball replays itself automatically time after time—

as the runners slide HOME—the whole field teems with pell-mell action while your score BLAZES from the electric "board". BALL FAN is a magnet for crowds—holds 'em spellbound while nickels simply ROAR into the till. SEE BALL FAN, PLAY IT. Then—after you recover from the excitement of the hottest ball game you ever witnessed—PUT BALL FAN to work making money for YOU!

STONER Corporation

328 GALE STREET • AURORA, ILLINOIS



JUNE SPECIAL!

NEW INGENIOUS JACK-POT FEATURE THAT SHOWS YOU AN AVERAGE PROFIT OF OVER \$18.00, YET HAS BOTH \$10.00 AND \$25.00 POSSIBLE HITS FOR THE BOYS TO SHOOT FOR. Sample Board Only \$2.50. In Lots of One Dozen or More, Price \$1.84 Each Net. Tax Paid (Complete with Locked Down Coin-Holder Protector Over Jack-Pot Holes). ORDER NOW—TUNE IN BIG COLLECTIONS.
SUPERIOR PRODUCTS, INC.
2900 S. Michigan Ave., Chicago, Ill.

(READY FOR DELIVERY)
BALL FAN

STONER'S NEW \$39.50 BASEBALL GAME, BALL FAN Will "Pop Up" Your Earnings! Place Your Order NOW!

- | | | |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| COMBINATION HARRY WILLIAMS'
\$49.50 Light-Up Game. | Eastern Distributors:
D. ROBBINS & CO.
1141 De Kalb Avenue
BROOKLYN, N. Y. | TICK-A-LITE
STONER'S
\$49.50 Ticket Game. |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------|

RUSH YOUR ORDERS IMMEDIATELY!

- | | |
|----------------------------------------------------------------|---------|
| Mills 5c-25c Escalator Silent Double Jackpot Front Vendor..... | \$29.50 |
| Mills 5c-10c-25c Single Jackpot Bell or Front Vendor..... | 10.50 |
| Mills 25c Lion Head Double Jackpot-Bells..... | 22.50 |
| Jennings 5c-25c Victoria Double Jackpot Bell or F. V..... | 21.50 |
| Watling 5c Twin Jackpot F. V..... | 21.50 |

BEAT ACES REPLACEMENT BOARD TO FIT 19x38 CABINETS \$12.50

Terms—1/3 Cash, Balance C. O. D., F. O. B. New York.

NEW YORK DISTRIBUTING CO.,

32 La Salle St. (At 125th St.) Monument 2-5625 New York City

IT'S FROM ATLAS



FIRST WITH STONER'S

BALL FAN

BASEBALL LITE-UP GAME!

10-Ball Play Baseball Game—action, pep, life! One of the clearest Lite-Up Games we've seen.....

\$39.50

TICK "A" LITE

IT VENDS THE TICKETS.

World's Lowest Price Ticket Vending Machine. Flashing lights, shooting balls.....

\$49.50

READY FOR DELIVERY!

Atlas NOVELTY CORP.
2159 N. CALIFORNIA AVE. CHICAGO • ILLINOIS

Coming
SPELLING BEE
See Your Nearest Jobber

- SWAGGER CANES**
Bright Colors with flashy Silk Tassels, Gr. 5.50
OAK MICKEY BALLOONS, Gr. \$3.25
Giant Colored FUR MONKEYS, Gr. 3.40
4-Color WHISTLING BIRDS, Gr. 2.00
No. 9 GA. CIRCUS BALLOONS, Gr. 2.50
WILLSON SUN GLASSES, Doz. 1.20
24" in. CLOTH PARASOLS, Gr. 3.40
Regulation FELT COWBOY HATS with colored binding, Gross, All Colors, 18.00
REAL STRAW HATS with Long Colored Feathers, Gr. 5.00
Best Maple Parade CANES, Gr. \$12.00
Large ROSE SQUIRTS, Gr. 2.75
MAGIC TULIP with Snake, Gr. 3.40
Ride 'Em Cowboy FELT HATS with Large Feathers, Firsts, Gr. 7.50
Strap Wrist WATCHES, Exc. Gr. \$4.00
Shell Water Flowers & Fans, Gr. .75
Miller Popeye, Tom Mix, etc. Gr. 3.40
One-Half Deposit on All Orders.
HARRY KELLNER & SON, INC.
50 Bowery, New York City
Send for New Price Sheet.

SPECIAL PUT 'N' TAKE \$45.00
(Like New)
GRAND NATIONAL RACE HORSE \$25.00
(Automatic Pay-Out)
"Tell us what you need!"
J. L. TREADWAY
112 Main St., JOPLIN, MO.

WRITE — WIRE
Chicago's Most Reliable Distributor
For Your Coin Machine Requirements
CHICAGO AMUSEMENT GAMES CO.
1215 DIVERSEY BLVD. CHICAGO

Helps You, the Paper and Advertisers to Mention The Billboard.

It Helps You, the Paper and Advertisers to Mention The Billboard.

PLANETELLUS

THE "PLANETS TELL US" THROUGH THE SCIENCE OF **ASTROLOGY** IN A COIN-OPERATED MACHINE

TODAY, as never before, the public is ASTROLOGY-MINDED—and eagerly pays money to learn more about the fascinating 5,000-year-old science of ASTROLOGY. With PLANETELLUS you can GET YOUR SHARE of this money—a steady stream of DIMES—DIMES—DIMES—day after day, week after week, year after year!

TAKES IN \$300 A WEEK

PLANETELLUS was first placed on location over a year ago. Since that time it has been constantly improved, several successive models have been built and tested. And throughout the test period it has produced consistently big earnings! One machine in the Boston Store, Chicago, took in \$1,688.80 in 11 weeks—as high as \$209 IN 6 DAYS, \$115 a week NET PROFIT TO OPERATOR. And it was going stronger than ever when removed for further development work. Another machine, in an out-of-the-way spot at the Palace Theatre, Chicago, has been coming money for months, with weekly take-in as high as \$177 60, and last collections actually HIGHER than first week—still a sensational money-maker a year after the first test machine was placed. Other machines in widely separated sections of the country have shown the same stupendous SUSTAINED EARNING POWER. Remember, these test machines were crude, home-made affairs. The de luxe model, illustrated here, has been improved mechanically, glorified in appearance and speeded up in operation—and, without question, will take in \$300 or more a week in any spot suitable for a machine of this type.

THE FLASH THAT GETS THE CASH!

With its rich walnut cabinet, PLANETELLUS is an ornament to any location. Yet it has PLENTY OF FLASH AND ANIMATION, sparkling lights, glittering stars, an Oriental atmosphere that GETS ATTENTION, and creates an overpowering desire to PUT IN A DIME AND SEE IT WORK! Originated by a successful showman, PLANETELLUS is Showmanship at its best, a high-class, dignified attraction that not only gets the money, but WINS THE PUBLIC'S RESPECT.

MYSTIFYING! MAGNETIC!

Remember, PLANETELLUS is not a "fortune-telling" machine, but a STRICTLY LEGAL selective device based on the recognized Laws of Astrology. Simply "plug-in" to DATE OF YOUR BIRTH and drop a dime. Immediately the Planets begin to flash—a mysterious curtain parts, revealing the SIGN OF THE ZODIAC under which YOU were born—and PLANETELLUS delivers a SEALED ENVELOPE containing TWO PAGES of Astrological Data, including YOUR PERSONAL READING, scientifically figured out for YOUR BIRTHDAY! Several patrons in the same crowd who happen to be born under the same Sign, but on different days, will actually get different Readings! Your Reading tells YOUR LUCKY NUMBERS, LUCKY DAYS and how you are affected by the Planets under which you were born—outstanding traits of your character, lines of business in which you will succeed, an abundance of personal information which never fails to amaze by its ACCURACY!

EVERYBODY in the world HAS A BIRTHDAY, and the POWER OF EGOTISM makes everybody desire to set this miracle machine to his or her birthday. That's what gets the first dime—and SATISFACTION insures CONSTANT REPEAT BUSINESS. More than 90,000 people have put dimes in PLANETELLUS machines, and there has never been a dissatisfied patron. Every person who "plays" it becomes a "walking advertisement" for PLANETELLUS. They tell their friends, they COME BACK FOR MORE, they get Readings for their wives, husbands, sweethearts, friends, relatives, everyone in whom they are personally interested. And how the dimes roll in!

A GOLD MINE FOR THE FOLLOWING

AMUSEMENT PARKS	ARCADES	BUS TERMINALS
CARNIVALS	CIRCUSES	DEPT. STORES
DRUG STORES	EXCURSION BOATS	FERRY BOATS
FIVE-AND-TENS	HOTELS	RAILROAD DEPOTS
RESORTS	THEATRES	SPORTLANDS

And Countless Other Locations.

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27 Inches by 19 Inches
7 Feet High

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Send for it Today.

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Home Run Board Form 3490 GETS THE PLAY

Takes in (1000 holes at 5c) \$50.00
 Pays out (Average) - - - \$26.00
 Average Profit - - - - - \$24.00

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CHAS. A. BREWER & SONS
 Largest Board & Card House in the World.
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We Offer The Right Goods At The Right Prices, Always

SEND FOR YOUR COPY TODAY!

When Writing State Business You Are In, As We Do Not Sell Consumer.

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	Per Doz.	Each.		Per Doz.	Each.
B36N341—13-inch	27.50	2.50	B36N345—20-inch	54.00	5.00
B36N342—16-inch	36.00	3.25	B36N346—22-inch	62.00	5.75
B36N343—17-inch	40.00	3.50	B36N347—27-inch		9.75
B36N344—18-inch	46.00	4.00			

Yes, these are the Original SHIRLEY TEMPLE DOLLS. Here is the biggest money center for PARKS, CARNIVALS and SALESBORARD OPERATORS. Every girl wants one of these beautiful Dolls. The biggest Hit in 30 years.

NOVELTIES.

B38N68—Flying Birds, Outside Hummer, Per Gross	2.00
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B38N104—Mickey Inflated Toy, Per Gross	9.00
B38N108—Pluto Inflated Toy, Per Gross	9.00

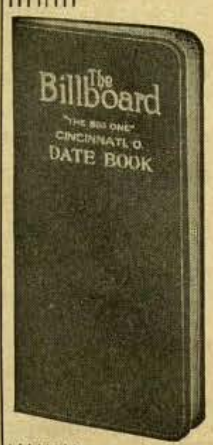
AIR BALLOONS

B35N8—90 CM Asst. Animal Prints, Per Gr.	2.75
B35N11—90 CM Asst. Flower Prints, Per Gr.	3.00
B35N80—Asst. Toot-Up Balloons, Best Selling Numbers, Per Gross	4.00
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