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No. 19

The World's Foremost Amusement Weekly

May 9
1936

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Object to tie with Authors' League, as ranks of writers also split—vote takes place as scheduled—producers plan to hire new writers in case of trouble

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The appointment was announced Thursday in Washington by Jacob Baker, head of WPA white collar projects, after Whitehead and Mrs. Hallie Flanagan, William Farnsworth and other WPA officials had had several conferences.

(See U. S. TO SAVE on page 15)

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N. Y. Project Reorganizing; News of Key City Activity

Agitation against possible curtailment continues—Equity repudiates Blunkall charges in new red rumpus—WPA plays sell film rights—key city news

NEW YORK, May 2.—Major development in the local WPA situation this week was the appointment of Ralph Whitehead to head the new division of Vaude, Musical Comedy and Circus and the movement by WPA officials to revitalize the vaude projects in particular. In the drama division three of the four hits close tonight and new shows succeed them next week. Agitation continues meanwhile against transfer of the project to State control and against curtailment after June 30. Washington officials continue to deny that the project will be killed this summer, but project workers continue their petitions, meetings and protests in the hope that their agitation will head off any such action. There is a mass meeting tomorrow in Union Church, with Harold Bolton, Bide Dudley, William Feinberg, Robert Garland, Ned Glass, Vincent Jacobi, Augusta Ocker, Morris Watson and Paul Denis listed as speakers. Meeting arranged by various members and groups on the project.

Meanwhile the red issue continues to shake the project. Frank Gillmore, president of Equity, has repudiated the recent statement by E. J. Blunkall, an Equity council member, that "people not of the theater are in every key position in the New York WPA drama project" and that present officials should be replaced by persons who are "100 per cent Americans instead of aliens and Communists." Gillmore wired Senators Cope-

(See N. Y. PROJECT on page 9)

Labor Protests Show Tax

PENSACOLA, Fla., May 2.—The Central Labor Union here, representing 2,000 laboring men, has adopted a resolution protesting the imposition by the city officials of a tax on amusements. The resolution points out that enforcement of the tax would result in the closing of one theater and the operation of another by the Saenger interests for only two days a week after May 6. The resolution points out that 30 employees will be thrown out of work and that the tax will be ineffective, as the city will lose as much on the tax on utility services due to curtailment as it will gain on the amusement tax.

Harris Variety Club President

PITTSBURGH, May 2.—John H. Harris, president of the Harris Amusement Company here, was re-elected national president of the Variety Club at the annual convention in Columbus, O. Mr. Harris has held that position for the last two years. Other officers are Duke Clark, Columbus, first assistant chief barker; John Maloney, Pittsburgh, second assistant chief barker; James G. Balmer, Pittsburgh, dough guy, and Frank Drew, Cleveland, property master. Canvassers named for the next year are Earle Swiegert, Philadelphia; E. E. Kichner, Detroit; Mark Wolfe, Cincinnati; Harry Shumow, Omaha, and Edward Weifeldt, Milwaukee. Omaha has been selected as next year's convention city.

Studio-Labor Meeting Set

HOLLYWOOD, May 2.—A special meeting of the producer and international union signatories to the basic labor pact will be called here within three months for consideration of recognition moves of the Screen Actors' Guild and the painters' and laborers' unions. Special meeting is due to failure of several important issues being discussed at the regular basic agreement convention held recently in New York. One of the major items which never reached the floor was the demands of the building trades unions of Los Angeles that studios use full union crews in all construction work.

New List of AFM Licenses

875 active licenses —
Hamid license restored —
revocations now total 60

NEW YORK, May 2.—More AFM agent licenses were revoked last week and one license was reinstated. George Hamid, local outdoor booker, regained his license. Other three reinstated are Ed Newman, Nick Elliott and Rockwell O'Keefe.

Complete list of 60 revoked licenses
(See NEW LIST on page 10)

Strong-Arm Racketeering Said To Climax Hub Booking Fight

BOSTON, May 2.—Racketeering in Hub booking spots is charged by bookers themselves. Boston police are investigating alleged strong-arm methods being employed in this New England center. Benny Ford, otherwise known as Benny Abrams, is out on bail after having been picked up on a warrant sworn to by Louis Golden, who charged that Ford gave him one week to leave town. Golden, general manager of the Golden Amusement Agency at 65 Stuart street, is one of the veteran bookers for theaters and night spots in this territory. Ford, with an office at 168 Tremont street, is associated with his brother, Jack Ford, and with William Waldron, who is the son of Charles Waldron who formerly operated Waldron's Casino, in the past one of the Bean Town's most seething burlesque situations. Benny Ford has been running a booking office for about two years and a half, according to his brother. The entertainment concerns, according to their own declarations, are booking between 40 and 50 spots.

Golden alleges that Ford has been trying to muscle in on the business controlled by the smaller booking concerns. Ford, according to his office, was

Stem Not Badly Dented by Hot Spell That Takes Legit Toll

NEW YORK, May 2.—With the exception of a number of legit closings tonight, business along the street is keeping the even tenor of its way. Those plays acknowledging the imminent arrival of straw hats and perspiration are *Libel* and *Ethan Frome*, which marked up hit runs of 156 and 119 performances respectively, and the three successful

WPA presentations: *Murder in the Cathedral*, *Triple A Plowed Under*, *Chalk Dust*. Of the last group the first named, Eliot's poetic drama, scored best, playing to capacity audiences to the end; the others were proportionate successes in the order named. For the rest, Hampden is back with *Cyrano*, supposedly for the last time; the Gilbert and Sullivan company wound up *Trial by Jury* and *Pinafore* preparatory to next week's *Iolanthe*, and Anne Nichols has tried it again with an item for the department of sanitation called *Pre-Honeymoon*.

Music Hall opened big with the Colbert-Colman-McLaglen draw, *Under Two Flags*; the Capitol's *Captain January*, with Temple, lasted only one week and the house seems set for an insignificant take with *Big Brown Eyes*; the Center

Mae for President

BOSTON, May 2.—A Massachusetts law permitting citizens to write in preferred candidates for the Presidency in the primary elections, April 28, elicited the following nominees to lead the country out of the Slough of Despond: Nick Londres, Pop-Eye and Mae West.

Hub Legit Tottering

BOSTON, May 2.—Drama is on the wane in the Hub, former white hope of legit. The pearl of culture of the Northwest is now supporting a stringently modified version of *Tobacco Road* at the Plymouth, and *Storm Child*, which Mary Young is giving its first showing anywhere, at the Copley. The latter show plays to a minimum of two-bits.

The Shubert is closed and no shows have been booked for the house up to the present time. The Tremont, long a haven for plays, is lining them up for very much subsequent-run pictures at 15 and 25 cents a throw, with plenty of passes floating around with a 10-cent service charge. The Hollis is now but a memory and a parking space. The Colonial, where Ziegfeld glorified at plenty of bucks a throw, has gone modern with the installation of sound and the roadshowing of *The Great Ziegfeld*. The Majestic is very much closed.

The Howard Atheneum, now better known as the Old Howard, is probably the most successful of the former playhouses. Al Somerbee, operator of the strip-and-slapstick burlesque location, reported an income tax of \$15,600 for the last fiscal year. Burlesque at the Park, on the other hand, is but a mem-

Film Trial Is Settled

Ended out of court when defending companies agree to supply F&M houses

NEW YORK, May 2.—The Federal government's civil action charging Warners, Paramount, RKO and numerous other defendants with conspiracy and restraint of trade ended out of court April 30 when Federal Judge John C. Knox okehed a petition agreed to by all parties concerned, in which Fanchon & Marco, the chief complainants in the original suit, are assured of getting first-run pictures for their three St. Louis houses from Warners and RKO for a period of 10 years. Paramount also, according to the terms of the stipulation, is obliged to sell product to Fanchon & Marco, with the possible exception of failure to do so thru disagreement on price. Competing theaters operated by Warners and RKO for purposes of unfair competition will be discontinued.

This development climaxes a series of court actions, both criminal and civil, which began in St. Louis last fall and finally wound up in New York. It is anticipated that the accord now reached will negative the defendants' appeal from Judge Molyneux' St. Louis decision, in which he dismissed the case without prejudice. This last was the final monkey wrench thrown into the legal snarl, and in the event that it had been successful it is likely that it would have invalidated the New York court proceedings.

The settlement was signed by Bruce Bromley, of Cravath, DeGersdorff, Swaine & Wood, for Warners; Donovan, Leisure, Newton & Lombard, for RKO; and Simpson, Thatcher & Bartlett, for Paramount. Sol A. Rosenblatt was instrumental in bringing the factions to a common ground. In case provisions of the agreement are not adequately carried out by the defendants the Federal government reserves the right to reopen the suit.

fared badly with the juvenile *The Country Beyond*. Roxy's reissue of the old Will Rogers picture *A Connecticut Yankee* started poorly, and Paramount closed terrifically on the end of its three-week run of *Desire* coupled with the Little-Merman-Cooper stage show.

Among the night spots, the Versailles has been doing enormous business with the Howard Brothers, who have been held a third week and close next Tuesday. Other key spots, particularly the French Casino and the Hollywood Restaurant, garnered heavy grosses.

With everybody pulling for him, Gus Edwards has been doing fairly well with *Sho-Window*, but it has not been easy going.

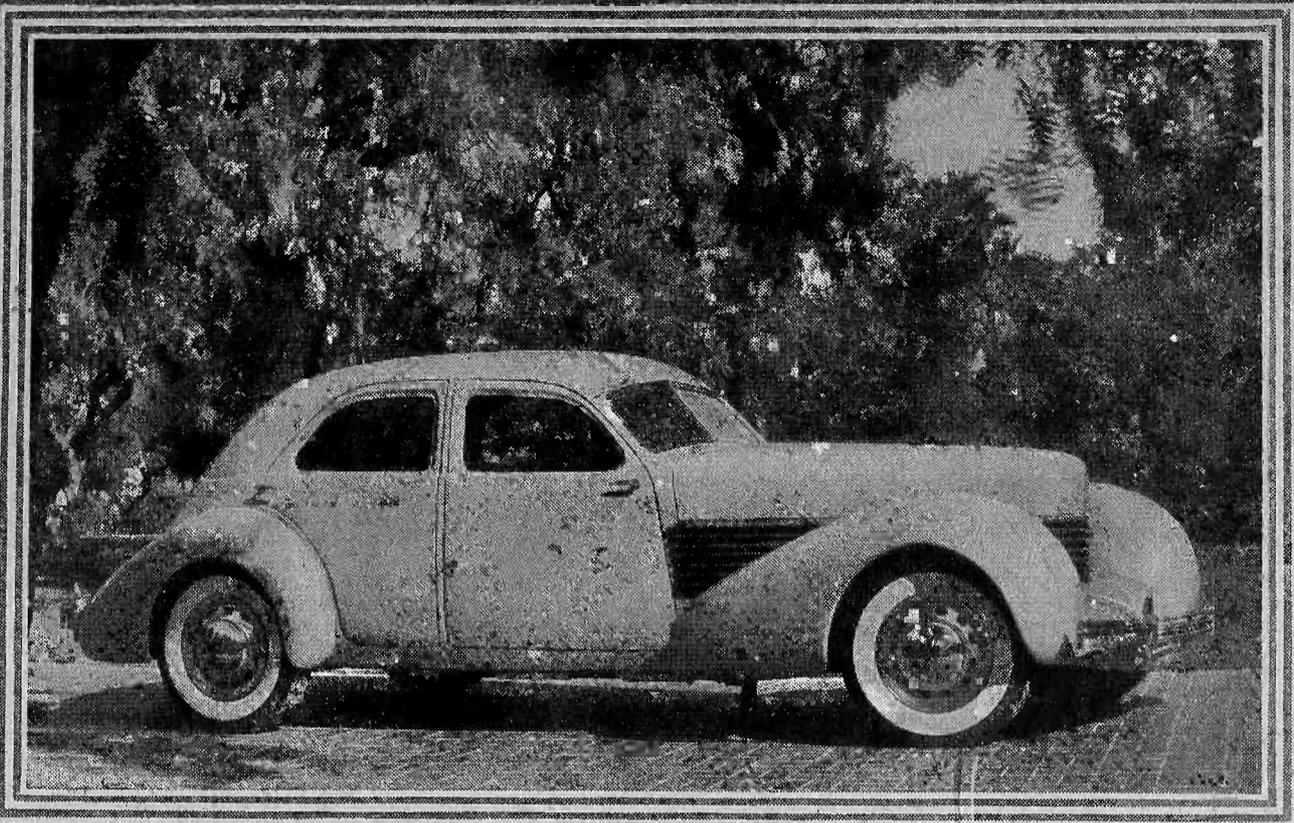
TOMMY DORSEY This Week's Cover Subject

RATED as one of the greatest trombone virtuosi in America, that recognition has been Tommy Dorsey's in the trade for years, but only lately has the public learned that fact. It was actually brought about by Dorsey's work in his own and other orchestras and brought before the public on a large scale by radio. His musical training stems from his father, who was an accomplished musician and who also taught Tommy's brother, Jimmy, ace man on the sax and clarinet. Tommy Dorsey's orchestral career started really in 1914, after local work in Shenandoah, Pa., when he went to work for Jean Goldkette. Later he was with the California Ramblers, Roger Wolfe Kahn, Vincent Lopez, Eddie Elkins and Paul Whiteman.

Dorsey's first radio appearance was in 1928 with Sam Lanin. Later he organized his own band and was in the Broadway musical, "Everybody's Welcome." Then the brothers had their band for a while, separating again last summer after a season at the Glen Island Casino, a season which served to definitely establish the Dorsey musical style. Later Tommy Dorsey's orchestra was at the French Casino on Broadway. After a road tour to packed houses, he returned to New York for his current engagement at the Lincoln Hotel.

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C O R D

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NBC Band Booking Still Hanging Fire

NEW YORK, May 4.—Altho every radio station in the country is supposed to have had its orchestra booking license revoked by the American Federation of Musicians, and this includes the National Broadcasting Company's artists' service, it is understood that this network does not intend to drop its contractual obligations with its signed orchestras and will take the matter into court, if necessary, in order to protect its interests.

However, every possible move is being made to work out a solution, and up to the time of going to press any one of several plans still hanging fire may be adopted. George Engles, vice-president and head of the NBC Artists' Service, and Mark Woods, also an NBC executive, have been in constant conference with Joseph N. Weber, president of the AFM. Under Weber's orders, no AFM member is allowed to do business with the network insofar as booking is concerned.

Weber holds to his position that networks by having control of the wire situation offer unfair competition to outside bookers. The network, on the other hand, would be deprived of commissions from signed orchestras, some of which have been built up at considerable NBC expense.

It is considered possible that Charles E. Green, recently installed as head of the NBC band booking department, may

be set up as an exclusive NBC booking agent, or something along that line. Nothing is definite, however.

TCMA's Last Meeting of Season Will Be May 10

NEW YORK, May 4.—At a regular meeting of the Theatrical Concession Managers' Association Tuesday night at the Edison Hotel it was decided that the last meeting of the season will be held May 10. This follows the affair Tuesday night at Connie's Inn. Seven meetings have been held since the re-organization of the group, and it has grown rapidly during that time.

Among the new members taken in at the last meeting were Al Carsky, Chicago; Morton Gottleib and Al Weiner, local; Julius Cherney, Newark; Dave Friedman, Cleveland, and Edward Halperin, Pittsburgh.

Astor Plans Name Bands; Vallee First?

NEW YORK, May 2.—Hotel Astor, New York, is planning to embark on a name-band policy to entice business to its recently renovated roof garden. The hotel, which has just finished spending a considerable sum on renovations, is operating under a new financial setup and the band policy represents a change, since the Astor has not previously used star orchestras.

Opening band has not been set yet, but it may be Rudy Vallee's. Negotiations are still on with Vallee, who has been in Washington all this week. Contract had not been signed yesterday (Friday). Previously Jack Hylton, English leader, now playing in Chicago, had been scheduled to bring his band in, but this fell thru. Hal Kemp, playing at the Pennsylvania but leaving there May 15, is another strong possibility and may go into the hotel in June.

Jack Berger, whose orchestra has been at the hotel for seven years, will probably stay, playing in a room other than the roof. Vallee's last New York date was at the Hollywood Restaurant last year.

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Sole Owners Toledo Ticket Process.

J. C. LINCOLN'S MINSTRELS

WANTS White Boss Canvasman for 70 with three 30s. Must be sober and keep outfit up. One-nighter. Address H. S. PALMER, Iuka, Miss., May 8; Corinth, Miss., 9; Brownsville, Tenn., 12.

WANTED

A-1 Song and Dance Blackface Comic. Up in all Acts. Able to join on wire. Name lowest salary. Wire J. A. McDONALD, Monahan, Tex.

WANTED

Dancing Act or Feature Novelty Specialties. Single or Team. Slim Andrews answer. DAVIS-BRUNK COMEDIANS, Ozack Ark., this week.

WANTED Med. Performers, Team, double Piano, Blackface, Magician. Useful People all lines. THE WESTERN CO., 913 W. 4th, Appleton, Wis.

WANTED—Medicine People in all lines, Novelty Acts, Musical Acts. State all in first letter. Show opens May 11. No tickets; lost enough. JERRY FRANTZ, Slatington, Pa.



THREE POINT SUCTION ROOFLESS

Featherweight—No Gagging—Natural Taste—Holds Better. Singers, Speakers, like the extra tongue room, clearer mouth. All forms false teeth—Much Better by Mail. 60 Day Trial.

The Hod Laboratories, 1902 Krause Bldg., Tampa, Fla.

Cincinnati's Foremost Dancing Master

PRESENTS "George Geisler Varieties of 1936"

TAFT THEATRE, MAY 18. Studio's Tenth Annual Revue. Cast Over 200.

HAVE YOUR OWN TIMES SQ. ADDRESS. Use our address and phone number for business or personal purposes for only \$2 per month. Mail and phone messages forwarded anywhere. Efficient, confidential service. Write for information. ABBOTT SERVICE, Longacre Bldg., 1474 Broadway, New York City.

FOR SALE—1929 MODEL A HOUSE CAR

Custom built, complete, ready to move in, \$175.00; good rubber; low mileage. 20x30 Khaki Tent, \$15.00; House Car Trailer, 6 1/2 x 14, new, \$150.00. MADAME MAYFIELD, Tidoute, Pa.

YOUNG MUSICIANS

That double canvas, to enlarge Band. Prefer Trumpets, Baritone. Might place feature Vaudeville Act with four good changes. Prefer Novelty Act. Never close. Salary sure.

HARLEY SADLER, World's Largest Repertoire Co., McCamey, Tex., till May 9; Ft. Stokton, Tex., till May 13.

WANTED QUICK

Medicine People in all lines, Piano Player. No tickets. Been stung. CHIEF ROLLING CLOUD, Greenville, Mo.

WANTED QUICK

Piano Player doubling Stage, young General Business Team with Specialties. Other Useful People doubling Stage and Orchestra. RICE-PERCY PLAYERS, Farmer City, Ill.

Joint Committee Figure Set On Number of Radio Owners

Basic data on hand and breakdown as to counties ready in few weeks—CBS-Starch survey used, showing 22,869,000 families owning sets—CBS working out own "almanac"

NEW YORK, May 2.—The Joint Committee on Research, working under the direction of the American Association of Advertising Agencies, has reached an estimate of the families owning radio sets in the United States upon which it is basing its forthcoming "circulation" figures. Joint Committee represents the interests of advertisers, advertising agencies and broadcasters. Number of radio families in the country as of January 1, 1936, is estimated at 22,869,000, an increase of 6.6 per cent over the estimated total of 21,456,000 on January 1, 1935. According to a report by John Benson, of the AAAA, and chairman of the Joint Committee on Radio Research, a preliminary examination of the project indicated that in order to obtain a complete answer, a very extensive survey would have to be made in the field. This would cause much delay and heavy expenses. The committee therefore decided to use the best possible estimate plus additional data that could be gathered. The nation-wide survey conducted for Columbia Broadcasting System by Daniel Starch and staff during the latter part of 1934 was used as a starting point.

Committee is now at work estimating the number of radio families by counties and these figures will be released in a few weeks. According to report, the original figures as broken down by counties, etc., showed too high a percentage in some Western States and these were out of proportion.

Conclusions reached by the Joint Committee, in addition to the number of sets upon which further research will be based, include: Approximately 4,400,000 radio sets were sold in the United States by radio manufacturers during 1935, exclusive of domestic sales of automobile radios, which totaled about 1,100,000 during the year.

Of domestic radio set sales in 1935, 32.1 per cent were made to families not previously owning sets. This meant an addition of approximately 1,413,000 new radio families during the year.

Methods Used

Mr. Benson's report reveals the methods used in arriving at all above-mentioned figures and this includes some 10,000 questionnaires being sent out to radio dealers from a list furnished by the McGraw-Hill Company. There were 1,343 usable replies upon which to work. Further the report states that altho the CBS-Starch survey on which the 1935 figures are based was very extensive, there is a question whether the sample was entirely adequate in size, or representative in distribution. It appeared that many of the rural homes interviewed were probably among the better-class families and that they were concentrated in too few localities; also that investigators may have made too few calls in the poorer districts of the cities covered. Nevertheless, the figures were considered reasonable. Methods of collecting the 1935 sales of sets involved minor errors such as counting sets sold to restaurants or filling stations for instance.

Thus allowance is now being made for the possibility of some 3,000,000 sets not in the total of radio families. Also many sets known in the trade as "boot-leg" sets were made and sold during 1935 in violation of patent rights and these likewise were not included. Finally, sets being made and sold since 1935 are increasing steadily to the number of radio families.

NEW YORK, May 4.—Columbia Broadcasting System's sales promotion department is calling attention to the fact that the Joint Committee of Radio Research has released the first official figure on radio ownership available since the 1930 census and that the figure as of January 1, 1936, shows 74 per cent of all American families/owning sets. All of which is incidental to the fact that CBS is bringing out its own version of the situation entitled Radio in 1936, which is intended to show the people who own radios where they live, how much money they have, how their listen and other data of value

(See JOINT COMMITTEE on page 9)

Uncle Ezra of Air Seeks Injunction

CHICAGO, May 2.—An injunction against "Uncle Ezra Jones and his Barn Dance Frolics," a stage show being produced in New York State, is being sought by sponsors and actors of both the National Barn Dance and the Uncle Ezra radio programs.

The bill of complaint was filed in the United States District Court, New York, against John R. Van Arnam, of Syracuse, producer and operator of the show, by Patrick J. Barrett, who is the Uncle Ezra of the air; Albert G. Wade, of the Wade Advertising Agency; The Agricultural Publishing Company (Station WLS), WLS Artists, Inc., and the Miles Laboratories, Inc., which makes Alka-Seltzer, which is advertised on the radio programs.

In their complaint they alleged that the New York producer has misrepresented his show by leading theatergoers to believe that were to see the stars of the nationally broadcast radio programs. In the New York road show the role of Uncle Ezra is being played by Billy Hall, well-known vaude performer, while the radio role is played by Pat Barrett, known to vaude-goers as a member of the team of Barrett and Cunneen.

More Live Talent Is WFIL's Policy

PHILADELPHIA, May 2.—Live talent at WFIL is on the upgrade. New station program policy calls for the canning of all discs and platters for the fillins, with "flash" making the substitution. Talent roster introduces many newcomers to the local waves, notably the entrance of the Three Winsteads, standard niterie act, to radio.

Harmony trio has Bubbles Lawler making the female replacement for sister Alice, who abandoned vocalizing for a marital career. Others include Bessie Fried, concert pianist; Harold Stevens, WFG, Atlantic City, warbler; June Grey, songstress; Dick Goldhahn, one-man band; Anita Gane, blind pianist; Lucille Westcott, singing pianist; 3 Belles, fem. vocalizers, and a piano duo from Curtis Institute.

Indie Show Builders Facing Freeze-Out in Talent Sales

NEW YORK, May 2.—New York radio agents face a comparative freeze-out on the sale of talent to the bigger radio shows because of the continued trend to use names and names only in new programs now being built for the fall. Those few talent sellers in New York who manage stars are in an okeh position, but the others will have to be satisfied with the scraps and the agents say this themselves. Advertising agents and sponsors are going heavier and heavier on the idea of shows with picture stars as the main draw, giving up the idea of building a straight radio show and letting the show itself build to a high rating. Instead, it's simply a proposition of getting the star, add a band and get guest stars each week.

New shows coming up for the fall indicate this increasing trend. Jack Oakie auditions Tuesday (5) for Gillette, with

Playing Safe

PHILADELPHIA, May 2.—"The Bishop Misbehaves," legit and pix success, becomes "The Bishop Triumphs" when the Hal Skelly Players air a 15-minute version of the play on WIP. Players being from the House of Good Shepherd cloister, the unenlightened might misunderstand the "misbehaving" significance of the moniker.

Personnel Changes At Philly Outlets

PHILADELPHIA, May 2. — Unusual number of personnel promotions and changes along local radio row. At KYW James Harvey, announcer, has been moved up to continuity in addition to the taking over of some of the duties assigned to James Begley, recently appointed program director. With the promotion of Harvey and the resignation of Bill McGrath, announcer, two new spikers are added in Herbert Austin, formerly with WMMN, Fairmount, W. Va., and Charles Edwards, from W2XR, New York.

At WFIL Tom Stone, newest addition to the announcing staff, steps up to the vacant production post, with Dave Tyson coming in from KYW to make the replacement. Murray Arnold takes over the publicity post at WIP, vacated by Jimmy Allen moving into the program office, Don Martin, of WHAT, Philadelphia, replacing Arnold on the announcing staff.

Edward Krug was promoted to the position of night supervisor at WCAU, taking over Claude Haring's desk, Haring being assigned to assist in announcing the baseball broadcasts. Jerry Mohr resigning from the WCAU spikers to do free-lance announcing for several New York agencies, Walter King comes in from WAAT, Jersey City, to fill the gap.

LSU To Continue Educational Spot

BATON ROUGE, La., May 2. — The Louisiana State University, which broadcasts for two hours each week over the recently organized Southern Broadcasting System hookup of seven Louisiana stations thru WJBO here, will conclude its season's session for the summer within 30 days, listeners have been assured that the educational programs will be continued. A summer session is promised that will fit in with the hotter season, with emphasis on special courses, institutes, short courses and lectures. Music will be furnished by the college quartets and by the orchestra for the next month at least.

Bonded Opens Studios

HOLLYWOOD, May 2.—Bonded Recordings officially opened their studios on Hollywood boulevard this week. Project has been under way about a month. Staff includes Wallace Mabon, general director; Dale Knight, technician; Ray Baley, music director; Harry Walford, sales head; George Cunningham, continuity, and David Hanna, exploitation.

Radio Now Willing To Tell Right Age

NEW YORK, May 2.—Radio has just "discovered" that it has a technical golden anniversary this year and the summer will see a publicity campaign being staged in connection with the event. Reason is that 50 years ago, the late Thomas Edison was granted a United States patent on an invention which was later upheld as covering a basic patent on sound transmission without the use of wires. There was considerable legal turmoil over the patent, which Edison ultimately sold to Marconi.

Discovery of this patent was made in planning the current series on the air placed by the Thomas Alva Edison Foundation, programs going on the three major networks, CBS, NBC and Mutual, as well as about 150 to 200 other stations by recordings. All stations and networks are donating their time. Foundation endows school children for college training. No money is being solicited in the broadcasts, altho the foundation is maintained by popular subscription.

Networks have advised Jesse Butcher and Bruce Chapman, who are producing the programs, that they will co-operate during the summer in celebrating the 50th radio birthday.

Morris Silver in N. Y.; Sees Chicago Expansion

NEW YORK, May 2.—Morris Silver, head of the Chicago office of the William Morris agency, was in New York this week and told of plans for the expansion in radio activities of the Chi Morris office. Branching out will entail closer work with John Hyde and William Murray of the New York office, as well as building individual shows. It was pointed out that the importance of Chicago as a radio center is constantly growing.

Chicago branch of the agency recently moved to new offices in the Oriental Theater Building.

AAAA Elects Officers At Annual Convention

WHITE SULPHUR SPRINGS, May 2.—New officers elected at the annual convention of the American Association of Advertising Agencies are as follows: Paul Cornell, chairman of the board; John Benson, president, re-elected; Henry Eckhardt, vice-president; Ralph H. Jones, secretary; E. DeWitt Hill, treasurer, re-elected; Raymond Rubicam, Albert W. Sherer, Thomas L. L. Ryan, board members at large.

New members of the executive board and the councils they represent, include Mark O'Dea, New York council; H. B. Humphrey, re-elected as New England representative; C. Harold Marston, Atlantic council, and H. M. Dancer, Western council. Six members of the executive board who continue, their terms not expired, are W. C. Darov, J. M. Dawson, F. B. Ryan, Gilbert Kinney, Arthur H. Kudner, Guy C. Smith.

Frederic Gamble continues as executive secretary.

Senate Passes Wheeler Bill

WASHINGTON, May 2.—The Senate has passed the bill of Senator Wheeler, of Montana (S. 2243), under which Section 2, Subsection (b) of Section 307 of the Communications Act is amended to read as follows: (b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same.

The Wheeler bill repeals Section 302 of the Communications Act of 1934.

Sleininger's N. Y. Office

NEW YORK, May 2.—Sleininger, Inc., recently formed station representative firm, has opened its New York branch office, Hibbard Ayer in charge. Cliff Sleininger, formerly of Free & Sleininger, is head of the firm. Ayer has been in representation work since 1933.

Coast Engineers Threaten Strike

LOS ANGELES, May 2.—Unless recognition is granted the American Radio-Telegraphists' Association by the Don Lee stations, a strike might be called on Don Lee stations soon. If a strike is called, it is understood that technicians of KHJ, Los Angeles, and KGB, San Diego, will be first to act in the walk-out.

At a meeting held during the week, Owen Dresden, acting for the chain, agreed to install scale and working conditions comparable to the union's requests, but would refuse to deal with the technicians as a group. KHJ is manned by 13 technicians and KGB by four, all members of the American Radio-Telegraphists' Association.

If the stations refuse to deal with the workers collectively, A. F. Hazel, national delegate of ARTA here, is prepared to take grievance of men to National Labor Board. Failing there, it is indicated that Don Lee technicians would take a strike vote. KNX, KFWE and KFI in the local field are paying closest to union demands.

Minimum monthly wage of \$150 and a 40-hour week are being asked by ARTA. It is pointed out by Hazel that the networks keep a scale of about \$200 a month, but several local independents are paying as low as \$100 a month for 54 to 65 hours weekly. Local situation, he said, is the worst in the country.

Hazel claims ARTA has membership of 93 out of 110 technicians employed in local stations. National group has 8,000 members and is affiliated with the Newspaper Guild and International Federation of Radio Telegraphists.

Benton & Bowles Agency Cuts Down Press Bureau

NEW YORK, May 2.—Benton & Bowles yesterday (Friday) cut down on their publicity department, advertising agency letting out two of the staff and shifting another to straight advertising duties. Those to go were Vance Babb and Ruth Barry. Maurice Hanson, head of the department, has been shifted to work on the General Foods account. Move came very unexpectedly.

New head of the department is Helen Strauss, who has been with the agency some time. Robert Wilkinson completes the staff, Wilkinson having gone to the agency from CBS some months ago. There are also two assistants in the department working on getting news copy. Babb came to B. & B. from NBC.

WXYZ Exec Changes

DETROIT, May 2.—H. Allan Campbell, general manager of WXYZ, announces that Brace Beemer resumes his duties as studio manager; Jack Ricker leaves the staff as chief of production, and Harry Sutton will be traffic manager and assistant to Campbell pending the appointment of another man to that position. Sutton has been contact man and continuity chief in the commercial department for some time. Last October Beemer was moved from the studios, where he was manager, to the executive offices in the Madison Theater Building in order to become more acquainted with commercial problems as they pertain to studio activities.

Whitman and McGill Move Up in CBS Program Dept.

NEW YORK, May 2.—Victor Whitman and Earl McGill have been set by Columbia Broadcasting to succeed Courtney Savage and Shirley Ward in the program department. Savage and Miss Ward were let out suddenly this week. Whitman will act as head of the script department and McGill will be responsible for all dramatic casting work. Dwight Cooke, a writer, also let out, isn't being replaced, it was said.

McGill hails from the legit field, where he produced and directed a number of shows and was associated with Jed Harris for a while. Whitman comes from New England radio.

Mills in Los Angeles

LOS ANGELES, May 2.—E. C. Mills, general manager of American Society of Composers, Authors and Publishers, arrived here this week for informal business conferences with local ASCAP officials and licensees. He will go to Dallas before returning east.

Bill Newell, radio editor of *The Vancouver (B. C.) Sun*, who also broadcasts news twice daily over CRCV, that city, is in town rubbing noses with local radio executives and getting a lot of free plugs for the Vancouver jubilee celebration, which starts July 1.

Hearst Sets 9-Station Hookup Used for Own Org. Exclusively

NEW YORK, May 2.—Hearst Radio, Inc., on behalf of the International Magazine group, another Hearst organization, has set up a unit of nine New York State stations to carry a once-weekly program. Group is being called Associated Broadcasters of New York State, but the local Hearst offices stress the point that the group is not a network, not a Hearst network and that it has been set up to carry this program alone. Associated Broadcasters has no sales staff nor offices of its own and any other commercials that go on the chain will be sold by the staffs of the individual stations. Reason Hearst magazines are using the group is in preference to using transcriptions, it was said.

Program went on the air for the first time this Tuesday (26) from WINS, New York, and consisted of a dramatization of news events, somewhat similar to a transcribed *March of Events* program spotted last year by Hearst for a Sunday supplement to his newspapers. Inter-

Plan "Club" of 1370 Channel Users as Offset to Biggies

Hill of WIBM figures there are 50 on same wave length and by sticking together they can accomplish some of the benefits received by regionals and high watters

JACKSON, Mich., May 2.—Probably the most unique organization in radio is being formed by Charles A. Hill, manager and treasurer of Station WIBM, which occupies the 1370 channel along with 49 other outlets. Hill believes that he and the 49 others on this channel have plenty in common and proposes that they get together and organize the 1370 Club, with the main idea being mutual improvement. WIBM is on the NBC Blue network and is also affiliated with the Michigan and Canadian webs. Hill's letter to other 1370 folk follows in full and his plans are explained therein: "Since my first letter to you some time ago, I have received a good many replies and plenty of suggestions. You will find attached an outline of the possibilities of the '1370 Club.'

New Biz, Renewals

NEW YORK, May 2.—Renewals on the National Broadcasting Company:

BRISTOL MYERS CO., thru Young & Rubicam, renews, effective July 1, on WEAJ and 53 stations, including re-broadcast, Wednesday, 9-10 p.m. Fred Allen.

B. T. BABBITT CO., thru Blackett-Sample-Hummert, Inc., renews daily except Saturday and Sunday, 10:45-11 a.m., on WJZ and 17 stations. *David Harum*.

MBS Biz

ISOLA LITHOGRAPHING CO., thru James R. Flanagan, starts May 3, Sunday, 4-4:45 p.m., on WOR and CKLW. *Ave Maria Hour*.

New York Area

ALLEGHENY STEEL CO., thru Walker & Downing, renews, announcements. WHN.

LAKE HIAWATHA, thru Bess & Schillin, started April 27, five-minute talks thrice weekly. WHN.

Chicago

Station WGN reports the following business:

SSS CO. (SSS Tonic), *The Music Box*, an MBS commercial, scheduled for Wednesdays, 8-8:30 p.m., for three weeks, effective April 29, and at 7:30-8 p.m. from May 20, 1936, to Renewal.

GORDON BAKING CO., thru Sehl Adv. Co., *The Lone Ranger*, an MBS commercial, taking 8-8:30 p.m., Wednesdays, effective May 20, to. This is a time change, the Monday and Friday broadcasts remaining at 7:30 to 8 p.m.

NORTHERN TRUST CO., thru J. Walter Thompson Co., *The Northerners*, a local commercial, taking 9:30 to 10 p.m. Monday for 52 weeks, WGN, beginning April 27, 1936.

THE WANDER CO. (Ovaltine), thru Blackett-Sample-Hummert, Inc., *Molly of the Movies*, an MBS commercial, taking 2 to 2:15 p.m. daily except Saturday and Sunday, effective April 27, 1936, to. This is also a renewal. WGN.

MACFADDEN PUBLICATIONS, *The Good Will Court*, an MBS commercial, (See NEW BIZ on page 9)

"There are a stream of rumors floating around to the effect that it is not at all improbable that if and when the local channel stations can prove to the commission that they are capable of operating with standards comparable to the regionals, it would open the door to a horizontal increase to 500 watts day and 250 watts night, with the possibility of even going to 1,000 watts during the day. It is obvious, therefore, that with the regionals and clear channels stations getting all the beautiful breaks that they have been getting, that we should expect and demand some change for the better in the local station picture, but we must pave the way ourselves by proving our fitness and preparedness. It is further believed that the horizontal increase will be pioneered on only one of the local channels.

"It is to be realized that the NIB, of which the writer is Second Zone Director, has no intention of extending activities beyond the sales field, so that this contemplated group would not be in conflict. As you probably know, Powel Crosley is forming an organization of the big boys.

"I believe that we should make a definite attempt to get together during the convention, which is not far off, and discuss this whole question among ourselves and if possible whip this thing into shape at that time. In the meantime, jot down as many angles as you can think of for more discussion thru the mails preceding the convention, or at that time."

Flamm Denies Interest In Purchase of KMTR

NEW YORK, May 2.—Donald Flamm, owner of WMCA, New York, stated yesterday that he was not buying KMTR, Hollywood, as reported recently from the Coast, and that he was not contemplating such a purchase. Flamm has just come back from California. He said that his call to see Victor Dalton, owner of the Hollywood station, was strictly a social call and not business.

One reason given credence as pointing to a possible desire on Flamm's part to buy the station is that KMTR is on the same wavelength as WMCA and that clear channel petitions might be indicated. It is reported, also, that Dalton is negotiating with another possible purchaser.

Educational Conference Planned for December

WASHINGTON, May 2.—Plans are in the making for a national conference on educational broadcasting, to be held here early in December, and in cooperation with the office of Education of the United States and FCC. A considerable number of national organizations, interested in the subject of educational broadcasting, have been invited to participate in the conference.

It is hoped by those sponsoring the conference, information is, to provide the opportunity for discussion of means by which radio may become a more effective instrument for education, both formal and informal; to serve as a clearing house for information on the latest technical and professional developments in educational broadcasting, and to bring about an exchange of ideas and experiences upon the part of those who have been giving attention to the subject.

FCC "Governing" Rules For June 15 Hearing

WASHINGTON, May 2.—Rules, governing the "informal engineering hearing" before the Federal Communications Commission, beginning on the morning of June 15 next, for the purpose of going into questions raised by the chief engineer of the commission, have been issued. The specific purposes of the hearing are listed as follows:

- (1) Determining the present and future needs of the various classes of service for frequencies above 30,000 kc., with the view of ultimately allocating such frequencies to services;
- (2) Securing for the public and the commission a keener insight into the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the service of the public;
- (3) Guiding experimentation along more definite lines as may be justified from the evidence presented at the hearing;
- (4) Reviewing present frequency allocations to services in the radio spectrum below 30,000 kc., and
- (5) Assisting the Government in its preparations for the International Telecommunications Conference at Cairo in 1938.

Persons appearing before the commission at the hearing in behalf of a particular service such as maritime, police, aviation, rural broadcasting or television, it is said, should be prepared to furnish information as to evaluation of services from the standpoint of public need and benefit, technical and apparatus limitations.

McNamee Joins Wynn; Off Chevrolet Disks

NEW YORK, May 2.—Graham McNamee will join Ed Wynn again when the comedian switches to NBC with the Plymouth show on May 12. Wynn will lean toward the philosophical role and mythical kingdom as he is now doing at the close of each of his current shows on CBS.

As a result of McNamee going on the Plymouth show, the ace announcer had to cancel any further electrical transcription work for Chevrolet-Rubinoff series, the 13 programs of the first series being now on the air, on some 375 outlets. It was decided that McNamee on a rival air show via ET would not do as a Plymouth salesman. NBC has an elastic ruling on its announcers, each being dealt with individually, the important thing being that they should not be heard on CBS affiliated stations.

Edward Thorngerson, now with Fox Movietone, will probably get the Chevrolet disk job upon the renewals. World Broadcasting System is doing the recording.

Station Notes

Address All Communications to the New York Office

FLETCHER AND HIS FAMOUS ORCHESTRA
HENDERSON
NOW ON TOUR.
Management MOE GALE.
RKO Building, Radio City, N. Y.

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

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

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

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

charles carlile
Now Playing De Luxe Loew Theatres.

★ **DAN HEALY** ★
W N E W
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

the Harlem Express! Himself
★ **JIMMIE LUNCEFORD** ★
AND HIS ORCHESTRA

the new King of Syncopation
Now Playing College Dance Dates.
TEXAS UNIVERSITY, Austin, Tex., May 9
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

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

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

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

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

WBIG, Greensboro, N. C., has appointed VIRGINIA DAVIS as assistant program director. . . . CAROLYN LEE is conducting a new three-a-week afternoon show on WHIO, Dayton. Program was built, auditioned and sold within 24 hours to local food sponsors. . . . JACK GLEASON is a new announcer with WBIG, Greensboro, N. C. The station celebrated its 10th anniversary May 2 and a Coast-to-Coast salute was broadcast over CBS. . . . PAUL SULLIVAN has replaced PRATT and McNEILL on WLW, Cincinnati, for the A. H. Lewis Medicine Company. He goes on nightly at 10:15 p.m.

WGST, Atlanta, has signed a twice daily five-minute sports review running to November 1 with Parks-Chambers, local men's clothing store. JOHN FULTON will be at the mike.

FRANKIE CONNORS, dramatic tenor, who has been soloist at the Fox Theater, Detroit, for the past three years and has frequently appeared on the air, stars in a local department-store program, opening this week on CKLW. Frankie is also doubling at the Book-Cadillac Hotel as soloist with Sam Jack Kaufman's Band.

LLOYD SIGMON, operator of the WEEL, Boston, transmitter, has resigned from the NBC link to become chief engineer of a Kansas City outlet. SIGMON built and installed the police radio system for the town of Cohasset, Mass. . . . FRANK GOW, in charge of mechanical programs for WEEL in the Hub, has left to join the sound department of CBS in New York. Gow was formerly a ship operator, where he set up a long-distance record for consistent sea sickness. . . . CHARLES R. HECTOR, former musical director for WNAC, Boston, and the Yankee network, has gone CBS. . . . ARTHUR EDES, program director for WEEL, is nearly recovered from the nearly fatal automobile accident he was involved in some weeks ago. EDES, whose jaw was fractured during the crackup, is now taking a short trip prior to returning to the present NBC link, which is set to turn CBS within a few months.

From SKIPPY WILLIAMS, of WHBY, Green Bay, Wis., comes a letter calling attention to an item in *The Billboard* of May 2 describing a bank night stunt started by a WMCA, New York, sponsor. Story said this was believed to be the first instance of its kind in radio, but, according to the letter, WHBY has had a similar idea in effect on a Dodge Brothers' dealers' program for over a year. Okeh, SKIPPY, we stand corrected. . . . Headquarters of WBT, Charlotte, N. C., are being revamped and remodeled, all new equipment and furniture being installed. Reception room will duplicate those of the studio reception rooms at the CBS headquarters in New York.

GLORIA GOLDSMITH, 12-year-old daughter of LEE GOLDSMITH, chief announcer and studio manager of WCKY, Cincinnati, is starting in young. Already experienced with parts in dramatic shows, she recently interviewed COLLEEN MOORE, former picture headliner visiting Cincinnati. . . . The Democrat-News Company, of Lewiston, Mont., has been granted permission to build a station there on 1,200 kilocycles, 100 watts unlimited time. . . . WNAC, Boston, has received a power boost to five kilowatts daytime. Stations on two and a half kw. nights. . . . WKAQ, Puerto Rico, is now broadcasting on full time. . . . Duke Power Company is sponsoring DOROTHY FRANKLIN BIRD three times weekly on WBIG, Greensboro, N. C.

The WHO Iowa Barn Dance Frolic celebrated the 500,000th paid admission by giving away radios and cash gifts. The stage showings have now closed for the summer, with the program returning to the studios for continuation of the broadcast from 8:30 to 9:15 every Saturday evening. Attendance at this year's Frolic increased 30 to 50 per cent over last year. . . . "WOODY" WOODS is WHO's new promotion and publicity manager. He was at one time associated with the commercial department of KSO, Des Moines. . . . MARGARET COLESON is scheduled for a new program on WHO, Des Moines, with DON

HOVEY and CHARLES PRAY, and MABEL MOSS MADDEN is also readying a new program on WHO. . . . DICK TEELA and GWYNIE NEIL (Hi and Lo) are slated for a new program on KSO, Des Moines, as are LANSING BENET and ORVILLE FOSTER. . . . The *Maytag Review*, featuring the Maytag Orchestra under direction of COURT HUSSEY and HOWDY ROBERTS as m. c., will open a new program on WMT, Waterloo and Cedar Rapids, soon.

MEREDITH WILLSON, NBC's Western division musical director, San Francisco, is on his way to New York combining business and pleasure. Following his April 26 participation in the RCA-Victor broadcast, he hopped a plane for Los Angeles, where he met MRS. WILLSON and boarded a steamer for New York. It's his first vacation in two years. . . . ALBERT TENTMAN, formerly with KSTP, St. Paul, Minn., has been added to NBC's San Francisco announcing staff, succeeding DAVID ELTON, who has been switched to the production staff. . . . WILLIAM A. CRABBE has joined the production and announcing staff of KQW, San Jose, Calif., coming over from KDON, Del Monte, Calif.

CHNS, Halifax, N. S., claims a world's record for continuous broadcasting, with 30 hours of steady operation in sending out half-hour news bulletins on the Moose River mining calamity, 40 miles from Halifax. It is claimed no other station in Canada has broadcast continuously more than 24 hours previously. The news bulletins were connected at CHNS with the Canadian Radio Commission network. CHNS sponsored a special devotional service at the short-wave station established at the mouth of the old mine in which two live men and one body were entombed for 240 hours. A Dartmouth, N. S., minister, REV. W. H. ELGEE, Baptist, was in charge of the service. . . . C. M. WATSON, announcer at CFNB, Fredericton, N. B., was a guest of the National Broadcasting Company on an officially guided tour of the NBC studios in Radio City recently. . . . CFNB recently introduced a sustaining program by POP DONOVAN, a local athlete and sport-goods salesman, consisting of news and views on current sports. . . . Talk of a good-will broadcasting station being established on the United States-Canada boundary between Houlton, Me., and Woodstock, N. B., two border centers, the property to be half on U. S. soil and the other half in Canada. . . . J. FRANK WILLIS, maritime program director of the Canadian Radio Commission, who broadcast half-hour news bulletins thru CHNS, Halifax, on the Moose River mine entombment for the final four days of the rescue work, claims the criticisms directed at broadcasters by Premier A. L. MACDONALD and Minister of Mines M. DWYER of Nova Scotia were caused by U. S. and Canadian stations, where the news was "colored." WILLIS also blamed U. S. newspapers of Boston for "coloring" the mine news. DWYER and MACDONALD placed a censorship on the WILLIS broadcasts on the second day because of "inaccuracies, overdramatization, guesswork."

With WBNO, New Orleans, sold to operators of several other Southern stations, plans are under way to give this city five active stations, the only one operates on more than 1,000 watts. . . . *Know Our Schools*, a co-operative program sponsored by the Louisiana Teachers' Association, made its debut over KWKH, Shreveport, recently. Programs feature a group from schools of four or five parishes of the State each week with choruses, bands, dramatics and other features. . . . WMC, Memphis NBC outlet, is soon to install a new transmitter system at a cost of \$35,000. A 560-foot tower, highest in the South, is planned with a four-sided non-tapered vertical radiation-type antenna.

KFYO Changes Hands
LUBBOCK, Tex., May 2.—Radio Station KFYO, Lubbock, has been sold to the Plains Radio Broadcasting Company, a subsidiary of the daily that also operates KGNC, Amarillo, Tex.

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

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

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

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

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

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

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

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

Program Reviews

(EST Unless Otherwise Indicated)

Gilbert Seldes

Reviewed Sunday, 3:15-3:30 p.m. Style—Talk. Sustaining on WJZ (NBC network).

Crisply written and crisply delivered, Gilbert Seldes' first program in the present NBC series was a vastly interesting and entertaining talk. Educational, too, but not in the sense of the sledge hammer often used in presenting an educational series on the air. Seldes is calling his current series *You*, and explained that the reason this title was selected is because he plans to discuss social and political affairs as they affect the individual, or the collective public as a unit. It means that Seldes is going behind the news stories and detail their importance in the current complicated condition, both here and abroad.

Material for the first broadcast was well chosen for, in social import, the recent invention of the cotton-picking machine is outranked by few. Its position in this regard is advanced even more by the policy of the inventors in safeguarding against unemployment which might be caused by too great a freedom in using the machine. From this subject, Seldes went on to speak of Chaplin, his attitude towards the machine age as demonstrated by the early sequences in *Modern Times*, and finally, the position of Chaplin himself as a social (not the 400 type) figure. J. F.

Chesterfield Dance Show

Reviewed Friday, 10-10:30 p.m. Style—Dance orchestra and singers. Sponsor—Liggett & Myers Tobacco Company. Station—WABC (CBS network).

Andre Kostelanetz gets a straight dance assignment, aided and abetted by Ray Heatherton, baritone; Kay Thompson and a mixed group of singers, also the Rhythm Girls. In exchange, Chesterfield cigarettes does away with the Saturday night show that used Nino Martini, tenor, and same orchestra. The Wednesday night program with Lily Pons and Kostelanetz is retained.

Kostelanetz is using a 45-piece organization and it reveals many excellent musicians of the soloist type and those who can handle the hot licks as well. New and old numbers are well mixed, with both a rumba and tango included. For the most part the show is a lively one and the singers pleasing and competent at all times. Orchestra has full rich volume yet is not blatant and the tempo was very danceable, leaning rather to the slower rhythms. Instrumentation seems to favor strings rather than bass or saxophones, also there is a harp and at least one excellent pianist.

Chesterfield credits handled by Davis Ross were short for the most part, mentioning qualities of the tobacco used, also stressing mildness and flavor. This type of program should attract a wider following than the Saturday night show that has been given up, and gives the smokers of catholic music taste a break. M. H. S.

"Spotless Town Gazette"

Reviewed Thursday at 9:30-9:45 a.m. Style—Talk. Sponsor—Enoch Morgan Sons & Co. Station—WJZ.

Sapolo, good old cake in its day and a pioneer, finds itself in the modern version of such cleaners—a powder—and, of course, is doing some modern advertising. At least it has turned to radio. *Spotless Town* angle is preserved but this point is naturally effective as a picture for the eye rather than setting up an imaginary one via the ear. Opening the program is a jingle to the tune of *Beautiful K-K-Katy* and the editor of the gazette is introduced. Editor delivers the local items about the *Spotless Town* folks, delivery being a cross between a Victor Moore and George Frame Brown, but not an imitation of either by any means.

Woman's voice delivered first credit for the powder as a bathtub cleanser. Back to the gazette there were more local items and all about the Sapolo contest which is a weekly prize of \$50; \$25 for first prize, \$10 for second, \$5 third and five \$2 offerings. Contest is

for a last line to a verse. All contestants receive some sort of gift, the contestants, however, being required to send in labels or facsimiles. Another credit by the announcer was heard at the close as well as mention of chair and other stores selling the product. Bud Rainey, altho not billed, does the editor stuff. May seem odd to do the small-town news items for New York and surrounding territory, yet it may serve as a contrast to those who do not wish to listen to straight talk or musical program at the time. Rainey stays in character pretty much and, altho some humor crops in the items on occasion, there is no attempt to gag the situation. More humor, however, handled with the consistent light touch would not hurt. M. H. S.

Rupert George's Minstrels

Reviewed Thursday, 11:30-12 noon. Style—Minstrel show. Sustaining on WIP, Philadelphia.

Rupert George, who played in many a Hal Roach comedy back in the nickelodeon pix days and a minstrel troupe vet, is carrying on the tradition in true fashion. With Howard Green, who has 20 years of Keith and RKO time to his credit, as the other end-man, and interlocutor Howard Jones, WIP production chief, their weekly performances make for nice parlor vaudeville.

The occasional solos are well done—Lester and his banjo warming the square-dancer's heart; Clarence Fuhrman batonizing the studio crew; Dave Walls contris the romantic touch in tenor tone, and Guy Hunter, blind entertainer, furnishing the warbling punch with *Big Bad Bill* and *Little Red School House*.

Humor keeps pace with its age, the mother-in-law coming in for the heaviest ribbing. However, as a minstrel show it woefully lacks in color due to the absence of an ensemble opening and finale, not forgetting a brass fanfare and tambourine whacking. Might also be wise to inject a little barber-shop harmony and prairie poetry. But as radio entertainment of its kind it's above the average. ORO.

"Hello, Neighbor"

Reviewed Monday, 12:15-12:45 p.m. Style—Music and speakers. Sponsor—Pittsburgh Sun-Telegraph. Station—WCAE (Pittsburgh).

Sponsored by Hearst's Pittsburgh Sun-Telegraph, this program has been devised as a circulation builder in towns thruout the tri-State area. As a result, all communities in that area will be featured on this program. Speakers of note in neighboring towns and musical aggregations are invited to take part on this feature. The initial attempt at this was made on Monday when New Kensington, Pa., was saluted. Robert Evans, of the WCAE staff, did a good announcing job and explained in a simple and easily understood manner the purpose of this program. Should add prestige to the Sun-Telegraph and, as a result, boost the circulation figures.

The program also features Earl Truxell and his 11-piece orchestra in pop-

ular and classical tunes. At this hearing the outfit offered Sousa's *Washington Post March*, Frank Black's arrangement of *Wagnerian*; *Tales from Vienna Woods*, by Strauss; a medley from Irving Berlin's *Follow the Fleet*; *Song of India*, by Rimsky-Korsakow, and Friml's *Song of the Vagabonds*. An entertaining selection that was well played.

The program is piped for half an hour daily except Sunday. S. H.

JOINT COMMITTEE

(Continued from page 6)

to advertising executives and their research departments.

A "Pre-Print," or skeleton version of the book, shows section headed Radio Ownership under which is a series of breakdowns; Radio Distribution, showing income levels, etc., and below that the interlocking markets. Listen Habits gives the day and evening situation and additional facts, and finally the Trends are given pertaining to listening habits and other data.

CBS is of the opinion that a real good "almanac," giving a detailed analysis, will fill a void for the advertising executives and it plans to have its book do the job. In the meantime all the data mentioned in the pre-print Table of Contents are available from original work sheets to those in the trade who are interested. Book will take a few weeks in the works. Apparently CBS is unwilling to wait too long before the AAAA info is fully available and is going ahead on its own, inasmuch as its own figures were used as a base.

NEW BIZ

(Continued from page 7)

thru Ruthrauff & Ryan, Inc. Taking Monday from 9 to 9:30 p.m., beginning June 8, 1936, for 52 weeks. This program was previously announced to be heard on Tuesday. WGN.

Philadelphia

PLANTERS NUT & DRIED FRUIT CO. (peanut oil), placed direct; starts May 3 for three months, Sundays, 4-4:30 p.m. Jewish program. WRAX.

WESTINGHOUSE ELECTRIC CO. (refrigerators), placed direct; starts May 23 for 13 weeks, Tuesday and Thursday, 4-4:15 p.m., ET. KYW.

KENT FUR SHOP, thru Broadsmith Agency, started April 27 for four weeks, daily participation in 8 Bells program. WIP.

GARDNER NURSERY CO., placed direct; started April 28 for an indefinite period, three participations weekly in 8 Bells program. WIP.

HONEY-CHEW CO. (candy), placed direct; started April 27, ending July 25, 1936, six participations weekly in Uncle Wip's program. WIP.

TEMPO PRODUCTS CO. (tea), placed direct; started April 27 for an indefinite period, six participations weekly in 8 Bells program. WIP.

BARR'S, INC. (jewelry), placed direct; renewal started April 27 for 13 weeks, Monday thru Friday, 8:45-9 p.m. *True Detective Stories*. WIP.

GIMBEL BROTHERS (department store), placed direct; for 13 weeks, Monday thru Saturday, 10:45-11 p.m. TR News. WIP.

GIMBEL BROTHERS (department store), placed direct; starting August 3 for 52 weeks, Monday thru Saturday, 7-7:15 p.m. Uncle Wip program. WIP.

HARDWICK & MAGEE (rugs), thru Feigenbaum Agency, started April 27 for (See NEW BIZ on page 22)

N. Y. PROJECT

(Continued from page 4)

land and Wagner that Blunkall is not spokesman for Equity.

Mrs. Hallie Flanagan, Federal Theater director, has denied charges by the Federal Theater Veterans' League that she was a Communist. She said, "It seems to me that the WPA productions now playing in New York and elsewhere are their own answer. There is no stress on foreign plays or foreign production methods. The fact is that a large majority of all our plays are classical or are American material by American writers."

The project here has rented the Public Theater on Second avenue for use by the Yiddish Intimate Theater unit. RKO has bought the picture rights to Sam J. Warshawsky's *A Woman of Destiny* for \$25,000. It was produced recently by the managers' try-out unit of the WPA. Columbia has bought *Chalk Dust*, which closes tonight at Daly's Theater.

PEORIA, Ill., May 2.—WPA District No. 6 here reveals it has had a company of *Lightnin'* out on the road since November and is sending a second company out. All-colored revue of 65 people has been working consecutively, as has a concert band of 50. A 10-act vaude unit has been working since February. A musical comedy, *Along Melody Lane*, which includes a line of 32 dancers and a concert band of 20, opens a road tour May 11.

Al De Clercq is director of musical comedy; Jack Lowery of drama units; Paul Carey of bands and orchestras, and Harrison Rankin of the combined workshop. James McElwee is district director.

HOUSTON, Tex., May 2.—The first Federal Theater show in this State opened yesterday at the Scottish Rite Cathedral. It is *Pioneer Texas*, directed by Cyril Delevanti.

SEATTLE, May 2.—The Federal Theater project opened its version of Andre Obey's *Noah* Monday at the Seattle Repertory Playhouse. Mr. and Mrs. Burton W. James directed the Negro cast and chorus of 75.

NEW ORLEANS, May 2.—With two successful performances at the Little Theater in April, when SRO sign was out both times and brought in a gross of \$115, the 19th century thriller *After Dark* will be presented four more times in this city before going on a tour of Louisiana cities under the auspices of the WPA. Play has been booked for the Tulane Theater, day and night of May 16 and 17. Bernard Szold, director of the project, states Washington has informed him of satisfaction over progress here.

Tentative bookings have been made for stops on tour at Sildell, Bogalusa, Lake Charles, Baton Rouge, Alexandria, Monroe and other larger communities of the State beginning shortly before the last week of May. Show will travel by bus, along with scenery and other props.

In addition, show carries with it a minstrel and vaudeville company of 12. Project also includes a Negro spiritual with cast of 300 in Paul Green's *Roll, Sweet Chariot*.

LOS ANGELES, May 2.—Three Federal Theater openings are scheduled here Tuesday night, making this the busiest week since the project's inception. A new play, *If It Pleases the Court*, will be done at the Mayan. *Our American Cousin* opens at the Mason and *Chalk Dust* at the Musart.

Black Empire moves from the Mayan to Hollywood Playhouse for two weeks. Censored travels to the Columbia Theater, San Francisco, opening May 11.

BRIDGEPORT, May 2.—The eighth week of the Federal Theater Project here is being celebrated with a new production, *Shanghai Sal*. The vaudeville unit left this week for a tour of the 18 CCC camps thru Connecticut on a four-and-a-half-weeks' schedule, with company under management of Johnny Goggins. Tour was arranged thru Homer Mason, director of vaude here.

DETROIT, May 2.—The WPA Federal Theater closed Sunday after playing *Lilom* two weeks. Production of *I Confess*, a new play scheduled to open last Monday night, has been postponed one week. The *Lilom* opening was badly handicapped by technical factors, show dragging until 12:30 a.m. The producers decided to take no chances with the second show, which calls for 18 changes of scene.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 24, to Thursday, April 30, both dates inclusive.

Lost	36	Tormented	16
All My Life	25	Yours Truly Is Truly Yours	16
Melody From the Sky	22	Let's Face the Music	15
Goody, Goody	21	I've Got a Heavy Date	14
Touch of Your Lips	21	Every Minute of the Hour	13
I'm Putting All My Eggs	19	Christopher Columbus	12
Let Yourself Go	19	There's Always a Happy Ending	12
Is It True What They Say About Dixie?	17	Wake Up and Sing	11
You Started Me Dreaming	17	Will I Ever Know?	10
I Don't Want To Make History	16		

SHEET MUSIC best sellers will be found on page 13.

Air Briefs

By JERRY FRANKEN

GABRIEL HEATTER is slated to start a WOR commercial soon for the Harmon Realty interests, marking one of the few times a firm of that nature has used radio. As the commercials, Heatter may describe the properties and holdings of the firm, during the course of his commentary, after first making visits to the sites in question. . . . WMCA may move, possibly before the fall season sets in. No new headquarters have definitely been selected, but there is every likelihood that it will be a building near Carnegie Hall and which the station may take over entirely. . . . Mike Porter started his vacation Saturday (2).

Arthur Sinsheimer, radio head of the Peck Agency, sailed last week on a vacation in the Southern waters. Before he left the agency auditioned several new shows for Sweetheart Soap. None has been bought yet, or at least hadn't up to the past week-end. . . . Bruce Powell is moving from the CBS Artists' Bureau to the press department and will work with Ed Supple on artists' bureau publicity. . . . In this connection Bill Maloney, of the Bob Taplinger office, is now in the WOR press bureau, Lester Gottlieb having moved over to handle that function for Mutual as "co-ordinator." . . . Decision in the suit of *Aunt Jemima* (Tess Gardell) against Benton & Bowles and General Foods may come down this week. Trial was postponed half a week Thursday (30) because of the illness of an attorney. Another suit, brought by Benjamin David, Inc., against Billy Rose for com-

missions on the sale of the radio rights to *Jumbo*, will come up Wednesday (6) unless a delay is ordered because of Rose's work in connection with the Texas Centennial.

Jerry Sylvan, radio actor (WHN), went into *Love on the Dole*, legit drama, last week. . . . The forthcoming New York City Guide, a WPA Writers' Project, will include, for the first time, a directory of the New York City radio stations, facilities, etc., as well as a list of radio schools. . . . Stuart Churchill is going to Mountain Lake, N. Y., for the summer, and Willie Morris to Ridgefield Lake, Conn. . . . American Legion Auxiliary is said to be "anxious to do its best in the promotion of better radio programs" and started a series last week on WNYC. Using transcriptions, the talent will be an orchestra led by Frank Banta and the Revellers Quartet. . . . CBS Artists' Bureau has taken over the management of Charles Hanson Towne. Bureau is adding to its list of performers now that hand booking has ceased. . . . *Court of Human Relations* will stay on NBC over the summer instead of folding as had been planned. Program is two and a half years old. . . . *Women's Radio Review* (NBC) is five years old this week. . . . Tempo King, WNEW singer, signed by NBC. . . . Ralph Kirberry and Al and Lee Reiser start a new schedule for Lipton's tea next week, going on a network and giving up two of the local programs. . . . Dorothy Gordon started a new CBS morning kid series this week. . . . George Shields, WNEW engineer, is an ex G man.

Chi Air Notes

By NAT GREEN

Virginia Clark, star of the CBS *Romance of Helen Trent*, made her stage debut a few night ago (May 1) with the Barnum Players, little theater group. . . . Happy Jack Turner has taken over the A. H. Lewis Medicine Company spot on WMAQ and WTAM formerly held by Pratt and McNeill. . . . A new afternoon program entitled *The Serenade*, featuring a string ensemble under direction of Harry Kogen, will be heard each Wednesday over WMAQ, beginning May 6 (except May 13). . . . Eddie and Fannie Cavanaugh's *Broadcast Rhymsters* program returns to the air May 4 over WBBM 1:15-1:30 p.m. . . . The Cavanaugh's *Radio Gossip Club* schedule will be shifted to 12:30-12:45, Mondays thru Saturdays. . . . Tommy Rowe, WLS chief engineer, is a radio "ham" fan. . . . The other night he contacted a "ham" in Honolulu who put him in touch with a friend Tommy had visited in the islands when he was seeing the world as a ship's radio operator 14 years ago. . . . Tommy has sailed twice around the world and thru the Panama Canal 20 times. . . . Frank B. Falknor, WBBM chief engineer, back at his desk after a week's absence because of a fractured leg. . . . Wilma Kuehn, WBBM studio hostess, in Michael Reese Hospital. . . . Ben Pollack's Orchestra, at the Congress Hotel, is being heard over WMAQ and an NBC network.

First Nighter is almost certain to return to the air next fall, with Don Ameche and Betty Lou Gerson playing the leads. . . . If Don's work keeps him on the Coast the program will originate there, otherwise it moves back to Chicago. . . . George Allen, of J. Stirling Getchell Advertising Agency, New York, in Chi directing Beatrice Lillie's portion of *The Flying Red Horse Tavern* in the Chi CBS studios. . . . Charles Kennedy is new ad salesman for *Stand By*, WLS mag. . . . Joan Blaine, who plays the lead in the *Mary Marlin* show, will be hostess at a studio birthday party for Carlton Brickert, of the same show, May 14, when Brickert will be 46. . . . Gene Kretzinger and his brother, Charlie, left by motor April 30 for California, where Gene will join his wife, Donna Damerl, who is sailing from New York to the West Coast via the Panama Canal. . . . The Kretzingers will build a home near San

Jacinto during the summer. . . . Glenn Snyder, WLS manager, back from flying trip to New York and Washington. . . . Wendell Hall left Chi April 29 for a vacation on the Pacific Coast. . . . He will stop off in Kansas to visit his mother.

Ted Weems and his orchestra and troupe of entertainers join the Fibber McGee and Molly program, beginning June 15, replacing Rico Marchelli, who is going to take a vacation from the air waves. . . . Jack Brooks has taken over the WBBM *Quarter Hour of Romance* programs while Frank Wilson recovers from a severe cold. . . . Believing that radio listeners purchase as many jars of pickles and jam in summer as in winter, the Squire Dinee Company has just signed a 26-week contract with WLS for a 15-minute three-a-week program from May 4 to October 30. . . . Hotan Tonka, Indian story teller, has been signed for the program, which was set thru the Mitchell Faust Agency. . . . Program has been a sustaining since last October. . . . Gardner Nursery Company is back on WBBM with the early-morning program *The Old Gardener*, which was on the air last year.

NEW LIST

(Continued from page 4)

now comprises: Nat Young and the Thomas Lee Artists' Bureau, Los Angeles; Madelyn E. McElroy, Merced, and McClatchy Artists' Bureau, Sacramento, Calif.; McCormack and Barry, Bridgeport, Conn.; Earle Barr Hanson, Miami; McConkey Orchestra Corporation, Champaign, Ill.; WLS Artists' Bureau, Chicago; Frank Devlyn, Kankakee, Ill.; Station WOC, Davenport, and Continental Attractions, Webster City, Ia.; Randall Ryan, Topeka; Ted Gilmore, Atchison, and Midwest Orchestra Service, Wichita, Kan.; Chester Lorch, Louisville; J. A. Sullivan, Boston; Joseph Sonsini, Pittsfield, Mass.; Goldie Booking Agency, Minneapolis; Kramer Music Service, Winona, Minn.; V. Thompson Stevens, Kansas City; Ted Cooper, St. Louis; Amusement Service, Omaha; Universal Enterprises, Atlantic City; WCAM Entertainment Service, Camden; Carl Burt, Buffalo.

Also Bamberger Broadcasting Service, Edgar A. Benson, Tommy Curran, Bruce

Chapman Company, Columbia Artists' Bureau, Inc.; Charles K. Davis; Robert H. Edson, Inc.; Jerry Freeman, Lawrence Golden, Jack Hart, King & King, Bert Jaslow, Emil Lowe, NBC Artists' Service; Northwestern Broadcasting, Inc., of Minneapolis; Harry Pearl, Harry Stone; Radio Quality Group Service, Inc.; Solomon and Hart, WHN Artists' Bureau and Universal Amusement Enterprises, all in New York City.

Also Knox Broadcasting Company, Schenectady; General Program Service, Inc.; Station WLW and Station WSAI, Cincinnati; William M. Corry, Marietta, O.; Marty Battle, Carbondale, Pa.; Universal Artists' Bureau, Philadelphia; WMC Artists' Bureau, Memphis; Hay & Phelps, Inc., Nashville; Southwestern Amusement Service, Dallas; Holt Humphrey, Richmond, Va.; George Portiss, Bellingham, Wash.; KFPY Artists' Bureau, Spokane, and Harland Hartman Attractions, Kingwood, W. Va.

There are now about 875 active licenses out and another 65 ready for Joe Weber's signature.

Latest offices to be granted an AFM license are:

CALIFORNIA—Berkeley: Mrs. George H. Richardson. Beverly Hills: Bernard & Meiklejohn, Inc.; Horner, Lottie Agency. Hollywood: Alfred G. Shauer Agency. Los Angeles: Roy H. McCray. Oakland: Byron (Speed) Rellly. San Francisco: Tom Coakley, Karl Eber, Leigh Hardin, Art Weidner.

CONNECTICUT—Bridgeport: Jack Schwartz. Danbury: Falzone Orchestra Bookings. Hartford: M. Orvid Jackson. Waterbury: Oriel Romano.

DELAWARE—Delmar: Luther L. Phillips. Wilmington: W. Gale Rasin.

FLORIDA—Ybor City: Walter Lopez.

ILLINOIS—Bloomington: Richard C. Ross. Chicago: Byron's Attractions, Arch L. Jones, Eddie Richmond. Joliet: Julius Levin. Murphysboro: Paramount Orchestra Service. Pekin: Al Winkel. Princeton: Paul Russell.

INDIANA—Anderson: Eugene Slick, Jack Wiley. Indianapolis: Raymond D. Davis.

IOWA—Cedar Rapids: James B. Jackson. Clear Lake: C. J. Fuchs. Davenport: Tal Sexton. Des Moines: S. E. Leech. Red Oak: Lee Cox Enterprises.

KENTUCKY—Lexington: Charles S. Wright.

MASSACHUSETTS—Boston: Intercollegiate Music League, Inc., John Werby. Greenfield: Andrew C. Canedy. Melrose: Roscoe L. Perley. New Bedford: Manoel A. Lomba. Taunton: William G. Boyd. MICHIGAN—Bay City: Harry C. Niedzielski, Ralph F. Swan. Detroit: Maxwell T. Gail, Duane Sawyer. Ypsilanti: Moe & Carter.

MINNESOTA—St. Paul: James Segal & Associates.

MISSISSIPPI—Vicksburg: Pete Stewart.

MISSOURI—St. Louis: Bert Gervis. NEBRASKA—Omaha: H. Thompson White.

NEW JERSEY—Atlantic City: P. D. DeMas. Haddonfield: C. Aubrey Merrick. Maplewood: Clifton Entertainment Bureau. Newark: Sykes Entertainment Bureau.

NEW—Albany: Jimmy Daley Attractions. Gloversville: Almer D. Ehle, Hollywood & New York Enterprises. New York City: Batchelor Enterprises, Inc.; Norman E. Campbell, Neil C. Conklin, Ether Golden, Nat W. Harris, Ernie Holst, Elsie E. Hunter, Jonas & Williams, Kalman Katz, Frank J. Kinsella; Lewart Theatrical Enterprises, Inc.; John Molou, Harry Moss, Tom O'Connell, James L. Saphier, Billy Van Enterprises, Margaret West, Jack White. Rochester: Al Norton.

OHIO—Cleveland: Fred Kohler Amusement Service, Earl Salisbury, Frank Sennes. Columbus: Stanley Warner. Portsmouth: Joseph B. Braffman.

PENNSYLVANIA—Beaver Falls: Roy J. Landfair. Chestnut Hill: Cheston M. Newhall. Hanover: R. F. Feeser. Harrisburg: Joseph A. McGranaghan. Hazleton: H. H. Wagner. Monessen: Trianon Artists' Bureau. Philadelphia: Frank Elliott, Nathan Frey, Charles M. Fry, Steve Graham, David W. Haas, Harry Herzberg, Moe Jaffe, Jolly Joyce, Harry Kahn, Norman V. P. Lewis Jr., Lipschulz & Maser, Nathan Coleman Shapiro, Jere Shaw, Variety Productions, Leo Zollo. Portage: Arthur F. Canyock. Reading: William Edwards, Roy Reber.

TEXAS—Beaumont: H. P. Francis. Dallas: Artists' Bureau Southwest. El Paso: El Paso Conservatory of Music. Ft. Worth: J. W. Bowers.

UTAH—Salt Lake City: Inter-Mountain Theatrical Exchange.

VERMONT—Brattleboro: W. H. Nichols.

WASHINGTON—Everett: Leo G. Sands. Spokane: Mann Brothers.

WEST VIRGINIA—Charleston: Herman E. Rollins. Morgantown: Carson E. Howard.

WISCONSIN—Appleton: Arthur A. Bruso. La Crosse: John Burnett. Milwaukee: Carl Dunlop, James Thomas.

DISTRICT OF COLUMBIA—Washington: James E. Jackson.

WPA FREAK

(Continued from page 3)

man and includes a staff of 105 actors, 52 maintenance men, 12 office workers and a technical department of 56. Headquarters are at the Manhattan Theater, 53d street and Broadway.

The third offering of the organization will be *Class of '29*, a study of the so-called lost generation, and will open May 15.

PRODUCERS DECLARE

(Continued from page 3)

with the conservatives winning out in their efforts to keep the control of Guild destinies in the hands of Hollywood writers. In a joint session of representatives of this group, executives of the Guild and representatives of the Authors' League, it was agreed that a legal vote on amalgamation of the various writer organizations would not be taken until changes in the constitution and by-laws were written in and accepted.

Friday night the writers-producers' situation was marked by an announcement from producers, after a three-hour session, that they would fight at all costs any attempt to enforce Article 12 of the constitution. This measure would prohibit Guild members from signing contracts extending beyond May 2, 1938.

At the same time six nominees were dropped from the original slate of candidates for board of directors to be voted on at tonight's annual Guild election. Seven new candidates were added, giving the conservatives five candidates and creating a more harmonious ticket.

HOLLYWOOD, May 2.—With the Screen Writers' Guild membership vote on the proposed amalgamation with the Authors' League of America slated for tonight, producers of the Hays organization threw down the gauntlet this week and definitely declared for war. In a statement signed by all the major and some independent producers and mailed individually to members of the Writers' Guild the producers declared that they "did not propose to allow a few radical-minded and power-seeking individuals to disrupt the industry. If it becomes necessary to seriously fight the movement the producers will use every resource at their command to defeat it."

Thru the four-page statement the producers insisted that they had no quarrel with the writers as such, nor with union labor, citing a record of co-operation with the latter. They branded the closed shop for writers as radical, destructive and impossible.

The flareup of producers against the proposed Guild affiliation with the Dramatists' Guild and Authors' League grew out of a SWG order forbidding members to sign contracts extending beyond May 2, 1938, and other threatened happenings which might result from a closed shop.

Points at issue are: that the Guild will have no control over its membership or activities and that arbitrary control would be given to the Authors' League; that the SWG constitution could be amended by officials without membership vote; that pending a vote on a strike the League council can forbid Guild members from working; that under rules of the proposed merger screen writers could be called upon to finance a strike called by any Authors' League affiliates; that with 25 members comprising a Guild quorum, too few members could vote a strike affecting every Guild member; that the League council would have power to switch membership from one Guild to another, thus controlling all votes.

Opinion seems to be that the producers are ready to fight it out to a finish in the event a breach is created as a result of tonight's Guild meeting, with every effort made to protect their interests by iron-clad contracts for a period of years with present Guild members who desire to sign them, with non-Guild studio writers and with an entirely new group that will be recruited and brought to Hollywood.

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

Nat'l Dance Week Boosts the 'Ronrico'

CHICAGO, May 2.—The Ronrico, new dance creation of Ramon and Renita, in the Continental Room of the Stevens Hotel, was introduced thruout the country this week as a feature of the observance of National Dance Week—April 26-May 3, the Advisory Council announced yesterday. Chicago was chosen as one of the centers for the observance because of the presence here of the originators of the Ronrico, and to Xavier Cugat, who won last year's award of the Advisory Council for the most distinguished contribution to dance music.

The new dance, which has created much interest, contains a fast, swiny combination of the Puerto Rican Beguin and the Cuban Danzon. Cugat's orchestra is featuring the Ronrico music.

London Night Spots

LONDON, April 28.—There is corking entertainment at the Savoy Hotel where Eric Wollheim has four fine acts, with three of them hailing from America. Joe Jackson, inimitable pantomimist, plays his eighth date here in 10 months and clicks solidly with plenty of laughs to his credit. Hope Minor and Edward Root score freely in their London debut with graceful and lissome ballroom dancing. Appearance and routine both faultless. Two Valors, novel equilibrists and contortionists, find favor with an act that is free from "stalling." Sherkot, French parodist, just back from an American trip, is popular with his unique act.

London Casino still attracts good business at nights, altho the matinee sessions on Wednesdays and Saturdays have been light.

Diamond Brothers remain the outstanding hit at the Dorchester Hotel, where their dandy hokum is most popular. Both Dolly Arden, acro-dancer, and Florine McKinney, singer, click well with their numbers.

Cochran's supper-time revuette, "Round and Round," makes good at the Trocadero Grill Room and the outstanding hits in this well-produced show are registered by Marion and Irma, personable contortionists, and Bob Carry, slick and speedy hoop juggler.

Elisabeth Welch, colored blues singer, and Senator Murphy, American monologist and political humorist, click heavily at the Trocadero Restaurant.

George Beatty, monologist and raconteur, and Harriet Hutchins, comedienne and impressioniste, are at the Mayfair Hotel.

Club Richman Charged With Objectionable Show

NEW YORK, May 2.—Supreme Court on Thursday reserved decision on a motion to prevent License Commissioner Paul Moss from revoking the license of the Club Richman. The license had been revoked April 14 by Moss on the ground of allegedly obscene and immoral conduct by entertainers. Six days later, Justice Julius Miller held up the order pending a review of the case. The police commissioner had asked for an okeh to close the place.

At the hearing Thursday, counsel for the club challenged the right of the police commissioner to state or imply that a female impersonator is necessarily a morally objectionable person.

Club has been featuring a "boys will be girls" type of show for some time. New floor show opened yesterday, with Jack Mason emseeing and Jerry Kruger and Satch and Satchell featured.

Gangplank, N. Y., Opens

NEW YORK, May 2.—The Gangplank, on West 52d street, is among the newest local spots. Opened last week, with Pat Harrington emseeing and Three Boston Sisters featured.

MANSFIELD, O., May 2.—This city's newest night club, the Club Circus, opened to a large crowd recently. The spot, was formerly known as Coliseum Gardens and is under the management of Merrell A. Wood, veteran Northern Ohio night club operator. Opening show had Leo Reichert's Band on the stand and a floor-show unit booked in from Cincinnati. Acts included Toby Wing, dancer; Peggy Berry, singer and dancer; Kimble and Bauer, comic acrobats, and Nancy Darnell, "The Girl on the Flying Trapeze."

A. C. Wants a Theme Song

ATLANTIC CITY, N. J., May 2.—Mayor C. D. White has sent out a call to tin pan alley for a theme. His Honor, tired of hearing about the moon over Miami, thinks the moon over Atlantic City is just as fine, probably finer, and promised a substantial award for the composer of a song that does justice to the moon over this Atlantic Ocean playground.

Manny Sachs Joins Music Corporation

PHILADELPHIA, May 2.—Music Corporation of America makes its CBS annexation complete by taking over Manny Sachs, domo of the Universal Artists' Bureau, a bonanza operated by Sachs for WCAU (CBS outlet and originating point) and KYW. With the AFM recalling the orchestra booking franchise, Artists' Bureau folds this week. Sachs' new post will call for his overseeing all stage bookings by MCA.

Announcement was a mild surprise for the local booking agents who feared that Sachs would hang on to his exclusive contacts and open his own office outside the radio stations. But the attractive offer, reported to be \$10,000 yearly, allayed all fears.

Sachs is no stranger in MCA negotiations. As head of the Artists' Bureau, he has worked out many mutual deals with that office, his most recent being the booking of Vincent Travers at the New York French Casino. Sachs' departure for the New York desk was prefaced by a testimonial dinner given in his honor on Sunday night (3) at the Warwick Hotel.

Hotels Open Roof Gardens; Summer Night Spots Get Set

New York hotels rush last-minute preparations as warm weather finally arrives—Nick Pronis and John Boggianno planning big spot in Ft. Worth

NEW YORK, May 2.—With warm weather finally hitting the city, the bigger hotels are rushing opening dates for roof gardens. Italian Garden of the Ambassador Hotel opens Tuesday, with Val Olman's Orchestra featured. Pierre Hotel roof opens Wednesday, with Shep Fields Orchestra and Caperton and Colymbus featured. Waldorf-Astoria's Starlight Roof opens Thursday, with Orville Knapp's and Basil Fomeen's bands and Beauvel and Tova entertaining. Sky Garden of the St. Moritz opens Friday for a six-month season instead of the usual four. Charlie Wright, Sarita and Ron Perry's Band and Marianne featured.

Sophie's New Show

CHICAGO, May 2.—Leonard Hicks, managing director of the Morrison Hotel, announces a smart, new and different show for the Terrace Room to open Friday, May 8.

Show will consist of Sophie Tucker and her orchestra, directed by Jack Fulton, assisted by Ted Shapiro, with the King's Jesters, and featuring Dario and Diane, sophisticated dancers; the Nonchalants, "roughined" entertainment, and the Terrace ballet.

STANLEY S. JABIN, former operator of the Torch Club in Miami, Fla.; the Plantation Club in New York and the Torch Club in Cleveland, is now producing and booking night-club fem-impersonator units out of Cleveland.

Hotel McAlpin opens its roof garden May 15, with Enoch Light Band and Mary Danis entertaining. The St. Regis Hotel roof opens the same day, with Jacques Fray and band already booked.

Hotel Montclair roof and other roof spots are due to open around June 1. Some of the night clubs are also opening garden auxiliaries, including the Gay Nineties Club.

L. H. Saltzman's Grove Club, Far Rockaway, opens next week, with the George Edmund Band doubling from the Cafe Loyale week-ends. Ben Marden's Riviera, Fort Lee, N. J., will open May 21. George Hale is still rehearsing the line of 16 girls who, according to Marden, will get \$100 a week. Dolly Kay and Al Bernie booked for the show.

Nick Pronis and John Boggianno, owners of the Versailles Club, flew to Fort Worth, Tex., Tuesday to confer with Billy Rose on opening a huge 3,000-seat night club on the Texas Centennial grounds in June. Expect to close deal next week.

Night Club Reviews

Plaza Cafe, Pittsburgh

The Plaza Cafe is one of the most elaborate spots in the city, its recent remodeling and installation of indirect red and blue lighting and highly attractive bar bringing it to note thruout the district. John Maganotti is still managing the club, with A. Mitchell serving as general host. Business has been going along at a steady pace, with the Arthur Grossman and Jack Pomeroy shows helping to draw a better class of trade. The Drake Theatrical Exchange is doing the local booking.

The honors of the current show go to two dance teams and particularly to Bobby Gillette, member of one team who doubles as emcee. A personable entertainer and a veteran at the game, he has an engaging way of selling his wares to night spot patrons. Not equipped with as good a lineup as is usually the case, he leaves the customers smiling just the same. His highly attractive partner, Shirley Richards, possesses an entertaining sense of humor in burlesquing various types of dancers.

Shirley opens the bill labeled *Political Scandals* and introduces Bobby as the emcee. He ushers in the line of eight girls who are supposed to do a fast soap-box number. The line, however, was far from good, possibly because they have been here for a couple of weeks and just feel tired of it all. Next comes Adelle Curtiss, just a fair warbler, who offers *Love Is Like That* and another love tune.

The first sock turn follows, with Gillette and Richards in a burly of a ballroom number. Team works with ease and always on the lookout for novelty.

The line back for *April in Patee* in spring outfits, featuring Elaine and Barry, a graceful ballroom team who seem to know what it's all about. The girl is small and cute and with her partner's assistance performs some intricate routines.

Bobby Gillette returns with his banjo to strum *My Man a la Fannie Brice* and an encore tune in very good fashion, making way for Elaine and Barry in a musical comedy flavored dance that is well done. Bobby and Shirley are back for the high spot of the bill, *The Ritz Strip*, in which Shirley does a takeoff

of a former burlesque queen in the arms of a ballroom dancer.

A school scene closes the 40-minute show. Bobby acts as teacher, ordering the line to strut to the tunes of *There's Rhythm in My Nursery Rhyme* and *Truckin*. The gals then leave the floor to canvass for partners in their barn dance windup. A novel stunt for this spot.

Music is furnished by Joe Schafer and his band. Featured in the vocals are the leader himself and his three saxophonists, Don Sperling, James Peyton and Art Geissy. Eddie Powell, pianist and singer, is here as an added attraction, dishing out tunes between.

Hontigberg.

Palm Room, Hotel Commodore, New York

New floor show here is a thoroly pleasing affair, comprising a new dance team, Don Loper and Patricia Gibbs; the Heat Waves, a novelty musical trio, and Nancy Healy, tap dancer and singer. The Johnny Johnson Orchestra is still here.

Loper and Gibbs make a striking combination. Both are tall, the girl being an attractive and willowy blonde, while the boy is a personable and smooth partner. Offered a soft fan waltz arranged by Fred LeQuorne and a livelier flirtation number arranged by Loper himself. Avoid spectacular displays in favor of lively and graceful movements. In doing so, they succeed in being refreshingly different.

Nancy Healy, a tilted-nose Irish brunet, pleased the patrons with a bit of singing and hard tapping on a mat. Her second number is a neat little rhythm tap which gives her a chance to display a lively technique.

The Heat Waves, a novelty combo comprising Steve LaMarr, Jack Winston and Duke Durbin, provide nifty entertainment. All three sing, while one accompanies himself on the guitar and another on the cornet. They go in for hotcha tricky arrangements that utilize vocal tricks and such embellishments as blowing thru a comb and paper. The tall fellow even snaps off a bit of hot tapping.

The Johnny Johnson Band, completing another long run here, is still doing a nice job both at accompanying the show and providing danceable music

New Massachusetts Agency

PITTSFIELD, Mass., May 2.—Nick Marcella recently opened an orchestra booking agency on Fenn street in this city. Orks on his books at present include Vitton Brothers, Sammy Vincent and Babe Mack.

for the patrons. Johnson is a pleasing leader and pianist, while Harry McDaniels still has the job of stepping out for comedy vocalisms. Vi Mele doubles between the piano and frequent vocal solos.

Spot is doing nice dinner business and fair supper trade. It's still one of the most comfortable moderate-priced hotel dining rooms in town. Denis.

Kit Kat Club, San Francisco

This spot, in the heart of the theatrical district, is located on the site of the old Black Cat Cafe, a gay rendezvous in pre-prohibition days. More than two years old, it's doing nicely and plays to a mixed class of patrons.

Modernistic furnishings lend a classy atmosphere to the club and it is well ventilated, comfortable, inviting and has a good-sized dance floor. Operated by Dinty Moore, the spot maintains a high standard of entertainment, marvelous food and smooth liquor.

Floor show is put on in fine fashion three times nightly, each show lasting about 40 minutes. Bob Harrison has the band, a five-piece aggregation, which dishes out very smooth and danceable music. Bob is popular with the crowds and aims to please. Don Carroll, young baritone with a pleasing manner, is emcee. He sings a bit, cuts up in general, and has an ingratiating personality.

Show opens with a line of six, captained by Babe Laurette. Gals, who come on again at closing, are young, pretty and peppy, too. They supply an important part of the evening's entertainment. Babe steps out of line for her interpretation of a hula dance and Dorothy Ipswitch puts on some new thrills with her acrobatic tap dance numbers.

Well liked are Rees and Renard, who bring to the customers not only fine examples of ballroom dancing but add plenty of sensational features, too. Taking her encores steadily is Mona Greer, sweet and clever hillbilly singer, who, (See CLUB REVIEWS on page 12)

Club Chatter

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BOBBY LA RUE

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JACK AND NITA CARLTON head the new show in the Urban Room of the Congress Hotel, Chicago, where Ben Pollack is playing a nine-day engagement. . . . With Pollack is the glamorous Doris Robbins. . . . A new show at the Empire Room of the Palmer House, Chicago, is headed by the dance team of Georges and Jalna and includes Serge Flash, clever juggler; Ted Adair, acrobatic and tap dancer; Burt Granoff, tenor, and the Abbott Dancers. . . . "Dance Tea" is a new Sunday afternoon feature of the Continental Room of the Stevens Hotel, Chicago, with Xavier Cugat furnishing music and Ramon and Renita and Goff and Kerr supplying entertainment.

THEODORE AND DENESHA, now at the Hotel Montclair, New York, won first prize for a novelty waltz in the International Classics Society contest recently. . . . Ruth McGrath, beauty contest winner, has joined the Barrel of Fun show, New York. . . . Leonello Giniari, French Casino, New York, headwaiter, is celebrating his first anniversary of marriage to the former June Fischer. Will manage the new Leonello Restaurant, opening May 15. . . . Nancy Healy, at the Hotel Commodore, New York, is doing three shorts for Educational Pictures.

CONCHITA MORENO, singer-guitarist, opened last week at the Chesapeake House, New York. . . . Wilkins and Walters succeeded Ruth and Billy Ambrose at the Hotel New Yorker, New York, last week. Their fourth engagement at that spot in the past couple of years. . . . Sally Winston opens this week at the Locust Club, Philadelphia. . . . And Mildred Harris Chaplin opens Friday in Detroit for the Arthur Grossman office. . . . Fred Keating, Avila and Nile, Jay Howard and Evalyn Tyner comprise the new show at the Radio City Rainbow Room, New York . . . and the Radio City Rainbow Grill has Eve Ortega, Lane and South, and Miaco, magician.

DELL RENAY has gone into the Club 18, New York. . . . Joe and Betty Lee, now at the Hotel Biltmore, New York, celebrated their first anniversary as a dance team last week.

STEVE EVANS, a young man who gives clever imitations, has succeeded Goivanni in the Empire Room of the Palmer House, Chicago, and is making a hit with his character impressions. . . . A new show is due at the Empire Room May 1, headed by the dance team of Georges and Jalna and including Serge Flash, juggler, and Ted Adair, dancer, and with Bob Hall, singing rhymster, continuing. . . . Murray Welsh, emcee at the Club Broadmont, Chicago, for the past eight months, leaves May 3 for New York. . . . The Blossom Festival, decorative extravaganza staged annually in the Marine dining room of the Edgewater Beach Hotel, Chicago, is now on

More Casino Trouble

NEW YORK, May 2.—Park Commissioner Moses was granted the right to raze the Central Park Casino when the Appellate Division denied Louis Salzman's request for an injunction Thursday.

and will continue until May 10 with a floor show that includes the Duffins, acrobatic dance trio; the Emerald Sisters, comedy tumblers, and Harriet Smith's line of girls.

ABBY MORRISON RICKER (Mrs. William Wood Ricker) is the latest society woman to turn night-club singer. Opens May 6 at S. Cerutti's Restaurant, New York. Nadel's Orchestra also featured. . . . Tony Antonio has replaced (See CLUB CHATTER on page 28)

CLUB REVIEWS

(Continued from page 11)

by the way, was with Charlie Marshall's Mavericks on NBC some months ago. Youthful Tommy Bell's pleasing tenor brings to the audience favorite ballads which are well received. Helen Kaley, who has personality plus, puts over her popular songs nicely and is brought back for more. Last but not least are the Street Singers, an Italian trio, with their accordion, violin and guitar, who are on hand to sing on the floor and in the spacious Bohemian cocktail lounge between shows. *Glickman.*

Mayfair Room, Book-Cadillac

DETROIT

The Mayfair Room, ranked as Detroit's premier downtown nighterie, is presenting a fast, classy show, going in for temp and sophistication more than flash. The show runs only 20 minutes but is repeated several times. In addition, the customers get a half hour broadcast from the floor at midnight over WJR.

Sam Jack Kaufman, who has been emcee at the Fox Theater for the past four years, is doubling here with a new band, largely made up of former members of Seymour Simons organization. Practically every player does a specialty, including several vocals. Nelson Bitterman, drummer, and Zev Clay, saxophonist, deserve special mention.

Earl and Josephine, ballroom dance team, do well in a species of adagio waltz and a remarkable whirling number, *Blue Illusions*. Encore with a fast ballroom interpretation of the *Cucuracha*.

Florence Suttle, a pleasant titian brunet, sings a series of sweet and hot numbers with a soft New Orleans accent. Her forte is rhythmic and fast numbers that go over big and sound good on the air. On the floor there is unusual zest in her presentations, due to a compelling personality.

Frank Connors, lyric tenor, is also doubling from the Fox. He has a huge local following and lives up to his reputation with a number of popular numbers, dramatically given in a voice that has plenty of range and color, tho not of great force. *Reves.*

SHEILA BARRETT

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Says LOUIS SOBOL in The New York Evening Journal, May 1, 1936: "Another Broadwayite has driven the film town into swooning enthusiasm—Sheila Barrett, who opened at the Clover Club Wednesday night . . . They went hysterical about this girl."

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At the Piano, "COME ON HARRY". DIRECTION—MARTY FORKINS

Bands and Orchestras

WAYNE KING broke a couple of records last week. . . . On April 24 he played to 8,000 paid admissions at the Public Auditorium in Cleveland, and on Saturday, April 25, played to 8,100 paid admissions at Flint, Mich. . . . Tom Gentry has opened at Walled Lake, Detroit, for an indefinite engagement and is heard over CBS. . . . Phil Levant celebrated a birthday a few days ago with music publishers' representatives as guests. . . . Following this week's engagement at the Congress, Chicago, Ben Pollack goes into the Peabody Hotel, Memphis, for an indefinite stay.

FREDDIE MARTIN and his orchestra will be the opening attraction at State Fair Park's Modernistic Ballroom in Milwaukee on May 24. . . . Last week Kay Kyser's Band opened the ballroom to the record-breaking business of 8,000 paid admissions. . . . Herb Buteau's Orchestra will furnish the music at Vanity Fair when that Chicago spot reopens on May 7. . . . Al Kavelin and his orchestra, which closed a week ago at the Blackstone Hotel, Chicago, opens at the William Penn Hotel, Pittsburgh, May 9. . . . Frankie Masters and his band opened at the Edgewater Beach Hotel, Chicago, May 1 for a six-week engagement.

MAL HALLETT and his orchestra played for the Kentucky Derby Ball. . . . Emil Coleman leaves the St. Regis, New York, May 15, but has already been signed to return in the fall. He is taking the summer off except for some society dates. . . . Carl (Deacon) Moore, Kansas leader, is making his first Eastern stand at the Normandie, Boston. Yankee network is carrying the broadcasts. . . . Clyde McCoy and his orch make their first Warner Bros. short May 28 in the Brooklyn studios. . . . Will Osborne and his orchestra are at the Lexington, New York. . . . Osborne's band has shown tremendous improvement and is an ace outfit. . . . Mark Fisher succeeded Clyde Lucas at the Roosevelt, New Orleans, Lucas replacing Bob Crosby at the New Yorker, New York. Then Crosby replaces Will Osborne June 1 at the Lexington, New York. . . . Charles Barnett opens May 21 at the Glen Island Casino, New Rochelle.

JACK MCKAY is playing the lead trumpet for Fred Waring, replacing Leon Arnaux, who left for the Coast. McKay comes from Minneapolis. In Boston last week Waring threw a hefty cocktail party for the newspaper crew. . . . Freddie Rattner, formerly assistant director with Otto Thurn's Bavarians, is now directing his own band and has opened offices in the Bronx, New York. . . . Bernie Dolen, orchestra leader at the Vanderbilt, New York, is rehearsing for a picture short with Evelyn Swan, deb singer. . . . Jay Mills, a Meyer Davis leader and who recently became a father, is being screened by Paramount. . . . Johnny Yuhasz, young songwriter and orchestra leader, whose orchestra is at the Durant Hotel, Flint, Mich., expects to close with one of two sponsors, Hinds cosmetics or Klings Beer, this week. . . . Basil Fomeen and his orchestra return to New York for the opening of the Starlight Room at the Waldorf-Astoria May 7 and will alternate with Orville Knapp and his orchestra. . . . Fomeen recently completed a long run at the Savoy-Plaza, New York. . . . When Duke Ellington and his orchestra played the Arcadia Ballroom, Detroit, the spot published *The*

Sepia Tattler as a publicity stunt. It ran four pages and drew advertising from local merchants to boot.

RUDY BUNDY has been selected to play the Michigan Blossom Festival at Benton Harbor and St. Joseph, May 6-10. Glen Scanlan, former tuba player with the Bundy outfit and at present located in St. Joseph, handled the deal. . . . Tommy Tompkins and band recently left Pennsylvania to move to Springfield, Vt., where they are being aired over WNBX. . . . Forrest Bradford and band are in their 31st week at the Glenn Rendezvous, Newport, Ky. . . . Clyde Trask continues indefinitely in the Rathskeller of the Hotel Gibson, Cincinnati. . . . The management of Johnnie Adams' Ork; for several months at the grill of the Greyhound Bus Lines in Dayton, O., was taken over last week by Bob Geering. Unit will go on tour shortly. . . . Tucky Wade closed a 42-week engagement at the New Plaza Hotel in Steubenville, O., to move into Paterson's Cafe in the same city on an indefinite contract. Eugene Smith and Wade are doing the vocals.

ERNIE HOLST, orchestra leader, has been given a booking license by the AFM and is setting up an orchestra-booking organization. Holst has already formed two such bands, with one of them, Paul Rabucci leading, playing at the Post Lodge, Larchmont, N. Y. Holst continues at El Morocco, New York. . . . Bill Arnold and his orchestra re-

it is scheduled to fill a short engagement before returning to Los Angeles. . . . MCA recently consummated a deal with Lawrence H. Levy, manager of the Hotel Claridge in Memphis, whereby 10 name bands will be used this summer in the Cascade Room of the hotel on two-week intervals. Units already set to play the spot are Will Osborne, Ted Weems, Kay Kyser, Anson Weeks, Joe Sanders, Henry Busse, Buddy Fisher and Art Kassel.

PAUL WHITEMAN has been booked to play the Memphis Cotton Carnival on May 12 and 14, with a date at Little Rock, Ark., being filled on the 13th. Band also plays Louisville before returning north. Booking was handled by Jack Lavin, Whiteman's manager.

Music News

Joe Keit, of the Jack Mills emporium, believes that with the success of *Tormented*, which his house is publishing, we are in for songs minus a verse. At any rate *Tormented* is all chorus and something new, at least in popular songs. Keit claims that the average verse is not always listened to, altho it is essential in helping in the effusion's continuity.

In order to exploit two songs, *Havana Heaven* and *Something Came and Got Me*, the Stasny-Lang firm, sponsoring the numbers, has devised a unique idea. Each week thousands of circulars calling attention to the compositions are mailed to a selected list of bandmasters, orchestra leaders and other

the past a song that failed to impress was returned without much comment. This was found to be more destructive than helpful to the writer or writers who might possess the requisite talent to evolve at some future date a number worth while. The gesture seems to work, for only the other day a young man who got one of the slips sent back an interesting letter, in which he thanked the firm which had vision enough to ignore a ditty which the author, after sober reflection and deliberation, agreed was lousy.

When tabulating on freak titles for songs, especially those of a so-called comedy nature, *The Duchess Threw Her Crutches Away* should not be overlooked. This is not a gag, but the coalition effort of two veterans of Tin Pan Alley—Fred Fischer and Harry Jentes.

Altho refusing to admit it one way or the other, Harry Engel, lately in business for himself, is now aligned with the Robbins forces. It is understood he is going to represent the Robbins firm abroad.

J. Fred Coats is authority for the fact that he and his collaborator, Benny Davis, have placed the appended three songs with the new Whiteman-Lombardo-Waring combo of music publishers: *I'm Grateful to You*, *Why Do I Lie to Myself About You?* and *Beside the Sea Beside You*.

The Messrs. Warren and Dubin have been assigned to write the lyrics and music of *Let's Pretend*, the new Warner Bros. celluloid, featuring the tenor James Melton.

Word & Music, Inc., formerly Harry Engel concern recently bought by Whiteman, Lombardo and Waring, has bought several new songs thru George Plantadosi, professional manager. The new tunes include *Monopoly*, by Charles Tobias and John Loeb; *All Quiet on the Front Porch Tonight*, by Tobias and Gerald Marks; *Why Did I Lie to Myself About You* and *I'm Grateful to You*, by J. Fred Coats and Eddie Davis; also *Swing Waltz*, by Eddie East and Lindsey McPhall.

Sheet-Music Leaders

(Week Ending May 2)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

- | | |
|--|------------------------------|
| 1. Melody From the Sky | 8. Tormented |
| 2. Lost | 9. Touch of Your Lips |
| 3. You Started Me Dreaming | 10. Love Is Like a Cigaret |
| 4. Goody, Goody | 11. It's Been So Long |
| 5. You | 12. No Greater Love |
| 6. Is It True What They Say About Dixie? | 13. It's a Sin To Tell a Lie |
| 7. All My Life | 14. Eggs in One Basket |
| | 15. Beautiful Lady in Blue |

PHONOGRAPH RECORD best sellers will be found on page 83.

placed Red Norvo and his swing group at the Versailles, New York, last week and will alternate with the Meadowbrook Boys' Orchestra. . . . Latter outfit replaced Joe Smith at the end of April. . . . Nano Rodrigo has just finished cutting eight sides for Victor.

BOYD RAEBURN and orchestra have not left the Hotel Muehlebach in Kansas City as stated in a recent issue. Band will continue indefinitely. . . . Jack Stewart's swing band has closed at the Club Orleans in Biloxi, Miss., to move into Chickasaw Gardens in Albany, Ga. Personnel has Stewart, Tommy Tucker, Harold Scott, Cutliff Meriwether, George Fletcher, Glen Mullins, James Dunaway, Bob Powers, Clifford Boggs, Glenn Fant and Conway Stewart. . . . Billy Fan and band will continue thruout the spring and summer at the Club Hollywood in Springfield, Mass. Combo will one-night during the early part of each week, returning to the Springfield spot for dancing every Thursday, Friday and Saturday. . . . Dick Allen inaugurated a limited stay at Jimmy's Frolics in Troy, N. Y., April 25. . . . Emilio Caceres has been signed by the Villa D, Detroit, for another six weeks. . . . R. Aguilar and band are playing a four-week engagement in Banning, Calif., before going on location for the summer at the Club Star Dust in San Bernardino, Calif.

folks identified with different branches of show business. The "punch" of the whole procedure is in the fact that on each circular distributed the names of those who are using or have used the songs are printed, thereby giving the impression that all concerned in plugging the works are getting additional publicity, which, in fact, they are.

E. B. Marks announces the publication of two new songs. One is called *Say Si Si*, with a subtitle of *Para Vigo Me Voy*, and the other, *Love Went Up in Smoke*. The first named is a rumba by Ernesta Lecuona, considered the outstanding composer in Cuba, with English lyrics by Al Stillman and Francia Luba, the latter in charge of the Latin-American Department of Marks. *Love Went Up in Smoke* is also from the pen of Signor Lecuona, with the adaptation credited to Jerry Levinson and the text by Al J. Neiburg. The rhythm is of the fox-trot variety.

A number of publishers are now returning unusable manuscripts with printed rejection slips after the manner of publishers of books, magazine editors, etc. If any of the scripts merit some encouragement words to this effect are added. Among some of the firms in

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JEWEL HOPKINS, talented young California songstress, has joined Gus Arnheim's Band as vocalist. The Arnheim unit is currently working its way eastward via the Southern route. After several weeks in the Southwest band will head north for Chicago, where

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Dance at MARLOW'S PARK

Bands Out of Town Fizzle; Circuits Again Want Units

Booking of "name" bands out of town proves unsuccessful—bands are local propositions—as a result circuits again lean to flashy girl units as attractions

NEW YORK, May 2.—The recent attempts of the circuits to help themselves out of the attraction dilemma by booking "name" bands, of which the supply is greater, has proved unsuccessful, with the result that the circuits are again swinging back to flashy girl units. In the last few weeks houses out of town took box-office lickings with band bookings, the bookers revealing that playing bands is strictly a local item and much care must be exercised as to where they are sent. Having proof that flashy units are successful, for the most part, the country over, the bookers are again in the market for those attractions.

In the last several weeks the band flops occurred in theaters in the Midwest, with the result that the managers have asked the bookers to call a halt on these bookings. Only band bookings they want are those already established as territorial attractions. The local situation, principally concerning the Paramount Theater, is good for any band of "name" standing, but out-of-town audiences definitely have their favorites, preferring a certain style of music or the like.

The Paramount Circuit, when considering the possibility of extending its local policy to other towns, definitely turned the idea down when a round-table discussion proved the uncertainty of bands at out-of-town box offices. They benefited by the experiences of other circuits, mainly RKO, in the playing of bands in Midwestern cities in recent weeks. However, Paramount will continue its local pit band policy right thru the summer for it has definitely established itself.

Paramount, Warner, Loew and RKO revealed this week that they have a definite interest in flash units, peopled mostly by girls, and that next season would probably find them leaning in that direction. The Midwest will continue to be the biggest source of the units, with Bill Howard, RKO booker, leaving here this week on a Midwestern trip to o. o. units and o. o. his theaters. Ferde Simon, RKO agent, also left on a trip to that territory to catch units and get authorizations for them.

Schilling Case Adjourned Again

NEW YORK, May 2.—The License Department's case against Bill Schilling for operating without a license came up again last week in Special Sessions and was adjourned for the fifth time. This time it was put over until June 12, with the judge ruling that it must be heard at that time. The License Department asked for the adjournment, claiming it was not ready, altho Schilling's attorney, I. Robert Broder, was prepared.

Thode To Book Shanghai

HONOLULU, April 25.—Chuck Thode, pianist, singer and composer, goes to the Coast to book acts for the Paramount, Shanghai. He will sail from the Coast for the Orient June 12. Plans are pending to give Thode's acts a week or two at J. J. Franklin's King Theater here on stopover en route to China. Thode just completed a successful winter in the Orient.

Lederer's Personals Canceled

NEW YORK, May 2.—Francis Lederer was to play a couple of Midwestern weeks for Paramount this month, but assignment to Paramount's *Old Timer* picture forced him to cancel his personal appearances. F. & M. had arranged for him to play the Michigan, Detroit, this week, and Metropolitan, Boston, May 15. He was to have been assisted in the act by Katherine De Mille.

Max Hayes to Coast

NEW YORK, May 2.—Max E. Hayes, veteran vaude producer, left here Tuesday for the Coast. He has several deals on with picture companies, with the possibility that he will join the production staff of either RKO-Radio or Universal.

Godfrey and Linder Split After 3 Years

NEW YORK, May 2.—George A. Godfrey and Jack Linder, indie bookers, dissolved their partnership yesterday after a three-year association, the split being friendly when each decided to continue on individually in the indie field. Godfrey remains at the quarters in the Bond Building, while Linder has returned to the Publicity Building for his office.

Under the arrangement made Godfrey will continue to book the houses in the office for the balance of the season. The houses are the Folly, Brooklyn; Bronx, Bronx, and Park, South Plainfield, N. J. Danny Fagen remains with Godfrey as general manager of the office.

Linder in returning to the Publicity Building goes back to the building where he did a land-office booking business years back and where he got into the production of the Mae West show, *Diamond Lil*.

100-Year-Old German House

LEIPSIG, Germany, April 27.—The Krystall Palast here, vaude house, is celebrating its 100th anniversary. The theater presented vaude and circus acts in its opening program in 1836.

Pearce Again Heads Unit

NEW YORK, May 2.—The combination of Al Pearce, June Knight and Pinky Tomlin at the head of the Pearce unit has been broken up, and Pearce is again carrying the show alone. The unit is moving on to Denver, Salt Lake City, San Diego, Los Angeles and San Francisco. Will return east after these dates to start on a radio program.

Edgar Kennedy for Roxy

NEW YORK, May 2.—Edgar Kennedy, film comedian, will not open for RKO May 20 at the Palace, Chicago, but he will come on here about the second week in June for an appearance at the Roxy. He will do about three weeks of personals, with Patricia Alwyn assisting him in the act.

Booking of Film "Names" Is A Hit and Miss Proposition

NEW YORK, May 2.—While this season found many film "names" being submitted to the circuits for personal appearances, the percentage of actual appearances was very small. Not that the circuits were not anxious takers, but there were few acceptances among the "names" and even those who did accept dates in the main turned in cancellations. Situation is the result of the tendency of the flicker performers to refuse to come east for personals even if there is the slightest possibility of their getting film assignments.

Among the many "names" who were submitted for personals and did not get around to play the dates were Bruce Cabot and Cesar Romero, Joan Bennett, Andy Devine, Dolores Del Rio, Joel McCrea, Douglass Montgomery, Nils Asther, Carl Brisson, Marion Nixon, Victor Mc-

Non-Stop Ride

NEW YORK, May 2.—The Gae Foster bicycle number has been held over so long at the Roxy here that the wags have dubbed it "Abie's Irish Bicycle."

Sho-Window To Try For Another 4 Weeks

NEW YORK, May 2.—Gus Edwards' Sho-Window, winding up its third week tonight with another losing week, will change its show this Friday and probably effect a reduction in price scale. Zac Freedman has been brought into the house as managing director and assistant to Edwards on production.

Business perked up the tail end of this week as a result of radio tieups made by Freedman with WOR and WNEW. The Joymakers' Club of WNEW gets reduced rates for its members at the box office when presenting membership cards.

The new show is planned for another four-week run, with Ed Lowry being retained as emcee.

Russell of Detroit Opens Chicago Branch

DETROIT, May 2.—Harry Russell, operating the Supreme Entertainment Booking Office here, left for Chicago Monday to open a branch office. He is enlarging his vaude office and plans to produce his own shows.

Russell will remain in Chicago to handle the production and booking end there and expects to have Harry Faulkner, veteran local booker, in charge of the local office. He has appointed Harry J. Watson, with the Theatrical Exhibitors Advertising Agency, as Western field representative.

Palladium Returns To Regular Bills

LONDON, April 27.—*All Aight at Oxford Circus*, George Black's current production, featuring five American acts, Al Trahan and Yukona Cameron, the Four Ortons, Carolyn Marsh, the Gaylene Sisters and Jack Starr, will end an 11-week run at the Palladium May 30. Straight vaude will go in June 1, a bill including Ambrose and his band, Molly Picon, Senator Murphy, Barr and Estes, the Three Wlere Brothers and Max Miller.

The vaude will run until August 15 and some of the acts booked for the house include Jimmy Durante, Bebe Daniels and Ben Lyon, Gracie Fields, the Pickens Sisters, Slate Brothers, Geraldine and Joe, Powell and Nedra, Willie and Joe Mandell, Les Allen and his Bachelors, Bobby May, Earle and Fortune, Rex Weber, Mills Brothers and Goff and Kerr.

The seventh "crazy month" commences August 17 and the heavy cast will include Jack Hylton's Band, Buddy Rogers, Nervo and Knox, Flanagan and Allen, Naughton and Gold, Martha Raye and the Four Robenis.

All Aight at Oxford Circus made an average weekly profit of \$3,500.

Midwest Spots Go for Vaude

Many houses switching to regular bills — boost biggest in months

CHICAGO, May 2.—Considerable interest in stage and vaudeville shows is being shown by theater managers, particularly in the smaller towns around here, since Easter, and many spots that have been without stage shows of any kind for some time are now booking occasional bills and units. Other towns that have had intermittent shows have switched to a regular policy of stage bills two or three days a week. The interest shown is the best boost for vaude that has happened in this territory for months.

The Uptown here, formerly a Friday, Saturday and Sunday date, is now a full week. The Coronado, Rockford, is now running stage shows every Sunday, Monday and Tuesday. Previously they usually booked an occasional show for one or two days. Vaude is being revived at South Bend, Ind., also, where the Palace Theater is again using bills every Sunday. Tivoli, Michigan City, is again booking occasional stage shows, and the Ritz, a new theater in the same town, is offsetting giveaways at the Tivoli on Sundays with five-act bills. The Gregory string, comprising the Roxy, Ottawa, Ill.; Roxy, Peru, Ind.; Roxy, Logansport; Conley, Frankfort, and Spies, Kokomo, is using two or three shows a month. The Iowa, Cedar Rapids, and the Orpheum theaters in Sioux City, Des Moines, Davenport and St. Paul, all booked by RKO, are using two shows a month. These are three-day stands. The Laporte and Roxy theaters, La Porte, Ind., and the Bay, Green Bay, Wis.; Rio, Appleton; Capitol, Madison; Oshkosh, Oshkosh; Sheboygan, Sheboygan; Venetian, Racine and Kenosha, Kenosha, all use occasional shows.

Among the regular time booked from here is the State-Lake here; Tower, Kansas City, and Grand Opera House, St. Louis, all full weeks, booked by the Billy Diamond office. The Oriental, Uptown and Marbro theater in town, full weeks. The Harding here (split week); Coronado, Rockford (Sunday, Monday and Tuesday); Majestic, Bloomington (Saturday and Sunday); Palace, South Bend (Sunday only); Palace, Peoria (Sunday only); Orpheum, Lincoln, Neb. (Friday, Saturday and Sunday), and the Century, Norshore, Senate and Regal theaters, Chicago, all Sundays only. These houses are on Dick Bergen's Theater Booking Office book.

Warren Jones, of the RKO office, books the Colonial, Dayton; Shubert, Cincinnati, and Lyric, Indianapolis, all full weeks. Palace, Fort Wayne (split week); Orpheum, Champaign (Saturday and Sunday); Kedzie here (Saturday and Sunday), and the Ritz in town (Sunday only), besides the Iowa houses already mentioned. John Benson books the Arcade, St. Charles, with different bills each Saturday and Sunday.

Theaters in this territory which formerly ran regular stage bills but have discontinued them temporarily are the Genesee, Waukegan; Rialto, Joliet, and Roseland - State, local, all Sunday-only stands, and the Ambassador, St. Louis, which was a full week.

Conn. WPA Unit Starts On Tour of 23 Dates

NEW HAVEN, Conn., May 2.—Twenty-three play dates were given to the WPA vaude troupe of 12 persons, made up of eight complete acts. The group started on the tour of the State this week, and will appear at 19 CCC camps, four WPA work camps and one entertainment for crippled children. Gertrude Dondero, director of the federal theater project, arranged the dates.

John Goggins is listed as company manager and Andrew Quirk as advance man. Among the acts are Cosmo and Anita, Freddie Neadau, George Carpenter, Jimmie Bröckett, Girard and Girard and Miss Oliver. Anthony Pisani is pianist and musical director.

Tower Theater, Chi, Leased by J., L. & S.

CHICAGO, May 2.—Announcement was made this week by Aaron Jones Sr., head of Jones, Linick & Schaefer, that the firm had leased the Tower Theater, 63d street and Blackstone avenue, for a term of 10 years from the trustees of the Tower Building Corporation. Altho the lease was written as of May 1, the present incumbents, Balaban & Katz, are still in possession of the house and do not intend relinquishing it until they have made an effort to protect their investment.

According to reports, Balaban & Katz's lease was made from the receiver of the property and contains a clause that cancels the document at the termination of the receivership, which has recently been dissolved by the court. Jones then leased the property from the trustees.

The Tower, a 3,100-seat house, was originally built by Lubliner & Trinz, later operated by RKO and for the last few years has been a part of the Balaban & Katz circuit. At one time Jones, Linick & Schaefer controlled over 50 theaters here and now operate the State-Lake, Woods and LaSalle theaters, all in the Loop. Acquisition of the Tower will mark the firm's return to the neighborhood field.

When the Jones firm takes possession of the Tower it is possible that it may install a vaude policy. In this event Balaban & Katz would probably retaliate by returning stage shows regularly to their Tivoli Theater, a mile distant from the Tower.

Armstrong To Toot at Para

NEW YORK, May 2.—Louis Armstrong and his colored band have been booked for a week at the local Paramount, starting May 27, in an all-colored pit show. Ozzie Nelson and his band are scheduled to come into the house June 17 on a two-week booking.

Erwin-Collyer for June Dates

NEW YORK, May 2.—Stuart Erwin and June Collyer, film people, have postponed their personals until next month, when they will play Chicago and Detroit for Paramount. They were scheduled to work the dates this month, but picture bookings caused the delay.

New Brunswick Bows Out

NEW BRUNSWICK, N. J., May 2.—The State Theater here has discontinued using Saturday and Sunday vaude booked by RKO. No show went in last week-end.

Buffalo Gets Bowes Unit

BUFFALO, May 2.—Paramount will again open one of its houses here to stage shows the week of May 15, but just for one week. A Major Bowes unit will go into either the Buffalo or Hippodrome.

Submit Hersholt-Peterson

NEW YORK, May 2.—Jean Hersholt and Dorothy Peterson, features of *The Country Doctor* film, starring the Dionne quintuplets, are being submitted by the Morris Agency for personal appearances.

Penner Replaces Baker

NEW YORK, May 2.—Phil Baker fell out of his week at the Earle, Philadelphia, starting this Friday. Joe Penner was booked as the replacement.

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.

Vaudeville Notes

SELMA MARLOWE, who left Gus Edwards' *Sho-Window* in New York and went on to the Fox, Detroit, last week, opened Friday at the Oriental, Chicago. . . . Larry Puck, agent, celebrated a birthday Sunday, his missus having his friends out to their Bayside, L. I., home. . . . George Tapps threw out his knee on the last show opening day at the New York Paramount, sitting down in the middle of a number. . . . Ironically enough, he announced before the accident, "I'll now do the Argentine tango—I hope." . . . Harry Biben, Philadelphia booker, has moved his office from the Colonial Building to the National Bank Building. . . . *Vanities*, in Bridgeport, Conn., for Loew, moves on to the Century, Baltimore, Friday for the circuit. . . . Wini Shaw, now in films, has been booked by Warner for personals, starting May 15.

JACK (SCREWY) DOUGLAS, in London for eight weeks, has been held over for three more. . . . Roy Tracy is in Coventry for a few more weeks. . . . Both acts handled by the Herman Bernie office. . . . Will Green has a new "night" attraction for picture houses, calling it *Chorus Girls on Parade*. . . . Tying in with the warm weather, all the beauties will be garbed in bathing suits, a loving cup being awarded to the applause winner. . . . The Three Cards are now touring Midwestern dates for

RKO and are current at the Colonial, Dayton.

LOS ANGELES BRIEFS: Gilmore and Wells sailing for four weeks with options at Queens Theater, Honolulu. . . . Five girls will augment Queens line, bringing total to 12. . . . Sam Kramer, of the Bert Levey office, plans a trip east this month. . . . Olsen and Johnson slated for Paramount May 14. . . . Sherrill Cohen back after three weeks in New York. . . . Three Stooges en route to New York. . . . Jack McLallen, of McLallen and Sarah team, gets initial picture break at MGM in *We Went to College*. . . . Early and Laight, Flora Snyder, Mamie Stark, Daisy Harcourt, Isabelle Miller and Bea Allen staging anniversary show for the Troupers, Inc. . . . Dobbs, Clark and Dare leaving vaude temporarily for engagement at the new Red Barn Cafe.

CAMILLE CARPENTIER, assistant treasurer at the RKO Boston, Boston, has been given a leave of absence due to ill health. . . . She is recuperating at the NVA Lodge at Saranac Lake. . . . Richard Mahn has been transferred from Keith's Memorial to fill the position until Miss Carpentier returns.

STEVEN B. TERRY has joined the Inter-Mountain Theatrical Exchange in Salt Lake City, assisting Gene Marcus.

New Acts

Eddie Collins

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

Eddie Collins, a straight singer with a sweet and true voice, socked heavily here with four numbers, *Shooting High*, *Alone*, *Trees* and *Irish Eyes*. He is personable, wastes no time on gags and had the customers with him immediately. His vocalizing is a pleasure, and should go over the air well in his program with Blossom Heath over CBS beginning May 29.

Decidedly an asset, Collins shows good sense in not being too free with his talent. Encored with merely a dignified speech and went off with an established following at this house. P. A.

Elmer Cleve

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

Elmer Cleve, xylophonist, is aided by two hokey performers, a blonde who tap dances and offers a variety of nonsense and a stooge who plays a musical saw, carries an exploding accordion and obligingly submits his bald head to Cleve who taps out a tune on it.

Cleve's xylophone numbers, including *You Are My Lucky Star*, *You're Gonna Miss Me*, *Honey*, and *Glow Worm* are never finished because of interruptions

by his nutty supporters. Act pulled down a swell hand here. P. A.

The Fashion Plate Revue

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

Fashion Plate Revue is a five-people flash, comprising a mixed comedy and soft-shoe team, a male team of tappers and one blond acro dancer. First team do two numbers, one a soft-shoe comedy turn and the other a burlesque of the *Indian Love Call* adagio from *Rose Marie*. Both good, and the team scores the greatest individual hit. Remainder of the act includes two solid tap numbers and one nice acro turn, which is really dancing and not a tryout for the Olympics. In general, a good act. P. A.

U. S. TO SAVE

(Continued from page 3)

Whitehead had asked for assurances on 14 points, it is understood. Whitehead says he is holding up formal acceptance until he reaches an agreement on several points.

Charles Mosconi and Walter Diggs have been in charge of the vaude-musical comedy and circus projects respectively here, with Whitehead over them as executive assistant to Eddie Dowling, the national adviser on vaude, musical comedy and circus. Dowling had never been

Vaudeville Reviews

Loew's State, New York

(Reviewed Friday Evening, May 1)

A hot day, a supper show, and still Loew's wonder house packs 'em in. It's not exactly due to the Janet Gaynor-Robert Taylor film, *Small Town Girl*, but Ben Bernie and all the lads headlining the stage show are some reason for the b.-o. returns. Best reason tho is probably the consistent policy of the house. Stage show runs but 56 minutes, but it's plenty of show—and good. Pit Leader Ruby Zwerling's turn to take a bow, for this is his 10th anniversary, as seen from newspaper publicity and Bernie's information to the audience. Many more happy birthdays, Ruby.

Rector and Doreen are a swell opener, and unless this reviewer's memory serves him in poor stead they have brushed up their turn with a lot of new novelties. Really a very interesting turn, aerial tricks in which the man gives his fem partner support via teeth, one-arm

and neck grips, all while suspended by one leg. Act got over very well.

Lew Duthers and Jean and Joan fare but mildly in the deuce spot. Just a pleasant little act that heads nowhere in particular. All three dance fairly well, but there's no sock in the act—either in routing or in the efforts of the trio. Left to a small hand.

Bud Harris and Bert Howell, aided by Paul Harris, have considerably more success in the following position. A thoroughly enjoyable colored act, with Harris and Howell pulling a lot of laughs with their familiar chatter and also in their piano and singing bits. Howell is an ace performer who can gab, sing, tickle the ivories, fiddle and strum the guitar in grand style. Paul stooges well at the finish and also gives a brief hoofing display. Off big.

Ben Bernie and all the lads are on for 28 minutes in the closing frame. An

(Continued on next page)

very active, and his resignation this week paved the way for the Whitehead appointment. Whitehead will now concentrate on revamping the vaude-circus section. He will operate out of new headquarters at 1991 Broadway and will be equal in authority to Philip Barber, head of the drama project.

Locally and thruout the country the drama projects have dominated the vaude divisions. Whitehead had accused WPA officials of discrimination against vaude. In his new post he hopes to bring vaude, revues and circuses out of the rut. There are now 652 performers in the local vaude unit and 100 in the circus division, working in about 15 shows.

In Washington Whitehead has been assured of co-operation of the writers, artists and music projects in creating new ideas, new material, new music and pictorial and costume effects. Whitehead says he hopes to marshal this talent to devise "a new technic, a new background for variety performers, a new method of selling their talents to the public." He insists the old gags, the old presentation methods and the old scenic effects are washed up and that vaude can come back only if it's given a thoro revitalizing. He suggests greater use of satire, of topical material and of startling stage effects.

Altho Whitehead will have power to reorganize his division, he cannot hire new people, as he is bound by the home relief and WPA rules. All he can do is draw on those already on the pay roll.

If the shows put out by the new division are good Baker promises to arrange road tours. Because of WPA rules, the shows will not be able to play in connection with pictures. This means that the WPA may be the means of establishing a straight vaude circuit from Coast to Coast. Shows would play at low-admission prices, profits going back into the project to help prolong it, as is the case in the drama and music projects now.

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THE THREE NONCHALANTS

Dir.: MUSIC CORPORATION OF AMERICA.

(Continued from preceding page)
informal sort of turn, a bunch of lads having a good time, with the old maestro the most informal of the lot. Go to town musically with wise selections of pop tunes and jab with specialties frequently. Specialties include Joey Rardin, imitator, who wields the sock; Ray Hendricks, a swell singer; Billy Wilson, another good singer, and Col. Manny Prager, who does odd jobs nicely. The amateur-hour satire is an amusing number, and, of course, Bernie gets in a lot of cracks at Winchell. Audience mitted the act well on the theme-song close-in of the traveler.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, May 2)

A trio of Chicago favorites head the current bill in the persons of Marty May and Odette Myrtil, who starred in the Roberta Company here last year, and Paul Ash, who conducts the band and acts as emcee thruout. The State-Lake Sweethearts, the clever house line, appear at the beginning of the bill and in the finale. Another routine, in the middle of the show, by these adorable cuties would have paced the layout much better.

To a Sousa number by the band the State-Lake Sweethearts opened the bill with a very fine military tap, the effectiveness of which was further enhanced by the beautiful costumes. They drew a big hand.

Marie Hollis, a really fine acrobatic control dancer, had things her own way with her splendid work that included high kicks, sliding splits, back bends and marvelous control work. Loud applause and a hit.

Johnny Special, harmonica virtuoso, did *Clap Hands, Here Comes Charlie*, without the aid of his hands, did imitations of bugle and drum corps, a hurdy-gurdy, bagpipe and a railroad train and closed with *Sextet From Lucia and Farewell Blues*. Three bows.

Alene and Evans showed real artistry with a line of hand-stand balancing that was the perfection of grace in motion. The boys make the difficult tricks look easy. One of the boys also contributed a bit of whistling. Nice hand.

Marty May came on to hand and let a mixture of old and new stories and gags fall where they might. Aided by red-

headed Carol Dee, who sang *Don't Count Your Chickens*, May then handed out three satiric impressions and closed with a violin bit to heavy applause.

Odette Myrtil was next and did a French song, a comedy number and then sang *Let's Face the Music and Dance* and played the violin as she danced. Encored with *Smoke Gets in Your Eyes* and left a hit.

Verne Buck came on as a comedy hill-billy and sang and fiddled as the State-Lake Sweethearts, in short gingham dresses, did a jig, and May, Myrtil, Buck and Ash did a violin quartet for the finale.

F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 30)

This belle of Sixth avenue got off to an excellent start today, tonight's turnout being capacity, with waiting lines all over the theater. It can be attributed to the b-o. draw of Claudette Colbert, Victor McLaglen and Ronald Colman, who star in the film *Under Two Flags*, most likely a two-weeker. Stage show is a quickie, running in all 27 minutes, and practically all revival numbers of items seen here before. Not actual revivals as far as production is concerned, but in theme the same.

Starter is *Prologue to Pagliacci*, and that's not new by any means. Calls on the symphony orchestra, under Rapee's direction, which handles it well. Robert Weede is the vocal soloist and he does an excellent singing job, for which he got a heavy reception.

Followup is *Merry May*, a switch to popular tunes, featuring *A Pretty Girl Is Like a Melody*, in which the Rockettes are deprived of shorts and gowned in springlike outfits. That's the only really different item in the whole show, but the girls do their kick-up finish.

Flamenco is a lovely Spanish item, embracing a very effective set and featuring the singing of Corinna Mura. She has a beautiful voice of unusual soprano range. Dimly lit, quite a few folks scattered around the stage and enlisting some guitar playing, it's all very handsome.

Closer is the good old *Bolero* and it's done in real Music Hall style—outstanding lighting, a crowded stage, blare of music, etc. Of course, that sort of presentation is always surefire, usually leaving the audience gasping at the

spectacular effect of seeing so many people on a stage. Especially when the 70-odd girls stretch across the stage. Hilda Eckler and Nicholas Daks are the features of the number, and there are eight other dance couples in addition to the many girls.

SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, May 1)

This week this theater is trying a reissue of Will Rogers' old comedy, *A Connecticut Yankee*. Most patrons have probably forgotten when it was made and it is possible that many will see it under the impression it's the last film Rogers made before he was killed.

The stage show also contains an old item: the fourth week of the sensational Gae Foster Girls' Bicycle Parade number. This number just precedes the closing act, the Kimris. Altho revised to eliminate a couple of dangerous movements, the bicycle number is still strong enough to amaze the customers and draw prolonged applause. It again proves the Foster troupe is probably the most versatile girl troupe in the country. The girls are on for a couple of other numbers, one a Frenchy can-can with its sexy skirt lifting and the other a formation affair building up an entrance for Gomez and Winona. The costumes for the latter number, incidentally, are lovely.

The Kimris, a boy and girl working from miniature airplanes suspended from a girder effect, were a sock closer. Their breath-taking stunts while clinging to hanging perches and swinging trapezes won plenty of applause. Recently in *Jumbo*, they repeat their success here.

Ben Dova is the first specialty act. He is still doing his unusual drunk dance, winding up on the teetering lamp-post. His grotesque posturing, rough falls and knockabouts are still solid laugh getters.

Marjorie Williamson is the amateur contest winner this week and she displayed a sweet soprano in *Roses of Picardy* and in a native Scotch song. Tommy Martin amazed the customers with his smooth finger work and palming of coins, glasses, silks, cards, bird cage, cigarets, pipe. Strictly in pantomime, he shows vast development both in skill and showmanship.

Gomez and Winona opened with a lovely waltz that revealed flowing movements and romantic poses and then topped this with their now famous dance to Ravel's *Bolero*. Applying sensuous and vigorous movements to the music's staccato drum rhythm, they achieve an engrossing effect. In addition to their talents, they are also a fine-looking pair.

Freddy Mack led the pit orchestra thru the paces and also did a bit of emceeing in his pleasant manner.

PAUL DENIS.

Shubert, Cincinnati

(Reviewed Friday Afternoon, May 1)

Revelry Roundup, current show at Cincy's only vaude house, marks the end of the appearance here of the unit or revue-type show and the switch to what might be termed the going-in-the-slow-season brand of stage fare. The popular Jack Sprigg, former maestro of the Albee Theater orchestra in the latter house's vaude days, has put together a capable 15-piece nicely outfitted unit which works on the stage thruout the show. Co-operating with the ork boys is Ben Yost's California Varsity Eight, an octet of pleasing male voices, known to radio listeners and who also worked in the pit *The Student Prince*. The orchestra and octet will continue at the house indefinitely.

Orchestra opens the show, working with the 14-girl line to a lively number. Girls are well trained and look neat for this type show. Octet comes down from the stand to warble their first effort, *Boots and Saddle*.

Emsee Whitey Roberts opens the regular vaude proceedings, introducing the Carr Brothers and Betty in a fast trio clog-tap. The boys then swing into some comedy acrobatics that tickled the audience, followed by Betty with some fast stepping. The Carrs then return to do legit acro work that proves they know what it is all about.

Next spot has Eld Gordon and his violin in some exceedingly eccentric funny business between the bow, fiddle and its "maestro" that uncovered a number of hearty laughs from the appreciative, if rather slim, audience. Most of the time we couldn't tell whether the

man was playing the fiddle or vice versa, the gentleman even attacking the strings, at one point, with his teeth.

Mae Wynn and the Zella Brothers on next for a turn labeled *Continental Varieties*. Act has two girls and two men, the first turn being a comedy ballroom dance, the boys working with the unbilled young lady. Miss Wynn is next in a fast tap, with the brothers and girl on again for a fast tap in native costume. Good hand.

Next out is the line, billed as the 16 Stepping Starlets, in a well-costumed number in which they make effective use of hoops, dancing to the tune of *Lovely Lady*.

Top spot has the Four O'Connors. The two boys are out first for some comedy tapping and then introduce their mother, who proves that at 52 it is still possible to do some fast stepping. Donald, younger brother, age about seven, comes on to join in some funny business and does *Let Yourself Go* before the mike. Patsy O'Connor, a grandchild and about four, comes in for some cute work a la Shirley Temple. She mikes *Object of My Affection* and *Thanks a Million*, much to the delight and appreciation of the customers. This little miss has plenty of stage presence and enunciates more clearly than most grownups. O'Connors all bow off to a strong hand.

Emsee Whitey Roberts comes on to prove he can do more than beg applause for the acts, doing a little of most everything, including comedy, juggling, some fancy rope skipping, rhythm clogging and comic imitations into the mike.

The California Varsity Eight winds up the program with a medley, including *There's Something About a Soldier*, *Softly, Lover Come Back to Me*, etc. Boys are well dressed and smart in appearance and are sure to grow on Cincy vaudegoers. Chorus on next, leading into the revelry roundup, with all on the stage for the finale. Good average show, tho in a tough spot following last week's record-breaking *Folies Comiques*. Pix is *Special Investigator*, with Richard Dix. Not much better than fair business in prospect.

DON KING.

Grand Opera House, N. Y.

(Reviewed Friday Evening, May 1)

Grand Opera House this half presents a sweet little vaude show, which, together with Lucky Derby and two features, jammed the house.

Opener is a good wire act, Miacuaha and Company. Miacuaha is a lady, announced as the Brazilian wonder, and she dances to rumba tunes on the wire without the aid of an umbrella or balancing pole. Also skips rope, and brought down a nice ovation for both turns. She is supported by a man who fills in with lariat twirling while doing Russian dance steps. A better than average opener, with Miacuaha putting a lot of flash into her work.

Deuce spot to Eddie Collins, vocalist, and he clicked tremendously. Collins is a straight singer with a true, honey-smooth voice of such quality that he is not dependent on tricky technique. Sang four numbers, *Shooting High*, *Alone*, *Trees* and *Irish Eyes*, scoring with every one. Aided by a refined, likable approach, he had the audience with him as soon as he appeared. Shoul do well on his radio program with Blossom Heath, beginning May 29 over CBS.

Elmer Cleve, xylophonist, aided by a blonde and a male stooge in next-to-closing. Latter two contribute considerable nonsense and hoke to the act by way of variation, and all went off to a heavy hand. Elmer's numbers, *You Are My Lucky Star*, *Glowworm*, *You're Gonna Miss Me*, *Honey* and others, are interrupted when his stooge's accordion explodes and other nutty stuff. The blonde hoofs some, and Elmer encores by playing a tune on the stooge's bald spot.

A five-people dance flash, *The Fashion Plate Revue*, contributes a good comedy and soft-shoe dancing mixed team, a male team of tappers, and a blond acro whose work is really dancing and not gymnasium routines. Comedy team scored best with two numbers, leading to a finale with a burlesque on the *Indian Love Call* adagio. A more than fair flash.

Pictures were *The Return of Jimmy Valentine* (Republic) and *Love Before Breakfast*. Business heavy.

PAUL ACKERMAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, May 1)

The only distinctive feature of the current stage bill here this week is the

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Radio City, New York

presence of the Three Wlere Brothers, European novelty dancers, whose neat work had no trouble show-stopping at this viewing. The boys have displayed the same routine here twice before but it is still as amusing as ever. Their graceful strutting has an unusual appeal.

Featured with them is Little Jack Little and his orchestra, which played the Stanley about a year ago. It is an entertaining outfit, but there is little variation from the program the boys offered during their last stay. Open with a medley of pop tunes, including *Goody, Goody* and *Lights Out*, and swing next to a novel arrangement of *China Town*. Good hand. Lyda Sue, shapely acrobatic dancer, follows. Twists to the tune of *Chloe* and accomplishes some neat tricks, but she could find room for greater ease. Two bows.

The band next offers *Lost*, an entertaining arrangement, and follows with familiar imitations of name orchestras. Little Jack Little adds some comedy with his takeoffs of the imitated band leaders.

Lyda Sue returns for another dance novelty to the music of *Stardust* and finished to an impressive hand. She makes way for the Wlere Brothers, who, by the way, are making their final appearance in America, before returning to Europe for an extended stay.

Somebody Stole My Gal, the best offering from the band, is next. Little Jack Little is featured at the piano, plinking away at an amazing speed. Big hand. Curtain is drawn here before the next and final number, a brief resume of Jack's own ditties. He reviews them briefly with his whispering baritone. The customers were able to recall a few.

The entire stage bill is less than 45 minutes long, giving Dave Broudy and his Stanley orchestra a chance to play an overture for the first time in weeks. Dave mixed a highly impressive concoction of popular music. The screen has *The Moon's Our Home* (Paramount) and house was fair at the second show.

SAM HONIGBERG.

Fox, Philadelphia

(Reviewed Friday Afternoon, May 1)
(First Show)

"TWO FLAGS" PROLOG

Because of the length of *Under Two Flags*, the feature picture, the Fox Theater this week drops its regular stage show for the first time in years and goes back to the presentation prolog.

The action marks the first time that the long photoplays, which are steadily growing in number, have caused such a clash in the stage-show theater's normal policy and the Fox action sets an interesting precedent. It points out an interesting, effective way to balance a program under such conditions and, less encouraging to flesh entertainment, it suggests how long feature pictures in the future will curtail stage shows.

The prolog, *Adventures des Legionnaires*, is simple, unpretentious, but in very good taste and a credit to Frank Buhler, the house manager, who arranged it. At its conclusion it won a big hand from the audience, a fact all the more remarkable in that it ran its vocalizing right into the beginning of the picture, a time when the audience is usually more interested in the cast introductions.

With the exception of a flag display on the stage and on the screen, the prolog is presented entirely from the pit, using the orchestra, a male octet, a baritone soloist and a soprano soloist. The running time is about 15 minutes. The orchestra opens with a mixture of French music, with some desert themes and the octet swings into *French Nationale Defile*, a marching song. Robert Mack, the baritone soloist, sings *Shalimar*, and after further orchestral selections—the orchestration is uninterrupted thruout the presentation—Mary Quigley, the soprano, sings Cesar Cui's *Orientale*. At the conclusion the octet and Miss Quigley sing *C'est La Guerre*.

The vocalists are local radio singers, mainly recruited from WCAU and KYW. The flag display used on the stage comes from the Roger Wanamaker collection, the theater being obliged to take out a \$1,000 insurance policy on the display.

H. MURDOCK.

Paramount, New York

(Reviewed Thursday Evening, April 30)

Guy Lombardo and his orchestra continue the Paramount band policy, with Lombardo a cinch to do business for the two weeks of his booking. A rather weak picture, *13 Hours by Air*, however,

will not constitute any too much help and the grosses should be credited to the orchestra, which belongs in the top box-office bracket. Besides the band there are Gracie Barrie, singer, and Edna Janis, tapper, who replaced Georgie Tapps when Tapps sprang a game leg opening night.

In keeping with the Lombardo musical style, the musical offering is quiet, minus any stage fireworks, but eminently satisfying to the Lombardo legions. As usual, vocalists are Carmen Lombardo and the trio, with Liebert Lombardo the only other spotlight getter with his class trumpet tooting. In the main, the numbers selected by Lombardo, most of which are played during the course of two "Lombardo medleys," a phrase made familiar by broadcasts, are tunes with which the outfit is fairly well identified. As a stage band, Lombardo might be considered in an unusual position. This show ran about 40 minutes, mainly band work. For the devotees it might have seemed short, but for the less interested, even with Misses Barrie and Janis, long. But Lombardo can't add to his orchestral routines or variety, since he is selling strictly the Lombardo sweet music style. Like Eddie Duchin, that means scant variation in presentation. Possibly that is why the closing *St. Louis Blues*, not because of the number itself, but because of a change in style, using the men to chant, and then throwing in some heat, seemed so welcome.

Miss Janis made a truly favorable impression. Several neat routines and done with a deft dispatch. She earned her reputation. Miss Barrie was likewise given a solid hand. On torch tunes okeh, but on a ballad, *Let's Face the Music and Dance*, not so good, since her voice seems to have a distinct nasal quality. Best number, which she does very well, is one of her tunes from *Scandals, Got To Get Hot*, equipped with a swell set of lyrics. Her other numbers were *True About Dixie* and *Nobody's Sweetheart*, arrangements being very good, last named tune with the band working in minor key. Incidentally, the band gave her excellent support.

JERRY FRANKEN.

Paris Bills

(Week of April 20)

The Empire Music Hall offering its second bill, which, while varied and entertaining in spots, lacks punch and speed. Audience sits on its hands most of the time and treats even the good acts coldly.

Credit the Amars with improving the presentation of the circus acts on the bill by installing a real circus ring on the stage. Circus acts consist of a neat wire act by Miss Beatrice, two horse numbers well presented by Maurice and Guilbert Houcke, a fair clown number by Geo and Mistral, and head-to-head balancing by the Percelays, two boys offering good tricks but presenting them poorly. King Repp scores a real hit with his clever juggling and amusing comedy gags. Another good act is that of the Kemmys, four boys in plastic poses and difficult balancing routines.

Gil Lamb and Ethel Allis are obliged to work hard to arouse the audience, but the nutty comedy and postures of Lamb finally thaw out the frost-bitten mitts and the act gets a good hand but far from what it merits. The Three Baldors present a slap-stick comedy bit which is saved by an amusing parody of a Tiller girl routine. Ouvrard and Treki might be funny if they dug up some new material. De Rocroy presents several good illusion tricks and gets good results. A few of the girls of the Malat-zoff Ballet show talent, but routines are bad and girl doing comedy bits is a flop. Yuck Ching troupe of Chinese contortionists and plate spinners close the bill with neat number which pleases those of the audience still remaining.

The Bobino has the usual nabe program featuring the pop singer, Jean Lumiere. The American roller skater, Cecil Ayres, with the Avalon Sisters, is also on the bill. The European has the comedienne, Lyne Clevers; the Holls Brothers, equilibrist, and Gus Erpap, paper tearer. Petit Casino, pepping up its programs a bit, has the comedy cyclists, Gray and Garden; Banza, equilibrist, and several warblers. Samuels Brothers, doubling from the Casino de Paris, are at the Rex, with Garzoni, juggler, and Wilba and Company, illusionists. Paramount has Mathea Merryfield, dancer, and the Calligarys, comedy acrobats. Rolet and Semsey, acrobats; Four Bonellys, aerial, and the

Two Burleys, comedy jugglers, are at the Gaumont Palace. Ray Ventura's Band held over at the Marignan. Rola-Rola and Mercedes, equilibrist, are at the Cigale.

Oriental, Chicago

(Reviewed Friday Afternoon, May 1)

There's a crackerjack bill on tap this week in celebration of the second anniversary of this house as a popular-priced vaudeville emporium. Bob Hall, who has just completed a long run as headliner of the Palmer House show; Eddie Peabody and Mary Sunde compose the triumvirate that are sharing the electric lights.

The 16 Hild Dancers, in colorful costumes, opened the bill with a lively routine and were followed by Selma Marlowe, mistress of tapology, whose excellent tap to Ravel's *Bolero*, her expert interpretation of *Rain* without music and her impression of Eleanor Powell sent her off to a rousing hand.

Kerr and Goff, two men, are a pair of song stylists that are different. They harmonized on *Let Yourself Go, I'll Be Tired of You* and a travesty on radio singers called *The Amateur Hour*. Gathered three bows.

Eddie Peabody, the old banjo master himself, came on to a hand and socked over several tunes with vocals. These included *With All My Heart, Lost, Poet and Peasant Overture* and others with a 16-string harp-guitar and violin. Closed with *Tiger Rag* on the banjo to heavy applause. A hit.

The Hild Ballet did a short number preceding the appearance of Mary Sunde, former burly girl, who sang two numbers and then did her nude parasol dance. Show girls parading on the runway dressed or rather undressed the scene, which was accepted with slight boredom by the audience. Fair hand.

Stone and Lee whooped things up after the lull with funny comedy talk and business that got plenty of laughs. The crossfire gags, the piano and trombone playing and Anne Lee's short dance all combined to make up an entertaining session of mirth. Good hand.

Bob Hall held the next-to-closing niche without the loss of a customer. His several minutes of extemporaneous rhyming and singing on topics of the day chalked him up as a show-stopper. Heavy applause and a big hit.

The Hild Dancers closed with a mirror routine.

F. LANGDON MORGAN.

London Bills

(Week of April 27)

Principal new American opening is that of Roy, Lee and Dunn, three boys with a corking hoke act that is commendably original. Trio plays to a fine reception at Holborn Empire and the act looks good for all European spots. George Beatty, American monologist, who has been a sensation during his five months this side, gets his first date for the GTC-Moss Empire's combine in this bill and celebrates by stopping the show. Wilson, Kepple and Betty, comedy dance trio, hit solidly with a peach of an act built for laughs. Talo Boys, Continental teeterboard act with a dash of comedy, and Leslie Strange, sock character impressionist, are other standouts in a swell lineup.

Three splendid American entries in the sure-fire Three Sallors; Senator Murphy, monologist, and Ade Duval, novelty conjurer, win hearty returns at Stratford Empire.

Palladium show still plays to capacity business, with Al Trahan, with Yukona Cameron, and the Four Ortons, comedy wire act, topping on laughs, and Carolyn Marsh, personable torch singer with glorious pipes, show-stopping with a budget of good numbers. Straight vaude comes back to this house June 1.

Stoll's Theaters still pin their faith to American talent and have Dave Seed and Company, hoke novelty, and Bob Howard, rhythm singer, sharing honors at Manchester Hippodrome, and Johnny Bryant, tuneful whistler, at Shepherd's Bush Empire.

Andre Renaud, with his two pianos, late feature of Earl Carroll's *Vanities*, makes a successful debut at Brixton Astoria.

The Hazel Mangan Girls, whirlwind acro-dancers, continue their long run of hit appearances at the Theater Royal, Edinburgh. Gene Sheldon, ace banjo-playing pantomimist, and personable Loretta Fisher, high-kicking dancer, show-stop at the Theater Royal, Dublin.

Other American acts currently scoring in England include Forsythe, Seamon and Farrell; Larry Adler; De Wolfe,



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PHILLY SEASON IN BLACK

Fewer Shows Than Last Year But More Successes Hit Quakertown

48 plays in all, as against 55 previous season, but profitable runs go up from 21 to 28—tryouts more successful—109 theater weeks played during the year

PHILADELPHIA, May 2.—The closing 1935-'36 theatrical season in Philadelphia has been the briefest, from the standpoint of number of attractions, in the modern period. At the same time it has been the most prosperous in the last five years. Only 48 attractions have appeared on the program, as compared to 55 of last year, the previous low on the records. Both figures look very small when compared with the 125 attractions which appeared in the 1928-'29 season, the biggest of the modern period. At that time 11 legitimate theaters were operating. In the last two years only four had any sort of consistent season.

The 48 shows of this year accounted for 109 theater weeks among the legit houses. Adding to their open weeks were three weeks of *A Midsummer Night's Dream* at the Chestnut; three more at the same house with *The Great Ziegfeld* (with three or four more to come) and six weeks of movies, including the Chaplin picture, at the Erlanger. The total number will be increased before the season finally ends, for *Three Men on a Horse* is going into its 10th week at the Garrick with several more scheduled, and *Fresh Fields* is continuing for at least another week at the Broad. There is also the possibility of a renewal of theatrical activity during the Democratic Convention in June, with Katharine Cornell's *Saint Joan* as a possibility.

The prosperity note is sounded on the year by the unofficial estimate that, of these 48 shows, 28 ended with their books on the right side of the ledger. This doesn't mean that all were hits or big money makers, but they kept out of the red. On the same basis, only 21 of last season's 55 shows hit the same comparative mark.

The increase is to be noted in the better attention given the try-out shows of the year. Philadelphia has always given good business to the established New York hits and this year *The Old Maid*, *Tobacco Road*, Cornell's *Romeo and Juliet*, *Three Men on a Horse* and other shows in the class did near capacity business. But the tryouts, in the last two or three years, have been another story. Unready, poorly rehearsed productions have almost ruined this city as a break-in town and last year of 24 fledglings only one, *Point Valaine*, got real money.

This year, however, of 23 try-out productions nine showed signs of being in the money class. Possibly the managerial books list them in the red because of pre-production costs, but eliminating this factor, which can't be charged against the Philadelphia run, they got profit. Five more, while not hits, were in the build-up class when their short engagements here ended. Only nine were hopeless flops, the strangest in this class being *Boy Meets Girl*. However, it was here for only a week and didn't get a chance to cash in on its rave notices.

The tryouts classed as successes were: *Taming of the Shrew*, *Squaring the Circle*, *Love Is Not So Simple*, *First Lady*, *George White's Scandals*, *Libel*, *I Want a Policeman*, *Ethan Frome* and *Ziegfeld Follies*. In the intermediate class were *Night of January 16*, *Pride and Prejudice*, *Ghosts* (Nazimova); *Three Wise Fools* (Gillette), and *Dear Old Darling*. Flops among the new shows were *Room Service*, *For Valor*, *Boy Meets Girl*, *Portuguese Gal*, *O Evening Star*; *Danger*, *Men Working*; *Agatha Calling*, *Postman Always Rings Twice* and *Her Week-End*.

New musical production was limited this year as usual, but the six shows of the class doubled last season's three. In addition, *Student Prince*, *Blossom Time*, *Rose Marie* and *My Maryland* were revived, the first two very successfully.

Longest running show of the year is *Three Men on a Horse*, starting its 10th week with several more to come. *Tobacco Road* was second with seven weeks and *Personal Appearance* third with six weeks.

New Play

LYCEUM

Beginning Thursday Evening, April 30, 1936
PRE-HONEYMOON

A play by Alford Van Ronkel and Anne Nichols. Directed by Mr. Van Ronkel and Miss Nichols. Scenery designed and executed by Cirker & Robbins, and built by William Kellam. Presented by Anne Nichols.

Pearl.....Georgette Harvey
Virginia Barnard.....Jessie Royce Landis
Mr. Bell, Hotel Manager.....Franklyn Fox
Joe Dukas.....Louis Jean Heydt
Senator Dexter.....Clyde Fillmore
Millie Marlowe.....Marjorie Peterson
Jean Hammond.....Sylvia Field
Ken Arnold.....Roy Roberts
Ace, a Photographer.....Morgan Stuart
Sergeant Murphy.....Thomas P. Dillon
Patrolman Sweeney.....Austin I. Rose
Mr. Jones, House Detective.....Pass Le Noir
Nurse.....Millicent Manners

The action of the play takes place in the studio apartment of Virginia Barnard.
ACT I—Scene 1: Late Afternoon in April.
Scene 2: Sunday Morning, One Month Later.
ACT II—The Following Saturday Night, 10 P.M. (During this act the curtain will be lowered to denote the lapse of 3½ hours). ACT III—Two Days Later. 6 P.M.

Since Anne Nichols first presented *Abie's Irish Rose*, much water, even excluding the angry tears of the critics, has gone under the bridge. Public taste, we like to think, has improved—the *Moon Over Mulberry Street*, which is better than *Abie*, and *One Good Year*, which is worse than *Abie*, have managed to eke out amazing runs during the current season. If, however, Miss Nichols' new

Wellington to NSA

NEW YORK, May 2.—Duke Wellington, designer and creator of theatrical displays, has been engaged by Charles L. Casanave, of National Screen Accessories, Inc., as art director for that company. Wellington is the author of *The Theory and Practice of Poster Art* and was previously art director of Public Theaters Corporation. His headquarters will be at 525 West 43d street, the home office of National Screen Accessories, Inc.

From Out Front

By EUGENE BURR

Biographies of Rachel aren't numerous enough to have become a drug on the market, and the issuance of a new one is a signal for anticipated flavoring of the French playhouses and French theatrical history of her period. It was a graceful and courageous period (albeit not overnice in matters of morality), and its theater was one of its high points.

There is, however, little or nothing of this sort in Rachel's newest biography, *Rachel the Immortal*, written by Bernard Falk. Instead of touring the Parisian drama of the actress's day, Mr. Falk assiduously tours the drawing-rooms and reports all the latest gossip and most of the latest bon mots, precisely as though he were an anachronistic columnist. Thus, comparatively little is carried away by the reader concerning Rachel's theatrical life; she was very great, as Mr. Falk tells us, and that should be enough. Instead, we have what certainly should be a complete account of her amours, her liaisons and her dinner parties. It's a bit unsatisfying.

Mr. Falk, on the basis of his personality as it's expressed in his book, would seem to be the last person in the world to undertake a biography of the great (and amatory) French actress. He approaches his task something like a parson who has to deliver a funeral sermon, convinced that the corpus delicti was a thoroughly immoral and deplorable person, but determined to make the best of things by giving a complete, energetic and obviously insincere whitewashing. Mr. Falk's is a voice out of musty Victorian England; one pictures him entirely surrounded by antimacassars, tea-kettles and sidewhiskers; and this is, as remarked before, precisely the last sort of person in the world to undertake a biography of Rachel.

Undoubtedly, Mr. Falk does his best. He defends her violently—but almost always for the wrong things and the wrong reasons. There is no slight attempt to understand the woman or the workings of her heart and mind. Mr. Falk superimposes upon her his own standards and his own values; and it is only by first appraising and discounting Mr. Falk that we can make any attempt to appraise Rachel.

Mr. Falk's biases (they can be called Victorian for want of a better word) flood the book. All interpretations of the subject's character or actions are bound by them; they are probably, in an inverted sense, the font from which stems the author's predilection for affairs of the boudoir and tittle-tattle of the gay, the pitifully, earnestly "emancipated" Paris of that time. Also from them stem other attitudes, such as his anger with things American, expressed in several passing references and coming to a point in his description of the failure of Rachel's American tour.

In scholarship, the biography is sound and valuable; in attitude it is so much twaddle. Mr. Falk has managed to write a long and factually well authenticated book about Rachel—but has failed completely to get even the slightest inkling of what she must have been like.

The book brings another thought to mind—a rather sad one. When the volume was resting on this corner's desk a gentleman of the theater walked into the office, a gentleman who writes occasionally about things theatrical, who has spent his young life in pursuit of the illusory promises of the stage, who presumably has excellent theatrical knowledge and background. He saw the book. "Rachel," he said, and his brow furrowed. "Rachel who? Who was she?" That, then, is the fate of one of the most popular, if not one of the greatest, actresses known to the world. It was only 81 years ago that she made her ill-fated American tour; now she is forgotten, even in the special field wherein she so brilliantly shone.

That, of course, is the inevitable fate of the actor. His, as has been remarked here before, is a transient art, passing on to the gusty, windy deserts of forgetfulness as soon as the actor himself goes. And if the passing fame survives at all, it does so, necessarily, only at second or third hand, slipping from one commentator to the other. The ultimate fame of the present-day actor rests entirely with those far-removed, perhaps as yet unborn commentators. How they will treat it, no one can tell. Witness what Mr. Falk has done to Rachel in his energetic defense of her.

play, *Pre-Honeymoon*, on which she collaborated with Alford Van Ronkel and which she brought to the Lyceum Theater Thursday night, manages to get one 52d of the run of *Abie's Irish Rose*, then we may be dolefully sure that public taste has not improved, but declined. *Pre-Honeymoon* is an odor rather than a play.

Miss Nichols, deserting the sweetness-and-blight that marked her famous plea for racial tolerance, has with Mr. Van Ronkel's questionable aid turned out one of those plays which, like pink-blotched worms, squirm out of the ground in the spring and wriggle slimily for a little while in the theatrical sun. She spends her current evening telling the tale of a bubble dancer who ensnares a wayward Senator, whose son, incognito, is in love with the dancer's roommate. Affairs are further complicated by the appearance of a reporter, in love with the dancer, who claims to be the Senator's son. Needless to say, everything is duly straightened out for a final-curtain clinch, after the authors have come to the end of their wisecracks and the audience to the end of its endurance.

The plot is embellished by, among other things, a broken window, a bottle smashed over the juvenile's head and a soubret who disrobes for bed (or very nearly) in full view of the customers. These phenomena of disruption, unentertaining as they may seem, afford the largest amount of entertainment to be found in the play. And Miss Nichols, in an evident effort to prove that she has left the naivete of *Abie* far behind, has introduced such other evidences of gutter sophistication as pitifully off-color cracks and a certain bathroom noise which could never be mistaken for the sound of water in a sink. *Pre-Honeymoon*, however, unlike most other public institutions to which it bears a resemblance, is not furnished with odorant.

To cap it all, the dialog is one long series of painfully unfunny examples of the non sequitur; speeches have no more relation to each other than the run of *Abie's Irish Rose* had to the play's merit.

A good cast disports itself very badly in this stercorary fieldday, with only Roy Roberts catching the burlesque tone of the proceedings and, by dint of mugging and overplaying, wringing a few scattered laughs from the customers. Sylvia Field, Jessie Royce Landis, Georgette Harvey and Louis Jean Heydt are all pretty much wasted, while Marjorie Peterson plays the poor sucker of a bubble dancer in a manner so hard that it hurts. She is, in fact, an all-day sucker—if you don't mind a pun almost as bad as some of Miss Nichols' lines.

It is, of course, possible that all of the people who went to see *Abie* (and there were disconcerting numbers of them) will go to see this new one by the *Abie* author. It is also possible that people who have been hit over the head with a hammer will try hitting themselves over the head with a club; but this reporter, in a Pollyanna mood, refuses to believe in the essential idiocy of human nature. Miss Nichols has, according to reports, leased the Lyceum until July. One can only hope that she has another play to put into it, not only for her sake, but for the sake of public morals and taste and for the sake, too, of the aroma around 45th street. EUGENE BURR.

Bell Players Do "Venus' Adonis"

CHICAGO, May 2.—Instead of waiting for one of the summer stock companies to present his new play, *Venus' Adonis*, Anson Van Alstyne, son of the late composer Egbert Van Alstyne, arranged with the Bell Players, a local group, to produce it, and its first public performances were given last week. The play, which is a comedy-drama, was well received by the opening night audience, altho it can stand a lot of doctoring before it is professionally produced. Van Alstyne, who was a member of the last play-writing group to study at Yale under George Pierce Baker, also directed and was assisted in the preparation of the manuscript by Alexander Dean, who recently staged *Russet Mantle* in New York.

The New Plays on Broadway

MAJESTIC

Beginning Monday Evening, April 27, 1936

H. M. S. PINAFORE

preceded by

TRIAL BY JURY

(Repertory revivals)

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

Cast of "H. M. S. Pinafore"

The Right Hon. Sir Joseph Porter, K. C. B., First Lord of the Admiralty... Frank Moulan
 Captain Corcoran, Commander of the H. M. S. Pinafore... John Eaton
 Ralph Rackstraw, Able Seaman... Roy Cropper
 Dick Deadeye, Able Seaman... William Danforth
 Bill Bobstay, Boatswain... Herbert Waterous
 Josephine, the Captain's Daughter... Margaret Daum
 Little Buttercup (Mrs. Cripps), a Portsmouth Bum-Boat Woman... Vera Ross
 Hebe, Sir Joseph's First Cousin... Dean Dickens
 First Lord's Sisters, His Cousins and His Aunts, Sailors, Etc.
 Sailors: Joseph Olney, Norman Van Emburgh, David Milton, John Willard, Bruce Barclay, August Loring, Paul Curtis, LeRoy McLean, John Moore, John Cardini, Siegfried Langer, Joseph Scandur, Francis Clarke and John Muccio.
 First Lord's Sisters, Cousins and Aunts: Jane Ann Edwards, Dorothy Forsythe, Geraldine Bork, Marion Ross, Evelyn Adler, Elfrida Anabel, Mildred Burke, Kay Curl, Margaret Henzel, Emily Marsh, Celia Schiffrin, Gertrude Waldon, Georgia Dieter, Edith Maison, Jean Matus and Frances Wade.

SCENE: Deck of H. M. S. Pinafore, off Portsmouth, England.

Cast of "Trial by Jury"

The Learned Judge... Frank Moulan
 Foreman of the Jury... Herbert Waterous
 The Defendant... Roy Cropper
 Counsel... John Eaton
 Usher... William Danforth
 Plaintiff... Vivian Hart
 Jurymen, Bridesmaids and Spectators
 SCENE: The Court of Exchequer.
 Jurors: Joseph Olney, Norman Van Emburgh, David Milton, John Willard, Bruce Barclay, August Loring, Paul Curtis, LeRoy McLean, John Moore, John Cardini, Siegfried Langer, Joseph Scandur, Francis Clarke and John Muccio.
 Bridesmaids: Jane Ann Edwards, Dorothy Forsythe, Geraldine Bork, Marion Ross, Evelyn Adler, Elfrida Anabel, Mildred Burke, Kay Curl, Margaret Henzel, Emily Marsh, Celia Schiffrin, Gertrude Waldon, Georgia Dieter, Edith Maison, Jean Matus and Frances Wade.

S. M. Chartock's Gilbert and Sullivan company sailed on to Pinafore this week, the third item in its current series at the Majestic. It is an eminently acceptable Pinafore, and it is preceded, as usual, by Trial by Jury, that delightful one-acter which is the first and one of the best of the Gilbert and Sullivan collaborations. The productions of both pieces are, as is their wont, adequate, and the orchestra is, as is its wont, painfully thin. But nice singing and excellent performing, both of which are to be had in large quantities, are enough to create an evening so enjoyable that you never notice the deficiencies of the band. What, never? Well... hardly ever.

Miss Margaret Daum has rejoined the company to sing Josephine and to prove that she has progressed immeasurably during the past year. Her singing, at least to this reporter, seemed much surer, particularly in the higher registers, and her playing has become far more ingratiating. She turned in an altogether excellent performance, with her rendition of the difficult *The Hours Creep On* a high spot. Almost all of the words, even, could be made out, which is something that's usually impossible even when listening to a phonograph—or a gramophone.

For the rest, the company is much as usual, with Roy Cropper too showing noticeable improvement as Ralph. Frank Moulan is back as a dignified and amusing First Lord of the Admiralty, tho he does slow down the patter song; Herbert Waterous is back as a portly and splendid-voiced Bobstay; Vera Ross is back to walk off with a large share of the evening's honors as Buttercup, and William Danforth is back to over-mug as Dick Deadeye. Since Deadeye is Mr. Danforth's only conceivable weak spot, however, he is to be forgiven even when he breaks thru the magnificent choruses. The choruses, by the way, are as fine as they were in *The Pirates*—which means that they're just about tops. This reporter has yet to hear Gilbert and Sullivan choral work that's any better than this company's first-act Pinafore finale.

John Eaton, a newcomer, sings the captain in a rich voice, but falls down a bit in his playing; that, however, is something that will probably right itself as soon as he gets a bit more assurance.

Dean Dickens is a lovely and charming Hebe.

As for *Trial by Jury*, the company runs thru it with zest and delight, doing a grand job, both musically and comically. Miss Vivian Hart sings the soprano in the curtain-raiser with charm and ability.

Next week, *Iolanthe*.

EUGENE BURR.

NEW AMSTERDAM

Beginning Monday Evening, April 27, 1936

CYRANO DE BERGERAC

(Limited Revival)

A heroic comedy by Edmond Rostand. English version by Brian Hooker. Staged by Walter Hampden. Scenic production designed and supervised by Claude Bragdon. Presented by Walter Hampden.

Cyrano De Bergerac... Walter Hampden
 Christian De Neuvillette... Wilton Graff
 Comte De Guiche... Robert Hudson
 Ragueneau... Hannam Clark
 Le Bret... Ernest Rowan
 Ligniere... William Sauter
 Carbon De Castel-Jaloux... C. Norman Hammond

Vicomte De Valvert... Robert C. Schnitzer
 A Marquis... Arthur Gilmour
 Another Marquis... Paul Tripp
 Montfleury... Gerald O'Neill
 Bellerose... Marcel Dill
 Jodelet... John Van Zanten
 Cuigy... Richard Edward Bowler
 Brissaille... Milo Boulton
 A Busybody... Mortimer H. Weldon
 A Musketeer... Richard Ellington
 D'Artagnan... Bernard Fabrizio
 A Spanish Officer... Howard Galt
 A Cavalier... Herbert Vigran
 A Porter... James Malaidy
 A Man... Franklin Salisbury
 Another Man... Murray D'Arcy
 A Guardsman... Edward Everett Hale
 A Citizen... William Grier
 His Son... Peter Johnston
 A Pickpocket... Harvey Sayers
 Bertrandou, The Fifer... Walter Plinge
 A Capuchin... George Thorp
 Pages... Edwin Ross and Michel Wardell
 Roxane... Katharine Warren
 Her Duenna... Mabel Moore
 Lise... Constance Pelissier
 An Orange Girl... Sela Krebs
 A Flower Girl... Clare Mason
 A Soubret... Laura Barrett
 A Comedienne... Albon Lewis
 Another Comedienne... Laura Eliza Windsor
 Mother Marguerite De Jesus... Joanna Dorman
 Sister Marthe... Margaret Watson
 Sister Claire... Mildred Vail
 A Nun... Eliza Connolly
 CADETS OF GASCOYNE—William Grier, Richard Edward Bowler, Milo Boulton, Marcel Dill, Edward Everett Hale, Truman Quevill, Bernard Fabrizio.
 POETS—Mortimer H. Weldon, Franklin Salisbury, Harvey Sayers, John van Zanten, Henry Lase.
 INTELLECTUALS AND PRECIEUSES—Albon Lewis, Laura Barrett, Laura Eliza Windsor, Mildred Starkweather and Jane Weldon.
 CITIZENS, MUSKETEERS, THIEVES, PASTRY-COOKS, ACTORS, MUSICIANS, SPANISH SOLDIERS, SPECTATORS, Etc.—Jack Harling, Jack Penwell, Herbert Treitel, Franklin Webb, Geoffrey Lind, Richard Ross, George Marsh, Boris Ulmar, Rose Le Gant and others.

SYNOPSIS OF SCENES: (The First Four Acts Are Represented as Taking Place in Paris in 1640, the Fifth in 1655.)
 ACT I—A Performance at the Hotel de Bourgoigne. ACT II—The Bakery of the Poets. ACT III—Roxane's Kiss. ACT IV—The Cadets of Gascoyne. ACT V—Cyrano's Gazette.

When this reporter went to Walter Hampden's current revival of *Cyrano de Bergerac*, which the actor-manager brought to the New Amsterdam Monday night, it was his 22d visit to the play. Since the day well over a decade ago when it was first produced Rostand's drama has been almost a mania so far as this corner is concerned; it has been a fetish and a guiding star.

In the face of all that, it is impossible to talk coherently about the play—and, fortunately, it is also unnecessary. Mr. Hampden has toured the drama everywhere, and everywhere with success, using it on frequent occasion to recoup a treasury depleted by excursions into alien fields. The role and his admirable interpretation of it have at times threatened to swallow him up, to make him, in the ultimate sense of the word, a one-part actor—and since that is something which he most definitely is not, his desire to break loose from the magnificent Gascon is quite understandable. The limited two-week engagement at the New Amsterdam is announced at *Cyrano's* farewell. If it continues just a little beyond its announced term Mr. Hampden will have played the part 1,000 times.

The current revival, as is to be expected, shows traces of its many journeys, tho Claude Bragdon's splendid

BROADWAY RUNS

Performances to May 2, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep)	Mar. 30	40
Boy Meets Girl (Cort)	Nov. 27	186
Bury the Dead (Fulton)	Apr. 13	17
Call It a Day (Morosco)	Jan. 28	115
Children's Hour, The (Hillott)	Nov. 20	617
Co-Respondent Unknown (Ritz)	Feb. 11	95
Cyrano de Bergerac (New Amsterdam)	Apr. 27	8
Dead End (Belasco)	Oct. 28	218
Elizabeth Sleeps Out (Comedy)	Apr. 20	16
End of Summer (Guild)	Feb. 17	88
Ethan Frome (National)	Jan. 21	119
First Lady (Music Box)	Nov. 26	187
Idiot's Delight (Shubert)	Mar. 24	47
Libell (Miller)	Dec. 20	155
Love on the Dole (Longacre)	Feb. 24	80
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan. 13	128
Mulatto (Vanderbilt)	Oct. 24	221
One Good Year (Fulton)	Nov. 27	188
Pre-Honeymoon (Lyceum)	Apr. 30	4
Pride and Prejudice (Plymouth)	Nov. 5	210
Saint Joan (Beck)	Mar. 9	64
Three Men on a Horse (Playhouse)	Jan. 30	587
Tobacco Road (Forrest)	Dec. 2	1042
Victoria Regina (Broadhurst)	Dec. 26	149
Musical Comedy		
Follies (Winter Garden)	Jan. 30	105
Gilbert and Sullivan Rep.		27
The Mikado (Majestic)	Apr. 10	11
Pinafore and Trial by Jury	Apr. 27	8
Pirates of Penzance, The	Apr. 20	8
May Wine (St. James)	Dec. 5	172
On Your Toes (Imperial)	Apr. 11	25

sets stand up amazingly in the face of the attacks of time and changing taste. The performance also shows signs of the passing of time—group scenes have, many of them, become rather perfunctory; Mr. Hampden's careful direction, with the original polish worn off, often appears obvious and aimed at no very subtle effect; in certain spots there is a tendency to settle down and let the drama play itself—which, after all, it is perfectly capable of doing.

But, despite such minor matters, there remains the play, the grand, stirring, emotion-packed and overwhelming artwork which Rostand wrote and which Brian Hooker translated into English that is often more effective (really more effective) than the original French. And there also remains Mr. Hampden's performance in the title role, a performance that represents acting art at its best.

It is only natural, what with the whirling years that have spun by since the first Hampden production, that his playing should be not quite so good as perhaps it once was. However that may be, it is still a thrilling, inspiring and tremendous theatrical experience, in every way worthy of the magnificent role on which it is based. And the fact remains that the third act is as fine as this reporter has ever heard it in all of his many visits to the play.

It is the supporting company, rather than any change in Mr. Hampden, which takes away a little of the effect. A few of the old faces are still to be seen—Ernest Rowan plays Le Bret, William Sauter is Ligniere, and C. Norman Hammond still blusters heart-warmingly thru Carbon de Castel-Jaloux—but for most part the company is new.

Altho Katharine Warren makes a human and lovable Roxane, she lacks the grand manner so necessary to the part; tho Wilton Graff is an acceptable Christian, he is not nearly so effective as he might have been in his final scenes on the battlefield; tho Robert Hudson is well enough as De Guiche, he fails to make the part stand out in anything like distinct outline. The greatest lack, however, is an adequate Ragueneau; memories of Cecil Yapp crowd insistently to mind thruout the current performance.

But again, these are minor matters. *Cyrano* has come back to town, and Mr. Hampden is again interpreting him with gallantry, courage, bravado, tenderness and fine effect. There are those who think it fashionable to sneer at *Cyrano's* sentiment, to deplore its sweeping effects. Richard Aldington, no mean poet himself, once said, "Any man who cannot appreciate Rostand's *Cyrano* has

a taste too refined for his own good." His own good or anybody's, for that matter. EUGENE BURR.

OUT-OF-TOWN OPENINGS

"Stalemate"

(Pasadena, Calif.)

Author, James Warwick. Producer, Pasadena Community Company. Director, John K. Ford. Designer, Robert Tyler Lee. Opened April 21 for two weeks.

CAST: Thomas Henry Browne, William Wright, Ouida Courteol, Herbert Clifton, Olive Callingwood, Marc Kramer, James Westerfield, George Leigh, Clive Halliday, Paul Regan Maxey, Earl Gunn, Gaye Lawrence, Leslie Francis.

Subtitled "the portrait of a sadist," piece runs thru five scenes dominated by three characters to tell the story of two copra planters in the South Seas in love with the same woman. Planters go to war together and the more domineering of the two engineers the other's expulsion in an effort to have him out of the way as romantic rival. Back on the island, cashiered officer threatens to shoot his rival, now blind and married to the gal, but he's outwitted. Wife goes back to her first love, younger man, for curtain.

Piece is ably presented and well cast, but story is weak as well as aged. Direction is good. Pelsner.

"Virgin Queen's Daughter"

(Hollywood)

Author, Will H. Whalen. Producer, Ben Bard. Director, Ben Bard. Designer, Edmund Glover. Opened for two weeks at Ben Bard's Playhouse April 21.

Cast: Catherine Lewis, Truda Marson, Wallace Gregory, Christian Colby, Edmund Glover, Rina Revel, Dorothy King, Clarise Roma, John Lear, Laurie Lund.

Based on Queen Elizabeth's hatred of the church, and containing more fiction than fact, this is the first playwrighting effort of Will Whalen, a Catholic priest. In this piece the Queen has a daughter instead of the historically presumed son. Father is a priest and gal falls in love with a young priest from France before she discovers he is of the cloth. Daughter doesn't know who her mother is, and when Elizabeth searches for the young priest, the girl helps him escape. She is shot aiding him, returns to her mother and dies. Elizabeth, hater of religion, curses God when she sees her daughter pass away a devout Catholic.

Whalen has turned out an entertaining piece in this. An actor before taking the vows, he uses his knowledge of the theater to good advantage, building good situations. Cast is good, direction in good taste. Piece is one of best little theater efforts here in a long time, and should make the grade on Broadway. Pelsner.

New Shakespearean Companies for Expos

CHICAGO, May 2.—Thomas Wood Stevens left on an indefinite leave of absence this week from his duties as Midwest regional director of WPA theater projects here. He goes to California (See NEW SHAKESPEAREAN page 28)

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 For Catalog address the Secretary, Room 145 E, Carnegie Hall, N. Y.

Exhibitors' Organizations

Officers of the recently organized MPTO of Kentucky, an association which will endeavor to present a united front to all problems affecting exhibitors, include Lee Moffitt, president; Fred Dolle, vice-president; B. E. Thompson, secretary, and Sam Switow, treasurer. District governors are Harry Moore, John P. Masters, Fred Dolle, John Elliott and Otto Brown, and comprising the list of regional directors are Harry Moore, E. W. Dozier, Fred Dolle, John Masters, Charles Hunsten, John Elliott, Maurice White, Lawrence Davis and Otto Brown.

The MPTOA conferences with major sales company representatives, originally scheduled for the early part of this month, may be delayed about a week because President Ed Kuykendall, it is said, wishes Morgan Walsh, of San Francisco, and L. C. Griffith, of Oklahoma City, to be available for the exhibitor committee. But in the event that Jack Miller, of Chicago, can attend, individual confabs may go on as scheduled, as there would then be enough representation in view of the fact that O. C. Lam, of Rome, Ga., and Lewen Pizor, of Philadelphia, will be free to attend.

Thru a technicality in the by-laws of ITOA, which provides that elections to offices are to be made during the first week in May, Harry Brandt was not to be officially named president April 29. He will, however, be elected. Other men on the same ticket are Bernard S. Barr, for vice-president; George Rudnick, second vice-president; Leon Rosenblatt, treasurer; Maurice Brown, secretary, and David Schneider, sergeant at arms. Included in the nominees for the board of directors are Hyman Rachmil, Maurice L. Fleischman, Rudolph Sanders, Abe Leff, Arthur Rapp, Jack Hattem, Leo Brecher, David Weinstock, Bernard Pear, S. T. Lawton, S. Traversi, M. Kravin, Louis Schiffman, A. Shenk and others.

Ed Kuykendall, MPTOA president, spoke at the ITO of Arkansas semi-annual meeting in Little Rock, Ark., and mentioned the fact that pictures for the public were becoming more suitable, even tho there were in existence civic associations with no clear idea of the way theaters are operated. Another speaker to mention improvement in films was Mrs. Scott Woods, president of the Arkansas Parent-Teacher Association.

Ray Morrow, L. F. Haven and J. F. Norman were re-elected to the positions of president, vice-president and secretary-treasurer, respectively.

Some 400 theaters in the Rocky Mountain region will be included in an association, with headquarters in Denver, to promote better social intercourse and to foster better business relations between theater owners and managers. This group is growing out of the Denver Theater Managers, Inc., which was strictly a local organization.

The Theater Owners' Association of the Rocky Mountain Region will embrace theater owners and managers in Colorado, New Mexico, Wyoming, Western Nebraska, the Texas Panhandle and the Black Hills of the Dakotas.

Officers of the Denver Theater Managers, Inc., who will continue to serve for the TOA for the remainder of the fiscal year are A. P. Archer, president; Bernie Hynes, vice-president; Emmett Thurmon, secretary and counsel, and E. P. Briggs, treasurer. Members of the board of directors are Harry Huffman, Gerald Whitney, Rick Ricketson, Burns Ellison, Frank Milton, Dave Cockrill and D. R. Kline.

"UNDER TWO FLAGS"

TIME—109 minutes. (20TH-FOX) RELEASE DATE—May 1.
 PLOT—The land of the desert and the French Foreign Legion, where the cute Cigarette is the Legion's mascot, where Major Doyle is the hard-boiled leader, and Sergeant Victor is the heroic, romantic and Oxford-accented soldier. Cigarette loves Victor, who falls for an English lady, and Doyle vainly loves Cigarette. After many clashes with the Arabs, with interspersing romantic buildups, Cigarette sets out to save the man she loves, who is being persecuted by her lover. She saves him and the regiment, only to die from an Arabian bullet and be buried with high military honors.
 CAST—High-powered casting, starring Ronald Colman, Claudette Colbert, Victor McLaglen and Rosalind Russell. Others include Gregory Ratoff, Nigel Bruce, C. Henry Gordon, Herbert Mundin, Lumsden Hare, J. Edward Bromberg, Onslow Stevens and John Carradine. Excellent all the way.
 DIRECTOR—Frank Lloyd. Spotty action, draggy—too melodramatic.
 AUTHORS—Screen play by W. P. Lipscomb and Walter Ferris from novel by Ouida. Too wishy-washy treatment for so brilliant and noble a story, the romance overlapping the action.
 COMMENT—Really a disappointment, considering so brilliant a cast and so famed a story. Turned out to be just another programer, and frequently a boring one. At times, tho, sparkled with outstanding handling.
 APPEAL—Everyone, from the action-seekers to romance-lovers. Smarter audiences will razz its overdoses of melodrama. Four starrers will make it outstanding box-office.
 EXPLOITATION—Plug the stars, especially Colbert and McLaglen, for honors they won in previous pictures; also, the fame of the story. Color the front with Foreign Legion atmosphere, and exploit the limits to which the love of a woman for a man will go.

"13 HOURS BY AIR"

TIME—77 minutes. (PARAMOUNT) RELEASE DATE—March 27.
 PRODUCER—E. Lloyd Sheldon.
 PLOT—In a west-bound transcontinental passenger plane, forced down in the mountains west of Omaha, are Jack Gordon, pilot; Freddie, co-pilot; Ann, hostess and Freddie's fiancée; Felice Rollins, wealthy heiress; Stefani, Dr. Everts and Palmer, three somewhat mysterious men; Waldemar Pitts III, a spoiled and fresh brat about 10 years old, and his wacky nurse, Miss Harkins. All the passengers are in a hurry to get to the Coast, and Gordon, on the make for Rollins, has tried to go thru a storm to satisfy her rush to get there. It develops that Palmer is a murderer and Everts a G man working on his capture. Palmer wounds Everts and Freddie and is about to give Gordon the works. At the crucial moment the brat shoots the thug's eyes full of fire extinguisher juice, which he had loaded in his water pistol.
 CAST—Fred MacMurray, Joan Bennett, Zasu Pitts, John Howard, Bennie Bartlett, Grace Bradley, Alan Baxter, Brian Donlevy, Ruth Donnelly, Fred Keating, Adrienne Marden, Dean Jagger, Mildred Stone, Jack Mulhall, Clyde Dison, Bruce Warren, Bud Flannigan, Granville Bates, Marie Prevost. MacMurray, Howard, Donlevy and Keating are quite good. Baxter poor. Bennett as weak as ever. Bartlett, the kid, excellent. Pitts as usual.
 DIRECTOR—Mitchell Leisen. A good job, except that there are too many dark shots. Air camera work good. First half the picture too slow. Scenes where the plane is forced down in the snow-stormed wilderness grand.
 AUTHORS—Screen play by Bogart Rogers, from a story by him and Frank Mitchell Dazey. Adaptation by Kenyon Nicholson. Synthetic excitement.
 COMMENT—Okeh as a programer, but nothing exceptional. United air line is plugged thruout steadily. APPEAL—Family trade.
 EXPLOITATION—The cross-country hop, the *Happened One Night* angle in a plane and the names.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Captain January (20th-Fox)	14	4	2	"Dough show all the way."—N. Y. Exhibitor. "In the bag."—Showmen's Trade Review.
The Amateur Gentleman (Criterion)	7	5	5	"For class houses."—N. Y. Exhibitor. "Unexciting."—Variety.
I Married a Doctor (Warner)	12	0	8	"Sweet box-office prospect."—Daily Variety. "Should garner good grosses."—Variety.
Panic on the Air (Columbia)	7	0	8	"Just a program melodrama."—Harrison's Reports. "Reasonably entertaining."—World-Telegram.
Sky Parade (Paramount)	5	5	9	"Simply isn't there."—Film Curb. "Hasn't enough of what it takes."—Hollywood Reporter.
Too Many Parents (Paramount)	11	0	2	"Good."—Box Office. "Excellent family entertainment."—Harrison's Reports.
Moonlight on the Prairie (Warner)	1	5	3	"Mediocre."—Daily Variety. "Western of average merit."—American.
Lawless Riders (Columbia)	3	1	2	"Run-of-the-mill Western."—Variety. "Satisfactory Western."—Film Curb.
Gallant Defender (Columbia)	2	2	0	"Talks itself into the dol-drams."—Variety.
Hi, Gaucho (Radio)	0	2	2	"Ordinary."—Variety.

News of the Week

Columbia Pictures' two-day convention in New York last week for home-office sales executives was the occasion for announcing the company's future production plans. Pictures nearly completed are Grace Moore's *The King Steps Out* and Frank Capra's *Lost Horizon*. Division supervisors discussed sales policies, particularly with a view to decentralization, which will be placed in their hands soon. In addition to vesting authority in a group of division supervisors, the sales cabinet functioning the last two years will be retained and will be aided by the new group. Present at the meeting were Jack Cohn, vice-president; A. Schneider, treasurer, and J. A. McConville, Rube Jackter, Lou Weinberg, Louis Astor, Max Weisfeldt, Leo Jaffe and others.

MGM's sales convention at the Palmer House, Chicago, originally scheduled for two days, has been extended to five days, beginning May 11. It is expected that the attendance will include about 250 home executives and regional managers, in addition to various bookers and New York execs.

The exhibitor practice of refusing prints sent by distributors is responsible for a loss of thousands of dollars annually, according to *Motion Picture Herald*. Because of agreements with transportation companies distributors must pay return charges also. They see no way of solving the problem. It is not unknown for exhibitors to choose one print out of five or six which had been accumulating. The loss involved affects about the same number of distributors.

Claims totaling \$37,850,000 were filed last week by General Talking Pictures Corporation and Duovac Radio Corporation against Electrical Research Products, Inc., in United States District Court, Wilmington, Del. The claims are for losses General Talkie and Duovac say they suffered thru the alleged monopolistic practices of ERPI, Western Electric and American Telephone and Telegraph Company in curbing competition in the film industry.

General Talking Pictures seeks \$30,000,000, triple damages of its alleged damages of \$10,000,000, and \$250,000 lawyers' fees. Duovac says its injuries amounted to \$2,500,000, but it is allowed triple damages under the anti-trust act, bringing its total triple damages to \$7,500,000.

General Talking Pictures Corporation is in the business of manufacturing talking picture equipment, and Duovac, no longer an active corporation, had been in the business of manufacturing electrical devices, including vacuum tubes and photo electric cells.

A decision of Judge John P. Nields is pending in the United States District Court here in a suit of equity on the anti-trust allegations of General Talkie and Duovac against ERPI, Western Electric and A. T. & T.

An order authorizing United States Senator Daniel O. Hastings, of Delaware, receiver for General Theaters Equipment, Inc., to sell all assets of the receivership estate at a sale in the Public Building, Wilmington, on May 18 at noon was recently signed in Chancery Court Tuesday by Chancellor Josiah O. Wolcott. The aggregate upset price of the assets is placed at \$3,667,938.40, subject to market fluctuations.

The sale was authorized on the petition of a committee of debenture holders, which has resolved itself into a reorganization committee. The sale of assets is part of the reorganization plan dated August 31, 1935. The petition was presented by Aaron Finger, Wilmington attorney, one of the solicitors for the reorganization committee. No objections were entered when a copy of the sale was presented to the court.

There will be 26 parcels of assets offered at the sale. The receiver is to report on the sale to the chancellor on May 20, at which time objections to sale may be entered. The court on that date will also hear objections to the proposed plan of reorganization of the company.

On April 29 negotiations were completed whereby Pathe, thru Frank Kolbe and Robert T. Atkins, bought Harry H. (See NEWS OF THE WEEK on page 25)

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"BIG BROWN EYES"

(PARAMOUNT)

TIME—76 minutes. RELEASE DATE—April 3.
PRODUCER—Walter Wanger.

PLOT—Another cops and robbers affair, with the gems stolen and the handsome cop put on the trail. Affairs are complicated by what passes in pictures as a romance, this one between the cop and a finger-nail massager who later becomes, of all things, a newspaper woman. Things are further complicated by the naughty private lawyer of the insurance company, who is in on the criminal deals and various crimes, including murder. In the end, of course, the cop, with the gal's aid, gets everybody after he's been in disgrace, etc.

CAST—Cary Grant, Joan Bennett, Walter Pidgeon, Lloyd Nolan, Alan Baxter, Marjorie Gates, Isabel Jewell and others. Pidgeon and Nolan walk off with the picture, Grant okeh, but Baxter is about as much a menace as Mickey Mouse. Bennett seems like a pale imitation of Jean Harlow at her worst.

DIRECTOR—Raoul Walsh. The parts don't jell, either individually or collectively. With the benefit of doubt it's still routine.

AUTHORS—Screen play by Raoul Walsh and Bert Hanlon, from two stories by James Edward Grant. The yarn is bad enough, but the dialog makes it seem even worse.

COMMENT—Routine, synthetic and unexciting cops and robbers stuff, with the addition of would-be smart comedy that's in general pretty sad.

APPEAL—Non-discriminating addicts.

EXPLOITATION—Not much you can do.

"SPECIAL INVESTIGATOR"

(RADIO)

TIME—61 minutes. RELEASE DATE—May 8.

PLOT—Bill Fenwick, Chicago gang lawyer, goes on the side of law and order when his brother, a federal agent, is killed by Eddie Sultan's mob. Knowing that Sultan has a lot of "hot" gold which he will try to dispose of by making the metal appear as tho it were newly mined ore, Fenwick gets on the trail and traces the criminals to a run-down mine in Nevada. Disguising his identity under the name of Galt, a hick lawyer, Fenwick meets Sultan's sister, with whom he falls in love, and who unsuspectingly aids him in tracking the gang. Climax is reached when Sultan's cohorts try to double cross him because he is sick, and accuse his sister of falling in love with a G man. Simultaneously Fenwick and federal men close in and the resisting mobsters are mowed down. Fenwick and the girl marry.

CAST—Richard Dix, Margaret Callahan, Erik Rhodes and Owen Davis Jr. Dix okeh in a part for which he is well suited.

DIRECTOR—Louis King. Competent job with plot, pace and action.

AUTHORS—Screen play by Louis Steven, Thomas Lennon and Ferdinand Rheyer.

COMMENT—Solid G man yarn.

APPEAL—Wide non-class, upper spot in the duals.

EXPLOITATION—Routine.

"LET'S SING AGAIN"

(LESSER)

TIME—69 minutes. RELEASE DATE not given.

PLOT—Billy Gordon, who was brought to America as an infant when his mother deserted his father, a struggling young singer, in Italy, runs away from an orphanage where he had been placed when his mother died, and joins a traveling vaudeville show. He is befriended by Jos Pasquale, formerly an opera singer but now a stagehand. Joe, finding the child has a fine voice, teaches him music and brings him to New York to evade an unscrupulous acrobat who has formally adopted Billy. In New York Joe becomes sick and Billy, in desperation, goes to NBC to secure aid from Rosa Donelli, radio star who, as a child, was taught by Joe. Tears aplenty, and Rosa, who has a crush on Billy's father, Leon, soon reunites everybody. Inference is that Leon and Rosa marry.

CAST—Bobby Breen, Henry Armetta, George Houston, Vivienne Osborne, Grant Withers and Inez Courtney. Breen, Eddie Cantor's protege, garners all the glory with his warbling, which he does every well on any provocation.

DIRECTOR—Kurt Neumann. Pointed for heavy sentiment, picture is successful as a tear-jerker.

AUTHORS—Story, adaptation and screen play by Don Swift and Dan Jarrett. Songs by Jimmy McHugh and Gus Kahn, Hugo Riesenfeld and Selma Hautzik and Samuel Pokrass and Charles O. Locke.

COMMENT—Screen debut of Breen.

APPEAL—General.

EXPLOITATION—Breen-Cantor tieup.

"PRIDE OF THE MARINES"

(COLUMBIA)

TIME—61 minutes. RELEASE DATE—April 2.

PLOT—Ulysses, an orphan, is befriended by four Marines, with Steve, one of the sergeants and heavyweight champ of the corps, particularly liked by the kid. Steve, however, plays tough, but when it is found that the kid's only relative, an uncle, has left the country, he takes the kid to the barracks, where he is adopted as mascot. Meanwhile Steve is falling in love with Molly, but she is going to marry someone else and asks that they be allowed to take the kid with them, as the barracks is no place for him. The kid saves Steve's life during maneuvers but is injured. The colonel, on the eve of the long-awaited service championship fight, asks Steve to give all this up, even tho his Marine term is about over and even tho it means he'll get a rep for being yellow. Steve takes the dangerous assignment, giving the kid up and defaulting on the fight.

CAST—Charles Bickford, Florence Reid, Billy Burrud, Robert Allen, Thurston Hall, George McKay, Ward Bond, Joseph Sawyer. The kid is quite good. Others play strictly as expected.

DIRECTOR—D. Ross Lederman. Makes this quickie look halfway good, with plenty of the old jingo and sentimental spirits thrown in.

AUTHORS—Story by Gerald Beaumont. Screen play by Harold Shumate. Boiler-plate stuff.

COMMENT—Picture will make plenty of dough, cheap to produce and a cinch for the smaller houses, as a solo, or the better spots as a duo half.

APPEAL—Kids and tabloid-minded adults.

EXPLOITATION—Wave the flag.

"THE COUNTRY BEYOND"

(20TH-FOX)

TIME—66 minutes. RELEASE DATE—April 24.

PLOT—Sergeant Cassidy of the Canadian Mounted Police is assigned to bring in two men charged with stealing a load of furs by the simple expedient of letting a vicious dog kill the watchman. Robert King, a tenderfoot, goes along with Cassidy—against the latter's will. The trail leads to the cabin of Jim Allison and his daughter Jean, and circumstances are such that they are placed under arrest. When Cassidy is momentarily out of the cabin, Jean makes love to King, thus enabling her father to escape. The chase begins anew, but when King breaks his leg the girl nurses him back to health. Meanwhile Cassidy finds Alison, who clears himself, and the real villains are brought to justice. Running thru the yarn is a feud between Jean's dog, Buck, and the murderers' hound. In a phoney fight Buck licks him. Love once more in the Northland.

CAST—Rochelle Hudson, Paul Kelly, Robert Kent, Alan Hale and Alan Dinehart. All mediocre. Buck, the dog, is too good natured for the part.

DIRECTOR—Eugene Forde. An inane effort.

AUTHORS—Story by James Oliver Curwood. Screen play by Lamar Trotti and Adele Comandini.

APPEAL—Young people.

COMMENT—Canadian horse opera, and not a good one.

EXPLOITATION—Curwood yarn and Northwest mountie stuff.

"DRAGNET"

(BURROUGHS-TARZAN)

TIME—65 minutes. RELEASE DATE not given.

PLOT—The playboy member of a big law firm finally wins an appointment with the District Attorney's office. While celebrating he has the murder of a pretty woman dumped in his lap. With the aid of a friendly woman reporter he mixes in with a gambling outfit and begins to collect evidence. One of the gang that did the murder is planted in the D. A.'s office and hinders our hero's work. This fellow is killed by the gang, which fears he might squeal. Our hero is accused of this murder, but he finally clears himself and everything turns out hunky-dory.

CAST—Such old friends as Rod LaRocque, Betty Compson and Marian Nixon. Also Donald Kerry, Edwin Keane, John Dilson and Jack Adair.

DIRECTOR—Vin Moon, with W. M. Selig as production director.

AUTHOR—Willard Mack, of course.

COMMENT—Not a bad flicker at that. It shows intelligence in direction, sets and general production effort. Altho the plot is by no means original, it nevertheless sustains interest.

APPEAL—Good enough for the dual bills and should appeal to average audiences.

EXPLOITATION—Play up murder, district attorney, gambling outfit and girl reporter angles in selling the story. The LaRocque, Nixon and Compson names won't do any harm, either.

"THE LAST ASSIGNMENT"

(VICTORY)

TIME—58 minutes. RELEASE DATE not given.

PLOT—Detective Bob Horton, detailed to get the murderer of Hendricks, the District Attorney, finds the guilty man is his father. Bob lets the old man escape, but the circumstances look so fishy that he loses his job and is forced to run out on his marriage with Marie, daughter of the chief of police. Father Horton, endeavoring to make amends to his son, tries to give himself up to the police, but when both he and his son are declared under arrest they both escape. Police follow them to the rendezvous of Baker and Crane, two counterfeiters, who had led the elder Horton astray. Marie, looking for her father, goes to the hangout and is threatened. In the fight that follows, father Horton saves the life of the police chief by getting into the way of a bullet, and Baker and Crane try to escape in a car, but are killed in a smashup. All is forgiven.

CAST—Ray Walker, Joan Woodbury, William Farnum and Clara Kimball Young.

DIRECTOR—Dan Milner. Lamentable.

AUTHOR—From story by Peter B. Kyne.

COMMENT—Nalve, with no saving graces.

APPEAL—Backward youngsters.

EXPLOITATION—Father, dear father.

"WOMEN IN WHITE"

(GUARANTEED)

TIME—56 minutes. RELEASE DATE not given.

PLOT—Two nurses fall in love with a struggling young doctor in a hospital somewhere in Ireland. One of the nurses tricks him into announcing their engagement. There are misunderstandings and finally he finds his true love stricken with the disease he had successfully fought in a small town. He cures her, and then he takes sick during a typhoid fever epidemic. The other nurse then bows out of the picture like a good sport, enabling our hero to clinch with the right gal.

CAST—Lester Mathews, Nancy Burne, Molly Lamont and other players from the famous Abbey Theater troupe.

DIRECTOR—Brian Desmond Hurst.

AUTHOR—Adapted from the story *The Night Nurse*, by Davis Plunkett Gillence.

COMMENT—Too "arty" for the average theatergoer, who will probably find it boring and inadequate.

APPEAL—The Irish, in particular. Others will probably not care for the picture.

EXPLOITATION—Night nurse, love in a hospital, etc. Only other angle is to plug the Abbey Theater players.

42d St. Price War on Again

NEW YORK, May 2.—Another price war among the burlesque houses on West 42d street is being waged, the Eltinge Theater precipitating the battle by going to a 15-cent admission in the afternoons. The Republic Theater on the street met the competition this week, but the Apollo steered clear up until yesterday when it entered the battle.

The Eltinge opened at 15 cents and went to a quarter from 1 to 3 o'clock, dropping then to 15 cents again until 7. This was opposed to the 25 and 35-cent scale of the Apollo and Republic. Latter house, however, went to 25 cents all afternoon to battle the Eltinge. The Apollo retained its 25 and 35-cent matinees and 35 and 55-cent evenings. Yet Emmett Callahan stepped into the price fracas yesterday with a new admission schedule.

The Gaiety on Broadway, which has had several good weeks recently, has retained its scale.

DIAN ROWLAND (Mrs. John Head), sister of Betty and recently with the Indie cirK, recovered from a run-down condition that had her laid up in her Manhattan Beach, L. I., home the last four weeks. Recuperated in time to help Head, straight and singer at the Gaiety, New York, celebrate a birthday April 23.

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Al Samuels in Frisco Cast

SAN FRANCISCO, May 2.—Al Samuels, of the Three Samuels Brothers, is in his seventh week at the Capitol Theater here, burlesque house. Chiquita Garcia also was a recent entry to the cast at this house, which also includes Dot Farley, Johnny Watson, Joan Ellison, Harry Arnee, Jane Ellison, Nona Martin, Winnie Smith, Mickey Hutchison and Jack (Peanuts) Greenman.

Summer Closings Of Indie Houses

NEW YORK, May 2.—The burlesque closings on the Independent Circuit will start next Saturday, when the Empire, Newark, drops the units and follows with a week of an all-colored show. The house will then go dark for the summer.

The Gayety, Washington, D. C., is scheduled to drop its shows May 16 for the summer, while the Hudson, Union City, is expected to bow out next Saturday.

The Variety, Pittsburgh, will go dark for the summer also, altho no definite closing date has been determined as yet. The Bijou, Philadelphia, is expected to carry on thru the summer with a stock policy.

Herk, Minsky Have Circuit Ambitions

NEW YORK, May 2.—That there may be another circuit next season was indicated this week by efforts of I. H. Herk and Abe Minsky, operating the Gaiety here as a partnership and Minsky operating the Gotham alone, to get additional theaters. They were reported as unsuccessful in lining up the houses they went after, but it is understood that they plan to continue their circuit attempts.

According to rumors, Herk approached Joe Quittner with a proposition to buy in on his Atlantic City house. He is also understood to have sought some out-of-town theaters for a circuit deal.

Besides the Herk-Minsky circuit rumor, Max Wilner and Sam Scribner have often been linked with circuit activities for next season. However, there is still only one definite circuit, the Independent group.

New Indie Show in Pittsburgh

PITTSBURGH, May 2.—A new Independent Circuit show will open at the Variety Theater here tomorrow. The cast of this new show includes Red Marshall and Murray Leonard, headliners, and Pinto and Della, Tom Bundy, Dolores Dawn, Ruth Donald, Connie Fonslau and Sunya Slane.

Burlesque Reviews

Apollo, New York

(Reviewed Tuesday Afternoon, April 28)

In the midst of another price war on the 42d street burly battle front and with a hot sun beating down on the scene, the Apollo still manages to retain its superiority. A comfortable house, affording a pleasant atmosphere, and shows that are tops in production. Current show is a bit more spicier than the rest of the shows have been lately, but spice jells with heat.

Allen Gilbert certainly does a grand job in the staging of shows here, giving them more or less of a musical comedy touch. And what's more is that he apparently has a budget of sorts to work with, providing lots of attractive scenery and wardrobe. The show still dominate on the femme angle, but this show gives a little more attention to comedy.

On the comedy staff are Eddie Kap-

lin, Joe DeRita and George Murray. These boys seem to do their level best to brush up creaky material, and it helps in their laugh score. Kaplin and DeRita have the biggest assignments, and handle them adeptly, while Murray is okeh enough in his bits. Jack Coyle is the major straight man and a very able one, with Sam Gould and Jimmy Lewis, singers, helping him out. Then, too, several of the featured women work well in bits.

The disrobing contingent comprises, in the order of their appearances, Erma Vogellee, June St. Claire, Mary Joyce, Joan Lee, Evelyn Myers and Georgia Sothern. That's quite an array, and the way they're presented makes their efforts doubly valuable. They're all lookers, gowned well, and expert in the disrobing art. All outstanding, the special mention is deserving of Joan's (See Burlesque Reviews opposite page)

Burly Briefs

JUNE ST. CLAIR, who was featured at the Rialto, Chicago, will open at Colosimo's Cafe, Chicago, on May 12. Marion Morgan will continue with the new show which is being produced by Ida Rose, dance producer of the Rialto.

Mary Sunde is playing at the Oriental, Chicago, this week. . . . Gene Darby closed at the Palace, Buffalo. . . . Milt Schuster booked Ine O'Donnell at the Casino, Toronto, where she opened May 3. . . . Arthur Clamage is opening the Avenue, Detroit, May 9. . . . Paul Morokoff, well-known dance

producer and who now conducts a dancing school at Cedar Rapids, was a recent Chicago visitor. He leaves shortly for Atlantic City, where he will produce at the Apollo Theater. . . . It is rumored that the Capitol, San Francisco, will close next week. The house is owned by Popkin & Ringer and business has been reported as way off. . . . Nora Ford closed at the Howard, Boston, and is vacationing at her home in Dayton, Ky. . . . Bobbie Pegrim has been re-engaged to produce at the Gayety, Minneapolis, next season. . . . Babe Davis returned to her home in Oakland after a six months' engagement in Oakland, Calif.

TOM PHILLIPS Jr., son of the BAA head, has been elected vice-president of Colgate's student council and was also elected to the student senate. . . . He's with the class of '37. . . . Harold Minsky, whose stepdad is co-partner at the Gaiety, New York, is reported to have come into a large inheritance recently. . . . Dave Cohn opened a night spot atop Dwyer's on 44th street, New York, Friday night, his impromptu show including Roxanne, Madge Carmyle and Margie (Yettman) White. . . . Ted Blair was discharged from Bellevue Hospital, New York, the day following his removal there and he rejoined the Indie wheel. . . . Herb Faye and John Head, at the Gaiety, New (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

CHARLES COHEN, backstage doorman at the Gaiety, New York, all elated over his son, Benjamin Sonny Cohen, 19, six feet tall, born in Newark, N. J., who was spotted as likely major league material as a baseball pitcher by the New York Giants, with which team he will be given a trial of four weeks, starting May 15.

CARRIE FINNELL, at the Apollo, New York, will by next February have completed a record run of 61 weeks for the Wilners. Started September, 1935, and re-engaged until February, 1937. Was out of the cast for the first time during her long engagement last week due to a heavy cold.

BOWER SISTERS, Florence and Marian, who escaped the Gayety, Louisville, fire with the loss of personal effects, including costumes, and who completed an eight-month tour of the Middle West, now harmonizing and stripping to big applause at the Eltinge, New York.

EDDIE HAYWOOD and Renee and Diamond and Faye, all with an Indie show, were made attractive offers while at the Republic, New York, for an Australian tour by Walter Johnson, in town from Melbourne, looking up talent prospects. Ditto Dina Mite Dell at the People's, New York.

MIMI LYNN, now in featured number position on Broadway at the Gaiety, double celebrated last week. Her first year as a principal and her birthday, which fell on April 30.

EMMETT LYNN, rube comic, with a record of 17 consecutive weeks at the Rialto, Chicago, and who left the Eltinge, New York, last February to join a legit play that closed suddenly, now slated for the Gaiety, New York.

PAT WALLACE, showgirl, last with the Indie cirK, removed to the City Hospital, Welfare Island. Drop her a line.

MICKEY O'NEIL, a new Minsky stock stripper and acro dancer, who opened April 26 in Brooklyn, now a Flatbush resident with 4-year-young daughter, Michiel.

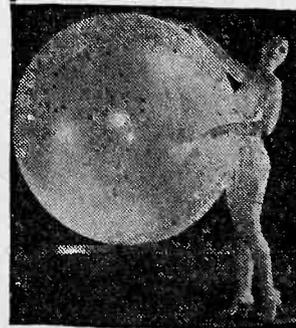
ZONYA DUVAL, at the Eltinge, New York, considering several offers, one from a large night club on the East Side of Manhattan and one to sing in a band this summer.

BETSY LEE, at the Gaiety, New York, appointed new chorus captain and assistant pro to Billy Koud in place of Billie Shattuck, who left for other fields.

BETTY JANE ROWLAND, with the Minsky stock shows, mourning the loss (See U-NOTES on opposite page)

"Ray-O-Bubble"

New Pearl Transparent



Dance
Balloons

3 Ft. Diameter.

75c

5 Ft. Diameter.

\$2.75

6 Ft. Diameter.

\$3.50

THE TOY BALLOON CO.
202 East 38th St., New York, N. Y.

A NEW MONOLOGUE FOR \$1, and I Keep It New for a Year, Free! (Runs 15 minutes, contains sensational new current events gags). 10 Comic Recitations, \$1. (You can stop a show with any one of 'em). 10 Sure-Fire Parodies, \$1, on "Write Myself Letter," "Music Goes 'Round," "Eggs in One Basket," etc. Send for this sensational laugh material now. Money back if it's not the best you EVER bought! HARRY PYLE, 804 West 180th St., New York City.

WHAT A WOW!

. . . a phenomenal consecutive weeks record — 61 weeks for one firm — THE WILNERS. Started September, 1935, and re-engaged to February, 1937.

CARRIE FINNELL THE INIMITABLE

JUST ONE RIOT AFTER ANOTHER

at the 42d Street Apollo

New York, N. Y.

Tab Tattles

ART GLEASON closed his *Town Scandals* at the Paramount, Waterloo, Ia., last week after a tour which began last August. Art and the missus will take a trip to California, returning to Middle West in August to reopen their show. "Had a good season and conditions, in general, were better all over the country," Gleason reports. . . . Boob Blake, Eddie and Trixie Butler, George Bartlett, Wesley Brown and Art and Leona Krogh left Cincinnati Monday of last week to join Cotton Watts' new show at the Roxy, Knoxville. . . . Ches Davis' *Chicago Follies*, which has had a successful swing thru the West, is now heading for the Saenger houses thru Louisiana and Mississippi. . . . Jerry Phillips, tab and burly chorine, is now kicking in the merry-merry at George Young's Roxy Theater, Cleveland. . . . Mrs. Angie Brown, formerly Angie Black, is now located permanently at her home in Dallas. . . . Dave D. Archer, ill all winter in Jacksonville, Fla., with high blood pressure, is still in that village, recuperating. He expects to be able to hit the ball again in another fortnight or so. . . . Dot and Buddy Desmond are still working club and theater dates in and around Detroit.

ED GARDINER'S recently revamped unit, *Passing Parade of '36*, is finishing up in the Saenger houses thru Louisiana and Mississippi, after which the outfit will hit out for the Ben Ali Theater, Lexington, Ky., thence slowly westward. In the Gardner roster are the Six Gales, dancers; Doris Fouler, Dotty Shanahan, Bernadine Carroll, Wayne Bubb, Robert Gale, Don Elwell, Edith Rogers, The Great Koban, the Bradna Boys, Bert Dexter and Mickey Reynolds and his Music Makers. Jeanne Dixon is company manager. Bob Davis and his *Varieties* are heading northward after completing a string of Southern dates. In the troupe are the 12 Lawrences, novelty singing, dancing and musical turn; Yvette, dancer; Carl and Evelyn, dancers; Jimmy Murray, emcee; the Wood Sisters, acrobatic dancers; Winifred, Lella and Jerry, singers; Bert Lawrence, comedian, and George Willmer and his nine-piece ork. . . . Billy Wade's *Cellophane Scandals*, currently in the Southland, comprises the following: The Earls, aerialists; Peggy Manning, blues singer; Jerry, boy toe tap dancer; the Margent Sisters, dancers; Ted Munson, ballads; Lou Beverly, mistress of ceremonies, and the Rhythm Maniacs Orchestra.

COTTON WATTS' No. 1 show is slated to play the entire month of May at the Bonita Theater, Chattanooga. The lineup remains about the same, with Cotton still handling the laughs and Blair Camp and Freddie Frampton holding down the straights. Chick Moreland is chorus producer, with the following line girls: Teddy Benson, Jan Bradley, Myrtle Bridges, Boots Joyce and Jane Lee. Art Almond, pianist, leads the four-piece pit ork. . . . Earl Meyer, Cincinnati tabster, has his girl show all set to open with Gooding's Greater Shows, carnival company, for the summer. Season is slated to get under way this week. . . . Ray Kolb, also well known in tab and burly circles, will work with Meyer this summer. . . . Sam Allen, erstwhile tabster and the last few seasons employed in the office of Mike Benton, Southeastern Fair president, in Atlanta, and also formerly doorman at the Georgia Theater, Atlanta, under O. P. Bradbury, has gone on the road with the Olsen and Johnson show as a singer. . . . Charles (Kid) Koster, after making a string of towns in the interest of *Night Life in Harlem*, a colored revue, has given up the idea as a tough proposition and is now resting in Detroit. . . . Ed and Bobbie Douglas, who quit show biz about five years ago, are now located in Flint, Mich., where Ed is doing nicely in the advertising game. "Do you remember," Ed and Bobbie ask, "when Joe Cooms and Jack Lamey were a well-known team in the South and when the following acts were all playing the Main Stem in Atlanta at the same time and within a few blocks

of each other: Francis Renault, who at that time was called Auremia; Billy Beard, Doc Baker, the Texas Comedy Four, the Belmont Comedy Four and the University Four? And what's become of Boots Walton, Eastwood Harrison, Virge Downard, Harry Bowers, Sam Mylie, Billy DeHaven, Jim Pearl and Jack Ripple?" . . . Aside to Ed and Bobbie—Joe Spiegelberg was fatally injured when stuck by an auto in Atlanta last Christmas Day.

BURLESQUE REVIEWS—

(Continued from opposite page)
excellent singing, Mary's beautiful figure, Erma's cuteness, June's beauty, Evelyn's artistry, and Georgia's pep. Gould and Lewis sing the show well, being called upon often. The 24 girls, including showgirls, work often also, and yet they give their performance lots of pep and precision.

Business was good at this matinee viewing.
SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, May 1)

This week marks the return of "Peaches" Strange, expert shimmy exponent, who previously enjoyed a long run at this house before she left a few weeks ago. Fred Clark has again produced some colorful stage pictures, but the comedians do not fare so well because of weak material. Of course, it is hard to produce laughable scenes week in and week out and now and then, there has to be a letdown. This is one of those times.

The show opened with a Parisian scene laid under the Eiffel Tower and utilized the chorus, Harry Jackson and Buster Lorenzo, singing, and Dorothy Sevier. A comedy scene with Charles Country, Dorothy Sevier, Harry Jackson, Kenny Brenna and Joan Collette (called "Suck a Lemon") followed and drew a fair share of laughs. A chorus number

and Jerry Bell were next. Bell did a fast acrobatic and tap specialty here and came, on later for a novelty acrobatic routine that got a good hand.

"Blessed Event," a comedy scene with Buckley, Country and Sevier, was next. Other comedy efforts were "French Love," with Brenna, Buckley, Sevier and Jackson; "Gold Diggers," with Country, Buckley, Sevier, Collette and Jackson, and the comedy quartet with Buckley, Country, Brenna and Jackson, in which Charlie Country did several dance bits. This last number seemed to be enjoyed the best of the comedy bits by the audience at this show. Joan Collette, a shapely brunet, led off the trio of strip-pers and contributed a few bumps and snake hips before disrobing. Joan is a bit different than most strip artists; she carries a purse. A chorus number done among columns and a glittered ball, with Buster Lorenzo singing *With All My Heart*, served as a prelude to the appearance of Ada Leonard, who sang *The Gentleman Obviously Doesn't Believe* before going into her strip. "Peaches" Strange held the next-to-closing niche with her shimmy specialty, and the applause ran way into the finale. When "Peaches" starts to wiggle waggle the eyes of the audience are only on one place.

The Gondola number was a pretty stage picture, with nudes in the background, Lorenzo singing *Lonely Gondolier*, the chorus doing a tambourine routine, and Grisha, slender blond exotic dancer, doing a veil dance. The chorus also had a novelty number with grinning faces which also were used as small dancing drums earlier in the program. The finale, "Spring," had all on at the curtain.

F. LANGDON MORGAN.

U-NOTES—

(Continued from opposite page)
of her grandfather, J. W. Rowland, 74, who died April 25 in Columbus, O.

Three other granddaughters in show business, Dian, also in burlesque; Rozell, now touring Europe, and Lorraine, retired from legit, also survive.

PAT PAREE, who left the Minskys for the Paradise Restaurant, New York, the early part of the current season and then returned for the Miami engagement, opened in another big night club, Leon and Eddie's, New York, April 26, booked this time by Joe Williams. First week forced to double with Minsky's Brooklyn due to short notice.

GRACE MURRAY, one of the chorus pretties at the People's, New York, tried out as a new stripper week of April 24 and looks to be likely material for a future principal.

BURLY BRIEFS—

(Continued from opposite page)

York, have formed a new comic-straight team. . . . Walter Johnson, arriving from Australia, is making Nat Mortan's office his New York headquarters for his foreign bookings. . . . He and Nat used to be straights on the Columbia wheel.

BITS ABOUT MEMBERS of the Theatrical Concession Managers' Association: J. A. Brown, of the Galety, New York, is being complimented for the excellent job he is doing as president; Henry Lindenbaum, recently of the *Jumbo* concession, has moved on to the Bijou, Philadelphia; Hy Libes, of the Empire, Newark, will join the Good Humor ice cream forces for the summer months; Murray Cohen, of the Apollo, New York, is contemplating buying a farm in Cockeysville, Md., and Billy Edwards, also of the Apollo, was busy all week fighting off a severe cold.

BETTY PALMER left the Indie show in Union City last week to return home to Philly to doctor a severe cold. . . . She was replaced for the balance of her

(ice cream), thru Scheck Agency, started April 27 for 13 weeks, six one-minute ET's weekly. WFIL.

DR. GLAZER (dentist), placed direct, started April 27 for indefinite period, six participations weekly in Merry-Go-Round program. WDAS.

SCHMIDT'S (refrigerators), placed direct, started April 27 for 13 weeks, six participations weekly in Merry-Go-Round program. WDAS.

SNELLENBURG (department store), placed direct, renewal, starting May 4 for 13 weeks, 18 spot announcements weekly. WDAS.

FOOT HEALTH INSTITUTE (health shoes), placed direct, renewal, starting May 4 for six months, three five-minute talks daily. WDAS.

West Coast

GEORGE W. CASWELL CO., San Francisco (coffee), thru Emil Brisacher & Staff, San Francisco, renews May 11 for 52 weeks, Mondays, 2:45-3 p.m. (PST). NBC-KPO, KFI, KGW, KOMO and KHQ. Program, *Woman's Magazine of the Air*. Talent, Ned Tollinger, emcee, and guest artists.

CALIFORNIA ANIMAL PRODUCTS CO., Oakland, Calif. (Calo Dog Food), thru Emil Brisacher & Staff, San Francisco, starts May 7 for 13 weeks, Thursday, 2:15-2:30 p.m. (PST). NBC-KPO, KFI, KGW, KOMO and KHQ. Program, *Woman's Magazine of the Air*. Talent, Ned Tollinger, emcee, and guest artists.

PACIFIC COAST BORAX CO., Wilmington, Calif. (20 Mule Team Borax products), thru McCann-Erickson, Inc., San Francisco, renews May 19 for 52 weeks, Tuesday, 8-8:30 p.m. (PST). NBC-KPO, KFI, KGW, KOMO and KHQ. Program, *Death Valley Days*. Talent, Henry Shumer, the "Old Ranger," and members of the National Players.

SHASTA WATER CO., San Francisco (Shasta Water), thru Brewer-Weeks Co., San Francisco, starts May 5 for 13 weeks, Monday, 3:20-3:30 p.m. (PST). KFRC and California CBS-Don Lee network stations. Program, *Feminine Fancies*. Talent, Tom Breneman, emcee; Claude Sweeten's Orchestra and guest vocalists.

South

CHEVROLET MOTOR CO., thru the World Broadcasting System, renewal, three 15-minute transcriptions weekly, featuring Rubino and his Violin. WWL, New Orleans.

COLLARD MOTOR CO., New Orleans, direct, three five-minute programs weekly, starting May 14, featuring Dan the Used Car Man. WSMB, New Orleans.

FORD MOTOR CO., thru Edwin Petrie, dealer, two 15-minute transcriptions weekly, Monday and Friday. Program is *The V-8 Review*. WSMB, New Orleans.

ELECTROLUX REFRIGERATORS, Serval Sales, Inc., New York, thru Batten, Barton, Durstine & Osborn, Inc., New York, two 15-minute transcriptions weekly, Tuesday and Friday at 12:30 p.m., featuring Carson Robinson and his Buckaroos. Began April 28. WWL.

WHITEMORE SHOE POLISH, thru N. W. Ayer & Son, Philadelphia, 39 spot announcements of 100 words in 13 weeks, began April 30. WWL.

COMMUNITY PLATE SILVERWARE (Oneida Community, Ltd.), thru Campbell-Ewald, Detroit, six one-minute spots weekly, beginning April 26. WWL.

PLUTO WATER, French Lick Springs Hotel Co., thru H. W. Kastor & Sons, Chicago, 10 one-minute transcriptions weekly. Began April 21. WWL.

Important Announcement

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

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

two-week run by Gladys McCormack. . . . Diane Johnson will go into the Galety, New York, this Friday, moving in right from the Eltinge on 42d street. . . . H. K. Minsky was laid up at home all last week. . . . Bert Carr took a week off from his Eltinge duties to get a much-needed rest. . . . Charles Kane, Arthur Rogers and Diane Johnson went into the house Friday. . . . Milt Bronson received a wrist watch from Vera on his birthday, April 20, in Union City. . . . Gloria Mears, new stripper from Chicago, replaced Loretta Martin at the People's, New York, Friday. . . . Lillian Murray replaced Madge Carmyle Friday at the Star, Brooklyn. . . . Blossom Davis, burly newcomer, is due in New York soon from the National, Detroit.

NEW BIZ, RENEWALS—

(Continued from Radio Section)
five weeks, three spot announcements weekly. WFIL.

PHILADELPHIA DAIRY PRODUCTS

ROLL AND FOLDED TICKETS

As You Want 'Em
When You Want 'Em
DAY AND NIGHT SERVICE
Shipment Within 24
Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.

10,000....\$6.65	30,000....\$ 8.95	100,000....\$17.00	Duplicate Coupons
20,000.... 7.80	50,000.... 11.25	200,000.... 28.50	Double These Prices

Above prices for any wording desired. For each change of wording and color add \$2.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL.....50c
5 ROLLS....@.40c
10 ROLLS...@.35c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
\$50,000.00 Bond Guarantees Quality and Accuracy

WANTED—NIGHT CLUB ACTS

Useful Burlesque People can secure 4 to 8 weeks' work. Strips preferred. Write, don't wire, enclose photos. **MIKE MANZELLA**, Chesterfield Club, Kansas City, Mo.

Thru Sugar's Domino



THE average usher is a floater. He rarely reads trade papers. He has no bargaining power. He is as friendless in the amusement industry as an outcast mongrel in a city that does not boast an SPCA shelter. Because he is a floater it has been difficult to organize him. Because he does not read trade papers the film periodicals have never espoused his cause. His bargaining debility makes of him a target for the abuse of short-sighted and greedy theater and circuit operators. His lowliness makes him—like the skaters on the tail-end of a snake formation—get the brunt of economy measures.

A theater seeks to cut down the overhead and the next step is a slice out of ushers' wages. A circuit issues orders to house managers to cut the pay roll and the helpless managers, who have retrogressed from showmen to building superintendents in less than a decade, look around helplessly. They can't very well take a bite out of the salary checks of stagehands, boothmen or electricians. So they pounce on the usher. And there are no squawks, no strike threats but maybe a few "insignificant" changes in service staff personnel.

Something has happened to the theater field in recent years. Something that is malignant in nature. Some day not far off the men who have their money sunk in theaters will pay the price—and they will pay dearly. We know what that something is. This being a dissertation on the usher and not an analysis of theater and circuit financing we must be content with the brief explanation that the primary policy today, the all-consuming urge, is to show black on the ledger. Few theaters and circuits of consequence, due to their close banking affiliations, are concerned with the future. They seek only to satisfy their banker-employers, allegedly smart men who see everything in terms of figures—black figures on a white background. With this being the case it is understandable but not condonable why the manager is about one estate higher than a bum and an usher is a number on the pay roll.

Within the memory of fairly young men in the theater industry, managers used to be recruited from ushers and home-office executives used to receive their training in the field. A similar process still goes on in certain circuits turned over for operation by banks to promoters and quick-money gentry. The only difference between the old system and its modern counterpart is that the former was based on pure merit and a principle of strengthening company morale. Today the aggressive usher is frequently promoted to manager or assistant manager because the "shrewd" operator sees there a chance to save \$25 or thereabouts on a manager's salary. The manager is taken into the home office because he is the boss's cousin by marriage and the wife insists that he be kept working, but the boss concludes that Cousin Jake will be safer in the office because he'll no longer be tempted to rob the till.

Being reconciled to the stand that it is useless to preach to theater men the value of the usher as an embryo of future executive power, we take this occasion to call to the attention of the theater industry the importance of the usher as a factor in sustaining grosses by rendering courteous, efficient service and as insurance against devastating losses thru fire panic and other causes relating to the proper handling of patrons in a dimly lighted auditorium.

Even those who were bitterly opposed to the principles or operation of the NRA will admit that its application to the theater industry represented several indisputably good features. One of these was the recognition of the usher as a human being, entitled to a living wage, decent hours and tolerable working conditions. The NRA provided for a minimum wage (something unheard of in service staff circles previously) and it opened the way thru Section 7a for the formation of an ushers' organization without interference by employers. Being realistic about things like this, we tell those who don't already know it that circuits generally followed the NRA provisions for hours and wages but laughed up their sleeves at Uncle Sam's warning to desist from interfering with efforts of ushers to combine for the purpose of achieving a status conducive to collective bargaining. So was it before the learned judges of the Supreme Court slaughtered the blue eagle. Since then ushers' wages have been cut down to the coolie level and steps have been taken by the employers, thoroly frightened by the threat of an organized ushers' mass, to instill the fear of God and Mammon into the hearts of the youngsters who saw the light of liberation as a brief cometlike flash.

A circuit manned by gents who always make sure to include their names in the charity rolls of the industry pays its ushers as of this date on the basis of \$10 per week for full-time employees and \$5 weekly for part-timers. This circuit also has several theaters in its string that require ushers to sign vouchers for their pay on which the space for wages is left blank. The ushers have to sign or look for another job. We don't know of one who has refused thus far. There's a case of either the house managers involved being crooks or the circuit pulling some funny business that is probably guaranteed by some pettifogging lawyer or slick accountant to be jail-proof. Some day—when we've got nothing else to do—we'd like to get to the bottom of this.

A burlesque outfit recently reduced its ushers' wages from \$10 to \$8 per week. We'd like to know how a man with a family or even living by himself can exist (only exist, mind you) for \$8 a week. Even relief agencies pay out considerably higher sums and it is a source of wonder to us that this burlesque enterprise is able to compete with the dole dispensers.

A word or two about usherets. We know of several theaters in metropolitan communities where usherets receive the munificent sum of \$8 per week for full time. The employers should be asked when the right time comes whether they expect the girls to pick up the difference between this and a living wage by practicing prostitution among the patrons. So much for wages. We come next to the rather insignificant matter of hours (realizing as we pen this that ushers are insignificant in the altogether).

Many theaters and circuits play a little game with ushers these days that goes under the billing of split shifts. A very businesslike term but one that cloaks a mean, despicable practice. The ushers are told that they are expected to work, let us say, 54 hours a week. They actually work from 70 to 80 hours a week. This is accomplished thru the medium of staggering hours of employment—splitting up the day so that it extends, frequently, from 10 in the morning to midnight. The split-shift usher works about half his day and is then permitted to go off for several hours. He returns to finish his day—theoretically working only eight to nine hours but actually being let out during his off time on a leash like a distrusted dog.

One of the circuit houses a short ride from Times Square solves its painting problem by keeping its ushers working with paint brushes all night behind guarded doors. No extra pay and a threat of discharge if anybody does any talking. Another circuit flagrantly violates fire regulations by requiring one usher to patrol an entire floor. Still another circuit makes its ushers distribute throwaways from door to door in their off time; a perfect example of greediness going so far as to even deprive ushers of the few hours of respite they earn from the split shift.

We can go on for columns cataloging the abuses heaped upon ushers. But this is unnecessary. We have revealed enough, we believe, to convince anybody with an instinct for theater operation that danger lies to leeward for the theater industry. We cannot believe that the theater operators guilty of bringing about these

(See SUGAR'S DOMINO opposite page)

The Broadway Beat

By GEORGE SPELVIN

THERE is talk that Mike Jacobs, the fight promoter, is after a bankroll to build a big arena—not far from Madison Square Garden. . . . Incidentally, they say that Fred C. De Wolfe, formerly in the Ringling employ as auditor, will join Jacobs as one of the ticket experts. . . . When 15 or so Group Theater players took part in a sketch about Sarah Bernhardt on a recent Vallee hour, they announced the piece as being by Clifford Odets. . . . But Odets actually had only a small part, along with various others, in shaping the thing. . . . Bertha Kalich, now blind, did one of her famous dramatic sketches at her own benefit recently and brought down the house. . . . Now a producer wants to put her in a show. . . . Libby Robin is preparing a single act as a filler during sister Margot's illness. . . . Demay, Moore and Martin had a tough winter season: they were caught in the Auburn earthquake; they were snowed in for two days while trying to drive over a five-mile mountain near Romney, W. Va., and later they were caught in the flood near Amity Hall, Pa. . . . The five members of the act escaped all of that unscathed, but as soon as they got back to New York they managed, all five of them, to get themselves laid up with a choice assortment of tonsillitis, colds, earaches and what have you. . . . Margaret Young circulated among performers last week and raised enough dough to buy Ralph Whitehead a gold watch, which was presented to him at the AFA party Friday night. . . . Charlie Mosconi calls the modern dance exponents "bare-foot hoofers." . . . Hy Gardner's *Broadway Night-Letter*, which appears each day in *The Daily Racing Tab*, is rapidly taking its place among the ranking Broadway columns.

On May 9 Clare Bronson, of the RKO publicity department, will celebrate eight months and 28 days of marriage. . . . Speaking of marriage, Dave Alber, the p. a., gets himself hitched June 7. . . . Al Brackman, of all things, left the music biz for press-agency. . . . He says it's the lesser of two evils. . . . Don Holt, of the *Jumbo* concession, who is secretary of the Theatrical Concession Managers' Association, is going with the show to Fort Worth. . . . The cop on the corner of 47th street and the Stem almost had his toes massaged the other day by a 20-foot hunk of piping that toppled off a truck. . . . A good free-show audience turned out to watch the piping being hoisted back on the truck. . . . Joe Penner, while playing at the Palace in Youngstown, met one of the cleaning women, and it developed that she'd come over from Hungary on the same boat that he did. . . . More than that, since he'd come over as a kid and alone, she had looked after him on the boat. . . . Emily Losen, returning from European dates, tells of an incident in a Paris bar when she tried to put on a French accent when asking for a Dubonnet. . . . She wound up getting two bananas. . . . Wag Wagner, Chicago scripter, was brought on to New York by Benny Rubin to write the material for his radio auditions. . . . A radio agent recently worked for six months trying to sell a member of a quartet to pictures; soooooo, the company bought another member of the foursome, who wasn't under contract to the agent. . . . He's a bit peeved. . . . This is a bit old, but it illustrates the care that has to be taken on the air to avoid insulting anybody: a radio commentator had a British guest star on St. Patrick's Day, and the star was held up because of the parade; the incident was mentioned to explain the delay, and at the end of the program the commentator thanked the star and hoped that the next time she was in New York there'd be no St. Patrick's Day parade to delay her, a comment made in all innocence and on the spur of the moment. . . . But within five minutes the station had received 17 calls from indignant Hibernians resenting the "slur" on the Patron Saint.

Chicago Chat

By NAT GREEN

MOVIES are likely to become a fixture on the transcontinental trains. . . . The C., B. & Q. has just completed a two-week experimental period with talkies on their three de luxe trains to the Coast—the Aristocrat, Ak-Sar-Ben and Overland Express. . . . In that time 461 passengers saw the movies in the diners, and 96 per cent of them voted in favor of continuing the pictures, according to A. Cotsworth Jr., passenger traffic manager. . . . On some evenings an admission charge of 25 cents was made; on others 15 cents, and two nights the shows were free. . . . Sixty per cent of the Pullman passengers and 28 per cent of the coach passengers attended the movies.

Chicago wasn't allowed to see the picture *Scarface* because of its intimate revelations of gang warfare here, but Gary, Ind., isn't so finicky and the picture is being shown there this week. . . . College Inn will have to print up an extra supply of menus when Buddy Rogers comes in, for all the fems will be wanting his autograph and the menu is the handiest thing to use. . . . Virginia Mae Pound, this year's Michigan blossom queen, came to Chi Friday with her beauty entourage and the gals had the time of their life seeing the sights of Porkopolis. . . . Every so often Frank (Doc) Stuart, of Oklahoma City, has to find some excuse to get up to Chi to hobnob with old friends of the white tops. . . . He did have a legitimate business excuse this year, but he probably got more kick out of cutting it up with the boys at the Stadium than he did out of the big posting contract he landed. . . . Joe Lawler, who has been pinch-hitting for Fritz Blocki while the latter was in New York arranging for the production of a new dramatic effort, now goes to *The Daily News* amusement section. . . . Frank Payne, clever imitator who got his start on Marty Bloom's amateur show in the Sherman's Old Town room, happened to be heard by an ad agency and has been signed to a 13-week contract on a commercial with Richard Himber's orchestra.

Sinclair Oil has decided to keep Gus Van on the air minstrel show. . . . Now if they'll give him a little leeway and not hem him in with too many restrictions the show will have a chance to regain its old popularity. . . . When a pair of ticket scalpers got too bold in the lobby of the Erlanger Theater the other day, Rollo Timponi, the house manager, called the cops. . . . If all the managers adopted similar tactics the scalpers would have to go back to selling ties and sox. . . . "Bill" Naylor, former Sells-Floto publicity man, in town looking things over. . . . Joan Winters, radio actress wife of Frank Bering, expecting a second visit from the stork. . . . Jerry Goff, of the song stylist team of Goff and Kerr, is a double for Walter Winchell. . . . Those spots on the U. A. giant sign have been obliterated by the application of a coat of deep blue paint. . . . Congress Hotel is considering combining its famous Joseph Urban Room and the Pompeian Room into one big dining room, which probably would be a wise move. . . . Frank Burke engaged as advertising and publicity director for State Fair Park and Modernistic Ballroom at Milwaukee and will commute between Chi and the beer capital. . . . Three of Eddie Cantor's daughters, Marjorie, Natalie and Marilyn, put in a day here shopping.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Hedgerow Players Are 13 Years Old

MOYLAN, Pa., May 2. — Hedgerow Repertoire Players at Rose Valley celebrated their 13th anniversary last week with the presentation of *Behold Your God*, by Richard Houghton Hepburn, their 115th production. Started in 1923 by Jasper Deeter, the rep group today is listed second in size only to that of Prague. Among the earliest members of the group were Ann Harding and Eva Le Gallienne.

After a summer season here, with an average of three productions weekly, the players will start a tour thru the New England and New York States. Last year the company made its second annual tour thru the Middle West and South, covering 17,500 miles thru 15 States and playing in 42 cities.

Plays presented last week in their own theater here include *Like Falling Leaves*, O'Casey's *The Plough and the Stars*, *Lilom*, *The Mask and the Face*, *Plum Hollow* and *An American Tragedy*.

The theater, run on a co-operative basis, has a permanent company of 24 members. The price scale ranges from 60 cents to \$1.65.

Hull Show Working Old Spots

LA PORTE, Tex., May 2.—Jimmy Hull's Comedians closed here last Saturday night after a week of "reasonably satisfactory business."

The Hull show, according to the management, has been going over some old established territory, occasionally breaking in a new spot. Mr. and Mrs. Hull have been doing a little vacationing during the Gulf Coast invasion.

"Skinny" Kimbling, H. A. Warner, the Cole family and Jerry Johnson are still in the Hull cast.

Billroy Show Briefs

FAYETTEVILLE, N. C., May 2.—Clyde (Smoky) Jewell, sensational contortionist, is back with us, doing his bends and clicking in great style. Clyde spent the greater part of last season fighting and recuperating from a serious illness.

Another old head to return to the roster is Bob Norris, who hails from down Augusta way and is one of the original members of our Palais Royale Orchestra.

Mr. and Mrs. Boyd Holloway, Jimmie McKiver, Eddie Creed, Bill Ferguson and others of the Holloway aggregation were over last Saturday for a glimpse of the outfit. Their company is currently playing a circle in this State.

Rhody and Jean Jordan closed last Saturday night and left Monday for Syracuse, N. Y., where they will report to John Van Arnem as an addition to his company. JOHN D. FINCH.

North Players Back to Wichita

WICHITA, Kan., May 4.—Ted North Players will return to their old location, South Broadway and Franklin road here tomorrow for an indefinite run under canvas.

Members of the company are Ted North, Foy Witherspoon, Marie Peters, Virgil Cullen, Bloyce Wright, Ethel Regan, Barney Wolf, Frank Chiddix, Jeane Cross, Billy (Skeeter) Baucom, and Roy Hilliard, stage director. The opening play is *The Poor Rich*. Admission price schedule will be 10, 15 and 25 cents.

This makes the fourth season for the Ted North Players in Wichita.

Boyes Players Opening Soon

LINCOLN, Neb., May 2.—Chick Boyes Players will open here the latter part of May, according to word from members of the company. Altho the season for the last two years has been about five months long, it is probable that the run will only be of eight to 10 weeks' duration this year.

FREEMAN HAMMOND has the leading role in *Springtime for Henry*, the Pittsburgh Playhouse's final production of the season, which opens a two-week engagement in the Smoky City May 5.

WANTED QUICK
On account of disappointment, versatile Med Per. formers all lines, doubling music. State all and lowest first letter. Join on wire. No booze. No tickets. Just donated.
G. TEX WORTHE, Tremont, Pa.

Rep Ripples

THE ROSE BROS.' TENT SHOW will have a trio of juvenile entertainers this season in Eddie Phillips Jr., age 4, tap dancer; Tommy Housel, 8, ring artist, and Loy Rose, 12, aerialist and contortionist.

HARRY S. WEATHERBY has been playing leads with the Theater Guild, of the Army and Navy YMCA in Balboa, Panama Canal Zone, for the past season and appearing over Station HP5J, Balboa, each Friday night with the Albrook Players. He will continue with the Guild until next March, when he plans to return to the States.

THE NEW J. DOUG MORGAN Show is slated to hit the road out of Jacksonville, Tex., around the middle of May. Manager Morgan, who recently folded his outfit after a several weeks' try with a mystery attraction, featuring Mysterious Smith, magician, and Mme. Olga, mentalist, reports that his new show will be "the biggest thing I have ever had under canvas and a surprise to the repertoire world."

GABE AND DELLA PENCE, veteran repertoireans, are in their third season with the Bill H. Hames Shows, carnival company.

EVERETTE LA GARDE, well known in stock and rep circles, continues his "Big Brother" program with a Houston department store.

Kansas City Jottings

KANSAS CITY, Mo., May 2.—Charles Breur and Millicent DeVere, formerly with the Dunbar Show, have joined the M. & M. Players at South Sioux City, Nebraska.

Deupree and Ayers, leading team, left here recently for Los Angeles, where they have a contract for picture work. They were with the Kelly Show in Michigan last summer.

Frank C. Myers, for many years with Dubinsky Bros.' Attractions, has joined the Rosewall-Terhune Show, which opens this week at Higginsville, Mo.

Princess Stock Company, which has been under canvas in Texas and Arkansas all winter, has invaded Missouri territory to play its regular summer territory.

Charles D. Rhea, for many years leading man with Manville Bros.' Comedians, has launched his own show to play Midwest territory. The roster: Charles D. Rhea, manager; Gladys Shoop, Imogene Huber, Marie Gibbs, Grady Beard, J. R. Bills, J. W. Oatman and Theodore Rice.

Jack Pearson, well known in rep circles, is doing advance work for the Billy Terrell Show.

Helen and Bobby Gentry recently joined the Harry Hugo Show for the summer route thru Nebraska.

Mr. and Mrs. Lawrence Deming so-journed in the city briefly this week, en route to a Southern spot.

Cliff Carl, who has been circling in Kansas all winter with his company, closed the merry-go-round and opened three days later under canvas.

Goodey Godbey recently joined the Rosewall-Terhune Show, slated to open this week at Higginsville, Mo.

Frank Ginnivan Company is now in rehearsal and will open under canvas at an early date.

Greg Rouleau has joined the Norma Ginnivan Company in Ohio.

Emil and Lola Olesen left here this week to join Brandon's Comedians in Colorado.

Nixon and Norris, feature specialty team, recently joined the Princess Stock Company in Southern Missouri.

Everett and Mae Evans have signed with Scotty's Comedians for the summer tour thru Iowa and Nebraska.

Mr. and Mrs. E. F. Silvers arrived in the village this week-end, en route to an Iowa spot, where rehearsals will start soon for their summer season.

Ronald McBurney has joined the Hugo Players in Nebraska for the canvas season.

Charles Oliver, of the Fidler Show, was in the city this week to engage people for the troupe, which opens at an early date in Missouri.

Rosewall-Terhune Off to Good Start

HIGGINSVILLE, Mo., May 2.—Rosewall-Terhune Show opened the season here under canvas Wednesday to a solidly filled tent. Opening play, *Partners*, which features Abe Rosewall in the principal comedy role, was well received.

A feature of the show is the Biehl Sisters' Orchestra, seven-piece combo. Numerous specialties are introduced between the acts. Entire equipment is brand new, with seats for more than 1,200 persons.

Roster includes Cleve Terhune, manager; Abe Rosewall, principal comedian and director; Frank Myers, Jane Mast, George Corwin, Cleo Madsden, Joe Haggerty, Wallace Morrow, Benton and Clark, Goodey Godbey, Ida McColm, the Biehl Sisters' Orchestra, and a crew of working men.

Ted North Players Move Into Wichita

ARKANSAS CITY, Kan., May 2.—Ted North Players will close a three-week engagement here tonight and will open their fourth season under canvas in Wichita, Kan., tomorrow for an indefinite stay.

Roster includes Ted North, manager; Roy Hilliard, director; Barney Wolfe, stage manager; Marie Peters, Virginia Cullen, Ethel Regan, Jeanne Cross, Mildred Baucom, Foy Witherspoon, Billy Baucom, Bloyce Wright, Patty Ann Norris, Frank Rose and a crew of working men.

Carey Gets a Showboat

NEW YORK, May 2.—Charles O. Carey has acquired a showboat for the summer. It will be known as the Showboat Summer Theater and will be docked on the north shore of Long Island. There will be a resident company which will live on the boat, guest stars, and an apprentice group. The 12-week season will be under way the middle of June. Carey has canceled his Flushing venture.

"Drunkard" Set for Detroit

DETROIT, May 2. — A *Drunkard* company is scheduled to open May 18 at the Players' Theater here, with Eugene Sharkey as producer. Sharkey, who produced *The Drunkard* and *After Dark* for a run of 25 weeks here last year, assembled his cast this week. Plans call for continuous operation, probably without change of repertory, until the late fall.

Strong Heads WPA Unit

LINCOLN, Neb., May 2. — Elwyn Strong, WPA's rep director in this territory, is company manager of a 15-people unit which is doing two months of one-night stands for the CCC camps of Nebraska and South Dakota.

NEWS OF THE WEEK

(Continued from page 20)
Thomas' stock in First Division, together with Thomas' remaining three years of his contract. It is possible that Thomas will form his own organization for producing and distributing.

The 20th Century-Fox European sales convention opened April 29 at the Hotel George V, Paris. Joseph Schenck, chairman of the board, and S. R. Kent, president of the company, addressed the meeting, which was presided over by W. J. Hutchinson, foreign manager, and Benjamin Higgins, European manager. More than 75 delegates, representing 24 countries, attended. Business of the meeting included discussions of the

1936 Kent Drive, news service, establishment of publicity and exploitation headquarters in Paris. April 30 the party attended the premiere at the Casino de Paris, and on May 2 a dinner and vaude show closed the convention. May 3 the delegates left for their territories. Similar meetings will take place in London.

SUGAR'S DOMINO

(Continued from opposite page)
conditions realize how thin is the ice on which they are skating. Some steps would have been taken ere this if they really knew what they are doing.

* * *
The labor movement doesn't wait for employers to be pricked by the thorns of conscience. The American Federation of Labor has a peculiar technic of taking the bull by the horns. It has already done so in the matter of paving the way for the improvement of conditions in the ushers' field. Following the collapse of the movement to organize ushers by the Theater and Amusement Employees' Union two years ago, a feeble attempt was made to revive interest in a new ushers' group. This died without the admirable struggle that characterized Charles Levey's ill-fated attempt. (Talking about Levey and his defunct union, this commentator learned enough during that period about the tactics employed by circuits to fight him and his confederates to be convinced that they would stop at nothing to prevent the usher from organizing.) The jurisdiction being left open as a result of the failure of two movements to organize the ushers, the International Alliance of Theatrical Stage Employees, a group that is highly respected by circuits because of its power, applied for it and the request was granted. The fate of the usher as a factor in the industry labor movement is now in the hands of the IA. At its biennial convention June 8 in Kansas City the IA will discuss plans for its handling of the problem. The IA is in a position to give the usher a fair break. This will represent a fair break, too, for the employer. But considering his present conduct, the employer would not be grateful for the favors conferred. When the IA swings its forces into line action will not be long in coming. Between now and that time circuits and independent theater operators can do much towards preventing losses in business that would result from labor trouble and insure the strengthening of their staff morale by improving usher conditions at least to the point of ordinary standards of fairness.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

EDWARD (Edward C. Kalbflesch), the "Marine ventriloquist," has joined *Cavalcade of Mystery*, a ghost show now preparing a tour of New York and New England. Eddy De Kalb is managing the show, which will feature Solataire, the "Man of Magic," Edmee the Mystic, mentalist, and Peggy O'Day, song and dancer, are also lined up for the cast.

MOGUL, mentalist, is now making a big hit at the French Casino, New York. His prophetic powers have won him plenty of press comment.

WORCESTER ASSEMBLY, Society of American Magicians, will hold a Ladies' Night at Hotel Aurora, Worcester, Mass., May 11. A banquet and exhibitions of magic will be on the program.

MYSTIC COURTNEY closed his school tour in McDowell, Va., April 24. With a break in the weather, the last four weeks were satisfactory, Courtney reports. "Have experienced a winter that will long live in my memory," Courtney postcards. "Lost plenty of dates on account of the roads being blocked with snow." Courtney's son recently returned from the Coast, and assisted in the show the last three weeks of the tour. Courtney's plans for the summer are indefinite.

TRUXTON HOLMES, the "world-traveled magician," writes from Lakeview, Mich., under date of April 27: "Have been located here since spring, just on the fringe of civilization, after spending 26 years traveling in all parts of the world. The reason—my oldest daughter, Marjorie, age 6, must attend school. Then, in a couple of years, my second daughter, Phyllis, will begin her schooling. So, daddy, I believe, is finished with the road. I'm located in the center of Michigan's big gas field and am dabbling in that line. As the old saying goes, 'once a trouper, always a trouper', so my heart will always be with the folks on the road."

FRED KEATING wires from Los Angeles an item which appeared in these columns in the issue of April 4: "Just noticed clipping announcing I was returning to magic. Grateful for friendly plug, but unfortunately it's causing me much embarrassment and confusion among bookers, inasmuch as fully six years ago I definitely gave up magic for comedy, even in vaudeville and cafes. Nothing could ever induce me to take it up again professionally, altho it will always be close to my heart. I implore you to correct the error as conveniently as possible." Keating, who has been on the Coast in vaudeville and films, opens May 6 in the Rainbow Room in Radio City, New York, on a four weeks' contract. He has an interesting radio proposition and several vaudeville dates to follow, after which he will return to Hollywood to fulfill a picture contract.

JAY CLARKE, who opened his new and augmented spook show at Woodland, Calif., March 21, is currently working theaters thru Washington and Oregon. He opened a four-week engagement with his mental act at the Paramount Theater, Seattle, May 1, and during his stay there will double with his spook performance on 16 midnight dates within a 100-mile radius of Seattle for the Hamrick-Evergreen Theaters.

RAY GAMBLE, president of the Tacoma, Wash., Ring of the International Brotherhood of Magicians, has started

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a campaign to establish a course in card tricks in the public schools there. He claims that if every boy were given the opportunity of seeing a few real card experts deal, there would be fewer victims for the card sharks. In addition, practice in perfecting his own tricks would sharpen his wits, train his hands and teach him to develop power of observation, Gamble believes.

FRANCISCO AND COMPANY, who recently appeared at the Hippodrome Theater, Los Angeles, returned there to present a midnight spook show April 18 and played to a full house. It was the first midnight performance ever presented at the Hippodrome. Francisco has two more weeks of bookings in the Los Angeles district and will then move on to San Francisco.

SHEPARD is meeting with success playing theaters and clubs in the Los Angeles district.

YOUNGSTOWN (O.) MAGIC CLUB (Ring 2, I. B. M.), gave a performance for an Italian organization recently with six acts in different classifications. The entertainers included Don Hoffmaster and Company, Everett Duncan, McKinven and Dunlea, Arthur Bush and Company, Harry Tutter and Nevin Hoefert and Company. Charles A. Leedy was emcee, and Frank Zaccane, stage manager.

JOHN ELICSON, formerly mechanic and assistant with the Thurston show, gave an escape trick on the program of the Sheet & Tube Company minstrel show at Stanbaugh Auditorium, Youngstown, O., April 24 and 25.

RALPH PIERCE is set for the next few months on a church circuit thru Pennsylvania, New York and Massachusetts with an hour-and-a-half show. He reports that he has bookings to carry him thru the summer. Mrs. Pierce (Lois Lake) is rejoining the show this week, to assist and look after the wardrobe. The Pierces' two-month-old daughter, Sandra Rae, will remain with Ralph's folks in Rochelle, Ill., until she's old enough to troupe. Pierce is featuring his experiments in psychology, which have been drawing considerable publicity from the press along the route. All equipment packs into a new Plymouth sedan delivery car.

THE GREAT GEORGE (Grover C. George) continues his dates in the Carolinas, working independent and Publix houses. He will keep his company in the South for several more weeks and then head northward. George, who until recently has been using three full-grown lions in the show, is now only featuring one of the animals. The George attraction is said to be one of the heaviest mystery shows on the road at present.

CARL C. FREEMAN has taken the management of Ronald, mentalist, and will pilot the act thru Eastern Virginia and Eastern North Carolina.

WILL L. LINDHORST, St. Louis magus, reports that Don Nixon, well known for his Chinese magic, has quit the game and has presented him (Lindhorst) with his entire act.

VALLEAN THE MAGICIAN entered a San Francisco hospital last week for an appendectomy. Ruth Pomeroy, his first assistant, reports that, fortunately, all existing engagements have been favorably postponed. Vallean has been enjoying a brisk business in Northern California schools.

HOWARD ROBINSON, the gloved card and billiard ball manipulator, is back in Atlanta after completing the season with Chic Meyers' *Greenwich Village Foolies*.

MAY 10 HAS BEEN designated as Magicians' Day at the California Pacific International Exposition at San Diego. The San Diego Magicians' Club, Los Conjurares, the Pacific Coast Magicians' Association, the International Brotherhood of Magicians and the Society of American Magicians have combined with the idea of making the day one of the

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

LARRY BLAKE—young mimic and monologist, caught recently doing an impromptu show at the Yacht Club, New York. Does grand imitations of movie folk, revealing a remarkably flexible voice. Has poise and showmanship and should go far. New to the East.

lanky comedian, he is marvelous at rapid-fire ad libbing and sharp, tho sly, humorous comment. Great on a night club floor, he should be just as good on the stage. Definitely rates an assignment.

MABEL SCOTT—singer, now working with Jimmie Lunceford's band act. She delivers her vocal and physical rhythms in a new way which beggars description. Plenty of heat and zing that should easily qualify her for a legit musical.

DRAMATIC

LAWRENCE FORSYTHE—recent graduate of the American Academy of Dramatic Arts, who made an excellent impression in the series of student presentations. Works with the calm assurance of a veteran and, not being a juvenile type, fits excellently into a great variety of roles.

CORRECTION: Jack Gilford is the correct name for the Jack Milford mentioned recently in our Possibilities Department. Gilford is now appearing at the Paradise Restaurant, New York.

For RADIO

STUART AND MARTIN—vaude act made up of Charles Stuart, formerly of Stuart and Lash, and George Martin, formerly of Mills, Kirk and Martin. Plenty of fast chatter makes up a part of the turn's routine, with Stuart possessed of a comic delivery that warrants a try on the air, especially in view of the current hunt for new radio funnymen. They sing well, too.

For LEGIT MUSICAL

HEN YOUNGMAN—also caught at the Yacht Club, New York. A tall,

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HUGH C. BERRY, well-known 20 years ago as a b.-f. comedian, singer and dancer, reports from Los Angeles that the West Coast boys are making plans to organize the Minstrel Association of California. It will be a non-profit organization, Berry says, and will include about all the ex-blacks in that part of the woods, many of whom are now big shots in pictures. The organization will issue a membership certificate which will have pictures of an old-time first-part and Stephen Foster. It is the intention of the association to produce a big minstrel show each year which will show for a week at one of the Los Angeles theaters. Only the actual performers will be paid and all profits, if any, will go to the organization's "refreshment fund." Ex-minstrels now making good in pictures will be charged \$100

most interesting of the exposition. Other groups of magicians from Seattle to San Diego are planning to attend. The program will get under way in the Palace of Entertainment at 2:30 p. m., May 10, when C. W. Fait, president of the San Diego Club and termed "the oldest living magician," will give the address of welcome. Lyle F. Laughlin will be emcee. Caryl L. Fleming, president of Pacific Coast Magicians' Association; Mrs. Harry Houdini, Edwin Saint, Francisco, Max Malini and others have been invited to attend.

FOSTAIRE, who has been playing Shrine dates and merchants' expositions with his *Top Hat Revue* thru the Carolinas for the last six weeks, has joined Max Gruberg's World Exposition Shows for the summer. He is now carrying eight people. He played in theaters part of the winter with a 20-people outfit.

YOGI YORGESSION, mentalist, is appearing in a morning broadcast, twice weekly, over KRMD, Shreveport, La.

for membership; ordinary performers making good salaries, \$10; ex-performers who are not working, no charge, and nonprofessionals, \$1. "We intend to make every prominent actor in Hollywood a member," Berry explains. "Aside from the kidding angle, we are serious in our effort to preserve minstrelsy and will try to work in some kind of a minstrel broadcast to stimulate interest in our show."

CHARLES (SLIM) VERMONT, the elongated cork artist, pipes in to inquire: "What has become of the boys who used to write news to *The Billboard*?" "There was a time," Vermont continues, "you could pick up *The Billboard* and read something from every minstrel guy in the business. Now all they do is write about somebody's faults or 'they knew when.' I for one, and I know (See *MINSTRELSY* on page 35)

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British-American Technician Tie

HOLLYWOOD, May 2.—Negotiations are under way between British and American technicians toward a free interchange of workers between London and local film centers. This discussion, along with the current move of American actors under the Four A's, which includes the Screen Actors' Guild, for a tieup with British Actors' Equity, is seen as the opening wedge in a drive to loosen up England's cramping alien-immigration restrictions.

If the negotiations go thru there will probably be a united drive by studio workers in both countries for free exchange of skilled and professional workers thru knocking down the immigration bars, and thru mutual agreements permitting members of the various trade organizations to work in each other's jurisdictions.

The technical alignments are being discussed by the Associated Cine-Technicians of Great Britain and the IATSE. The British group was the first mover in the discussion, realizing that their industry is badly in need of technical training in all its branches.

The British AC-T is a vertical type of professional union affiliated with organized British labor, and includes art directors, soundmen, newsreel workers, laboratory and television people.

Meanwhile British Equity is waging a campaign of pressure against the Ministry of Labor for free entry of talent, which is expected to receive added impetus thru the current negotiations with American actors.

Big Detroit Colored Center

DETROIT, May 2.—The biggest entertainment project for colored patronage in the history of Detroit is being planned for opening at the former Forest Club, Hastings and Forest streets, on June 1 under the name of the Booker T. Washington Center. This will include a 1,500-seat de luxe theater, which will book second-run film attractions, in contrast to the present colored houses, which are away down on the list of subsequent runs; a large cabaret using colored entertainment, an amusement arcade, a skating rink, a ballroom, a radio broadcasting studio and other amusement attractions, such as billiard and bowling alleys.

The spot was originally opened about 15 years ago as an "indoor amusement park," but lasted only a short time. It has been used occasionally in recent years as an auditorium or public hall only.

MGM Exploiter Raps Town's Lowbrow Taste

WORCESTER, Mass., May 2.—Worcester's movie public was described as "lowbrow" by Barrett Kiesling, publicity director for MGM, in a talk before the Worcester Board of Motion Picture and Theater Review at a dinner here last week.

"This city," he said, "has one of the least favorable records for box-office attendance at high-class pictures." He mentioned the cases of *Midsummer Night's Dream* and *Sequoia* as examples of local "flops."

The local newspapers rallied to the defense of the Worcester movie-going public. One paper replied editorially that the pictures mentioned could not be taken as a criterion of Worcester's taste.

Roxy Memorial Progressing

NEW YORK, May 2.—The Jewish National Fund of America, an association engaged in reforestation of the Holy Land, is making considerable progress in its project called the Roxy Memorial Grove, calling for the planting of trees in the George Washington Forest in Palestine as a tribute to the late Samuel L. Rothafel. Included in the sponsors' committee are Cornelius Vanderbilt Jr., Merlin H. Aylesworth, Harry Hershfield, Gene Buck, William S. Paley and other significant figures in the world of show business.

McGarrigle Appointment

LOS ANGELES, May 2.—Appointment of James McGarrigle as district supervisor of the Los Angeles Music project has been confirmed by Dr. Nikolai Sokolof, national director of the Federal Music projects.

"Little Egypt" Sues Film Firm

CHICAGO, May 2.—There was no vulgarity and no nakedness in her "Little Egypt" dance at the World's Exposition of 1893, Mrs. Frieda Spyropolous declared in discussing the suit that has been filed in her behalf against Metro-Goldwyn-Mayer.

Mrs. Spyropolous, formerly known as Fahreda Mahzar, was the original "Little Egypt" of the 1893 fair. She is now 65 and has been married to a restaurant owner here for 24 years. In her suit, filed in the New York Supreme Court of New York, she seeks to enjoin Metro-Goldwyn-Mayer from further use of her name in connection with the picture, "The Great Ziegfeld," and asks \$25,000 damages. She claims that use of naked girls in the picture in connection with her name "tarnished" the name of "Little Egypt."

South Texas Teachers Meet

BEAUMONT, Tex., May 2.—Twenty members of the South Texas Association of Dancing Teachers held their quarterly convention in the Miriam Widman Dance School studios here recently. Leona Mellon, of Galveston, president, announced the next quarterly gathering for late in June in the Buccaneer Hotel, Galveston.

Demonstrations in tap were given by Davena Newberry, Galveston, and Dorothy Weikert, Houston, and in musical comedy routine by Helen Learned, Houston. A business session was also held when interesting discussions on problems facing the industry were brought up. Members were addressed by Mrs. Montie Beach, Galveston, who is president of the Dancing Masters of America.

The association is affiliated with the national organization and is one of the more enterprising teacher clubs in the Lone Star State. Membership totals more than 50.

Shreveport Ops Again Out

SHREVEPORT, May 2.—History repeated itself within 30 days here. Just a month ago city's largest theater chain was forced to get court injunction to get "outside" help when projectionists in four of the largest downtown houses walked out. Regular men returned in a few days as both sides showed pleasure over agreement, but last week same houses again operated under "outside" help and second injunction granted against city officials from interference because police on first occasion arrested "outsiders," saying they were unlicensed. The Saenger-Ehrlich Enterprises, ops of the Strand, Saenger, Majestic and Capitol theaters, report full operations.

Williams Home Elections

NEW YORK, May 2.—At an annual meeting last Thursday in the office of Major Bernard A. Reinold, director of the Percy Williams Home for Aged Actors, Frank Crumit, shepherd of the Lambs, was elected a director. Crumit takes the place of Robert Hague, president of Standard Oil Shipping Company. All other office holders were re-elected.

Etienne Students Booked

DETROIT, May 2.—Silver Stage Studios, operated by Mme. Etienne, has booked a line of girls, all graduates of the school, in Bernhardt's Blue Lantern, local night spot, for eight weeks. Mme. Etienne's pupils took part in the special concert recently given by Adolfo Vincl, who formerly taught in the school. Students gave ballet and Spanish numbers. An entire recital by her pupils will be given tomorrow at the Danish Brotherhood Hall.

Theater Building Activity in Illinois

CHICAGO, May 2.—There has been a spurt in theater-building activity in Illinois during the past few weeks that indicates a much-improved condition of the industry in the Midwest. R. Levine & Company report contracts for four new theaters in Illinois and one in Iowa, in addition to several extensive rebuilding jobs.

New theaters include a \$100,000 theater and store building in Pekin, on which work has already started; a 1,000-seat theater to cost \$75,000 at Ottawa for the Gregory Circuit, operating the Roxy theaters in Illinois, Indiana and Wisconsin; a 1,200-seat theater and store building at Berwyn, to cost \$150,000; a 650-seat theater for Roy Alexander at West Chicago, to cost \$30,000, and a store and office building and 1,200-seat theater in Dubuque, Ia., to cost \$250,000.

In addition the Westmont Theater at Westmont is to be completely remodeled at a cost of \$10,000, and Roy Alexander's Melrose Park Theater in Melrose Park is being remodeled at a cost of \$9,000.

Loew Earnings Show Boost Over Last Year

NEW YORK, May 2.—A financial statement from the Loew office concerning comparative earning of the organization for 28 weeks ending March 12, 1936, reveals that the company's share of operating profit after subsidiaries' preferred dividends amounts to \$7,878,998, as compared with \$7,015,676 for the same period last year.

Depreciation and taxes for 1936 come to \$2,845,960, as against \$2,670,339 for 1935. This year's company's share net profit is \$5,033,038, compared with \$4,345,337 for the previous year. Per share preferred stock for 1936 and 1935 respectively is \$36.81 and \$31.78, and per share average common stock amounts to \$3.04 and \$2.64, respectively.

TCMA Party Set

NEW YORK, May 2.—The Theatrical Concession Managers' Association will hold its first social function since reorganization May 5 at Connie's Inn. This was definitely decided Tuesday at a regular meeting of the organization at the Hotel Edison. New members taken into the organization at the last meeting were Al Carsky, Chicago, and Morton Gottlieb, recently of Miami.

Singing Teachers Protest

NEW YORK, May 2.—Harry R. Spier, chairman of a committee of the New York Singing Teachers' Association, last week denounced WPA projects employing music teachers as giving instruction to people who can afford to pay. Spier also charges that music teachers employed on WPA use their classes to build up private clientele.

Kids Lose Out Opera Spot

WORCESTER, Mass., May 2.—With the closing of the Majestic Theater recently, Worcester lost one of its old landmarks and the kids lost their best spot for horse operas and gun pictures. The house for 28 years was a mecca for the youngsters.

For the past seven years the house had been managed by Michael Turturro. The building is being wrecked and stores are to be erected on the site.

Stagehands' Union Celebrates

NEW YORK, May 2.—Golden Anniversary Dinner of Stagehands' Union No. 1 will be held at the Hotel Astor tomorrow. Richard Himber's Band, aided by Stuart Allen, vocalist, will entertain.

SMPE Holds Spring Meeting in Chicago

CHICAGO, May 2.—More than 150 members of the Society of Motion Picture Engineers attended the spring convention of that group held at the Edgewater Beach Hotel here April 27-30, at which time the latest in sound recording, reproducing and electrical developments were discussed.

Of the many papers read and demonstrations given there were two things that caused comment among those present. Considerable interest was aroused by RCA's demonstration of sound recording by the use of ultraviolet light, the result being a quality of reproduction that is the best yet attained. A. J. Holman's treatise on projection and projectors; how motion pictures have improved in the last 25 years and why and what further improvement can be hoped for, was a subject that those in attendance found most interesting. Members were disappointed when a lecture on improvements achieved in sound-film recording scheduled to be made by Douglas G. Shearer, Metro-Goldwyn-Mayer sound chief, had to be canceled because of Shearer's inability to be present.

Homer G. Tasker, president of the SMPE, predicted that television will never be used in theaters except for occasional programs and that it is a product for the home field, like radio. He said that television was no longer regarded by the motion picture industry as competition.

The fall convention of the society will be held at Rochester, N. Y., October 12-15, at which time new officers will be announced. Will Whitmore, of the Eastern Electrical Research Products, Inc., office, handled publicity during the convention.

B. & K. Earnings Highest Since '31

CHICAGO, May 2.—At the annual meeting Wednesday of stockholders of Balaban & Katz Corporation, Barney Balaban, president, reported that the earnings of the corporation in 1935 were the best since 1931. The 1935 earnings totaled \$638,134, equal to \$1.72 per share, as compared with \$425,447, equal to 92 cents per share in 1934.

Consideration of resumption of common stock dividends will have to wait until the end of the year, Balaban said. One-half of the preferred stock was recently called for retirement on May 1, and Balaban said the management hopes to retire the balance of the preferred stock in a year or two if conditions warrant.

Business this year, with the exception of the severe cold spell, which cost the company \$100,000, has been ahead of 1935.

J. E. Otterson, president of Paramount Pictures, Inc., which controls the company, was elected a director to succeed George Schaeffer, who resigned. Other directors were re-elected.

Mehlinger Reinstated

HOLLYWOOD, May 2.—Artie Mehlinger has been reinstated with the Music Holding Corporation, where he functions as Western representative. Mehlinger will resume the duties shortly which were taken six weeks ago by Art Schwartz.

Magic Notes

WILBA AND COMPANY are at the Rex in Paris.

MARC BRYNN, magician, is at the Cigale in Paris.

MENTO, illusionist, is at the Casino Municipal in Nice, France.

LESTER LAKE (Marvel) is now working the Calvert show thru Ohio territory, with Calvert, the magician, himself, handling the advance. The boys report that they are getting plenty of publicity and business, too.

ROBERT REINHART, magician and actor, is the author of an article, "Who Can Succeed Thurston?—A Magician-Actor Combined," which appeared in the theatrical section of *The New York Herald Tribune* Sunday, April 26.

Important Announcement

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

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

Composers' Forum To Encourage Music

CHICAGO, May 2.—The local branch of the federal music project has announced the establishment of a composers' forum as a part of its Chicago activities. The newly founded department aims to encourage American music, it is stated, and meetings will be informal.

Albert L. Goldberg, who is in charge of the federal music project in Chicago, states that composers will be at liberty to offer explanatory comment on their works, and the audience will be invited to exchange ideas and impressions. After sufficient rehearsals, scores will be performed by musicians employed by the federal music project. Resident composers in Illinois will be requested to submit scores, which will be passed upon by a committee of well-known people in the music world.

Indiana Indorsers Can Four

INDIANAPOLIS, Ind., May 2.—Of 287 motion pictures reviewed since September 1 last year only four failed to receive the indorsement of the Indianapolis branch of the Indiana Indorsers of Photoplays. The report was made at the annual meeting held this week.

NEW SHAKESPEAREAN—

(Continued from page 19)

to establish a new Elizabethan drama company at the San Diego exposition and arrange for the transfer of his original Globe Theater company from San Diego to the Texas Centennial Exposition at Dallas. A third company is also being organized to present short versions of Shakespearean plays at the Great Lakes Exposition to be held at Cleveland this summer.

There is a great deal of speculation as to whether Stevens will ever return to his federal post here, and, altho no successor has been named for him as yet, it is said that both Hiram Moderwell, at present New England federal theater project supervisor, and George Kondolf, New York producer, are being considered by Mrs. Halle Flanagan for his position.

An item of interest to many who have been following the activities of the WPA theater projects here was the resignation last week of Robert Breen and Wilva Davis. Both were original members of the American Art Theater group, who came here from Minneapolis last summer and were absorbed by the Theater No. 1 project playing at the Great Northern Theater. Both held executive posts and acted besides. Breen, who last directed and acted in his own version of *Faust* at the Great Northern, was the subject of much adverse criticism and censorship during his activities here.

CLUB CHATTER—

(Continued from page 12)

Lou Raymond at the Village Nut Club, New York. . . . Don Loper has shelved his band temporarily to launch his new dance act. Scott, Bookman and Scott, Stammering Sinclair and Myra Anderson now at the Black Cat Cafe, New York. . . . Benny Fields in his final four weeks at the Hollywood Restaurant, New York, where the Nick Lucas Band has also been held over four weeks.

FREDDIE ZAY, who recently replaced Sherkot at the French Casino, New York, is scoring heavily with his amazing juggling and balancing. He does his stuff while perched high up on a giant unicycle, combining skill, nerve and showmanship.

PIERRE AND TEMPLE opened at the Jefferson Hotel, St. Louis, Friday for two weeks and options. Featuring their *Manhattan Serenade* number. Booked thru Sligh-Salkin and Harry Kilby. Recently closed at the Hotel New Yorker, New York. . . . Lyn Lucas is now vocalizing with his brother, Clyde Lucas' Band. . . . Raye, Prince and Clark are back at the Park Central Hotel, New York, replacing the Tic Toc Girls. . . . And Perzade and Jetan are doing a four-week return run at the Hotel Times Square, Rochester.

LOU HOLTZ opens May 7 at the swanky Versailles, New York, for two weeks, succeeding Willie and Eugene Howard, who are being held over for their third big week. . . . Joe and Betty Lee are making a short for Educational. . . . Ricky Simpson, colored singer, just

back in New York from Montreal, has signed to lead a swing band booked up-State New York by the Jimmy Daley office. . . . Dorothy Young and Gilbert Klamie, dancers, held another two weeks at the Club Habanian, Washington, D. C. . . . James Mont is giving the Mario Restaurant, New York, a summer remodeling. . . . Mansfield Hotel, New York, has been remodeled. Its new Mirror Room features Dave, guitarist, and Sidney Nesbit, singer.

THE OEHMEN TWINS, Edward and Rita, youthful dance team, have had their engagement at the Walnut Room of the Bismarck Hotel, Chicago, extended two weeks. . . . A newcomer in the Bismarck floor show is Dorothy Norton, clever and pretty soubret, whose Delsarte and Gay '90s numbers were a feature in Southern night clubs during the winter. . . . Vanity Fair, Chicago North Side night club, reopens May 7, and heading the bill will be Roscoe Ates, stuttering screen comedian; Ann Seymour, musical comedy comedienne, and Ann Pennington, with Dave Franklin as emcee. . . . New floor show at the Edgewater Beach Hotel, Chicago, includes the D'Espeys, a trio of dancers; Curry and Naida, ballroom dance team, and Harriette Smith's "Lovely Ladies." . . . A new night spot in No Man's Land, just north of Chicago, is to open soon in the old Vista del Lago property. . . . It will be operated by the Fox Enterprises as a dine and dance center and bathing beach.

WINTON AND DIANE, dance team emphasizing comedy routines, will continue to play in and around Detroit in-

definitely. Recent Motor City dates include engagements at the Oasis and Schneider's. . . . Bill Church, billed as "Broadway's Own Emcee," is singing and dancing in Michigan night clubs this spring. Val Campbell, of the Gus Sun office, is handling the act. . . . Marty Miller is being held over indefinitely at the Turf Club in Pittsburgh as mistress of ceremonies. Turf Club is presenting full-length floor shows nightly. . . . Madame Zetta, mentalist, has been demonstrating her psychic powers to patrons of the Little Gypsy Tearoom in the New Howard Hotel in Baltimore. Dotty Alexandra, torch singer, recently terminated a 14-week stay at Pat and Don's Club in Newark for an indefinite engagement. . . . Four Queens of Rhythm, Camille Cromez, Freda Burrell, Lou Allen and Mary Downey, are going to town at the Paddock Club in Cleveland. Engagement is unlimited.

DONN ARDEN, clever dancer, who was with the *Bring on the Dames* vaude unit for several weeks, recently took Jean Mona and Marion Kaye as partners, built a dancing trio, and joined the General Motors-Chevrolet show. Act is currently working Detroit night clubs. . . . Jack Middleton, Cincinnati agent, last week booked the following turns into the 4444 Club, new Queen City late spot: Six Jordan Girls, working in line; Robert Nolan, emcee; Three Martin Sisters, song trio; Ruth Warren, blues singer; Roshia and Rhona, ballroomists, and Roy Stark, mimic. . . . Nixon and Andre, ballroom stylists, out of Boston, are working Midwestern night spots this spring. Recently closed at the 4444 in Cincinnati for Jack Middleton.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

"I BUY *The Billboard* every week and the way the Endurance Department has dropped off is really serious," writes Hank Lewis from Portland, Ore. I am still at the Supper Club here, completing my fourth month Saturday and am still on an indefinite engagement. Would like to hear from Jack Alexander, Benny Leonard, Edith and Joe Palooka and Jimmy Johnson. Jack Walker is emcee at the Blue Danube here and going over very big. Jack Bills, another walk emcee, is also here, at the Park Avenue Club. Let's read more news from the bunch at large."

KENNETH GRUWELL, Pasadena, Calif., wants to get in touch with Billie Toms, his ex-partner. Says he has been out of shows for some time and sure misses the kids, but hopes to be on another walk soon.

JACK (BLACKIE) KIRBY, trainer, cards from New York that he has been engaged to take charge of the Solarium, Hollywood, Fla., next winter.

CHUCK ARCHER tells us, from Macon, Ga., that he has been with the Royal American carnival since September but is planning on working in another walkie soon. Buddy Struck is with him. Chuck would like to see a line from Hotch Bloom and Lloyd Hackler, via the Cincinnati Letter List.

AFTER VISITING in various spots on their round-about trek from their winter spot in Florida, Luman J. Beede and Florence arrived at their farm near Warren, N. H., recently, where they will stay until they sail for the Olympics, in Berlin, June 25. They plan on staying abroad until around September 1. Luman would very much appreciate word from Josh G. Kitchens and Dick Edwards.

"IT HAS BEEN QUITE some time since I have written in," tells Gene Montgomery from Harrisburg, Ill. "Have been out of the field for a time. Toured the Eastern shows during January and February and met a lot of old friends from former shows. I would like to hear from Zeke Youngblood and Lew Henderson pronto, also Jack Freeman, Jack Kennedy, Alto Locke, Red Keith, Charles Noltmier, Bill Chartier and Cliff Porter."

HELEN AND EDDIE HOWE, Brooklyn, would like to hear from Hughie Hendrixson, Joe Palooka, Stanley West, George Walker and Marjie Lingo. Helen and Eddie are both out of the game,

with Eddie back in the furniture business and doing well. Brooklyn, especially in the vicinity of Ridgewood Grove, where we live," says Eddie, "is red hot for a show. Dunlap and Ross ought to try hard to get in here. It would make a real spot."

18 Teams Still on Springfield Floor

SPRINGFIELD, Ill., May 2.—Well into its third week in the specially-built stadium here, Hugh A. Talbot's Derby-show is moving along at a fast pace before excellent attendance. Starting with 35 couples, the floor is down to 18 teams today.

Doug Isitt, Jack Franklin and Duff Davidson are handling the stand, while Roger Bergman and Tony Lewis are carrying the brunt of the comedy relief. Four broadcasts are handled daily over WCBS. Floor judges on the walk are Johnny Agrella and Joe Pucinelli; trainer, Jimmy Ferrell; nurses, Doris Brent and Darlene Ferrell. Concession and dietetics being under supervision of Johnny O'Shea.

Sponsors began to flock in when the show was only 10 days old and now 12 teams are under sponsorship with other firms having several teams under consideration. City authorities and business men are giving the show hearty support and co-operation. Show should be a winner.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

The mail has been rather heavy of late. Letters have been received asking that I continue Tidbits as long as pos-

sible. Well, I appreciate the desire of our readers, but only the future will answer the question regarding the permanency of this column.

In the meantime many important thoughts come to mind, and I give them to you in order of their occurrence.

Operators will prove themselves VERY smart indeed if they will immediately stop using the word "squirrely" in their programs. The words represents a mental state and should not be used at any time.

A word of advice to contestants: REMOVE YOUR TONSILS. So many contestants are suffering with sore throats. Tonsillitis and streptococcus infections are common among contestants. The removal of tonsils will relieve this condition and also prevent infection of heart, kidneys, bladder and other organs.

Operators will be wise to see that this advice is carried into effect after checking with the company doctor. They'll be better off ultimately.

May we call the attention of contestants to one important rule which was formulated among the NEAA operators, to wit: ANY CONTESTANT LEAVING A SHOW WITHOUT BEING REGULARLY DISQUALIFIED WILL BE BARRED FROM THE SHOW OF ANY OTHER LEGITIMATE MEMBER OPERATOR. Save yourself miles of traveling uselessly. Remain with your show. Don't go hedge-hopping around the country from one show to another.

Legitimate operators will NOT accept contestants who quit on an operator in order to join another show. If he'll quit one show he'll quit another.

The most interesting letter I've received in the past year comes from Mr. and Mrs. Russell Reeves and Ken Reeves, ex-marathoners, now of Cleveland. After sensibly analyzing the mistakes which have been made in this business, they go on to suggest that operators forget the endurance contest for a while, stop all such activity, give the public a rest, and then after spending a little time and effort in creating new ideas start all over again on a better and firmer footing, picking only those contestants who are known to be legitimate contestants, eliminating forever the chiselers, hotel marathoners, glorified hoboes and itchy-foot marathoners.

Personally I fully agree with this thought. It might be wise to do some house cleaning, and then after some careful, sober consideration start all over again with an entirely new idea. WHAT DO YOU THINK OF IT?

Proving that there is no accounting for the peculiar gullibility of the public and the lack of reasoning power on the part of some officials: Recently there has been a whole hullabaloo about the wrestler Shikat. During this investigation of wrestling evidence tended to show that wrestling was just a great big circus; that wrestling bouts are framed; that the wrestlers arrange for winners in advance and that their so-called agony in the ring is simulated and not real. In writing about this particular incident a prominent sports editor in Chicago commented on the fact that the public nevertheless liked this tomfoolery in the ring and didn't mind the facts at all. And yet they kick about endurance contests.

Proving once again that other sports are far more dangerous than anything the endurance game offers is the case of Henry Fitts, of Harvard University, who sustained a slight concussion of the brain when he slipped and struck his head against the springboard in the trials for the fancy dive in the annual Intercollegiate Swimming Association championship held in March. You can't name a sport known to mankind where injuries haven't been sustained. That is something the public officials cannot truthfully say about endurance contests. And yet they kick.

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The Final Curtain

BART—Harry, 56, veteran trouper, also known as Harry Barteno, "the iron-jaw man from the West," at Neller Hospital, Lansing, Mich., April 20 following an operation for a serious stomach ailment. He began his career at the age of 15 and toured America and Europe in vaudeville. He also appeared with circuses, carnivals and med shows. He owned and operated a showboat which sank in the Kentucky River in 1928. Survived by his widow, LaVerne; his parents, two brothers and one sister, all of Detroit. Remains were cremated in Detroit.

BANKS—Dennis (Stack O' Dollars), 52, colored musician and performer with Wallace Bros. Shows and formerly with many other attractions, of heart trouble at Murray, Ky., April 18. Survived by his widow, Leola. Burial at Murray.

BIGELOW—Arthur, 66, assistant manager of Conneaut Lake (Pa.) Park, was burned to death in a fire which destroyed a cottage in the park early on May 1. Further details on page 3 of this issue.

BORROFF—Albert, well-known concert singer, 63, of heart trouble April 27 at his home in Chicago. As a basso soloist Borroff had sung with various orchestras and operatic companies. For the last 35 years he was director of music for Sinal Temple, Chicago. He was considered an authority on Hebrew music. Surviving him are his widow, four daughters and two sons. Buried with Masonic services.

BOYD—Sara Jarrett, mother of Ken J. Boyd, stock actor, April 16 at Mercy Hospital, Oelwein, Ia., of pneumonia. She was a member of the old Jarrett family of performers. Survived by her son.

BROADWAY—Gilden R., 70, music critic and member of the Boston Symphony Orchestra, in Jamestown, N. Y., April 24. Survived by his widow.

COSSAR—Griffith S., 52, many years prominent in Washtenaw (Mich.) County Fair Society, at his home in Ann Arbor, Mich., April 24 following an operation. Surviving are his widow, two sons and two daughters.

COUGHLIN—James Allen, 7, son of Duke and Ida Coughlin, at the home of his parents in West Philadelphia, Pa., March 24. Mother is the former Ida Small.

CRAMER—Budd S., 80, musician and choir leader, April 27 at his home in Camden, N. J., of a heart attack.

CURRY—John, father of George Curry, musician at the Stanley Theater, Pittsburgh, in Bakerstown, Pa., April 24.

CUSHMAN—Scott, 69, at his home in Bellefontaine, O., April 18 following a lingering illness. He had been identified with operation of Indian Lake resort, near Bellefontaine, several years.

IN LOVING MEMORY OF GENE DE KOS
Who Died May 6th, 1934.
IRENE

DICKENS—Ethel, 71, playwright and daughter of the novelist Charles Dickens' second son, in London April 29.

T. Daniel Frawley

T. Daniel Frawley, 72, actor and manager, whose touring stock companies provided a training ground for actors and actresses who subsequently became prominent, and recently on the radio in the role of the old ranger in the "Death Valley Days" programs, died April 26 at Richmond Memorial Hospital, Staten Island, N. Y.

Frawley was born in Washington and made his New York debut in "The Old Homestead" in 1887. He was associated with noted actors of his day, appearing with William H. Crane, Denman Thompson and others. Perhaps his best-remembered part was that of Robert Burns in "Nancy Stair." As manager of the Frawley Stock Company, which toured European and Asiatic countries as well as America, he engaged Henry Miller, Wilton Lackaye, Frank Worthing, Blanche Bates, Gladys Wallis and Rose Coghlan. Recently Frawley managed stock companies during the summer for the Erlanger Theater, Buffalo, N. Y.

He is survived by his widow, the former Lila Campbell, and his son, Daniel. His club memberships included the Lambs, the Players and the Bohemian Club of San Francisco. Services were held April 29 in New York.

DI MATTEO—Germano, 77, formerly first cornetist with the Metropolitan Opera Company and engaged for several years at the old Niblo's Gardens, New York, April 28 in Union City, N. J. Di Matteo was also instructor of the regimental band of the Ninth Coast Artillery for 15 years and for 11 years was chief of the musical division of the Brooklyn Navy Yard. He was particularly active in army circles during the World War. Survived by a widow and daughter. Services were held May 1 in Union City.

DOVER—Mrs. Constance, 29, of the team of Dover and Soltan, which had played RKO Pantages, Poli and Fox circuits since 1925, April 18 in New York. Survived by her husband, mother and sister. Services at the home of her mother in Flushing, L. I., N. Y., April 22. Interment in St. Mary's Cemetery, Flushing.

EASTWOOD—Orley V., 48, of heart trouble at San Bernardino, Calif., recently. Formerly had concessions, including cookhouse, with the Felice Bernardi Exposition Shows and other companies. Survived by his widow, Florence, a daughter and a brother. Burial in Mountain View Cemetery, San Bernardino.

ELLIS—Mrs. Mabel, many years in show business and wife of Cotton Ellis, at Corinth, Miss., April 29. Details in the carnival section of this issue. At press time relatives had not been located.

HOUGH—Frank Lewis, 50, managing director of the RCA-Victor Company in China, April 27 in University Hospital, Philadelphia, after an illness of several months with a kidney ailment. Survived by widow, Mrs. Ella Janssen Hough.

HUDIN—Charles, trainer, 26, was killed by a lion in the lion tent of the "Fair of the Throne" in the Place De La Nation, Paris, April 30. Hudin's cartoid artery was severed and his body torn by the lion's claws. A policeman shot the animal.

JONES—Mrs. Emily Robinson, 70, daughter of the late James Robinson, of circus fame, recently in Cincinnati. Survived by three daughters and two sons. Burial in Cincinnati.

KLEEB—William A., 52, newly-appointed general manager of Conneaut Lake (Pa.) Park, perished in a fire which destroyed a cottage in the park early May 1. He represented Peoples-Pittsburgh Trust Company. Further details on page 3 of this issue.

LANTZ—Berenyce, 39, wife of Meyer (Blackie) Lantz, former owner and manager of the Empress, Cincinnati burlesque house, in St. Francis Hospital, Miami, April 28 after a several weeks' illness with pneumonia. Lantz is now in the liquor business in Miami. Body was shipped to Cincinnati for burial. Surviving are her husband; her mother, Mrs. Charles Fausz; a son, Dale, and a stepson, Charles.

LEVENTON—Dr. Alexander, 73, father of Alexander Leventon, member of the

with the Gordon & Lockwood chain in Waterville, Me. Preston had gone to Woonsocket recently to take over the managership of a local motion picture house.

PRYOR—Walter D., 68, musician and brother of Arthur Pryor, band leader, in St. Joseph, Mo., April 30.

PURTLE—Audrey Ann, 4, daughter of Mr. and Mrs. Dale Thomas Purtle, April 21 at Philadelphia. Dale Purtle was formerly with amusement companies, among the mthe George L. Dobyns Shows. He is a brother of Earl B. Purtle, motordromist with World of Mirth Shows.

VAN DIEREN—Bernard, 51, noted Dutch composer, April 24 in London. Survived by his widow, Freda Kindler, pianist and sister of Hans Kindler, conductor of the Washington Symphony Orchestra.

Marriages

AINLEY-GERSON—Joseph T. Ainley, former member of the NBC production staff and now radio director of the Leo Burnett Company, Inc., advertising agency, and Betty Lou Gerson, NBC dramatic actress, April 27 in Chicago. Miss Gerson, who just returned from Hollywood, where she has been heard on the *First Nighter* program, will continue her radio career.

BERNHARDT-ARGYLLE—Kurt Bernhardt, producer of *The Beloved Vagabond* and other films, and Pearl Argyll, English ballerina, formerly with Charles B. Cochran's company, in Paris April 15.

BROWN-MASON—Stewart L. Brown, nonprofessional, and Winifred Bell, San Francisco stage and radio entertainer, in that city recently.

DAVIS-FRANKLIN—Trevor Davis, first trumpeter of the S. S. Aquitania's orchestra, to Dorothy Franklin, nonprofessional, of New York, at Newton Abbot, England, April 22.

FULMER-BUNCH—W. W. (Whitey) Fulmer, concession operator, and Polly Bunch, concessioner, both of Liberty National Shows, April 22.

GARR-LIND—Eddie Garr, comedian, and Phyllis Lind, Radio City Music Hall dancer, April 26 at Armonk, N. Y.

HUSING-SIZER—Ted Husing, radio announcer, and Frances Sizer, motion picture actress, April 27 at Harrison, N. Y.

LEIB-PERRY—Emmett Leib, second tenor in the Escorts Quartet over WXYZ, Detroit, and Ruth Perry in Detroit April 25.

LYNCH-SPOULE—Fred L. Lynch, publicity executive at Radio City Music Hall, New York, and Ruth Sproule, formerly a dancer with the Music Hall Rockettes, recently at St. Agnes Church, New York.

RIDDELL-BRADLEY—James G. Riddell, of the commercial department of Station WXYZ, Detroit, and Fadellis Bradley in Detroit May 2.

Coming Marriages

Patsy Ogden, dancer at the Cafe Marguery, Philadelphia, and Phil Barr, boss of the 500 Club, Atlantic City.

Jan Savitt, musical director at WCAU, Philadelphia, and Carlotta Dale, radio singer of Philadelphia. Mr. Savitt is a former violinist with the Philadelphia Orchestra and currently leader of the NBC-Top Hatters Orchestra.

Births

To Mr. and Mrs. Gene Clark a seven-pound daughter, Patricia Mae, April 26 in San Jose, Calif. Father is producer-announcer at KQW.

A daughter April 24 in Detroit to Mr. and Mrs. Charles Collins. Father is a vaudeville and presentation producer and operated the *Hollywood Kiddies* unit for many years.

A girl to Mr. and Mrs. Harry Kalmine in Pittsburgh April 27. Father is district manager for Warner Bros. in that city.

Twins to Mr. and Mrs. George Bleasdale, of New York. Father is an actor in *Love on the Dole* at the Longacre Theater, New York.

To Mr. and Mrs. Alan Dinehart a six- and one-half-pound boy in Hollywood April 30. Father is a screen actor and

(See BIRTHS on page 109)

Percy Hammond

Percy Hammond, dramatic critic of The New York Herald Tribune for 15 years and one of the keenest observers of the American theatrical scene, died April 25 of pneumonia at the Rockefeller Institute Hospital, New York, as briefly mentioned under Late Deaths in last issue. He was 63.

Born in Cadiz, O., Hammond early associated himself with the theater, attending the Cadiz Opera House when he was 13. At 15 he went to Pittsburgh and sold newspapers to enable him to pay for gallery seats in theaters. Going to Washington he obtained a job in the government printing office, a position he held four years, after which he enrolled in Franklin College in Ohio. Following graduation, he secured his first newspaper experience by working for The Chillicothe News Advertiser, where he remained until he became editor. Politics forced him out and he went to work for The Chicago City News as a police reporter. In a short time he joined The Chicago Post, finally becoming dramatic editor.

It was on this paper that he incurred the enmity of the Shuberts for his outspoken reviews. In the two-year battle, during which time Hammond was banned from Shubert houses, his publishers backed him faithfully and the struggle ended in a capitulation of the Shuberts.

During the later war years Hammond served as war correspondent, but returned in 1919 to take his place in the forefront of theatrical criticism. He was known for pointed, unbiased comment.

After refusing many offers, Hammond went to New York in 1921 as critic for The New York Tribune. He was unhappy the first year, but then established as a leader in the field.

FERREN—Harry Clay, 77, veteran theater manager and musician, in Niagara Falls, N. Y., April 14 after several years' illness. He formerly managed the Delinger Opera House, Batavia, N. Y., and later served as assistant to the Meech Brothers, managers of the old Academy Theater, Buffalo. Subsequently he organized a dog and pony circus and took it on the road. He was also the first to conduct both a ice and roller skating rink in Batavia. Burial in Batavia Cemetery. No immediate relatives survive.

FRY—Mrs. Rawston, 81, widow of Rawston Fry, composer, and mother of Leslie Sarony, English vaude and radio comedian and composer, in London April 16.

GILLETTE—Margaret Board, 44, for 25 years prominent in music circles in Leroy, N. Y., last week at her home there.

GOODING—Mrs. Bernice, 62, wife of John E. Gooding, well-known Central States amusement man, and her husband's efficient aid in developing Puritan Springs Park, Cleveland, April 22 in St. Luke's Hospital, Cleveland, after a short illness of pneumonia. Besides her husband, a daughter, Mrs. Pearl Visoky, survives. Burial April 25 in West Park Cemetery, Cleveland.

GREEN—W. L., 56, retired musician, April 22 at a hospital in Nashville, Tenn., following a month's illness of pneumonia. He was a member of Nashville theater orchestras for 25 years. Ill health forced his retirement several years ago. Survived by two sisters and a brother.

HAYES—Patsy, 26, night-club entertainer, in St. Louis April 13 from injuries sustained in a fire at the Club 408, St. Louis. Survived by her father and a sister, residing in St. Louis.

staff of the Eastman School of Music, Rochester, N. Y., and soloist with the Rochester Civic and Philharmonic Orchestras, last week at his home there. Besides his son, he leaves his wife, Mrs. Marie Leventon.

MANDEE—Rudolf, director of the Kleine Buehne Theater, Prague, Czechoslovakia, at Prague April 17.

NELSON—John H., 68, former well-known clog dancer and entertainer, in Bridgeport, Conn., April 27 from a heart attack.

NOYES—Mrs. R. R., 93, mother of Harry Noyes, veteran show agent, April 29. Funeral services and interment at Mason City, Ia.

ORETTO—Otto, 64, whose extensive career in show business began at the age of 15, when he joined the Reed Wagon Shows, in New York April 7. As a knockabout comedian he was with Rice's Showboat on the Mississippi, later joining Rice & Barton with his partner, Ott Ruf. After some seasons of honky-tonks and burlesque he worked as character comedian with the Bobby Fountain and Harder-Hall repertoire companies and the Paul English Players, the latter touring under canvas. In 1923 he came east and with his two sons did a comedy dancing act billed as Otto-Oretto and Otto on the Keith, Loew and Pantages circuits. In 1928 Oretto retired from the stage. Survived by his widow, daughter and three sons.

OVERSTAKE—Herschel J., 42, member of the staff of Station WLS, Chicago, and father of the three radio performers known as the Three Little Maids, April 26 at his home in Bloomington, Ill.

PRESTON—William, veteran New England theater man, April 19, of pneumonia in Woonsocket, R. I. Formerly

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.

Carthage, Tex.
I am about tired of having people make the remark that I, operating a traveling business, pay no taxes. If there were any truth in the remark I would not resent it. Here are some of the taxes imposed on traveling people: Auto license in each State in which I travel. I have operated some years as many as six trucks, with four and five different State license plates on each, representing from \$12 to \$35 per truck in each State. State and county licenses for my business in each county in which I operate are from \$7 to \$20 a year, and city licenses and occupational taxes from \$5 to \$120 in each town. Added to these, a \$1,000 bond is required in some towns, and in some States two years' residence is required before I can operate my photographic business. Now if I like to travel, meet new friends, see new places and have something to sell to the public which it wants and at a price it will pay, why should those operating stationary businesses that do not have what the people want at a price they will pay object to and interfere with my business by enacting these high-license laws and ordinances? I do not try to control their affairs or say they, like me, must travel; so why should they interfere with my rights and privileges? I must have what people want and at a price that is right, for more than 100 patronized my business between noon and 6:30 p.m. last Saturday, spending from 15 to 50 cents each. I have traveled well over 22 States, a lot of Canada and made two trips to Europe in 36 years on the road. Traveling people should see the handwriting on the wall and organize, even if it does mean putting out a few dollars, or they will be ruled out of business, and the time is not far distant. It is all very well to say, "Oh, I can get by somehow," or "Let George do it, I'm too busy." But they may find their means of livelihood gone in every State. Most of these laws would not stand a test of constitutionality, and one or two cases carried to a high court would do a lot of good and the cost would be very little if divided among a large number. Let's hear other views on this subject so important to all people in traveling business and not quite so much of "So-and-So opened to capacity business."

H. A. KAY.

More on Old Boss Hostlers And Drivers

Dilworth, Minn.
Henry Welsh was right in his letter in The Forum of April 4. Charles Talworthy, sometimes known as "Eight-Horse Charlie" and "Kid-Glove Charlie," was, for a small man, a wonderful eight-horse driver. He drove the Peacock and Eagle team for a number of years on the first band wagon of the Ringling show. In 1898 he left the show and George Stumph, who was driving the Colonel and George eight-horse team, finished the season as driver of the Peacock and Eagle team; Henry Welsh finished the season on the Colonel and George team. That was the first eight-horse team for Welsh. In the spring of 1899 George Stumph got a new band team and Welsh got the Charlie Baldwin bell-wagon team. Fatty Greer took out the Peacock and Eagle team, but in the middle of the season one of his eyes became infected, compelling him to go home, and Charlie Rooney got his team, his first eight-horse team, and finished the season with them. Charlie Linley got the Rooney six and Ed Smith got the Linley four-horse team and all finished the season. Charlie Burdette drove the Colonel and George team that season. I helped him and also Henry Welsh on the bell-wagon eight-horse team. In the spring of 1900 Peacock and Eagle were worked out by Fatty Greer, who came back but had to return home because of his eye. They were also hitched up by Charlie Dalley

and Centerpole Slim and were loaded on the cars for Wheeling, W. Va., the first stand. I do not know who drove them that season, as I did not go out. They were sold afterward, and I understand Al Ringling did not like it, as he had figured on giving Peacock and Eagle a pension, grass, water and shade trees in summer and warm barns, hay and oats in winter. That same spring Charlie Rooney drove eight gray colts. I still claim Tom Lynch the grand old man of boss hostlers, but that Delevan was the master mind, as he took Bob Meeks, George Stumph, Charlie Rooney, Henry Welsh and Henry Brown out of the ranks of eight-horse drivers and made assistants of them, and when they were boss hostlers they gave others their chance. Henry Welsh made assistants of Frank Rooney and Blackie Diller. Frank Rooney gave Mike Tshudy his chance. George Stumph made assistants of Joe Fish and Sheeny Laurier, and Joe Fish gave Chick Goodman his chance. So it all goes back to Spencer Alexander Delevan as daddy of them all. Among good assistants were Ed Jenkins, George Low, Charlie Haley and W. H. Fifield.
I. J. HETHERINGTON.

Dansville, N. Y.
Early on the morning of March 6, 1934, the old Heckman Opera House here was reduced by fire to a mass of smoking ruins. I have been looking over one of my scrap books showing some of the grand old shows that used to thrill those who had been members of the "Gallery Rush." I will list a few: 1900, Boston Ladies' Symphony Orchestra; the Lyceum Company in *The Merchant of Venice*; Harry Martell's *South Before the War*, 30 people; 1902, Rich and Harris in *Are You a Mason?*; 1904, Celebrated Colored Canadian Concert Company; 1905, Fred Raymond's *The Missouri Girl*, with Sadie Raymond; Melville B. Raymond's *Buster Brown*, 50 people; Rowland and Clifford in *Dora Thorne*; 1906, Jean Barrymore and Miss Amy Shaffer in *Temptation of Regine*; Simville's revival of *Romeo and Juliet*; John W. Vogel's Big City Minstrels, with the electric velour palace first-part; *Along the Kennebec*; *Under Southern Skies*, 23 people; Hoyt's *A Bunch of Keys*; Lyman H. Howe's Lileorama, San Francisco Earthquake; Henry Horton in *Snug Harbor*; 1907, Fred E. Wright's *The Beauty Doctor*, 30 people; L. C. Whitney in *Isle of Spice*, 40 people; Gordon & Bennet's *The Warning Bell*, with Clarence Lennet and six vaudeville acts; Edwin J. Hadley's moving pictures; Gorton's Famous Minstrels, with Welby and Pearl, Cameron and Toledo, Fogg and Alger, Raymond and Jacobs, Crescent City Quintet, Sam Lee, Jake Welby, Reese Williams, Charles Cameron, Lansing Briggs, William Frank and 20 others; the Great Pauline, three nights; the Jollities in *The Toy Makers*; Frank Deshon in *Miss Bob White*, 45 people; 1908, Frank Burt offered Beatrice Noyes in *Lena Rivers*; Castellano Operatic Concert Company; Hi Henry's Greatest Minstrels, 40 artists, Charley Gano, Pat Crawford, Billy Burke, E. H. Erhart, Billy Folly, Al Wilson, Lilly Mack, Alvin Teitger, Ed Westerman, Grant Merkley, Billy Lyons, George Kelley, W. H. Macky, Tipton Glee Club, Saxophone Quartet, Palace of Aladdin, first part; W. E. Nankeville's *The Choir Singer*; Hurd, the Great Magician; DeRue Bros.' Ideal Minstrels, first part, A scene in Italy; Billy DeRue, Three Shelvey Bros., acrobats; Bobby DeRue and F. W. Choir, Four Dancing Marvels; Leon Stanford, wire cyclist; the Great Dunn, Ideal Quintet, Master Lambert; *Buster Brown*, with Master Reed, Edwin Lamor, Ray Myers and the Bobby Burns' Brigade; Frank Holland submits Mildred Holland's *The Lily and the Prince*; Gorton's Minstrels, with Lewis and Willis, Raycroft and Lynch, Eddie Bloom, Great Callouette and 25 others; Ethel Batting and Schubert Male Quartet; 1909, Tina Crawford, the Scottish Jenny Lind, with the Scotch singers of Glasgow; *Graustark*; Estha Williams in *As the Sun Went Down*; W. E. Nankeville's *Human Hearts*; Shattuck Vaudeville and Picture Company, with the Bonnie Brier Couple, Rowley

Burned Opera House Played Many Notables

and Gay, Gus A. LaVerne, Prof. Carroll; Ruth Edna, child contortionist; Levill and Falls, College Singing Girls and Walter Eccles, 10 artists; Thomas Jefferson in *Rip Van Winkle*; Peter MacQueen's lecture and slides, *The Land and Game Where Roosevelt Hunts*; 1910, Edwin R. Weeks Company; Jeanette Jewel Kellogg; *Roosevelt in Africa*, motion pictures; Onondaga Indian Concert Band; Mildred and Rouclere in *Princess Iris*; Laurant the Magician; 1911, *The Final Settlement*, presented by Monte Thompson; Martin and Emery Company's *The Red Mill*, 50 people; Phil Ott in *The Explorer*, 25 people; Leon W. Washburn offers Stetson's *Uncle Tom's Cabin*, two bands; The Spaffords, clay modelers, cartoonists and musical artists; 1912, Clifton Mallory in *Our Minister* and *The Civil Engineer*; Authors' Producing Company *The Gamblers*; Jack Lynn Stock Company, 16 people, *Siberia, Clouds and Sunshine, Queen of the Ranch, My Old Kentucky Home, Camille, College Chums, Cinderella, Mutt and Jeff*; Harrington Reynolds in *The Angelus*; Swiss Bell Ringers.
PAUL E. MASON.

Shreveport, La.
There has been much written of late regarding railroad circuses of the past, with writers wondering whether they ever will return. I also wonder whether we ever again will have the beautiful shows that we did in the past. The two most beautiful that I ever saw on streets, trains and lots in the early 1900s were the Walter L. Main Fashion Plate and B. E. Wallace's Circus Beautiful. They were not the largest, but as to beauty they were just what their titles implied. Wallace had the most beautiful horses that any circus ever had. He was an experienced horseman and loved horses, especially baggage stock, of which he had more than 200, evenly matched and not more than 10 years of age. Every fall when the show turned south and the season was about to terminate he would put "Horses for Sale" posters in all of his tents. He would cull out 25 or 30 undesirable and get rid of them and in the spring he would substitute younger ones. In that way they were always the best, with not a defect in one of them. They "sold" his show. Mornings when grooms would unload and take them thru streets to water merchants would come to their doors and the public would stop to stare and invariably exclaim, "Aren't they beautiful? That must be a good show or it wouldn't have such beautiful stock." Wallace died worth several millions and I firmly believe his horses were the main factor of his fortune.
THADDEUS H. GERIG.

Cites Horses, Beautiful Shows Of the 1900s

Anaheim, Calif.
Concerning the Sells-Floto Circus, of which Mr. Gerig wrote in The Forum of April 4, the late Harry Tammen and Fred Bonfils, multimillionaire owners and publishers of *The Denver Post* and other papers, were the owners of the Sells-Floto show. These men were not showmen; they were publishers and therefore knew nothing of managing a circus. When the title of the Otto Floto Dog and Pony Show was changed to Sells-Floto it seems they did not buy the use of the Sells name, for the next season after Willie Sells stepped out I was in the front end of the red wagon, and it was while we were showing in Wichita, Kan., if I remember correctly, that Willie Sells attached the show. I can see him now, standing behind a tree across the street from the wagon, watching the officers do their duty. The attachment was read to me and the officers came into the wagon and started scooping up the money. They flashed their guns on me to have me open the door for them. Of course, as soon as I could get word to the management the rumpus was quieted down and a bond was put up and, as I recall it, the case was settled for \$400 in cash to Sells for the use of his name for now and evermore. Otto Floto was sports writer for *The Denver Post* and during my time on the show he had nothing whatever to do with it, but we were frequently visited by Tammen and Bonfils, sometimes together and sometimes alone, staying only a few days at a time. Frank Tammen, Harry's brother, was the manager that

When Owners Forgot To Buy Title of Sells

season and for the following year or two, and Fred Hutchinson followed him.
HARRY MOORE.

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Vol. XLVIII. MAY 9, 1936. No. 19

Saranac Lake

By BETTY HUNTINGTON

Dudley Laney (Peggy McCarthy's big moment) is the good-looking chap with a grand pair of pipes and who entertained us last movie night with some of the more popular tunes. Dudley has been a singer with Phil Lynch's Orchestra and also with Ben Goodman at Villa Loma, L. I.

Eleanor Pryne arrived last week and is quite contented here at the Lodge. Eleanor toured for a full season with one of the road companies of *Tobacco Road*, starring Henry Hull. She also played dramatic stock at the Coast for four years and worked for Fox Films in Hollywood.

Dr. Karl Fischel, superintendent of the NVA Lodge, was awarded the \$100 prize by the Medical Society of New York State. It was presented to him for his preparation of the best paper entitled *The Problem of Tuberculosis*.

Sylvia Abbott and Joe Dabrowski left the Lodge last week for their homes in New York City. Sylvia for a brief visit with her family prior to her taking the rib operation and Joe with that great big healthy okeh for good.

Camille Carpenter is our latest guest patient. She hails from Boston, where she was assistant treasurer of Keith's RKO Theater for seven years. Camille arrived here on her birthday and was the recipient of many telegrams and congratulations on her first day. She wishes to thank C. W. Koerner, general manager of RKO, for his many courtesies in the past and also to express appreciation to her manager, Mr. Domingo, and the staffs of many theaters who contributed to the beautiful gifts given her on her departure from that city.

Happy Benway, former NVA patient and reporter for another trade paper, is due back in town for another siege of curing. He will be taken care of by the Actors' Guild.

Jimmie Marshall, former NVA patient, writes us that he took part in the Lambs' Gambol last week. It was a huge success and our Jimmie did his first bit of real hoofing in two years, with the good lung holding up. "Good luck, Jimmie," we're all for you.

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

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Boswell, F. C. 6c
Brewer, C. H. 6c
Burns, J. W. 13c
Clark, Geo. 22c
Clay, E. P. 6c
Dixon, Edward, 6c
Goodwin, Mart, 20c
Hall, Geo. L., 6c
Howard & Fuller, 10c

Ladies' List

- Adams, Mrs. Mary
Adrian, Trudy
Allen, Mary Nell
Allen, Prairie Lilly
Appleyby, Mrs. Edna
Arlen, Bea
Arnold, Mary
Bailey, Lula
Badley, Melba
Baker, Mrs. Helen
Baker, Mrs. Janie
Baker, Mrs. Louise
Baker, Mrs. Sarah M.
Bender, Virginia
Bentley, Mrs. S. D.
Berry, Bertha
Bevan, Mary
Bibby, Mrs. Pearl
Binks, Ruby
Birney, Imogene
Biron, Pearl
Black, Mrs. Delight
Blades, Mildred
Blake, Alice
Blanch, Mrs. DeLara
Bludworth, Mrs. Mary
Borring, Elvira
Bowman, Mrs. E. A.
Boyd, Anna
Boyer, Mrs. Chas. G.
Branciere, Nell
Branham, Mrs. Joe
Bresk, Mrs. F. J.
Bright, Alice
Bright, Evelyn
Brooks, Mrs. Howard
Brown, Dorothy
Brown, Hazel
Brown, Mrs. Smokey
Burlinson, Madam
Burnette, Mrs. Dollie
Burr, Madam
Campbell, Mrs. Elizabeth
Carroll, Mrs. Marion
Carroll, Nancy
Carter, Mrs. Elizabeth
Casey, Mrs. Goldie
Cass, Hazel
Cessna, Melba
Chandler, Ruby
Clark, Helen
Clayton, Una
Chedell, Alice
Clifton, Mrs. W. L.
Closson, Elizabeth
Cobb, Mrs. Wallace A.
Coddins, Mrs. Delores K.
Coffey, Mrs. Clementine
Coleman, Corda
Coleman, Jennie
Connolly, Evelyn
Conway, Mrs. Harry
Cooper, Mrs. Hymie
Cook, Mrs. Lue
Cornella, Iula
Correar, Ruth
Costello, Mrs. Frank
Crane, Parica
Crawford, Mae
Crooks, Mrs. W. C.
Cruise, Mrs. H. C.
Culbertson, Mrs. Andy
Cupps, Pearl
Curtis, Mrs. Myrtle
Dale, Ione
Daniels, Mrs. Doris
Davis, Mrs. Daisy
Dawson, Lillian
Day, Mrs. Joan
Dayton, Madalyn
DeCoul, Nora
DeDuke, Jean
Deano, Mrs. Lou
Dearo, Mrs. Bert
DeLannoy, Iona
DeVore, Mrs. Ruth
Delano, Betty
Delano, Ruth
Dew, Mrs. D. W.
Dinning, Vern
Dorsey, Mrs. Vera
Doss, Mrs. Jimmy
Dougherty, Muriel
Dowd, Marie
DuBois, Justina
Dumpling, Dolly
Dunn, Palma
Ecker, Mrs. Chas. W.
Ellison, Jane
Ellsworth, Lydia
Etridge, Miss
Fann, Mrs. Mary
Farris, Mrs. Ann
Fay, Mrs. Virginia
Frazna, Madame
Floyd, Ruth
Fontelle, Mrs. Patricia
Howen, John, 15c
Lavan, Pauline, 6c
Lenhart, Ray, 3c
McNally, Arthur P., 6c
Mooney, W. F., 12c
Potts, Walter L., 6c
Pounders, Al S., 6c
Frances, Kay, & The Orchestra
Frances, Madam
Fulkerson, Mrs. Chas.
Gaines, Christine
Garner, Elinor
Garner, Mrs. R. B.
Garrick, Marie
Gibson, Mrs. Cleo
Gibson, Pearl
Giles, Mrs. Eddie
Gill, Mrs. Chas. E.
Glassford, Venita W.
Goldie, Mrs. Pearl
Gordon, Bubbles
Grant, Mrs. Fred
Gray, Dottie
Greensburg, Mrs. Barbara
Grey, Mrs. Paul
Gry, Mrs. Paul
Hale, Billie
Hall, Virginia
Hanson, Mrs. J. J.
Harper, Mrs. Lue
Harris, Lillian
Harris, Mrs. Roy
Harrison, Mrs. Pricillia
Harrison, Mrs. Flo
Hartsell, Mrs. Wade
Harvey, Boots
Hawkins, Myrtle
Hearn, Mrs. Jack
Heath, Mrs. Juliet
Heatherly, Ruby
Hendrix, Mrs. C.
Herlin, Rose
Hilton, Pearl
Hilton, Daisy
Hockwald, Mrs. Marie
Holderness, Emma
Holmes, Mrs. El
Howell, Mrs. El
Huffman, Gertrude
Hull, Mrs. Bert
Hull, Mrs. H.
Hull, Norma
Humphrey, Gladys
Hyde, Mrs. Sarah E.
Illington, Clair
Imogene, Lady
Isabelle, Mrs. Marion
Jackson, Emi
Jeanette, Madam
Jenkins, Mrs. Irene
Jewels, Fern
Jewell, Mrs. Muriel
Johnston, Mrs. Lloyd
Jolly, Mrs. Loraine
Jones, Flo
Jones, Mrs. Marie
Jones, Mrs. Ruth
Jordon, Mrs. Peggie
Jules, Fern
Kansas City Wonder Girl
Kashin, Jennie
Kate, Jolly
Kelly, Mrs. B. F.
Kelly, Mrs. Edith
Kepler, Alice
Kerwin, Margie
Kilgore, Mrs. J. D.
Kilian, Mrs. Rose
King, Helena
King, Mickey
Kirk, Lettie
Klein, Miss E. M.
Knisely, Mrs. Ethel
Knight, Ina
Koss, Dorothy
Kruse, Lulu
Kyle, Ree
LaDeaux, Marie
LaFaro, Mrs. Jewel
LaRue, Jeanne
Lamotte, Nita
Landisio, Mary
Landrum, Mrs. L. C. (DoDo)
Lang, Ruby
Lathan, Ruby
Lee, Betty D.
Leiter, Mrs. Melba
Levyer, Mrs. Helen
Lewis, Mrs. Jack
Lewis, Mrs. Pearl
Liberty, Aldis
Lindley, Miss Jerrie
Long, Aretta
Loomis, Amy
Lotta, Mme.
Lovell, Ray
Luken, Janet
McAuliffe, Mrs. Ruth
McCree, Mrs. Hettie
McDaniels, Mrs. Polly
McGee, Mrs. Mary
McIntyre, Mrs. Fred
McKenzie, Mrs. Florence
McKune, Mrs. Geo.
McLane, Mrs. P. J.
McMahon, Mrs. F. G.
McNallie Sisters
Mason, Judy
Mason, Mrs. John
May, Janet
Mayes, Peggy
Mayne, Mrs. D. B.
Mayne, Mrs. Martha
Melville, Mrs. Thelma
Meto, Pauline
Metz, Mrs. Grace
Meyer, Rose
Michals, Annie
Michel, Leona I.
Miles, Mrs. J. C.
Miller, Babetta
Mitchell, Mrs. Geo.
Morgan, Hila
Morris, Mrs. Iva
Morton, Alvira
Mrquies, Mrs. Majel
Murray, Ginger
Murray, Peggy
Murrill, Mrs. Flow
Neal, Mrs. Anna
Neilson, Mrs. Lelia
Neville, Maxine
Nieberle, Mrs. Louis J.
Norman, Kay
O'Connell, Mercedes
Orr, Mrs. Odell
Ortagus, Mrs. Leonard
Parker, Leona
Parker, Miss Boots
Parker, Mrs. H. L.
Parker, Mrs. Dorothy
Parker, Mrs. Raymond
Perkins, Mrs. Arthur
Perry, Lottie
Perry, Mrs. Jenny
Ponder, Sheila
Pope, Mrs. Concha
Porter, Grace
Pratt, Mary
Prescott, Ann L.
Purvis, Mrs. Frances
Quick, Gladys
Quinn, Ruth
Ramon, Edythe
Ramos, Goletta
Rapiet, Mona
Raymond, Anna
Reechee, Mitzie
Reed, Jessie
Reed, Lucille
Reid, Mrs. Earl
Rhoades, Lilly Belle
Rice, Jamie
Riggs, Mrs. Ella F.
Rinehart, Ollie
Rison, Mrs. Teddy
Anderson, Jackie
Anderson, M.
Anderson, U. P.
Andrechuk, Theo.
Anzel, J. S.
Anthony, Milo
Antwine, Prof.
Arbuckle, H. E.
Arbuckle, Jesse E.
Archer, Max
Aredo, Joe & Pearl
Arley, Towes
Armond, Billy
Armstrong, Milo K.
Armstrong, Tip
Arnold, Jerry
Arnot, Jack
Art & Leon
Arthur, Chas. A.
Asher, Charles
Atkinson, J. Floyd
Aulzer Bros. Messrs.
Austin, Albert A.
Austin, Richard L.
Ayes, Bobby
Backmann, Ted
Bakker, Earl Dewey
Baker, Carl
Baker, Lloyd
Baker, Red
Baker, Joe S.
Balderson, Art
Baldridge, W. R.
Balow, Charles
Baney, W. E.
Bangs, Jerry
Banks, Bennett E.
Barnes, Dr. W. B.
Barnett, M.
Barnett & Schutz
Barnhart, Clifford
Barr, Clyde Eugene W.
Barrett, Bill
Bartlet, R. O.
Barton, Howard W.
Barton, Ottis
Bashaar, Chas. W.
Bates, C. A.
Bates, Geo. Linus
Bates, Guy
Raste, Robert
Baty, Joe
Bayne, Jack
Beach, Geo. (Half Pint)
Beardles, W. H.
Beam, Billy
Beaman, Roy (Pollock)
Beard, Arthur F.
Beard, Bill
Beardon, Jack
Beardfoot, Chief
Beating, Steve
Beasley, Jas. S.
Beatty, P. T.
Beatty, P. J.
Becket, Billie
Bedford, Bobby
Bedonie, Salem
Beebe, Ellis T.
Beham, Archie
Beliew, Charles
Bell, Addison
Bell, Miles
Bell, Moses
Belmont, Cirenio
Benge, James G.
Bement, Arlie
Bennett, Fred
Benoit, Frank
Benson, Jack O.
Benton, E.
Benton, Earl G.
Benton, Frances
Berg, John (Slim)
Berkourtz, Sam
Berkowitz, Dave
Bernard, Billie
Berry, Curly
Bertram, Bert
Beasey, Jack
Bey, Ben
Bills, Dr. J. C.
Bilyou, Percy
Bink, Geo.
Bird, Wiki
Bird, W. E. Willie
Blackfoot, Blackie
Blackstone, Joe
Blair, Bud
Bland, Richard
Block, Bert
Blumingame, V. W.
Boardman, Orlando W.
Bobbio, Accordionist
Bockman, Ted
Borden, LaVaughn
Borkland, Corporation
Boude, Clinton
Bough, Albert
Bousum, Robert
Bowell, Walter
Bowen, Ray & Virgil
Bowin, Richie C.
Bowman, Chas. M.
Bowman, F. J.
Boyd, Jimmie
Boyes, Chick
Boyle, J. W. (Duke)
Bozwa, George
Bradford, G. O.
Bradham, Charlie
Bradshaw, Tiny
Branch United Show
Brandt, Fred
Brandyberry, L. S.
Braunstein, Albert
Break, A. J.
Brennan, Merle
Brent, Jim
Bresnahan, Ernie
Bresnoham, Russell
Bright, H. B.
Bright, Lee
Brison, Ray
Britt, B. H.
Britt, Tom
Britt, Weldon
Britton, Jack
Brockhoff, Wm. Carl
Brodie, W. N.
Brooks, Bill
Brooks, Howard
Brooks, Jack & Maude
Brooks, Sam
Brower, J. J.
Brown, Al
Brown, Geo. E.
Brown, Harry
Brown, Ho Jo
Brown, J. R. (Brown)
Brown, L. D.
Brown, Pat
Brown, Pluto
Brownfield, W. E.
Brunk, Glenn D.
Bruner, Jack
Bryan, Jack
Buckland, Wm.
Buckly, Dick
Bunker, Harold
Burdick, Ira
Burgius, Harry
Burk, K. L.
Burke, Geo.
Burke, Tommy
Burnham, Joe
Burns, Jack
Burton Jr., Steve
Bush, Ernest
Bush, Hurley
Byers, C. W. & J. W.
Cain, Joseph Leroy
Calkins, Fred
Callahan, Ray
Callander, Pete
Camp, Herb E.
Camp, Texal O.
Campbell, Carl C.
Campbell, Frank
Campbell, Jack O.
Campbell, W. H.
Canarcs, Victor
Canfield, Don
Carey, Wm.
Caritoni, Frank
Carleton, Jimmy
Carlies, Jack
Carnahan, Andrew H.
Carney, Jack
Carrier, Harry
Carter, Billy
Carter, Felix
Carter, Jimmie
Carter, T. H.
Carter, Wrey
Caruso, Johnnie
Carver, Adem
Catalano, Tony
Caulbe, A. M.
Caulbe, J. B.
Caulbe, R. I.
Cestaro, V. L.
Chalko, Wm.
Chambers, Earl
Chenoweth, Wm. H.
Childre, Lew
Chisholm, Davey
Choates Comedians
Chrisman, Taga
Christ, Peter A.
Christopher, Joe
Christy & Higgins
Christy, Wayne
Christy Obrecht Players
Church, Clarence
Clark, C. K.
Clark, Chas. Slim
Clark, Edgar F.
Clark, Jim
Clark, L. R.
Claude, Leo
Clayton, Eugene
Cleaning Com-pound Co.
Cleveland, Dad
Click, V. O.
Clifton, Harry (Slipfoot)
Cline, Eddie
Cobor, Frankie
Cockrell, Geo. W.
Coddins, Jack
Cody, Bill
Cody, Harry M.
Coe, Sam
Cogshall, J. R.
Cohen, Milton
Cole, Dad Clyde O.
Cole, Frank
Collar, Chas.
Collier, Ralph
Collins, Doc
Collins, D. W.
Collins Minstrel
Collohan, Arthur
Colton, Tex
Colvin, Ira (Red)
Compton, F. A.
Conner, Harold
Conrad, Robert J.
Cooper, Felix
Cooper, Joe
Cooper, Leroy
Cooper, Robert
Copeland, H. N.
Copeland, Maurice
Corbin, Tom
Corbett, William
Corr, Buddie
Costa, Bob
Costa, Steve
Cotter, Robert
Conarrabias, Arnold
Coulter, Rex
Counter, Wm.
Cousins, R. J.
Covey, Harry
Coward, Linden (Magician)
Cowen, John E.
Cox, Arnold
Cox, Babe
Craft, Alfred
Cramer, C. A.
Crane, Draden
Cresswell, Frank
Crews, Jim
Cross, D. L.
Cruise, H. C.
Cruze, Conway
Culley, Carl
Culver, Musical
Cunningham, A. W.
Curcust, Candie
Curry, F. M.
Curry, M. L.
Curtis, Wm. Earl
Dabney, M. P.
Dabney, Tex
Daly, F. W.
Daniel, Grover Tex
Darnaby, J. A.
Darr-Gray Players
Dault & LaMarr
Davenport, Paul
Davidson, A. F.
Davidson, Jas. E.
Davis, O. W. Red
Davis, Elmer
Davis, Harry
Davis, Johnnie (Cowboy)
Davis, Sherman
Dawson, Kenneth
Deady, P. Vincent
Dean, Jerry
Deerfoot, Chief
Deerfoot, Jack
DeLacy, Fern
Hendessay
Delanie, Pat
Dennis Jr., W. H.
Denny, Harry
Derwells, Flying
Desmond, Buddy
Dessereau, Francis
Dever, Edw. N.
Develin, Porky
Devine, Scotty
Dick, Billy
Dillinger, Hardin
Dollar, Billy
Donaldson, Robert
Dontella Bros. & Carmen
Dosein, Chas.
Doto, Bert O.
Doucet, Poley
Douglas, Donald O.
Downs, Matt
Dowson, Skinnie
Doyle, Sam
DuBerrie, W.
Duffy, Matt
Duff, George
Dufour, Lew
Duncan, Buster
Duncan, Kenneth
Duncan, Phil
Dunn, Chester A.
Dunn, Chet
DuPre, Robert
DuVal, Geo. Felix
Durham, Chas.
Durante, Bill
Eames, E. L.
Earby, Edd
Earnest, Doc L. R.
Earmhart, E. E.
Eastman, C. L.
Eaves, Irwin L.
Edlin, I. A. Ted
Edinfield, Danny
Edgington, Cecil
Eddies, Harry
Edward, Blake
Edwards, Billie
Edwards, Charles
Edwards, Chas. W.
Edwards, Duke
Edwards, Robert
Edwards, Sir
Eger, Edwin
Lawrence
Eldridge, Luit
Robert
Eving, Ray
Eli, Moshee
Ellingsworth, G.
Elder, Leon
Elliott, Bob
Elliott, Dudley W.
Ellis, Cotton
Elsner, Ernest (Brownie)
Elverfield, Henry
Elwell, Donald
Emmerling, Jos. P.
Engesser, Geo.
Engesser, Joe
Shorty
Ephraim, John
Epperson, Royle (Epp)
Erwin, Walter
Thomas
Escoe, James
Eskew, Jim
Evans, Tom
Evangeline Shows
Everett, Chas. P.
Fahey, Frank
Fainan, Joe
Fake, Harry F.
Farrar, Verlin
Farrell, E. E.
Farrell, Jimmie, O.
Dayton, O.
Faust, Earl H.
Faust, E. L.
Fegley, Harry
Ferguson, Al
Ferguson, Earl C.
Ferguson, Joe
Ferrante, D.
Fields, Jackie
Fiesta of 1935 Co.
Fierney, Ed
Filby, H. Garth
Finch, Johnny
Fisch, Dr. Chas.
Fisher, Roy
Fitch, Harry H.
Fitz & O'Leary
Fitzgerald, Hiram M.
Flannagan, Mickey
Flechette, Ray
Fleetwood, Opola
Florey, Joe
Flynn, F. E.
Ford, Al
Ford, Dewey
Forth, Allen
Foss, J. D.
Foster, Frank
Foster, Thos. L.
Fowler, Prof.
Bennie
Fox, Fred (Goldie)
Foy, Bob
Frantz, Jerry
Frazier, Bruce
Frazier, Grandad
Freeborn, James
Freesland, J. G.
French, Doc
Fulbright, Henry
Fuller, Lew
Gabby Bros.
Gaffney, Wm. H.
Gage, Robt. H.
Gannon, Bert
Gallagher, C. P.
Gallagher, James
Gallagher, Robert
Galloway, Eddie Pat
Leo
Galvin, John
Gardner, Geo.
Garfield, Doc
Gaskill, Jack
Garnel, Doc
Garrett, Alex R.
Gatchell, H. S.
Gayler, Bob
Gazink, Geo.
Geisler, Henry
Gennisie, Ben
George, Bert
George, Eli
George, Frank
George, James
George, Joe M.
George, Williams
Gerad, Charles
Gerber, Joseph
Gibbons, Artoria
Gibbons, Guy
Gibbons, Harry
Gilbert, Harry
Gilberts, Ole
Gill, Chas. E.
Gilllette, L. C.
Gillgiaten, Geo. D.
Girard, Harry
Glassman, Nathan
Gleen, C. O.
Glynn, Nick
Goodwin, Bert C.
Goodwin, Joe
Goodwin, Mart
Goodwin, R. E.
Gordon, Alvin
Gordon, Chas.
Gordon, Roy
Gorman, Geo. C.
Goss, Robert (Silas Evans)
Gough, O. W.
Gould, Joe
Goude, Jacques E.
Goude, J. O.
Graham, J.
Graham, Jack
Gray, Bruce
Gray, Joseph
Gray, Tracy
Green, Curtis
Green, Edwin T.
Green, Silad, Show
Green, Col. W. E.
Greenwood, Harry
Gregory, L. B.
Gresham, Geo. & Freckles
Grey, Otto
Griffon, M.
Griffin, Jeff.
Griffin, Willard
Griffith, Jack
Griffith, L. J.
Grimes, Harry O.
Grimes, J. T.
Grimes, Loren
Grimes, A. M.
Griner, Harry O.
Groffo, Miller
Grosblat, Joie
Grover, Bob
Grundon, Howard
Gwinn, Calvin
Haas, Frederick L.
Haas, J. Harvey
Haberman, Bennie
Hackburg, Jack
Hagelman, Wm.
Hall, Bud
Hall, Freddie
Hall, John
Hall, Perce
Hall, Robert
Hall, Walter D.
Halligan, Jack
Hallstrom, D. C.
Hammon, Johnnie R.
Hammond, Bill
Haner, Sam L.
Hanna, H. L.
Hao, Al
Hardemon, Sam
Harley, Jess L.
Harper, Harry
Harper, P. E.
Harrigan, Edw. J.
Harriman, Maison
Harrington, E. A.
Harrio & Mario
Harris, Bing Earl
Harris-Eskew
Harris, Lawrence
Harrison, Edw. S.
Harry, Sailor
Harsock, Byron
Hart, Louis
Hart, Paul
Hartig, Wm.
Hartigan, Pat
Hartwell, Jack Z.
Hartwick, Johnnie E.
Hartwig, Johnny
Hartzberg, C. A.
Harvey, Charles
Harvey, Henry
Harvey, Will
Harwell, R. W.
Hatfield, Johnnie
Hauser, Fred
Haverstock, Harvey
Hayatake, Uki
Hayes, Morgan
Head, Bernie
Heckendorn, Clarence
Hedrick, Elmer
Heffron, Dr. J.
Heitzman, George
Henderson, Jimmie
Henderson, Victor
Henderson, Lewis
Henderson, Rock Co.
Hennessee, Red
Herbert, Jack
Herrington, Bob
Herskner, Ted
Hess, A.
Hewitt, Wm.
Judkins
Hibbard, H. B.
Hickman, T. R.
Hicks, C. V. Red
Higby, Arthur
Higgins, James
Hilganga, John G.
Hill, Col. Delbert E.
Hill, J. E.
Hill, Monk
Hill, P. O.
Hill, Red
Hillman, Carl L.
Hines, Joplin
Hinkle, Milt
Hinton, Charles & Florence
Hinton, Roy E.
Hobbs, Gordon
Hodges, Jimmy
Hoel, Frank
Hoffman, Henry
Hoffman, Norman
Hoffman, Lew
Holden, Doc
Holderness, Geo. W.
Holdingsworth, Dean
Holly, A. F.
Holmes, Billy
Holzer, Al
Holtzman, F. M.
Hood, Woodphino (Slim)
Hooper, Earnest
Hoskins, Troy
Housner, Sam
Howard, N. C.
Howe Bros. Side Show
Howell, A. H.
Howell, Doc
Howey, Clyde O.
Hoy, M. W. Doc
Hubbard, Cliff
Hudspeth, Fred
Hudspeth, T. O.
Hug, L. J.
Hughes, Claude R.
Hugo, Capt.
Hull, Jimmy
Hull's Comedians
Humes, W. H.
Hunt, Herman
Hunter, W. J.
Huntington Nickel Plate Show
Hunter, Hubert
Hunter, Thad
Huntley, Spencer
Hutton, M. C.
Hyatt, Paul S.
Hyde, E. B.
Hyland, Dick
Hyland, Jack
Skates
Ingleston, R. H.
Ingram, S. Shelly
Idom, Alfred
Irvin, Jack
Jack, Dare-Devil
Jackson, Harold
Jackson, Doc W. B.
Jacobson, Sam
Jagger, Jimmie
James, J. F.
James, Whittier
Jarvis, Carl
Jaynes, S.
Jennings, Ted
Jewett, Timothy
Jobe, Stanley
Jobber's Midgets
Johns, Vincent C.
Johnson, Bob
Thomas
Johnson, Close Pin
Johnson, Geo. R.
Johnson, George R.
Johnson, Store
Johnson, Toby
Joice, James (Slim)
Jones, Bob
Jones, Eugene Red
Jones, Georgia Bell
Jones, Lester
Jones, Percy
Jones, Pig
Jones, Red
Jones, Roy
Jones, Willie
Jones, Wm. H.
Joyce, Slim
Joynes, Jimmie C.
Julius, Harry H.
Justus, Romaine
Kaeser, Rudy
Kaeser, Harry
Katz, Sammy
Kamaka, Chas. K.
Kane, Lester
Kane, Robert F.
Karr, M. Arthur
Kas, A. J.
Kay, Nick
Kell Bros. Circus
Kelly, J. Jack
Kelly, L. A.
Kelly, T. W. Bennett
Kennedy, Lewis Leon
Kentucky Cocker
Kerns, Edw. C.
Kerns, Frank
Kesterson, Loren
Kilbourne, Mark L.
King, Allen
King, Clarence
King, Geo.
King, Harry
Kingsmore, Tiny
Kinny, John J.
Kinzer, Jas. B.
Kirche, Leonard
Kirk, Lyle
Kimmel, Kaiser
Kirwin, Joe
Klein, E. M.
Klinker, Wm.
Knapp, Jack
Knauff, L. N.
Knights, Geo. Jack
Knob, Conrad
Koban, Kaichi
Kohn, Eddie
Koran, L. E.
Korhn, W. F.
Kranz, Al
Kraft, Perry E.
Kramer, Renita
Krooner, R. A.
Kridler, Sid
Krieder, Edward
Kugler, Prof. Jas.
Kuhn, John M.
Kumali, Buster
LaBrel, Geo.
LaFur, Joe
LaLenna, Frank
LaMont, John
LaPage, Paul
LaPuri, Chas. Doc
LaRose, Danny
LaRouch, Dannie
LaRue, Bobbie
LaZellas, the
Lamar, Col. Leon
Lambert, K. E.
Lam, Bonnie
Lamont, Charlie
Lamont, Geo. A.
Lamore & Frances
Lamore, J.
Lampert, D. J.
Landick, Olyn
Landrum, Lory C.
Lane, John L.
Lane, Malcolm J.
Langdon, Burt
Langford, Harry
Larmour, Edmond
Latell, Harold E.
Lattin, Walter
Laughney, Frank
Lavine, Larry
Lavine, Mike
Lawrence Entertainers
Lawson, Happy
Lay, Bill
Lazell, Elmer
Lazone, Elmer
Leahy, Edw.
Leavitt, Larry
LeVere, Jack
Lee, Francis M.
Lee, Harry W.
Lee, Julian
Lee, C. F. Tex
Lee, Wm. F.
Lemons, Walter
Lenard, Eddie
Leonard, Paul
Lessor, Jake
Levine, Chas. E.
Levitt, John M.
Lewis, Bert
Lewis, Chas. Show
Lewis, Geo. H.
Lewis, H. J. Red
Lewis, Irving
Libby, Flank
Libsey, Edw.
Liklier, Russell
Lineback, Roy
Lional, David
Lippman, Eddie
List, H. B.
Little Beaver, George
Little Fox, Chief
Littlefield, Jack
Livingston, Harold
Llewellyn, Beryl
Locktee, Gus & Lovell
Logan, Harry
Logan, John
Logan, Sandy E.
Logsdon, Billy
Lollar, Roy E.
Long, Dr. A.
Long, Isaac A.
Loranger, Nelson J.
Lottridge, Harry
Lovell, T. O.
Loyd, Ralph
Loyd, Leonard
Luckner, Gene
Lumford, Jimmy
Lumkins, Bat
Lundquist, Leonard
Lunford, Roy
Lush, Doc
Lyda, T. J.
Lynch, Leo
Lyon, Delbert
Lyons, Pat Ager
Lyon, Steve
MacLean, Jas. (Pretty Boy)
McAlister, Tate
McCall, Duke
McCall, H. L.
McCallister, H. E.
McCarthy, Emmet
McCarthy, Jas.
McCarthy, Paul Babe
McClellon, T. A.
McCloud, Cane
McCloughan, O. S.
McCoy, Chuck
McCranie, Rueben
McCrary, E. D.
McCrea, Neil
McCune, W. T.
McDonald, Scotty
McDonald, Wanzo
McFarling, Willard
McGowan, Vernon
McKay, Bob
McKenney Shows

- McRoberts, Joan
Mable, Mrs. Goldie
Madden, Alma
Maddox, Mrs. Ruth
Maddox, Mrs. Jim
March, Marion
Martich Gdn, Pearl
Mason, Judy
Mason, Mrs. John
May, Janet
Mayes, Peggy
Mayne, Mrs. D. B.
Mayne, Mrs. Martha
Melville, Mrs. Thelma
Meto, Pauline
Metz, Mrs. Grace
Meyer, Rose
Michals, Annie
Michel, Leona I.
Miles, Mrs. J. C.
Miller, Babetta
Mitchell, Mrs. Geo.
Morgan, Hila
Morris, Mrs. Iva
Morton, Alvira
Mrquies, Mrs. Majel
Murray, Ginger
Murray, Peggy
Murrill, Mrs. Flow
Neal, Mrs. Anna
Neilson, Mrs. Lelia
Neville, Maxine
Nieberle, Mrs. Louis J.
Norman, Kay
O'Connell, Mercedes
Orr, Mrs. Odell
Ortagus, Mrs. Leonard
Parker, Leona
Parker, Miss Boots
Parker, Mrs. H. L.
Parker, Mrs. Dorothy
Parker, Mrs. Raymond
Perkins, Mrs. Arthur
Perry, Lottie
Perry, Mrs. Jenny
Ponder, Sheila
Pope, Mrs. Concha
Porter, Grace
Pratt, Mary
Prescott, Ann L.
Purvis, Mrs. Frances
Quick, Gladys
Quinn, Ruth
Ramon, Edythe
Ramos, Goletta
Rapiet, Mona
Raymond, Anna
Reechee, Mitzie
Reed, Jessie
Reed, Lucille
Reid, Mrs. Earl
Rhoades, Lilly Belle
Rice, Jamie
Riggs, Mrs. Ella F.
Rinehart, Ollie
Rison, Mrs. Teddy
Anderson, Jackie
Anderson, M.
Anderson, U. P.
Andrechuk, Theo.
Anzel, J. S.
Anthony, Milo
Antwine, Prof.
Arbuckle, H. E.
Arbuckle, Jesse E.
Archer, Max
Aredo, Joe & Pearl
Arley, Towes
Armond, Billy
Armstrong, Milo K.
Armstrong, Tip
Arnold, Jerry
Arnot, Jack
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Austin, Richard L.
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Baker, Joe S.
Balderson, Art
Baldridge, W. R.
Balow, Charles
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Bangs, Jerry
Banks, Bennett E.
Barnes, Dr. W. B.
Barnett, M.
Barnett & Schutz
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Barr, Clyde Eugene W.
Barrett, Bill
Bartlet, R. O.
Barton, Howard W.
Barton, Ottis
Bashaar, Chas. W.
Bates, C. A.
Bates, Geo. Linus
Bates, Guy
Raste, Robert
Baty, Joe
Bayne, Jack
Beach, Geo. (Half Pint)
Beardles, W. H.
Beam, Billy
Beaman, Roy (Pollock)
Beard, Arthur F.
Beard, Bill
Beardon, Jack
Beardfoot, Chief
Beating, Steve
Beasley, Jas. S.
Beatty, P. T.
Beatty, P. J.
Becket, Billie
Bedford, Bobby
Bedonie, Salem
Beebe, Ellis T.
Beham, Archie
Beliew, Charles
Bell, Addison
Bell, Miles
Bell, Moses
Belmont, Cirenio
Benge, James G.
Bement, Arlie
Bennett, Fred
Benoit, Frank
Benson, Jack O.
Benton, E.
Benton, Earl G.
Benton, Frances
Berg, John (Slim)
Berkourtz, Sam
Berkowitz, Dave
Bernard, Billie
Berry, Curly
Bertram, Bert
Beasey, Jack
Bey, Ben
Bills, Dr. J. C.
Bilyou, Percy
Bink, Geo.
Bird, Wiki
Bird, W. E. Willie
Blackfoot, Blackie
Blackstone, Joe
Blair, Bud
Bland, Richard
Block, Bert
Blumingame, V. W.
Boardman, Orlando W.
Bobbio, Accordionist
Bockman, Ted
Borden, LaVaughn
Borkland, Corporation
Boude, Clinton
Bough, Albert
Bousum, Robert
Bowell, Walter
Bowen, Ray & Virgil
Bowin, Richie C.
Bowman, Chas. M.
Bowman, F. J.
Boyd, Jimmie
Boyes, Chick
Boyle, J. W. (Duke)
Bozwa, George
Bradford, G. O.
Bradham, Charlie
Bradshaw, Tiny
Branch United Show
Brandt, Fred
Brandyberry, L. S.
Braunstein, Albert
Break, A. J.
Brennan, Merle
Brent, Jim
Bresnahan, Ernie
Bresnoham, Russell
Bright, H. B.
Bright, Lee
Brison, Ray
Britt, B. H.
Britt, Tom
Britt, Weldon
Britton, Jack
Brockhoff, Wm. Carl
Brodie, W. N.
Brooks, Bill
Brooks, Howard
Brooks, Jack & Maude
Brooks, Sam
Brower, J. J.
Brown, Al
Brown, Geo. E.
Brown, Harry
Brown, Ho Jo
Brown, J. R. (Brown)
Brown, L. D.
Brown, Pat
Brown, Pluto
Brownfield, W. E.
Brunk, Glenn D.
Bruner, Jack
Bryan, Jack
Buckland, Wm.
Buckly, Dick
Bunker, Harold
Burdick, Ira
Burgius, Harry
Burk, K. L.
Burke, Geo.
Burke, Tommy
Burnham, Joe
Burns, Jack
Burton Jr., Steve
Bush, Ernest
Bush, Hurley
Byers, C. W. & J. W.
Cain, Joseph Leroy
Calkins, Fred
Callahan, Ray
Callander, Pete
Camp, Herb E.
Camp, Texal O.
Campbell, Carl C.
Campbell, Frank
Campbell, Jack O.
Campbell, W. H.
Canarcs, Victor
Canfield, Don
Carey, Wm.
Caritoni, Frank
Carleton, Jimmy
Carlies, Jack
Carnahan, Andrew H.
Carney, Jack
Carrier, Harry
Carter, Billy
Carter, Felix
Carter, Jimmie
Carter, T. H.
Carter, Wrey
Caruso, Johnnie
Carver, Adem
Catalano, Tony
Caulbe, A. M.
Caulbe, J. B.
Caulbe, R. I.
Cestaro, V. L.
Chalko, Wm.
Chambers, Earl
Chenoweth, Wm. H.
Childre, Lew
Chisholm, Davey
Choates Comedians
Chrisman, Taga
Christ, Peter A.
Christopher, Joe
Christy & Higgins
Christy, Wayne
Christy Obrecht Players
Church, Clarence
Clark, C. K.
Clark, Chas. Slim
Clark, Edgar F.
Clark, Jim
Clark, L. R.
Claude, Leo
Clayton, Eugene
Cleaning Com-pound Co.
Cleveland, Dad
Click, V. O.
Clifton, Harry (Slipfoot)
Cline, Eddie
Cobor, Frankie
Cockrell, Geo. W.
Coddins, Jack
Cody, Bill
Cody, Harry M.
Coe, Sam
Cogshall, J. R.
Cohen, Milton
Cole, Dad Clyde O.
Cole, Frank
Collar, Chas.
Collier, Ralph
Collins, Doc
Collins, D. W.
Collins Minstrel
Collohan, Arthur
Colton, Tex
Colvin, Ira (Red)
Compton, F. A.
Conner, Harold
Conrad, Robert J.
Cooper, Felix
Cooper, Joe
Cooper, Leroy
Cooper, Robert
Copeland, H. N.
Copeland, Maurice
Corbin, Tom
Corbett, William
Corr, Buddie
Costa, Bob
Costa, Steve
Cotter, Robert
Conarrabias, Arnold
Coulter, Rex
Counter, Wm.
Cousins, R. J.
Covey, Harry
Coward, Linden (Magician)
Cowen, John E.
Cox, Arnold
Cox, Babe
Craft, Alfred
Cramer, C. A.
Crane, Draden
Cresswell, Frank
Crews, Jim
Cross, D. L.
Cruise, H. C.
Cruze, Conway
Culley, Carl
Culver, Musical
Cunningham, A. W.
Curcust, Candie
Curry, F. M.
Curry, M. L.
Curtis, Wm. Earl
Dabney, M. P.
Dabney, Tex
Daly, F. W.
Daniel, Grover Tex
Darnaby, J. A.
Darr-Gray Players
Dault & LaMarr
Davenport, Paul
Davidson, A. F.
Davidson, Jas. E.
Davis, O. W. Red
Davis, Elmer
Davis, Harry
Davis, Johnnie (Cowboy)
Davis, Sherman
Dawson, Kenneth
Deady, P. Vincent
Dean, Jerry
Deerfoot, Chief
Deerfoot, Jack
DeLacy, Fern
Hendessay
Delanie, Pat
Dennis Jr., W. H.
Denny, Harry
Derwells, Flying
Desmond, Buddy
Dessereau, Francis
Dever, Edw. N.
Develin, Porky
Devine, Scotty
Dick, Billy
Dillinger, Hardin
Dollar, Billy
Donaldson, Robert
Dontella Bros. & Carmen
Dosein, Chas.
Doto, Bert O.
Doucet, Poley
Douglas, Donald O.
Downs, Matt
Dowson, Skinnie
Doyle, Sam
DuBerrie, W.
Duffy, Matt
Duff, George
Dufour, Lew
Duncan, Buster
Duncan, Kenneth
Duncan, Phil
Dunn, Chester A.
Dunn, Chet
DuPre, Robert
DuVal, Geo. Felix
Durham, Chas.
Durante, Bill
Eames, E. L.
Earby, Edd
Earnest, Doc L. R.
Earmhart, E. E.
Eastman, C. L.
Eaves, Irwin L.
Edlin, I. A. Ted
Edinfield, Danny
Edgington, Cecil
Eddies, Harry
Edward, Blake
Edwards, Billie
Edwards, Charles
Edwards, Chas. W.
Edwards, Duke
Edwards, Robert
Edwards, Sir
Eger, Edwin
Lawrence
Eldridge, Luit
Robert
Eving, Ray
Eli, Moshee
Ellingsworth, G.
Elder, Leon
Elliott, Bob
Elliott, Dudley W.
Ellis, Cotton
Elsner, Ernest (Brownie)
Elverfield, Henry
Elwell, Donald
Emmerling, Jos. P.
Engesser, Geo.
Engesser, Joe
Shorty
Ephraim, John
Epperson, Royle (Epp)
Erwin, Walter
Thomas
Escoe, James
Eskew, Jim
Evans, Tom
Evangeline Shows
Everett, Chas. P.
Fahey, Frank
Fainan, Joe
Fake, Harry F.
Farrar, Verlin
Farrell, E. E.
Farrell, Jimmie, O.
Dayton, O.
Faust, Earl H.
Faust, E. L.
Fegley, Harry
Ferguson, Al
Ferguson, Earl C.
Ferguson, Joe
Ferrante, D.
Fields, Jackie
Fiesta of 1935 Co.
Fierney, Ed
Filby, H. Garth
Finch, Johnny
Fisch, Dr. Chas.
Fisher, Roy
Fitch, Harry H.
Fitz & O'Leary
Fitzgerald, Hiram M.
Flannagan, Mickey
Flechette, Ray
Fleetwood, Opola
Florey, Joe
Flynn, F. E.
Ford, Al
Ford, Dewey
Forth, Allen
Foss, J. D.
Foster, Frank
Foster, Thos. L.
Fowler, Prof.
Bennie
Fox, Fred (Goldie)
Foy, Bob
Frantz, Jerry
Frazier, Bruce
Frazier, Grandad
Freeborn, James
Freesland, J. G.
French, Doc
Fulbright, Henry
Fuller, Lew
Gabby Bros.
Gaffney, Wm. H.
Gage, Robt. H.
Gannon, Bert
Gallagher, C. P.
Gallagher, James
Gallagher, Robert
Galloway, Eddie Pat
Leo
Galvin, John
Gardner, Geo.
Garfield, Doc
Gaskill, Jack
Garnel, Doc
Garrett, Alex R.
Gatchell, H. S.
Gayler, Bob
Gazink, Geo.
Geisler, Henry
Gennisie, Ben
George, Bert
George, Eli
George, Frank
George, James
George, Joe M.
George, Williams
Gerad, Charles
Gerber, Joseph
Gibbons, Artoria
Gibbons, Guy
Gibbons, Harry
Gilbert, Harry
Gilberts, Ole
Gill, Chas. E.
Gilllette, L. C.
Gillgiaten, Geo. D.
Girard, Harry
Glassman, Nathan
Gleen, C. O.
Glynn, Nick
Goodwin, Bert C.
Goodwin, Joe
Goodwin, Mart
Goodwin, R. E.
Gordon, Alvin
Gordon, Chas.
Gordon, Roy
Gorman, Geo. C.
Goss, Robert (Silas Evans)
Gough, O. W.
Gould, Joe
Goude, Jacques E.
Goude, J. O.
Graham, J.
Graham, Jack
Gray, Bruce
Gray, Joseph
Gray, Tracy
Green, Curtis
Green, Edwin T.
Green, Silad, Show
Green, Col. W. E.
Greenwood, Harry
Gregory, L. B.
Gresham, Geo. & Freckles
Grey, Otto
Griffon, M.
Griffin, Jeff.
Griffin, Willard
Griffith, Jack
Griffith, L. J.
Grimes, Harry O.
Grimes, J. T.
Grimes, Loren
Grimes, A. M.
Griner, Harry O.
Groffo, Miller
Grosblat, Joie
Grover, Bob
Grundon, Howard
Gwinn, Calvin
Haas, Frederick L.
Haas, J. Harvey
Haberman, Bennie
Hackburg, Jack
Hagelman, Wm.
Hall, Bud
Hall, Freddie
Hall, John
Hall, Perce
Hall, Robert
Hall, Walter D.
Halligan, Jack
Hallstrom, D. C.
Hammon, Johnnie R.
Hammond, Bill
Haner, Sam L.
Hanna, H. L.
Hao, Al
Hardemon, Sam
Harley, Jess L.
Harper, Harry
Harper, P. E.
Harrigan, Edw. J.
Harriman, Maison
Harrington, E. A.
Harrio & Mario
Harris, Bing Earl
Harris-Eskew
Harris, Lawrence
Harrison, Edw. S.
Harry, Sailor
Harsock, Byron
Hart, Louis
Hart, Paul
Hartig, Wm.
Hartigan, Pat
Hartwell, Jack Z.
Hartwick, Johnnie E.
Hartwig, Johnny
Hartzberg, C. A.
Harvey, Charles
Harvey, Henry
Harvey, Will
Harwell, R. W.
Hatfield, Johnnie
Hauser, Fred
Haverstock, Harvey
Hayatake, Uki
Hayes, Morgan
Head, Bernie
Heckendorn, Clarence
Hedrick, Elmer
Heffron, Dr. J.
Heitzman, George
Henderson, Jimmie
Henderson, Victor
Henderson, Lewis
Henderson, Rock Co.
Hennessee, Red
Herbert, Jack
Herrington, Bob
Herskner, Ted
Hess, A.
Hewitt, Wm.
Judkins
Hibbard, H. B.
Hickman, T. R.
Hicks, C. V. Red
Higby, Arthur
Higgins, James
Hilganga, John G.
Hill, Col. Delbert E.
Hill, J. E.
Hill, Monk
Hill, P. O.
Hill, Red
Hillman, Carl L.
Hines, Joplin
Hinkle, Milt
Hinton, Charles & Florence
Hinton, Roy E.
Hobbs, Gordon
Hodges, Jimmy
Hoel, Frank
Hoffman, Henry
Hoffman, Norman
Hoffman, Lew
Holden, Doc
Holderness, Geo. W.
Holdingsworth, Dean
Holly, A. F.
Holmes, Billy
Holzer, Al
Holtzman, F. M.
Hood, Woodphino (Slim)
Hooper, Earnest
Hoskins, Troy
Housner, Sam
Howard, N. C.
Howe Bros. Side Show
Howell, A. H.
Howell, Doc
Howey, Clyde O.
Hoy, M. W. Doc
Hubbard, Cliff
Hudspeth, Fred
Hudspeth, T. O.
Hug, L. J.
Hughes, Claude R.
Hugo, Capt.
Hull, Jimmy
Hull's Comedians
Humes, W. H.
Hunt, Herman
Hunter, W. J.
Huntington Nickel Plate Show
Hunter, Hubert
Hunter, Thad
Huntley, Spencer
Hutton, M. C.
Hyatt, Paul S.
Hyde, E. B.
Hyland, Dick
Hyland, Jack
Skates
Ingleston, R. H.
Ingram, S. Shelly
Idom, Alfred
Irvin, Jack
Jack, Dare-Devil
Jackson, Harold
Jackson, Doc W. B.
Jacobson, Sam
Jagger, Jimmie
James, J. F.
James, Whittier
Jarvis, Carl
Jaynes, S.
Jennings, Ted
Jewett, Timothy
Jobe, Stanley
Jobber's Midgets
Johns, Vincent C.
Johnson, Bob
Thomas
Johnson, Close Pin
Johnson, Geo. R.
Johnson, George R.
Johnson, Store
Johnson, Toby
Joice, James (Slim)
Jones, Bob
Jones, Eugene Red
Jones

McIntyre, Keith
McKernan, Wm.
McLaughlin, Alex
McLaughlin, Alex
Donald & Gene
McLendon, R. F.
McMahon, Harold
McMillen, Geo.
McNall, Luther V.
McNeely, A. E.
McNeely, J. D.
McPherson, Eugene
McSpadden, John R.
M. & M. Show
Machel, Bob
Mack, Billy Bozo
Mack, Robt.
Mack, Wm.
Maddox, Earl
Maden, Sr.
Mahan, Bob
Mahoney, J. L.
Malors, Jack
Maller, Frank
Malley, Francis S.
Manning, C. O.
Mansfield, Robt.
Marceles, Bud
Maretta, R. E.
Marcus, Geo.
Marcus, Will
Marion, J. J.
Markley, Dave
Marko, Geo.
Marks, B. D.
Mars, Walter J.
Marshall, Chester
Martell, Jerry
Martin, Tom
Martin, F. B.
Martinez Sr., Luis
Martin, Pete
Martini, Joe
Mason, Dick
Mason, Johnnie
Matthews, J. H.
Mattson, Bernard
Maximo,
Mechanical Man
May, Jackie
Mayman, Gilbert
Meadie, Tommy
Meadows, C. W.
Mellinger, Sam H.
Melville, Sam H.
Mercer, Chas. W.
Messick, K. O.
Meyer, Clint V.
Meyers, Carl
Meyers, Dutch
Meyers, F. H.
Middleton, Sidney
Miles, Dr. J. C.
Miles, Pat
Miller, Bob
Miller, Chas. Joe
Miller, Eli
Miller, Frank
Miller, Fred
Miller, F. W.
Miller, Herman
Miller, Jas. E.
Miller, Joe & Babe
Miller, M. Jackie
Miller, Leo
Miller, Mervin
Miller, Obert
Millican, Jack
Mimdo
Mimic World
Minsky Supreme
Minsky, Alex
Minsky, Charley
Minsky, Circle
Minsky, Stock Co.
Minsky, Dick or Bob
Minsky, Frank J.
Minsky, Geo. M.
Minsky, Pete
Minsky, Roy J.
Minsky, Sam
Minsky, Steve G.
Minsky, Theodore
Minsky, Tom
Minsky, Art
Minsky, James
Minsky, White
Montague, Bertie
Moon, R. E.
Moore, Hap
Moore, Homer
Moore, Jack
Moore, DeLeon
Moore, Rector
Moore, Thomas
Moore, Tommie E.
Moore, Vernon
Moore, W. C.
Mooney, Harry
Morgan, Chas.
Morgan, Frank
Morgan, Frank L.
Morgan, Louis
Morgan, H. C.
Morgan, Jimmy
Morgan, Joe D.
Morgan, Sandy
Mortenson, Mort
Morton, Rex
Mose, K. C.
Morris, Robt. &
Motts, Fred
Mr. Q
Mulally, Tommy
Mullens, Jimmie
Mullins, Jack
Mund, Sunny
Mundi, Dr. Leon
Murdoch, Robt. K.
Murphy, Jackie
Murray, Arthur
Murray, Charlie
Murray, James
Murray, R. E.
Naboone, R. J.
Naylor, Jack
Neal, Roy
Neathery, C. T.
Neupert, Clarence
Nelson, Benny
Nelson, Bert
Nelson, (Rough House)
Nelson, Buck
Nelson, Oscar E.
Nelson, Walter
Nelson, Whitey
Nepo, Geo.
New, John A.

Newman, Arthur
Newman, Frank
Newman, Ted
Newton, Harold
Newton, Horace
Nieberly, Louis J.
Nolta, Whitey
Northon, Robt. E.
Norton, Robt.
Noxon, Frank S.
O'Brien, James E.
O'Brien, Thos.
O'Connell, J. M.
O'Dare, Lerry
O'Donnell, Thos.
O'Hara, Husk
O'Hara, Johnny
O'Mally, J. P.
O'Neal, Phil
Oake, Al H.
Oberman, Harry
Odum, Homer
Ogden, Ray W.
Oliver, Harry
Orbogan, Geo.
Orner, Perry
Osborn, Alton T.
Oshwa, Prince
Ossified Roy
Ott, Fred
Owens, Buck
Owens, Frank
Pablo Sr., Juan Jr.
Palmer, Don
Palmer, Don & Della
Palmer, E. E.
Palmer, Pete
Parker, Dick
Parker Sales
Parks, Col.
Parr, Victor J.
Patrick, Wayne
Patterson, Chas.
Patterson, Herb
Patterson, J. C.
Paul, Impersonator
Payne, Jimmie
Payton, Chas.
Pearline, Harry
Pearson, Oscar
Peck, Bert
Peke, Blackey
Pelon, Peter L.
Penggelli, Dr. H.
Periwinkle Players
Perkins, Frank D.
Perrin, Sid
Perry, Frank
Perry, J. L.
Perry, Jack
Perry, Verne
Peterson, Dick
Petocher, Andrew
Pettie, Geo. Slim
Pewee, the Clown
Pfeifer, E. W.
Pierce, Ralph J.
Phillips, Edgar
Pickard, Wm. J.
Pickering Family
Pickering, Dan
Pine, Andy
Pitt, W. J.
Pirley, G. W.
Place, Lewis E.
Pollitt, John A.
Pomroy, H. L.
Pope, Ansel G.
Pope, Chas. W.
Porter, La.
Potts, Harvey
Poulas, John
Powell, Albert
Powell, Art
Powers, Rex
Prather, Henry H.
Premont, Ted
Price, Ray
Proctor, James R.
Purl, Billy
Qualls, Knox
Quincey, Tom J.
Quinn, John
RaGouldie, Rajah
Rader, Chas. E.
Ragland, L. E.
Rakes, Edw.
Ramirez, Joe
Rawlinson, Chas.
Ray, Engomar
Ray, Ernie
Raymer, Walter J.
Rea, John T.
Reagan, Bob
Reamer, Frank
Reano, Prof.
Reaves, J. D.
Rector, Charlie
Red Fox, Joe
Redding, G. F.
Redding, Ray
Redmond, Prof.
Reece, J. W.
Reed, Chick L.
Reed, G. W. Bill
Reedy, Maynard
Reichbach, Ben
Reid, Ed C.
Reid Gr. Show
Reiner, Frank
Reinhardt, Geo.
Remsen, Art
Reno, Edw. A.
Reno, Paul
Revilli, Chas.
Revolt, Paul
Reynolds, Gene
Rhodes, Claude
Rice, Cecil C.
Rice, C. E.
Rice, Harold Abe
Rich, Jimmy
Richards, Jimmie
Richards, or Kitty
Richmond, Bald
Riggs, J. L.
Riley, Art
Riley, E. G.
Riley, Harry
Rimmer, Billy
Rish, John
Rittley, Harry
Roba, the Magician
Roberts Jr., Chas.
Roberts, Joe
Roberts, J. S.
Roberson, Geo.
Robinson, Carl
Robinson, Ross
Rocco, R. W.
Rodgers, Bill
Roger, Albert
Rogers, Jim

Rogers, Julia
Romeoli, Tony
Rooney, Chas.
Rooney, Jimmy
Rosen, Joe
Rosen, Mike
Rosenberg, Geo.
Rosewall, Abe
Rosezela, Joe
Ross, Jack
Ross, Tony F.
Rotnour, J. E.
Rowan, Doc
Ruffing, W. S.
Rupp, Frank
Rush, Jas. O.
Russell, Bert
Ruston, Jas. R.
Ryan, Frank P.
Ryan, Jack
Salinger, David
Sampson, Jack
Sampson, Walter
Sanders, Monroe
Sangor, Harry
Satrio, Frank
Satterlee, Alfred
Saunders, Jas. R.
Savoldi, Joe
Sawyer, Bennet B.
Sawyer, Harry
Schaffer, Ray
Schaffner, Neil E.
Schelhe, Louis
Schiefelbein, Max
Schluchter, H. G.
Schneaman, Lester
Schofield, Ed
Schofield, Jos.
Schreckengost, Arden
Schubach, Tex A.
Schwanenberger, Rube
Schwanenberger, Ambrose
Schwartz, Joe
Scott, A. M.
Scott, Bill
Scott, Geo. W.
Scott, Walter Red
Sears, Howard
See, Bunny
Sells, Virgil
Sexton, Thos.
Seymour, W. O.
Shaffer, Lee
Sharkey, Geo.
Sharon, Alfred Joe
Sharon, Jack
Sharrack, Lowell
Sharven, Doc
Shaw, Maurice
Sheehan, Bob
Shelton, Toby
Sherman, Tex
Shields, Paul
Shields, Wilmet
Shirley, M. C.
Shive, H. B.
Shmidt, Louis H.
Shore, Arthur
Shuro, Nate
Shurgart, Dr.
Shuttie, Ferris
Siegrist, Chas.
Siladi, John
Silvers, J. H.
Silvers, Jack
Silver Streaks, The
Simmonds, Alex
Simon, Leo
Simpson, Sam
Singleton, H. D.
Siscoe, Hank
Sizemore, Asa
Skeeter Kell Co.
Slossor, Shots
Sloute, Verne L.
Slovensky, John
Small, Leo
Smiley, James
Smith, Bill
Smith, C. H.
Smith, Chris M.
Smith, Fletcher
Smith, Floyd
Smith, Frank
Smith, Gurdon
Smith, Herbert R.
Smith, Jack
Smith, Odis
Smith, O. M.
Smith, Rollin
Smith, Roy H.
Smith, C. M. Sid
Smitty, J. D.
Smythe, Bill
Snediker, B. W.
Snell, P. J.
Snider, Shorty
Snobar, John Mex
Snyder, Dutch
Solar, Joe & Dot
Solomon, Tildon S.
Southern, Bert
Sorensen, Asger
Sorensen, Robt.
Soret, Joe
Soriro, Frank
Spain, Oren N.
Spangler, Dr.
Sparks, Ted
Spencer, Bill
Sperlock, Red
St. Johns, Art
Stanley, Chas. W.
Stanley, Mark
Stanley, Mike
Stanley, Harry
Star, Jimmie
Stears, Melvin
Stegeman, Roger
Steinberg, Abraham
Stennett, Bill
Stephens, G. W.
Stephens, John R.
Stephey, Roscoe L.
Stetson, Jack
Stevens, G. W.
Stevens, Thos.
Stevenson, J. D.
Stone, G. B.
Stone, W. F.
Stopper, Kid
Stout, T.
Stork, David
Sullivan, John L.
Stove Pipe
Summers, Jimmy
Summers, V. S.

Swain, W. L.
Svan, Tex
Sweeney, J. E.
Swindell, Geo. H.
Swires, Lefty
Tait, D. W.
Tan-A-Wa. Med. Co.
Tarbes, Max
Tate, Jimmy
Taylor, R. Ferris
Taylor, Wm. C.
Taylor, Wm. B.
Teeters, Freeman
Teitenberg, Herb
Templeton, Patrick
Terrell, Billie
Terry, G. H.
Tervay, Eugene
Teaska, Joe
Thrall, Fred
Thibaut, Bernard
Thomas, Alfred
Thomas, F. L.
Thomas, H. O.
Thompson, Mike
Thompson, Jas. G.
Thornhill, Loui
Thornlon, Chas.
Thornburg, Ray & Al
Tinnell, Dan
Todd, Edward
Todd, Jas. Buster
Tolmack, Benny
Tompkins, Geo. Si
Towe, Paul
Towns, Richard
Townsend, C. L.
Tracy, Frank
Tracy, Homer
Traffon, Frank H.
Traver Carnival Co.
Travis, Jas. E.
Tronson, Rube
Trout, Max
Turner, Garry
Tweedy, Chas.
Twist, Egan
Tyler, Tobias
Tyree, Earl
Upton, Al
Usher, Herb
Valentine, Harry
Van Ault, P.
Van Houtnes, Sam
Vance, Francis
Vandiver, C. P.
Vaughn, A. B.
Venable, Billy
Venon, Wall
Vincent, Richard
Vinson, Happy
Virgil the Magician
Wagner, Robt. L.
Wagoner, M. E.
Wahner, R. C.
Waite, Kenneth
Walker, Broadway
Walker, James Tim
Walker, John Tex
Walker, M. R.
Wallace, Tex
Walters, Sidney
Walz, Doc
Wander, Darlie
Ward, J. R.
Ward, T. F.
Warren, the Wizard
Wasserman, Sol
Watkins, Ira
Watkin, Pierre
Watts, Doc T.
Weatherly, E. C.
Weaver, J. R.
Webb, Tex
Weber, E. C.
Weisman, John
Weiss, Carl
Weisse, Dr. Ed
Weldon, Icel
Weldon, Prof. A.
Wells, Bill
Wells, James F.
Wells, Sam
Westelman, L. B.
West, Vernon
Westcott, Earl
Wasserman, Sol
Watkins, Ira
Watkin, Pierre
Watts, Doc T.
Weatherly, E. C.
Weaver, J. R.
Webb, Tex
Weber, E. C.
Weisman, John
Weiss, Carl
Weisse, Dr. Ed
Weldon, Icel
Weldon, Prof. A.
Wells, Bill
Wells, James F.
Wells, Sam
Westelman, L. B.
West, Vernon
Westcott, Earl
Wasserman, Sol
Watkins, Ira
Watkin, Pierre
Watts, Doc T.
Weatherly, E. C.
Weaver, J. R.
Webb, Tex
Weber, E. C.
Weisman, John
Weiss, Carl
Weisse, Dr. Ed
Weldon, Icel
Weldon, Prof. A.
Wells, Bill
Wells, James F.
Wells, Sam
Westelman, L. B.
West, Vernon
Westcott, Earl

Western, Bill or Gill
Westfall, W.
Wetzel, Baldy
Weyman, Buddy
Wheary, Harry
Wheeler, Ned
Wheelock, Ray
Whiley, Oscar
White, Carl
White, Earl S.
White, G. W.
Whiteside, Walker
Whitfield, H. H.
Whorral, Roy E.
Wier, Lew
Wiggins, Finnix
Wilbur, James
Willard, Flying Bros.
Williams, Hub
Williams, Chas.
Williams, E. E.
Williams, Fred X.
Williams, Harry K.
Williams, Joe B.
Williams, John
Williams, Clarence
Williams Jr., B. F.
Williams, Les C.
Williams, Leonard
Willie-West & McGinty
Willis, Billy
Willis, Jack
Willis, J. W.
Willno the Great
Wilson, E. B.
Wilson, Earl V.
Wilson, Everet
Wilson, Leonard
Wilson, Lloyd
Wilson, Robt. Carl
Wilson, Robt. W.
Wilton, G.
Wing, Robt. G.
Winniman, Sully
Winters, Floyd & Kitty
Winters, the Juggler
Wise, David A.
Wise, Ralph
Wise, Whitey
Wish, Jack
Wolf, Elmer E.
Wolfe, Benny
Wollard, Bennie
Wood, Frank M.
Wood, R. F.
Wood, Ray
Woodcock, (Clown)
Woodruff, Harry
Woods, Punk
Woods, R. L.
Wonder, Tom & Betty
Word, Earl P.
Wordley, Ralph
Worman, Nat
Worsley, I. A.
Worthington, Eddie
Wright, Douglas
Wright, Fred W.
Wylie, F. C.
Wyoming Duo
Yancey, Geo. P.
Yancey, E. L.
Yellow, Chas.
Yogi, Rajah
York, Capt.
Young, Billy Toby
Young, Eddie
Young, Ernest
Young, George
Young, J. K.
Young, John
Young, Julius
Young, Roscoe
Youngs, Aerial
Youngs, Samuil
Zangar, Zaylor
Zeller, W. T.
Zeller & Urburn
Zemer, Fred J.
Zengoz, L.
Zingoni & Zira
Zorn, Harry

Baldridge, W. R.
Belasco, Jean
Binns, Vic
Blake, E. Maston
Boyd, Joe
Brannon, Billie
Brenner, Roy
Brenahan, T. J.
Burkholder, H.
Chanda, Magician
Cody, Victor Frank
Cory, Joe
Cory, Thos. P.
Dabson, Chas.
Davis, Harry (& Sutton)
Davis, Milton
De Carmo, (Curley)
De Bell, (Pussy)
De Masi, Felix
Derer, Charles
Di Carlo, Anthony
Dodson, L. A.
Doherty, Jos. A.
Donahue, J. Leo
Dougherty, R. R.
Dougherty, Joe
Duffy, Fred
Earle, Chester
Edison, Herbert
Eugene, Gene Nino
Epter, Harry
Enslay, W. O.
Gallucci, Nick
Garey, Peter
Garry, Joe
Gaylord, Gilbert.
Gibbs, Jerry
Gilbert, Bernard
Giles, Dewey
Gordon, Francis
Gulla, Joe
Haley, Whitney
Harding, Albert E.
Hartsell, Ernest
Hines, Johnny
Kneelan, James A.
Hoff, Rudy
Kord, Whitey
Homer, Joe
Hornbrook, Earl C.
Houssain, Mohamed
Jennings, Fred
Kahntroff, Morris
Kennedy, Andrew
Kerr, Bill
Koppel, Phil
Krause, Jos. H.
Krause, (Ken)
Lamell, Jack
Lauder, Chas. A.
Lee, Fred J.
Leland, Fred
Lewis, Daniel
Littleton, Robert
Loftus, Arthur
Lustig, Billy
McCarthy, J.
McLeod, George
McNamara, David
Malcolm, Manipulator
Mead, Jack
Meoff, Horace
Miller, Joseph
Morgan, Denny C.
Moss, Charles
Musician
Nathan, Larry
Nealon, James A.
Nelly, Billy
Newsham, Nicholas
Nias, Iko
Nichols, Jay
Nye, Thomas
O'Donald, Geo. J.
O'Meara, Henry
O'Neal, Phil
Olson, Wm. B.
Parks, Wm. M.
Pasner, Philip
Phelan, Chas.
Polack, Irving J.
Poking, James H.
Pressler, James
Purtle, Earl
Quinn, James
Reid, Capt. Billy
Reilly, Ray R.
Riche, Neal
Rochford, W.
Roemer, Sidney
Rogers, Charles H.
Rose, John
Rothrock, C. A.
Rubin, Harry
Rubin, Robert
Russell, M.
Sarkis, George
Savage, Doc
Saxe, Jack
Shepley, C. E.
Shery, Kader
Sherwood, Vincent M.
Simpson, Sam
Spivens, Bill
Stanley, Jack
Stanton, Eddy
Stanton, Steve
Starn, Harold
St. Onge, Joe
Student, Earl O.
Tebbetts, Walter E.
Thompson, Emery
Thompson & Orva
Trevallion, Fred
Uderwich, Udie

Urban, Frank
Waites, Australian
Walker, Garnet
Walker, Tim
Ward, Doc Robert
Warren, Chas.
Weigol, Christy
Weintraub, Samuel B.
Wellington, Charles B.
Wells, Billy
Williams, Art Paul
Williams, Olyde
Young, Lloyd
Zaza, Dr. Ali
Zinbad, Dr.
Zingoni & Zira
Zulong, Prince E.
Adams, Bonita
Bennett, Marie
Broadbent, Betty
Clayton, Mary Lou
Clayton, Mrs. Clarence
Cowan, Mrs. May
Curtis, Mrs. Margaret L.
Daniels, Mrs. Doris
Davidson, Mrs. George E.
Adams, Vern
Ames, George L.
Aster, Mantio
Baker, William H.
Beaumont, Jack K.
Bird, Al
Bird, W. E.
Boelke, E. J.
Borin, Richie C.
Bowman, Doc
Boyles, Duke
Bresnahan, Russell J.
Bresnahan, T. J.
Bullock, Robert
Caruthers, Rondie
Clarke, Paul Leslie
Conley, Al
Conway, John
Darlington, C. W.
Dyer, Harry & Louis
Dyer, John S.
Ellis, R. C.
Fontinelle, Bob
Exalander, Bunn & Clara
Frank, Abe
Freud, H. T.
Grant, Sol
Gunnerson, Richard E.
Handing, Steve F.
Hannah, J. D.
Heller, George
Lorenzo, Jack
Lorenzo, C. B.
Martin, Peter
Mason, Darby
Mayer, R. J.
McDonald, Slim H.
McKee, Harold
Malzer, Mr.
Miller, Fred T.
Morgan, Hila
Motherwell, T. R.
Nelson, H. L.
Rambo, Wesley P.
Ready, R. M.
Roberts, Armstrong
Robinson, Rolfe
Scott, C. B.
Shankland, Rex
Smith, C. L.
Smith, Tom
Stuart, Tex
Stevens, J. J.
Twohouse, Chief
Valentine, George
Walsh, Joe
Watkins, T. F.
Wentworth, W. L.
Wilson, Robert

Wells, Billy
Williams, Art Paul
Williams, Olyde
Young, Lloyd
Zaza, Dr. Ali
Zinbad, Dr.
Zingoni & Zira
Zulong, Prince E.
DeMars, Fred
Demnati, Haddo
Diamond, Billie
Durrant, George
Dyer, John S.
Egoff, Charles
Endicott, (Pitts Yellow)
Evans, Bill
Frohbrook, T. R.
Frohs, Mr. & Mrs. Frank
Fraser, James S.
Germano, Tony
Gerard, Jay
Glaser, Marcus
Glovitch, John
Goebel, Arthur V.
Graham, Joseph
Green, Jackie
Greenwood, Capt. Harry
Haas, Oscar
Harrison, Russell
Harrington, Ben
Hendry, Bull Dog
Heyn, Henry L.
Hisco, Harry
Hodgini, Ted
Hudson, Harry A.
Ingleston, Bob H.
Jones, Buster
Krause, Joseph H.
Kroy, Geek
Levine, Joe
Lorenzo, Jack
Lorenzo, C. B.
Martin, Peter
Mason, Darby
Mayer, R. J.
McDonald, Slim H.
McKee, Harold
Malzer, Mr.
Miller, Fred T.
Morgan, Hila
Motherwell, T. R.
Nelson, H. L.
Rambo, Wesley P.
Ready, R. M.
Roberts, Armstrong
Robinson, Rolfe
Scott, C. B.
Shankland, Rex
Smith, C. L.
Smith, Tom
Stuart, Tex
Stevens, J. J.
Twohouse, Chief
Valentine, George
Walsh, Joe
Watkins, T. F.
Wentworth, W. L.
Wilson, Robert

Carney, Jack
Connors, Steve
Copeland, Ray
Cox, Dr. L. M.
Cress, Harry M.
Croskey, Harry
Cruz, Conway
Davis, Harry
Davis, Joe
DePraister, Lawrence
DeMars, Fred
Demnati, Haddo
Diamond, Billie
Durrant, George
Dyer, John S.
Egoff, Charles
Endicott, (Pitts Yellow)
Evans, Bill
Frohbrook, T. R.
Frohs, Mr. & Mrs. Frank
Fraser, James S.
Germano, Tony
Gerard, Jay
Glaser, Marcus
Glovitch, John
Goebel, Arthur V.
Graham, Joseph
Green, Jackie
Greenwood, Capt. Harry
Haas, Oscar
Harrison, Russell
Harrington, Ben
Hendry, Bull Dog
Heyn, Henry L.
Hisco, Harry
Hodgini, Ted
Hudson, Harry A.
Ingleston, Bob H.
Jones, Buster
Krause, Joseph H.
Kroy, Geek
Levine, Joe
Lorenzo, Jack
Lorenzo, C. B.
Martin, Peter
Mason, Darby
Mayer, R. J.
McDonald, Slim H.
McKee, Harold
Malzer, Mr.
Miller, Fred T.
Morgan, Hila
Motherwell, T. R.
Nelson, H. L.
Rambo, Wesley P.
Ready, R. M.
Roberts, Armstrong
Robinson, Rolfe
Scott, C. B.
Shankland, Rex
Smith, C. L.
Smith, Tom
Stuart, Tex
Stevens, J. J.
Twohouse, Chief
Valentine, George
Walsh, Joe
Watkins, T. F.
Wentworth, W. L.
Wilson, Robert

McMahon, Charley
Meyers, Frank H.
Producing Co.
Meyers, Thos. B.
Miller, B. J.
Milligan, Arthur A.
Moeller, James
Mohoney, E. T.
Mortenson, Mort
Murray, J. L.
Murry, Tom
Nadeans
Nickles, George H.
Noble, Ralph
O'Neil, Tip
Olson, Arnold
Owerr, B. O.
Phillips, Edgar
Rhyon, Joe
Palmer, W. F.
Perry, Joe
Platt, J.
Powell, Halton
Price, Arthur
Rice, A. S.
Ritchie, Carl & Adrian
Robinson, Henrietta V. or C.
Robinson, W. C.
Rose, Robert
Rosen, Mike
Ross, James
Schultz, Jack
Shawver, Langdon
Simmons, Chic
Smith, Chris M.
Spencer, Ray D.
Stoddard Amusement Enterprises
Talbot, Eddie
Thomas, "Tats"
Tidwell, Grady
Tint, Al
Ton-E-Ka Medicine Show
Todd, Mike
Tollman, Reynolds
Travis, James E.
Ubag, Sabas L.
Wentworth, W. L.
Weydt Amuse. Co.
Willis, Billy
Winkler, Otto
Wiseman, Frank
Ziller, Mr.
Zingoni & Zira

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., Eighth and Olive Sts.

Ladies' List

Adams, Bonita
Bennett, Marie
Broadbent, Betty
Clayton, Mary Lou
Clayton, Mrs. Clarence
Cowan, Mrs. May
Curtis, Mrs. Margaret L.
Daniels, Mrs. Doris
Davidson, Mrs. George E.

Gentlemen's List

Adams, Vern
Ames, George L.
Aster, Mantio
Baker, William H.
Beaumont, Jack K.
Bird, Al
Bird, W. E.
Boelke, E. J.

MAIL ON HAND AT CHICAGO OFFICE 600 Woods Bldg., 52 West Randolph St.

Parcel Post

Broderick, Mrs. Paul, 4c

Ladies' List

Astellra, Mrs. Bayer, Buella
Bordeaux, Miss
Bush, Gladys Mae
Carroux, Pauline
Clark, Sylvia
Clayton, Mary Lou
Clayton, Mrs. Clarence
Clayton, Mrs. Frank

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway.

Parcel Post

Littlejohn, F. P.

Ladies' List

Augustin, Anna
Austin, Suzanne
Ballard, Edna
Ballard, Lupa
Barssitte, Dale
Benoit, Louise
Bergere, Frances
Bistany, Mae
Black, Pauline
Bowman, Mrs. Ed
Boylan, Rose & Arthur
Caparol, Mrs. Burke
Carlo, Beity
Carroll, Jean
Clark, Mrs. Jim
Courtney, Carol
Courtney, June
Courtney, (Bobby)
Crawford, Margaret
Dell, Alice A.
Delmar, Tiny
Devenau, Lillian
Du Pont, Olga
Evans, Josephine
Ford, Billie Edith
Gresham, Eva
Grey, Louise M.
Griffin, Tillie
Hollenbeck, Mrs. Loren
Honey, Doris
Hudson, Dorothy
Humes, Marie

Gentlemen's List

Adah & Co.
Allen, Chas. Eph
Amok, James
Arena, Joe
Austin, Sid
Baird, C.

MAIL ON HAND AT DALLAS OFFICE 401 Southland Life Bldg., 1416 Commerce St.

Ladies' List

Allen, Mrs. Katy
Austin, Mrs. Ella
Badger, Mrs. Harry
Barber, Mrs. Monte
Calkins, Mrs. Pearl
Clayton, Mary Lou
Coddington, Mrs. M. L.
Daniels, Doris
Drayton, Kathleen
Ellingson, Helen
Gilbert, Mrs. Reba
Goad, Versa
Hooper, Mrs. Juanita

Gentlemen's List

Allen, John C.
Anthony, Brownie
Arnold, Jack
Arthur, Billy
Atkins, George & Ethel
Barlow, Dick
Benton, Frances- Francis
Brewer, Allen
Brodis, Eddie
Brown, Charles
Bryer, Allie
Bryer, R. L.
Carlos, Don
Carter, J. B.
Cecil-Cecilia
Church, J. M.
Clark, E. E.
Clayton, Clarence
Conaroe, Lewis
Cooper, Mickey
Cooper, V. B.
Copell, H. N.
Costa, Zeke
Crockins, Fred
Cudney Shows
Curtis, Rube
Davis, Harry
Fast, Dan
Feddish, Peter
Fields, Todd & Dorothy

MAIL ON HAND AT NEW MISS. TAX LAW WAITS JACKSON, Miss., May 2.—Expressing the view that perhaps it would be "the wise course" to let the State Supreme Court pass on the questionable features of the new mandatory sales tax act before the State invests thousands in tokens, the State tax commission revealed last week that it was in no hurry to enforce the new law that passes the tax payment on to the consumer and patron of theaters.

Erpi Men Ask for IATSE Membership

LOS ANGELES, May 2.—For the first time since organization of International Sound Technicians, Local 695, IATSE, members of Erpi engineering staff contacting studios are filing membership applications for entry into the union. Up till now Erpi technicians working on film studio testing and maintenance have not made overtures for IATSE membership.

New Miss. Tax Law Waits

JACKSON, Miss., May 2.—Expressing the view that perhaps it would be "the wise course" to let the State Supreme Court pass on the questionable features of the new mandatory sales tax act before the State invests thousands in tokens, the State tax commission revealed last week that it was in no hurry to enforce the new law that passes the tax payment on to the consumer and patron of theaters.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
 Adair, Ted (Palmer House) Chi, h.
 Adler, Jerry (Michigan) Detroit 4-7, t.
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Alene & Evans (State-Lake) Chi, t.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, Martha (Fifth Avenue) NYC, h.
 Allen, Patsy (606 Club) Chi, nc.
 Allyn & Gaudraux (Iowa) Ft. Madison, Ia., 6-7, t.
 Aloma, Princess (Wivel's) NYC, re.
 Amstel, Felix (Russian Troyka) New York, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Anise & Aland (Connie's Inn) NYC, nc.
 Anthony, the Bird Man (McAlpin) NYC, h.
 Apollon, Dave, Co. (Orph.) Omaha 4-7, t.
 Arden, Don, Trio (Northwood Inn) Detroit, nc.
 Arden, Dorothy (Grosvenor House) London 1-30, nc.
 Armand & Maria (Bruns' Palm Garden) Chi, t.
 Arnaud, Peggy & Ready (Wintergarten) Berlin 1-31, t.
 Ash, Paul (State-Lake) Chi, t.
 Avery, Gertrude, Diamond Revue; Randolph Avery Band (Paramount) Bristol, Tenn., 7-9, t.

B
 Bacon, Faith (Colosimo's) Chi, nc.
 Badius, Ray (New Yorker) NYC, h.
 Bailey, Bill (Ubangi) NYC, nc.
 Bain, Betsy (Viking) Phila, nc.
 Baines, Pearl (Ubangi Club) NYC, nc.
 Baker, Josephine (Chez Josephine Baker) NYC, nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Banks, Sadie (Old Rumanian) NYC, cb.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barr & Estes (Palladium) London 18-30, t.
 Barrett, Sheila (Century Club) Los Angeles, nc.
 Barri, Bebe, Girls (Boston) Boston 4-7, t.
 Barrie, Gracie (Paramount) NYC 4-7, t.
 Barrie, Kathleer (Weylin) New York, h.
 Barrina, Olga (Buckingham) NYC, h.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beaujean, Pierre (Buckingham) NYC, h.
 Bedford, Bobby (Cozy) Pittsburg, Kan., 6-7, t.
 Bee, Connie (Broadway Room) New York, nc.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell & Bedini (Dickinson) Great Bend, Kan., 7-8, t.
 Bell & Grey (Bartlett Supper Club) Rochester, N. Y., re.
 Bell, Jerry (Bruns' Palm Garden) Chi, re.
 Belostozky, Boris (St. Regis) NYC, h.
 Beno, Ben; Nashville, Tenn., 4-9.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Berle, Milton (Paradise) NYC, re.
 Bernard, Bobby (Biltmore) NYC, h.
 Bernard & Henrie (Colony Club) Chi, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernard, Phil (Iowa) Ft. Madison, Ia., 6-7, t.
 Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
 Bernie, Harry (Club Richman) NYC, nc.
 Berry, Robert (Buckingham) NYC, h.
 Bessinger, Frank (New Yorker) New York, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Bergen, Edgar (Chez Paree) Chi, nc.
 Bernie, Ben, & Orch. (State) NYC 4-7, t.
 Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
 Blanche & Elliott (Top Hat) Union City, N. J., nc.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blank, Sol (Place Elegante) NYC, nc.
 Blane, Rose (Hollywood) New York, re.
 Block & Sully (Earle) Phila 4-7, t.
 Blondes & Redheads (Albee) Providence 4-7, t.
 Blue, Jack (Blakeland Inn) Denver, nc.
 Boreo, Emile (London Casino) London 1-30, nc.
 Bordoni, Irene (Boston) Boston 4-7, t.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Bower Sisters (Eltine) NYC, nc.
 Bowes, Major, Amateurs (Loew) Montreal 4-7, t.
 Bowes, Major, Amateurs (Earle) Washington, D. C., 4-7, t.
 Bowker, Betty (Man About Town Club) NYC, nc.
 Bowly, Al (Rainbow Room) NYC, nc.
 Brawn's, King, Brevities (Rivoli) Monmouth, Ill., 6-7, t.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brian & Winsome (Commodore) NYC, h.
 Brito, Phil (Mount Royal) Montreal, h.
 Briefer, Gertrude (Hollywood) N. Y. C., re.
 Erling, Lou (Cafe Venezia) NYC, nc.
 Brite, Betty (Lido) Montreal, Can., nc.
 Brooks, Billy (Silver Cloud) Chi, nc.
 Brooks Twins (Club Vogue) NYC, nc.
 Brown, Arthur; (Hector's Club New York) New York, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Brown, Isabel (Club Richman) NYC, nc.
 Browne, Louise (Gaiety) London 1-30, t.
 Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Buckley, Neil (Roosevelt) NYC, h.
 Budd, Arthur (Barrel of Fun) NYC, nc.
 Burns, Dave (Wyndham's) London 1-30, t.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Butters Troupe (Iowa) Ft. Madison, Ia., 6-7, t.
 Byrle & Martini (Anna Held's) NYC, re.

C
 Caldwell, Edith (Waldorf-Astoria) NYC, h.
 Calvo, Pilar (El Chico) New York, nc.
 Caperton & Columbus (St. Moritz) N. Y. C., h.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Cards, Three (Colonial) Dayton, O., t.
 Carenina, Lena (Club Gauch) New York, nc.
 Carlisle, Sally (Town Club) Calumet City, Ill., nc.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carleton, Jack (French Casino) NYC, nc.
 Carlton Sisters (Rex) Seattle, t.

D
 Dailley, Cass (Hollywood) New York, nc.
 Dale, Marvon (Chateau Moderne) NYC, nc.
 Dale, Sunny (State-Lake) Chi, t.
 Dancing Debutantes (Nut Club) NYC, nc.
 Danny & Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dau, Rilla (Club Gauch) New York, nc.
 Davidson, Trudy (Paddock Club) Chi, nc.
 Davis, Ches, Chicago Follies (Cozy) Pittsburg, Kan., 6-7, t.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Edith (Morrison) Chi, h.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Daw, Dorothy (Broadway Room) N. Y. C., nc.
 Dayton, Joe & Eddie (Iowa) Ft. Madison, Ia., 6-7, t.
 Dee, Carol (State-Lake) Chi, t.
 Defrees, Lois (Dizzy Club) NYC, nc.
 D'Arcy Girls; Latrobe, Pa., 4-9.
 De Fee, Lois (Dizzy Club) NYC, nc.
 DeMarco & Osborne (Club Richman) NYC, nc.
 DeMarcos, The (Plaza) NYC, h.
 DeRing, Trudy (Yacht Club) NYC, nc.
 DeVega & Ynez (Le Mirage) NYC, re.
 DeWolfe, Metcalf & Ford (Globe) Stockton, Eng., 11-16, t.
 Dean, Ruth (Silver Tavern) Chi, nc.
 Dell Sisters (Orph.) Winnipeg, Can., t.
 Dells, Three (Dime Museum) Newark, N. J., 2-10; (Sally's Circus) Playland, Rye, N. Y., 15-16.
 Denise Dancers, Six (Rex) Seattle, t.
 DeWitt, Millicent (606 Club) Chi, nc.
 Diamond Brothers (Dorchester Hotel) London 1-30, nc.
 Dickson, Dorothy (Saville) London 1-30, t.
 Dietricks, The (885 Club) Chi, nc.
 Dimitri & Helen (Club Gauch) New York, nc.
 Dion & Sparkettes (Kennedy's Inn) Birmingham, N. Y., nc.
 Donia, Frank (S. S. Zee) Chi, nc.

E
 D'Oliviers, Dancing (Silver Cloud) Chi, nc.
 Dossena, Adelina (Club Minuet) Chi, nc.
 Dougherty, Marie (All-Stars Club) NYC, nc.
 Dova, Ben (Roxy) NYC 4-7, t.
 Drake, Connie (Deauville) New York, nc.
 Draper, Paul (Radio City Rainbow Room) NYC, nc.
 Drena & Her Dancers (Casino) London 1-30, nc.
 Drum, Dotty (Hector's Club New Yorker) New York, nc.
 Duffin & Ruth (St. Francis) San Francisco, h.
 Dunn, Francis (Barrel of Fun) NYC, nc.
 Duthers, Lew, with Joan & Jean (State) NYC 4-7, t.
 Duval, Ade (Palladium) London 4-9, t.
 Duval, Shella (New Town Bar) New York, nc.
 Dyer, Bobby (Cozy) Pittsburg, Kan., 6-7, t.
 Dyer, Hubert (Orph.) Minneapolis 4-7; (Main-street) Kansas City 9-15, t.

F
 Farrell, Frances (Town Casino) NYC, nc.
 Farrell, Marita (French Casino) New York, nc.
 Farrell, Bill; (Place Elegante) New York, nc.
 Farries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
 Fay, Paul (Club 429) Chi, nc.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & DelRay (Club Avalon) Cleveland, nc.
 Fermin & Mary Lou (El Toreador) N.Y.C., nc.
 Fields, Benny (Hollywood) NYC, re.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Five Nit Wits (Tin Pan Alley) New York, nc.
 Flash, Serge (Palmer House) Chi, h.
 Fletcher, Tom (Village Barn) New York, nc.
 Flore, Dany (French Casino) NYC, nc.
 Fogarty, Alec (Weylin) NYC, h.
 Folles Comiques (Pal.) Chi 4-7, t.
 Ford, Booye & Daley (Fox) Washington, D. C., 4-7, t.
 Fordham, Louise (Number One Bar) NYC, nc.
 Forsythe, Seamon & Farrell (Dominion) London 11-16, t.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Franks, Four (Palladium) London 4-16; (Holborn Empire) London 18-23, t.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredez & Laurenza (Dudley) Salamanca, N. Y., h.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G
 Gaby, Frank, Co. (Boston) Boston 4-7, t.
 Galloyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Gall-Gall (Radio City Rainbow Grill) NYC, nc.
 Galvan, Don (Troxy) London 11-16, t.
 Ganjou Bros. & Juanita (Gaugmont Theaters) London 4-23, t.
 Garcia, Louis (Congress) NYC, b.
 Gardiner, Ed, Passing Parade (Temple) Meridian, Miss., 6-7; (Pantheon) Vincennes, Ind., 9; (Ben All) Lexington, Ky., 10-16, t.
 Gardner, Ed, Sirens in Satin (Memorial) Mt. Vernon, O., 6-7; (State) Pontiac, Mich., 8-10, t.
 Gardner, Beatrice (Harry's N. Y. Cabaret) Chi, nc.

H
 Hacker, Monty (Dickinson) Herington, Kan., 7; (Dickinson) Great Bend 8; (Rialto) Tulsa, Okla., 9-12, t.
 Hacker & Sidell (Mayfair Club) Kansas City, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale, Teddy (Morrison) Chi, h.
 Hall, Bob (Oriental) Chi, t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Harry (Thompson's 16 Club) Chi, nc.
 Harris, Irve (Place Elegante) NYC, nc.
 Harris & Howell (State) NYC 4-7, t.
 Harris Twins & Loretta (Savoy Hotel) London 4-17, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (St. Regis) New York, h.
 Haslett, Talbot (Loew's State) Norfolk, Va., 4-7, t.
 Hazzard, Frank (Old Heidelberg) Chi, c.
 Healy, Dan (Broadway Room) New York, nc.
 Healy, Nancy (Commodore) NYC, h.
 Heat Waves (Commodore) NYC, h.
 Heller, Jackie (Fox) Detroit 4-7, t.
 Herbert, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Edith (Cedarwood Cabin) Melage, N. J., nc.
 Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
 Hildegarde (Gaiety) London 1-30, t.
 Hilliard, Harriet (Lexington) NYC, h.
 Hin Low, Florence (Royale-Frolics) Chi, nc.
 Hirsch, Jack (Old Rumanian) NYC, cb.
 Hoghton, Dorothy de (Lotus) Washington, D. C., re.
 Hollis, Marie (State-Lake) Chi, t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Horse (Brown) Louisville, Ky., h.
 Horan's, Nick, Band (Rivoli) Monmouth, Ill., 6-7, t.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howard, Willie & Eugene (Versailles) NYC, nc.
 Howe, Dorothy (Bossert Grill) NYC.
 Howell, Adelaide (Sherry-Netherlands) NYC, h.
 Howell, David (Archmont Club) NYC, nc.
 Hubert, Elsie (All-Stars Club) NYC, nc.
 Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
 Hurok, Jemma (Sherry-Netherlands) NYC, h.
 Hutton, Ina Ray, & Band (Met.) Boston 4-7, t.

I
 Inge, Benito (South River) South River, N. J., c.

J
 Jackson Jr., Joe (Hansa) Hamburg, Germany, 1-30, t.
 Jackson, Lawrence (President) New York, h.
 Jantz Sisters (Dickinson) Great Bend, Kan., 7-8, t.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Johnson, Al (Casino Venezia) NYC, nc.
 Jones, Dick & Dotty (Delmonico's) NYC, re.
 Johnson, Jay (Silver Tavern) Chi, nc.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Johnson, Rose (Club Dixie) San Francisco, nc.
 Jones, Frank Peg (Cozy) Pittsburg, Kan., 6-7, t.
 Jones, Little Johnny (Nixon) Pittsburg, nc.
 Jordan, Louis (Connie's Inn) NYC, nc.
 Jordan, Sylvia (Old Rumanian) NYC, cb.
 Joyce & Freddie (Kit Kat Club) NYC, nc.

K
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kalmus, Bee (Yacht Club) NYC, nc.
 Kaloah, (Connie's Inn) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Carmen, Billy & Grace, with Naomi Bell (Olmus Dinner Club) San Antonio, Tex., re.
 Carol, Nita (Shelton) NYC, h.
 Carr, Billy (Paddock Club) Chi, nc.
 Carr Bros. & Betty (Shubert) Cincinnati 4-7, t.
 Carroll, June (Penthouse) Baltimore, nc.
 Carroll, Nita (Shelton Hotel) NYC, h.
 Carson, Jack (Tower) Kansas City, t.
 Carter & Holmes (Loew's State) Norfolk, Va., 4-7, t.
 Castain & Crane (Larue's) NYC, re.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Caston, Bobbie (Connie's Inn) NYC, nc.
 Catalina, Rose (606 Club) Chi, nc.
 Chadwick, Jean (Silver Tavern) Chi, nc.
 Charles & Barbara (Northwood Inn) Detroit, nc.
 Charles & Celeste (Kenmore) Albany, N. Y., h.
 Charles, Ernest (Normandie) New York, nc.
 Cherie & Joe (French Casino) NYC, nc.
 Chilton & Thomas (Palladium) London 11-16, t.
 Chiyu, Princess (Kenmore) Albany, N. Y., nc.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Christy, Floyd, Co. (Colonial) Dayton, O., t.
 Church, Bill (Princes Club) Detroit, nc.
 Clark's, Harry, Paris on Parade (Ritz) Muskogee, Okla., 6; (Liberty) Oklahoma City 9-12, t.
 Clark's, Harry, Monkey Shines: Wichita Falls, Tex., 8-9, t.
 Clark's, Harry, Ritz Carleton Blondes (Maj.) Chillicothe, O., 7-8; (Pal.) Marion 10-11; (Imperial) Zanesville 12-13; (Columbia) Alliance 14-15, t.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clifford & Marion (Riverside) Milwaukee, t.
 Codelban, Cornelius (St. Regis) New York, h.
 Coleman, Arlene (Wivel's) NYC, nc.
 Collette & Barry (Hollywood) NYC, re.
 Collins & Anita (Francis) Monroe, La., h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Comeford, Marie (New Yorker) New York, h.
 Conville, Frank (Colonial) Dayton, O., t.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conti, Jean (Meurice) NYC, re.
 Cook, Alline (Greenwich Village Inn) NYC, nc.
 Continental Varieties (Club Clicquot) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornell, Wes (After the Show Club) Chi, nc.
 Cornwell, Frank, Trio (Biltmore) NYC, h.
 Cortez, Al & Toni (Connie's Inn) NYC, nc.
 Corvino & Yorita (Green Mill) Saginaw, Mich., nc.
 Covert & Reed (Hollenden) Cleveland, h.
 Covey, Edna (Alhambra) Paris 8-21, t.
 Crone, Roberta (Tojo Farms) Detroit, nc.
 Cropper, Roy (Wellington) NYC, h.
 Cross & Dunn (Versailles) NYC, nc.
 Cugat, Carmen (Waldorf-Astoria) NYC, h.
 Cummings, Don (Lido) Montreal, Can., nc.

D
 Dailley, Cass (Hollywood) New York, nc.
 Dale, Marvon (Chateau Moderne) NYC, nc.
 Dale, Sunny (State-Lake) Chi, t.
 Dancing Debutantes (Nut Club) NYC, nc.
 Danny & Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dau, Rilla (Club Gauch) New York, nc.
 Davidson, Trudy (Paddock Club) Chi, nc.
 Davis, Ches, Chicago Follies (Cozy) Pittsburg, Kan., 6-7, t.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Edith (Morrison) Chi, h.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Daw, Dorothy (Broadway Room) N. Y. C., nc.
 Dayton, Joe & Eddie (Iowa) Ft. Madison, Ia., 6-7, t.
 Dee, Carol (State-Lake) Chi, t.
 Defrees, Lois (Dizzy Club) NYC, nc.
 D'Arcy Girls; Latrobe, Pa., 4-9.
 De Fee, Lois (Dizzy Club) NYC, nc.
 DeMarco & Osborne (Club Richman) NYC, nc.
 DeMarcos, The (Plaza) NYC, h.
 DeRing, Trudy (Yacht Club) NYC, nc.
 DeVega & Ynez (Le Mirage) NYC, re.
 DeWolfe, Metcalf & Ford (Globe) Stockton, Eng., 11-16, t.
 Dean, Ruth (Silver Tavern) Chi, nc.
 Dell Sisters (Orph.) Winnipeg, Can., t.
 Dells, Three (Dime Museum) Newark, N. J., 2-10; (Sally's Circus) Playland, Rye, N. Y., 15-16.
 Denise Dancers, Six (Rex) Seattle, t.
 DeWitt, Millicent (606 Club) Chi, nc.
 Diamond Brothers (Dorchester Hotel) London 1-30, nc.
 Dickson, Dorothy (Saville) London 1-30, t.
 Dietricks, The (885 Club) Chi, nc.
 Dimitri & Helen (Club Gauch) New York, nc.
 Dion & Sparkettes (Kennedy's Inn) Birmingham, N. Y., nc.
 Donia, Frank (S. S. Zee) Chi, nc.

E
 Earl & Fortune (Boston) Boston 4-7, t.
 Earl & Josephine (Book-Cadillac) Detroit, h.
 Easter & Hazleton (Penthouse) Baltimore, nc.
 Elaine & Douglas (Rex) Seattle, t.
 Ellington, Duke, & Revue (Lyric) Indianapolis, t.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 El-Wyn (Columbia) Alliance, O., 6; (Wooster) Wooster 9, t.
 Elda Ballet (Loew's State) Norfolk, Va., 4-7, t.
 Ellison Sisters (Cozy) Pittsburg, Kan., 6-7, t.
 Elon, Marvin (Marquette Club) Chi, nc.
 Ellsworth, "Rocky" (Casino) Chi, nc.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Enos, Rue, Trio (Shrine Circus) Fayetteville, Ark., 4-9.
 Enrica & Novello (Loew's State) Norfolk, Va., 4-7, t.
 Erma, Gypsy (New Town Bar) New York, nc.

F
 Farrell, Frances (Town Casino) NYC, nc.
 Farrell, Marita (French Casino) New York, nc.
 Farrell, Bill; (Place Elegante) New York, nc.
 Farries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
 Fay, Paul (Club 429) Chi, nc.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & DelRay (Club Avalon) Cleveland, nc.
 Fermin & Mary Lou (El Toreador) N.Y.C., nc.
 Fields, Benny (Hollywood) NYC, re.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Five Nit Wits (Tin Pan Alley) New York, nc.
 Flash, Serge (Palmer House) Chi, h.
 Fletcher, Tom (Village Barn) New York, nc.
 Flore, Dany (French Casino) NYC, nc.
 Fogarty, Alec (Weylin) NYC, h.
 Folles Comiques (Pal.) Chi 4-7, t.
 Ford, Booye & Daley (Fox) Washington, D. C., 4-7, t.
 Fordham, Louise (Number One Bar) NYC, nc.
 Forsythe, Seamon & Farrell (Dominion) London 11-16, t.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Franks, Four (Palladium) London 4-16; (Holborn Empire) London 18-23, t.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredez & Laurenza (Dudley) Salamanca, N. Y., h.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G
 Gaby, Frank, Co. (Boston) Boston 4-7, t.
 Galloyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Gall-Gall (Radio City Rainbow Grill) NYC, nc.
 Galvan, Don (Troxy) London 11-16, t.
 Ganjou Bros. & Juanita (Gaugmont Theaters) London 4-23, t.
 Garcia, Louis (Congress) NYC, b.
 Gardiner, Ed, Passing Parade (Temple) Meridian, Miss., 6-7; (Pantheon) Vincennes, Ind., 9; (Ben All) Lexington, Ky., 10-16, t.
 Gardner, Ed, Sirens in Satin (Memorial) Mt. Vernon, O., 6-7; (State) Pontiac, Mich., 8-10, t.
 Gardner, Beatrice (Harry's N. Y. Cabaret) Chi, nc.

H
 Hacker, Monty (Dickinson) Herington, Kan., 7; (Dickinson) Great Bend 8; (Rialto) Tulsa, Okla., 9-12, t.
 Hacker & Sidell (Mayfair Club) Kansas City, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale, Teddy (Morrison) Chi, h.
 Hall, Bob (Oriental) Chi, t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Harry (Thompson's 16 Club) Chi, nc.
 Harris, Irve (Place Elegante) NYC, nc.
 Harris & Howell (State) NYC 4-7, t.
 Harris Twins & Loretta (Savoy Hotel) London 4-17, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (St. Regis) New York, h.
 Haslett, Talbot (Loew's State) Norfolk, Va., 4-7, t.
 Hazzard, Frank (Old Heidelberg) Chi, c.
 Healy, Dan (Broadway Room) New York, nc.
 Healy, Nancy (Commodore) NYC, h.
 Heat Waves (Commodore) NYC, h.
 Heller, Jackie (Fox) Detroit 4-7, t.
 Herbert, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Edith (Cedarwood Cabin) Melage, N. J., nc.
 Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
 Hildegarde (Gaiety) London 1-30, t.
 Hilliard, Harriet (Lexington) NYC, h.
 Hin Low, Florence (Royale-Frolics) Chi, nc.
 Hirsch, Jack (Old Rumanian) NYC, cb.
 Hoghton, Dorothy de (Lotus) Washington, D. C., re.
 Hollis, Marie (State-Lake) Chi, t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Horse (Brown) Louisville, Ky., h.
 Horan's, Nick, Band (Rivoli) Monmouth, Ill., 6-7, t.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howard, Willie & Eugene (Versailles) NYC, nc.

I
 Inge, Benito (South River) South River, N. J., c.

J
 Jackson Jr., Joe (Hansa) Hamburg, Germany, 1-30, t.
 Jackson, Lawrence (President) New York, h.
 Jantz Sisters (Dickinson) Great Bend, Kan., 7-8, t.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Johnson, Al (Casino Venezia) NYC, nc.
 Jones, Dick & Dotty (Delmonico's) NYC, re.
 Johnson, Jay (Silver Tavern) Chi, nc.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Johnson, Rose (Club Dixie) San Francisco, nc.
 Jones, Frank Peg (Cozy) Pittsburg, Kan., 6-7, t.
 Jones, Little Johnny (Nixon) Pittsburg, nc.
 Jordan, Louis (Connie's Inn) NYC, nc.
 Jordan, Sylvia (Old Rumanian) NYC, cb.
 Joyce & Freddie (Kit Kat Club) NYC, nc.

K
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kalmus, Bee (Yacht Club) NYC, nc.
 Kaloah, (Connie's Inn) NYC, nc.

Gardner & Reed (Dizzy Club) New York, nc.
 Garr, Eddie (Chicago) Chi, t.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Gaudsmith Bros. (Alhambra Music Hall) Paris 8-21, t.
 Gautier's Toy Shop (Tower) Kansas City, t.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gay, Shirley (Francis) Monroe, La., h.
 Gentleman Songsters (Fox) Washington, D. C., 4-7, t.
 Georges & Jalna (Palmer House) Chi, h.
 Gerard, Justine (Dutch's) Chi, nc.
 Ghezzi, Paul & Nino (Palladium) London 11-16, t.
 Giants of Rhythm (Empire) Glasgow, Scotland, 11-16, t.; (Empire) Edinburgh, Scotland, 18-23, t.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Bob & Florette (Delmonico's) NYC, re.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Gilbert, Gloria (London Casino) London 1-30, nc.
 Gilford, Jack (Paradise) NYC, re.
 Gilmore, Patricia (Leon & Eddie's) NYC, nc.
 Givens & Karol (Wivel's) NYC, re.
 Gleason, Art, Town Scandals (Iowa) Ft. Madison, Ia., 6-7, t.
 Glory, Camille (Broadway Room) NYC, nc.
 Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
 Goff & Kerr (Oriental) Chi, t.
 Gomez & Winona (Roxy) NYC 4-7, t.
 Gonan, Inez (Silver Cloud) Chi, nc.
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
 Gooding, Sally (Kit Kat Club) NYC, nc.
 Goodwin, Jack (Yacht Club) NYC, nc.
 Gordon, Fld (Shubert) Cincinnati 4-7, t.
 Graces, Three (Fox) Washington, D. C., 4-7, t.
 Grahame, Miriam (Hollenden) Cleveland, h.
 Gray, Frank (Club 429) Chi, nc.
 Gray, Helen (Versailles) NYC, re.
 Grays, Juggling (Orph.) Winnipeg, Can., t.
 Gray, Margaret, & Oliver Gardner (Radio City Rainbow Grill) NYC, nc.
 Gray, Maxine (Pennsylvania) New York, h.
 Gregory, Kay (Morrison) Chi, h.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Green, Eddie (Connie's Inn) NYC, nc.
 Green, Jackie (Riverside) Milwaukee, t.
 Green, Terry (Park Central) NYC, h.
 Greenwood, Dawn, & Dorothy Jeffers (Paradise) NYC, re.
 Grill Sisters (Anne Millstone's) Chi, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Gulba - har, Mme. (Sherry - Netherlands) NYC, h.
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gypsy Lee (Dizzy Club) NYC, nc.

H
 Hacker, Monty (Dickinson) Herington, Kan., 7; (Dickinson) Great Bend 8; (Rialto) Tulsa, Okla., 9-12, t.
 Hacker & Sidell (Mayfair Club) Kansas City, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale, Teddy (Morrison) Chi, h.
 Hall, Bob (Oriental) Chi, t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Harry (Thompson's 16 Club) Chi, nc.
 Harris, Irve (Place Elegante) NYC, nc.
 Harris & Howell (State) NYC 4-7, t.
 Harris Twins & Loretta (Savoy Hotel) London 4-17, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (St. Regis) New York, h.
 Haslett, Talbot (Loew's State) Norfolk, Va., 4-7, t.
 Hazzard, Frank (Old Heidelberg) Chi, c.
 Healy, Dan (Broadway Room) New York, nc.
 Healy, Nancy (Commodore) NYC, h.
 Heat Waves (Commodore) NYC, h.
 Heller, Jackie (Fox) Detroit 4-7, t.
 Herbert, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Edith (Cedarwood Cabin) Melage, N. J., nc.
 Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
 Hildegarde (Gaiety) London 1-30, t.
 Hilliard, Harriet (Lexington) NYC, h.
 Hin Low, Florence (Royale-Frolics) Chi, nc.
 Hirsch, Jack (Old Rumanian) NYC, cb.
 Hoghton, Dorothy de (Lotus) Washington, D. C., re.
 Hollis, Marie (State-Lake) Chi, t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Horse (Brown) Louisville, Ky., h.
 Horan's, Nick, Band (Rivoli) Monmouth, Ill., 6-7, t.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howard, Willie & Eugene (Versailles) NYC, nc.

I
 Inge

Kane, Patsy (Roosevelt) NYC, h.
Kauff, Benn (Place Elegante) New York, nc.
Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.
Kay, Mary (Von Thenen's) Chi, nc.
Kay, Sylvia, & Carroll Dean (Nut Club) NYC, nc.
Kaye, Phil (Club Minuet) Chi, nc.
Kaye, Sibil (Village Nut Club) NYC, nc.
Kayne, Don (Capri) Lawrence, Mass., re.
Kean, Betty (Chez Paree) Chi, nc.
Kedrova, Lill (St. Moritz) NYC, nc.
Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc.
Kelly & Hayes (Rivoli) Monmouth, Ill., 6-7, t.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, May (Butler's Tap Room) NYC, nc.
Kenny, Lillian (Hotel Montclair) NYC, h.
Kimris, The (Roxy) NYC 4-7, t.
King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.
King's Jesters (Morrison) Chi, h.
Kingston, Leonard (Club Mayfair) Detroit, nc.
Kirkwhite, Iris (Casino de Paris) Paris 1-31, t.
Komisarjevskia, Elena (St. Moritz) NYC, h.
Kortez, Nadia (St. Regis) NYC, h.
Kramer, Dick: (Lebus) New York, re.
Kramer, Dolly (Paul's Inn) San Diego, Calif., nc.
Kramer, Ida (Swanee) NYC, nc.

L

La Palomas (Deauville) New York, nc.
LaPearl, Harry, & Clowns (Circus) Springfield, Mass., 4-9.
LaMaee, Trixie (Butler's Tap Room) NYC, nc.
LaPierre, Paulette (Colony Club) Chi, nc.
LaRue, Bobby & Kenn (Frolic Inn) Hollywood, Calif., nc.
LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
LaVola, Don: Ft. Scott, Kan.; Fayetteville, Ark., 4-9.
Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
Lalage (London Casino) London 1-30, nc.
Lambert, Helen (Man About Town) NYC, nc.
Lamberton, Charlotte (Hollywood) NYC, nc.
Lamerton, Marguerita (Hollywood) NYC, re.
Lamont, Lester (Club Richman) NYC, nc.
Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
Lane, Emily (Plaza) NYC, h.
Lane, Leota (Number One Bar) NYC, nc.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Ted (Hickory House) New York, nc.
Large & Morgner (Mayfair Casino) Cleveland, nc.
Larmita & Mullet (Oasis) Detroit, nc.
Larson, Al (Top Hat) Union City, N. J., c.
Lathrop Bros. & Virginia Lee (Riverside) Milwaukee, t.
Laugh Town, Laugh (Orph.) Minneapolis 4-7, t.
Laurie Jr., Jack (All Stars Club) NYC, nc.
Lawler, Alice (Calliente Club) NYC, nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lawton, Reed (Le Mirage) NYC, re.
Lazaro, Leo (Place Elegante) NYC, nc.
Lee, Bob (Wivel's) NYC, re.
Lee & Harvey (Club Richman) NYC, nc.
Lee, Joe & Betty (Biltmore) NYC, h.
Lee, Linda (Hotel Biltmore) NYC, h.
Lee & Starr (Bowery) Kansas City, nc.
Leed, William (Dizzy Club) New York, nc.
Legon, Jeni (Adelphi) London 1-30, t.
Lihonardi, Jess, Trio (Colonial) Dayton, O., t.
Lombardi, Guy, & Orch. (Paramount) NYC 4-7, t.
Leonard, Edna (606 Club) Chi, nc.
Leone, Emile, Trio (Cozy) Pittsburg, Kan., 6-7, t.
Lenora Dandies (Pennsylvania) Phila, h.
Lenti, Steve (Place Elegante) New York, nc.
Leonard, Elenore (Club Minuet) Chi, nc.
Leonard, Jack (Lincoln) NYC, h.
LeRoy, Hal (Boston) Boston 4-7, t.
Leslie Sisters (Bradford) Boston, h.
Let's Have a Party (Rex) Seattle, t.
Leu, Paul (Windmill) Pittsburg, nc.
Lewis, Ann (Kit Kat Club) NYC, nc.
Lido Girls (Club Richman) NYC, nc.
Light Brigade (McAlpin) NYC, h.
Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Lime Trio (Uptown) Chi, t.
Liptova, Schura (St. Regis) NYC, h.
Little, Little Jack, & Orch. (Stanley) Pittsburgh 4-7, t.
Lischeron & Adams (Royale-Frolics) Chi, nc.
Lockwells, The (Wivel's) NYC, re.
Lodjensky, General (Sherry - Netherland) NYC, h.
Logan, Ella (Century) Baltimore 4-7, t.
Logan, Marjory (Stork Club) NYC, nc.
Long Jr., Nick (Adelphi) London 1-30, t.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, June (Broadway Room) NYC, nc.
Lou, Nyra (Gay '90s) Chi, nc.
Love Sisters (Rivoli) Monmouth, Ill., 6-7, t.
Lowery, Fred (Ambassador) New York, h.
Lucas, Nick (Hollywood) NYC, re.
Luca, Claire (Adelphi) London 1-30, t.
Lucas Sisters (S. S. Zee) Chi, nc.
Lydia & Joresco (Plaza) NYC, h.
Lynch, Louise Dudley (Stork Club) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
McCormick & Kidd (Will Oakland's Casino) Paterson, N. J., nc.
MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
McElroy, Judy (Marquette Club) Chi, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McGlynn Sisters (Broadway Room) NYC, nc.
McKay, Doreen (Paradise) NYC, nc.
Macks, Sensational (Gaugmont and Rex) Paris 7-20, t.
Maddux, Frances (Radio City Rainbow Room) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Magnante, Charlie (Waldorf-Astoria) NYC, h.
Mahoney, Will (Scala) Berlin 1-31, t.
Malinoffs, The (Orph.) Winnipeg, Can., t.
Manson's Internationals (Michigan) Detroit 4-7, t.
Mandell, Kitty (New Town Bar) New York, nc.
Mangan, Hazel, & Girls (Empire) Hackney, London, 11-16, t.

Mann, Sid (Mon Paris) NYC, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Mantes, Gus (Moon Tavern) Albany, N. Y., nc.
Mara & Renalto (Jimmy Kelly's) N.Y.C., re.
Maravellas (El Chico) New York, nc.
March, Patricia (Rivoli) Monmouth, Ill., 6-7, t.
Maree & Pals (Grand) St. Louis 15-21, t.
Marguerite & Arthur (Embassy Club) Toronto, nc.
Marlon & Irma (Trocadero) London 1-30, nc.
Marlowe, Gwen (Village Nut Club) NYC, nc.
Marlowe, Selma (Oriental) Chi, t.
Martin, George Andre (Century) Baltimore 4-7, t.
Martin, Marlon (Hollywood) NYC, re.
Martin, Muriel (Dizzy Club) New York, nc.
Martin, Tommy (Versailles) NYC, nc.
Martinet & Crow (Grosvenor House) London 1-30, nc.
Marvel (Orph.) Winnipeg, Can., t.
Masked Countess, The (Leon & Eddie's) NYC, nc.
Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
Maurice & Cordoba (Savoy-Plaza) NYC, h.
Maurice & Cordoba (Lido) Montreal, Can., nc.
Mavely, Jackie (Kit Kat Club) NYC, nc.
Max & His Gang (Ufa Palast) Hamburg 1-30, t.
May, Marty (State-Lake) Chi, t.
Mayfair Sisters (Iowa) Ft. Madison, Ia., 6-7, t.
Meade & Meeres (Adelphi) London 1-30, t.
Mele, Vi (Commodore Hotel) NYC, h.
Melody Men, Eight (Rex) Seattle, t.
Mercedes, Eileen (Calliente) NYC, nc.
Mercer, Mary (Hickory House) New York, re.
Miller, Joan (Jimmy Kelly's) NYC, nc.
Miller, Marty (Turf Club) Pittsburg, nc.
Miller, Ted & Art (Dickinson) Great Bend, Kan., 7-8, t.
Mills, Tommy (Place Elegante) New York, nc.
Minor & Root (Alhambra) Paris 8-21, t.
Mogul (French Casino) NYC, nc.
Monforti Sisters (Anne Millstone's) Chi, nc.
Monroe, Freddie (Club Richman) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.
Moore & Revel (Chicago) Chi; (Palmer House) Chi 8-28, h.
Morales Bros. & Little Daisy (Francis) Montreal, Can., 4-8, t.
Moreno, Consuelo (El Chico) New York, nc.
Morgan, Grace (St. Regis) NYC, h.
Morgan, Marion (Colosimo's) Chi, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Morrison, Joe (Boston) Boston 4-7, t.
Mossman, Earl (Colonial Village) Peoria, Ill., nc.
Munoz & Balan (Club Gaucho) NYC, nc.
Mura, Corinna (Waldorf-Astoria) NYC, h.
Muriel, Mimi (Meurice) NYC, re.
Murphy, Edna (New Yorker) New York, h.
Murray & Alan (Del Monaco's) NYC, re.
Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
Music Hall Boys (Gaugmont Theaters) London Musical Maniacs, Three (Calliente) NYC, nc. 4-16, t.
Musical Rogues, Three (Essex House) NYC, h.
Myers, Jack, & Marlon Wilkins (Hotel New Yorker) NYC, h.
Myra (Tillie's Chicken Grill) New York, nc.
Myrtill, Odette (State-Lake) Chi, t.

N

N. T. G. & Revue (Pal.) Hartford, Conn., 4-7, t.
Nadine & Girardo (Biltmore) NYC, h.
Nascha (Morrison) Chi, h.
Naylor, Marjorie (Hickory House) NYC, nc.
Nazarenka, Tasha (St. Regis) NYC, h.
Nelson & Knight (Tower) Kansas City, t.
Nesbit, Evelyn (All-Stars Club) NYC, nc.
New Yorkers, Three (Stork Club) NYC, nc.
Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
Newdahl, Clifford (Club Normandie) NYC, nc.
Newman, Harry (Beverly Bar) NYC, nc.
Niles, Noma (Swanee) NYC, nc.
Niva, Vera (Yacht) NYC, nc.
Neiser, Henri (Cozy) Pittsburg, Kan., 6-7, t.
Noble, Leighton (Waldorf-Astoria) NYC, nc.
Nolan, Nancy (Governor Clinton) NYC, h.
Nolan, Paul (Marbro) Chi, t.
Noite, Carolyn (Versailles) NYC, nc.
Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
Norton & Kane (Alexander Young) Honolulu, T. H., h.
Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
Novels, Three (Connie's Inn) NYC, nc.
Novoa, Fantasia (El Toreador) NYC, nc.

O

O'Connors, Four (Shubert) Cincinnati 4-7, t.
O'Connor, Eileen (Adelphi) London 1-30, t.
O'Doherty, Molly (Chesapeake House) NYC, re.
O'Halloran, Mickey (Marquette Club) Chi, nc.
O'Neil, Cackles (Hollywood) NYC, re.
Odley, Guy (Jack Dempsey's) NYC, re.
Omar (Parisian Grill) Budapest, Hungary, 1-30.
Orda, George (St. Regis) NYC, h.
Original Rhythm Boys (Weylin) NYC, h.
Orlins, Toddy (Nut Club) NYC, nc.
Ortons, Four (Alhambra) Paris 8-21, t.
Osterman, Jack (All Stars Club) NYC, nc.
Our Gang Kids (Michigan) Detroit 4-7, t.

P

Padilla, Leandra (Bruns' Palm Garden) Chi, r.
Pady Twins (Tap House) Elmira, N. Y., nc.
Page, Harriet (All-Stars Club) NYC, nc.
Paige, Helen (Delmonico's) NYC, re.
Palmer, Grayce (Marquette Club) Chi, nc.
Palmer, Kay (Vanderbilt) NYC, h.
Palmer & Peaches (Connie's Inn) NYC, nc.
Paris on Parade (Dickinson) Great Bend, Kan., 7-8, t.
Parker Bros. (Rivoli) Monmouth, Ill., 6-7, t.
Parra, Emile (Starland) Winnipeg, Can., nc.
Parsons, Kay (Club Calliente) NYC, nc.
Peabody, Eddie (Oriental) Chi, t.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pendleton, Andy (Gabriel's) NYC, nc.
Perfect, Rose (Hippo) Brighton, Eng., 11-16, t.
Perona, Anthony (Gabriel's) NYC, re.
Phelps Twins (Colony Club) Chi, nc.
Phil & Dolly (Dickinson) Great Bend, Kan., 7-8, t.

Pickford, Merry (Jungle Inn) Youngstown, O., nc.
Picon, Molly (Holborn Empire) London 11-16; (Palace) Manchester 18-23, t.
Pietsch, Betty (Old Heidelberg) Chi, c.
Pinto, Louis (Cocoanut Gardens) Chi, nc.
Piroka (French Casino) NYC, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plybon-Allen Girls (Little Hofbrau) Canton, O., nc.
Fope & Thompson (American Music Hall) NYC, mh.
Pops & Louie (Century) Baltimore 4-7, t.
Potter, Lisa (Club New Yorker) NYC, nc.
Rover Boys (Jack Dempsey's) NYC, re.
Franks, Ray (Kit Kat Club) NYC, nc.
Prince & Princess Orelia (Connie's Inn) NYC, nc.
Princess Ahi (Leon & Eddie's) NYC, nc.

R

Radio Aces (Morrison) Chi, h.
Radio City Glee Club (Chicago) Chi, t.
Rae, Mitzl (Anne Millstone's) Chi, nc.
Rafael (Sherry-Netherland) NYC, h.
Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
Ramon & Lucinda (El Toreador) NYC, nc.
Randall, Andre (French Casino) N. Y. C., nc.
Randolph, Amanda (Black Cat) New York, nc.
Ranson, Glenda (Broadway Room) NYC, nc.
Ray, Retta & Tommy Hayden (Jack Dempsey's) NYC, re.
Raye, Allen (Biltmore) New York, h.
Raye, Gilbert & Vicky (Club Chateau) Cleveland, nc.
Raymond, Billy, Co. (Rex) Seattle, t.
Raymond, Lou (Village Nut Club) NYC, nc.
Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
Rea, Kit (Park Central) NYC, nc.
Reasons, Three (Jack Dempsey's) NYC, re.
Regan, Jimmy & Eileen (Beverly Gardens) Beverly Park, Mich., nc.
Rebel, Margot (Harry's N. Y. Cabaret) Chi, nc.
Rector & Doreen (State) NYC 4-7, t.
Reed, Billy (Dizzy Club) NYC, nc.
Reed, Billy, & Louise Mele (Hotel Biltmore) NYC, h.
Reed & Blane (Wellington) NYC, h.
Rees, Jack (Normandie) New York, nc.
Remos, Paul, & Wonder Boys (Boston) Boston 4-7, t.
Remy, Dick & Dot (Marbro) Chi, t.
Rene & George (Town Casino) NYC, nc.
Rhodes, Doris (Paradise) NYC, re.
Rhodes, Dorothy (Kit Kat Club) NYC, nc.
Rhythm Boys (Weylin Hotel) NYC, h.
Rhythm Debs, Three (Connie's Inn) NYC, nc.
Rhythm Steppers, Five (Dickinson) Great Bend, Kan., 7-8, t.
Richards, Charlie (Bowery) St. Louis, nc.
Richman, Harry (Chez Paree) Chi, nc.
Riddell, Lou (Club Silhouette) Chi, nc.
Rimacs, Ciro (Adelphi) London 1-30, t.
Ripley's Believe It or Not unit (Astor) Reading, Pa., 4-7, t.
Ritz Brothers (Clover Club) Los Angeles, nc.
Robbins Family, The (Marden's Riviera) Fort Lee, N. J., nc.
Roberts, Whitey (Shubert) Cincinnati 4-7, t.
Robinson, Bill (Pal.) Cleveland 4-7, t.
Robinson, Flo & Bob (Uptown) Chi, t.
Rock, Mildred (Marquette Club) Chi, nc.
Rocky Twins (Versailles) NYC, re.
Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
Rogers, Buddy, Show (Shea's Hipp.) Toronto 4-7, t.
Rogers, Jimmie (Mon Paris) NYC, nc.
Rogers, Joyce (Iowa) Ft. Madison, Ia., 6-7, t.
Rohkcast, Marianne (Club Normandie) NYC, nc.
Rollins, Mimi (Hollywood) NYC, re.
Rolph, Wynne (Wivel's) New York, re.
Rosita & Fontana (Ambassador) NYC, h.
Ross, Benny (Pal.) Cleveland 4-7, t.
Ross, Dr. (Waldorf-Astoria) NYC, h.
Rousseau, Sue (Dutch's) Chi, nc.
Rossi, Pat (Cafe Loyale) NYC, re.
Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
Rover Boys (Jack Dempsey's Supper Room) NYC, re.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Hawaiians (Dizzy Club) NYC, nc.
Rush, Edna (Colony Club) Chi, nc.
Russian Fantasies (Orph.) Winnipeg, Can., t.
Russell, Frank (Gay Nineties) NYC, nc.
Russian Choir (Sherry-Netherland) NYC, h.
Russell & Owen (Lido) Montreal, Can., nc.
Ryan, Rosy (Black Diamond) Scranton, Pa., nc.
Ryan, Sue (Marbro) Chi, t.

S

Sadovskaja, Lidia (Sherry - Netherland) NYC, h.
Sae, Letty (Fenmore) Boston, re.
Samuels Bros. (Casino de Paris) Paris 1-31, t.
Sanborn, Fred (Century) Baltimore 4-7, t.
Sandino & Fairchild (Firenze Restaurant) NYC, re.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
Santry, Ned (Von Thenen's) Chi, nc.
Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
Savage, Jean (Southern) Baltimore, h.
Sawyer, Bobby (Gabriel's) NYC, nc.
Scott, Catherine (Kit Kat Club) NYC, nc.
Scott, Mabel (Ubangi) NYC, nc.
Scott, Virgie (Ubangi) NYC, nc.
Shannon's, Richard, Band (Dickinson) Great Bend, Kan., 7-8, t.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelton, James (Club Normandie) NYC, nc.
Shipstad & Johnson (College Inn) Chi., nc.
Silver Twins (Rivoli) Monmouth, Ill., 6-7, t.
Simon, Arlette (French Casino) NYC, nc.
Sims, Lee, & Ilomay Bailey (Uptown) Chi, t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Small, Frank, Revue (New Yorker) N.Y.C., h.
Smart Set Four (Radio City Rainbow Grill) NYC, nc.
Smith, Alma (Connie's Inn) NYC, nc.
Smith, Bill (Fifth Avenue Hotel) New York, h.
Smith, Chubby (Swanee Club) NYC, nc.
Smith, Cyril (Fox) Washington, D. C., 4-7, t.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
Special, Johnny (State-Lake) Chi, t.
Spelle, Mary Lou (French Casino) NYC, nc.
Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
Spitalny, Phil, & Orch. (Earle) Phila 4-7, t.
Sprigg, Jack (Shubert) Cincinnati, t.
St. Claire, Putnam (Ubangi) NYC, nc.

St. Clair & Day (Casino de Paris) Paris 1-31, t.
Stanley, Red (Fox) Washington, D. C., 4-7, t.
Stanley, Toni, & Mae Four (Scala) Copenhagen, Denmark, 1-30, t.
Stanley Twins (Century) Baltimore 4-7, t.
Steel, John (Chesapeake House) NYC, re.
Sterling, Frank (Rex) Seattle, t.
Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
Stewart Sisters (Dizzy Club) NYC, nc.
Stiles, Beebe (Show Bay) Forest Hills, L. I., nc.
Stone, Harold (Chateau Moderne) NYC, nc.
Stone & Lee (Oriental) Chi, t.
Stone, Neil (Howdy Club) NYC, nc.
Stretch & Strain (The Rancho) El Cerrito, Calif., nc.
Strong, Benny (Tower) Kansas City, t.
Strong, Edna (Morrison) Chi, h.
Sue, Lyda (Stanley) Pittsburg 4-7, t.
Sullivan, Bobby (Swanee Club) New York, nc.
Sullivan, Ed (Century) Baltimore 4-7, t.
Sunde, Mary (Oriental) Chi, t.
Suter, Ann (American Music Hall) NYC, mh.
Suttle, Florence (Book-Cadillac) Detroit, h.
Swann, Evelyn Eppee (Vanderbilt) NYC, h.
Swifts, Three (Chicago) Chi, t.
Sykes, Harry (Grand) St. Louis 4-7, t.

T

Table Tooners (Chateau Moderne) NYC, nc.
Tanner Sisters, Three (Bat Gormley's) Lake Charles, La., nc.
Tanya & Emmett (Club Troyka) NYC, nc.
Tapps, George (Paradise) NYC, re.
Tappan, Maxine (Ambassador) New York, h.
Taylor & Elaine (Cozy) Pittsburg, Kan., 6-7, t.
Tegnor, Michael (Number One Bar) NYC, nc.
Tennill, Frank (New Yorker) NYC, h.
Teplova, Schura (St. Regis) NYC, h.
Termini, Joe (Empire) Nottingham, Eng., 11-16, t.
Terris, Norma (Versailles) NYC, re.
Thais (Nut Club) NYC, nc.
That Quartette (American) NYC, mh.
Theodore & Denesha (Montclair) NYC, h.
Thompson, Kay (St. Regis) NYC, h.
Tien, Paul (Old Rumanian) NYC, nc.
Tim & Irene (Fox) Detroit 4-7, t.
Tint, Al (Spider) Canton, O., nc.
Tonya (Gay '90s) Chi, nc.
Toots & Al (Connie's Inn) NYC, nc.
Torres, Ralph (Edison) NYC, h.
Tranger, Don (Villa Valencia) Springfield, Ill., nc.
Trask, Billy (Number One Bar) NYC, nc.
Travers, Jane (Versailles) NYC, nc.
Trent, Tommy (Riverside) Milwaukee, t.
Treyes & Violeta (El Toreador) NYC, nc.
Tscherkassy, Alexis (St. Moritz) New York, h.
Tulley, Marion (Paddock Club) Chi, nc.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V

Valda (Club de Lisa) Chi, nc.
Valencia, Magda (Club Gaucho) New York, nc.
Valerie, Armand (Town Casino) NYC, nc.
Vallee, Rudy (Fox) Washington, D. C., 4-7, t.
Valley, Vivian (Club Normandie) NYC, nc.
Valors, Two (Alhambra) Paris 8-21, t.
Van Loon, Willem (Chez Josephine Baker) NYC, nc.
Vance, Valerie (Leon & Eddie's) NYC, nc.
Varsity Eight (Shubert) Cincinnati 4-7, t.
Vasilio & Yoanna (Nixon) Pittsburg, nc.
Velas, Ester (Roosevelt) NYC, h.
Veloz & Yolanda (Mark Hopkins) San Francisco, h.
Verne, Meriam (Loew's State) Norfolk, Va., 4-7, t.
Vernelle & Donaldson (Versailles) NYC, re.
Verrill, Virginia (Hotel New Yorker) NYC, h.
Vestoff, Florida (Broadway Room) NYC, nc.
Vietro, Tony (Chateau Moderne) NYC, nc.
Villa, Celia (Chateau Moderne) NYC, nc.
Villano & Lorna (Embassy Terrace) Montreal, nc.
Viniagra, Fermin (El Toreador) NYC, nc.
Voice of Experience (Fox) Phila 4-7, t.

W

Wages, Johnny (Olympic Club) Erie, Pa., nc.
Waldron, Jack (Hollywood) NYC, re.
Walker, Buddy (Club Sharon) NYC, nc.
Walker, Kirby (Hickory House) NYC, nc.
Wallace, Frank (Butler's Tap Room) NYC, nc.
Waller, Fats, & Orch. (Pal.) Cleveland 4-7, t.
Walsh, Clara Bell (Ambassador) NYC, nc.
Walsh, Sammy (Hollywood) NYC, nc.
Wamby, Donna (Moose Temple) Erie, Pa., nc.
Ward, Aida (Kit Kat Club) NYC, nc.
Ward, Helene (Italian Garden) Pittsburgh, nc.
Ware, Dick (Yacht Club) Chi, nc.
Waring, Seab (Fox) Washington, D. C., 4-7, t.
Watson, Hot Foot (Ubangi) NYC, nc.
Wayne, Wanita (Town Casino) NYC, nc.
Webb, Nella (Normandie) New York, nc.
Webb, Capt. George (Celebration) Fulton, Mo.; Kirksville 11-16.
Webster, Hazel (Number One Bar) NYC, nc.
Weicker, Florence (Ambassador) NYC, h.
Wells & Brady (Rivoli) Monmouth, Ill., 6-7, t.
Wells, Dickie (Ubangi) NYC, nc.
Wells, Johnny (Chez Paree) Chi, nc.
Wells & Powell (Dickinson) Great Bend, Kan., 7-8, t.
Wentworth, Dorothy (Wivel's) NYC, re.
Wesley, Howard, Co. (Marbro) Chi, t.
West, Dorothy (Brun's Palm Garden) Chi, re.
Weylin Nightcaps (Weylin) New York, h.
Whalen, Jackie (Happy's) Glendale, L. I., nc.
White, Anna (Club Deauville) NYC, nc.
White, Ann (Town Casino) NYC, nc.
White, Jack (Broadway Room) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Jerry (Gay '90s) NYC, nc.
White, Teddy (Normandie) New York, nc.
Whitman, Flo (Gay '90s) Chi, nc.
Whittier, "Snowball" (Morrison) Chi, h.
Wicke, Gus (Gay Nineties) NYC, nc.
Wiener Bros., Three (Stanley) Pittsburg 4-7, t.
Wilkinson, Dudley (Versailles) NYC, nc.
Willard, Clarence E. (Jack Dempsey's) NYC, re.
Williams, Dorothy (Jack Dempsey's) NYC, re.
Williams, Dorthea & Chic (Jackhammer Club) Indio, Calif., nc.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Williams, Judy (Paradise) NYC, nc.
Willis, Claire (Radio City Rainbow Grill) NYC, nc.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Woods & Bray (Shoreham) Washington, D. C., h.

Wong, Joe, Co. (Colonial) Dayton, O., t.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wright, Chuck (Club Silhouette) Chi, nc.
Wright, Edythe (Lincoln) NYC, h.
Wynn, Mae, & Zella Bros. (Shubert) Cincinnati 4-7, t.
Wynn, Natalie (Club Beauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Yontz, Ducky (Roosevelt) NYC, h.
Young, Irwin (Valhalla) NYC, nc.
Youngman, Henry (Yacht Club) NYC, nc.

Zaranova, Erika (Radio City Rainbow Room) NYC, nc.
Zarrow (Orph.) Winnipeg, Can., t.
Zay, Freddy (French Casino) NYC, nc.
Zelta, Madame (New Howard) Baltimore, h.
Zudella (Louise's) Detroit, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Adams, Johnnie (Holden) Dayton, O., h.
Adcock, Jack (Yorktown Tav.) Elkins Park, Pa., nc.
Alvin, Danny (Gold Coast Embassy Club) Chicago, nc.
Arias, Ramon (Otis Tunnel) Chi, c.
Armstrong, Mrs. Louis (Silver Grill) Buffalo, nc.
Ashman, Eddie (Sharon) New York, nc.
Aven, Al (Greyhound) New York, h.

Bannen, Al (Mayflower) Akron, O., h.
Barrie, Dick (El Coronado) Houston, Tex., nc.
Barron, Blue (Paradise) Rochester, N. Y., re.
Bass, Paul (Anna Held's) NYC, re.
Batkin, Alex (St. Moritz) New York, h.
Bender, Val (Antoine Club) San Francisco, nc.
Benson, Ray (Chez Josephine Baker) NYC, nc.
Berger, Jack (Astor) New York, h.
Berkeley, Duke (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben (State) NYC, t.
Bestor, Don (Roosevelt) NYC, h.
Black, Art (Yacht Club) Detroit, nc.
Black, Bob (Pere Marquette) Peoria, Ill., h.
Bonroe, Larry (Chester's Tavern) Cincinnati, nc.
Brandwynne, Nat (Stork) New York, nc.
Breese, Louis (Weylin) New York, h.
Bromberg, Sammy (Von Thenen's) Chi, nc.
Brooks, Bobby (Weylin) NYC, h.
Buccaneers (George Vanderbilt) Asheville, N. C., h.
Bunchouk, Alex (Russian Eagle) NYC, re.
Burkhardt, Johnny (Utah) Salt Lake City, h.
Buse, Henry (Chez Patee) Chicago, nc.
Byard, George (Old Country Club) Phoenix, Ariz., cc.

Caceres, Emilio (Villa D) Detroit, nc.
Campbell, Jack (Wagon Wheel) Nashville, Tenn., nc.
Carper, Don (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke (Club Nightingale) Wausau, Wis., nc.
Carroll, Frank (Maples Inn) Lakeside, Que., Can., nc.
Caruso, Ben (Old Algiers) NYC, re.
Cavanaugh, George (Webster Hall) Detroit, h.
Chassy, Lon (Greenbrier) White Sulphur Springs, W. Va., h.
Chester, Bob (Webster Hall) Detroit, h.
Childs, Reggie (Greyhound) Jeffersonville, Ind., nc.
Christie, Geo. (Club Silhouette) Chicago, nc.
Codelban, Cornelius (St. Regis) New York, h.
Cole, Eddie (Panama Cafe) Chi, nc.
Coleman, Emil (St. Regis) New York, h.
Conrad, Judy (Tower) Kansas City, t.
Continental Gypsies (L'Aiglon) Chicago, c.
Cornelius, Paul (Club Joy) Lexington, Ky., nc.
Cugat, Xavier (Stevens) Chi, h.

Dailey, Frank (Meadowbrook) Cedar Grove, N. J., nc.
Damar (Madeleine) New York, nc.
Dantzig, Eli (St. George) Brooklyn, h.
Darrell, Pat (Wonder Bar) Zanesville, O., nc.
Davis, Fess (House of Jacques) Oklahoma City, Okla., nc.
De Torre, Emilio (El Chico) NYC, nc.
Deane, Alan (Lookout House) Covington, Ky., nc.
Delman, Cy (Whitehall) Palm Beach, Fla.
Denny, Jack (French Casino) New York, cb.
Dickerson, Carroll (Sunset Cafe) Chi, nc.
Dictators, The (885 Club) Chicago, nc.
Dolen, Bernie (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al (Bermudian) Bermuda, h.
Dorberger, Charles (Paradise) NYC, cb.
Dorsey, Tommy (Lincoln) NYC, h.
Drummond, Jack (Club Loftus) Menands, N. Y., nc.
Dubrow, Art (Chop House) Hartford, Conn., nc.
Duchin, Eddie (Plaza) NYC, h.
Duerr, Dolph (Lake Shore) Cleveland, h.
Durst, Henry (3 States Club) Rodessa, La., nc.

Edmund, George (Loyale) NYC, c.
Emerson, Mel (Ten Eyck) Albany, N. Y., h.
Engles, Charles (Marquette Club) Chi, nc.
Ernie, Val (Maxim's) New York, h.
Eslick, Jay (Paul's Inn) San Diego, Calif., re.

Fan, Billy (Club Hollywood) Springfield, Mass., nc.
Farmer, Willie (Leon and Eddie's) New York, nc.
Ferdinando, Angelo (Great Northern) NYC, h.
Fiddler, Max (Towne Club) Pittsburgh, nc.
Fields, Shep (Pierre) NYC, h.
Finch, Freddie (Club Paramount) La Salle, Ill., nc.
Fischer, Art (Dutch's) Chi, c.
Fisher, Mark (Roosevelt) New Orleans, h.
Fodor, Jerry (Veterans Club) Toledo, O., nc.
Fomeen, Basil (Waldorf-Astoria) NYC, h.
Four Aces (Roxey Club) Chi, nc.
Franklin, Sid (Yacht Club) NYC, nc.
Frisco, Sammy (Tuite & Dean's) Chi, c.
Fulcher, Charlie (Club Casine) Greenville, Miss., nc.

Gardner, Dick (Lord Baltimore) Baltimore, h.
Gasparre, Dick (Savoy Plaza) New York, h.
Geering, Bob (Jockey Club) Dayton, O., re.
Gendron, Henry (Guyon's Paradise) Chi, b.
Gentry, Tom (Walled Lake) Detroit, b.
Gilberto, Don (Toreador) New York, nc.
Gitlin, Irving (Pierre) New York, h.
Graham, Eddie (Nut Club) New York, nc.
Gray, Glen (Rainbow Room) NYC, nc.
Grunau, Harry (Torch Club) Canton, O., nc.

Hall, Ewen (Plaza) San Antonio, h.
Hall, George (Taft) New York, h.
Halstead, Henry (Jefferson) St. Louis, Mo., h.
Hamilton, George (Mark Hopkins) San Francisco, h.
Hamp, Johnny (Peabody) Memphis, Tenn., h.
Handelman, Phil (Fifth Avenue) NYC, h.
Hanson, Lloyd (Marcus Whitman) Walla Walla, Wash., h.
Hargraves, Bobby (Kit Kat Club) NYC, nc.
Hartley, Hal (Fairmount) Hull, Que., Can., cc.
Harris, Claude (Joey's Stables) Detroit, nc.
Harris, Phil (Arcadia) Phila, nc.
Herbeck, Ray (Multomah) Portland, Ore., h.
Hess, Edith (McCleans) Pensacola, N. J., nc.
Hessberger, George (Old Heidelberg) Milwaukee, re.
Hill, Harry (Inglaterra) Peoria, Ill., b.
Hill, Teddy (Ubangi) New York, nc.
Hines, Earl (Grand Terrace) Chi, nc.
Hoffman, Earl (Bon Air) Chi, cc.
Holst, Ernie (El Morocco) NYC, nc.
Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben (Silver Tavern) Chi, nc.
Huntley, Lloyd (Mount Royal) Montreal, h.
Hutton, Ina Ray (Met.) Boston, t.
Hylton, Jack (Drake) Chicago, h.

Janis, Freddie (Parody Club) Chicago, nc.
Jergens, Dick (Palomar) Los Angeles, b.
Johnson, Charlie (Small's Paradise) New York, nc.
Johnson, Johnny (Commodore) New York, h.

Keener, Lee (Madison) Jefferson City, Mo., h.
King, Bert (Shelton) NYC, h.
Kirkham, Don (Blakeland Inn) Denver, nc.
Klein, Jules (Stater) Detroit, h.
Korbin, Van (Madison Casino) Chicago, c.
Krauss, Eddie (Cocoanut Gardens) Chi, nc.
Krumin, Costya (Russian Bear) New York, re.
Kyser, Kay (Trianon) Chi, b.

La Marr, Frank (Arcadia) NYC, b.
LaPorte, Joe (Lombardy) New York, h.
Lagman, Bill (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel (Club Lido) Jackson, Mich., nc.
Lang, Lou (Bossert) Brooklyn, N. Y., h.
Lang, Syd (Hi-Hat Club) Chi, nc.
LaPorte, Manny (Manna-bar) Ardmore, Pa.
La Salle, Frank (Wivel) New York, nc.
LeRoy, Howard (McCurdy) Evansville, Ind., h.
LeBrun, Duke (La Salle) South Bend, Ind., h.
Lee, Larry (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehman, Al (Granada) Chi, b.
Leipold, Arnie (Chez Ami) Buffalo, N. Y., nc.
Levant, Phil (Bismarck) Chicago, h.
Lewis, Ted (Morrison) Chi, h.
Light, Enoch (McAlpin) New York, h.
Lindeman, Udo (Gloria Palast) New York, cb.
Little, Little Jack (Stanley) Pittsburgh, t.
Livingston, Jimmie (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy (Paramount) NYC, t.
Lopez, Vincent (Ambassador) New York, h.
Lube, Jacques (Princess) Bermuda, h.
Lucas, Clyde (New Yorker) NYC, h.
Lucas, Nick (Hollywood) NYC, cb.
Lyman, Abe (College Inn) Chi, nc.
Lyon, Bob (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ (Northwood Inn) Detroit, nc.

McCarn, Grace (Chinese T Gardens) Detroit, re.
McCoy, Clyde (Roseland) NYC, b.
McGill, Billie (Jefferson Inn) Detroit, nc.
McKenzie, Red (Famous Door) NYC, nc.
Mack, Austin (Harry's N. Y. Cabaret) Chicago, c.
Mann, Milton (Village Barn) New York, nc.
Mannone, Wingy (Hickory House) NYC, nc.
Mantes, Gus (Birch Gardens) Albany, N. Y., nc.
Manuti, Al (Man About Town) New York, re.
Mansfield, Dick (Governor Clinton) NYC, h.
Maples, Nelson (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al (Club Mirador) Homestead, Pa., nc.
Marshall, Bill (Bellevue Stratford) Phila, h.
Martel, Gus (Stork) New York, nc.
Martell, Paul (Arcadia) New York, b.
Martin, Ted (Childs' Paramount) NYC, re.
Masters, Frankie (Edgewater Beach) Chi, h.
Mayno, Artie (Belmont Grill) Bridgeport, Conn., re.
Meir, Harvey (Gayety Village) Chi, c.
Meeker, Paul (Shawnee) Springfield, O., h.
Meo, Jimmy (Royale-Frolics) Chicago, nc.
Messner, Dick (Park Central) NYC, h.
Meyers, Jack (Club New Yorker) New York, nc.
Miller, Joe (Casa Blanca) Chi, nc.
Miller, Russ (Edgewood) Treton, N. J.
Miller, Walter (Breakers) Palm Beach, Fla., h.
Minor, Frank (Barrel of Fun) NYC, nc.
Monroe, Jerry (Boulevard) Union City, Mo., re.
Mooney, Art (Oasis) Detroit, nc.
Moore, Carl (Normandie) Boston, b.
Morgan, Russ (Biltmore) NYC, h.
Mullaney, Johnnie (Brevoort) Chi, h.
Murphy, Dick (Tampa Terrace) Tampa, Fla., h.

Nagel, Harold (Rainbow Room) New York, nc.
Nance, Ray (Dave's Cafe) Chi, c.
Navarre, Ted (Roseland) Brooklyn, N. Y., br.
Navarro, Al (Belvedere) Baltimore, h.
Newman, Ruby (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebur, Eddie (Casino Moderne) Chicago, nc.
Nolan, Bob (Gibson) Cincinnati, h.
Norvo, Red (Dempsey's) NYC, re.

O'Connell, Mac (Larchmont Casino) Larchmont, N. Y., nc.
Olson, Walter (New Julius) Gardenville, N. Y., re.
Oliver, Eddie (Reno) Reno, Nev., cc.

Pablo, Don (National Roof) Peoria, Ill., nc.
Pancho (Pierre) NYC, h.
Panico, Louis (Olympic) Chicago, b.
Parham, Tiny (Club Havana) Chi, nc.
Parker, Johnny (Knickerbocker) Chicago, nc.
Pearce, Red (Jeff Davis) Tupelo, Miss., h.
Peary, Bob (Graemere) Chi, h.
Pecoraro, Dick (Monte Rosa) NYC, re.
Perry, Ron (St. Moritz) New York, h.
Peterson, Dee (Anchor Club) Sandusky, O., nc.
Pizzita, Julia (Robert Morris) Trenton, N. J., h.
Platt, Earl (Broad Street Grill) Harrisburg, Pa., re.
Pollak, Ben (Congress) Chi, h.
Prima, Louis (Famous Door) Hollywood, Calif., nc.
Purvis, Jack (Thru Looking Glass) New York, nc.

Raeburn, Boyd (Muehlebach) Kansas City, h.
Rainbow Ramblers (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon (Forge Club) Miami, nc.
Rapp, Barney (Van Cleve) Dayton, O., h.
Ravazza, Carl (St. Francis) San Francisco, h.
Reader, Charles (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie (Casino) Chicago, c.
Regal, Tommy (Syracuse) Syracuse, N. Y., h.
Regis, Del (Anchorage) Phila, nc.
Reichman, Joe (Statler) Boston, h.
Reynolds, Buddy (Rose Garden) Hannibal, Mo., b.
Ricardell, Joe (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rich, Count (Zig-Zag) Chi, c.
Richards, Barney (Limehouse) Chicago, c.
Rines, Joe (Mayfair) Boston, nc.
Ringer, Johnny (Casino Venezia) NYC, nc.
Ritoff, Staa (Club Rajah) Chi, nc.
Rodrigo, Namor (Rainbow Room) Rockefeller Center, NYC, nc.
Rodriguez, Jose (LaRue's) New York, nc.
Rogers, Buddy (Shea's Hipp.) Toronto, t.
Rosenthal, Harry (LaRue's) New York, re.
Royal Arcadians (Allyn House) Hartford, Conn., b.
Russell, Jack (Melody Mill) Chicago, b.

Sales, Lew (Club Minuet) Chicago, nc.
Sand, Carl (Chateau) Chicago, b.
Sanders, Joe (Blackhawk) Chi, c.
Schneider, Sol (Old Rumanian) New York, re.
Scholl, Jack (Coronado) St. Louis, h.
Schreiber, Carl (Oriental Gardens) Chicago, c.
Schulman, Julius (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic (Jefferson) St. Louis, h.
Singer, Lou (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe (Copley Plaza) Boston, h.
Smith, Joseph C. (Versailles) New York, cb.
Smith, Leroy (Connie's) NYC, cb.
Smith, Stuff (Onyx) NYC, nc.
Snyder, Frankie (Winona Gardens) Chi, nc.
Souders, Jackie (Uptown) Portland, Ore., b.
Spaeth, Karl (Marco's Grill) Detroit, nc.
Spitalny, Phil & Orch. (Earle) Phila, t.
Sprigg, Jack (Shubert) Cincinnati, t.
Sterney, George (Plaza) New York, h.
Stewart, Jack (Chickasaw Gardens) Albany, Ga., nc.
Stone, Al (Leghorn Farms) Trenton, N. J., ro.
Sweeney, Bud (Winter Casino) Buffalo, N. Y., br.

Terry, J. Frank (McVan's Club Padio) Buffalo, N. Y., nc.
Terry, Ron (St. Moritz) New York, h.
Thurn, Otto (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob (Colosimo's) Chicago, nc.
Tompkins, Tommy (Arcadia) NYC, b.
Toppas, Al (Nut House) Chicago, nc.
Torney, Bob (Casa Loma) South Bend, Ind., nc.
Toscana, Tommy (All Stars) NYC, nc.
Trask, Clyde (Gibson) Cincinnati, h.
Travers, Vincent (French Casino) NYC, nc.
Turner, Al (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie (Last Round Up) Detroit, nc.

Uhlar, Paul (Club Mayfair) Detroit, no.

Van Duzer, Roger (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby (Brun's Palm Garden) Chi, c.

Wallace, Roy (Avenue Tavern) Indianapolis, nc.
Waller, Fats (Pal.) Cleveland, t.
Watts, Kenny (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny (Cocoanut Grove) Boston, re.
Weems, Ted (Palmer House) Chicago, h.
Welky, Wee Willy (Columbia) Columbia, N. J., h.
Weiser, Leo (Michigan Tavern) Niles, Mich., re.
West, Neil (Imperial) Zanesville, O., 5-6; (Columbia) Alliance, O., 7-8; (State) Sandusky, O., 9-10, t.
White, Dave (Oasis Grill) New York City, re.
Williams, Joe (Mark Twain) Hannibal, Mo., h.
Willis, Herbie (Kibby Klub) Jackson, Mich., nc.
Wilson, Sammy (Edison) New York, h.
Winston, Jack (Blackstone) Ft. Worth, Tex., h.
Woods, Howard (Robert Treat) Newark, h.

Yuhasz, Johnny (Durant) Flint, Mich., h.

Zarin, Michael (Waldorf-Astoria) New York, h.
Zatour, Joseph (Biltmore) New York, h.
Zwilling, Sid (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted (Moulin Rouge) Detroit, c.

Funk, Wash: (4444 Club) Cincinnati, nc.

Gardner, Dick (Lord Baltimore) Baltimore, h.
Gasparre, Dick (Savoy Plaza) New York, h.
Geering, Bob (Jockey Club) Dayton, O., re.
Gendron, Henry (Guyon's Paradise) Chi, b.
Gentry, Tom (Walled Lake) Detroit, b.
Gilberto, Don (Toreador) New York, nc.
Gitlin, Irving (Pierre) New York, h.
Graham, Eddie (Nut Club) New York, nc.
Gray, Glen (Rainbow Room) NYC, nc.
Grunau, Harry (Torch Club) Canton, O., nc.

Hall, Ewen (Plaza) San Antonio, h.
Hall, George (Taft) New York, h.
Halstead, Henry (Jefferson) St. Louis, Mo., h.
Hamilton, George (Mark Hopkins) San Francisco, h.
Hamp, Johnny (Peabody) Memphis, Tenn., h.
Handelman, Phil (Fifth Avenue) NYC, h.
Hanson, Lloyd (Marcus Whitman) Walla Walla, Wash., h.
Hargraves, Bobby (Kit Kat Club) NYC, nc.
Hartley, Hal (Fairmount) Hull, Que., Can., cc.
Harris, Claude (Joey's Stables) Detroit, nc.
Harris, Phil (Arcadia) Phila, nc.
Herbeck, Ray (Multomah) Portland, Ore., h.
Hess, Edith (McCleans) Pensacola, N. J., nc.
Hessberger, George (Old Heidelberg) Milwaukee, re.
Hill, Harry (Inglaterra) Peoria, Ill., b.
Hill, Teddy (Ubangi) New York, nc.
Hines, Earl (Grand Terrace) Chi, nc.
Hoffman, Earl (Bon Air) Chi, cc.
Holst, Ernie (El Morocco) NYC, nc.
Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben (Silver Tavern) Chi, nc.
Huntley, Lloyd (Mount Royal) Montreal, h.
Hutton, Ina Ray (Met.) Boston, t.
Hylton, Jack (Drake) Chicago, h.

Janis, Freddie (Parody Club) Chicago, nc.
Jergens, Dick (Palomar) Los Angeles, b.
Johnson, Charlie (Small's Paradise) New York, nc.
Johnson, Johnny (Commodore) New York, h.

Keener, Lee (Madison) Jefferson City, Mo., h.
King, Bert (Shelton) NYC, h.
Kirkham, Don (Blakeland Inn) Denver, nc.
Klein, Jules (Stater) Detroit, h.
Korbin, Van (Madison Casino) Chicago, c.
Krauss, Eddie (Cocoanut Gardens) Chi, nc.
Krumin, Costya (Russian Bear) New York, re.
Kyser, Kay (Trianon) Chi, b.

La Marr, Frank (Arcadia) NYC, b.
LaPorte, Joe (Lombardy) New York, h.
Lagman, Bill (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel (Club Lido) Jackson, Mich., nc.
Lang, Lou (Bossert) Brooklyn, N. Y., h.
Lang, Syd (Hi-Hat Club) Chi, nc.
LaPorte, Manny (Manna-bar) Ardmore, Pa.
La Salle, Frank (Wivel) New York, nc.
LeRoy, Howard (McCurdy) Evansville, Ind., h.
LeBrun, Duke (La Salle) South Bend, Ind., h.
Lee, Larry (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehman, Al (Granada) Chi, b.
Leipold, Arnie (Chez Ami) Buffalo, N. Y., nc.
Levant, Phil (Bismarck) Chicago, h.
Lewis, Ted (Morrison) Chi, h.
Light, Enoch (McAlpin) New York, h.
Lindeman, Udo (Gloria Palast) New York, cb.
Little, Little Jack (Stanley) Pittsburgh, t.
Livingston, Jimmie (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy (Paramount) NYC, t.
Lopez, Vincent (Ambassador) New York, h.
Lube, Jacques (Princess) Bermuda, h.
Lucas, Clyde (New Yorker) NYC, h.
Lucas, Nick (Hollywood) NYC, cb.
Lyman, Abe (College Inn) Chi, nc.
Lyon, Bob (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ (Northwood Inn) Detroit, nc.

McCarn, Grace (Chinese T Gardens) Detroit, re.
McCoy, Clyde (Roseland) NYC, b.
McGill, Billie (Jefferson Inn) Detroit, nc.
McKenzie, Red (Famous Door) NYC, nc.
Mack, Austin (Harry's N. Y. Cabaret) Chicago, c.
Mann, Milton (Village Barn) New York, nc.
Mannone, Wingy (Hickory House) NYC, nc.
Mantes, Gus (Birch Gardens) Albany, N. Y., nc.
Manuti, Al (Man About Town) New York, re.
Mansfield, Dick (Governor Clinton) NYC, h.
Maples, Nelson (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al (Club Mirador) Homestead, Pa., nc.
Marshall, Bill (Bellevue Stratford) Phila, h.
Martel, Gus (Stork) New York, nc.
Martell, Paul (Arcadia) New York, b.
Martin, Ted (Childs' Paramount) NYC, re.
Masters, Frankie (Edgewater Beach) Chi, h.
Mayno, Artie (Belmont Grill) Bridgeport, Conn., re.
Meir, Harvey (Gayety Village) Chi, c.
Meeker, Paul (Shawnee) Springfield, O., h.
Meo, Jimmy (Royale-Frolics) Chicago, nc.
Messner, Dick (Park Central) NYC, h.
Meyers, Jack (Club New Yorker) New York, nc.
Miller, Joe (Casa Blanca) Chi, nc.
Miller, Russ (Edgewood) Treton, N. J.
Miller, Walter (Breakers) Palm Beach, Fla., h.
Minor, Frank (Barrel of Fun) NYC, nc.
Monroe, Jerry (Boulevard) Union City, Mo., re.
Mooney, Art (Oasis) Detroit, nc.
Moore, Carl (Normandie) Boston, b.
Morgan, Russ (Biltmore) NYC, h.
Mullaney, Johnnie (Brevoort) Chi, h.
Murphy, Dick (Tampa Terrace) Tampa, Fla., h.

Nagel, Harold (Rainbow Room) New York, nc.
Nance, Ray (Dave's Cafe) Chi, c.
Navarre, Ted (Roseland) Brooklyn, N. Y., br.
Navarro, Al (Belvedere) Baltimore, h.
Newman, Ruby (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebur, Eddie (Casino Moderne) Chicago, nc.
Nolan, Bob (Gibson) Cincinnati, h.
Norvo, Red (Dempsey's) NYC, re.

O'Connell, Mac (Larchmont Casino) Larchmont, N. Y., nc.
Olson, Walter (New Julius) Gardenville, N. Y., re.
Oliver, Eddie (Reno) Reno, Nev., cc.

Pablo, Don (National Roof) Peoria, Ill., nc.
Pancho (Pierre) NYC, h.
Panico, Louis (Olympic) Chicago, b.
Parham, Tiny (Club Havana) Chi, nc.
Parker, Johnny (Knickerbocker) Chicago, nc.
Pearce, Red (Jeff Davis) Tupelo, Miss., h.
Peary, Bob (Graemere) Chi, h.
Pecoraro, Dick (Monte Rosa) NYC, re.
Perry, Ron (St. Moritz) New York, h.
Peterson, Dee (Anchor Club) Sandusky, O., nc.
Pizzita, Julia (Robert Morris) Trenton, N. J., h.
Platt, Earl (Broad Street Grill) Harrisburg, Pa., re.
Pollak, Ben (Congress) Chi, h.
Prima, Louis (Famous Door) Hollywood, Calif., nc.
Purvis, Jack (Thru Looking Glass) New York, nc.

Raeburn, Boyd (Muehlebach) Kansas City, h.
Rainbow Ramblers (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon (Forge Club) Miami, nc.
Rapp, Barney (Van Cleve) Dayton, O., h.
Ravazza, Carl (St. Francis) San Francisco, h.
Reader, Charles (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie (Casino) Chicago, c.
Regal, Tommy (Syracuse) Syracuse, N. Y., h.
Regis, Del (Anchorage) Phila, nc.
Reichman, Joe (Statler) Boston, h.
Reynolds, Buddy (Rose Garden) Hannibal, Mo., b.
Ricardell, Joe (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rich, Count (Zig-Zag) Chi, c.
Richards, Barney (Limehouse) Chicago, c.
Rines, Joe (Mayfair) Boston, nc.
Ringer, Johnny (Casino Venezia) NYC, nc.
Ritoff, Staa (Club Rajah) Chi, nc.
Rodrigo, Namor (Rainbow Room) Rockefeller Center, NYC, nc.
Rodriguez, Jose (LaRue's) New York, nc.
Rogers, Buddy (Shea's Hipp.) Toronto, t.
Rosenthal, Harry (LaRue's) New York, re.
Royal Arcadians (Allyn House) Hartford, Conn., b.
Russell, Jack (Melody Mill) Chicago, b.

Sales, Lew (Club Minuet) Chicago, nc.
Sand, Carl (Chateau) Chicago, b.
Sanders, Joe (Blackhawk) Chi, c.
Schneider, Sol (Old Rumanian) New York, re.
Scholl, Jack (Coronado) St. Louis, h.
Schreiber, Carl (Oriental Gardens) Chicago, c.
Schulman, Julius (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic (Jefferson) St. Louis, h.
Singer, Lou (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe (Copley Plaza) Boston, h.
Smith, Joseph C. (Versailles) New York, cb.
Smith, Leroy (Connie's) NYC, cb.
Smith, Stuff (Onyx) NYC, nc.
Snyder, Frankie (Winona Gardens) Chi, nc.
Souders, Jackie (Uptown) Portland, Ore., b.
Spaeth, Karl (Marco's Grill) Detroit, nc.
Spitalny, Phil & Orch. (Earle) Phila, t.
Sprigg, Jack (Shubert) Cincinnati, t.
Sterney, George (Plaza) New York, h.
Stewart, Jack (Chickasaw Gardens) Albany, Ga., nc.
Stone, Al (Leghorn Farms) Trenton, N. J., ro.
Sweeney, Bud (Winter Casino) Buffalo, N. Y., br.

Terry, J. Frank (McVan's Club Padio) Buffalo, N. Y., nc.
Terry, Ron (St. Moritz) New York, h.
Thurn, Otto (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob (Colosimo's) Chicago, nc.
Tompkins, Tommy (Arcadia) NYC, b.
Toppas, Al (Nut House) Chicago, nc.
Torney, Bob (Casa Loma) South Bend, Ind., nc.
Toscana, Tommy (All Stars) NYC, nc.
Trask, Clyde (Gibson) Cincinnati, h.
Travers, Vincent (French Casino) NYC, nc.
Turner, Al (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie (Last Round Up) Detroit, nc.

Uhlar, Paul (Club Mayfair) Detroit, no.

Van Duzer, Roger (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby (Brun's Palm Garden) Chi, c.

Wallace, Roy (Avenue Tavern) Indianapolis, nc.
Waller, Fats (Pal.) Cleveland, t.
Watts, Kenny (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny (Cocoanut Grove) Boston, re.
Weems, Ted (Palmer House) Chicago, h.
Welky, Wee Willy (Columbia) Columbia, N. J., h.
Weiser, Leo (Michigan Tavern) Niles, Mich., re.
West, Neil (Imperial) Zanesville, O., 5-6; (Columbia) Alliance, O., 7-8; (State) Sandusky, O., 9-10, t.
White, Dave (Oasis Grill) New York City, re.
Williams, Joe (Mark Twain) Hannibal, Mo., h.
Willis, Herbie (Kibby Klub) Jackson, Mich., nc.
Wilson, Sammy (Edison) New York, h.
Winston, Jack (Blackstone) Ft. Worth, Tex., h.
Woods, Howard (Robert Treat) Newark, h.

Yuhasz, Johnny (Durant) Flint, Mich., h.

Zarin, Michael (Waldorf-Astoria) New York, h.
Zatour, Joseph (Biltmore) New York, h.
Zwilling, Sid (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted (Moulin Rouge) Detroit, c.

Funk, Wash: (4444 Club) Cincinnati, nc.

Gardner, Dick (Lord Baltimore) Baltimore, h.
Gasparre, Dick (Savoy Plaza) New York, h.
Geering, Bob (Jockey Club) Dayton, O., re.
Gendron, Henry (Guyon's Paradise) Chi, b.
Gentry, Tom (Walled Lake) Detroit, b.
Gilberto, Don (Toreador) New York, nc.
Gitlin, Irving (Pierre) New York, h.
Graham, Eddie (Nut Club) New York, nc.
Gray, Glen (Rainbow Room) NYC, nc.
Grunau, Harry (Torch Club) Canton, O., nc.

Hall, Ewen (Plaza) San Antonio, h.
Hall, George (Taft) New York, h.
Halstead, Henry (Jefferson) St. Louis, Mo., h.
Hamilton, George (Mark Hopkins) San Francisco, h.
Hamp, Johnny (Peabody) Memphis, Tenn., h.
Handelman, Phil (Fifth Avenue) NYC, h.
Hanson, Lloyd (Marcus Whitman) Walla Walla, Wash., h.
Hargraves, Bobby (Kit Kat Club) NYC, nc.
Hartley, Hal (Fairmount) Hull, Que., Can., cc.
Harris, Claude (Joey's Stables) Detroit, nc.
Harris, Phil (Arcadia) Phila, nc.
Herbeck, Ray (Multomah) Portland, Ore., h.
Hess, Edith (McCleans) Pensacola, N. J., nc.
Hessberger, George (Old Heidelberg) Milwaukee, re.
Hill, Harry (Inglaterra) Peoria, Ill., b.
Hill, Teddy (Ubangi) New York, nc.
Hines, Earl (Grand Terrace) Chi, nc.
Hoffman, Earl (Bon Air) Chi, cc.
Holst, Ernie (El Morocco) NYC, nc.
Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben (Silver Tavern) Chi, nc.
Huntley, Lloyd (Mount Royal) Montreal, h.
Hutton, Ina Ray (Met.) Boston, t.
Hylton, Jack (Drake) Chicago, h.

Janis, Freddie (Parody Club) Chicago, nc.
Jergens, Dick (Palomar) Los Angeles, b.
Johnson, Charlie (Small's Paradise) New York, nc.
Johnson, Johnny (Commodore) New York, h.

Keener, Lee (Madison) Jefferson City, Mo., h.
King, Bert (Shelton) NYC, h.
Kirkham, Don (Blakeland Inn) Denver, nc.
Klein, Jules (Stater) Detroit, h.
Korbin, Van (Madison Casino) Chicago, c.
Krauss, Eddie (Cocoanut Gardens) Chi, nc.
Krumin, Costya (Russian Bear) New York, re.
Kyser, Kay (Trianon) Chi, b.

La Marr, Frank (Arcadia) NYC, b.
LaPorte, Joe (Lombardy) New York, h.
Lagman, Bill (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel (Club Lido) Jackson, Mich., nc.
Lang, Lou (Bossert) Brooklyn, N. Y., h.
Lang, Syd (Hi-Hat Club) Chi, nc.
LaPorte, Manny (Manna-bar) Ardmore, Pa.
La Salle, Frank (Wivel) New York, nc.
LeRoy, Howard (McCurdy) Evansville, Ind., h.
LeBrun, Duke (La Salle) South Bend, Ind., h.
Lee, Larry (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehman, Al (Granada) Chi, b.
Leipold, Arnie (Chez Ami) Buffalo, N. Y., nc.
Levant, Phil (Bismarck) Chicago, h.
Lewis, Ted (Morrison) Chi, h.
Light, Enoch (McAlpin) New York, h.
Lindeman, Udo (Gloria Palast) New York, cb.
Little, Little Jack (Stanley) Pittsburgh, t.
Livingston, Jimmie (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy (Paramount) NYC, t.
Lopez, Vincent (Ambassador) New York, h.
Lube, Jacques (Princess) Bermuda, h.
Lucas, Clyde (New Yorker) NYC, h.
Lucas, Nick (Hollywood) NYC, cb.
Lyman, Abe (College Inn) Chi, nc.
Lyon, Bob (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ (Northwood Inn) Detroit, nc.

McCarn, Grace (Chinese T Gardens) Detroit, re.
McCoy, Clyde (Roseland) NYC, b.
McGill, Billie (Jefferson Inn) Detroit, nc.
McKenzie, Red (Famous Door) NYC, nc.
Mack, Austin (Harry's N. Y. Cabaret) Chicago, c.
Mann, Milton (Village Barn) New York, nc.
Mannone, Wingy (Hickory House) NYC, nc.
Mantes, Gus (Birch Gardens) Albany, N. Y., nc.
Manuti, Al (Man About Town) New York, re.
Mansfield, Dick (Governor Clinton) NYC, h.
Maples, Nelson (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al (Club Mirador) Homestead, Pa., nc.
Marshall, Bill (Bellevue Stratford) Phila, h.
Martel, Gus (Stork) New York, nc.
Martell, Paul (Arcadia) New York, b.
Martin, Ted (Childs' Paramount) NYC, re.
Masters, Frankie (Edgewater Beach) Chi, h.
Mayno, Artie (Belmont Grill) Bridgeport, Conn., re.
Meir, Harvey (Gayety Village) Chi, c.
Meeker, Paul (Shawnee) Springfield, O., h.
Meo, Jimmy (Royale-Frolics) Chicago, nc.
Messner, Dick (Park Central) NYC, h.
Meyers, Jack (Club New Yorker) New York, nc.
Miller, Joe (Casa Blanca) Chi, nc.
Miller, Russ (Edgewood) Treton, N. J.
Miller, Walter (Breakers) Palm Beach, Fla., h.
Minor, Frank (Barrel of Fun) NYC, nc.
Monroe, Jerry (Boulevard) Union City, Mo., re.
Mooney, Art (Oasis) Detroit, nc.
Moore, Carl (Normandie) Boston, b.
Morgan, Russ (Biltmore) NYC, h.
M

Mix Biz Above Expectations

Oakland and other California engagements good — Tom Mix returns to show

WOODLAND, Calif., May 2.—The Tom Mix Circus has been hitting good weather and business has been above expectations. Tom Mix returned to the show at Stockton, Calif., after an illness of several weeks. Employees presented him with a large floral offering to the tune of "Hail! Hail!"

Dall Turney spent several days in Los Angeles winding up the final details pertaining to his new home and returned at Martinez, Harry Baker taking charge in his absence. Alameda, two-day stand, playing to three packed houses, the second matinee light. Schools were closed in time for matinee first day.

At Oakland the show had four days of good business. Newspapers were very generous with space. Max Gruber's elephant, "Little Eva," enjoyed a birthday party in the menagerie, arranged by Mrs. Baker. There was a large birthday cake which was shared by a large crowd of guests. Martinez, Stockton and Sacramento were good dates, showing to near capacity houses.

At Grass Valley schools let out at 1:30, holding matinee until 2:30 and showing to a full house.

The band, headed by Bill Robinson, looks very attractive in new uniforms. A representative of *The Post-Enquirer* in Oakland spent two days taking pictures of various acts in the show, getting some fine ones of Erma Ward in action.

Recent guests included Mr. and Mrs. Verne Smith; Mr. Cavanaugh from Napa, and Mr. Chloupek, both circus fans; Mr. and Mrs. Bill McStay; Mr. and Mrs. Mason; Mr. Waldorf, editor of *The Post-Enquirer*; Myrtle Johnston, from *The Call-Bulletin* in San Francisco, and her mother. Mr. Spaulding, publisher of *The Times-Star*, and Mr. and Mrs. Bowman, of Alameda, entertained Mr. and Mrs. Harry Baker when the show played there.

Two new Ford trucks have been added and new acts are coming on.

James M. Cole Opens to 12,000

CLEVELAND, May 2.—The James M. Cole Circus opened yesterday afternoon for 10 days at the huge municipal stadium here and played to some 12,000 people. Advance ticket sales have jumped considerably during last several days. Two performances are to be given daily.

Mr. Cole has assembled a fine array of circus talent. Manuel King, youthful wild animal trainer, is being featured and the three large animal trucks display plenty of flash and color.

At this writing (due to late arrival of some acts) it is impossible to give a complete listing of personnel or attempt a review of the show.

Forrest Freeland, press agent, has obtained plenty of news and art space in the local dailies. King is making personal appearances at hospitals, orphanages and schoolhouses in addition to broadcasting.

Hamid-Morton Show Set For Springfield, Montreal

NEW YORK, May 2.—Hamid-Morton Shows in Springfield, Mass., and Montreal, which will wind up the indoor dates for the combination, are having excellent advance sales, George Hamid reported. Springfield, sponsored by the Shrine in the armory, had \$3,000 in the till on Tuesday, with nearly a week to go, show starting next Monday.

Montreal date will be played in the huge Forum May 18-25. It drew 70,000 people last year. Two Canadian holidays, Ascension Day and Victoria Day, are included in the run.

Hamid stated the indoor engagements as a whole have been the most successful in his experience, Buffalo topping.

Mix Answers Rumors

CINCINNATI, May 2.—To set aside the many rumors going the rounds regarding Tom Mix and his show, the following telegram was sent by Mix from Napa, Calif., to our Chicago office:

"Funny about those rumors. Our show going along fine and I don't even owe a bar bill, which is going some for a cowboy."

Haag Enlarged; Four Trucks Added

FRANKLIN, Ga., May 2.—The Mighty Haag Show, Mrs. Ernest Haag, owner-manager, which has been on road all winter, was enlarged here and four new trucks added. Attendance here, April 21, was fair at matinee and good at night.

The program: Spec, *Night in Old Mexico*; Tan Araki, foot juggling; swinging ladders, Lucille Rogers, Loraine Knight, Ollie Lamb, Cora Teandor, Marguerite Mathews, Lucy Mausby; clowns; ponies and monkeys, worked by Tom Mathews and Marie Clark; cloud swing, Paul Knight, Harris Reynolds; banner announcement; Roman ladders, five to each set—Marguerite Mathews, Marie Clark, Cora Teandor, Marguerite Pettis, Ollie Lamb, Loraine Knight, Anna Knight, Rosalie Jackson, Lucy Mausby, Lucille Rogers; clowns; contortion. (See HAAG ENLARGED on page 38)

Lorette Visits Circus

CHICAGO, May 2.—Billy Lorette, well-known clown, who has been confined to American Hospital here for many months, continues to mend and a few days ago he had the pleasure of visiting the Cole Bros.-Clyde Beatty Circus at the Stadium. The visit was made possible thru the kindness of Mrs. Sam J. Levy (the former Ida McDonald), who transported him from the hospital to the circus and back. Seated in a box, Billy received a cordial greeting from all the clowns and other performers as they marched around the hippodrome track, and they are all pulling for Billy's early recovery.

Russell Booked for Ohio

NEW PHILADELPHIA, O., May 2.—That the Russell Bros.' Circus intends to play extensively thru Ohio is indicated by the contracting of towns that will keep the show in the Buckeye State most of the month. This city has been contracted for May 20, the first in here.

St. Louis Police Show Hangs Up New Records; Big Adv. Program

ST. LOUIS, May 2.—The annual St. Louis Police Circus will hang up new records this year when finals is written to the show tomorrow night. Show opened at Coliseum afternoon of April 24, and since Saturday night performance many have been turned away at the evening performance, with capacity houses at the matinees. About 4,000 extra seats have been placed around the arena floor.

According to officials of the Police Relief Association, the treasury will be enhanced by slightly over \$90,000. According to Chief of Police Col. John J. McCarthy, the figures on advertising in the 349-page program amounts to \$41,827. Seventy-two thousand tickets, each admitting two persons, were sold in advance of opening.

Sidney Belmont again is in complete charge, having booked, produced and directed it. Not an act that appeared here last year was on the program. It takes two hours and 32 minutes to present the 29 displays. Jules Blattner Jr. is musical director.

The Program

Display No. 1: Inaugural processional pageant. No. 2: Grotesque gymnasts, McElroy-Harmon and Fredell; Grinn and Baret; Fred, Freddie and Frederick. No. 3: Belew's high-school horses; "Egypt," ridden by Miss Norton; "Fashion," by Belew; "Shyrook," by Miss Lorenzo. No. 4: Clowns. No. 5: On tight wires, Joseph Krebs, Three Perrys, Dainty Elizabeth. No. 6: Clowns in walkarounds. No. 7: Phil and Doty, head balancing; Zobedie

Polack Plays to Slim Crowds at Lincoln, Neb.

LINCOLN, Neb., May 2.—Polack Bros.' Circus pulled stakes here April 25 after one of the first losing weeks in several months. Show, it is said, was only given lukewarm support by its Shrine sponsors, which was part of the reason, and only played to about 6,000 on the six-day stretch. Barry Breden, the show's press agent, left the organization here and is off on an enterprise of his own which he plans to shortly offer the Shrine brethren. He was given a party on leaving by the showfolk.

Management is planning shortly to change from an indoor to an outdoor show, using parks and ball yards for grounds.

Doc Howell sold a new calliope to Irving Polack and Louis Stern, the owners.

Show was in two parts, with a 20-minute intermission to allow for a squint at the advertised products lined up inside the arena. There were 27 displays, including a concert by Everett Conway's Band (he's a one-armed drummer); Burns and Ray's dogs; Franklin Duo. (See POLACK PLAYS on page 38)

Florescu Must Return To Germany May 13

CHICAGO, May 2.—Costica Florescu, now doing a high-pole act with the Cole Bros.-Clyde Beatty Circus, has been refused an extension of his passport and must return to Germany May 13.

Florescu, a Russian Jew, came to Chicago in 1934 on a German passport. On April 15 of this year he and Naomi Anderson, ballet dancer, were secretly married at Crown Point, Ind. His bride will accompany him to Germany.

It is understood that Florescu believed his marriage to an American citizen would enable him to remain in the country, but the immigration authorities at Washington refused to further extend the limit of his passport.

Night Houses Good For Cole-Beatty

CHICAGO, May 2.—Engagement of the Cole Bros.-Clyde Beatty Circus at the Chicago Stadium will end tomorrow night. Attendance built steadily during the closing week and since midweek the night houses have been very good. The show will leave Chicago with some money, the management states. Sharing arrangement with the Stadium is (See NIGHT HOUSES on page 38)

King General Agent Of Cole Bros.' Show

CHICAGO, May 2.—It was announced Wednesday by Jess Adkins and Zach Terrell, managers of the Cole Bros.-Clyde Beatty Circus, that Floyd King, who has been general press representative of the show, has been appointed general agent. He also will continue to have charge of the press and advertising.

J. D. Newman, formerly general agent, will be traffic manager, handling the routing and railroad contracts.

Maynard Opens at Van Nuys

LOS ANGELES, May 2.—The Ken Maynard Show opened at the Ranch at Van Nuys, Calif., today. Members of Chamber of Commerce and other local bodies attended.

Leo Haggerty is in charge of billing department with a force of 14 billers and lithographers. Paper is very attractive, most of it special. Everyone around the show is appropriately uniformed and each department has special colored uniforms. A local saddler has turned out head pieces for the bulls that are outstanding, and all animal trappings are new. Dan Dix is busy in a utility position.

The parade is being featured. There are four bands, three calliopes, 21 wagons, a 10-up on first band wagon, more than 150 mounted people and the lead stock. Jack and Al Bennett are in charge of cookhouse. Charles Redrick has band of 14 and Doc Collins has the Side Show.

The Indian Congress is one of the largest ever assembled with a Wild West show. Recent additions are Chiefs Iron Eye, Big Tree and Lone Elk. The last named arrived from Arizona with three men, two women.

Steele With Jas. M. Cole

DOVER, O., May 2.—R. M. (Buck Steele) Wiegand, Wild West performer, left his winter quarters here for Cleveland, where he opened with the James M. Cole Circus. Wiegand's outfit travels in two trucks and a trailer and includes about 15 head of performing stock.

Ralph Noble Manager Of Webb Side Show

KINSLEY, Kan., May 2.—Ralph Noble has taken over management of the Joe B. Webb Circus Side Show and is assisted by Bill Woodcock, who makes second openings. They also make banner and concert announcements and sell reserved seat and concert tickets. Jimmy Hamiter and Woodcock are breaking a lion for untamable act.

Barnes Business Has Been Okeh

BAKERSFIELD, Calif., May 2.—The third week of the season saw the Al G. Barnes Circus starting north thru beautiful San Fernando Valley. The end of the fourth week show was in San Francisco for four days. The lot used this year is the one called Army and Potrero streets. This is a large plot of ground used by Ringling-Barnum two years ago. For last several years the lot used was at Santa Rosa and Mission, which each year became smaller by the encroachment of new homes until it was too small.

Trade so far has been all that any circus man could ask for. The weather on the whole has been excellent, rain being encountered for a few days at the downtown Los Angeles lot, at night show in Santa Ana and an untimely shower at Palo Alto. The weather has helped the business no doubt, but probably an even more potent factor has been the way the audiences have received the performance. After all is said and done it is word-of-mouth advertising that proves one of the greatest trade stimulators.

W. H. Colp, for many years legal adjuster, had to be left behind in Los Angeles because of illness, but before this reaches print he is expected back.

W. V. Hill, an old friend of the show, was a visitor at several stands previous and including San Francisco. Mike Golden also was a recent visitor.

With the Circus Fans
By THE RINGMASTER

President, CFA, Secretary,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Thames Bank
Chicago, Ill. Norwich, Conn.

(Conducted by WALTER HOENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

W. L. (Bill) Montague, circus fan, was present at Shrine Circus, Hartford, Conn., the night Jennie McCluskey was injured doing a "flag trick," when her partner tripped, hurling her to the floor from the top of a 20-foot pole. Montague writes that in all these years attending circuses

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

BOSTON GARDEN
BOSTON, MASS.,
May 4 to 9.

BROOKLYN, N. Y.
MAY 11 TO 16.

THE GREATEST SHOW ON EARTH

NEW, UNUSUAL AND EXCEPTIONALLY ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR CIRCUS CARNIVAL RODEO AUTO RACES

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INK.

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NEWPORT, KY.
Opposite Cincinnati, Ohio

Photo Post CARDS 8x10
REPRODUCTIONS OF YOUR PHOTOS

POST CARDS "MIRROR" FINISH	8x10
100 - 1.95	12 - 2.25
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WANTED FOR Davenport's Society Circus

People in all lines, Musicians, Teams, Working Men who drive trucks, Chorus Girls. Astoria, Ill., May 13-14-15-16.

SPANGLES
JEWELS—TRIMMINGS—MATERIALS
J. J. WYLE & BROS., Inc.
15 West 36th Street NEW YORK CITY

MOTORIZE
Write for our Finance Plan. CHAS. GOBS,
Standard Chevrolet Co., East St. Louis, Ill.

it was the first at which he was present when a performer was injured. Show ran week of April 20, with proceeds going for Shriners' Home for Crippled Children in Springfield, Mass.

Parke P. Deans, honorary member CFA of Richmond, Va., was paid tribute by Odd Fellows of all branches of the order in Connecticut on April 25. Deans is grand sire of the world and the celebration was in honor of the 117th anniversary of the founding of the IOOF, opening with colorful third degree ceremony at Bushnell Memorial. The affair continued with a banquet at Hotel Bond and terminated with an address by Deans at the Bushnell Memorial.

Burt L. Wilson, of Chicago, assistant editor of *White Tops* and traveling ambassador of good will to all circuses, is off on a 12 weeks' business trip to the Southwest. April 26 he visited with A. Morton Smith at Gainesville, Tex.

Storms H. Shults Jr., circus fan of Galesburg, Ill., writes that he made the Cole-Beatty Circus at Chicago.

F. E. Loxley, CFA of Cranston, R. I., caught Ringling-Barnum Circus in New York at afternoon performance April 18 and at night made final performance of *Jumbo* at the Hippodrome.

J. Fred Temple, member of our association in Galesburg, Ill., has been very sick for the last three weeks. At present he is reported to be much improved in health.

William Chloupek, CFA of Oakland, and Adolph V. Schubert, the latter being State chairman of James A. Bailey Top No. 9, were visitors on the Barnes Circus at San Jose, Calif.

The national meet of the CFA will be held the latter part of July or early in August, probably in the Middle West.

Cole-Beatty in Akron On Memorial Day

AKRON, O., May 2.—Members of the Central Veterans' Committee say they are "literally on the spot" in making plans for the observance of Memorial Day this year.

The committeemen, representing more than 60 veteran units of the city, will have to choose between paying tribute to their dead or helping thousands of Akron kiddies to have a good time.

The Cole-Beatty Circus has been given a permit to exhibit on the holiday and has asked for permission to parade. What to do is the question for the committee to decide. However, it is expected that the holiday program will be worked out to the mutual satisfaction of the circus and the veterans' organizations.

Barnett Biz Good At Canonsburg, Pa.

CANONSBURG, Pa., May 2.—"A good little show that is pleasing" is how Manager R. W. Rogers likes to term the Barnett Bros.' Circus, which held forth here Tuesday. And please it did the fair matinee audience and the straw house at night. The night crowd was the largest seen here in years.

The show, moving on 34 trucks, has been on road since April 7, when it opened in York, S. C. Business, wherever weather permitted, was good.

Show came in from Washington, Pa., where schools declared a holiday. Both weather and business were good.

Among big show newcomers this season are the Corriel Family and the Kotch Brothers.

Sedgewick Meikle, who had been ill in a New York hospital, will return.

The big show is 80 minutes long, fast and entertaining. Program comes to a great finish with Verne Corriel's head slide and the Indian spec, in which the entire lineup participates.

Charles LaBird, Side Show manager, reports that business has been good when weather conditions permitted. At this stand biz was fine at night.

Circus fans from Pittsburgh visited show in Washington, including Thomas Bendle and *The Billboard* correspondent from that city.

Won, Horse & Upp Combined Circus

By STARR DE BELLE
Round Top, Ky.,
May 2, 1936.

Dear Circus Solly:

Ever since the show purchased the six new wagons with trailers on the easy-payment plan it has been impossible to send in our route and weekly stories. But after playing three good spots in a row we are once more listed. (This isn't for publication. Tell our readers we were keeping our route under cover. Also that the show hasn't missed a performance or played a bloomer.)

This writing finds the show in the mountains of Kentucky. Lot located on the only level spot within a radius of 20 miles. Show up above the clouds. This gives us protection in case of rain. Might pour in the valley but high and dry here. This spot hasn't had a circus in 15 years. We will probably find out the reason after we play it. Our agent picked the spot on account of it having a good circus name, canceling Bear Kill Hollow.

No radio station within 40 miles. Naturally knocking us out of our daily broadcast. But a general call was put thru by the local telephone operator and our announcer told the story. Only a weekly paper which carried the show's story also ran a mat that our press department picked up in Memphis last winter, an elephant pushing a wagon. We have the wagon to back it up.

Am sending under special cover ad for musicians for the big show band. All walked out Saturday morning, claiming they didn't want to get away from a railroad town again. Looked like a musicless performance, but Manager Upp saved the day. He drafted the flageolet player from the annex, the bagpiper from the Side Show, the guitar and ukulele players from the Hawaiian act, a Victrola from a sleeping trailer, a local mountaineer fiddler, two mouth-organ players from the cookhouse, tom toms and cymbals were played by our Side-Show savages, Otto Grab's drum corps, and the squawker off the Snake Show was used for volume. This gave the show the only league of nation's band.

On Tom Mix No. 1 Car

CINCINNATI, May 2.—On the No. 1 car of the Tom Mix Circus are Jack B. Austin, manager; Ed L. Conroy, contracting press agent; Jack Carlino, boss billposter; Ed Caupert, boss lithographer; Henry Barth, Charles Seward, William Dowd, Clarence Porter, Dick O'Brien, Lee Kraft, Ed C. Brown, G. W. Hanna, Clifton Bradfield, Ed Totenhagen, Dan Turney. Advance has four route trucks, one sedan, four trailers, one town wagon, one supply truck 34 feet long.

A daub posted by Carlino, assisted by Totenhagen, at Sacramento, Calif., was 48 sheets long and 10 high.

Shows in Upper Ohio Valley

EAST LIVERPOOL, O., May 2.—The Upper Ohio Valley continues to be one of the favored early-season spots for circuses. A half dozen general agents, mostly for motorized shows, have been in the territory during the past month and already two shows have contracted the pottery city.

Barnett was first in by more than two weeks, playing here Friday, May 1. Russell Bros.' Circus will be here May 19. The Columbian Park lot in the east end is being used. The pottery industry is near a five-year peak.

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There are reasons for other details built into tents you'll buy from Baker; details that give *Longer Life and Better Service*. Let us tell you when you
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USED TENT LIST
Now Ready. A Great Number of Bargains. Sizes from Frame Tents to Big Tops. Write Today.
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SIDE SHOW CARNIVAL
BANNERS NIEMAN'S STUDIOS
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TENTS
150 First-Class TENTS, all sizes, ready to ship. We buy for cash—we work—we sell for cash. That is how we can sell better TENTS for less money. Write us what YOU want.
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Show **TENTS** WRITE FOR PRICES
Fulton Bag & Cotton Mills
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ATLANTA ST. LOUIS DALLAS
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WANTED MULE RIDER
Must be experienced, also able to drive truck. Ted Dahm, Straw Hat Hill write. Act booked solid for summer. Address MAREE & PALS, May 11 to 21, Grand Opera House, St. Louis, Mo.; May 27 to June 14, West View Park, Pittsburgh, Pa.

The Lanquay Costume Co.
159 North State Street, 404 Capitol Building, CHICAGO, ILL.
Everything For Theatrical Wardrobe
RHINESTONES—SPANGLES—TIGHTS
SPANGLES
ALBERTS CO., 440 West 42d St., New York City.
TIGHTS
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290 Taaffe Place, BROOKLYN, N. Y.

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

Under the Marquee

By CIRCUS SOLLY

RAYMOND B. DEAN will handle press for Lewis Bros.' Circus.

MAYNARD BROS.' CIRCUS opened its season at Windsor Locks, Conn., April 27.

E. REED is in his third season with Lewis Bros.' Circus, in charge of banners.

ARNOLD CLAPP and wife (the former Goldie Steele), are operating a pitch-till-u-win on the Cotes show.

COLE-BEATTY will be in Terre Haute, Ind., May 11, first circus to exhibit there this season.

DASHINGTON'S Animals have been appearing in theaters in Florida and are now in North Carolina.

ED HILER, general agent of Norris Bros.' Circus, reports business fair. The show is in Missouri.

PAPE AND CONCHITA were temporarily out of Jombo unit in order to play St. Louis Police Circus.

EDDIE KECK, with Tudor Sisters and Avery, are again working for the Morton-Hamid Circus.

REX M. INGHAM has resigned as director of public relations at the Indian Village near Elkton, Md., and returned to Washington, D. C., with his wife.

CLIFF McDUGALL wired from Klamath Falls, Ore., April 29: "With Tom Mix Circus, weather cool, splendid trip, on to Spokane."

COLE-BEATTY will be in Owensboro, Ky., May 13, home town of Zack Terrell, one of the managers of show. His mother, who is 80, will see the circus.

HERBERT A. DOUGLASS is directing the advance of Reo Bros.' Circus. W. D. Schultz is boss lithographer and manager of Car No. 1.

WHEN THE ADVANCE PRESS agent for Walter L. Main Circus made *The News* at Lebanon, Pa., he put in a good word for Kay Bros.' Circus. Two circuses there within 10 days.

CHIEF RED HORSE, wife and son visited Chief Keys and family on the Barnes show in San Francisco and gave them a party night of April 25. Keys has his impalement act in Side Show.

TRAINING BARN of Purcell's Stage Circus has been completed at Chilli-cothe, Ia. Purcell has a new car. Two more trailers have been built under supervision of Harry Villepontaux.

L. RAY CHOISSER will play the steam calliope on the Cole-Beatty Circus. Has been at Rochester, Ind., since March 23, working on the "steam fiddle." He recently caught the show in Chicago.

THE ST. LOUIS *Post-Dispatch*, in a recent issue, had a story concerning Frank Miller, veteran horse trainer, who is with Russell Bros.' Circus. He started training horses when 14 years old and has trained approximately 80.

LEW KISH, producing clown, post-cards that he and Charles Robinson are with Reo Bros.' Circus. Kish is featuring his wonder dog, Mitzl. Robinson is also doing his comedy dancing. Walter Burke has the band.

RICH BARNSDALE (The Man From Moscow) will not play fairs this season as stated in a recent issue. His Russian wire act, with the electrically lighted bicycle on the revolving wire, is one of the highlights of the Rice Bros.' Circus.

M. H. GRIFFIN writes that the Mighty Haag Show played La Fayette, Ga., April 25 to a nice matinee crowd and excellent business at night. Management carries a Side Show and also presents a concert. La Fayette was final stand in Georgia and show moved into Tennessee.

VIVIAN PERIN has signed with Jack Wizlarde Novelty Circus. She has high-school, posing and football horses. Will also be prima donna, using 15 trained pigeons—Sidney Rink, trainer. He has finished working a new horse, presenting the "Rumba" dance. Several other

new horses have been added. Rink is training a pony drill for Wizlarde and he also will do a hurdle mule act. Show will open this month.

JOE HENRY, 36, who was an acrobat and did leaps with John Robinson, Sells Bros. and other circuses, is now in the Henderson County Poor Farm, near Corydon, Ky. Letters from all friends and literature, for he can read very well, would be appreciated.

W. L. (BILL) MONTAGUE, who attended the Shrine Circus at Hartford, Conn., states that attendance for the week was 70,000. Thirteen performances were given, one special for children Saturday morning with a 10-cent admission.

WALTER LANKFORD, wife and twin boys, Harold and Lester, late of B. W. Banard Circus and lifelong troupers (located this season at Fairfield, Ill., having barber shop and lunch room), visited Russell Bros.' Circus at Mt. Vernon, Ill., and greatly enjoyed the performance.

SAVANNAH (GA.) PRESS, in its 30 years ago column, says that Sun Bros.' Circus exhibited in that city April 16, 1906, under auspices of Alee Temple Shrine, which is evidence of the Shriners of Savannah having learned long ago that sponsoring a circus is a profit-producing promotion.

ED WOOD, ticket seller, who has been managing a musical comedy, recently closed at Allentown, Pa. He recently purchased candy floss and pop corn machines, which he will have on circus in charge of Ed S. Kevan. Wood attended opening of Ringling-Barnum. Walter Page will be with Wood.

MURRAY POWERS, former editor of *The Portsmouth (O.) Times* and now copy desk chief of *The Akron (O.) Beacon Journal*, was the author of a story, *Hold Your Horses, the Elephants Are Coming!*, in *The Christian Science Monitor Magazine* section recently. The story detailed the circus business as it is today from the viewpoint of the circusgoer. Powers is well known among circus people.

HARRY PARKHURST'S SON, Harry, has helped paint the traveling equipment of the Cole-Beatty show at Rochester, Ind., winter quarters. Harry Sr. was on two different shows that Charles Bernard was on prior to 1900. Charley states that it looks like Walter L. Main Circus and Ketrov show are getting into Pennsylvania for the "early bird" pickings in what has been favorite May territory ever since he knew anything about circus routes.

FLOYD KING, general agent and in charge of press and advertising for the Cole Bros.-Clyde Beatty Circus, was in Cincinnati end of last week making arrangements for the show in Covington, Ky., for May 16 and Cincinnati 17-18. In Cincy show will play the Fourth and Smith streets lot Sunday and Monday. It has been many a year since a circus played in that city on the Sabbath. The Cole show has a number of Sunday stands.

LEONA LEE joined the Bud Hawkins Trained Animal Circus at Bardwell, Ky., and is presenting seven Side Show acts. She is owner-manager of show; Sid Crane, on front; Jack and Homer Wallace, tickets; Mary Webb, fat girl; Cotton Jones, lecturer; Nellie White, sword box; Princess Louise, reptiles; James Chavanne, human volcano; Madame Avon, assisted by Prince Buddha, mental act; Leona Lee, Annex. Business has been good.

FRANK KALLY, candy butcher, who has been with Al G. Barnes, Sells-Floto, Tom Mix and other shows, was seriously injured in an accident night of April 18 between Los Angeles and San Diego. While driving his car he must have become blinded by lights of a passing car and lost control of his car, it turning over several times. He was taken to a hospital suffering from a fractured skull and broken collar bone and also has pneumonia.

NIGHT HOUSES

(Continued from page 36)

understood to have been very favorable to the show.

The new European act arrived in Chicago this week and its members have been working out, but will not appear here with the show. They will start work under canvas.

Arthur Hoffman, "whale king," whose show has been playing Evansville, Ind., was a visitor to the show Wednesday night. He received some wonderful publicity in Evansville.

Esma Wilson (Mrs. Arnold Maley), who left for Atlanta late last week on receipt of news of her sister's death, has returned and is doing her aerial number.

Frank (Doc) Stuart, formerly publicity man for the Sells-Floto Circus and now owner of a large billposting plant and other interests in Oklahoma City, flew in last Wednesday and his wife came in by plane a day later. Doc spent several days confabbing with old white-top friends. He also closed an important poster-board contract with a large packing company while here.

Victor Robbins and his band boys have been doing a swell job at the Stadium, their music being of the snappy, real circus sort the customers like.

George Cutshall, superintendent of inside tickets, has had it comparatively easy at the Stadium, but his real work will start when the show hits the road.

Earl Lindsey, treasurer, has been plenty busy; ditto Harry Harrell, but without doubt one of the busiest men has been Arnold Maley, upon whose shoulders fall many details. And Jess Adkins and Zack Terrell, the owners, have been as busy as the proverbial "frog on ice." They appear to be well satisfied with the start here and are confident that a prosperous season is ahead.

The show has purchased Chunky, an 8-year-old hippopotamus, from the Brookfield Zoo.

HAAG ENLARGED

(Continued from page 36)

Misses Mathews and Mausby; wire, Knight Duo, Reynolds Duo; iron jaw, Misses Lamb and Jackson; concert announcement; menage, Misses Knight, Mathews and Tom Mathews; clowns; web, Misses Rogers and Mathews; elephants, Helen Haag; clowns; Tan Arakis, sensational ladder act; concert announcement; clowns; single traps, Misses Rogers, Mathews, Teandor, Pettis; clown walkaround; rings, Ollie Lamb, Loraine Knight, Tommy Mausby, Marguerite Pettis, Cora Teandor, Rosalie Jackson, Harris Reynolds; Paul Knight, acrobatic act, cleverly done off and over a camel, assisted by Marie Clark, Cora Teandor, Marguerite Mathews, Lucy Mausby; clowns; traps, upside-down loop walking, finishing on web, Carrie Showers; mule hurdle, Tommy Mausby. Clowns—Albert Miller, Shorty and Peggy Sylvester, Sig Bonhomme, George Jennier, Tommy Mausby, Bill Farmer, Leman Jackson.

Sam Barham has charge of 10-piece band. Major A. Korst, who lives in winter quarters of show at Marianna, Fla., attended the show here.

ST. LOUIS POLICE

(Continued from page 36)

on his head; Four DeKohls, globe rollers, hoop jugglers.

No. 21: Neiss Troupe, trampoline casting act of four people. No. 22: Clown band, led by Lindsey Gaynor. No. 23: Roller-skating feats, Harriet Nawrot Trio; International Three, featuring George Jenney; Three Jordans. No. 24: Eddie Billetti Troupe, high-wire walkers without using nets, featuring Eddie Billetti, who walks without aid of balancing pole; four-people act, with woman doing top-mounting, climaxing turn with three the Land of the Mikado; Ishikawa Trio, Seven Toyamas, Koban Trio. No. 26: Clowns. No. 27: Christy's Liberty horses, 12 stallions. No. 28: Clowns, featuring Kenneth Waite's walkarounds. No. 29: Flying acts, the Valentinis, Unicus Troupe and Four Aces.

The clown roster contains the names of Kenneth Waite, producing clown; Chester Sherman, Harry West, Bobby Gow, Harold Williams, Stilts Dyer, Larry Salome, Clarence Burr, Carl Bruns, Pete Sperner, Jim Keating, George Voise, Ed McElroy, George Harmon, Eddie Frodell, Albert Powell Sr., Charles Baker, Cal Rolfe, Ferris Phillips, Herb Shelly, Lindsey Gaynor, Art Attilian, Jack Laycano, Jack Stiles, Charles DeMelo, Shorty Evans, Bozo Willis, Bob Smith, Walter Webber, Cliff Groves, Eddie Walton,

Dressing Room Gossip

AL G. BARNES—Dr. George W. T. Boyd reports that the health of the Barnes circus family has been almost 100 per cent. This is quite a contrast to the beginning of the 1935 season, when it seemed there was someone left in the hospital in almost every town. There have been many visitors to the backyard. Some that have not been previously mentioned will be now in following lines.

In Hollywood Paul McCaffrey, of Peru, Ind., visited Fred Ledgett. C. F. Hamilton, owner of Rialto Theater in Champaign, Ill., visited Terrell Jacobs in Hollywood. Don Cash, of comedy team "Cash and Carry," was visited by his mother in Hollywood. Mrs. Cash lives in Stockton, Calif., and when Don goes there with the circus it will be first time in almost 20 years of trouping that Don has "made" his home town. Billy Hoffman was around. Maxine Jones visited Dolly Jacobs in Hollywood.

At Ventura Louie Goebel, accompanied by his wife and daughter, were visitors. Goebel's lion farm is close to this stand and several surplus animals have been left in Louie's care for summer. Louie Roth and wife visited here, also Betty Cavanaugh. Wellington Mack was also around in Ventura to "cut it up" with his many friends in dressing room.

At San Jose Frank Dean, who formerly had charge of concert, visited in the afternoon; also Marco Borella. Mr. Schuman, circus fan and secretary of the local Elks, accompanied by Dave Cavagnero, greeted old friends. Hal Silvers, wizard of the slack wire, joined at San Jose. Glendale is the home of Bert Nelson, and his mother and many boyhood pals visited Bert in his private dressing wagon.

At Palq Alto the picture *Charlie Chan at the Circus* was playing at Fox Theater, and Harry Bert, knowing that many of the circus folks worked in this picture and might not have another opportunity to see themselves, arranged with local manager to hold a special showing at 5 o'clock. Mel Smith, "the boy from Arkansas," is prominent in several scenes, and Bertie Youden is also noticed in several sequences. John White passed out autographed pictures of himself as a "movie actor." He was in the picture, but it would be hard for him to be recognized, made up as a clown.

Mabel Stark was made happy by a visit in San Francisco of her dearest friend, Mrs. Crawford, of Larkspur, Calif., whom Mabel affectionately calls "sister." It was Mrs. Crawford whom Mabel first wired not to be unduly concerned when she was attacked by tiger "Nellie" last fall in Phoenix. Milt Taylor, boss clown, has hit the bull's-eye with his quintuplet walkaround. Clown band, directed by Milt, is a new number this year and is surefire.

POLACK PLAYS

(Continued from page 36)

balancers on high trap; clowns; Gaska Family, globe rollers; Levine Duo, perch; Ray Wheeler's diving dog; Don LaVola, wire; clowns; Black Brothers, acrobatic comedians; DeRiskie children, acrobats in the making; Gaska Brothers, double trap (intermission); Fearless Francelon, swaying pole; Gaska Trio and Hood Trio, tight wire; Frank the Juggler, catches cannonball on stick; Fred's talking pony and the unridable mule; Grothe Brothers, breakaway ladder; the Blacks, aerial rings; Ray Wheeler, comedy trap; Mons. Levine, equilibrist; Hood Sisters and Vicky Van, acrobatics; Henry Mott, strong man; Senor Leo, wire; the Grothes, clown novelty; Farmer Burns' trained hogs; Dare-Devil DeRiskie, a head stand on a spinning ball.

Staff includes Polack and Stern, owners; Sam T. Polack, treasurer; Gus Larson, ringmaster; Everett Conway, musical director. Duke Mills promoted the local engagement.

Barry Breden is suing the local Shrine and has attached the \$339 paid by the circus to it as the local share of the week's work. Breden, dismissed by the circus here, claims \$180 is due him in expenses and salary and he wants this plus \$50 attorney fees and the court costs. Answer date is May 5.

Wally Mack, Pete McCoy, Scotty DeWar, Frank Walters, Al Allen, Slim Dalton, Chuck Simpson, Fred Kasper, Sam Banks and Stooze Benton.

The Corral

By ROWDY WADDY

FOG HORN CLANCY has been engaged by Mrs. Frank Rush & Son, of Craterville Park, Okla., to handle the season's publicity on the park.

WINNERS at the recent show at Kernville, Calif.: Bronk riding, Leonard Ward; mule riding, Frank Alinso; calf roping, Lawrence Conley; team roping, Howard Westfall; steer stopping, Red Sublette.

IN THE carnivals section and in the Final Curtain columns of this issue announcement is made of the death of Mabel Ellis, at Corinth, Miss. At last report Cotton Ellis, or other relatives, had not been located.

MRS. MARGARET PRESKY, who was slated to do trick riding with the Circle 6 Rodeo outfit this season, recently injured her back while riding. The show, which is scheduled to play spots in Northern Ohio and Northern Indiana, is being whipped into shape by Orren Presky, last year with Buck Owens and Al Jones outfits.

ATTRACTIVE purses are being hung up for the contest events of Col. W. T. Johnson's Rodeo at the Texas Centennial, Dallas, June 6-21. According to the official announcement in a recent issue, \$2,800 in Calf Roping; \$2,800 in Steer Wrestling; \$2,300 in Bronk Riding; \$1,500 in Steer Riding; \$1,100 in Cowgirls' Bronk Riding; \$1,000 in Bareback Bronk Riding; \$1,000 in Wild Cow Milking.

CLEVELAND — The Harris-Eskew Rodeo opened Wednesday night, April 29, to capacity business at the Equestrian, under auspices of the K. of P. Council. The show came here from Duquesne Gardens, Pittsburgh, where it had a successful 10-day run. Art Mix, Cy Compton and Jim Eskew Jr. are featured. Tex Sherman, publicist, arrived a few days in advance with news items and art space in the local dailies. Monty Reger is handling the microphone and doing a good job of it. Herbert Maddy is renewing old friendships among the locals and steadily building up new ones. Later data, including winners, will appear in next issue.

LOS ANGELES — The 11th annual rodeo was held at Paul Hill's Ranch, Saugus, former Hoot Gibson place. Weather ideal and heavy attendance. Bronk-riding contest was won by Harry Knight. Doc Slim won the steer wrestling; Hugh Bennet, cow roping; Rus Holland, relay race; Joe Balzy, chuck wagon race; Alice Williams, cowgirls' race; Dick Griffith, steer-riding contest. Griffith also gave an exhibition of trick and fancy riding. Monte Montana received special notice, as did little Dick Jones, trick roper. In the bareback bronk riding Fritz Truon and his mount collided with Billie McGee, pickup man. In this contest Fox O'Callahan and Nad Bob Falkerson divided first and second, Eddie Woods getting third. Abe Lefton was announcer.

HOLLYWOOD — "Pickups" by Buck Moulton; Bill Penny and wife arrived with Indians for the Ken Maynard Wild West show—nine bucks, seven squaws and seven paposes. . . . Vic Allen was severely injured when his horse fell with him, breaking his shoulder and leg, while working at Universal. . . . Helen (Calem) Rufus is now Mrs. Catherine Grams and has a good position at Warner Bros.—First National studio in the wardrobe department. Helen was well known in Wild West circles a few years back. . . . Hugh Strickland is to be one of the judges at the rodeo at Sanger, Calif. . . . Up at Sacramento recently "yours truly" had breakfast with Herman Nolin and wife, Ben Pettie, Hank and Ella Linton, Tommy Privat, Rose Smith and Joe Bowers in the Tom Mix cookhouse. . . . Dell Maggett lost a thumb (his right hand), getting it caught in the dailies when leading some horses. . . . The Texas Ranger picture from Paramount left April 19 for Gallup, N. M.—Frank Ellis, Joe Rickson, Joe Kerrick, Cecil Kellogg and others—10 in all. . . . On April 19-20 Red Bluff, Calif., held its annual roundup. Abe Lefton was the announcer. . . . Neal Hart, past president Riding Actors' Association, working at Paramount with King Vidor.

Neal made some good Western pictures in the past and could do it again if given the chance. . . . Shooting Star, Sioux Indian from South Dakota reservation, and troupe working the Southern California Auto Show. . . . Augie Gomez doing stunts at Paramount, doubling a leading lady. . . . Young Dinkle Taylor is becoming quite a trick roper and menage rider. Has own high-school horse, called "Hazzard." . . . At Stockton on April 21 Tom Mix made his first appearance with his circus since his recovery from his recent illness. Looks fine.

PITTSBURGH. — Tremendous crowds that turned out nightly for the 10-day Eskew-Harris Rodeo at Duquesne Garden here prompted the managers to hold two additional performances on Sunday. The 15 performances drew over 30,000 attendance. Herbert S. Maddy, representative, stated that a last-minute booking would take the outfit to Cleveland for a 12-day rodeo at the Equestrian Building, under sponsorship of Knights of Pythias, with Tex Sherman doing advance publicity. Al Workly, who injured the sight of his right eye during steer-wrestling contest, is leaving Montefiore Hospital, his eye saved by local experts. Jay Mitchem fractured a leg Sunday afternoon, during steer riding, and was taken to Montefiore Hospital. In appreciation of the good work the participants were doing, the owners of the rodeo divided the entire Sunday receipts among them. Contest results early part of the show were printed in the last issue. Following are the results for the last four days: Eighth Day (April 23): Steer Riding—Curley Hatchell, Howard Weyman, Buttons Yonick. Bronk Riding—Vic Blackstone; George Ward, Bill Parks and Tex Sanford split second, third and fourth. Bulldogging—Blackie Russell, Curley Hatchell, Lucky Boy Williams. Calf Roping—Tom Mix Eskew, Doc Blackstone, Junior Eskew. Ninth Day: Steer Riding—Buttons Yonick, Larry Cullen. Bronk Riding—Jack Jackson, Bill Parks, Vic Blackstone, Howard Weyman. Bulldogging—Slim Welch, Doc Blackstone, Curley Hatchell. Calf Roping—Doc Blackstone, Everette Vassar, Vic Blackstone. Tenth Day, afternoon: Steer Riding—Howard Weyman, John Hriba. Bronk Riding—Lucky Boy Williams, Jack Jackson, Vic Blackstone. Bulldogging—Doc Blackstone, Blackie Russell, Lucky Boy Williams. Calf Roping—Doc Blackstone, Vic Blackstone, Junior Eskew. Tenth Day, night: Steer Riding—Buttons Yonick, Curley Hatchell, John Hriba. Bronk Riding—Bill Parks, Vic Blackstone, Tex Sanford. Bulldogging—Doc Blackstone, Slim Welch, Blackie Russell. Calf Roping—Everette Vassar, Vic Blackstone, Tom Mix Eskew. Eleventh Day, afternoon: Steer Riding—John Hriba, Buttons Yonick, Tex Sanford. Bronk Riding—Lucky Boy Williams, Vic Blackstone, Slim Welch. Bulldogging—Blackie Russell, Lucky Boy Williams, Slim Welch. Calf Roping—Doc Blackstone, Vic Blackstone, Everette Vassar. Eleventh Day, night: Steer Riding—Frank Quirk, John Hriba. Bronk Riding—Lucky Boy Williams, George Ward, Tex Sanford. Bulldogging—Blackie Russell, Slim Welch, Doc Blackstone. Calf Roping—Junior Eskew, Doc Blackstone, Tom Mix Eskew. Finals: Steer Riding—Buttons Yonick, John Hriba, Larry Cullen. Bronk Riding—Bill Parks, George Ward, Jack Jackson. Bulldogging—Slim Welch, Doc Blackstone, Blackie Russell. Calf Roping—Junior Eskew, Doc Blackstone, Everette Vassar and Vic Blackstone split third.

Russell Bros. Now in Indiana

PARIS, Ill., May 2.—Russell Bros.' Circus has completed its swing across Southern Illinois and after playing Danville tomorrow, will leave this State and enter Indiana. Business thruout "Egypt" (Southern Illinois) held up remarkably well. Night business has been especially good, favorable word-of-mouth publicity following the matinee proving a valuable factor.

The program is clicking and excellent after-notices have appeared. At Harrisburg, Inglis Taylor, manager of WEBQ, was so impressed with the performance that he devoted a portion of his broadcast schedule next day to a radio review. The canvas crews had their first taste this season of setting up in the rain at West Frankfort, Ill.

The first straw house of the season was chalked up at Springfield, where (See RUSSELL BROS. on page 64)

Beers-Barnes Headed North

BRYSON CITY, N. C., May 2.—The Beers-Barnes Circus, which has been enlarged, opened April 15 at Villa Rica, Ga., and headed north. Big top, new, is a 70 with three 30s; Side-Show top, also new, 30 by 60, with a new eight-banner front. Show moves on eight trucks and three trailers, and performers' living trailers and cars bring total of vehicles to 20. All are newly painted. Side Show is under management of Paul Balfonte and is featuring magic and illusions. Two light plants are carried, one for main show and other for front. There is a public-address system. Reserved seats are all chairs (500) on platforms, grand-stand style. Performance is presented in two rings and on platform. A musical comedy concert is given. New ticket wagon is a 24-foot semi-trailer.

Program in order: Junk Bros., comedy tumbling; Capt. (Whitey) Tolor and his performing bear; Mixon and Beers, trampoline; Doris Barnes, tight wire; clown number; feature animal act, Conley's Comedy Circus—trained dogs, ponies and monkeys—Jim Conley and Whitey Tolor; Fra Diavolo, trapeze; feature comedy duo, Miss Tillie and Charles Beers; Aerial Mixons, double traps; comedy boxing turn; pickout pony, worked by Jim Conley; Mixon and Beers, bar act; Doris Barnes, Sadie Beers, Ruth Balfonte, swinging ladders; bucking pony, by Jim Conley.

Staff: George R. Beers and Roger Barnes, owners; Roger Barnes, general agent; George R. Beers, general manager; Charles Beers, secretary-treasurer; Norman Whitsel, advertising director; Eddy Mixon, musical director; Paul Balfonte, Side-Show manager; Harold Muir and wife, billposters; Tillie Beers, wardrobe; Herman Wilburn, boss canvas man; Mrs. George R. Beers, tickets; H. Morris Hansen, concessions; George Kapushinsky, prop boss, with three assistants; Paul Kester, Side-Show canvas and tickets; Alma Hadwin, Laroy Deloach, Clifford Hadwin, reserved seats. Roger Barnes and wife, Ella, are on advance.

Program, Staff Of Seils-Sterling

MACON, Mo., May 2.—The Seils-Sterling Four-Ring Circus, which opened here April 18, as briefly mentioned in last week's issue, showed on a new up-town lot, known as Lindeman Field in honor of the Lindeman Bros., owners of the show. Big top is 120 with four 40s; menagerie, with five center poles, a 70 with four 30s. Center, quarter and side poles in big top are painted red, white and blue. Every seam in big top is faced on inside with wide stripes of red, faced with a border of black. Tents are khaki. A long row of double-decked banners grace the front of King Balle's Side Show tent. Gary Owen, movie star, and cowboys and girls are in the concert. Arthur MacHeller and his band give a concert of classical, popular and novelty numbers prior to the performance. The Lindemans are presenting an excellent program.

The Program

Performance opens with the Lindemans' spec, *The Princess of the Nile*, in which ballet girls and a chorus participate. Margaret DeFrances is prima donna.

The acts include the Flying Beckmans (Tom Beckman, Joe Siegrist, Vivian Kunfman); Hodgini Brothers' riding act, both comedy and principal acts—Joe Hodgini, comedian, and Teddy Hodgini, Verna Lindeman, Rose Heller, Nellie Schrader; Pessley Trio, Bob, Frances and Miss Velma, cannon ball juggling, acrobatics and contortion; Fred Leonard, presenting Lindeman's trained horses; Betty Leonard, with Lindeman's trained ponies, dogs and monkeys; Orton troupe, Grace, Verna and Norman, acrobats and wire walkers; double traps, Rose Heller and Orville Lindeman; Theresa Morales, single traps—sensational trap act and heel catch, also Roman rings; menage riders, Flo Beasley, Maude Bradley, Rose Heller, Grace West, Mazie Hardy, Sally Williams, Billie Rodgers, Sadie Hoffman; Lindeman's trained elephants; swinging ladders and cloud swing, Ruth Grace, Bobby Willis, Mary Young, Flossie Everiss, Clara Her-

(See PROGRAM, STAFF on page 64)

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

In the April 25 issue of *To-Day* there is an eulogy of the circus clown, and Felix Adler holds the spotlight. Felix seems to make good copy and his make-up helps considerably. . . . Recently the executive committee of the D. F. Tent met with Sam Gumpertz and others and formulated a constructive plan for putting over the Home for Old and Indigent Troupers. In the setup it was decided to interest the performers in some way, and the whole outline of the scheme seems practicable and sensible. Orson Kilborn, an expert in organization and promotion work, has gathered about him a force of architects, economists and business men for the purpose of building up a prospectus which will outline in detail just what we intend doing. If the proposition works out as expected the home will be well on its way before the year is out. In fact, it was predicted that the work could be started by August or September.

Owing to the fact that the Fall Guy corralled for the last Wednesday in April broke out of his noose and was kidnaped and hurried to his training quarters, the Fall Guy committee's train of thought was wrecked and no tent was erected on the lot. However, no time was lost in lining up another, so that on May 7 the one to be led to the slaughter is Grantland Rice and big preparations are being made for the initiation. Prexy Tony Sarg has drafted a clever notice and makes No. 9 for your collection.

The blowdown of the Tent April 29 was a severe blow to several who had come up (or is it over?) from the Chicago Tent to attend the ceremonies, among them being Eddie Brashears, operating manager of the Blackstone Hotel and one of the proprietors of the Drake, as well as president of the Chicago Hotel Men's Association (I'm still talking about Eddie), and Tommy Burns, assistant manager of the Blackstone. However, they held a post-mortem, which was quite successful.

We want to congratulate our treasurer, Eddleston Thortenburgher, for his clever postponement notice. . . . Charley Parkes is vacationing for a short period.

WANTED — Cowboys — Cowgirls

Indians and Wild West acts. People with or without stock. Police Rodeo, Des Moines, Ia., May 25 to 31; Shrine Rodeo, Peoria, Ill., June 3 to 7; Minneapolis, Minn., June 12 to 21; Waukon, Ia., July 3 to 5; then 20 weeks of fairs. Will buy rodeo stock and equipment of all kinds. Wanted good Promoter. RANGERS NOTICE—Cookhouse now open. Pay your own wires. Write MILT HINKLE, Manager, Police Rodeo, 522 Grand Ave., Des Moines, Ia.

Driver Made Tents and Banners TENTS - - BANNERS

CHARLIE DRIVER, Manager, O. HENRY TENT & AWNING CO. 4611-13 N. Clark St., Chicago, Ill.

MAY BARGAIN SALE

10 DIFFERENT 5x7 CIRCUS PHOTOS. Four Circus Advertising Cars, three Famous Acrobats, three Equestrian Stars. All of seasons prior to 1900. TEN PHOTOS, \$3.00. BERNARD, Riverside, Savannah, Ga.

SHOW GROUNDS FOR RENT

Apply to MRS. NERVA B. HOWARD, care Minor's Dept. Store, NEON, LETCHER COUNTY, KY. Show lot contains about 2 1/2 acres and is located in the center of several large coal operations, commonly called Neon Jct., Ky., near the town of Jenkins, Ky. Coal business is good in this section and circus, carnivals and amusement companies will do well on this lot. The lot is high and dry, and the rates are reasonable.

COOPER BROS. CIRCUS RAILROAD SHOWS

Wants Boss Canvas Man and Working Men, Two Oriental Dancers, Aerial Acts. State all in first letter. Show opens May 25. E. H. JONES, Mgr., North Warren, Pa.

MUSICIANS WANTED

Experienced Circus Trombone and Cornet. Connersville, Ind., May 7; Richmond, Ind., May 9; Hamilton, O., May 11.

L. CLAUDE MYERS, care Russell Bros. Circus.

AT LIBERTY TIGHT-WIRE WALKER

Best Rigging, Wardrobe, Outstanding Tricks. WOLANDI, 8401 Holstein Ave., Philadelphia, Pa.

SOLE AGENCY HELD

Baltimore Office Is To Handle NAAPPB's Risk Plan Exclusively

Final notices to industry being sent out by Secretary A. R. Hodge—President Baker points out that special services are only for members in good standing

CHICAGO, May 2.—Word from John Logan Campbell, Baltimore, is that J. L. Campbell & Company are sole agents handling the new risk plan sponsored by the National Association of Amusement Parks, Pools and Beaches. From his Baltimore office it was said by Mr. Campbell that it was hoped the Lauerman office in Chicago would join in the advancement of the new plan being sponsored by the association, but that so much time has been lost in negotiation, and opening dates for most spots are so close at hand, that his office was compelled to handle the situation exclusively or until some Midwest or Western contact can be arranged. All inquiries will be promptly handled by his office, it was said.

In sending out final notices regarding the public liability plan Executive Secretary A. R. Hodge of the NAAPPB included these points: (1) You will receive an immediate 10 per cent reduction in costs; (2) The usual 25 per cent charge for contingent liability will be waived; (3) You will participate in the net savings derived, which, it is hoped, will mean an additional 20 per cent saving for you; (4) You can get excess coverage above \$5/10,000 limits at greatly reduced costs; (5) You need pay no premium until 15 days after operation commences, and then, if necessary, you can take advantage of a special financing plan at a nominal cost, whereby you pay only one-third of the premium 15 days after opening and the balance in semi-monthly payments until August 15; (6) In the future you will have a voice in the rates to be charged thru this association's committee."

Bulletins for Members

NEW YORK, May 2.—There are a number of important special bulletins in readiness for members of the NAAPPB, said President Harry C. Baker at his office here, and a number have already been mailed to members in good standing.

He added that a policy had been adopted by the board at its last annual meeting in accordance with which all special bulletins and special services henceforth will be confined only to members of the association in good standing, which means current dues must be paid before bulletin and other similar service is given to members. Mr. Baker declared many members do not realize the tremendous expense involved in running an organization. Especially has this been true this year with the inauguration of the new public liability insurance plan. Members must not expect co-operation of the organization unless they cooperate by paying their dues promptly, he said.

Elaborate plans are already under way for a bigger and better convention next December and the influx of new members thru the universal adoption of the public liability insurance plan assures a bang-up attendance, he believes.

Denver Spots in Readiness

DENVER, May 2.—Lakeside Park and Elitch's Gardens, latter to open on May 16, are ready for the season with new rides, concessions and other features. Both have been redecorated and both will again present name bands. Elitch's Theater will again have stock.

New Group Takes Chippewa

CHIPPEWA LAKE, O., May 2.—Under a reorganization Chippewa Lake Park is now being operated under management of Parker Beach and his father, Max Beach, and not by Chippewa Lake Park Company. The Beaches are representing an entirely new company formed by a new group of people, said Parker Beach.

FITCHBURG, Mass.—Beacon Park, Webster, Mass., for years principal amusement center for Southern Worcester County, is to be purchased by Alfred Kleindienst, owner of Radio Station WORC, Worcester, Mass., from Edgar S. Hill, of Webster, owner, price reported to be \$20,000.

Carlin's Steps Out With Early Opening

BALTIMORE, May 2.—Large crowds attended John J. Carlin's opening of Joyland Park last Saturday. With exception of the Old Mill, being repaired, all rides and concessions were in full swing. All buildings received new paint. Grounds will shortly be covered with a new coat of macadam.

Several new features have been added to the Funhouse and the Penny Arcade was rebuilt. Arcade and new Skee-Ball alleys have been leased by newcomers to Carlin's, Louis Bertoli and Arthur Emanuel, New York. Another new concessioner is Mac McCallister, operating a new toasted-sandwich stand. A number of Japanese cherry trees have been planted thruout the park and other flowers and plants have been potted.

Mr. Carlin reports a fairly good season with ice-hockey team and ice rink. Boxing and wrestling in the arena Monday and Tuesday nights will continue during summer. Popularity of these has been proved by 3,000 to 5,000 fans on every occasion. Elmer D. Free, new publicity man, arranging special dates, is working to have a day set aside for each county in Maryland, with percentage of receipts going to counties to be used for relief or other purposes.

Would Move Salt Lake Zoo

SALT LAKE CITY, May 2.—The long argument as to where Salt Lake Zoo should be finally located was apparently settled when zoo committee appointed by the city commission unanimously recommended that the zoo be immediately moved back to Liberty Park from its present location in Hogle Gardens. Any further action must be by the city commission. Under the plan the new zoo would contain only one or two specimens of rarer animals, such as tigers, leopards, lions, a few deer and some monkeys. Overhead costs would be greatly reduced, it is anticipated. Zoo board complimented Salt Lake City Zoological Society for its work in maintaining the zoo and made it plain the action is not a criticism of the society.

Texas Resort Is Improved

JASPER, Tex., May 2.—Building material is on the ground at Bell's Lake, near here, for a program of improvements, said D. O. Bell, proprietor of Bellview Park. The 40-acre lake has been drained and a light plant installed. A dance pavilion has been erected and new benches and tables placed on grounds. Concessions are to open next week. On May 11 semi-annual convention of State firemen will be held.

No Opposition in Lincoln

LINCOLN, Neb., May 2.—At Capitol Beach, to open on May 16, Manager Hoyt Hawke said Ralph Beechner will have charge of pool and dance pavilion; Noel Early, concessions, and Mr. Hawke, riding devices. Recent rains and fact that for the first time in several seasons there will be no outdoor competition of any kind has the management unusually optimistic.



HARVEY J. HUMPHREY, president and general manager of the Humphrey Company, operator of Euclid Beach Park, Cleveland, and a member of the board of directors of the NAAPPB, who has prepared the Lake Erie amusement center for a busy season. It is anticipated that a majority of visitors to Great Lakes Exposition there this summer will look over the modern features and innovations of Euclid Beach.

Hanover (Pa.) Forest Host To Counties' Schools Again

HANOVER, Pa., May 2.—Forest Park, open for pre-season, will again feature free entertainment of school children, this season to see the eighth annual event given by the operators, A. Karst & Son, when pupils of York and Hanover counties, Hanover borough and Maryland will receive 20,000 tickets.

Five free school days will be given between May 2 and May 30. Park has been revamped, miniature railway enlarged, kiddie ride installed and the Caterpillar replaced with a Tilt-a-Whirl.

Public-address system has been installed and the ballroom taken over by Al Shirey, York, with his orchestra. Cecil Milam will again operate the roller rink. Restaurateur Claude Erisman redecorated his stands. Alexander Demarest, publicity, also will book outings.

Jersey Spot in Picnic Bids

CLEMENTON, N. J., May 2.—Theodore W. Gibbs, owner-manager of Clementon Lake Park, opening on May 9, said many alterations have been made. Last season more than 200 Sunday School picnics were held and this year the management expects to attract many more. Swimming facilities include a 40-foot tower for diving as well as low boards and an official 50-yard racing course. Speedboat races under floodlights, successful last year, will again be featured. Music in the ballroom will be by popular bands and novelty acts will be booked.

Enlarge Meyers Lake Beach

CANTON, O., May 2.—Extensive improvements are being made to the bathing beach in Meyers Lake Park here, George Sinclair, head of the operating company, reported. The quarter-mile boardwalk is being removed to higher ground and improved and the beach is being considerably enlarged its entire length. Completed facilities will accommodate several hundred more bathers.

New Ride Novel in Atlanta

ATLANTA, May 2.—A ride new to Lakewood Park, the Mystic Whirl, with some novel ideas in such a device, has been completed by R. H. Harris, Atlanta, and attracts much attention.

MT. ORAB, O.—Star Lake Park, greatly improved and with enlarged covered dance pavilion and acts to be presented during the season, will open on May 10, said Manager G. B. Courts.

Fifth Ft. Worth Casino Fire Damage Is \$10,000

FT. WORTH, Tex., May 2.—Eight concessions and part of the boardwalk in Casino Park on Lake Worth were destroyed by fire on April 24 with estimated damage of \$10,000. Fire is believed to have started from chemicals in the park photographic shop. Ballroom was not damaged.

J. L. Chambers owned the photo shop and five other concessions razed, restaurant destroyed was owned by John Craig, and Penny Arcade, with largest damage, was owned by J. C. Eichor. Rebuilding began the day after the fire to rush repairs for summer opening on May 1.

This was the fifth large fire in Casino Park, biggest occurring on June 17, 1929, when all buildings were destroyed with damage of \$600,000. Damage in latest blaze was covered by insurance.

Haenleins Ready in Ohio

COLUMBUS, O., May 2.—Olentangy Park will open the 1936 season on May 23, Haenlein Bros., operators, announced. It will be open on week-ends the first three weeks of May. Ezra Martin and his Huskin Bee Company will appear for two consecutive week-ends, with Little Jack Little and his band scheduled for May 9. Ernie Mackey and his orchestra will be augmented for a late May date.

N. B. After Proposed Park

ST. JOHN, N. B., May 2.—Efforts are being made to have the provincial government recommend establishment of a large national park in Charlotte County, chiefly on the ground that the county is directly on the international border. Modern amusement and bathing equipment would be installed. Other counties are also seeking provincial indorsement of parks, one of which will be established in New Brunswick by the Canadian government.

Wildwood Arcade Readying

WILDWOOD, N. J., May 2.—Casino Arcade on the boardwalk is being repainted and redecorated for Decoration Day opening. In addition to new games, rides being readied include Pretzel, Dodgem, Custer Cars and new kiddie rides. S. B. Ramagosa is Arcade operator. Cedar-Schellinger Corporation is installing a Caterpillar on Cedar avenue for the opening.

Brown on Job at Buckeye

BUCKEYE LAKE, O., May 2.—A. M. Brown, several years manager of Buckeye Lake Park, who will again direct its operation, has reopened his park offices and announced first activity as old-time dancing on May 14, with Montana Meechy and his band. These dances will be held every Thursday night until start of the daily season.

Kuhlman To Open on May 9

GEAUGA LAKE, O., May 2.—General Manager W. J. Kuhlman said Geauga Lake Park will open on May 9, operating large theater and beer garden on same policy as last two years, using vaudeville, with changes of bill weekly. Some name bands will be used in the dance pavilion.

HOUSTON.—Sylvan Beach Park, near here, opened on May 1 with Freddy Bergin, "piano-playing maestro," heading entertainment. On its bill are shows, rides, concessions, swimming, bathing, fishing and sports events.

PLATTSBURG, Mo.—A move is on to convert old Chautauqua Park into an amusement spot, to be called Pulaski Park, and it is said C. H. Thompson will be manager. Plan is to install a swimming pool on the five-acre plot.

CINCINNATI—Zoo visitors will find the old Woodland Theater, an important part in the night life of the Zoo in past years, missing this season. Workers are wrecking the old theater. The seats on the hillside also will be removed. For several seasons the theater was used for ice-skating acts. Site will be beautified and landscaped. According to plans, large cages for eagles and other big birds will be erected on the site.

American Recreational Equipment Association

By R. S. UZZELL

Coney Island, N. Y., the forerunner of all beach resorts in America, is putting on the garb of spring. It has become a perennial blossom of spring-time but, like all things, it changes with the times. In the '60s, a rabbit-riden and waste, whence the name. Rabbits crossed Coney Island Creek in winter when it was frozen and in spring and summer could not recross, so remained to multiply and possess the island.

A paradise for sportsmen, who went down by boat and stage. The English hunter calls a rabbit a coney, so they became coney hunters. The name will always abide. Then a symbol of hunting, now so completely connoting recreation, diversion and pleasure that the origin of the name "Coney" has been almost completely forgotten. It was a fashionable seaside resort in the '90s and nationally famous. Once in the interlands clergymen used the name synonymously with sin. Now it means the playground of visitors from every clime to study and attempt to analyze its wonders.

For Museum Pieces

So long as salt water surf, ocean breezes and the tang of the sea have charms for city dwellers and visitors from the country old Coney will draw the multitude. Add to this a three-mile boardwalk and a 5-cent care fare in a city of 7,000,000 with a half-million transients daily during the summer season and you have the answer as to why Coney will continue. A new ride out on trial at the world's playground is

sure to make the newsreels and many of the dailies of America.

On the writer's desk are accumulating paper weights that show the diversity of an amusement park. A turnstile from Perey Turnstile Company, an elephant and a camel from John T. Benson's Wild Animal Farm, a motor of well-known make, a pencil in the similitude of a steel cable and a streamlined train, which Norman Bartlett brought to your author from England on his return trip last week.

Needless to say that, with the consent of the donors, this collection will ultimately find its way to the American Museum of Public Recreation in the cove which the R. S. Uzzell Corporation, of New York City, will establish. Why cannot each of the members of our national association begin now a collection of a nature that will give him pleasure, further the development of the museum and perpetuate his name and work in developing wholesome play for the people? How many members are doing it now?

Cold Sundays Rule

The William (Billy) Dentzell and Frederic Thompson collections are a credit to their work and fame and valuable acquisitions to the museum. The museum itself will surely constitute a monument to W. F. Mangels, who has given unstintedly of his time and money.

Sunday, April 26, was another cold one for operation along the Atlantic Coast. This makes five cold ones in succession, so that to date pre-season operation has not been so hot. Our only certain comment on weather is in the past tense and not the future.

Some tell us now we are to have no spring, but ultimately go into red-hot weather. This may be true. We fear, if we do not get some warm Sundays soon, that Fred Fansher will come out again with that "wishing us a hot summer." Playland, Rye, N. Y., has been ready but the results thus far are not satisfactory.

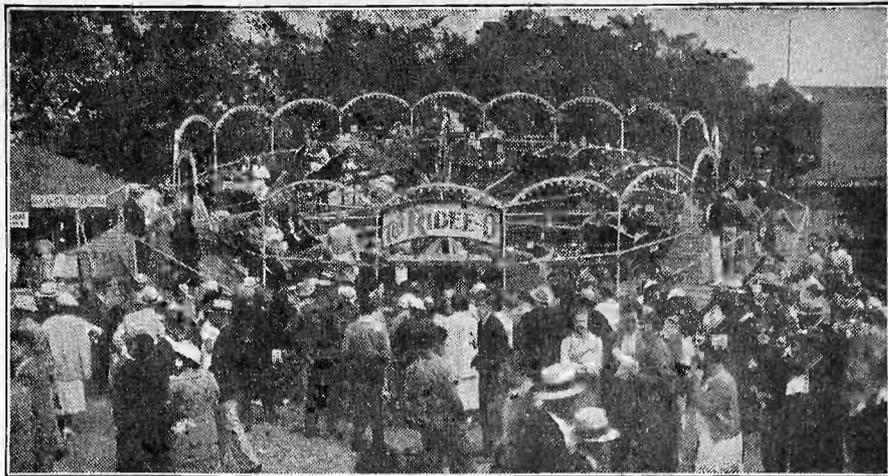
Youth Wants Values

Bicycles are having an inning again. Sales are heavier than in years. The auto was supposed to have sounded the death knell of the bike long ago. This revival may point also to a comeback for the Merry-Go-Round. How many remember that W. F. Mangels once had a bicycle repair shop in Coney Island before he ever made Merry-Go-Rounds and shooting galleries? The air-rifle is coming in strong. Hollywood movie stars are going for it in a great way. They are talking of a special shooting gallery for air-rifles. Society is falling for the fad. It promises much more permanency than goofy golf.

More horses and mules are being sold than at any time since before the World War. We go back in times of stress to our old stand-bys. Tame Coasters may be on the way back, too. Flaming youth is cooling down and taking a sober second thought. They are demanding values and proven worth. It is enough to make our manufacturers sit up and do some real thinking.

RIDEE-O

THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS
PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:

- "Grossed \$1,885.95 first five days of operation." (1935)
- "16,000 customers in 9 hours Sunday."
- "Has topped all other rides. I am mighty pleased."
- "Grossed \$608.15 Saturday, \$2,807.05 for 6 days." (1934)
- "It has a large repeat patronage—it is absolutely safe."
- "Ridee-o is always at the top in receipts."
- "Its speed and thrills answer the patrons' demands."
- "For a thrilling, money-getting ride there has never been one to equal the Ridee-o—our most popular ride."
- "I predict it will be a long time before a flashier, better-paying ride is built."
- "Very easily to gilly—loads readily on two trailers."

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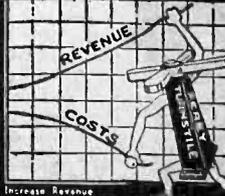


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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Diving Data and Disa

Entries close soon for the world's high-diving championships, starting on Decoration Day in Palisades (N. J.) Amusement Park.—Among recent entries are those of Ethel Guthrie, White Bear Lake, Minn.; Capt. Jimmy Jamison, Newark, N. J., and Stephen Driscoll, Farrell, Pa.—Recent requests for entry blanks came from Capt. Leo Simon, T. J. Tidwell Shows, and Capt. Val Mack, Regina, Sask.—Those who have received blanks and have yet to send them back are urged to do so immediately.—Did you know that Harald Arias is coming back, all the way from Berlin, Germany, especially for the competition?—And many others are canceling bookings for that week, hoping to win the title which will bring them many, many more bookings at increased salaries if they do win.—It's certainly worth waiting for.—Various ladders will be used different distances from the tank, with everyone having equal opportunity to grab the first prize or lesser awards totaling one grand.—And then there's the guaranteed booking route of George Hamid's office.—So send for your entry blank today or if you already have yours be sure to send it back.

On the Riviera

First outdoor pool in Greater New York scheduled to open is Riviera tank, Upper Manhattan, to bow on May 16. Other local natatoriums will usher in the season the following week-end, with many even waiting for Decoration Day. Of course, it usually depends upon weather and so, as a rule, I don't take much heed of swimming-pool inaugural announcements. Should there be a nice warm spell next week many of the pool men who swore they wouldn't open before May 30 will be running around like the proverbial chicken with its head cut off in an attempt to open a week or so before planned so as to take advantage of weather. Distinction of first outdoor swim meet for 1936 season also goes to the Riviera, which reports its first series of races will be staged on May 17 and every Sunday thereafter.

I Stand Corrected

Looks like my secretary (bragging again) deserves a good bawling out, for last week I had to apologize for sending an entry blank for the forthcoming high-diving champs to someone who didn't consider himself a high diver but whose letter was mixed up with the divers' batch, and now comes word that still another mistake and injustice has been registered. J. B. Spencer, a Midwestern pool operator, who wrote in last year requesting information concerning the competition, was recently mentioned by this department as a high diver and a prospective contestant. All of which is wrong. But I'm glad that his name was listed after all, for it incited Spencer to send word about his pool activities, which he may not have ordinarily done. He expects to open his tank in Coffeyville, Kan., about May 15; his swim establishment in Bristow, Okla., around May 20 and his other pool in El Dorado, Kan., about May 29. With all that work to do, no wonder

Spencer isn't a high diver. Seriously, tho, I wish to publicly apologize for this error and also to apologize to the faithful readers of this column for the misinformation.

Please Find Inclosed

Realizing the terrific opposish that will soon be theirs with opening of the outdoor season, inclosed natatoriums in and around New York are not yelling "uncle" as might be expected, but are going out all the more after business. I'm happy to see this in practice, for too often in the past too many indoor tanks gave up in the summer. Both Park Central and Shelton pools are going to advertise with big copy all during May and June, but the most extensive campaign is that of St. George indoor tank, Brooklyn, N. Y. Already its advertising copy has been increased and circulars, exploiting advantages of the pool, are being sent to organizations with the hope, one presumes, of building up a good club biz right thru summer. So that the public will please find inclosed tank, the St. George is distributing a miniature map of downtown New York, illustrating how accessible it is to Times Square and Grand Central as well as New Jersey, thru the Holland Tunnel. When a pool goes out of its way to draw patronage from the entire city, including surrounding States, especially at a time when open-air tanks are beckoning to the crowds, that pool deserves plenty of credit and is sure to succeed.

Human Cork Double

Wonder what Norris (Corky) Kellam, Tampa, Fla., who calls himself the original "Human Cork," will say about the letter received by this department last week from John J. Pope, Bay City, Mich. Pope brought to my attention an article in the January issue of *American Magazine*, calling Pope the "Human Cork" and saying, in part: "Weighing 135 pounds, with his hands and feet firmly locked together Pope will float for hours and when pushed under always bobs up again."

Adding to the story, Pope writes: "This is only part of the story. My body will not sink in any water, either tied or loose. I can stand upright in any body of water for an indefinite time without use of either hands or feet. You will agree that this seems impossible for any human body. Nevertheless this is

the easiest thing I do and it always proves a big attraction at pools and fairs."

All of which is most interesting. His is a novel water act, to say the least. But what interests me more at present is what Kellam has to say concerning the original human cork. Who really is the original human cork? Pool men, as well as all in the aquatic industry, ought to be interested in that.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: "Weather's so warm, I'm only banking the furnace these days," chirps Nate Stelges. . . . Frank Buck busy lecturing, toggling up his Jungle at Amityville and talking about the Ringling-Barnum Circus, which he must have attended in New York a dozen times. . . . John Steinberg, Pavillon Royal op, in from the Coast to make arrangements for its summer career. . . . Art Hubell, R-B Circus Side-Show attraction, o. o'd Long Island while at Madison Square Garden engagement. . . . Sea Cliff Boardwalk will be fixed up a bit, and it certainly did need same. . . . R. K. Morgan, Jones Beach super, is putting in 20 hours a day getting his place into summer shape, but that means nothing when a man loves his work, they say.

Counterfeiters up to their change-this-for-me tactics, with the law catching a few at Jamaica track. Concessioners asked to be on the alert. . . . Jamaica Arena ought to have an opportunity to pull out of the red when the World's Fair hits the Island. Management proposes to run an event a night when the expo comes. . . . Mitchel Field visitors plentiful these days because of the new airplanes, and refreshment stands are doing a land-office trade as a result in the region.

Eddie (Junior) Dowden, ex-Island scribe, p. a.'ing Steeplechase Park, Coney Island, again this year. Dexter Park will specialize in baseball, while Freeport Stadium will try to gather most of its shekels via wrestling and boxing. Both have managed to get by the last two summers in fine style.

ROCKAWAY BEACH: Boardwalk Museum, lone local Side Show, will be replaced by rides, announces "Boss"

(See LONG ISLAND on page 45)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ADVICES from Joe Laury, Chicago pro star, who left Grant Park, Chicago, with Libby Hoover on April 21 to roller skate to Louisville, Ky., via highways on Chicago heavy-duty rubber-tire skates, state that they made the trip in 36 hours' skating time. Joe reported good weather all the way. They will enter the roller derby in Louisville.

WHITE CITY Rink, Chicago, has completed a novice plain and graceful skating contest, running Wednesdays for five weeks, with three couples qualifying each night, making 15 couples for the finals, writes E. E. Shepherd. This was followed by a city-wide contest which included these 15 couples and any other couples that had won any previous contests in the rink. Results: Mary Maloney, Frank Pockson, Bobbie Palmer trophies; Marion Kriz, William Georges, gold medals; Nellie Wheeler, Joseph Sindelton, silver medals; Dorothy Griffith, Howard Novotny, Patricia Harvey, James Manners, Virginia Sommers and Paul Faust, bronze medals. The trophies were donated by Bobbie Palmer, of the Three Gyrols, skating act, and daughter of Manager Harry Palmer, of White City Rink. Novel Easter gifts to employees and friends were given by Manager Palmer in the form of colored Easter eggs with names of recipients engraved upon them. A midnight to 3 a.m. benefit skating party for Herb Bertau, leader of the orchestra in White City Ballroom, on April 23 was attended by 350.

RINK in Eastwood Amusement Park, Detroit, which has been open thruout the year, doubled business of the year before, reported Manager Frank Kutzen. It is operated by Eastwood Park Roller Rink Company. Staff includes Maynard White, floor manager; Normie Smith, skateroom; Lillian Powers, cashier; Joe Hoffman, skate boy, and Mary Conway, checkroom.

ROLLER RINK in Meyers Lake Park, Canton, O., usually closed about May 1, may operate thru summer this year. Many outings booked have requested use of the spacious rink in the recreation building over the Hofbrau.

THERE appears to be little immediate prospect of a speed and fancy skating match between Walter Laidlaw, 81-year-old Washington (D. C.) roller skater, and Fred (Bright Star) Murree, veteran Indian pro, now considerably more than 70 years of age, of Fairmount Park Roller Rink, Red Lion, Pa. Laidlaw some time ago issued a challenge to Murree, but at latest reports the Pennsy man has been incapacitated by treatment of an affliction of his eyes. He advised that he will meet Laidlaw when the expected good results of treatment develop. In the meantime Laidlaw declares he is rarin' to go.

JOE HOFFMAN, skate boy in Eastwood Park Roller Rink, Detroit, is contender for the title of the oldest "skate boy." He has been in Eastwood Park Rink 15 consecutive years, according to Frank Kutzen, rink manager.

THE COSSACKS, skating act, played at the Fox Theater, Detroit, after returning from a European tour, which
(See RINKS on page 45)

Coney Island, N. Y.

Resort Building Shows, Rides Apace; Midge City the Latest

By LEONARD TRAUBE

A five-year (at least) record for construction is the 1936 keynote at Coney. The boys figure this is the year of prosperity's certain return, and while no fancy sums are being put up, combined building and renovating costs go into big purses.

Looks like there will be a total of 10 major show attractions, a figure not in vogue hereabouts since the years preceding 1930. Freak shops are in the lead, as usual, but novelties a healthy second. Among the latter are Messmore

& Damon's reproduction of Barnum's Museum, which got a run at Gimbel's department store a few months back, and a Midget City.

Minnie setup will occupy the site at Surf avenue and Eighth street, once the plum corner. Its quasi-newness for Coney is emphasized by the fact that an indoor showman is its developer. He is Billy Jackson, who for a quarter of a century has agented and managed vaude artists and in 1923 was given a still-talked-of testimonial dinner in Chicago ('twas really the christening of his first-born).

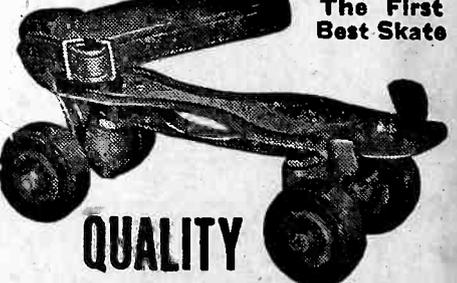
Midget idea will follow along the lines laid down at expositions, including novelties in abbreviated form, such as candy, fruit and other products. Present plan has the layout divided into a community, with city hall, police department, post office, etc. A special section is set aside for a theater and performance, which will be in revue form. Entire frontage on Surf avenue, as well as the bigger depth on Eighth street, is undergoing transformation. Architect, painters, electricians and others are hurrying the plant for Decoration Day come-in. Jackson figures to have 25 midgets, with 17 already signed and the balance coming in. Among those in are Will Archie and Ray and Elsie Schultz. Jackson expects the stimulus to come in part from a newspaper to be published periodically during the season under the title of *Midget City Mirror*.

About a dozen new or made-to-look-new riding devices are in the process of completion.

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HAMID TAKES OVER TRENTON

"Paris" Show In at Dallas

Hood and McMahon plan super "Streets" for Texas Centennial Exposition

CHICAGO, May 2.—R. W. Hood and John H. McMahon, former owners and operators of *Streets of Paris* at Chicago's A Century of Progress, announce that they have completed arrangements for a similar attraction at Texas Centennial Exposition, Dallas. They say that more than \$100,000 will be spent to build this attraction, occupying one of the choicest locations and covering 55,000 square feet. They promise it will outdo their World's Fair attraction, which was one of the most popular attractions.

Streets of Paris will be the only open-all-night rendezvous at the centennial, it is said, and promises to be the brightest spot of the exposition. It is planned to use many of the leading shows and attractions that were so popular at A Century of Progress, in addition to many new features. Mr. Hood said they were negotiating with a well-known orchestra leader to handle music and productions, featuring some feminine star. An exclusive club similar to the one allied with the *Streets of Paris* here has already been formed and membership consists of some 2,500 of the most prominent people in Dallas.

Mr. Hood also mentioned that they have made arrangements for exclusive rights to a profit-sharing idea similar to bank night. In addition they have several other new and novel ideas that they plan to present both in the *Streets of Paris* and elsewhere on the grounds. These include modernistic ice-cream emporiums, where various flavors of ice cream will be made before the eyes of visitors, and coffee shops that will be invitingly different. All of these will have a cooling system, and eatables will be of the best. Further details will be forthcoming as soon as all bookings and final arrangements are completed.

New Speedway for Chicago

CHICAGO, May 2.—Thorne Donnelley, president of Midwest Auto Racing Association, said work will start soon on Riverview Speedway, which will be home track for the association's midget auto racing circuit during the outdoor season. New speed bowl will be adjacent to Riverview Park and ultimately will seat 12,000.

Mich. Board Members Named

LANSING, Mich., May 2.—Two new members of the board of managers of Michigan State Fair, appointed by Governor Fitzgerald, are Harry Mack, Detroit, to succeed John Parker, Otisville, and Sidney Smith, Lake Orion, to succeed Hiram Startmer, Petoskey. Duncan Morrison, Traverse City; Andrew H. Adams, Litchfield, and Mrs. Lillian Richer, Cass City, were reappointed, terms of latter expiring in 1940.

Parnell at Tazewell Again

TAZEWELL, Va., May 2.—Tazewell county board of supervisors engaged Charles S. Parnell, Mebane, N. C., to again manage Tazewell County Fair in September. A newspaper publisher, he has long been active in presentation of fairs in Virginia and the Carolinas. Tazewell Fair was permitted to pass for several years. Plant became county property about a year ago.

PITTSBURGH.—For the second annual Pittsburgh Jubilee and Exposition on Forbes Field in June, Safety Director Thomas A. Dunn, chairman, said space reservations indicate attendance of more than 200,000. James N. McGrath Jr. is director. Midway will be furnished by F. E. Gooding Amusement Company.



W. H. WATT, executive secretary of board of managers of Michigan State Fair, Detroit, who has been with the present fair setup 13 months and whose capabilities are highly praised by Fair Secretary George A. Prescott Jr. and board members. "He has fitted into his position like a glove," said Mr. Prescott, "and is now busy seeing that the 1936 State fair combines a number of features tying in with Michigan's Centennial Celebration."

New York Grounds Being Transformed

ALBANY, N. Y., May 2.—Visitors to 96th annual New York State Fair, Syracuse, will witness the greatest transformation to buildings and grounds that has taken place there any time in the past quarter century.

With co-operation of federal government thru the WPA, practically every one of the large buildings has been or will be repaired, repainted or both. Many have been reroofed and have undergone extensive alterations and improvements to interiors.

Under supervision of Dr. Albert L. Brown, director, the oval inside the race track will be converted from a bare, featureless tract into a bower of beauty with flower beds, rock gardens, fountains, pools and a polo field. Thousands of shrubs, plants and trees will be planted there during summer.

Cost of this renovation of the State's \$5,000,000 plant will exceed \$250,000. More than 250 men under supervision of Harry M. Ehle have been working all winter and will be provided with steady employment up to opening time. The one new building is a garage costing about \$20,000. In western end of the grounds, it is designed to save the fair large sums in storage charges for trucks and repair bills on equipment.

Extra Night of Grand-Stand Show Is Booked for Oklahoma City Expo

OKLAHOMA CITY, May 2.—With release dates on live-stock exhibits set up one day, Secretary-Manager Ralph T. Hemphill has booked an extra night's grand-stand show for 30th annual Oklahoma State Fair and Exposition on September 26-October 3 in a move to aid closing-day figures. Production to be used is *Rise and Cheer, America*, 28th successive show booked at this fair by Barnes-Carruthers.

In courtesy to State newspaper people whose Friday Press Day has shown an annual increase, speed program will be changed slightly to have running horse races instead of auto races on Friday. Cars will be moved up to Wednesday and remain for closing Saturday. Speed program opens with motorcycles on Saturday and Sunday, with horses on Monday, Tuesday, Thursday and Friday.

Interest continues in the State newspaper contest conducted by the fair in

Historic N. J. Plant Is Leased; Margerum Grants 3-Year Term

Booker-producer takes option to buy outright during tenure or at expiration—Inter-State Association corporation principals are to act in advisory capacities

NEW YORK, May 2.—Trenton (N. J.) Inter-State Fair, under one management for 36 of its 48 years, this week passed into the hand of George Hamid, president of George A. Hamid, Inc., outdoor booking and producing bureau and fair operative. Mr. Hamid made the announcement early this week, and a statement confirming the nature of the deal was issued over long-distance phone by Helen G. Laffan, veteran assistant secretary-treasurer, in behalf of Col. J. Fred Margerum, general manager, and his father, General Mahlon H. (Pa) Margerum, from Trenton headquarters in the Trenton Trust Building.

Arrangement is on a lease for three years, with option to buy outright during tenure of the lease or after it expires. Inter-State Fair Association corporation, its stock and interests, remain undisturbed, with the Margerums and Miss Laffan agreeing to act in advisory capacities without remuneration. Entire plant, including grounds and buildings, are involved in the lease, all of which go to the Hamid Company if a sale is consummated during the next three years.

Grand Stand Featured

In relinquishing the reins the Margerum family leaves what was once one of the outstanding fairs in the country. Event was established in 1888, but 12 years later in 1900, General Margerum, chief of staff under numerous Democratic governors in New Jersey, in-

(See HAMID TAKES on page 44)

Ten for 100

LANSING, Mich., May 2.—Awards of \$10 to each person 100 years old who attends the fair and can prove that he or she has lived in Michigan during that time will be given by Michigan State Fair board of managers, said Agricultural Commissioner James F. Thomson. Premiums for such aged visitors are part of the program of the 1936 fair's participation in celebration of Michigan's 100th anniversary. The State show is 86 years old this year, called the oldest State fair in the United States.

Clearfield Gets Beam As Amusement Manager

NEW YORK, May 2.—B. Ward Beam, of local attraction agency bearing his name, has completed a deal with Clearfield (Pa.) County Agricultural Society whereby he is placed in charge of grand stand, midway and concessions. Signatories to contract were Mr. Beam and A. E. Leitzinger, chairman of fair's executive committee.

Mr. Beam announced that local setup will remain the same, including agricultural exhibits, 4-H Club work, etc. Booker will have his dare-devil unit two days, AAA auto races for one day and three days' horse racing spread over six days and nights, beginning on September 14. He will appoint a resident manager and a press agent, he announced.

Duffield Scores in Houston

HOUSTON, May 2.—Charles H. Duffield established another record here with his gigantic fireworks display. With net revenue of \$2,500 for one night's spectacle, he drew Texans from many miles in this area with a pyrotechnic show on April 20.

WHEELING, W. Va.—Thomas M. Bloch was named chairman and Manager Rawley Holcombe, Chamber of Commerce, executive secretary of a commission to direct Wheeling Centennial Celebration in August.

Strieders Visit in Chicago

CHICAGO, May 2.—P. T. Strieder, manager of Tampa Fair; Mrs. Strieder, and their son-in-law and daughter, Mr. and Mrs. Bill Martin, spent a week in and around Chicago, visiting friends, taking in shows and lining up attractions for Tampa and Birmingham. Lovingly known as "Pa" and "Ma," Mr. and Mrs. Strieder had a wonderful visit and found the time all too short. They left by motor early in the week for Birmingham.

B.-C. Gets More Contracts

CHICAGO, May 2.—Barnes-Carruthers Fair Booking Association activities during the past few days cover a wide range of bookings. Included in contracts are Dakota Territory Diamond Jubilee, Yankton, S. D., a four-State celebration; number of grand-stand feature attractions for North Dakota State Fair, Grand Forks; entire shows for Sandusky County Fair, Fremont, O.; Lafayette County Fair, Darlington, Wis.; Chamber of Commerce Celebration, Mt. Horeb, Wis., and July 4 Celebration, Waterloo, Wis.

Van Atta Succeeds Sampson

CINCINNATI, May 2.—D. R. Van Atta, Cincinnati, was elected by Hamilton County Agricultural Society, sponsoring Carthage Fair, to succeed the late David L. Sampson, who was secretary more than 40 years. New secretary has been on the board 12 years, in charge of fruit, flower, grain and vegetable divisions, and served three one-year terms as president.

SEDALIA, Mo.—E. J. Jordan, regional director of the Miss America National Beauty Pageant, is directing for the second consecutive time Missouri's State-wide Beauty Pageant and it is indicated that 250 entrants will compete at 1936 Missouri State Fair here. Mr. Jordan formerly was on the stage.

JACKSONVILLE, Ill.—George W. Paige, formerly with Hagenbeck-Wallace and other circuses, left here with two custard machines mounted on trucks, with beautiful bodies turned out by Ell Bridge Company. He will be at a number of Centennial celebrations in Texas.

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Write or Wire **UNIVERSAL BLEACHER CO.** Champaign, Ill.

WANTED FOR Big Sandy Live Stock Exposition AND RODEO

COMBINED - COMBINED - COMBINED WITH AMERICAN LEGION BONUS CELEBRATION (Ten Counties) **JULY 1, 2, 3, 4**

Complete Large Carnival, or will book Rides, Shows and Concessions. Also Complete Rodeo. Address: SECRETARY, Stock Yard Fair Grounds, (Box 134) Paintsville, Ky.

WANTED

Big Aerial Act For Free Attraction; Double For Platform Act; Independent Shows and Concessions.

14th Carlyle Street and Vocational Fair AUGUST 27 to 30, 1936, Inclusive. MARK A. McGAFFIGAN, Sec'y., Carlyle, Ill.

First-Class Carnival Wanted

BY **RELIANCE HOSE CO. No. 2** GLASSPORT, Pa., For a Week in June. Population, 150,000 Radius of 10 Miles.

WANTED

First-class Carnival with 7 to 10 Rides for one week under auspices Sons of Calabria, No. Adams, Mass. Good show lot, near railroad. Employment and pay-rolls best in years. Like to arrange for early date. Address

V. MODENA, 151 Eagle St., North Adams, Mass.

WANTED—TRICK RIDER

With Horse, May 21, 22, 23, to ride at Horse Show over 4-ft. jumps, clowning and performing tricks such as passing under horse while in motion. Must be good. We must see before performance. Write details.

WILMINGTON HORSE SHOW, Wilmington, Del.

WANTED CARNIVAL

FOR COUNTY FAIR, JULY 7-11. Also Want Concessions. Write or Wire **H. MEAD, Secretary** McLEANSBORO, ILL.

WANTED

CARNIVAL ATTRACTIONS, RIDES AND CONCESSIONS. **SOUTH TEXAS CENTENNIAL EXPOSITION** 8 Big Days—June 7 to 14. CORPUS CHRISTI, TEX. Write or Wire P. O. BOX 1602.

ANNUAL CELEBRATION

Three Big Days, **JUNE 9-10-11, 1936, JERICHO SPRINGS, MO.** F. M. Davis, Secretary.

ANNUAL MID-MICHIGAN HOMECOMING

ST. LOUIS, JULY 1-2-3-4. Heart of Michigan's Richest Oil Fields. Concessions wanted. Apply **HOMECOMING SECRETARY**, St. Louis, Mich.

WANTED Merry-Go-Round, Ferris Wheel and Concessions for Two-Day Rodeo, July 3-4, sponsored by The Alturas Round-Up Assn., Alturas, Calif. Can play entire week commencing June 29; heart of city, six blocks from Rodeo grounds. **C. H. BOWER, Director.**

NEWS

CALIFORNIA PACIFIC International Exposition SAN DIEGO

NOTES

By **FELIX BLEY.** Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Varied Bills Prove Draw

Music festival, electrical show and polo are popular—gate prize helps Village

SAN DIEGO, May 2.—A varied program brought big attendance last week, chief attraction being Sally Rand, held over until Sunday night, altho her engagement was to have terminated on Friday. Other free attractions were Francis and Marion Merrice, Panamanian dancers at the Palace of Transportation, and concerts by the Mexican Marimba Band. Saturday was packed with events, including a children's pet show for which there were more than 1,000 entries. A gold loving cup was presented to the sweepstakes winner by Elwood T. Bailey, executive vice-president. Children bringing pets were admitted free. Thursday's \$1,250 gate prize brought a big crowd to Spanish Village, greatly benefiting shows and concessions.

The first all-county musical festival was held Sunday afternoon at the Ford Bowl, when more than 1,200 school children participated in a colorful musical spectacle. Thousands filled the amphitheater. Sunday also featured the second game of a series of "indoor" polo matches with the Exposition Blues meeting the Coronado team, winner of last Sunday's match with the Exposition Reds. More than 3,500 saw the game. Kenneth Strickfadden, responsible for many electrical effects seen in moving pictures, appeared in a free performance in the organ amphitheater as a feature of Electrical Industry Day on Saturday, with more than 3,500 electrical workers as his special guests. After the show the party had dinner at the Granada Cafe and the Days of '49, where reservations had been made by Frank D. Hauser, superintendent of electrical work at the exposition, who had charge of the event.

Wins Guide Book Suit

Several hundred California hotel men attended on California Hotel Day, Sunday, were guests at a special performance at the Old Globe Theater, and visited Nudist Colony, Midget Circus and Hix's Strange as It Seems show.

Exposition management was a winner in damage suit brought by Fred Welcott, guide book concessioner, who sought return of \$10,000 paid to the exposition for the sole right to publish the guide books on the claim that the expo management had aided in similar publications that hurt his business. Judge Arthur Mundo, Superior Court, agreed to an instructed verdict for the defendant, said that it would be impossible to prove how many books would have been sold if no other publication had been issued, and that it would be equally impossible to prove just how much the other publications had hurt sales of the guide book.

Dailard Books Stars

Wayne W. Dailard, executive manager, said professional wrestling matches will be presented during summer as free attractions in a stadium to be built on the athletic field at the north end of the fun zone. Midget auto racing, motorcycle races, handball tournaments, softball games and horse and bicycle races will be brought to the grounds. Harry Foster, superintendent of the department of operations, was appointed manager of the athletic field. Mr. Dailard also announced that, beginning on May 1, singing and dancing stars would be presented in a three-unit extravaganza, amid settings of electrical displays and fireworks, in the Plaza del Pacifico, as free attractions. Marietta, dancer of Earl Carroll's *Vanities*, will be featured in this offering, which also will present a ballot of 16 girls in *Visions of Tomorrow*. Chiquita, vivacious songbird,

who last year scored a tremendous hit, will also return. There will be two shows nightly, 7:30 and 9, on the outdoor stage.

HAMID TAKES

(Continued from page 43)

trenched himself in fair's administration which remained uninterrupted until the present. General Margerum's son, the affable but fearless J. Fred, worked in various capacities for 18 years, then became general manager, a post which he had held since 1918, with his father serving as secretary-treasurer. During his regime J. Fred introduced a series of climactic grand-stand shows which burst upon the local populace with great force and was instrumental in establishing the event as one of the genuine prize plums in Eastern fairdom. He bought circuit layouts in entirety, including the John Robinson Circus, for the week's run, staged huge stampedes for several seasons running, and in other years devoted the grand-stand act program to high and aerial turns exclusively.

Margerum in Politics

About five years ago Trenton experimented with a night fair, Hamid being contracted for a revue, but this was unsuccessful and the night idea was dropped. Later the dates were set ahead to the second week in September, but switched back again to the last week in the month, due to a miserable break in early September weather. Colonel Margerum also booked in outstanding carnivals, the concessions being supervised by another member of the family, the colonel's cousin.

Manager Margerum freely admitted that a change of blood would enhance the fair's value, and to that end had been dickering with Hamid for several months. He stated that in the last few years he has been too enmeshed politically to give much attention to the fair's activities. He was finance campaign manager for gubernatorial candidate Harold G. Hoffman, then motor vehicle commissioner, who was elected Republican governor after one of the bitterest battles in New Jersey politics. Governor Hoffman awarded him with the rank of colonel, conferred at a testimonial dinner about a year ago in the old Country Club at which New Jersey's Who's Who turned out to pay tribute to the prominent fair man. Since then he has been close to the governor in important matters, altho they had been friends for years before, the colonel having been a deputy in the motor vehicle department and a member of the State's highway and traffic commission.

Agricultural, live stock, industrial, art, scientific and commercial exhibits will be conducted as usual. Hamid said he will open an office in Trenton on or about May 8, and that he will name his staff shortly, with probability of two men taking charge. He also stated that he will be in an active position himself. Hamid operates North Carolina State Fair, Raleigh, and several other fairs in North Carolina. He resided in New Jersey for many years, his two children were (born in Jersey City, and he owns property in that State. Hamid said he would announce an advertising and publicity program shortly.

Midway To Glick

The official Margerum statement read: "After Colonel Margerum and the executive committee of the fair association were convinced of the advantages to be gained for the fair, exhibitors and patrons, negotiations were closed whereby the services of Mr. Hamid were obtained to carry out the managerial duties of producing, handling and staging New Jersey Inter-State Fair. Before Mr. Hamid would consider taking on the new duties it was agreed that the utmost co-operation of the officers, directors and stockholders of the association would be given him wholeheartedly. Mr. Hamid plans to spend considerable time here personally, and a complete organization will be operating early this month under his direct supervision in preparation for the next fair, September 27-October 3. Many improvements are contemplated on the grounds. The policy of operation

Aids on Job In Ft. Worth

Durante and Marshall are signed for shows—old station to be reproduced

FORT WORTH, Tex., May 2.—Aids now here to help stage Frontier Days Centennial include Richard R. Bruckner, whose firm installed mechanical equipment for *Jumbo* in New York, to be consulting engineer on cafe-theater and circus building; Robert Alton, New York, to be dance director; A. A. Ostrander, New York, technical director, who came to work with Albert Johnson, scenic designer, and Dana Suesse, music composer for *Frontier Follies* and *Last Frontier*.

Billy Rose has signed Jimmy Durante to appear in *Jumbo* and Everett Marshall to sing in the *Follies*. Tryouts for local dancers and show girls will be held each Monday night until 100 girls are selected. Remainder of dancers and other performers will be brought from New York and elsewhere.

Board of Control of Frontier Days show awarded a contract for a \$32,000 replica of Fort Worth's old railroad station, which will be used for exhibition purposes by West Texas Chamber of Commerce. Each city affiliated with the chamber will have space in which to depict its growth and resources. The old station will fit in with Frontier Village Street, planned in the pioneer pattern.

More than 60 Texas towns are planning beauty contests for entrants to contest at the Fort Worth show. Eighteen thousand stickers, showing a girl atop a bucking bronk, with name of show and dates, have been printed for truckers and autoists making out-of-town trips. Local show plans to set up an electric sign opposite main entrance to Texas Centennial Exposition, Dallas, showing the same scantily-clad cowgirl on horseback, and reading, "40 miles to Fort Worth and Frontier Centennial, with Paul Whiteman and *Jumbo*."

Taylor is Busy in Jackson

JACKSON, Tenn., May 2.—Under Secretary A. U. Taylor, preparations for modern equipment are on for the 29th annual West Tennessee District Fair here. Steelwork of grand stand and other buildings will be repainted, new water lines laid thruout the grounds, race track reworked and refenced and midway resurfaced. Blue Ribbon Shows have been contracted. Succeeding the late W. F. Barry, Mr. Taylor is having active co-operation of President R. E. L. Henderson.

will be day and night. Trotters and pacers are to be restored as one of the features, and Mr. Hamid pledges that the midway attractions and devices will be of the best and operated on the highest plane. Many other features and innovations will be announced. It is felt that Mr. Hamid's policy in operating other fairs is to give educational, agricultural and allied features the greatest consideration, and while he is an amusement man, amusements will not be given preference, nor will there be any submerging of non-amusement features."

World of Mirth Shows have occupied the midway for the last two years in Trenton, but conflict in dates occurring next fall with Virginia State Fair, Richmond, contracted by W-M, will prevent Max Linderman's organization from repeating in Trenton. Hamid said midway has been awarded to Glick's Exposition Shows, with auto races to Ralph A. Hankinson, closing the fair on Saturday, and Lucky Teter's Hell Drivers opening it on Sunday or Monday. All interests involved are pushing for State support to put the spot in the N. J. State Fair class.

WANTED

Clean Independent Concessions, July 3-4, 13th Annual Affair, Eastern Kansas 4th July Celebration. **DR. G. H. HOERMAN, Secretary**, Lyndon, Kan.

WANTED July 2-3-4, Merry-Go-Round, Ferris Wheel for American Legion Celebration. Address, **MILG E. POTTER**, Dundee, Mich.

Mass. Race Revenue \$1,614,985, Commissioner's Report Shows

A report of the news highlights at the spring meeting of the Massachusetts Agricultural Fairs Association, held at the Bancroft Hotel, Worcester, April 24, appeared in the last issue. Details follow.

WORCESTER, Mass., May 2.—Under the direction of Charles F. Connors, chairman State Racing Commission, a body of three completed by Commissioners William H. Ensign and Thomas F. Cassidy, an illuminating 32-page first annual report, covering Massachusetts racing for the year ending November 30, 1935, was prepared and distributed to members attending the spring meeting of the State's Agricultural Fairs Association.

While the summary as a whole is not of direct interest to fairs, since only a minimum of Bay State agricultural events participated in pari-mutuel betting, some of the figures are of national and regional interest. An accompanying table, culled from the statistical chart on the basis of its interest to the amusement-fair industry and kindred agencies, tells the story at a glance.

L. B. Boston, director of the division of reclamation, soil survey and fairs, State department of agriculture, pic-

tured the fair field as oozing with optimism, with applications for premiums going ahead on an extensive scale. He declared that a healthy pace is being maintained, despite a 16½ per cent slice in State aid.

K. C. MacArthur, president Sterling Farmers Fair, addressed the body on how to make a one-day event successful, urging the exploitation of local ideas. Willard A. Pease, of Chester, spoke on what makes a hilltown fair interesting. He endorsed woodchopping (See MASS. RACE on page 57)

Hoosier Loop Fixes Dates

EDINBURG, Ind., May 2.—With J. O. Amos as host, Southeastern Indiana Fair Circuit met here and set dates for fairs in Franklin, Columbus, Lawrenceburg, Osgood, Shelbyville and Connorsville, and tentative dates for North Vernon. Attending were Mayor L. W. Oliver, Claude Barnum, Will Clarke, Franklin; Harrie Jones, Byron Cowing, Rushville; Morris Main, George Parish, Shelbyville; Francis Overstreet, Edward Redmond, C. Boll, Columbus; Leonard Haag, Lawrenceburg; O. R. Jenkins, Bert Stark, G. A. Trippe, Jay Young, Osgood; C. Russell, North Vernon; Woodruff Arbuckle and Fielding W. Scholler, race starter, Indianapolis. Next meeting will be on May 21 in Shelbyville.

RINKS

(Continued from page 42)

included a performance before the late King George V of England. They expect to return to England in a few weeks.

Free Buildups

By EARLE REYNOLDS

World-Famous Roller Skater and Mgr.

Millions of dollars' worth of advertising certainly is a great asset. I am reminded of the great value of advertising by what I have seen the past winter. And I recall a remark made to me some years ago by the late Flo Ziegfeld. He said, "Skater, all some of these fellows have to do is get hold of a bank roll, jump a boat to Europe, pick up some mediocre personality, bring him or her back here with a foreign name, press-agent them to death and get the money! The American public can be sold anything. It has been done innumerable times. But I have always had the ambition to make stars out of American material."

And he did. I knew him about as well as anyone, and for a long, long time—before the World's Columbian Exposition in Chicago in 1893. And hardly a year passed that I did not have chats with that great showman and newspaper man. I say newspaper man for the reason that he appreciated the value of the press more than any showman I have ever known.

This brings me back to the idea that \$5,000,000 worth of free space will cause almost any temperamental European stars to lose their heads and demand \$1,000 a minute if they can get it, and you can't blame them. Mayor Kelly, in Chicago, recently made a number of appointments to "hand over the keys of the city" to a Norwegian star. The mayor was a busy man, with an election near at hand, and, I am told, he waited and waited after a number of appointments. But, somehow, he just waited.

LONG ISLAND

(Continued from page 42)

Turpin. Was a freak emporium for a decade, and many of the bigwigs in the biz worked there. . . . Phil Addison, who dabbles in show electrical work, opening a pony track. He'll continue with his kid park, too. . . . Playland has more red paint than a government building in Moscow. . . . Plenty queries regarding spots, etc., coming in mail about Rockaways from show people all over the country. . . . George Boggiano and his in-law, Johnny McWalters, have donned aprons at their bar in Seaside. . . . Old Edgemere Club grounds will be used for parking space. . . . Izzy Kissen, poet-baker, back in town calling friends on the phone and telling them how well they look. . . . Lee Benn, quick-sketch artist, in with some interesting tales on how he got around the

country all winter, "traveling on a pencil."

LONG BEACH: Fifty life guards and as many beach cleaners will work the sector. . . . Police Head Kohut has gifted Bill Farnsworth, *New York Evening Journal* sports ed, with a badge emblematic of the honorary police commissioner'ship of Long Beach. . . . Sun and Surf Club members all sunburned and tanned, most of them having spent part or all of the winter in Florida. . . . If the party who wrote the letter concerning licenses, etc., to this department will let us have his (or her) name we'll be happy to turn the information over to the proper officials. . . . We learn now that the city hall is of Spanish design. Carle Langa, native of Valencia, says it looks like the city hall back in the old country.

Kaydeross Lines Up Attractions, Stores

NEW YORK, May 2.—Fred H. Ponty, manager of Kaydeross Park, Saratoga Springs, N. Y., with local offices here, reports signing contracts with a number of riding device and concession owners. Joseph Ferari, veteran device man of Port Richmond, has booked in a Carousel and Dangler. William Burghardt, formerly of Sylvan Beach, N. Y., is down for operation of the Sportland. Harry Brown will run a coffee and percolator wheel and Jack Franklin a cig-cigar wheel. Pearl Schenker is readying two shops for gifts and toys and Leo Greenspoon and his partner, Eddie Bramson, have the corn game and ball game privileges. The former accompanied Mr. Ponty to Saratoga on an inspection trip a few days ago and expressed his satisfaction with the new amusement layout, the park having been devoted almost exclusively to bathing and picnicking until this season.

Billy Roche, prominent boxing promoter and referee, will again associate himself with Mr. Ponty. He is establishing a training quarters for fighters, and boxing and wrestling bouts, both amateur and professional, will commence in June, by which time the new arena is expected to be ready. It will be an open-air type seating from 8,000 to 10,000, Manager Ponty stated.

Harry C. Baker has prepared the designs for the layout and E. A. Walker, owner of the property, will run the beach.

White City's Dance Hall Goes Duggan Marine Style

WORCESTER, Mass., May 2.—Danny Duggan, starting his first season at White City, has revamped the Spanish Villa Ballroom in a marine motif, calling it "Hit the Deck" and carrying out the sea scheme thruout, front and interior, with financial outlay given out as \$10,000. Ernest Neale, New England skate-rink op, who has run roller attractions at Nantasket Beach and Revere Beach, will direct the rink activities. George Gerber has signed for the game concessions, including a Beano.

Harry C. Baker is readying his Whip, Funhouse, Glass House and shooting gallery and Philadelphia Toboggan Company the Coaster. Spot opens May 23 and is staffed by Mabel Henderson, with George Hamid, owner, giving it two days a week between here and his office in New York.

Belmont's Preview Days

MONTREAL, May 2.—Rex D. Billings, starting his second year at the managerial helm of Belmont Park, is introducing a series of preview days. They are scheduled for May 16 and 17 and also Ascension Day on the 23d. A number of new concessions have been installed, Billings stated, and park is plugging the fact that improvements to the extent of 100 grand have been made.

RACINE, Wis.—Ground was broken by Mayor Swoboda on the site of Racine Zoological Society's new zoo administration building and animal shelter to be erected at a cost of about \$50,000.

Orest J. Devany Back to Newark, His First Success

NEWARK, N. J., May 2.—Orest J. Devany, founder and sponsor of the then-acclaimed Dreamland Park a dozen years ago, who has managed various spots in Jersey and elsewhere since then, is back at the scene of his early triumph. Devany has taken over operation of Dreamland's Stadium to present a circus layout for a nickel admish, announcing 20 acts with weekly change of program. Stade seats more than 20,000. Admission on Sundays and holidays will be 10 cents. He announced Italo Week is scheduled for innings in July and August and will also introduce Italian festivals with professional talent, figuring on drawing the Italian trade in and around here.

Under Devany's direction Dreamland was the talk of Eastern parkdom at its inception and for a season of two following. He has spent the last few winters stimulating the sale of paintings of the Italian Renaissance, his function being at art galleries. He has been in a managerial post with half a dozen parks and has created a number of concession games which are still in use. Park opens May 23. Victor J. Brown is manager.

TOLEDO.—The new aquarium to be erected in Toledo Zoological Park will have many novel features. Among these is to be a trout stream running the length of the building. It is to enter at one end over a waterfall and pass over a series of falls on its way to the pool at the lower end. Here the water will be picked up, pumped back to the upper end and after filtering and chilling will re-enter the stream. State fish and game commission has promised aid in seeing that suitable plants are available and is arranging to install equipment for hatching whitefish and pickerel.

WANTED
RIDES, SHOWS, FREE ACTS, CONCESSIONS,
AMERICAN LEGION FAIR
BROOKVILLE, INDIANA
JULY 29, 30, 31, AUG. 1
County Seat Town. Draws 15,000 to 20,000.
Write SECRETARY FAIR COMMITTEE, Box 26, Brookville, Ind.

Carnival Wanted

Or SHOWS AND RIDES.
Week of September 7th, American Legion.
WM. TRAYNOR, Hanna City, Ill.

OPENING A 4-DAY CELEBRATION MAY 21st

Of the Big Oil Strike in Baker, Mont.
WANTED! Eastern Montana Shows want Ferris Wheel or Tilt-a-Whirl, a few good shows to play a 25-cent territory, and concessions. Will offer a 20 per cent basis on shows. Concession rates very reasonable. Positively no graft. No sales tax in Montana. What have you? Write JACK GUTH, Owner of Steer Montana, Baker, Mont.

WANTED
CONCESSIONS, SHOWS, RIDES,
July 1-2-3-4 Celebration,
NAPOLEON, O.
L. B. SHREVES.

WANTED A GOOD CARNIVAL

For the Week of June 15 to 20, Inclusive.
This is a Firemen's Celebration and always draws large crowds. Address R. N. McDONALD, Marienville, Pa. Phone 2271.

CARNIVAL WANTED

PITTSBURG, KAN., 4TH JULY WEEK.
AMERICAN LEGION, Box 407.

WANTED ACTS — For July 4th, also Sensational Acts for our 1936 Fairs. Give full details. **WILLIAMS & LEE ATTRACTIONS**, 117 Mackubin Street, St. Paul, Minn.

Grand-Stand Shows

HOUGHTON AND HOUGHTON, back from dates in Florida and Kentucky, are spending some time in Cincinnati.

MAREE and Pals, after four months in West Coast theaters, will return for fairs and parks under the Hamid banner, opening in West View Park, Pittsburgh, on May 27 for three weeks.

SIX FLYING MELZORAS were visitors at Cincinnati offices of *The Billboard* last week during their Covington (Ky.) engagement with Dennert & Knepp Exposition, with which they expect to remain until start of their dates at parks and fairs.

SCHOOLEY'S *Rhythm Revels* and seven other acts were set by Barnes-Carruthers, thru Jack Polk, for Nebraska State Fair grand stand, Lincoln, booking representing the most money spent by the board for like entertainment since 1929. Acts are Five American Eagles, Seven Danwills, Hill's Elephants, Wilbur's Circus, Hip Raymond, Skating Marvels and Novak and Fay.

DRAEGER CORPS, Stellarton, N. S., that played a prominent role in rescue of Dr. D. E. Robertson and C. Alfred Scadding from an old gold mine at Moose River, N. S., after 240 hours of entombment, are to be featured at 1936 Halifax (N. S.) Fair. Altho receiving offers for appearances on the stage, with tent shows and at celebrations and fairs, the 33 men decided that "our own province comes first," hence acceptance of the Halifax offer before consideration of others.

FRANK CERVONE, Pittsburgh representative of George Hamid, has placed for an American Legion celebration in Phoenixville, Pa., the Five Albanis, Bob Eugene Troupe, an Ohio Display Fireworks show and Aerial Martins. He also placed the Five Albanis, Conley Trio and Will Morris and Bobby for the American Legion Flag Day Celebration in Altoona, Pa. Disabled American Veterans of the World War, Greensburg, Pa., contracted for the Billetti Troupe. Firemen's convention in Saxonburg, Pa., engaged the Three Ricardos.

Buckleys Visit in Cincy

CINCINNATI, May 2.—Robert P. (Bob) Buckley, secretary of Bad Axe (Mich.) Fair and member of the board of managers of Michigan State Fair, accompanied by Mrs. Buckley and friends, visited the offices of *The Billboard* yesterday, en route to Louisville to witness the Kentucky Derby.

Cleveland Books Lorenzos

CHICAGO, May 2.—Paul Lorenzo has signed a contract for the Four Aerial Lorenzos to appear at Great Lakes Exposition, Cleveland, for four weeks, starting on June 27.

SEA FOOD EXPOSITION, FIESTA AND JUBILEE
SAN FRANCISCO, NINE DAYS, MAY 16 TO 24.
First Free Gate in Years. Golden State Shows Have Exclusive Rights on All Rides, Shows and Concessions.
CAN PLACE Shows and Concessions. No exclusives. For Space Write or Wire WILL WRIGHT, Civic Auditorium, San Francisco, Calif.

R. R. RELIEF HEARING MAY 26

ACA Application Given Approval

Counsel Cohen requests communications from railroad shows immediately

ROCHESTER, N. Y., May 2.—The American Carnival Association, thru Max Cohen, general counsel, announced today that a hearing on its application for relief for railroad shows has been scheduled for May 26 at 11 a. m., Eastern Daylight-Saving Time, at the office of the Trunk Line Association, 143 Liberty street, New York City.

The application of the ACA presented to the General Freight Committee in 1935 has been transferred to the Freight Traffic Managers' Committee, which is regarded as a higher committee, and capable of exercising greater authority.

Mr. Cohen indicated that the situation appeared quite favorable for getting relief this year, particularly that a somewhat cordial attitude would be expressed by those in charge, which attitude was reflected strongly in the letter received from Chairman N. W. Hawkes, and which reads as follows:

"Referring to your telegram of April 20 and to the conference which you had with our Mr. Tilt on April 24:

"The Freight Traffic Managers' Committee will be very glad to confer with you at their meeting on May 26 at 11 a. m., Eastern Daylight-Saving Time. "Please advise if satisfactory."

Mr. Cohen announced that he would be available in New York City from Monday morning, May 25, at the Cumberland Hotel, for the purposes of primary conferences with the representatives of such shows as are to be affected by the hearing at the Freight Traffic Committee.

Mr. Cohen requests that all railroad shows communicate with his local office, 415 Central Trust Building, immediately.

Mrs. Mabel Ellis Dies; Relatives Are Sought

CORINTH, Miss., May 2.—The management and other members of John R. Ward Shows, exhibiting here this week, have been trying to locate relatives of Mrs. Mabel Ellis, well-known show woman, who was found dead in her room here Wednesday night. According to report, Mrs. Ellis went to the showgrounds Tuesday looking for her husband, Cotton Ellis, who was not with the show. She did not appear at the grounds Wednesday and showfolks thought she had left the city, but about 11 p. m. the proprietor of the rooming house reported her death. It was learned that she was ill and had consulted a doctor Wednesday. The body has been turned over to an undertaker and will be held a few days pending word from relatives. The John R. Ward personnel is doing all possible to see that her remains have a proper burial. In the meantime they have sent telegrams to various shows trying to locate Cotton Ellis.

Myer Again With Gooding

CINCINNATI, May 2.—Earl Myer during a visit to *The Billboard* yesterday informed that he is ready to start his sixth season with Gooding Greater Shows as manager of the Girl Revue and will open with the No. 1 Gooding unit, which starts its season May 4 at Anderson, Ind. Stated that the company has constructed a complete new outfit, including a marvelous front, for his attraction, which will carry 18 people.

GAINESVILLE, Tex., May 2.—While here a few days ago Bob Hurst, manager the shows bearing his name, advised that fairs at the following places, all in East Texas, had been added to his list for this year: New Boston, Jefferson, Mount Pleasant, Linden, Gilman and Quitman.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

SOLEMN, W. Va.
Week ended May 2, 1936.

Dear Charlie:

A virgin spot, and we do believe the only one existing. The entire county that the city of Solemn is located in owned and populated by a cult that call themselves the "Self Isolated Sons of Solemn." So secretive is the county it is not found on the maps. No-highways and only one railroad connects it with the outer world.

The Ballyhoo Brothers booked the spot by joining the cult. Then issued orders for every member of the show to join or not work. This gave the cult 1,500 new members at large. The bosses immediately ordered buttons reading, "I am a Cult Member with Ballyhoo Bros.' Shows." These were sold for \$2 with the understanding that when the show closed they would get their money

back. That is, provided that they still have the button and our treasurer still has the \$2.

The management decided to not make it a still date but a special event (all independent shows and rides booked give up 10 per cent more on special events and fair dates). Decided to make it a Bicentennial Celebration. Our committee objected to this at first, claiming that the cult and city were only 50 years old. But the show decided to spot them 150 years and the Bicentennial paper went up.

The entire show took on the weird atmosphere. Signs with the word "Silence" tacked on all balleys and rides. Every band, organ, amplifier and talker was hushed. If the office had anything to say to you they sent a letter, this to be signed and returned. The spot quiet (See BALLYHOO on page 50)

Five Midway Organizations Stage New-Season Openings

Art Lewis at Naugatuck, Conn.

NAUGATUCK, Conn., May 2.—Art Lewis Shows inaugurated their season here on Friday of last week, for a 10-day engagement at Linden Park under auspices of American Legion. Show encountered cold weather during the early portion of the stand. Business is reported as being highly satisfactory.

The management conducted an extensive program of preparation during the winter months, including new ideas in tented attractions and illumination, and painting and other decorations. The organization will move on eight railroad baggage cars. A new calliope for street advertising was added to the equipment.

Staff: Art Lewis, general manager; William Gorman, assistant general manager; Charley Lewis, manager; Al Rogers, secretary-treasurer; Britan Grosco, advance agent; H. G. Pauli, chief electrician; Pete Thompson, lot superintendent; William Thompson, superintendent construction; Al Bydairk, superintendent rides; Whitey King Solomon, trainmaster; Crip Watkins, boss canvasman; Pete Smith, charge of main entrance; Bill Gorman, legal adjuster.

This year there are 12 major riding devices and two kiddie rides, having

See ART LEWIS on page 50)

Cote's No. 1 Unit At Royal Oak, Mich.

ROYAL OAK, Mich., May 2.—The No. 1 unit of Cote's Wolverine Shows is playing its opening engagement here this week, having opened last Saturday under auspices of Veterans of Foreign Wars and located in the city.

Attractions at the opening stand are 5 rides and about 20 concessions, also there are two 30 by 50 tents with VFW concessions in them, including corn game and wheels.

The equipment, just out of winter quarters, is all painted up and looks nice. Mr. Cote, who recently underwent an operation and has been out of hospital a few days, was not able to be on the midway during the early part of the engagement. Herb Simpkins is electrician, and the writer, Frank E. Pilbeam, one of the oldest carnival operators and managers, is looking after the outfit.

Rides: Merry-Go-Round — Eugene (See COTE NO. 1 on page 50)

West Coast Shows Bow at Spokane, Wash.

SPOKANE, Wash., May 2.—West Coast Shows inaugurated their new season here last Saturday, the engagement sponsored by American Legion. With warm weather prevailing, the midway was crowded with people.

The show makes a very attractive appearance this season. Every ride and show has been completely repainted and new ideas in decorations are used. The shows have new canvas and fronts, and Manager Huggins has added many more lights this year. The transportation fleet includes 40 trucks, painted in silver and red.

The management received good-wishes telegrams from the Pacific Coast Show-

(See WEST COAST SHOWS on page 50)

Dennert & Knepp In Covington, Ky.

COVINGTON, Ky., May 2.—The Dennert & Knepp Combined Exposition is playing its season's inaugural engagement here this week, located at Second and Johnson streets, the lot on the bank of the Ohio River. The midway has a circus-style marquee, with a portable panel frontage on which appears the show title in electric lights.

Prof. P. Crimi's Italian Band has its stand in the marquee and presents its musical programs there during show hours, except when playing for the free act. The Flying Melzoras, six-people (four men, two women) flying trapeze (See DENNERT & KNEPP on page 50)

Mid-West Shows At Kokomo, Ind.

KOKOMO, Ind., May 2.—Mid-West Shows are playing their initial road stand of the season here this week, having opened last Saturday. There has been some inclement weather, but as a whole the week has been better than was expected, shows and rides being consistently patronized.

Prof. Frank Meeker's Band provides the concert and free-acts music. C. D. Davis' calliope also adds to the musical programs. Mrs. Florence Meeker, aerialist, and Capt. Ellis, high diver, present the free attractions. This is Capt. Ellis' home city and his act has been a special drawing card here. The show did a great deal of construction and decorating work (See MIDWEST SHOWS on page 50)

B. & G. Start Road Season

Joplin, Mo., first stand following opening engagement at San Antonio, Tex.

ST. LOUIS, May 2.—Beckmann & Gerety's World's Best Shows played to tremendous throngs all day Wednesday, which was the "Fiesta" day in Joplin, Mo., the annual big time sponsored by the Chamber of Commerce and the American Legion in that city. According to members of the committee, about 100,000 visitors thronged the streets, with parades going nearly all day; band contests, in which 47 bands vied for honors and prizes, and everybody being in holiday spirit. The weather was ideal and the shows and rides opened at 9 a. m., when a big crowd was already on the midway. Joplin the first road stand of the show for this year. Show arrived in Joplin Tuesday afternoon and after working all night everything was in readiness Wednesday morning.

The opening engagement of the show, last week in San Antonio, Tex., during the annual *Battle of Flowers*, set the season off to a splendid start. According to the owners, despite two days of rain, the gross receipts were considerably in excess of the same event last year.

With the new neon lights decorating the various fronts of shows, some of the rides and the various ticket boxes, the midway makes a marvelous flash at night. There is a lavish display of new canvas, and practically all other equipment was painted in winter quarters at San Antonio.

Staff: Fred Beckmann and B. S. (Barney) Gerety, owners and operators; L. S. Hogan, general representative; A. Tony Ybanez, secretary-treasurer; Kent Hosmer, press representative; Frederick Buck, auditor; Edgar Neville, concession secretary; Sam Gordon, concession manager; H. (Arkey) Bradford, trainmaster; George Davis, steward and cook-house manager; Roy Hewitt, chief electrician; Glenn Powell, neon electrician; Johnny Roberts, chief mechanic; Paul Greeley, boss hostler; Buster Shoate, mail and *The Billboard*; A. M. (Jake) Brouer, front-gate tickets.

Shows: Circus Side Show — Pete Korte, owner-manager; Marie Korte, treasurer; Al Atkins, front; Joe Preveau (See B. & G. START on page 50)

Dodson Legion Post Starts '36 Meetings

WASHINGTON, May 2.—What is probably the only traveling American Legion Post, the Arthur Dodson Post, No. 784, headquarters of which is with Dodson's World's Fair Shows, held its first meeting of the season here Wednesday, and the following officers were elected: C. E. Sherman, post commander; Raymond Balzer, senior vice-commander; L. D. McGinnes, junior vice-commander; John Hoffman, adjutant; Charles Clark, sergeant at arms; Vern Giles, historian; John King, color bearer; Howard Piercey, athletic officer; Miles H. Stark, finance officer. Mel G. Dodson is the past commander.

It is proposed to organize a ladies' auxiliary in the near future.

A dance will be held soon by the post. These occasions are popular with the Dodson showfolks and are attended by practically everyone with the show.

New Boston (O.) Cuts License 50 Per Cent

NEW BOSTON, O., May 2.—At a recent meeting of city council an ordinance was passed after third reading that reduces the daily license for street fairs here from \$100 to \$50.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 2. — Vice-President Jack Nelson back after three weeks' absence and presided at Thursday's meeting, the final meeting for the season. With him at the table were Second Vice-President J. C. McCaffery, Treasurer Lew Keller, Past President C. R. Fisher and Secretary Joseph Streibich.

Relief committee reported Brother Ernst showing improvement and it is now hoped to save his foot. . . . House committee was authorized to proceed with repairs on furniture and have things in nice shape for the opening meeting in October.

Brother Whitey Lehrter a frequent visitor to Cole Bros.-Clyde Beatty Circus and hopes to have quite a few memberships from this organization ere the summer closes.

Brother Howard Fink attended this week's meeting, his first in a long time.

Brother Fred L. Clarke reported confined in the Passavant Hospital. Flowers have been ordered sent to help cheer him.

Brother Bill Carsky is off on a trip to Philadelphia and other points east.

Brother Walter F. Driver in for an afternoon call.

Pleased to receive a souvenir of the

Curl's Greater Shows

OPENING LONDON, O., MAY 16TH. Night Big Days in the heart of town. Plenty of money. Everyone working. Ten big celebrations to follow.

Can place Concessions that do not conflict. Must work for stock, no racket. Can place two more neat shows with own outfits, good percentage. Want Side Show Acts and Freaks that can be featured. Girl to work Illusion and Posing Show. Fat Girl, Midget, Tattoo Artist, Half and Half. Hurry and get with a show that you can really close with a b. r. Address CURL GREATER SHOWS, London, Ohio.

TENT WANTED

Will buy or rent for 10 weeks or longer, 100-foot Round Top or larger, with several middle pieces. Also general and reserve seats for this top. Can also use several smaller tents, 20x40, 40x40 and 40x100. Must be in good condition and right price.

ATLANTIC BEACH PARK

Atlantic Highlands, New York.

WANTED RIDES—Merry-Go-Round, Ferris Wheel, Chair Plane and Kiddie Rides. **CONCESSIONS**—Grab Joint, Pop Corn, Candy Apples, Candy Floss, American Palmistry, Photo Gallery or any other legitimate Grind Stores. Will book one or two clean Shows. Must have own outfit. Playing Church Festivals and other strong organizations. Open May 27 to June 6, Natrona, Pa., with other good towns to follow. Address L. G. POPKIN, 340 Third Avenue, Pittsburgh, Pa.

READING UNITED SHOWS

WANTS Photo Machine, Stock Concessions and Grind Shows. W. J. WILLIAMS, General Manager, Lafayette, Tenn., this week; Portland, Tenn., next.

DOC HOWELL WANTS

Half-and-Half and Dancer for Hawaiian Village. Mind or Mitt Reader and other Acts for Side Show. Tex Monroe, Albert Pryor and Ted Dobson and wife come on. Will place you. I never close. Advertised plenty. Clay, Ky., all this week.

WINTERS EXPOSITION SHOWS

Wants shows for Canonsburg, Pa., week of May 11th through 16th. First show in city limits in 12 years. This spot built up by very competent promoters. All future spots are in the steel district surrounding Pittsburgh. Leo Leola, Hiko, Medusa, Bonnie Jean, Jobber Midgets, come on. Want Flat Ride. Can use one more Free Act. Want Bingo, Scales, Floss, Custard, Mitt Camp and Photo Gallery. Western show people get in touch with Joe Lewis on this show.

SAM SRENCER SHOWS WANTS

Concessions of all kinds, lowest rates; Stock Wheels come on; Grind Stores. Shows with own outfit, 75% - 25%. John Montie can place Dancing Girls. Want Little Beauty Merry-Go Round, Loop-o-Plane, Whip. Brockway, Pa., week May 4th; St. Marys, Pa., 11th.

SUNSET AMUSEMENT CO.

Hawaiian outfit open. Must have costumes. Well Show also open, complete outfit. KEOKUK, IOWA.

State of Arizona, a gift from John S. West (Badger Red), of Mel H. Vaught's State Fair Shows. . . . In receipt of a pleasing letter from Harry H. Winters, of the shows bearing his name. Hope to soon include his name on the SLA roster of members. . . . Vice-President Nelson reported a pleasant visit with Brother Harry Lewiston while in New York. Harry sent a route card of the Big Show. . . . Brother A. F. Beard in for a call. . . . A welcome letter from Brother Dave Mulvie, of Ottawa, Ont.

Nice response to last notice of dues sent out. Perhaps you overlooked yours, so this will remind you to give it your attention.

The 1937 cards will soon be ready for delivery. Two of the brothers have already made payment for theirs, Patty Ernst and Alec Lobban.

The next regular meeting will be on October 1. So while you are away keep the League in mind. See if you cannot help the membership committee by securing members. Also keep your dues in mind. It's so much easier to pay while you have it coming in. Remember, the date for payment of dues has been changed to September 1.

LADIES' AUXILIARY

CHICAGO, May 2.—President Mrs. Lew Keller presided at Thursday's regular meeting.

Just one more regular business meeting before stopping of the gatherings during the summer months; to be resumed on October 1.

The party held last Saturday was well attended and the committee reported it a financial success.

Drawing for the Mix Master has been postponed until early fall in order to get more complete returns on the books.

Report was received that Mrs. H. Tucker, of Cole Bros.' Circus, is confined at a hospital for treatment for a nervous condition, and the members are expressing hopes for her early convalescence. EDITH STREIBICH.

Diamond Midway Attractions

ASTORIA, Ill., May 2.—Finishing touches are being applied for the show's opening here May 13. The lineup will include seven rides, seven shows and an attractive list of concessions. The transportation fleet will include 24 trucks. A complete roster will appear in a later issue, after the opening. All of which is from an executive of the show.

Addition to Frank Miller "Electro-Freeze" Display

On page 51 of the last issue Frank Miller published an advertisement describing his "Electro-Freeze" creation, producer of custard, ices and sherbet on what purports to be a new and original plan. An important feature of the announcement was inadvertently overlooked during transmission from New York to the publication office in Cincinnati. The omission concerns production power, gauged by him at 30 gallons per hour.

USA Begins Tour At Ft. Smith, Ark.

FT. SMITH, Ark., May 2.—With ideal weather prevailing, the 1936 edition of United Shows of America is playing its opening engagement here this week under auspices Amrita Grotto. The event was heavily plugged in advance by the committee for a month thru the daily and weekly newspapers in the section. The big midway presents a beautiful appearance at night, floodlights throw their beams on the long show fronts every six feet, and monster floodlights, located 24 feet apart on top of the attractions, make the midway "as light as day." Also four monster searchlights cast their beams upward. Chief Electrician Tom Adams and his assistants were complimented highly on the new lighting system. The associate owners, W. R. Hirsch, John R. Castle and Robert L. Lohmar, received congratulatory messages from many parts of the country.

Among the tented attractions: Museum of Oddities, Gibb Sisters as feature and William Sylvan manager; Deep Sea Exhibit, George Vogstead manager; Pennyland, Clint Nogle manager; Wall of Death, Rudy Coombs manager; India, George Vogstead manager; Harlem on Parade, Boston Towne manager; "Life," Dr. Samuel Freedman manager; Monkey Circus, Earl Chamber's manager; Revelation, George Vogstead manager; Fotun-

CARNIVAL OWNERS

Something New in Date Sets
Beautiful Assorted Pictorial Paper in Colors

Here Are Our Special Introductory Offers at Sensationally Low Prices.

\$10.00 SETS
50 14x22 Pictorial Window Cards. 4 Colors Dated.
50 One-Sheet Dates.
25 14x42 Dated Streamers.
10 Beautiful Pictorial One-Sheet Flats. 10 Beautiful Pictorial One-Sheet Uprights. Both 4 Colors.

\$15.00 SETS
100 14x22 Pictorial Window Cards. 4 Colors Dated.
50 One-Sheet Dates.
50 22x28 Jumbo Tack Cards Dated.
10 Beautiful Pictorial 3 Sheets. 4 Colors.
20 Beautiful Pictorial One-Sheet Flats. 20 Beautiful Pictorial One-Sheet Uprights. Both 4 Colors.

Your Own Engraved Name Slug on All Date Sheets FREE.

ONE DAY SERVICE — SEND FOR SAMPLES
GLOBE POSTER CORP. 633 Plymouth Court, CHICAGO
2300 Locust St., ST. LOUIS

FRUIT CONCENTRATES

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35¢ each, any three for \$1.00.

SEND FOR YOURS RIGHT AWAY.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

Baltimore Glick's First Road Stand

BALTIMORE, May 2.—The William Glick Exposition Shows are playing their first week in Baltimore, having opened two weeks ago in Hagerstown, Md. Business was fair for the opening at Hagerstown, altho weather was cold.

At the Baltimore and Catherine streets lot here business has been good, with the weather excellent. The crowds on the midway have been large and the receipts heavy, particularly on four warm evenings. Glick's policy of a gate admission remains unchanged from past seasons. The show takes on a fresh and bright appearance on the grounds, with plenty of multicolored lights and mostly all new canvas and some new rides. The managers of the 14 shows and 9 rides report fair returns.

The feature drawing attraction is the free act, presenting a sensational diving show, under the direction of Bench Bentum.

The entire personnel of the show will be listed at a later date.

tain of Youth, George Vogstead manager; Freak Animal Exhibit, Charles Docen manager; Hi-Hat Revue, Elsie Calvert manager; Siam, Shanty Mahoney manager; Ye Ode Fun House, Mrs. Francis Halverson manager; World's Fattest Mother, Ed Karn manager.

Rides include Merry-Go-Round, Twin Ell Wheels, Scooter, Whip, Ride-o-Pony Track, double Loop-o-Planes, Half Moon, Hi-Lo, Heyday, four Loop-the-Loops and miniature rides for the children in Toyland.

Max Goodman has the exclusive on merchandise concessions, with Max Klepper in charge with 20 booths. Eddie Madigan has eating emporium, with Mrs. Madigan in charge of set-down lunch stand. Madigan also has dining car on train. A complete roster will be published in a later issue.

The staff: William R. Hirsch, general director; John R. Castle, general manager; Robert L. Lohmar, general representative; Irving Ray, treasurer; Ed Loftin, auditor; Denny Pugh, assistant manager; Homer Gilliland, contracting agent; Grant Chandler, superintendent transportation; Oscar Halverson, superintendent rides; Tom Adams, chief electrician; Le Roy Gilliland, advertising agent and sound truck No. 1; Jack Rhoades, superintendent construction; Fred Sumption, scenic artist; C. C. (Doc) Campbell, superintendent Pullmans; Roy B. Jones, in charge of publicity, assisted by Mrs. Homer Gilliland in advance; Rajah Gould and William Sylvan, in charge of radio programs; Arthur Dantes, in charge of tickets; William Covington, on sound truck No. 2, back with show.



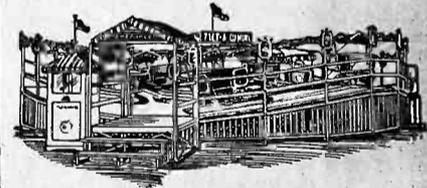
Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W.M. POLLACK POSTER PRINT SHOW PRINT DIVISION

BUFFALO, N.Y. PHONE GRANT 8205

"Going To Town"



This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION TENTS

Our Specialty for Over 46 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

CAN YOU BOOK

New flashy Frozen Custard? Want booking only with better class Carnival. Write details first letter; route, privilege weekly cost and actual fair dates you have. Gillies save your stamps.

B-B FROZEN CUSTARD
2118 Knox, St. Louis, Mo.

GOLDEN WEST SHOWS WANTS
Shows, Concessions of all kinds. Want to book Cook House and Loop-o-Plane. Denver, Colo., May 2nd to 10th. **BILL BISHOP, Manager.**

Midway Confab

By THE MIXER

A MAJORITY of the shows have started their tours for 1936.

SOON more than 200 companies will be providing merriment throuthout the country.

HAPPY PRESTON advised that Acme United Shows had a nice week—both weather and business—at Tennega, Ga.

Proper local-interest promotion is good advance work. Overcome lukewarmedness!

CHARLES AND ETTA MORRIS, glass blowers, have been working schools and private gatherings in and around Pleasantville, N. J.

J. NASTREBOR recently joined the personnel of John Robertson's Circus Side Show with J. C. Weer Shows, with his Punch and Judy act.

AL ROSS infoed from Chi that he had signed for the front of the "Paris" show

expresses appreciation of the Heart of America Showman's Club sending lovely flowers for the funeral.

Just "kidding" a little: It's tough to get show pictures in papers at a certain city. It's tougher when your picture landing "advertises" an opposition show. Wonder if Dick had anything to do with it.

MADAM JAY DEE recently joined Duke Jeanette's Side Show with Cetlin & Wilson Shows, with mental act and palmistry, assisted by J. D. Donnelly, who also does Punch and Judy.

GERMAIN BURGEVIN, formerly Mrs. Roy E. Lollar, according to postcard report, has booked her ball game for the season with F. H. Bee Shows and joined at Springfield, Tenn.

EDDIE KARMELE, with Lillian Murray's attraction with Beckmann & Gerety's Shows in 1932, will troupe again this year, with Bantley's Greater Shows, handling mail and salesman *The Billboard*, also candy butcher.

been "tight" for many years. In fact, started when the Seeman-Millican Mardi Gras Company played the old lot at 15th and H, Northwest (incidentally, the first to play it), in 1904.

LITTLE JEAN MARKS, just two "seasons" old, visited the midway of her daddy's shows in Church Hill, Richmond, and immediately appropriated "hobby-horses" on the Merry-Go-Round. Jean and Mrs. Marks will join the show for a few weeks later in the season.

An explanation: With 10 show openings, most of them including attractions and personnel rosters (which is appreciated reading) to handle in last issue, it was necessary to sort of "alternate" among shows' show letters—that is, shows having representation in the columns weekly, or nearly so, in previous issues giving way to show titles and "letters" not appearing so frequently. This becomes necessary every spring when many shows start their new seasons, especially when an unexpected flood of the "letters" arrive late in the weeks.

THAT OLDTIMER, Capt. Jim Moore, has a host of acquaintances in carnival circles. Used to operate his own show, including in the Southeast for years. Report from the West Coast was that Captain, now at San Diego, seemed to be slated for a conspicuous part in a feature motion picture.

MANY SHOWFOLKS, particularly in Atlantic Coast States, have known and admired the chimpanzee billed as "Adam" in the chimp team "Adam and Eve" with West's World's Wonder Shows. Played his last stand recently. Died of a heart attack. Probably will be replaced.

EDDIE MARTELL having closed in Sol's Liberty Shows to take charge of door engagements recently arrived on the front of one of LaMott Dodson's shows. Robert (Doc) Hollis and Betty Crandall also joined to handle inside of the show. Eddie says he is glad to "get out in the air again."

OLLIE TROUT has had a very satisfactory first season for his trailer camp at Miami, in preparation of which he spent up in the thousands of dollars. Ollie's space charges were higher than other camps but he found it worked advantageous, including the attracting "trailerites" of the "400-class" of tourists. He and the missus, Agnes (or one or both of them), may, as usual, take

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MEMBERS of the H. William Pollack (Poster Print) Bowling Team, who have won many individual and team laurels. Sponsor Pollack is past president the American Bowling Congress, New York State and Buffalo Bowling associations. Left to right: Standing, Elmer Luvender, Ray Schultz, Steve Czerwinski, Joe Caruana; sitting, Frank Caruana, Herb Schwabl (captain).

at the Great Lakes Exposition and would soon leave the Windy City for Cleveland.

WHITEY DAVIS is operating the No. 5 Eli Wheel for Centenni Greater Shows. Whitey was formerly with the J. J. Steblar riding devices.

"I'll get no business located under these trees," said an attraction manager to a certain carnival owner, who quickly replied: "It couldn't be helped. But now you have a chance to show your showmanship—try to learn how to get business when you don't have a good location!"

JACK SCHALLER infoed that the Four Eddies by his booking thru Phil Wirth's office would leave Los Angeles on May 12 to join Lynch Greater Shows in Nova Scotia.

CURLEY REYNOLDS' Pony Merry-Go-Round, with live ponies at the ends of sweeps (10 of 'em, and five relief ponies), with Snapp Greater Shows, is reported as going good with kiddies.

ANOTHER new G. M. C. truck and trailer unit has been purchased for the transportation fleet of Fisk Greater Shows, which will open their season next week at New Prague, Minn.

HARRY NOYES, veteran show agent, was in Chicago a few days ago, having returned from Mason City, Ia., where he laid his aged mother to rest. Harry

WORD WAS RECEIVED last week that George Fitzpatrick, formerly with various carnivals, had contracted to produce some funds-raising events in benefit of miners' organizations in one of the Eastern States.

STARR DeBELLE, now with Johnny J. Jones Exposition, writes in praise of his early-spring association as press representative with Eddie Roth's Blue Ribbon Shows. "They treated me swell," says Starr.

MEL H. VAUGHT'S State Fair Shows are picking up their new Ridee-O (ride) this week at Salt Lake City. Mel has been busy with booking engagements for his show in that section of the country.

WHILE IN LOS ANGELES recently, members of Topsy McGee's Midget Village motored for a visit with Hilderbrand's United Shows at Wilmington, Calif. They were Topsy McGee, Ross Ogilvie, Clyde Gooding, Eddie Baldwin, Prince Elmer and George Rogers.

ELECTRICAL requirements at Washington, relative to outdoor shows, have

Some writers of newsnotes for the Midway Confab have been mailing them to branch offices of *The Billboard*, which causes delay. All communications for this "column" should be addressed direct to The Mixer (or to Midway Confab), *The Billboard*, Cincinnati, O.

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out their costly-flashed concession for the fair season, but this has not yet been decided.

OUTDOOR SHOW publicity departments lost a good friend in Richmond recently when Mark Etheridge resigned as publisher of *The Times-Dispatch* to become affiliated with the Bingham newspapers in Louisville, Ky. He had a particularly warm spot in his heart for "Richmond's own" Marks Shows and World of Mirth Shows.

MRS. JIMMY RAFTERY, wife of the secretary-treasurer of Marks Shows, sold her "L'il Abner" restaurant in Richmond, Va., realizing a profit after successfully conducting the eating place all winter. It was headquarters for the many midway folks who spent the winter in the Virginia capital city, and her coffee became famous.

A LETTER from E. E. McGaughy, 1917 Bell avenue, Houston, Tex., advises that he is now getting about in a wheel chair, a victim of a stroke, and would appreciate letters from his showfolk acquaintances, those of years ago knowing him as C. C. McGee, operator of riding devices with large carnivals; his last, with C. A. Wortham Shows in 1921.

A LETTER from George (Wobbly) Henderson states that he has been dangerously ill of double pneumonia, but now convalescing, at Wilson County Hospital, Neodesha, Kan., and he would appreciate receiving letters from showfolk acquaintances. George has been with both circuses and carnivals, among them John Robinson Circus and Sheesley Shows.

IN THE roster of Dodson's World's Fair Shows in a recent issue the contributor forget to mention that Mrs. Mel Dodson and Mrs. Charles Clark are still there. Also some concessioners—John Gordon, penny pitch, with Margaret Lawrence assistant; Bill Owens and Mary Scott, penny pitch; Peggy Hayes and Babe Murphy, ball games, with Mike Salzinski as helper—are on the roster.

THE DEATH of John D. Wright Sr. (announcement in Final Curtain of last issue), father of J. D. (Jack) Wright, removed an ardent friend of showfolks. Prior to his retirement as locomotive engineer, thru his pulling show trains and associating with friends of his son (Jack), he gained wide acquaintance in showdom. After his retirement, he notably added to his friends list during his trips to various parts of the country.

AT SPRINGFIELD, Tenn., while doing stunts in T. J. Apple's Motordrome with F. H. Bee Shows, Douglas Thompson and Mickey Apple had a collision that could have been very serious. Thompson's motorcycle crashed into the one ridden by Miss Apple, whose ankle was sprained, and Thompson received some bruises when he fell to the pit. Miss Apple finished her ride before leaving the wall.

JOHNSTOWN, Pa.—Regardless of the recent flood which brought heavy damage to this town, two carnivals will be working in this district May 4-9. Corey's Greater Shows opened last week in Zolner's Park, under auspices of the Lorain Borough Volunteer Fire Company, and the Johnny Jones Exposition opens on Monday, May 4, on the Wollval showgrounds under auspices of American Legion, latter coming from its engagement in Washington, D. C.

"There are still some 'good Samaritans' in the show world," wrote John J. McHale from General Hospital, Philadelphia, and gave details of having encountered "one of them." Some time ago McHale was sick in a Georgia city. Knowing this, Vern Giles, bandsman with Dodson's World's Fair Shows and who also has a concession with that show, took him (McHale) to Norfolk, Va., where the show opened. "I worked a few days but couldn't stand it," says McHale, "so that man bought me a bus ticket to Philadelphia and also gave me money to buy food on the way."

HARRY E. CRANDELL, who has been under the weather (liver and kidney trouble) since last fall, altho he did some winter promoting in Florida, is now greatly improved after spending about four weeks at a sanatorium at Miami and a few weeks of convalescing at the home of Mr. and Mrs. J. R. (Doc) McCulloch in North Miami. Harry's doctor has told him he could do a little traveling provided he undertakes

nothing too strenuous. With this permission he is visiting friends at various places in Florida and indulging his favorite sport—fishing. Early this month he expects to return to his place at Lady Lake (Fla.)—about the time the "big-mouth bass get good and vicious." In late summer will again get busy with promotions.

ROSTER of DeKreko's attraction with Imperial Shows: Gene DeKreko, manager; Joe DeKreko and Duke Wilson, front; D. Ross, drum; Hassen, flageolet; Gabe DeKreko, tickets; Hinkle Wylie, producer and comedian; Patsy Lee, Lois Arlington, LaVonne Roche, Jean Foreman and Dean Rand, on stage; Walter Brooks, stage manager; Cliff Evans, music. Has a 40 by 70 top, with 25-foot stage, and seats for 220 people.

Two Outfits at Miller Inaugural

GREENVILLE, S. C., May 2.—One of the most unique openings in carnival history occurred here last Saturday when Miller Bros.' Shows and Krause Greater Shows combined to open the still-date season on the show lot on Perry avenue.

The Krause Shows, after closing their winter season in Florida, were booked for Hapeville, Ga., Atlanta suburb, but thru a last-minute arrangement canceled the engagement and shipped to this city, laying off four days for the Miller Bros.' opening. The shows are not playing as separate units, but combined into one midway. On account of a number of attractions contracted with the Miller organization working elsewhere last week and some being at great distances, they were unable to make the opening here, but with the Krause addition of eight paid attractions the midway offered an attractive list of shows and riding devices. Sunday and Monday the rest of the Miller attractions began coming in, and Monday night the midway presented 22 paid attractions, with Sol Soloman and his company of high and fancy divers as free act, which will continue with the Miller unit indefinitely.

Many showfolks have been on the grounds nightly, with Ben Krause and George Dorman entertaining for their organization, and Morris Miller, John T. Tinsley, Herbert Tisdale, Bob Hallock, James J. Boyd, William Judkins Hewitt, Eric B. Hyde, Nick Petrinis and others representing Miller Bros.

Three new fronts—Girl Show, Minstrel Show and Athletic Show—are being used for the first time by the Miller show. These were built in the local winter quarters under direction of John T. Tinsley, George Bennett and Henry Stulken. These have created much favorable comment from showmen and add greatly to the general appearance of the midway. Plenty of illumination and modernistic effects make them outstanding for a gillye show.

Among the staff members of the Miller organization, in addition to Morris Miller and John T. Tinsley, are Herbert Tisdale, Paul Curtis, James J. Boyd, R. F. McLendon, George Bennett and others. A complete roster of the Miller Shows will appear in a later issue.

Royal American Shows

Macon, Ga. Week ended May 2. Auspices, Floyd Rifles. Location, Central Park. Weather, ideal. Business, satisfactory.

Engagement started very slow but developed into a satisfactory volume. Newspaper and radio co-operation was excellent, with Paul Conway, lawyer, as chairman of the committee for Floyd Rifles, a unit of the Georgia State National Guard. The engagement at Duval County Fair, Jacksonville, ended in a "blaze of glory," business increasing immediately following Children's Day. Mrs. Ivah Velare, operated on in a Tampa (Fla.) hospital three weeks ago, rejoined the show here, but will be confined to hotel for several weeks. Walter DeVoyne, secretary, in hospital at Macon after difficult molar surgery for a few days. C. J. Sedlmayr Jr., son of the general manager and who attends Florida Military Institute, Haines City, Fla., spent the week-end with his parents and the show at Jacksonville. He will join the show after school closes, and an elaborate attraction is being framed for his operation this season.

JACK DADSWELL.

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BANTLY'S GREATER SHOWS

WANT organized Plantation Show, Ten-in-One, Grind Shows of all kind that don't conflict. Bonnie Jean write. All Wheels open. Must be legitimate. No racket. Grind Stores of all kind. Will sell exclusive on Photo Gallery and American Palmistry. WANT Bill Poster. Must be sober. WANT Promoter who can promote Public Weddings. This show carries 3 Free Acts and Band. Address, this week, Du Bois, Pa.; week May 11, Bradford, Pa. HERMAN BANTLY, Manager.

2 SATURDAYS—J. R. EDWARDS SHOWS—2 SATURDAYS

OPEN MAY 30TH AT MASSILLON, OHIO.

Willard K. P. Festival, Fostoria, O.; North Baltimore, O. (on streets); Leipsic, Fourth of July Celebration to follow.

WANTED

Allan Herschell Kiddy Ride and Tilt-A-Whirl. Corn Game, Grind Stores and all kinds of Legitimate Concessions. CAN PLACE Shows with own outfits at reasonable percentage. Bill, Jimmie and Dutch report May 20th.

Wanted—CARNIVAL - First-Class - Wanted

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Fall Celebrations. Weeks September 14 and 21.
Address CHAMBER OF COMMERCE, Keokuk, Iowa.

Curl Greater Shows

LONDON, O., May 2.—Everything in winter quarters is practically ready for the start of the new season. Don Wagner, foreman, has remained on the job despite suffering a severe cold, and equipment has been placed in good shape. Jack Thompson is scheduled to arrive soon and take over the Athletic Show. Gus Doyle and wife will also arrive soon with their new show. Mr. and Mrs. Curl are proud of their new "home on wheels," which was built for them in winter quarters by Don Wagner. Mr. and Mrs. Spence have joined, he to be electrician and she to operate two concessions. James Lamb will present his free acts on the midway this season. Mr. Cunningham's ride is being put into fine shape and it will be in charge of his son, Dean, who will soon graduate from school. The show is slated to play some new territory this year.

DOC EDWARDS.

French Street Fair Season in Full Swing

PARIS, May 2.—The street fair season is in full swing, with big street fairs on in Paris, Lille, Lyons, Montpellier, Metz, Rheims, Arras, Nantes, Villefranche sur Saone, Bergerac, Romans, Blois, Chaumont, Loos, Boulogne sur Mer, Pau, Rouen and many other cities. These run from one to five weeks, and each one groups from 30 to 300 rides, shows and concessions.

BIG STATE SHOWS

WANT

SHOWS—With or without outfits, such as Illusion, Monkey Circus, Fat Show, Midgets, Working World, or any Show not conflicting. WANT Talker and Announcer to join at once. WANT capable Ride Help. Opening for a few legitimate Concessions.
Address Alvin, Tex., This Week.

JOE'S PLAYLAND SHOWS

CAN PLACE good, fast Advance Agent with car that can Post, Sell Merchants' Tickets and Get Banners. Opening for Cook House, Popcorn, Cigarette Gallery, Hoop-La and Stock Stores. CAN PLACE String Show. Wire JOE W. STONE-MAN, Cushing, Okla., Week May 4.

FAIRWAY SHOWS

WANT—Girl Show and others, also Ferris Wheel Help. EMIL J. ZIRBES, Bismarck, N. D.

Bunts' Greater Shows

Chester, S. C. Week ended April 25. Weather, fair. Business, fair.

Punch Allen and the missus joined here, driving a new Dodge. Mabel Mack's Hippodrome the featured attraction with the show. All shows and rides enjoyed a nice business on Saturday—in fact, the best day the show has had this season.

R. G. (DOC) FELMET.

B. & G. START

(Continued from page 46)

and Bill Brown, tickets; Billie Ellis and Johnny Howard, inside lecturers. Attractions—Eko and Iko; Athelia, monkey girl; Dr. Pardo, mentalist; Charles Nelson, bird impersonator; Capt. Herold, giant; Baby Lee, fat girl; Harry Lewis, skeleton man; Tony Harris, alligator boy; Mme. Leatrice, snakes; Capt. Peterson, sword swallower; Hoppy, frog boy; Barney Nelson, armless wonder; Feliz, clay modeler; Flip, seal boy; Neko, pig man; Attora Gibbons, tattooed girl; the Waltons, glass workers; Allen, rice writer; Baby Chimp; John Ruhl, flea circus. Gay New Yorkers—Karl J. Walker, producer-manager; Lee J. Young, business manager; Paul C. Jones, secretary; Larry Taylor, general announcer; Gene Hooker and Bill Collins, tickets; Bob Whalen, emcee; Betty Deforest, Billy Tryal, Patsy Keller, Eddie Kirk, Dot Parker, Harry (Happy) Bennett, Jerry Moore, Ruth Morgan, Jackie McKinnis, Elanore Swartz, Mary Wilkey and Mickey Allen, on stage; Paul Lane, DeWitt Kirk, Buck Cathey, Bert McKinnis, Bob Beatty and Paul Jones, orchestra; Sunshine Baker, Jim Blauvelt,

Capt. Blauvelt, Red Burke and Tony Garinady, canvas. Cotton Club Revue—J. M. (Jess) Shoat, owner-manager; L. C. Toland, producer; Victoria Spevey, Sweet Pea Spevey, Hazel Toland, Broadway, Dickie Brown, Clotol, Katherine Moore, Johnny Mae London, Gladys Medlock, Stella Kennedy and Bernice Patten, on stage. Tom Dean, director-piano; M. E. Spriggs, drums; Jerry Moore, Freddie Dickerson, Frank Patten, Henry Foster, S. D. Davis and Billy Weldon, orchestra; Frank Francisco, Jimmy Taylor and Melvin McNeise, canvas. Stephano's Society Circus—Don Stephano, manager; Madame Stephano, performing canaries, cockatoos, pigeons; Vincent Madison, dogs, monkeys, ponies; John Wright, stock manager; Earl Free, front; A. R. Fowler and Frank Moss, tickets; Mrs. J. Stokes Good, secretary-treasurer; Stephen Good, talker; Mrs. Vincent Madison, cuisine. Deep Sea Exhibition—H. D. (Doc) Hartwick, captain; Athel Rose and Boots Reed, mates; Jack Wilson, engineer; George Gruber and Walter Johnson, divers; Sam Parks, seaman; Whitey Jones, deck hand. Illusion Show—Roy R. Dessereau, producer-manager; Joe Dessereau, front; Fran Dessereau and Edward Barnes, tickets; Ruth Lynn, Betty Shepherd, Rosalea Patterson, Peggy Sitton, Doris Johnson and Grace Johnson, illusion assistants; Clarence Johnson, magic and inside lecturer; George Trainum, Thomas Meadows and James Johnson, inside assistants; Herbert Patterson, steward; Mrs. C. J. Johnson, wardrobe. Motordrome—Dolly and Bo Sherman, managers and feature riders; Paul Budd, stunt rider; Red Crawford, front manager and rider; John Sherman and Jack Darwin, tickets; Tom Bushiner, lion trainer. Two-Headed Baby—Bill and Marie Hegeman, managers; Joe Adams, front. Paris Show—Kathryn Ranglack, manager; Audley Fish and Jimmie Erwin, front; Ada Wallace, silhouette girl. Creation—Jimmy Limbaugh, manager; Dr. Edward Wood Roger, lecturer. Jungle Show—Verne Soules, manager; Doc Scanlan, inside lecturer. Humpty-Dumpty (Fun House)—Harry Elliott, manager.

Rides: The Bozo, The Rapids and Magic Carpet, owned and operated by Maynes-Illion Novelty Riding Device Company; supervision Harry A. Illion; Hank Hoyer, general foreman. Caterpillar—Bill Harvey, manager; Ruben Kramer, tickets; Jack Dockery, clutch; P. B. Schmidt, gate. Heyday—Felix Charnesky, manager. Lindy Loop—J. K. (Curley) Larson, foreman; Bill Lee and Jerry Wallace, assistants; Bill Powell,

tickets. Merry-Go-Round—James Pace, foreman. Twin Giant Ferris Wheels—C. T. (Red) Wood, manager; B. K. Hart, Frank Mason, Leonard Hudson, Victory Decker, Tex Webb and Alex Barnes, assistants. Double Loop-o-Planes—Al Angelini and Percy (Jack) Knowles, operators; Lawrence Williams, tickets. Waltzer—Fred (Mississippi) Baker, manager. Dodgem—Roy Shepherd, manager. Ridee-O—Roy Shepherd, manager. Baby Autos—Paul Euston, foreman. Baby Planes—Myrtle Ybanez, manager. Slover's Pony Track.

Among concessions: Two custard stands, Teddy Webb, owner and manager. Lunch stands—No. 1, Bert Denham; No. 2, Charlie MacDougall. Cookhouse—George Davis, steward; Sammy Feinberg and Thelma Bradford, cashiers. Corn games—No. 1, Elmer Day, manager; No. 2, Tommy Arger, manager.

BALLYHOO

(Continued from page 46)

from a noise standpoint but not so quiet as far as business was concerned. Everything mopped up. This due to the fact that only paper money was used. Silver change being barred on account of the jingling noise.

The quietness of the midway gave our auditor a chance to think and work. After checking up the books found the show had been out 48 weeks without closing, and most of our people on the pay roll had almost worked their two weeks holdback out. After checking our free acts, found more money spent for their paper than for acts. The show puts up its own prize package candy. This has always paid the Minstrel Show nut, but found the show \$8.60 out of the office. Immediately ordered the package put up in larger boxes and less candy. Then issued a general order for every one to be taken off of brass and put on copper. MAJOR PRIVILEGE.

P. S.—Irish Jack Lynch a visitor.—M. P.

MID-WEST SHOWS

(Continued from page 46)

in winter quarters and the midway is attractive.

There are six shows, four rides and about 20 concessions. The rides are Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Airplane. The executive staff includes Mrs. T. W. Harris, A. L. Dale, John M. Dale and Annabelle Wehrle, secretary.

DENNERT & KNEPP

(Continued from page 46)

offering, late of Krause Greater Shows, is the big free attraction. Despite some inclement weather crowds of people have flocked thru the front gate nightly, especially Thursday and Friday nights, and in consideration of local employment conditions patronage of the amusements on the midway has been as good as could be expected.

The management was handicapped during the severely cold winter and early spring months, and also thru effects of the recent high water here, in carrying out its full program of construction of show outfits and painting and decorating. This will be completed while en tour. All the company-operated attractions were not placed here, space being left open for some booked shows that so far have failed to arrive.

Among the shows are Cash Miller's Circus Side Show, also Hawaiian Village; William Benbow's Trucking Babies (colored minstrels); Athletic Show; Prison Show; Ed Nugent's Man Turned to Stone; Fanita, girl show. Rides are Twin Eli Wheels, Tilt-A-Whirl, Caterpillar and Merry-Go-Round. There are about 35 concessions. N. P. Roland, who formerly operated his own company in the Eastern section of the country, is affiliated with the organization this year. Col. J. F. Dehnert is the general manager. A complete roster of the attractions and personnel will appear in a later issue.

WEST COAST SHOWS

(Continued from page 46)

men's Association and several other organizations. Among visitors on the lot were Mr. and Mrs. George T. Scott and Mr. Wright, of George T. Scott Shows; Jim Kidderman; Harper Joy, Circus Fan; Jimmie Kling, Don Mills, Whitey Bartley, Frank Donahue, Tex Cassidy.

Staff: W. C. (Spike) Huggins, owner-manager; D. Newland, concession manager; G. Tremain, secretary; R. Roberts, auditor; George Murray, night watchman; Chet Saunders, scenic artist; Ernie

Gorman, master transportation and mechanic; Gene McDonald, sound truck; O. K. Albright, electrician; the writer, Pierre Ouellette, general agent.

Rides: Merry-Go-Round—Red Corey, foreman; H. Hamilton, tickets; Dick Polk and Jack Tiller, platform. Ferris Wheel—George Sanford, foreman; Jimmie Mertz, tickets; M. D. McKee, clutch. Lindy Loop—Walter (Hoot) O'Neil, foreman; Ernie Santanni, tickets; Leonard Olsen, clutch; R. Barns, assistant. Dodgem—Don Fraiser, foreman; E. Albertson, Cliff Kent and Howard Hall, assistants; Pete Usher, tickets. Double Loop-o-Plane—H. Marcher, foreman; E. Hamilton, assistant; George Nelle, tickets. Heyday—Bill Shannon, foreman; Alec Rues, tickets; Fred Pruessing, Al Broadhurst, Joe Watson, Cecil Kemmal.

Shows: Circus Side Show—A. J. Budd, manager; Howard Compton, assistant manager and opener; L. Tunney, opener and tickets; Walter Meadows, tickets; Lazaro All, inside lecturer and iron eyes; Edema, human bellows; Mike Compton, sword box; Bush Bluey, African pygmy; Zimba, pinhead; Madam Yvonne, bearded lady; Ernestine Howard, armless girl; Eva Medofs, big python; Joe Duke and Dick Smith, canvas. Motordrome—Harold Elberg, manager; Chuck Siger and Charles Right, riders; Al Johnson, talker; Wanita Herriman, tickets. Tim Tyler Show—Chet Saunders, manager; South Sea Island Joe, with 20 big snakes; Congo Bola, balley; Tim Tyler. Prison Show—Warden Russell, manager; Monk Hill, opener; Doyal Dunn, assistant; Tinnie Notbohem, inside lecturer; Mrs. Dunn, tickets. Girl Show—Eva Perry, manager; Charles Martin, talker and tickets; Alice Martin, Agnes Matula and Pat Hill, on stage; Loren Kesterson, canvas.

Concessions: Midway Cafe—Eddie Flynn, manager; Roy Thompson, chef; Clarence Smith and Earl Tatin, cooks; Ruby Pennington and Thelma McDonald, waitresses; John W. Howard and Eddie Crockett, dishwashers. Jimmie Lacey, No. 1 grab stand; Phillip Duplancy, No. 2 grab stand. Irene Ludeker, ice cream and pop. George Styles, manager corn game; Frank and Lowell Hatfield, agents, Grace Roth, candy floss; Arthur Smith, assistant. Roy Wilson and Al Harvey, three—Fritz Hinkel, Al Steel, Mrs. LaBau and Roy Peterson, agents. Jack Shaffer, six—Frank Shaffer, Sammie Shaffer, Jack Milligan, Boots Oken, Jimmie Griffen, Ray Thomas, S. Dawson, Al Lindberger, Sol Grant and Freddie Rap, agents; Billie Fisk, stockman; Don Fisk, watchman. Harry Goodman and Harry Friedman, four—Ace Clayman, Jimmie Smith, Billie Holt and Marven Jaimenson, agents. Mack Neese, one. Keenen, three—Jack Murry, Hodie Walker, Frank Mason and Jockey More, agents. Cleary's fishpond, E. Arer, agent. Spot Fowler, one. Mrs. Newland, one—William Dunkin, agent. Sammy Katz and Eddie Harrison, two—Mandell Memerl, Frenchie LaDau, Stanley Korn and E. Claymen, agents.

ART LEWIS

(Continued from page 46)

added Loop-the-Loop, Twin Loop-o-Planes, Skooter Cars and Ridee-O. All rides with the show are owned by Art Lewis and Al Bydairk.

There are nine shows this year. Motordrome again under the direction of Speedy Palmer; Jack Kelley is manager the Ten-in-One; Mickey Mouse Circus supplied by Quint Meyers; Dock Colley's Hiko Show; Stack Hubbard's "Sex" Show; Jack Howard with joined-together twins; George Moore, manager Follies Review; Pete Thompson, manager Havana Girls; Thompson built the last two named shows at the winter quarters and no expense was spared. Both carry orchestras with eight girls on the fronts.

There are 28 concessions. Max Glenn has the eating emporium.

COTE'S NO. 1

(Continued from page 46)

(Blacky) Cordukes, operator; John Gowper and Jack Quinn, assistants. Tilt-a-Whirl—Wesley Cowper, operator; Archie Jackson, Barney Clink and Ward Martin, assistants. Loop-o-Plane—Harry Ramsey and Harry Mohler. Ferris Wheel—Steve Lucas, operator. Kiddie Auto Ride—Herb Simpkins, owner and operator.

Concessions: Ed Deibert and the missus, pop corn and diggers; Cletus Rocheleau, candy floss; Dave Sheets, two; James McMasters, two; Herb Simpkins, two; Benny Bernerdt, three; Sam Adler, photos; Arnold (Mickey) Clapp, one. The Ladies' Auxiliary, VFW, has the eating and coffee shoppe.

ALL TYPES OF

KIDDIE RIDES

Order Now for Early Delivery

**AEROPLANE GAME
AMERICAN FLYERS**A Hand-Controlled Skill Game
and a Proven Money Getter.
Look It Over for 1936.**PINTO BROS. CONEY ISLAND
NEW YORK****CARNIVAL WANTED**FOR FOURTH OF JULY WEEK,
June 29 to July 4,
MARCELINE, MO.

Large County Celebration going to be held on downtown streets. Auspices American Legion Post 264. Address GEO. OLDHAM, Commander, Marcelline, Mo.

WANTED AT ONCE

Cook House, Grab, Frozen Custard and legitimate Concessions of all kinds. Shows with own outfits. This week, New Castle, Ind. Further route to those interested.

THE AL G. HODGE SHOWS, Inc.**SOL'S LIBERTY SHOWS, Inc.****WANT**Organized Side Show with or without outfit. Also Illusion Show.
Can place Grab and Merchandise Concessions. What have you?
Champaign, Ill., Week May 4. Bloomington, Ill., Week May 11.**AT LIBERTY, GENERAL AGENT**

For Carnival or Circus. Know my business thoroughly and attend strictly to it. Capable of meeting officials of the highest. Close contractor, sober, reliable, A-1 in appearance and have represented the best. Satisfaction and results positively guaranteed. Have new car. Can join on wire. Address

R. J. COUSINS, LINCOLN HOTEL, INDIANAPOLIS, IND.**DEE LANG'S FAMOUS SHOWS**WANT COLORED MUSICIANS—Saxophone, Tuba, Baritone, Sousaphone, Clarinet. All salaries paid out of office.
LEGITIMATE CONCESSIONS not conflicting with what we have.
Send all mail 3820 McDONALD AVE., ST. LOUIS, MO.
People in person call at Show Grounds, Grand and North Florissant Sts., St. Louis, Mo.**HELLER'S ACME SHOWS, INC. and
C. JACK SHAFER SHOWS COMBINED**WANT Legitimate Concessions. Good opportunity for first-class Cook House. WANT Talker and Wrestler for one of the finest-framed Athletic Shows. WANT Talkers, Grinders, Working Men, Girls for Illusion Show, Side-Show Acts. South River, N. J., Police Benevolent Fund, week May 4-9; Veterans of Foreign Wars, New Brunswick, N. J., week May 11-16. We have five good Fairs, first one August 17-22. Address
HELLER'S ACME SHOWS, INC., as per Above Route.

Dallas

DALLAS, May 2.—Mr. and Mrs. Eddie Brown were recent arrivals in the city, coming from Fort Worth, where Brown severed his connections with the Fort Worth Frontier Centennial.

After the close of the *Battle of Flowers* in San Antonio a number of the Beckmann & Gerety Shows' people passed thru this city en route to Joplin, Mo., this week's stand. Among them were E. L. Day, R. C. Delbert Ward, C. B. Perkinson and Mr. and Mrs. John Weatherby.

Howard King was a visitor for several days the fore part of the week. Came from South Texas.

Cliff Liles spent several days here this week. Was en route to Chicago, where he will remain for a week because of an injured foot.

A recent newspaper article disclosed that the bonus money due Veterans in Texas amounts to \$83,500,000.

Alyne Potter-Morency joined Greater United Shows this week at Overton, Tex. Toney and Ruth Martone passed thru Sunday en route to Kansas City after a month's vacation in and around San Antonio. While in the Alamo City they played the *Battle of Flowers* with their two rides.

Johnny Meyers, famous talker, arrived early this week from San Diego, Calif. He will be connected with the Stanley Graham attractions at the Texas Centennial on the front of Midget Village.

Murray Goldberg is a recent arrival and will remain here for the rest of the year. His scale concessions are booked at the Texas Centennial.

Jack O'Shea, who has been here since the first of the year, will be connected with the *Cavalcade of Texas*, a spectacular production being staged at the Centennial. O'Shea will also work at Clyde Elliott's Screeno at night, as the *Cavalcade* will be presented at matinees only.

Mr. and Mrs. Ed Hall left Thursday morning for Rollo, Mo., to join Byers Bros.' Shows with concessions.

Cetlin & Wilson Shows

Martinsville, Va. Week ended April 25. Auspices, American Legion. Location, new fairgrounds. Weather, cold and rain. Business, fair.

Opened Monday night with very cold weather. Rain prevented a showing Wednesday night. Attendance good the last three days. Tuesday night was "Newsies' Night." Failed to mention in last "letter," Mr. and Mrs. Fred Bennett being the parents of a 9½-pound girl, born while the show was in Reidsville. V. R. Ferguson had his hand badly mashed while unhooking a semi-trailer but is doing nicely. Jim Connor and wife joined with a nicely framed ball game. Blair's Scottish Highlanders give daily concerts in town as well as at night in the marquee. Sound system in charge of S. R. Holt and Smilo, the clown, are daily in surrounding towns, and Wilno with the huge cannon are seen daily on the streets. Art Parent and Joe Merrill with the *Paradise Revue* got favorable comment, and, incidentally, was top-money show, with Speedy Merrill's *Wall of Death* second. Caterpillar the top ride, with Loop-o-Plane second. Bill Purchase's *Giggle Shoppe* was quite a center of attraction here. Word received from Lusse Brothers that the new *Scout* would be ready for delivery on May 18.

GEORGE HIRSHBERG.

Wallace Bros.' Shows

Mayfield, Ky. Week ended April 25. Location, Housman show lot. No auspices. Pay gate. Weather, some rain. Business, good.

Tuesday lost account of rain. Packed midway Saturday night did much to put all in a more cheerful mood after several weeks of blanks. The pay-gate gross exceeded the expectation of the management each night. Burlingame's Loop-o-Plane closed to go to the Northwest, as previously booked. Leona Lee Attractions left to fill engagement with Rice Bros.' Circus. Bob Fox, special agent Hansen Shows, was among visitors. Newcomers on concession row include Mr. and Mrs. Roy Wilson and R. L. Langston. William H. (Brownie) Peyton left for parts unknown. Jack L. Oliver, business manager, is doing a very good job. Charles Russ is framing his shows and new banners. Russell Rucker looking forward to the homecoming (at Fulton) next week, after several weeks' visit with his uncle and aunt, Mr. and Mrs. E. E. Farrow.

MARTIN A. WIRTH.

J. J. Page Shows

Bristol, Va. Week ended April 25. No auspices. Location, West State street showgrounds. Ten-cent gate. Weather, fair and cool. Business, fair.

Picture shows, a food show and a tent show vied for business in conjunction with the showing here. However, with billing aplenty, newspaper space and spot announcements twice daily on local radio station, WOPI, gave the people notice of attractions the show is carrying, and competition didn't seem to faze the outdoor amusement lovers. W. R. (Red) Hicks, general agent, was back to the show, and left for another trek to finish up the route. The Minstrel Show now has a bang-up performance. Frank Sheppard, the talker, makes trips with the band as general announcer. J. J. Page made a two-day business trip and during his absence Col. Buck Denby, business manager, handled midway details capably, while Mrs. R. E. Savage handled the finance end. Women on the show have gone into crocheting and knitting and many new handbags are in evidence. Jim Phillion on his way south to bring his cookhouse back to the show. Fondaw and Gladys (free act) have placed a pop-corn machine, and Max Serlen placed one of the same type concessions. Billy Senior, has whipped the free act of Miss Jammie Graves into shape, and it presents a wonderful flash. Mr. and Mrs. Earl Williams have installed a loudspeaker at their horseshoe concession; also Jack Rainey and Wade Beard at the corn game. Eddie Cole left the show. Fred Robinson, with the Hawaiian Show, is getting the business. Visitors included Pat Crowe, Capt. J. M. Sheesley, Mrs. Elizabeth Dixon, Nana Braley, Spot Bassenger, Bob Hallock, Ray and Homer Ayers, F. C. Bernard, F. J. Moors, Logan Hughes, Earl Younts, F. J. Duncan and R. E. DePriest. R. E. SAVAGE.

Great Coney Island Shows

Independence, La. Engagement ended April 19. No auspices. Showgrounds, in heart of town. Business, good.

Business so good Manager Burke decided to stay a second week and postpone the Hammond and Ponchatoula engagements. Price of strawberries in the district slowly mounting and now higher than in 10 years. All the rides got excellent day play and the week seemed like a fair. Ralph R. Miller, R. S. Halke and Mike Murphy recently returned from a long trip which combined business with pleasure. Visited United Shows of America, Beckmann & Gerety Shows, Hennies Bros.' Shows, Greater United Shows, Big State Shows and others. Sims Meadows has notified his intention to arrive shortly and build a new Motordrome. Doc Elwood Brown at winter quarters creating a new Circus Side Show and "something different" in the world of illusions. Doc Barker joined with ball games and assumed management of the Athletic Arena. Recent additions to this show's list of dates include the Shelby (Miss.) Annual Horse Show and the Ouchita Valley Fair at West Monroe, La. All of which is from an executive of the show.

Marks Shows

Richmond, Va. Second week ended April 25. Location, baseball park, 20th and Q streets, Church Hill. Weather, cold. Business, fair.

Gross receipts mostly noted at the pay gate, where three ticket boxes were kept busy. Doc Anderson's *Harlem Revue* open on this lot and led the shows, with Bob Rody's *Rumba* a close second. Ann Grenier returned to the *Rumba* cast and will be featured in a dance. Knute Kelly seriously ill all week with an attack of la grippe. Mr. and Mrs. T. W. (Slim) Kelly, of the World of Mirrh, were constantly with him, assisting Mrs. Knute in nursing him. Among visitors were Mr. and Mrs. Eddie Edwards, Mr. and Mrs. William Rushmore, Mr. and Mrs. Tex Briggs, Mr. and Mrs. R. F. Judy, Mr. and Mrs. Don Montgomery, Mr. and Mrs. Mervin Rogers, Mr. and Mrs. Frank Anderson, Buck Yeager, Happy Langley, Gaylord White, Mr. and Mrs. Gerald Snellings, Bob Egan, Mr. and Mrs. Frank Bergen, Mr. and Mrs. George Lucas, Mr. and Mrs. Ernest Collins, Mrs. Mervin, Mr. and Mrs. Earle Purtle, Elaine Owens, Mr. and Mrs. Al Huband and daughter, Jack Byrnes (who sold Mr. Marks three new five-ton trucks), Bill Stone, Louis Valentine and many others. J. Lacy Smith joined to assist in management of the twin Ferris Wheels. Jack Reinhart came

VETERANS ATTENTION!

If you are looking for a fast money maker—



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I WILL ACCEPT AT PAR VALUE
SOLDIERS BONUS BONDS
AS PAYMENTS ON OR IN FULL ON THIS RIDE
Scores of single units grossed over eight thousand dollars last season.

OUT OF 15 DUAL LOOP-O-PLANES MANUFACTURED, SOLD AND EXPORTED LAST YEAR
8 GROSSED OVER \$10,000.00
3 GROSSED OVER \$12,000.00
1 GROSSED \$15,000.00
in 9 Weeks

4 Passenger with Cables \$1,800.00
4 Passenger without Cables \$2,000.00
8 Passenger (12 Children) \$3,200.00
F. O. B. SALEM

and reported his Wild West Show outfit waiting on the next lot. Members of the organization were saddened by the sudden death Monday night of Mrs. Marks' maternal grandmother. T. A. Ricci, Mrs. Marks' father, has been ill at his West Main street home. Three new trucks and four used ones added to the office fleet, and several others purchased by individuals. Jack Chisholm bought a new 3½-ton job for his concessions. Paul Lane was another late purchaser. CARLETON COLLINS.

Mighty Sheesley Midway

Johnson City, Tenn. Week ended April 25. Auspices, American Legion. Weather, changeable. Business, fair.

Opening day was cold, but after some rain the weather changed to hot by Thursday. Lots of people nightly but they seemed to be troubled with not having something to use for money. William Ketskey, of Montgomery, Ala., stopped off between trains to visit Benny Weiss, while en route to Baltimore to attend the wedding of his daughter. Ben Grancell joined with his photo gallery. Jimmy Hicks gone to Baltimore for the racing meet there, his wife staying to assist Mrs. J. D. Sheesley in operating her concession. Ned Torti, of Wisconsin De Luxe Doll Company, a visitor, and has classy trailer in which he displays his merchandise. Benny Weiss' concessions have been outfitted with new canvas from Baker-Lockwood Company. Discovered — one married couple that can play bridge without fighting—Louis and Kay Weiss. Want to thank the Milt Tolbert Show, Marie Purl and Jimmy Lynch's *Death Dodgers* for the fine plugs they gave this show while being opposition this week. Whitey Fulmer left, headed north to join some show. Mr. and Mrs. Herman List celebrated their first wedding anniversary this week. Earl Ketting purchased a new sound truck. Hilton Hodges added a 37-foot python to his collection of seven big snakes. Among the shows added: Howard Ingram's *Two-Headed Baby*, with Army Schafer on front and Miss Merle Sanders as nurse. Midget Mother, Lee Wyatt on front. Alcatraz, Jack Murray, owner; Boots H. Hurd and W. E. Ross, front. Among visitors, Mr. and Mrs. Mike Faust, Jack Stone, Edna Price, Margaret Broyles, E. C. Moore, Eleanor Jones, Roy Blake and Frank Burns. FLOYD NEWELL.

Bill Hanes Shows

Breckenridge, Tex. Week ended April 18. Business, good.

Third week on the road this season and gross receipts far ahead of the same time last year. Shows include Marine & Firestone's Big Side Show—J. E. Firestone, first openings; Roy Rogers, second openings and tickets; Wayne Mars, tickets; Solon Starr, inside lecturer; Fay Rogers, floating lady; Blanche Fletcher, illusion; Rheber Hawkins, electric act; King Ramonn, magician; Captain Hart, with two performing lions and panther

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents. Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. 310 East 35th St., New York City

St. Louis

ST. LOUIS, May 2.—L. S. (Larry) Hogan returned here Thursday to look after the local engagement of Beckmann & Gerety's Shows.

C. C. Emrie, friend of the outdoor showmen, called at *The Billboard* office here Monday while in the city visiting relatives after a visit with Russell Bros.' Circus folks at Rolla, Mo.

Harry Logan, last year special agent with Beckmann & Gerety's Shows, passed thru the city Monday. While here visited with his old friends Dave D. Murphy, L. M. Brophy and Art M. Dally.

Harry Faller, of Byers Bros.' Shows, was here on a shopping trip this week. Advised that the show was playing to fair business and that the midway consists of 7 rides, 5 shows and 21 concessions.

Joseph S. Scholibo, press representative Hennies Bros.' Shows, visited *The Billboard* office on Monday while in the city preparing for the show's engagement in East St. Louis, Ill., starting May 4.

Edward S. (Slim) Johnson, of Midwest Merchandise Company, and Ned Torti, of Wisconsin De Luxe Corporation, were here this week visiting carnivals in this vicinity.

Mrs. Mabel Pierson and Mrs. A. Clayton Holt, of the Sol Liberty Shows, were here this week visiting friends.

Mrs. Eddie Vaughan, who has been quite ill the last several weeks, is reported to be on the road to recovery.

Mrs. Catherine Oliver, who had been sojourning in Dallas since last fall, returned to this city last week to book her rides with several shows.

Art Briese, of Thearle-Duffield Fireworks Display Company, passed thru this city en route from points south to Chicago.

in steel arena; Bevo, wrestling bear; Sonjo, fire worshiper; Faye Hawkins, sword box and illusion; Lona, the Frog Girl; Mada, Marine, mentalist; Blacky Ferney and George Morgon, bear wrestlers; Claude-Claudette, extra added attraction in the annex—all acts on platforms, with velvet backdrops and colored lights. Rhythm Girls, Dixie Minstrels, Octopus Show, Posing Show, Ship of Fun, Cary Jones' Glass House and Snake Show, D. E. Spence "Civilization Show." Rides: Twin Ferris Wheels, Merry-Go-Round, Whip, Loop-o-Plane, two kiddie rides. Among the concessions the cookhouse is owned and operated by Bill Wilson. C. A. BENTLEY.

RAFFLE WHEELS

FINEST MADE FOR PARKS, CARNIVALS, BAZAARS.



36" in Diameter. Balanced BALL BEARING. 30 Numbers.

Beautifully Finished in New Colors, Highly Lacquered.

JOBBER SPECIAL PRICE **\$12.00**

FELT LAYDOWN FOR WHEELS, 30 Numbers, \$2.00.

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PENNY MACHINES

Lightest guaranteed machine on market. Specially built to engrave pennies with "Lord's Prayer," or any cut you want. Price, \$150.00, complete with L. P. Die. Send 10c for samples and facts to

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Grand Opening BILL'S GREATER SHOWS

CLINTON, KY., MAY 11 TO 16.

WANT Shows, with or without outfits. Also Kiddie Rides and any Flat Ride. Merry-Go-Round. Opening for good, clean concessions. Prices right. First show in five years, right in heart of town. Come on and get a good start. Write or wire. Pay your own. **BILL WADSWORTH**, General Delivery, Union City, Tenn.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 3.00 Up, Salesman's Trunk, All Sizes, Send List. \$50.00 Life-Size Figure Hauptmann, Dressed. \$35.00 Per 100, Govt. Code Flags, All Colors, List. \$37.00 Sugar Puff Waffle Machine, Trunk & Recipe. \$20.00 State Flasher with Motor, Working Order. We buy Candy Floss Machines, Concession Tents, Guess-Your-Weight Scales. Pay Cash. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd Street, Philadelphia, Pa.

ZIMDARS GREATER SHOWS WANT

WILL BUY OR BOOK Tilt-a-Whirl. WILL BOOK Pony Track or any Flat Ride. CAN PLACE Shows with or without outfits that don't conflict. Musicians for Jig Show. Concessions come on. Address Taylorville, Ill., this week; Danville, Ill., next week.

BILL VENABLE WANTS

Nail Join Agents—50/50. No nut. Join at once.

L. J. HETH SHOWS

Humboldt, Tenn., Strawberry Festival, This Week.

PEARSON SHOWS WANTS

Jack Lewis Combination Athletic Man about 160 lbs. Pit show people, write Jack Burton, Hawaiian people, dancer and musician write Red Stewart, Pana, Ill. May 2-9.

WANTED

Two Ferris Wheel Set-Up Men. **THE CONNECTICUT CARNIVAL SUPPLY**, 109 Seymour St., Bristol, Conn.

HAL GRAHAM SHOWS

WANTS Concessions, Ride Help, Wrestler who can manage Athletic Show and make openings. No grift. Address Ware, Ia.

WANTED

SHOWS, CONCESSIONS AND RIDE HELP. **SKERBECK SHOWS**, Dorchester, Wis.

LOOP-O-PLANE FOR SALE CHEAP. Used 80 Days. **J. L. CHAMBERS**, care Southern Premium Mfg. Co., Dallas, Tex.

Thank You for Mentioning The Billboard.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., May 4.—Fred Wolfe, former manager Spanish Village, visited friends on the midway. Marvin Austin Brown and his son, Wayne, who are operating postcard stand, report satisfactory business. . . . George Allen is handling one of the refreshment stands for Madill & Davis. . . . Luther Davenport has concessions. A. J. Humke, manager of Days of '49, has engaged Barbara Brent, whose new dance, which she displayed at the recent fan dancers' convention, won her title "perfect fan dancer."

Larry King, talker on the Front Page attraction, was delighted when Sally Rand visited his exhibition. Larry was talker on Italian Village at A Century of Progress, Chicago, when Sally was the feature there the second season. . . . Mrs. Happy Johnson has charge of the Swiss Shop in the Palace of International Art. . . . Dick Warren has been put in charge of the kiddie rides in Enchanted Land. . . . Jay Williams engaged as dancer in "The Keyhole" at the Granada Cafe in Spanish Village. . . . Bill Procnier, manager of Television Show, is making plans to go to Dallas and Cleveland. . . . A farewell party honoring W. J. (Bill) Collins, who left for Dallas to assume his duties representing Stanley Graham at the Texas Centennial, was held at the Granada Cafe. Among guests were President Frank G. Belcher, Vice-President Elwood T. Bailey, Director of Works Harry Foster; Charles McCarthy, concession manager; Ben Black, manager Fanchon & Marco attractions; E. A. Comstock, new manager Nudist Colony in Zoro Gardens, and a delegation of concessioners.

Joe Glacy, manager Hix "Strange as It Seems," installed a number of illusions on platforms formerly used for freaks. Mardoni, magician, presenting the effects and Charles Dalton as inside lecturer. Susie, the Elephant Girl, now an annex attraction. . . . Walter Stutz to reopen the Streets of Paris, the building being remodeled. Happy Johnson will handle front. . . . Gefroj Studio has a novel concession in "Butterflies in Art" in the Spanish Village. Smith Sisters have taken over Mrs. Herb Unsher's palmistry concession in Spanish Village. Leonard Wilson the manager. "Strange as It Seems" has its own commissary, with Edna Adams, manager; Florence Backlund, chef; Marvin Fisk, attendant, and Mac Williams, porter. . . . Bernarvey, hand-writing expert, is at the Palisade Cafe. . . . Prof. Harry May expects to open his Death Ray Show in June.

Recent visitors included Count de Baillet-Latour, of Brussels, Belgium, president International Olympic committee; Charles F. Roth, vice-president International Exposition Company, New York, and Yoshiatsu Hori, Japanese ambassador to Mexico. . . . William Beery Jr., 17-month-old youngster, recently mascot of the rodeo at the exposition, has received a contract to appear in movies produced at the Hal E. Roach studios.

Liberty National Shows

Earlington, Ky. Week ended April 25. Location, business district. Free gate. Weather, fair. Business, fair.

People jammed the midway nightly. Chief of Police Todd deserves commendation for affability. This genial officer helped to get the co-operation of local merchants, whose wonderful support was a big factor in making this engagement the most successful since the spring opening. Show is enlarged over last year. New tops, new banners, various colors in electrical illumination. Pictorial paintings on rides, ticket boxes,

etc., produced by artists Tony Martini and Mr. and Mrs. Jack Benson, have also greatly augmented midway attractiveness. The Ferris Wheel topped the rides, with the Chairplane a close second. The writer added two newly framed shows and a bumper concession to the lineup. Howell's Variety Show, featuring Al Benart, topped shows, with second honors going to Hawaiian Village, featuring Wanda Lhani.

Receipts at E. L. Stoddard's photo gallery evidence that metaphysics is a hobby with Phyllis, Mr. Stoddard's charming daughter and assistant. It is a safe prediction, judging from her work as touch-up artist, that prosperity for Phyllis and her father is really "just around the corner." Grief struck the midway Monday when Mrs. Jake Porrell became suddenly ill, necessitating removal to hospital in Memphis. At last report she was improving. The marriage Wednesday of Polly Bunch to M. W. (Whitie) Fulmer was a surprise to friends. Mrs. Fulmer will continue operating her penny pitch and her genial husband will handle a concession for Jake Porrell. The staff: Harry Whitefield, manager; A. L. Reading, secretary; Mrs. A. L. Reading, treasurer; Doc Howell, general agent and publicist; Tony Martini, superintendent transportation; E. L. Stoddard, lot superintendent; Shorty Newton, electrician. Lucile Higgenbotham presents her blindfold drive as a free act.

DOC HOWELL.

Majestic Exposition Shows

Clinton, Tenn. Week ended April 18. Location, Henderson showgrounds. Auspices, American Legion.

A nine-mile truck move, a "wild-cat" date under the committee that sponsored the show in Coal Creek—which, along with the show, shared considerable loss account of floods and bad weather. Wednesday morning the writer was suddenly called away on account of the death of "Mom" Smith. New arrivals: Jack DeVoe, to take charge of second work on the advance staff; Mrs. Doug Roland, wife of the show's secretary; the "governor's" daughter, Georgia, and her husband, Herbert Pass; Herb Baccus and Bob Meyer, with two concessions; Hill-billy Show, the personnel of which will be given later. Saturday night, an alleged drunken truck driver, ignoring the canvas fence, drove head-on to the center of lot, completely demolishing the penny pitch concession of Libby Stebbler, who miraculously escaped death, but was considerably bruised by flying timbers. Two new tents have been ordered to replace the ones lost in the Coal Creek flood, and Pop Stebbler's new Merry-Go-Round top is due to arrive in a short time from the Dize Tent and Awning Company. The writer greatly appreciates the sympathy expressed by friends during his recent sad bereavement.

CHRIS M. SMITH.

Greater American Shows

Columbia, Mo. Week ended April 25. Location, North Eighth street. Weather, chilly. Business, very good.

Akin to words of a lovable anthem, could be sung "Columbia the gem of the Springtime." The riding devices and shows had an excellent week; concessions fair. Minstrel Show had a banner week. The corn game, under management of Mrs. C. A. Vernon and Al Ziedman, enjoyed a nice business, also diggers belonging to Mr. and Mrs. R. B. Sparks. Manager C. A. Vernon ordered three new Studebaker trucks, delivery to be made in two weeks. The Daily Columbian Missourian co-operated with the show, with several front-page stories, in regard to the birth of Patricia Harvey, a feature story on Reckless Vernon and two human-interest stories about the life of an outdoor showman. Luther Harvey has been wearing a broad grin since the birth of his daughter.

BILL STARR.

Los Angeles

LOS ANGELES, May 2.—Outdoor amusements in this area report business as very encouraging. At the beaches large crowds are in attendance, last week-end business being very good.

Reported that Clark's Greater Shows have topped last season's business for same number of days.

Moffat and Harvey had a good week at Belvidere Gardens.

C. E. Steffens Shows are playing lots in suburban Los Angeles to very good business. George Moffat and Doc Hall visited C. F. Zeiger's United Shows at Ontario, Calif., and state that Zeiger had a very good week and has a keen-looking outfit, with new marquee added and pay gate successful.

Harry Seber is doing nicely with his new show on Main street. Doc Cunningham is the inside lecturer.

Rosemary Loomis and Madge Buckley, of Zeiger Shows, in town last Saturday on a shopping tour. Harry Hargreaves left for Cleveland (O.) exposition.

Report is that Phil Williams is general agenting for the Crafts 20 Big Shows and Golden State Shows.

Will J. Casey informed of having left Golden State Shows for San Francisco to engage in publicity work.

Joe Diehl said the Kiddie Park was doing good business and that another ride would be added.

Ross R. Davis has completed the installation of his new ride in Griffith Park. Reported good business with his rides at Lincoln City Park.

Happy Days Shows

Murfreesboro, Tenn. Two weeks ended April 18. Auspices, American Legion. Location, Carnation lot, downtown. Weather, first week lost due to rain; second week, fair. Business, averaged fair. Cookeville, Tenn. Week ended April 25. No auspices. Business good despite rain.

At Murfreesboro: This organization had the pleasure of meeting many fine people—merchants, committee and all. Aultman, manager of the local picture house, invited all to be his guests. State Representative Biloat Brown, of McMinnville, Tenn., with several merchants and friends from the winter-quarters city, paid a visit Wednesday night and brought a special invitation from the Chamber of Commerce to winter with them next winter. The writer's new Fun House nearing completion—work was held up some by rains. William C. Buell returned to Wisconsin to settle an estate. Art Buggs, of Janesville, Wis., arrived with his three stock concessions. Caterpillar topping all rides. The twin wheels a beautiful flash, with two stars going round and round. The writer's Loop-o-Plane holding its own. The Merry-Go-Round and Mix-Up keeping "Dutch" busy—all cash, no ride coupons. McLemore's kid rides doing nicely, same as their concessions. Mike Conti now out front on special events, banners, etc. Ralph Canton's Minstrel Show has 21 people. Mr. and Mrs. Harrington have the two girl revues. General Agent Fontana in Indiana now on some new dates. Art Riley, Carl Schultz and electrician Miles left. Cunningham's cookhouse serving Col. Dedrick and party chop suey. New front marquee, 20x40, with neon effect lights and up for the first time, a neat flash. New office special-built truck nearly completed. Emmett Johnson's Circus Side Show, featuring "human pin cushion," clicking every night. At Cookeville: A surprising good business in consideration of weather. Mrs. Albert Heth put on a new concession.

FLOYD R. HETH.

Dee Lang's Famous Shows

Wellston, Mo. Engagement ended April 26. Auspices, Firemen. Weather, variable. Business, good when weather permitted.

The second and final week in Wellston. Doc Crosby has taken over the front of the Hollywood Show, and with the arrival of four Hawaiian entertainers a real flash is presented on the bally. Buster Pike arrived by airplane and has taken his place in the Side Show. Mr. and Mrs. Lang were busy all week entertaining visitors in their office trailer. Charlie Goss and Frank Jeerling were to be seen almost nightly. Ralph (Chief) Hatton has all the trucks and trailers in good shape and ready for the road.

MARK WILLIAMS.

Important Announcement

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

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

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 4.—In the last issue we reported the likelihood of a conference with the General Freight Committee of the Trunk Line Association. Application for relief was discussed by the writer and a Mr. Tilt representing Chairman M. W. Hawkes, of the General Freight Committee, on April 24, at New York City. After a thorough discussion of the matter, in which we were ably assisted by General Agent L. H. (Doc) Cann, of World of Mirth Shows, it was the unanimous agreement of all that our application be transferred to the Traffic Managers' Committee of the Trunk Line Association.

The new committee is regarded as higher than the General Freight Committee and every indication is that it will have greater authority with which to deal with the subject. A date for a hearing has as yet not been scheduled, but the probabilities are that it will be held sometime during the fourth week of May. We shall notify all of our railroad show members as soon as the date is available, so they can have proper representation present to enlighten the committee as to conditions.

Last Saturday we inaugurated our visitation program for the current year and visited the O. C. Buck Exposition at Yonkers, N. Y. A report of this visitation will be given in next issue.

Since writing the item, in the last issue, with reference to the editorial in *The Ithaca (N. Y.) Journal*, we have received a letter from the editor of that paper acknowledging the information sent him relative to the carnival industry—but he tartly comments that he "still does not like carnivals."

We have received a very interesting communication from Harry Dunkel, general agent Cetlin & Wilson Shows, to which communication we shall have occasion to refer in detail later in the summer.

Metropolitan Shows

Gainesville, Fla. Week ended April 20. Location, South Main street. No auspices. Business, fair.

Show now consists of the following rides and concessions: Merry-Go-Round, Louis Gueth, manager; Chairplane, George Moose, manager; Ferris Wheel and Tilt-a-Whirl, Louis J. Nieberlic, manager; Kiddie Auto Ride, Rhea Smith, manager; U-Drive-It Autos, Clyde Howe, manager. Concessions: Morris Michael's cookhouse. Bettie Roebuck, one; Mr. and Mrs. Walter Anthony, one; Eddie Kendall, one; Herbert Rell, one; Mr. and Mrs. Odie Decker, one; Nick Scifres and Jimmie Jester, one; Max Sanders, one. The show completely motorized. The latest addition a new International tractor and a 22-foot trailer. Show also owns and operates its own light plant, which is also mounted on a new Dodge truck. Will likely remain in Florida until midsummer. The staff: Sam Lawrence, general manager; John B. Davis, general agent; Shirley Lawrence, secretary; B. Moore, lot superintendent; Louis Gueth, electrician, and Frank James assistant; Herbert Rell, master mechanic; Alice Decker, official greeter; Herbert Brock, scenic artist and mail and *The Billboard*. All of which is from an executive of the show.

Al C. Hansen Shows

Princeton, Ky. Week ended April 25. Auspices, American Legion. Location, ball park. Pay gate. Weather, clear except rain Tuesday. Business, very good.

Second best week of the season so far and largest Saturday gross since opening. Concessions did not fare so well, but gate and ride receipts, coupled with an up-and-going committee, helped to place this engagement far to the right side of the ledger. James Boyd closed as special agent and left to join Great Sutton Shows. Everyone sorry to see Jimmy and Mrs. Boyd leave. Robert Fox reapointed special agent. Attorney Paul M. Conway, of Macon, Ga., here on a combined business and pleasure trip. Mr. and Mrs. Eddie O'Brien and son, John, came from Memphis to join the show. Trainmaster Frank Cross left for Atlanta to expedite the loading of three carloads of wagons recently purchased from Rubin Gruberg. Wagons shipped to East St. Louis, where the

show will be placed on flat cars upon its arrival there. F. M. Hansen suffered fractured rib in an automobile accident. Roy Hildebrandt and E. E. Williams, in same accident, escaped unscathed. The car, property of Williams, demolished. All of which is from an executive of the show.

Frederick Amusement Co.

Kiowa, Kan. Week ended April 25. Weather, variable. Business, fair.

Show's executive staff includes: Roy Fredericks, owner and general manager; Mrs. Lena Fredericks, secretary-treasurer; George Fredericks, lot and electrician; Bertrand Fredericks, ride foreman; Johnny Fredericks, mechanic; Joseph Moore, transportation master; the writer, banners for free-act balloon and local publicity. Four new panel fronts were built in winter quarters. Shows: Chicho, with den of snakes; "Million Years Ago," Swede Edwards on front; Baby Alice and her 50-Pound Husband; Monkey Village, owned and operated by Mr. and Mrs. George Proctor; Athletic Show, with "Larripin Lou" O'Brien; Mrs. O'Brien, tickets. Rides: Ferris Wheel, Mrs. Lola Fredericks, tickets. Chairplane, Mrs. Garnett Fredericks, tickets. Arcade, on a 30-foot trailer, operated by Mr. and Mrs. Bobbie Dodge, who also present the balloon ascension and parachute drop. Concessioners include: Cookhouse, in charge of Mr. and Mrs. Bert Banty—Mrs. Banty known as "Mom." Jack Slater and wife, corn game. "Big Ed" Graham, three concessions; Red Harris and Mrs. Graham agents; Mr. and Mrs. Izzy Goldstein, one; Roy From, one; George Proctor, one; Dick Proctor, one; Mr. and Mrs. J. W. Cook, one; Juanita Cook, one; Morris Simmons, one; Frank Hames, one; Mr. and Mrs. Clarence Miller, photo gallery; Mr. and Mrs. R. H. Butler.

LEE VERNE NUNGESSER.

B. & M. Amusement Co.

Welutka, Okla. Week ended April 11. Weather, unfavorable. Business, poor. Okemah, Okla. Week ended April 18. Weather, good. Business, good.

Show doing okeh in the oil fields of Oklahoma when weather permits. Shorty Thompson, on the Athletic Show, and Ray E. Adams, who came from Dallas and took charge of the Circus Side Show, have been going nip and tuck for top-money honors. Manager Badger has added two new show tents, there now being seven shows. Mr. and Mrs. D. H. Harn joined from C. R. Leggett Shows with a concession. G. C. Jackson informed from Hugo Okla., that he would join soon. Mr. and Mrs. Briggs have been going good with their corn game. Okemah is Mr. Badger's home town, and his brother and 75-year-old mother reside there. On Sunday the show gave his mother, Mrs. Inez E. Badger, a big birthday dinner at the home of Mr. and Mrs. G. E. Badger. Members of the show attending included Mr. and Mrs. Harry N. Badger, Mr. and Mrs. Briggs, Prof. Roy E. Adams and wife, John McKee and Mrs. Florence Hinckley. All of which is from a member of the show.

Hilderbrand's United Shows

Los Angeles. Five days ended April 19. Location, Hawthorne boulevard. Auspices, Veterans of Foreign Wars. Weather, fair. Business, nil.

This district turned out to be mostly unemployed people. The two free acts went over in a big way. William Groff purchased a new semi-truck for his cookhouse, and a new housecar was delivered for the Hilderbrands' use. Sam Popkins purchased a new truck, and Mr. and Mrs. Earl Kelly a new housecar. Jack Greenhalgh conspicuous by his presence nightly. Mrs. Charles Soderberg confined to her bed pending another operation. Fred Webster, who operates the Artist Models, also took over the Hawaiian Show upon the departure of Eva Perry and troupe to join West Coast Amusement Company. His first venture into show business and for a novice he has already done a fair job. Tommie Lee and his troupe arrived and opened an attractive show, featuring music and acrobatic stunts. Mr. and Mrs. Miles Nelson remodeled their long-range gallery. Larry Gale building a new concession. Mr. and Mrs. Ben H. Martin will add a concession. Mr. and Mrs. Leon Whitney entertained relatives. Mrs. Jack Elhart now on the ticket box of Merry-Go-Round. Showfolks who entertained at dinner parties were Mr. and

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THE FIESTA SAN JACINTO AND
BATTLE OF FLOWERS
San Antonio, Tex., April 20

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FAIRS BOOKED:

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Winter Quarters, Richmond, Va.
Address as per Route.

Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. Hi Seversen, Mr. and Mrs. Earl Kelley, Hazel Fisher and Verna Seeborg. The Jacobin Family, featuring the Frog Boy, has a spread of all new banners. The Sanford Family changed title of their show to "Lion and the Mouse." Ernest Herndon joined cookhouse crew. Mr. and Mrs. Jack Barrett received new shipment of reptiles for their Snake Show. Mr. and Mrs. A. J. Oleson added another concession. Frank Nosler entertained relatives. The popularity of Jimmie Lynch and Johnnie Miller has increased greatly among the showfolks by tempting menus at the cookhouse. Danny Callahan doing nicely with his concession. Members of this show rejoicing at the recovery of Mr. and Mrs. Frank Downie following their recent accident. The midway layout created by General Manager E. W. Coe has received compliments of visiting showfolks. WALTON DE PELLATON.

Blue Ribbon Shows

Spartanburg, S. C. Week ended April 18-25. Auspices, American Legion. Weather, some rain. Business, fair.

Had to stay in Sumter three days on account of high waters—moved from there Thursday. Lost Wednesday on account of rain. Doc Swann, Wax Show; Art Haines and Tom Perry, with their Blue Eyes Show, and the writer, who has the Girl Show, had business okeh. Tommy Davenport rejoined with Athletic Show. Baby Rose, Indiana Fat Woman, in show's lineup. Tom Carson and wife joined, Tom on the staff as legal adjuster. A "sewing circle" has been formed, with Mrs. E. L. Roth as the head sewer; others being Mrs. Mae Solomon, Mrs. Mary Ann Alexander, Mrs. June Rutledge and Mrs. John Galliger. Visitors included Mabel Mack, Mr. and Mrs. Franks, Morris Miller, Bob Hallock, Doc and Mrs. Tom Mehl, Mr. Hatch, of the Hatch Show Print, and many others. The staff: L. E. Roth, manager; Mrs. L. E. Roth, secretary-treasurer; the writer, lot man; Tom Carson, legal adjuster; Billie Davis, electrician; H. P. Sumerall, chief mechanic; Michael Tooley, master transportation. SPOT TIPPS.

Volunteer State Exposition

Harriman, Tenn. Week ended April 18. Location, ball park. Auspices, Baseball Association. Weather, good. Business, good.

The management displayed excellent judgment in holding the show over for this week—the previous week being cold and rainy. Anderson's Whip and Ferris Wheel the top-money getters among the rides. There was visiting this week among members of this organization and members of the Hefner-Vinson Company, showing this spot for a two-day stay. Mr. Giles, formerly with several carnivals, now connected with the local paper, was a nightly visitor, and was the author of several nice writeups given the show by his paper. Pearl Blake's cookhouse one of the highlights of the show. Show now has two sound units and a band wagon to take care of the advertising, and Manager Blake is a believer in keeping them going. CHARLEY PYLE.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1.350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real glass, \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00
Bingo Record Sheets, 24x36, 20 for \$1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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Large Fur Dog with genuine Leather Collar and Leash. Also 30" Fur Teddy Bear. We manufacture a variety of small Animals priced as low as \$8.00 per Dozen Up. Write for Particulars and Prices.

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GOLDEN WEST SHOWS

Opening date May 23, GRANITE FALLS, MINN. Breckenridge, Minn., week June 1. Following State Firemen's Celebration at Oakes, N. D. Could use Single Act for Grind Show, Dancing Girls and Legitimate Concessions. Address all mail General Delivery, St. Paul Park, Minn.

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Topping all other grind joints at Eastwood Park, Detroit. Three ways. Fast, positive and trouble-proof. A dime and stamp gets photo and complete information. Don't overlook this, as this is a real store. POP BAKER, 5161 Trumbull, Detroit, Mich.

It Helps YOU, the Paper and Advertiser to Mention The Billboard.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, May 4.—Monday night was "Dinty Moore night," as had been announced by card to members. The attendance was 43, large for this time of the year. First Vice-President Dr. Ralph E. Smith presided. Treasurer Ross R. Davis and Secretary John T. Backman were other officers present. Matters of routine handled expeditiously.

Prizes in the membership drive were announced: First prize, gold life membership card, offered by Ted Metz, manager Side Show with Tom Mix Circus; second prize, 15 tickets to the annual Charity Banquet and Ball, offered by President Theo Forstall, treasurer Al G. Barnes Circus; third prize, wrist watch, offered by Harry Levine. Others will make out a list of smaller prizes, the idea being to reward those who could not get in the big numbers because of lack of opportunity and whose efforts should be rewarded.

Communications: From J. W. (Patty) Conklin, of Conklin's All-Canadian Shows, acknowledging the club's wire of best wishes at time of Conklin Shows' opening. Bill Rice wrote of success of St. Joseph (Mo.) Shrine show and that he will be among the "Coast defenders" in Los Angeles this fall. Harry B. Chipman, general manager Ken Maynard's Diamond K Ranch Wild West and Circus, extended invitation to members of PCSA to be guests of Mr. Maynard Sunday night, May 3, which was accepted with applause. Will Wright, of Golden State Shows, wrote thanks for minutes of past meetings. J. Doug Morgan sent some added ideas for his fund-raising plan. From Charley Walpert, of West Coast Amusement Company, thanks to PCSA for promptness in the funeral and burial of Charley Manos, member of that show. Theo Forstall wrote thanks for handling the burial of Walter Winfree, colored, former employee of the Al G. Barnes Circus. A letter of interest from C. L. Langley, of Ocean Park. From Edwin E. Tait, of Churchill & Tait, Manila, an interesting letter and dues for 1936, and he drew a big hand for his statement that he was proud to belong to an organization "that does so much good among showfolks." Tait stated the Manila Carnival showed bet-

ter results than last year and mentioned Fred Clare and his pigs; Updike, boy with horse's mane, who had the pit show; Hadji Ali, anatomical marvel, and Twisto, rubber man, as being with the show this year. Bee Kyle's high dive was the free act.

There were three new members accepted at the meeting—Earl Hickman Gold, of State Fair Shows, credited to Ted Le Fors and Chris Olsen; Ulysses Grant Harris, credited to George Silvers and Doc Hall; Eddie Clark, of State Fair Shows, credited to Ted Le Fors and E. B. Davis.

The floor show provided by Claude Barie: The Argalls, singing and dancing three; Mitzl Huyen, songs and pianolog; Bobby Eshman, monologist. All three numbers drew much applause.

The weekly award went to Harry Levine. A very nice spread was served by Chet Bryan, John Backman and George Wiler. These feeds stimulate attendance and keep up the spirit of the organization. Ed Nagle wanted to make a speech. Milt Runkle said he for one was averse to be one of the "guinea pigs" and suggested a change of locale, to "try it (the speech) on the dog." Looks like trouper folk will have more folding money this season, and this reminds that a fine spot to invest a small sum would be in PCSA during its membership drive, during which the initiation fee is waived.

Snapp Greater Shows

Barter Springs, Kan. Week ended April 25. Location, North Main street. No auspices. Weather, ideal. Business, good.

Ideal weather the entire week and business was above expectations. The location had plenty of parking space and same was illuminated by large special parking lights designed by the show electrician, Bert Norton. Jack Rivers, with the Athletic Show, scored heavily, as there was plenty of local talent. Ada Meyers under the weather and her show sure missed her on the front. Several more acts added to Bill Chalkias' Side Show and the hustling Bill gave Jack Rivers a run for top money. Everything now out of winter quarters at Joplin, and after next week's stand the show is due for long jumps, getting north. Larry Hogan, of Beckmann & Gerety Shows, a nightly visitor. Dick O'Brien away on a booking trip. MARK BRYAN.

Big State Shows

Humble, Tex. Week ended April 18. Auspices, Fire Department. Location, Bender's lot. Pay gate. Weather, rained out one day. Business, good. Goose Creek, Tex. Week ended April 25. No auspices. Pay gate. Weather, ideal except one cool night. Business, good.

At Humble: First stand out after playing Houston lots. Frank Goodman, in charge of Side Show, added a wrestling alligator to the attractions. Hauptmann in Wax added to Wrigley's "Crime Show." William Dearmin purchased a new Chevrolet car. Bert Coppage returned. Bob Paulson, yodeler, broadcasts on midway. William Norman, mechanic, and his assistant, Jack Duguay, doctoring trucks and autos to save oil and gas. Mrs. Bess Gray and Josephine McClanahan went fishing—no catchum fish. Visitors included Joe B. Smith, Al Koch, Gordon McRitchie, James Davis, E. B. Conrad and many others. At Goose Creek: Jimmie Mason, manager "Crime Show," gassed from motor of truck. Hospital treatment saved him. New idea for display of ads at Twin Ferris Wheels—ads fit into upright, gayly decorated frames—a Jesse Wrigley thought. Tom Hill, builder, constructing new entrance for Ferris Wheels. Oscar Smith joined. Dutch Bowden going good as foreman Tilt-a-Whirl; ditto Harry Kelley with Merry Mixup. Director Roy Gray and the writer visited Shamrock Shows, also Beckmann & Gerety's Shows. The Daily Sun and Tri-City News-Tribune accorded the show human-interest stories. Sympathies extended to Thomas E. Lynn, concessioner, whose brother-in-law, Nathan Brodnax, died of heart ailment at Little Rock. Roy Valentin building up sales of The Billboard. Louis Bright, secretary-treasurer, made an auto trip to Houston. John Simpson, tickets at Merry Mixup, resigned to take employment in Houston; replaced by Robert Johnson. Henry Robbins, catcher in Flying Valentins act, sporting new Dodge car. Otis L. LaBerty assistant manager Goodman's Side Show and doing acts and lectures. Many visitors. DOC WADDELL.

Golden State Shows

Santa Maria, Calif. Week ended April 18. Auspices, American Legion. Weather, cool. Business, good. Monterey, Calif. Engagement ended April 26. Weather, cool. Business, very good.

Santa Maria proved a good spot for all shows, rides and concessions. Silodrome did exceptionally well, packed houses being the rule all week. Ed Lahey recovering from recent sickness and is now around cookhouse, looking quite a bit thinner but otherwise okeh. Quite a number of the boys visited Al G. Barnes Circus at San Luis Obispo, Manager Will Wright the guest of S. L. Cronin and Theo Forstall, and was also royally entertained by George Tipton around the cook tent. Monterey was the best spot of season to date. Shorty Costello turned 'em away on his Athletic Show, having plenty of talent, there being over 5,000 soldiers quartered there; two Canadian destroyers in harbor, and the sailor boys also had talent. Hill Hobday formed a fishing party, over 30 going for the day's outing. Orville Crafts flew over from Taft, Calif., for a short visit, and left the following morning for Oakland. He reported good business on No. 1 show. Harry Taki, who has six concessions with the show, found a new diversion this week—hunting gophers on the lot—bagged 15—is now dubbed official gopher catcher. Art Anderson and Hugh Bowen added new concessions. Mrs. Curran, widow of late general agent of Crafts Shows for many years, to join at next stand with palmistry booth. Phil Williams, general agent, dropped in for a visit and to report progress on bookings. R. M. SMITH.

Zimdars Greater Shows

Charleston, Mo. Week ended April 25. Auspices, Baseball Club. Location, ball park. Weather, rain and cold, except Saturday—ideal. Business, big Saturday night.

Committeemen did all in their power to make the engagement a success. Bud Mann added another midget auto to his rides. Ella McAllester joined Sailor Harris in the sword-box act. Frank B. Sutton and Mr. McClellan were visitors. Visits exchanged with Great Sutton Shows and Pan American Shows. CHARLES SEIP.

Philadelphia

PHILADELPHIA, May 4.—Endy Bros.' Shows opened in Chester this week in the center of the city. It is first carnival show to play within that city's limits in eight years. Business has been very good, as the weather is just right for outdoor amusement.

Simon Krause arrived in the city this week after spending the winter in Cuba. Says things are much improved on the island and he contemplates returning there next winter.

Museums here continue to do a good business. Eighth Street Museum this week has Neil Johnson, bag punching; Leo, magician and illusions; Twisto Pearson, contortionist; Poses Plastique; Prince Oshwa, pygmy; Princess Zelda, mentalist; in the annex, dancing girls and Marry Morris. Dixie Dixon has returned and joined the annex. South Street Museum presents Colored Revue; Gilbert Tracey, sword swallower; Billy Elton, contortionist; illusions; Mme. Betty, mentalist, and Babe Bardeen is the new dancing girl in the annex. D. C. MacIver is manager and lecturer.

R. H. Work Shows

Baltimore, Md. Week ended April 25. Location, East Baltimore and Eaton streets. Weather, clear and cold. Business, good.

Lawrenceville, Va., the preceding week, the show encountered real cold weather and business was poor. George Stoltz and his band joined for the season. Thad Work made a trip to Indiana, Pa., to get the Mickey Mouse Show, which opens under the management of Mr. and Mrs. LaRose. H. C. Hopkins, who with Mrs. Hopkins has three concessions, was unable to work for several days due to an infection in both hands. However, he is now busy in his shooting gallery. Visitors to the show were Al Demberger, Mrs. Bert Martin and Mr. and Mrs. Murphy. Sunday, several of the showfolks made a trip to Washington to visit the Johnny J. Jones Exposition and Dodson's World's Fair Shows. Manager R. H. Work, Mr. and Mrs. J. E. Burt and the writer spent an enjoyable afternoon visiting with Mr. and Mrs. B. B. Brundage, of the Dodson Shows. Mr. Work's son-in-law and daughter, Mr. and Mrs. Clair Shank, made a trip from Indiana, Pa., to spend two days with the show. Mr. and Mrs. Sol Wasserman feel as tho they were visiting "the old-home town," as they spent all of last summer in Baltimore and made many friends. HAZEL REDMOND.

Central State Shows

Edmond, Okla. Week ended April 25. No auspices. Weather, favorable. Business, good.

Rides and shows had good patronage; concessions, fair. Wyman Moser having new semi-trailer built to transport concessions. While en route, greetings exchanged with West Shows at McCloud, Okla. J. J. Colley, of shows bearing his name, a visitor. Buck Palmer purchased a new car while in Oklahoma City. A large arch is planned for the midway entrance, with the show title in electric lights. The show staff: P. M. Moser, owner-manager; Ivanelle Goree, secretary-treasurer; Cecil Goree, general agent; Smokey Hood, mechanic; Malcolm Moser, electrician; the writer banners and publicity. Rides: Ferris Wheel—Ivan Eby, foreman; Mrs. Eby, tickets; Earl Shannon, second man. Chairplane—Archie Frederick, foreman; Ralph Freeman, assistant. Merry-Go-Round—Malcolm Moser, foreman. Kiddie Auto Ride—Doc Winborn, foreman. Shows: Athletic Show—Sailor Harris, manager; Cyclone Burns, boxer and wrestler; Kid Owen, boxer; Opal Burns and Lucille Owen, tickets. Giggle Alley—Malcolm Moser, owner. Hawaiian Show and Pit Show almost ready to open. Concessions: Mrs. M. Looby, manager cookhouse. May Looby and Mrs. Ivanelle Goree, corn game. Buck and Mrs. Palmer, photo gallery. Mr. and Mrs. M. T. Everton, pop corn and candy. Smokey Hood, lead gallery. Mrs. Malcolm Moser, arcade. Mrs. P. M. Moser, diggers. Mrs. L. Johnson, one; Alice Hood, one; E. Armstrong, one; Georgia Dale, one; Wyman Moser, four; Arthur Clews, one; R. E. Chaplin, one; Cecil Goree, two; Clare Sutherland, one; the writer, one; Ada Freeman, one; Clarence Hagensick, one; C. Tang, one; Leroy Nicols and wife (Pearl), one. Show is routed northward to North Dakota and Nebraska. WILLIAM M. SUTHERLAND.

THE COAL REGION'S LARGEST EVENT FOR 1936!
CLEARFIELD COUNTY FAIR
CLEARFIELD, PA. ★ SEPT. 14-20, INCL.

LARGEST AGRICULTURAL EXHIBIT IN NORTHERN PENNA.	TWO THRILL DAYS	1 DAY A. A. AUTO RACES	6 Big Days and 6 Big Nights!
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3 Day Horse Races

ACTS and AMERICA'S OUTSTANDING NIGHT ATTRACTIONS ALREADY BOOKED
 BILLED 100 MILES IN ALL DIRECTIONS

SHOWS·RIDES·CONCESSIONS

Choice Locations Available—Legitimate Games—Eats—Drinks—Cookhouse—Novelties—Scales. Would Like Ride Operator With Six Rides. Independent Shows.

Write Today for Choice Locations to **B. WARD BEAM, CLEARFIELD COUNTY FAIR CLEARFIELD, PENNA.**

TILLEY SHOWS WANT SHOWS

Mechanical Show or any worthwhile show not conflicting with what we have, with or without own outfit. Concessions—Frozen Custard, Candy Floss, legitimate Merchandise Wheels. Address Pekin, Ill., week May 2; Canton, Ill., week May 11.

COTE'S WOLVERINE SHOWS
WYANDOTTE, MICH., WEEK MAY 5th

WANT SHOWS—Single Pit or Platform, String or Freak Show, Musical Comedy, Fat Women or Man, Illusion, or any Money-Getting Attraction. Will finance any reliable Showman. CONCESSIONS—American Palmistry, Bowling Alley, Corn Game, Hoop-La, String Game, Penny Arcade, or New Concessions. Address 11728 BROADSTREET, DETROIT, MICH. Phone, Hogarth 1165.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.
Effective with June 6 issue the minimum will be \$2.00 Cash with Copy.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. my16

PIANO ARRANGEMENT FOR YOUR MELODY,
\$5.00. Guaranteed. Send four measures
for free sample. MAXWELL, 517 West 8th
Avenue, Flint, Mich. my16

AGENTS AND DISTRIBUTORS WANTED

AGENTS — DE LUXE DIXIE DANCE WAX;
cleans and waxes while they dance. Un-
limited market. Cafes, taverns, anywhere there
is dancing. Profits guaranteed! Some territory
still open. DIXIE WAX CO., Dept. B, Evans-
ville, Ind. my9

BIG MONEY APPLYING GOLD INITIALS ON
Automobiles. Easiest thing today. No ex-
perience needed. Free samples. "RALCO,"
1084 Washington, Boston, Mass. tfnx

BRAND NEW—SNAPPY CARTOON CARDS—
sell on sight. Sample Set, list, 10c.
NUTRIX NOVELTY, 223 E. 14th St., New
York. x

CARTOONS, PHOTOS, NOVELTIES—SAMPLES
25c. BOX 468-B, New Haven, Conn. x

CARTOONS, BOOKLETS, PHOTOS, READERS,
Novelties—Real stuff! Lowest wholesale.
Samples, \$1.00. Catalogue 15c. TRIPPE, Gun-
tersville, Ala.

CARTOON BOOKLETS, PHOTOS, COMICS —
Samples 25c. BUK, Box 2, Sta. W, New York.
my23

CASH IN—200% TO 800% WITH GLAZO-
Wax, world's only weather-proof and dust-
proof auto polish. Sample, 25c. SPECIALTY
PRODUCTS, Hammond, Ind.

CASH PROFITS DAILY! SELL SUPERSTEEL
Files. Auto Repair, Machine Shops, Plum-
bers, Electricians, Factories. All buy! (Exclu-
sive territory.) Complete selling outfit, \$1.00
deposit (refunded). Sample and Price List,
25c. WHOLESALE HARDWARE, 799 Southern
Boulevard, Bronx, New York.

EARN \$5.00 TO \$25.00 WEEKLY SELLING
Lovyar Angora Yarn. Write LONG ISLAND
FARM PRODUCTS, Rosedale, N. Y. my30x

GOOD INCOME SILVERING MIRRORS, PLAT-
ing and Refinishing Lamps, Reflectors, Autos,
Beds, Chandeliers by late method. Free par-
ticulars. Write GUNMETAL CO., Ave. C,
Decatur, Ill. tfx

MEN WANTED AT ONCE TO CALL ON STORES
with biggest line 5c and 10c necessities.
Self-selling counter display: Aspirin, Razor
Blades, Handkerchiefs, Household Cement, 101
different items, many new, exclusive. Up to
125% profit. Experience unnecessary. Big
catalog free. PROCOPAX, Dept. 131-ZD, 1956
S. Troy, Chicago. x

NAPHTHALENE MOTH CAKES—15c SELLERS;
dozen, 65c; sample, 10c. PARA-SWEET CO.,
Pleasantville, N. J. my9

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand St., New York. my30x

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

SALESMEN, JOBBERS, DISTRIBUTORS—BASE
Ball trade stimulator. Sell taverns, drug,
cigar and confectionery stores. Steady re-
peater. Retails, \$1.50; sample, \$1.00. REIF,
387 Wyoming, Buffalo, N. Y.

SELL NOVELTY FUN CARDS, NOVELTIES, ETC.
Samples, 10c. NATIONAL, Box 500-B,
Cincinnati.

SELL ORIGINAL 9x11 BLUE SIGNS, ALSO FOUR
and Seven-Line Changeables. Amazing de-
tails free. KOEHLER, 335 Goetz, St. Louis, Mo.
my16x

WAX, CLEAN, POLISH CAR ONE OPERA-
tion—200%. Details, Sample, 20c.
ATKINSON CHEMICAL, Bay Village, O.

WONDERFUL SUMMER SELLER! ELECTRIC
Lamp Kills Insects in house, farm, garden,
etc. \$2.75 up. Literature free. SAUER
BROS., 5228 E. 12th St., Oakland, Calif. x

100 PROFITABLE MAIL ORDER AND LOCAL
Business Ideas; free literature. PRUITT
PRESS, Elburn, Ill. my30x

500% PROFIT—DEMONSTRATE METAL SIL-
ver Cleaners. Wonderful proposition. Sam-
ple 15c. ROSEN MFG. CO., Utica, N. Y.

1,000 BARGAINS — DRYGOODS, NOTIONS,
Sundries, Specialties, School Supplies, Sales
Boards, Razor Blades, Cosmetics, Food Products,
Soaps, Carded Goods. Free catalogue. JOBBERS,
Dept. 159, 504 South Crawford, Chicago, Ill. x

ANIMALS, BIRDS AND PETS

A-1 ATTRACTION — EUROPEAN CHINESE
Mouse Circus. UNIVERSAL, 849 Cornelia,
Chicago.

ARMADILLOS, \$1.50; HORNED TOADS,
Ninety Cents per Dozen. Other big barg-
ains. Write for Price Lists. ZOOLOGICAL
SUPPLY COMPANY, Laredo, Tex. my16x

ALLIGATORS, LOW PRICES—FAT HEALTHY
stock. Same old stand. No GODs. FLOR-
IDA ALLIGATOR FARM, Jacksonville, Fla.
my30

ANIMALS, PARROTS, SNAKES—EVERYTHING
for Shows. ZOOLOGICAL SUPPLY COM-
PANY, Laredo, Tex. my16

CHINESE DRAGONS, IMMEDIATE DELIVERY,
\$5.00 to \$10.00 each. SNAKE KING, Browns-
ville, Tex. ju13

DENS OF TWENTY MIXED LARGE SIZED FAT
Snakes, 4 to 7 Feet, \$15.00. Immediate
delivery. RATTLESNAKE JOE, St. Stephen,
S. C. x

FIVE TRAINED DOVES AND PROPS, CLIMB-
ing Ladders, Rolling Barrel, Riding Ferris
Wheel, etc. Fifteen Dollars. Great Tent Fea-
ture. THOS. FINN, Hoosick Falls, N. Y.

ARMADILLO MOTHER AND BABIES FOR \$5
cash. Immediate shipment. Live arrival
guaranteed. ZOOLOGICAL SUPPLY CO.,
Laredo, Tex. my16

LARGE STOCK CANARIES—LOWEST PRICES.
Write us your needs. KRAFT BIRD CO., 24
Stone Street, New York. x

LIVE HORNED TOADS—THIS IS A DRY LAND
Texas. Lizard with Horns. Guaranteed to
attract a crowd. One was reported to have
lived 31 years without either food, water, air
or light in corner stone of Eastland County,
Tex., Courthouse. One Dozen, \$1.50; 100,
\$6.00, delivered. SIMPSON SEED CO., Cole-
man, Tex.

NEW SHOW WAGON ON TRAILER—12 GOOD
Monkeys. New Wurlitzer Miniature Zoo-
lipe. Small Spotted Ponies. BURTON CO.,
Fairmont, Minn.

RHESUS MONKEYS FOR SALE OR RENT —
Write for prices and details. BARTELS CO.,
72 Cortlandt St., New York.

SMALL CUB BEARS FOR SALE — RELIABLE
BIRD CO., Winnipeg, Can. my16

YANKEE TERRIERS, ALSO BULL PUPS, \$10—
TONNS KENNELS, Dallas, Tex. ju6x

SNAKES—FIVE, TEN AND TWENTY DOLLAR
Dens, cheap. ZOOLOGICAL SUPPLY,
Laredo, Tex. my16

BOOKING AGENTS

After the May 30 issue this heading
will be discontinued. We suggest our
readers become accustomed to look for
"Booking Office" advertisements in the
various departments of The Billboard.

BUSINESS OPPORTUNITIES

HIGHLY PROFITABLE AND PLEASANT BUSI-
ness of your own, full instructions and li-
beral samples, \$1.00. No circulars. S. S.
SERVICE, 13695 Grand River, Detroit, Mich.

MAKE CUTS FROM PHOTOS AND DRAWINGS
—Simple, inexpensive. Both processes, \$1.
GEER, Box 526, Flagstaff, Ariz.

MANUFACTURING PATENT RIGHTS OF NEW
Ball-Throwing Games for sale. Patent pro-
tects 2 distinct different games. WILL
DELAVOYE, Box 4191, Atlanta, Ga. x

SELL BY MAIL! BOOKS, NOVELTIES! BAR-
gains! Big Profits! Particulars Free F.
ELFCO, 525 South Dearborn, Chicago. tfnx

SENSATIONAL PRINTING DEVICE! 8½x11
letter size duplicator, easy to operate, \$3.00
complete. Leaflet free. RICCIARDELLI
PRINTING SERVICE, 556 Seventh Ave., New
York.

SPARE TIME WORKERS—LATEST OFFERS.
TUCKER, Box 63, Indianapolis, Ind.

STOP SQUEALING—START CROWING! UN-
usual "plan." No canvassing! Work half
days—home. Pleasant surprise! NATIONAL
FOLIO-D, Metr-Sta., Los Angeles. my16

UNLIMITED INCOME — HONEST, HONOR-
able, easy. \$1.00 starts you. Complete de-
tails 25c coin. MAYCO SERVICE, 53 So. Main
Street, Concord, N. H. x

WHERE TO BUY AT WHOLESALE 500,000 AR-
ticles. Free Directory and other valuable in-
formation. MAYWOOD B. PUBLISHERS, 925
Broadway, New York. my30x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS
and Rag Pictures. Catalog free. BALDA
ART SERVICE, Oshkosh, Wis. my16

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 Bill-
board.

A-1 BARGAINS, SLIGHTLY USED—PACES
Races, \$250.00; Mills Escalators, \$30.00;
Fortune, \$35.00; Put Takes, \$10.00; Gold Rush,
\$12.50; Sportsman, \$12.50; Golden Harvest,
\$32.50; Rocket, \$7.50; Champion, \$9.00;
Screamo, \$15.00; Score-a-Lite, \$7.50; Criss
Cross-a-Lite, \$7.50; Time, \$5.00; Turn Table,
\$5.00; Castle Lite, \$5.00; Radio Sta. I. O. U.,
\$5.00. One-third cash with order, bal. C. O. D.
BRUTON'S AUTOMATIC SUPPLY CO., 1619
Main St., Joplin, Mo.

ABSOLUTELY EVERYTHING MUST BE SOLD—
Slots, Tables, etc., regardless of price. Make
an offer on what you can use. Write for list.
C. G. MOORE, P. O. Box 317, Bedford, Va.

BARGAINS, LIKE NEW—JUMBO TICKETS,
\$65.00; Jumbo Cash, \$48.00; Prospectors,
\$42.00; Jennings Kentucky Derby and Flying
Turf, \$30.00 each; Jennings Visible Sports-
man, \$12.00 each. Every machine guaranteed
perfect. Prompt delivery. CHARLES PITTLE,
New Bedford, Mass. my16x

BARGAINS — 4 FOR \$12.50 WHILE THEY
last. 21 Game, Beamlite, Scorelites, Three-
in-Line, ABT Winner, ABT Auto Count, Im-
pact, Signal, Contact, Cannon Fire Jr., Silver
Moon, Relay Jr. or Sr., Signal, Blue Ribbon,
Golden Gate, Lightning, Drop Kick, Shooting
Star, Jig Saw, Marble Jax, Marble Bank, Three
Point, Pennant. Single lots, \$3.95. Name
second choice to avoid delay. Also Tit-for-
Tat, \$5.50; Action Sr., \$5.50; Barrel Roll,
\$8.50; Quick Silver, \$8.50; Kings, \$7.50; Ex-
hibits Twins, \$5.50; Crystal Gazer, \$5.00;
Parlay Jr., \$32.50; ABT Triple Bank, \$17.50;
Plus & Minus, \$13.50; Put'n Take F. D.,
\$14.50; Carioca F. D., \$14.50; Red Arrows,
\$9.50; Sportsman, Oak Cabinet, non-visible,
\$14.50; Traffic A (ticket and payout), \$13.50;
Champions, \$10.50; Rockets, \$9.50; Pace 10c,
\$19.50; Watling Twins 10c, \$24.50. You will
be more than pleased with your purchases.
Rush your order with 1 3 deposit. CHICAGO
VENDING CO., 233 E. 95th Street, Chicago,
Ill. x

BARGAINS RECONDITIONED MACHINES, ALL
types. Prices you will be willing to pay.
Write for new list. BADGER NOVELTY, 2546
N. 30th, Milwaukee, Wis. my9

CLOSING OUT ALL SLOT MACHINES. H. L.
PIER, Dubuque, Ia.

COIN-OPERATED MACHINES BOUGHT, SOLD,
exchanged. Highest prices paid for Escala-
tors. In business since '91. JARL, 1704 Leav-
enworth, Omaha, Neb. x

COIN-OPERATED MACHINES BOUGHT, SOLD
—CHARLES PITTLE, New Bedford, Mass. my16

FIFTEEN COUNTER SPORTLANDS OR WAGON
Wheels, \$7.50 each. YANKEE SALES, 111
Merrimon Ave., Syracuse, N. Y. my16

FIVE PIN GAMES, ALL DIFFERENT, \$15.00;
Five Counter Games, all different, \$15.00.
Cash with order. O'BRIEN, 97 Thames, New-
port, R. I.

FORTY CAILLE NICKEL, DIME, QUARTER
Bells. Some Sphinx, \$500.00. COLEMAN
NOVELTY, Rockford, Ill.

FIFTY IRON CLAW MACHINES, MODEL F's,
repainted, twenty-five dollars; one or all.
MORRIS HANNUM, 234 E. Union St., Bethle-
hem, Pa. my9

FOR QUICK SALE—10 BUCKLEY DIGGERS,
out three months. Sickness. WAYNE
SALES COMPANY, 207 Pine Street, Greenville,
Ohio.

GREAT BARGAIN—4 SEEBURG MELOPHONE
Phonographs, 12-Record, Non-Selective,
\$65.00 each; mechanically o. k. ROY HALF-
HILL, 313 W. Crawford Ave., Conneltsville, Pa.
my9

MASTER PEANUT, JIG SAWS, \$3.00; DROP
Picture, \$20.00. Others. STAR, Box 12,
Devon, Conn.

MASTER PISTACHIO MACHINES, PENNY, \$3;
Penny-Nickel, \$5. BOX C-39, Billboard,
Cincinnati, O.

MILLS FUTURITIES, 5c PLAY, \$80.00; MILLS
Futurities, 25c play, \$85.00, and Bally
Ranger, Automatic, \$25.00. BILL FREY, INC.,
118 N. E. First St., Miami, Fla.

MUTOSCOPE CRANES, \$60.00; GLASS GLOBES
for Columbus Peanut Machines, 65c; Master
Peanut Machines, \$2.50; Package Cigarette Ma-
chines, \$15.00 up. NATIONAL, 4242 Market,
Philadelphia, Pa.

PACE TWIN JACKPOT ATTACHMENTS MILLS
Bells, \$7.50. COLEMAN NOVELTY, Rock-
ford, Ill.

PACES RACES, ONLY TWO MONTHS OLD,
like new, must sell, \$250.00 each; Mysteri-
ous Eye, \$25.00; Bally Baby, \$13.00. AMERI-
CAN SALES, 3003 Harrison Street, Davenport,
Ia. my16

SLIGHTLY USED AUTOMATIC PAY TABLES
and machines good as new for sale—Jen-
nings Sportsman, \$15.00; Red Arrows, \$15.00;
Daily limits, \$65.00; Pamco Parlay Jr., \$45.00;
Pamco Parlay Sr., \$65.00; Kingfish, \$45.00;
Gold Awards, \$45.00; Pace Bantam, 1c,
\$25.00; Watling Twin Small Jackpot, 1c,
\$45.00; Watling Large Twin Jackpot, 1c,
\$45.00; 5c, \$55.00, with Mystery Pay, plain
or gold award. All machines in A-1 condition.
Terms, cash or one-third cash with order, bal-
ance C. O. D. A. R. KISER & COMPANY,
127 N. Brevard, Charlotte, N. C.

SPECIAL NOTICE! WE MAINTAIN TRAVEL-
ing representatives in all of the New England
States as well as the State of New York. If you
are located in any of these States and are in-
terested in purchasing coin machines, get in
touch with us and we will advise our traveling
representative to call on you. AUTOMATIC
COIN MACHINE CO., 369 Chestnut St., Spring-
field, Mass. my23x

WANTED—SLOT SAFES, BONUS, JUMBOS.
BOB MARTIN, Oswego, N. Y.

WANTED—RADIO RIFLES. MEYER WOLF,
Vermont Apts., Atlantic City, N. J.

WANTED — USED COIN-OPERATED MA-
chines of all types for cash or trade. Write
for our complete list of used equipment. AUTO-
MATIC COIN MACHINE CO., 369 Chestnut St.,
Springfield, Mass. my23

WANTED—LATE MODEL DIGGER MACHINES.
JOSEPH MESSANA, 1123 Broadway, New
York.

WILL SACRIFICE 15 GABLE JUNIOR PHONO-
graphs, A-1 condition, at \$95.00 each. 1/3
cash, balance C. O. D. AUTOMATIC MUSIC
CO., 93 River Street, Woonsocket, R. I. my9

WE ARE OVERSTOCKED WITH USED PIN
Tables. Send stamp for our bargain list.
GOODBODY, 1826 East Main St., Rochester,
N. Y. ju6

WE BUY ANYTHING IF THE PRICE IS RIGHT
and pay spot cash—Slot Machines, Paces
Races, One-Ball Tables, etc. CHARLES
PITTLE, New Bedford, Mass. my16

10 DUETTE DOUBLE COLUMN 1c PEANUT
and Pistachio Vendors, \$8.50 each; 5 Sig-
nal, \$4.00 each; 3 Beacon, \$5.00 each; 10
Double Column 1c Spearmint and Peppermint
Stick Gum Vendors, \$3.50 each; 1 Electro Hoist,
\$60.00. ROBBINS CO., 1141B DeKalb Ave.,
Brooklyn, N. Y. my9

5 LATEST MODEL VISIBLE SPORTSMAN,
\$15.00 each; Jennings Kentucky Derby and
Flying Turf, \$35.00 each. CHARLES PITTLE,
New Bedford, Mass. my9

24-RECORD SELECTIVE CABELS — ATTRAC-
tive Streamline Cabinets, Webster Pickup
and Amplifier, like new. Latest serial num-
bers. \$124.00 each, complete with Records.
CAPITOL AUTOMATIC MUSIC CO., 460 W.
34th St., New York. my16

Important Announcement

Effective with June 6 issue the minimum classified com-
mercial advertisement accepted will be \$2. CASH WITH
COPY.

The rate of 10c a word remains the same.

COSTUMES—WARDROBES

BAND COATS, RED CAPS, MAROON VELVET... WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

ANALYSIS, RESEARCH—NEWEST GUARANTEED Formulas. Biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-1142 Sunnyside, Chicago.

ANY SIX FORMULAS, C. O. D., \$1.00, AND postage. FORMULA WIZARD, Parksville, Ky.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers... H. BELFORD, 4042 N. Keeler, Chicago.

SUCCEED WITH YOUR PRODUCTS—MAKE- sell them. Formulas, Analytical Service. Catalog free. Y. THAXLY CO., Washington, D. C.

FOR RENT, LEASE OR SALE

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for advertisements of this nature in the various departments of The Billboard.

SMALL CIRCUS FOR SALE—A BARGAIN.

Equipment in good condition. Will sell any part. NOBLE HAMITER, 1909 N. Harwood, Dallas, Tex.

FOR SALE—NEW GOODS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

BARBECUES — INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O.

CLOSE OUT—HERBS, TONICS, ASSORTED Medicines. PRODUCTS CO., Gary, Ind.

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, etc. Wholesale. IOWA LIGHT CO., 111 Locust, Des Moines, Ia.

FROZEN CUSTARD CO., 869 THOMAS, MEMPHIS, Tenn. New Combination Frozen Custard and Ice-Cream Machines, \$185.00.

FROZEN CUSTARD CO., GASTONIA, N. C.—Latest Velvo Combination Custard and Ice-Cream Machines, \$159.00.

NEW, HEAVY RUBBER-COVERED FLEXIBLE carnival cable cheap: 1,000-watt floodlights, \$7.50. SURPLUS, 938 N. Homán, Chicago.

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photo-strip Machines either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind.

POP CORN BRICK FOR ALL OCCASIONS—C. W. STARR CANDY CO., 3549 Addison St., Chicago.

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. L, 44 East Ave., Rochester, N. Y.

WHEELS, ANYTHING THAT TURNS, CIRCULAR tells all. POP BAKER, 5161 Trumbull, Detroit, Mich.

FOR SALE—SECOND-HAND GOODS

AUTO AMPLIFYING SYSTEM—6 VOLT, 15 watt, complete. Two Speakers, Microphone, Phonograph, \$50.00; Suitcase System, \$20.00; 110 Volt A. C. Fanbelt Generator, 200 watt, \$10.00. 25% Deposit. MORELLE SMITH, Shelbyville, Ind.

BAND ORGAN, ELECTRIC, WURLITZER, 6 Modern Music Rolls, perfect condition, sacrifice. BABE KAUFMAN, 455 West 42d St., New York City.

CAROUSEL — THREE - ABREAST OVERHEAD Jumping, price, \$800.00. OSCAR BUCK, Burns Ave., Hicksville, L. I.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa.

FAIRBANKS CARDIO METER SCALE CHEAP. ARTHUR ROSENTHAL, 58 Peterboro, Detroit, Mich.

FOR SALE—21 PIECES OF ARCADE EQUIPMENT, \$300.00. Including 3 Cranes, ideal for summer resort. Apply SKEEBALL, Long Beach, L. I., N. Y.

FOR SALE — 8 LARGE SKEE-BALL ALLEYS, \$400.00. Perfect working order. Apply SKEEBALL, Long Beach, N. Y.

HOUSE CAR, FACTORY BUILT, \$300.00—SEE it. BOB DENT, 317 North College, Charlotte, N. C.

MECHANICAL SHOW—54 MOVING MECHANICAL features. Tent, Amplifier and Trailer. Complete. (\$750.00) Seven Hundred Fifty Dollars. WOODIN BROS., Wáre, Ia.

POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia.

STAR POPCORN MACHINE—NEARLY NEW, \$40.00. HALL, 263 W. 16th St., New York City.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS — HEADQUARTERS FOR Show Bargains. UNIVERSAL, 849 Cornelia, Chicago.

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York.

FOR SALE—RIDES AND GAMES, WITH LEASE, in first-class amusement park or can be moved. Partner considered. W. HANSEN, Hilgen Springs Park, Cedarburg, Wis.

HEY DEY RIDES FOR SALE OR OPERATION BY good responsible show. Write details. ESTATE OF B. W. EARLES, 1119 Jas. Oviatt Bldg., Los Angeles, Calif.

PORTABLE LEAD GALLERY—THREE GUNS, Moving Targets. J. B. SPENCER, Bartlesville, Okla.

RABBIT RACE—14 RABBITS. LOCATED EUNA Park, Coney Island. Reasonable. M. JAFFE, Boardwalk and 21st Street, Coney Island, N. Y.

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa.

HELP WANTED

PERFORMERS, DOUBLING PIANO TEAM with house car. LEE LEVANT, Thompsonville, Mich.

SMALL LADY ASSISTANT—AGE 25 TO 50. Also Psychic Reader. GORDON, THE MAGICIAN, 104 Bittman St., Akron, O.

WANTED, TEAM—LADY TO PLAY PIANO and work in all acts; Man, Comedy or Straights. Must be good. James E. Miller answer this ad. MISSISSIPPI FUN SHOW, Macon, Miss.

WANTED—FEMALE IMPERSONATORS; CLEAN acts, A-1 wardrobe. Long engagement to the right persons. Amateurs need not apply. Write or wire MANAGER JUNGLE INN, Youngstown, Ohio.

YANKEE SMITH CIRCUS—GOOD ADVANCE Agent, Band Leader, also want few more acts. Plainville, Conn.

HELP WANTED—MUSICIANS

LEADER WANTS ORGANIZED BAND WITH transportation. BOX NY-65, Billboard, New York, N. Y.

MUSICIANS, ALL INSTRUMENTS. IF interested in working way through college write immediately. BOX C-36, Billboard, Cincinnati, O.

TEACHER—FRETTED AND STRING INSTRUMENTS. Permanent, salary. A. FERRY, Withers Bldg., Norfolk, Va.

WANTED—FIRST TRUMPET, TENOR SAX, Guitar, String Bass, Fast Dance Man. State all. RAY KEYES, Albert Lea, Minn.

MAGICAL APPARATUS

HEADQUARTERS FOR ILLUSIONS — EVERY description. Sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

MAGIC, ILLUSIONS, APPARATUS—NEW BARGAIN lists free. McKWADE, 600 Martinique, Dallas, Tex.

MAGICIANS—PROF. CATALOGUE, 25c. 54 separate After-Dinner Tricks, 54c; 250 Tricks, 25c; 5 Mind-Reading Tricks, \$1.00; Soap Bubble Act, \$5.00; 54 Illusion Plans in loose folder, \$5.00. Used Magic List, 10c. LINDHORST ENTERPRISE, 4418 Clarence, St. Louis, Mo.

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts, Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O.

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. PINXY, 64 West Erie, Chicago.

RADIO MIND-READING ACT, \$75.00; TABLES, Trunk of Magic \$50.00. PRINCE RAJAH, Box 6506, North-Side, Pittsburgh, Pa.

RETIRING FROM PROFESSION—PROF. MAHARAJAH selling out: Illusions, Magical Apparatus, Side-Show Paintings, Magic for selling, assorted engravings. FINN-MAHARAJAH, 407 Ninth Ave., New York. Chickering 4-2282. Residence, 17 East 131st Street.

MAIL ORDER OFFERINGS

BUY AT WHOLESALE PRICES BY MAIL—Cigarettes, Cigars, Tobaccos. All brands. No tax. Postal stating brands you want brings low prices without obligation. PETE MOBERLY, Box 1002, Owensboro, Ky.

MISCELLANEOUS

COOK HOUSE TO BOOK. W. L. BORROR, Jonesboro, Ark.

MEXICAN JUMPING BEANS — EXPORTER. JOAQUIN HERNANDEZ, Alamos, Sonora, Mexico.

RELIABLE, DEPENDABLE PARTY WILL HANDLE New York your amusement business transactions. References. BOX C-38, Billboard, Cincinnati.

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis.

TWO BEAUTIFUL DOUBLE WEIGHT PROFESSIONAL Enlargements, 8 Guaranteed Never Fade Prints, 25c coin. CENTURY PHOTO SERVICE, La Crosse, Wis.

M. P. ACCESSORIES FOR SALE

BARGAIN — MOTOR DRIVEN \$300.00 Professional Silent Projectors; while they last, \$15.00 each; like new. Finest Semi-Portable Sound Projector. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

DeVRY PORTABLE 35 MM. COMPLETE ROAD Show Outfit. Twin Heads. TIFFIN SCENIC STUDIOS, Tiffin, O.

FOR SALE — COMPLETE RCA PORTABLE Sound Equipment. Bargain for theater or roadmen. Films. MOTION PICTURE ENTERPRISES, Box 23, Hagerstown, Md.

ONE HOLMES DEMONSTRATOR SOUND ON Film Portable Projector, used nine days, with Amplifier and Speaker, \$290.00. Free 10-day trial. Special Road-Show Features, Two-Reel Comedies, One-Reel Cartoons, Three-Reel Musical Features, Serials and a big selection of up-to-date Wild and Woolly Westerns. The home of bargains. E. ABRAMSON, 7204 Sheridan Road, Chicago, Ill.

S. V. E. ACME WITH SOUND, \$115.00; Colonial Projector with Sound, \$115.00; Cello with Sound, \$75.00; Holmes with Sound, \$95.00. Amplifiers and Speaker in Case for above, \$55.00. DON STEVENSON, 161 Champlain St., Rochester, N. Y.

TURN YOUR SILENT PROJECTORS INTO CASH—We buy all makes. Sound features rented, \$17.50 per week. WABASH FILM EXCHANGE, 10th and Wabash, Chicago, Ill.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.

M. P. ACCESSORIES—FILMS WANTED TO BUY

NEW, USED PHOTOGRAPHIC EQUIPMENT—Motion 16MM., "Still," Bought, Exchanged, Sold. Unusually liberal terms! Ask for Bulletin No. 23. FOTOSHOP, INC., 136 1/2-D West 32d Street, New York.

WANTED—GOOD USED UNDERWRITER Approved Asbestos Cloth, Portable Projection Booth, about 7'x7'x7". Haste price, important. Write. ED HANUS, Home Theatre, Antigo, Wis.

WANTED—PORTABLE SOUND PROJECTORS, 35 MM., late model, reasonably priced. 2032 UTAH, Butte, Mont.

M. P. FILMS FOR SALE

SILENT WESTERNS, COMEDIES, ACTION films. ENTERPRISES, Box No. 23, Hagerstown, Md.

TEN NIGHTS BAR ROOM, 7-REEL SILENT, Ten Dollars; "Alice in Wonderland," 6-reel sound with advertising, \$25. Deposit and examination. CLOUSE CO., Maumee, O.

16MM. MOTION PICTURE FILM, \$2.19 100 FT.; High-Speed Panchromatic Film, \$3.50 100 ft. Prices include processing! Send for Circular A-9. FOTOSHOP, INC., 136 1/2-D West 32d Street, New York.

M. P. (TALKIES) FILMS

OUTDOOR CIRCUIT EXHIBITORS! COMPLETE late 16MM. Sound Programs (features and shorts), \$20.00 a week. Perfect prints. EASTIN PICTURES, Davenport, Ia.

SOUND ROAD-SHOW SPECIALS—ALSO WESTERN Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J.

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Lists. ZENITH THEATRE SUPPLY, 308 W. 44th St., New York.

TALKING PICTURES FOR SALE—FEATURES, \$10.00. Write FINLEY'S EXCHANGE, Norfolk, Ark.

MUSICAL INSTRUMENTS

CONCERT ORCHESTRA LIBRARY—ALEXANDER French Horn (single), Viola Outfit, Chimes, Theatre Music Stands. W. E. COLLINS, 85 Boylston St., Bradford, Pa.

PARTNERS WANTED

PARTNER WANTED WITH COMPLETE TENT Outfit for money-making show or will buy it cheap. GREYSTOKE CO., Bainbridge, O.

SALESMEN WANTED

CASH IN ON POPULARITY OF OUR NEW copyrighted "Bank Day" deal and business stimulator for every retail merchant. Sweeping country! No premiums. Positive money-back guarantee to increase sales 10% to 30%. Sells on sight. Sure repeater. Up to \$15:00 cash in your pocket daily. Experience unnecessary. Write for complete free outfit. FEDERAL TRADE BUILDERS, PP-176, Adams, Chicago.

SALESBOARD MEN—NEW PUT & TAKE JARS. A natural. Details, samples free. TOM THUMB, Nauvoo, Ill.

SELL NOTHING! \$95.00 WEEKLY. \$500,000 Salesboard firm announces new, no investment plan. Season starting. K. & S., 4326 Ravenswood, Chicago.

SCENERY AND BANNERS

A-1 BANNERS FOR SIDESHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago.

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O.

HEADQUARTERS FOR BANNERS, NEW, USED. Bargains. UNIVERSAL, 849 Cornelia, Chicago.

SIDE SHOW BANNERS, HIGHEST QUALITY. SUNSHINE STUDIO, 1506 N. Market, Wichita, Kan.

VELOURS, DYE DROPS, FLATS, CYKES. Special Sets made to order. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn.

TAXIDERMISTRY

UNCLAIMED DEERHEADS, FUR RUGS, SPECIMENS. Bargains. Eyes, Supplies, Tanning. HOFMANN STUDIO, 996 Cates Ave., Brooklyn, N. Y.

TENTS FOR SALE

After the May 30 issue this heading will be changed to "TENTS—Second-Hand" and only advertisements for second-hand tents will be accepted for this column. We suggest our readers become accustomed to look for advertisements of New Tents in the various outdoor departments of The Billboard.

HEADQUARTERS FOR TENTS—ALL SIZES, sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

NEW SIDE WALL, 6.40 OZ., WHITE DRILL, hand roped, 8 ft., \$24.00; 10 ft., \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

CIRCULARS—6x9, 5 OR 10,000 LOTS, 75c per thousand; assorted colors. Business Cards, \$1.00 thousand. F. O. B., samples. SHIRLEY ADVERTISING, Atlanta, Ga.

NEARGRAVURE — 125 LETTERHEADS AND Envelopes, \$1.39 (embossed, \$1.89), delivered. SOLLIDAY'S, Knox, Ind.

FAIR CATALOGUES AND COMMERCIAL Printing. FOOTE PRINTING CO., Elizabethtown, Ky.

WINDOW CARDS, 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

200 (14x22) 6-PLY CARDS, \$6.00; YOUR copy. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 LETTERHEADS OR ENVELOPES, \$2.00; 1,000 6x9 Dodgers, \$1.50; postpaid. LAWNDALE PRESS, Franklin, N. H.

5,000 6x9 CIRCULARS, 400 WORDS, \$5.00. 5,000 Envelope Slips, \$3.50 cash. GOOD-PRINT, Harrisonburg, Va.

WANTED TO BUY, LEASE OR RENT

KIDDIE CAROUSEL, JUMPER. MAX SESKIN, 2862 Cortland, Coney Island, N. Y.

MERRY - CO - ROUND — TWO OR THREE abreast. No junk. Reasonable for cash, not too far from Terre Haute. 1259 LAFAYETTE AVE., Terre Haute, Ind.

WANT TO BUY—SMITH & SMITH CHAIR-plane. Must be late model. State all in first letter. FRED HENRY, Jacksonville, Pa.

WANTED—ONE MALE MUMMY. MUST BE good, no junk. HOWARD INGRAM, Sheesley Shows, Ironton, Ohio, May 3-9; Portsmouth, Ohio, May 10-16.

WANTED—PORTABLE SKATING RINK, PARK, percent. Acts Sunday night during season. BOX 1, Dupont, O.

WANTED — CANDY FLOSS MACHINE OR other good money maker; full particulars. BOX C35, Billboard, Cincinnati.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

COMEDY BAR PERFORMER — JOIN ACT. CHAS. DEVARO, 30 N. Delaware St., Indianapolis, Ind.

BAR PERFORMER—High or Low Bars. Straight or Comedy. LOUIS OCZVIRKS, 921 N. 10th St., Milwaukee, Wis. my30

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—PLENTY EXPERIENCED, sober, reliable. Good appearance, education. Capable handling the best. Have car. Salary or percentage. Unless established, don't answer. BOX C-37, Billboard, Cincinnati.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—EIGHT TO TWELVE-PIECE Orchestra for New England or New York State engagement. Sax Trio, two Trumpets, one Trombone, Piano and Drums; double on Clarinets and Strings. Also specialty entertainers. Summer location desirable. ADRIAN PERRAULT, 77 Brighton Ave., Allston, Mass. my9

AT LIBERTY—TWELVE-PIECE ORCHESTRA for summer location. Have just finished a thirty-four week hotel engagement. Will be available after June 27. Write full particulars to CAL PIGEON and His Eastgate Hotel Orchestra. Billboard Pub. Co., Chicago, Ill. my16

BERMUDIANS, 8 AND LEADER, SMOOTH swing, country club style, smart appearance, mess jackets, blue and gold stands, amplifiers, four vocalists. Available June 1st for hotel or club. ALAN CLEGG AND HIS, 191 Main Street, East Orange, N. J. my9

ELEVEN-PIECE COLLEGE BAND AVAILABLE around June 1 for location job. Organized three years. Photographs, records, references upon request. LYNN HACKLER, Hotel Broadview, Emporia, Kan. my16

LARRY GIBSON INTERNATIONAL ORCHESTRA available June 8th. Minimum 9 men; thoroughly equipped; a guaranteed attraction. Only locations considered. BOX 192, Macomb, Ill. my23

THE COLLEGIANS — LOUISIANA'S FINEST dance orchestra; full instrumentation, 14 sober young men, directed by experienced Violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire RALPH R. POTTE, Head Music Dept., Southeastern Louisiana College, Hammond, La. my23

ALABAMA'S FOREMOST College Orchestra—Open after June 1st. Have done hotel, club and resort work. No union. 8 to 11 pieces. ORCHESTRA, 2305 Ensley Avenue, Birmingham, Ala.

CHARLES VAGABOND and His Famous "Tone Control" Orchestra—Tone control registered and protected. This is the only tone control unit in America. Twelve men, songstress. Entirely new policy. Only first class and strictly bona fide engagements or representatives considered. Union. 2306 No. Harding Ave., Chicago, Ill. my16

DICK MARLATT and His Orchestra available after May 25th for summer work. Nine men and vocalist, own arrangements with special features. State terms; further particulars on request. DICK MARLATT, 831 College Ave., Adrian, Mich. my16

FINE EIGHT-PIECE BAND for resort or night club at liberty May 15th. Guarantee band to click. Have fine sound system, wardrobe, singing trio, novelties. Reliable managers or bookers wire HARRY COLLINS, Grand Junction, Colo. my9

RAY NIESS and His Orchestra—Perfect synchronized rhythm. Feature Eleven Men, Choral Ensemble, Vocalists and Specialties. Presentation, radio and dance experience. Present location two years. Will cut or augment. Union; state all first letter. 6605 So. Green St., Chicago, Ill. my16

AT LIBERTY CIRCUS AND CARNIVAL

SENSATIONAL TIGHT

Wire, climb 5-ft. Ladder, best of rigging, wardrobe. Join circus. WOLANDI, 8401 Holstein Ave., Philadelphia, Pa.

TOM FEEHLY Desires to become trainer of lions, bears, leopards, pumas, tigers. Inexperienced, but have been around wild animals and trainers. Well read. No bad habits. Age 19, weight 140 pounds and height 5 ft. 8 in. 3020 Abell Ave., Baltimore, Md.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY for tent rep. A-1 Fast-Stepping Banner Man and merchants' tickets. Good rhythm Trap Drummer, double B. and O. Age 26; wife 25. Can handle tickets, reserve or front door. Reliable, have car. FARNIE JOHNSON, 301 E. Raymond St., Harrisburg, Ill.

FEATURE DRAMATIC COMEDIAN — Versatile Character Dialect Repertory Comedian Capable General Business Man. Top Comedy Singing, Hokum, Dancing (all tap styles) Specialty Artist (three changes) Strong Singing, Speaking Voice. Quartette Man (harmonizing baritone). Natural Toby. Have played leads, heavies, characters in stock. Resemble Joe E. Brown. Age 39; height, 5 ft. 10 in.; weight, 160. Nineteen years stage experience. Have three excellent vaudeville acts for male and female. Teach routines, etc., to lady member, if agreeable, willing. Candy salesman. Work concerts. No producer. Work better under direction. Possess appearance, personality, talent, limited wardrobe, force, dancing mat, ability, music. Am ambitious, clean, speedy, hard worker; neat, congenial, gentlemanly, quick study, dependable. No liquor. Learned to say no. State salary. Need ticket, small advance. Trunks security. References given. FRANK (RAKEY) CAMEL, 1601 Cone, Toledo, O.

GENERAL BUSINESS TEAM as Cast, Specialties, all essentials. Tent or rep. large library of short cast scripts. E. H. OLESON, care Columbia Hotel, Kansas City, Mo.

AT LIBERTY MAGICIANS

AT LIBERTY—Magicians and Illusionists, notice! Madeleine Seyman, Escape Artiste, A-1 Jazz Pianiste, lobby display, can leave on wire. Misrepresentation cause of this ad. Address 1201 Maryland St., Los Angeles, Calif. my16

FEATURE MENTAL ACT—Box office builder for any type of show. Oriental presentation. Will work private readings on percentage, but wants salary for act. PRINCE YOSE, Box 22, Peoria, Ill.

MASTER MAGICIAN—Lecturer, ten years of professional practice; Magic for any occasion. Can deliver the goods; fit anywhere. Age 26, single, character. Desire reliable connection. JOSEPH REACH, 263 Kent Avenue, Brooklyn, N. Y. my16

AT LIBERTY MISCELLANEOUS

AT LIBERTY—MED LECTURER, LOOK AND dress the part. Sober and reliable. Have car. Answer quick. DOC WESLEY, General Delivery, Pineville, Ky.

SCENIC ARTIST—Non-Union, age 48, 25-years' experience in dramatic stock, musical shows and studios, also outdoor. Can paint signs. Write or wire JACK PLATZER, Co. 2439 C. C. C., Holly Springs, Miss.

AT LIBERTY M. P. OPERATORS

AT LIBERTY — EXPERIENCED OPERATOR, married, sober, dependable, industrious; any equipment, prefer small town. OPERATOR, 210 So. Main, High Point, N. C. my9

AT LIBERTY for outdoor or indoor work—Man with new Portable Talkie Equipment. Will work 200 miles of my address only. HAROLD CLOUSE, Maumee, O.

AT LIBERTY MUSICIANS

AT LIBERTY MAY FIRST—

A-1 Swing Drummer, Entertain and Sing. Prefer Indiana, Illinois, Michigan or Wisconsin. Address PAT KELSEY, 1718 So. Franklin St., Michigan City, Ind.

AT LIBERTY—TRUMPET, EXPERIENCED ALL lines. Neat appearing, sober and reliable. Troupe or locate. W. C. BROWN, 812 So. Saginaw St., Flint, Mich.

DINNER CONCERT MUSIC—TWO VIOLINS, Cello, Bass and Piano. Classical and Popular Music. High-grade music. Experienced, good references. Write. ROY KAIFER, 1449 Walker St., Waterloo, Ia.

EXPERIENCED FIRST TRUMPET, ARRANGER. Vocalist would like job with an organized band. East preferable. BOX C-40, Billboard, Cincinnati. my16

SWING TROMBONE—SELLOUT SINGER, MOD-ern takeoff, tone, range, read, etc. Age 24, neat, reliable, experienced. Anywhere for right band. LYLE GRIFFIN, White, S. D.

TRUMPET—GOOD READER, SOLOIST, PREFER band. Go anywhere; age 20, dependable, single, non-union. Write or wire JACK HURLEY, Ohiowa, Neb.

TRUMPET AND PIANIST—RADIO AND FLOOR show experience. Read, sober, reliable. Free to go anywhere. State particulars. TOMMY MACVEAN AND JOHN SAVAGE, 15 N. Pearl St., Canandaigua, N. Y.

TRUMPET—EXPERIENCED, YOUNG, RELIABLE. Strictly Sunday School. Location. No hams. REIGNER, National Hotel, Clarksburg, W. Va.

TRUMPET MAN AVAILABLE AFTER MAY 6th. Fully experienced. Only substantial propositions considered. MUSICIAN, 523 Wisconsin Ave., Sheboygan, Wis.

VIOLINIST—AGE 21, UNION, SINGLE, SOBER and reliable. Plenty experienced with large bands, play sweet or hot, novelty solos, memorize and fake anything, double banjo if necessary. Distance no object. Write or wire VIOLINIST, 6621 South Whipple St., Chicago, Ill.

AT LIBERTY—Sax Team, Alto, doubling Baritone and Clarinet; Tenor, doubling Clarinet. Tenor has modern ride style. Both readers, modern, young. FRED GRANT, 690 Temple, Detroit, Mich.

AT LIBERTY—Music Teacher, B. O. Leader. Organizer of School Bands. Can furnish all kind of references. F. C. SANCHEZ, 402 Harwood Ave., Lebanon, Mo.

MUSICAL DIRECTOR-LEADER for vaudeville units, musicals, production. Guest Conductor. References, modern. Formerly pit director for Loew's, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

STRING BASS Man wants job with good Hillbilly band or Hawaiian. Can cut anything. Young, sober and reliable. JAMES PARKER, 1534 Center Ave., Harvey, Ill. my9

VIOLINIST, LEADER—Good Reader, Tone, young experienced; dance location desired. State all. Write or wire. STEPHEN WITALKA, 512 Blackstone St., LaSalle, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS, BALLOON

Ascensions and Parachute Drops. Lady or Gent Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my30

BALLOONISTS AND PARA-

chute Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill.

SENSATIONAL FREE ACTS

—New and original. Thrill your audience with a thrilling Death-Defying Act. Particulars sent on request. Will go anywhere. Write D. MAYFIELD, Box 122, Raton, N. M.

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my30

BALLOON ASCENSIONS FURNISHED, REASONABLE. Death-Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. my23

BALLOON ASCENSIONS — NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. my23

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. my9

FOUR HIGH-CLASS FREE ACTS — DOGS, Pony, Mule. Fairs, Parks, Celebrations, Circus. HAPPY DAYS SHOW, Blanchard, Mich. my23

MOTOR SOUND TRUCK—FAIR TIME WILL be here soon and so will the political campaign. Sound Cars will be in great demand by both. Better contract now. Don't wait until it is too late. Microphone, Phonograph, Radio Amplified Service guaranteed. SOUND SYSTEM SERVICE, R. D. Wagner, 1909 N. Capitol, Washington, D. C. my30

PUNCH AND JUDY SHOW FOR PARKS, ZOOS —First-class performance. ANTHONY HARTNEY, R. F. D. No. 2, Box 345, Lowell, Mass. my23

ZIKE'S EDUCATED HORSES, FEATURING RED-skin, the Horse with the Master Mind; Tony, the Flame Jumper and Dancer; Platinum, Liberty Jumper and Dancer, and Billy, Hind Leg Shetland. Fair secretaries, agents, write, wire. A. M. ZIKE, Sidney, Neb. my23

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disarming on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ju27

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. my30

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack-Wire Combination Juggling. Indoors or out. CECEL WOODS, P. O. Box 513, Poplar Bluff, Mo.

SPECIAL FOR Parks and Fairs—Aerial High Bar Acts, Ground Tumbling and Bathing Beauty Dancing Girls. M. MANSFIELD, 524 W. Market St., Warren, O. my16

VAUTELLE'S NOVELTY CIRCUS—Dogs, Cats, Monkeys. Two acts. Have good sound system and parade car for street bally. Theaters, fairs, parks, circuses write. Charlotte, N. C.

AT LIBERTY PIANO PLAYERS

PIANO MAN—YOUNG, READ, JAM, SWING, Rhythm, Arrange, sober, reliable, cut shows. Not satisfied with present consideration. Union. Ham outfits disregard. State facts in first letter. CLARK WINTERS, Greyhound Lines, Oakwood Tavern, Sturgis, Mich.

FEATURED PIANIST—Plenty rhythm, take off, young. Join immediately. All answered. Please be explicit. MUSICIAN, 546 So. McDonough St., Montgomery, Ala.

PIANIST—Young man, single, union; desires reliable opening, years of professional experience with the best. Weekly salary must be guaranteed. RAYMOND DEMPSEY, Franklinville, N. Y. my16x

PIANIST—Unit, Ballroom, Resort, etc. Only reliable offers please. Union, sober. Age 25. Free after May 9. Write or wire. PAUL BERLIN, 4258 Archer Ave., Chicago, Ill.

PIANIST—Just finished season in Palm Beach. Good reader; concert, etc.; hotel, radio, theatre, etc. Write, stating everything. LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY MAY 15TH—FLO AND ROY, Dancing, Singing, Talking, Singles, Doubles, Blackface, Silly Kid, Tramp Comedy. Change two weeks. Up in most all acts and make 'em go. All letters answered. Write ROY CHILDERS, Carmi, Ill.

AT LIBERTY — RAY (HAMBONE) KINDLE and Wife. Black Face, Produce, Monologues, Comedy Songs, Harmonica, Drums. Change for two weeks. Talking Doubles. Wife plays some Piano, read only. Straight in acts. Have transportation. RAY KINDLE, 642 Bridge St., N. W., care Roosevelt Theatre, Grand Rapids, Mich.

AT LIBERTY—Sketch Team. Man, Black; woman, Singer with trained voice. Singles and Harmony Singing and Hokum Doubles. Both work acts. Don't ask our lowest, state your salary. South preferred. THE NORTONS, Macou, Ga. my9

AT LIBERTY—Fully Experienced Med. Man. A-1 Lecturer, fluent talker, make day pitches, good dresser on and off. Can produce. Do Straights in acts and bits. Plenty clean material. Also do Rube Comedy. All around performer. Sober and reliable. Age 42, 5 ft. 11 in., 170 pounds. Moderate salary for long engagement. Please mention it. Reliable managers only. L. W. DAVIS, 1105 Washington St., Ft. Worth, Tex.

MASS. RACE

(Continued from page 45)
and horseshoe pitching contests and special attention to boys' and girls' work. He also emphasized economies, saying that if the hilltown fairs are to continue "we have got to cut down our overhead."

Programed in the morning session, presided over by President Ernest H. Sparrell, Marshfield, were Otis E. Hall, Springfield, chairman committee on judging; legislative report by Mr. Sparrell; Prof. C. J. Fawcett, State College, chairman dynamometer itinerary for the current season; W. H. Dickinson, Hatfield, on Mohawk Fairs Circuit for 1936, and Earle S. Carpenter, State College, whose topic was suggested standard for premium lists.

Appointed to the board of appeals were Charles A. Nash, Eastern States Exposition, Springfield, chairman; Ralph H. Gaskill, Topsfield; Frank H. Kingman, Brockton; Willard A. Pease, Chester, and George H. Bean, Northampton.

Reappointed to the committee on judging was Otis E. Hall, and the legislative chairman named was Fred B. Dole, Greenfield.

Attractions interests represented were George A. Hamid, Inc., by Paul Denish, manager Boston office; American Fireworks Company, Henry Rapp; Vallas Amplifying System, Peter T. Vallas, and Suffolk Electric Company, R. D. Morrill. Elliott H. Platt, director of publicity of Connecticut department of agriculture, came in from Hartford to attend the meeting. Milton Danziger, Eastern States, was absent for the first time in years, being confined to his home with a heavy cold. Mr. Nash was kept away because of food rehabilitation work.

Recapitulation of Total Pools, Tickets Sold and Value, and State's Total. (Extracts From Massachusetts Racing Commission's Chart)

	Total Pools	State's Total
Running Horse Meets.	\$19,028,793	\$ 905,188.82
Dog Racing Meets.	15,458,072	704,156.78
Harness Horse Meets	73,742	4,601.62
Racing at Fairs (Marshfield)	18,813	1,038.22

Total \$34,579,420.00 \$1,614,985.39

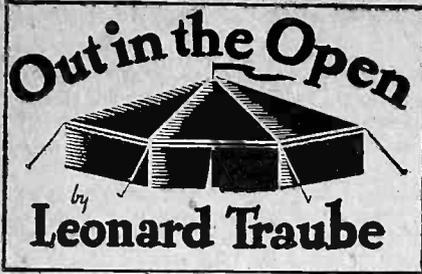
In the \$2 bet bracket, total tickets sold were 11,894,325, leading other tickets values (\$100, \$50, \$10 and \$5) heavily. This was shared as follows: Running horse meets, 5,708,299, which came second to total \$2 wagers on the dogs, which built up a record of 6,145,816 wagers. Harness meets brought 32,036 wagers and fairs, 8,164. Total tickets sold on \$5 wagers in the four classes of meetings were 955,888, with the \$10 marker bringing 398,863 customers, the \$50 ticket drawing 22,808 and the \$100 attracting 8,823 takers. The booklet giving statistics in entirety is available thru the commission's office, 15 Ashburton place, Boston.

Racing plants represent a total investment of \$4,300,000. There were 269 days of racing over which racing associations distributed a pay roll totaling approximately \$932,000. Amount distributed to cities and towns was \$350,000, this being provided for by State statute.

Federal Approval of Funds Will Pep Work in Cleveland

CLEVELAND, May 2.—Lincoln G. Dickey, general manager of Great Lakes Exposition, announced receipt of word of federal approval of the \$275,000 appropriation, which means that additional forces will be mustered into employment to ready U. S. exhibits. White Motor Company signed for 10,000 square feet in the Automotive Building, and National Cash Register Company also signed for space, according to Peg Wilkin Humphrey, associate director.

Almon D. Shaffer reported signing the Four Lorenzos, aerialists; Thrill Devices, Inc., Loop-o-Plane, and American Locker Company, parcel checking. Frank P. Duffield; John Robinson IV, Robinson's Military Elephants; Manuel King, Tex Sherman, Buck Owens, James M. Cole, Forrest Freeland, May Joyce and other showfolk registered at headquarters during the week. Construction work is 10 days ahead of schedule, according to Albert N. Gonsior, chief construction engineer.



Spotlight on the News

THIS is certainly turning out to be a bird of a spring semester for showmen and showmanship this side of the Mississippi, which constitutes the area your correspondent is supposed to yelp about. To put it in our usual conservative way, there has been more activity in the line of building and new setups in all branches of the alfresco temples than has emerged in, say, 10 years. Let's get to work on the telescope and gather in the facts.

EXHIBIT A—Trenton Fair, for 36 years under one administration, none other than New Jersey's celebrated Family Margerum, has passed to George Hamid, the booking tycoon, on a three-year lease. This is one of the most spectacular switches in the history of fairdom and represents the most interesting attempt in outdoor show business in this current year of grace. Spectacular because it shows fearless courage on the part of the Margerums—General Mahlon H. and his son, Colonel J. Fred—in giving up the ghost after three-dozen consecutive seasons, and interesting because the popular booking chief, already wearing the crown conferred on him for indefatigability, will now have to go out and earn the tiara of prestidigitation. If you are not aware of the reason why the Great GAH (hereinafter known as George A. Hamid) will have to dig into his sleeve for a rabbit, you will have to be told that Trenton is situated between two of the nation's greatest metropolises, New York and Philadelphia, with their extraordinary competition in the way of theaters, night clubs and other show fare, their madcap predilection for autos, planes, busses and trains and their pseudo-sophistication which weans them from fairs to miscellaneous folderol.

EXHIBIT B—The amusement park picture, from the point of view of its managerial personnel, is a little fascinating. Fred H. Ponty, whose career is strewn with p's, piloted Paradise Park, in Rye, N. Y., his native hearth, and received a tidy sum for the site from the Westchester County Park Commission, which forthwith built Playland. Ponty drifted to Woodcliff Peasure Park, up in Poughkeepsie, N. Y., but after a few seasons gave way to Nicholas Dyruff, a Brooklyn attorney representing

CAN PLACE FOR SANDY BEACH PARK

Million-Dollar Playground of Ohio, new and novel rides. Will give wonderful proposition to Loop-the-Loop and Loop-O-Plane; also place high-class Wax Show and any new Walk Through Show. Have two good locations for eats and drinks for reliable party. Mr. and Mrs. Al Wagner operating all games, can place agents for season. All who have worked in past for them please write immediately. Will give good proposition to Scale Man with own scales only. Everybody with new ideas write, will finance any worthwhile attraction. Ride people write or wire **SANDY BEACH PARK**. Shows and Concessionaires write **AL WAGNER**.
LOU GREINER, Manager.

ATLANTIC BEACH PARK

ATLANTIC HIGHLANDS, NEW JERSEY

ACCOUNT CHANGE OF MANAGEMENT

WE Want Legitimate Concessions and Games of all kinds that have good flash, use plenty of merchandise; American Palmistry; Photo Gallery with outfit for making large panorama pictures of large picnic parties.

Kiddy Rides and Concessions for new Midget City.

CAN PLACE Portable Roller Skating Rink and several more good Rides, except Carousel, Airplane and Coaster. Fourteenth season of New Jersey's and New York's favorite excursion and picnic park, located on the beautiful beach within one hour's ride of several million people.

Big picnics being booked by the Central Railroad. Several Bus Lines and the world-renowned excursion steamers, Monmouth and Sandy Hook, operated by the Jersey Central Railroad, and the Mandalay, operated by the Mandalay Line. Good paved highways bring thousands of folks to this beach and park. If you have a good legitimate proposition and can operate it in a legitimate manner, come and see us or write at once stating fully just what you have. Season opens May 30.

ATLANTIC BEACH PARK, Atlantic Highlands, New Jersey.

realty interests. The past winter found Ponty managing the Million-Dollar Pier in Miami Beach, Fla., and now he's establishing an amusement zone in Kaydeross Park, Saratoga Springs.

EXHIBIT C—Associated with Ponty during his Woodcliff incumbency was Orest J. Devany. Devany is the man who had some amazing experiences with Dreamland Park, hard by Newark, N. J., which he founded a dozen seasons ago. Following two years of success there, his imagination lured him to Grand View Park, Singac, and Island Market Park, Paterson, both in the Skeeter State. There were one or two other ventures. He could not stay put because he is the roving, restless type, always on the lookout for new worlds to conquer. At the current writing he is out to make history repeat itself, for we find him back at Dreamland, where he is major-domo of the Stadium, which will house circus layouts and Italian-inspired programs.

EXHIBIT D—The irrepressible Woodcliff continues to hug the amusement map, for directing its destinies now is Pierre Venner, formerly of Atlantic Highlands, N. J., formerly of Whalom Park, Fitchburg, N. J., formerly of Texas playgrounds.

EXHIBIT E—Humming along at a fast clip is Coney Island, where show attractions will outnumber those of any one season in the last few years. In addition, they are more diversified in nature, or will be by the time the season gets going at the end of this month. Breaking out into a new and more daring dress is Luna Park, which will feature Tony Sarg's Streets of Paris, a collection of about 16 separate pay attractions. Will the regulars from Brooklyn and other points go for this type of offering? The answer to this will decide Luna's future in great measure.

EXHIBIT F—Revere Beach, Mass., has apparently forgotten its 1935 suffering, administered by the racing pooches. We present in evidence the fact that several Revere showmen, notably W. J. O'Brien, have taken hold of more space for more presentations. Asbury Park and Atlantic City, and other Jersey seacoast resorts like Long Branch and points north and south, are ready to produce stuff with the quantity and quality of boom times.

EXHIBIT G—Several new partnerships in the carnival field will be worth watching. Several new combinations in the circus business, in addition to a healthy number of completely new shows and titles, have picked 1936 as the year in which civilization returns to its own. Reverting to midways, the latest team in metropolitan New York brings Eddie Ellins and Mike Korris together as skippers of Westchester United Shows, with the former managing and the latter routing. They have booked Phil Isser's four rides and two kid rides, as well as a line of stores and a free act. Both of them have had enough experience in the business to make the season a winner in every respect, provided the weather 'doesn't play pranks.

EXHIBIT H—Columbia Park, North Bergen, N. J., comes in for special classification because a non-park man is in the pilot's berth in the person of Doug-

las G. Hertz, a sports and rodeo promoter, who signifies an intention to go places and do things with the spot across the river from Gotham's West 42d street. Here, too, a more or less new regime, with the traditional throne-holders, Otto and Fred Aeschbach, assuming executive positions under Hertz.

EXHIBIT I—Even the marriage mart is on the improve. Amerika Olvera, balancing trapezist of the Ringling-Barnum show, to Jack Poli, of the Four Polis, perch act, formerly of Big Show and Hagenbeck-Wallace. Erich Max Hoffman, of Rixford, Germany, to Liary Lietz. You know them under billing of the Stonleys. They've just finished in *Jumbo*, where they did a terrific balancing act above an open den of lions. They sailed for Germany two days after merging their domestic interests, but (See *OUT IN THE OPEN* on page 65)

Revere Beach, Mass.

By BEACHCOMBER

"King John" Hurley back from Florida and looking fine. . . . the missus to Nantasket, to take care of the Hurley interests there. . . . Weather has been cold and clammy during April, with May breaking very warm, and it is hoped this weather will continue. . . . Rumor hath it that the Derby Racer, located in the hot zone, has been condemned, and this time with injunction papers to restrain threatened operation despite the building inspector's edict. . . . Valuable piece of property, well located, too bad. . . . New changes in the hot zone, namely, the old side-show building leased by William McGuinness and booked and managed by Fred LaReine, is already converted into a beer garden, newly constructed from top to bottom, and the old Koo-Koo ride location has been rebuilt into a modern building to house a Beano. . . . Six, possibly seven, Beano setups now in the three blocks hot zone. . . . New rides coming in and going up, a Ferris Wheel, Dangler Chairplane and kiddie ride on one location, the Newton Platform lot, which has a colorful history. . . . Roy Gill had many money-getting attractions on it in the good old days, and Joe Dobish set up his Motordrome on this lot for three seasons. . . . Ocean avenue widening project in arrested condition for months, with houses torn down or moved back to new building line, but no signs of street paving. . . . Greyhounds beginning to flood the town for meet beginning in mid-May and extending thru greater part of the summer. . . . Dog track continues to close at midnight to detriment of the beach front. . . . Bill O'Brien headquarters at Bradford House to complete bookings for European Museum. . . . Renovating of show building under way, Fred Page in charge.

Pa. Farm Show Is Booming

HARRISBURG, Pa., May 2.—Pennsylvania State Farm Show commission said applications for exhibit space for the 1937 show in January are already heavy. Show in 1936 was unable to fill many requests. Commission moved to increase premium allotments, and appointed as premium committee are Dean W. L. Watts, School of Agriculture, Penn State College; James Fry, assistant director of agriculture extension, State College, and Fred Crook, Beaver Falls, vice-president of Pennsylvania Horse and Mule Association. It is estimated \$10,450 will be necessary to repair damage caused to the show building by March floods.

London Earl's Court Set

LONDON, April 28.—New Earl's Court Exhibition Building, London, to seat 23,000, largest indoor audience in Europe, and to cost \$6,250,000, is expected to be ready by Christmas. Nearly 1,000 men are at work. It has been necessary to excavate to a great depth for the concrete foundations. Features will include a 50-foot roadway encircling the site, with parking for motor vehicles; double-deck park for nearly 2,000 private cars; subways to car park and to three underground railways, with escalators taking visitors from Earl's Court Station to the new building; swimming pool, 200 by 100 feet; music of various kinds, frequently changing program of entertainments and flower beds.

Hartmann's Broadcast

CONSIDERABLE progress has been made by the American Carnivals Association, thru its general counsel, Max Cohen, in the last few days on its application for relief for railroad carnivals operating in the East to the Trunk Lines Association. From the Freight Traffic Managers' Committee Mr. Cohen has received word that the carnival association will have a hearing at the office of the Trunk Lines Association, 143 Liberty street, New York City, on Tuesday morning, May 26.

To do a good job with the hearing it is essential to have full representation of all of the railroad carnivals, and managers of these shows are urged to communicate with Mr. Cohen immediately for this purpose so that a united front will be presented. Be sure to read the full details of the meeting on the first page of the Carnival Department of this issue.

IF BUSINESS continues as it has started off for the Al G. Barnes Circus this year, a big season will be chalked up. It is far ahead of 1935, and to give a better idea of what the show is doing, at San Francisco on a new lot, business was 50 per cent more than last year, ditto at Los Angeles and Hollywood, while at Long Beach the show never did such business. At Medford, Ore., this week the Barnes show will have almost day-and-date opposition with the Tom Mix Circus, Barnes appearing there the 5th and Mix the 6th. Barnes is taking its regular route up the Coast and will then head east thru the Northwest.

From what we hear the Barnes show DOES move and Manager S. L. Cronin is very proud of his department bosses. Half of them at least have not had a contract for years—they just consider themselves a part of the Cronin machine.

MANAGER HARVEY WELLS of Jantzen Beach Amusement Park at Portland, Ore., has found coin-operated amusement machines a nice revenue producer at his park—and the nice revenue speaks for the popularity of the machines. This year Mr. Wells will have 52 new machines, 40 pin games and 12 diggers. Every park manager interested in these coin-operated devices should read his opinion of them in an item on the first page of the Amusement Machines Department of this issue.

MANAGERS of shows contemplating playing Ohio should be very careful about collecting the sales tax. Government agents have been very active in checking to see if the tax is being collected, and those found violating the law have had to pay heavy fines. A week or so ago a man and woman stepped up to a drink emporium, the man a few seconds after the woman. The woman placed a quarter on the counter as her drink was being served and the man did the same as he ordered his drink. The drink operator decided to take the man's quarter (instead of five cents out of each, in which case there would have been no tax), but failed to collect the one cent fee on the combined amount. The man and woman, who were government agents, soon made their identity known and operator was placed under arrest and fined.

Not only in Ohio, but in all States having a sales tax, should showmen be careful to collect the proper fees.

OF COURSE, the reading public expects press agents of circuses to exaggerate a little in their advance newspaper notices and in many instances newspaper editors "protect" themselves to some extent by tacking the authority onto the agents or by using such qualifying phrases as "it is said," "according to so-and-so," etc., but it hurts all circuses, particularly the show concerned, to feed a newspaper editor with material that is nine-tenths slush. There is a circus in the West that is offending in that respect. Here are some of the expressions taken from a clipping which we have in our possession: "Said to be the largest motorized circus in the world." "An advance agent states that (See *BROADCAST* on page 65)

Auto Racing Cards Many

AAA-sanctioned bills now number 29, with more yet to come, says Ted Allen

WASHINGTON, May 2.—Fairs thruout Midwest, East and South have already scheduled 29 auto racing programs, with many more to come, according to the early-season list of the contest board, American Automobile Association, national governing body, it was announced at national headquarters here by Secretary Ted Allen.

Outstanding are national championships again at Illinois State Fair, Springfield, under Ralph A. Hankinson, and at New York State Fair, Syracuse, under Ira Vail. Wisconsin State Fair, Milwaukee, again offers two days of sprints, under Hankinson banner. Bill Breitenstein, promoter of Southern events when not busy in the North, will again handle the auto races at Southeastern Fair, Atlanta. A new promoter of American Automobile Association sanctioned events is H. L. Benson, with events at West Virginia fairs in Wheeling, Clarksburg and Charleston. In the early schedule Hankinson is credited with sanctions for 18 fair programs; Vail, five; B. Ward Beam, two, and Breitenstein, one.

Season got under way on Plant Field fairgrounds, Tampa, Fla. Eastern Circuit started on Reading (Pa.) fairgrounds on April 26. Many still dates are on the American Automobile Association's card for fairgrounds, but the following list of sanctioned events includes only those dates in conjunction with fairs in Harrington, Del.; Lewis-town, Pa.; Springfield, Ill., 100-mile national championship. Milwaukee; Hughesville, Pa.; Flemington, N. J.; Bedford, Pa.; Rutland, Vt.; Reading, Allentown and Bloomsburg, Pa.; Richmond, Va.; Trenton, N. J.; Shelby and Wilson, N. C., and Spartanburg, S. C., Hankinson. Hamburg, N. Y.; Syracuse, 100-mile national championship. Brockton, Mass. (2), and Danbury, Conn., Vail. Wheeling, Clarksburg and Charleston. W. Va., Benson. Watertown, N. Y., and Lehigh-ton, Pa., Beam, and Atlanta, Breitenstein. More than one day is taken up in several spots. All are sprints except in Springfield, Ill., and Syracuse.

Fans' Mark in Reading

READING, Pa., May 2.—Opening here last Sunday by Ralph A. Hankinson, president of Hankinson Speedways, of his 1936 automobile racing season drew 32,165, largest gathering of fans ever assembled around Reading Fair grounds half-mile track, despite cool breezes and drizzling rain until 1 p.m.

Intensive exploitation over a 100-mile area and expensive field of more than 40 drivers were responsible, in the opinion of Hankinson and fair officials. Vern Orenduff, Tallahassee, Fla., driving a new Miller, won the featured event, while Tommy Hinnershitz, Reading; Chet Gardner, Long Beach; Mauri Rose, Indianapolis, and Frank Beeder took qualifying heats. Doc George Mackenzie, Eddington, Pa., favored to win, crashed thru the inside fence in the final race but escaped with slight injuries.

Next Hankinson race is to be on May 17 at Langhorne (Pa.) Speedway, where last year the opening meet attracted more than 40,000.

Rubin & Cherry Exposition

Atlanta, Ga. Week ended April 25. Dogwood Festival. Location, Lakewood Park. Business, satisfactory despite mid-week rains and cool weather.

Saturday was big and the closing day one of the best of the week, as Lucky Teter and his Hell Drivers drew 15,000 people in front of the grand stand and the midway drew heavily. Visitors included Secretary Hugh Faust of Knoxville (Tenn.) Fair; Dr. and Mrs. J. S. Dorton, the former secretary the Shelby (N. C.) Fair; Sam Gluskin, advance agent Royal American Shows; Mrs. Jimmy Simpson and party; Mr. and Mrs. George Reinhardt and Jimmy and Pearl Vair, of Miami, former Rubin & Cherryites. Mrs. Charles C. Foltz (Blue) returned to Cincinnati after a pleasant visit with son-in-law and daughter, Mr.

and Mrs. Harry Coffin. Eddie Taylor, well-known show talker, is again with the show. Babe Drake, veteran showman, is managing the Joy Ship and Dam-ri-no attractions. P. M. Williamson left suddenly. The Godino Siamese Twins' beautiful new green canvas theater a beautiful creation, and the joined-together boys stage a splendid program. They appeared on the WSB radio broadcast, as did Ann Sherwood, of Cleo Hoffman's Flaming Youth, which has a gorgeous stage setting, rhinestone costumes and velvet drapes. R. W. Rocco's concessions, with R. W. Rocco Jr. as manager, have the following roster: Mary Manzie, Beatrice Cummins, Ruby Lavette, Billy Krim, James Weiss, Earl Galpin, Tom Cummins, John Roth, James Lavette, Joe Sloat, William Rossier, Alma Weiss, Daisy Fox, Gerald Fox, Albert Marks, Leo Sennett, Dan Ferrone, John Manzie, James Thompson, Ben Maranz, Mrs. R. W. Rocco Sr., Emmett Moss, Mrs. R. W. Rocco Jr., Nick Collichio, Baby Hazel Rocco. J. J. (Chickie) Allen's concessions have the following: Earl Maddox, Bob Johnson, Jimmy Liberman, Charles Miles, Mrs. Violet Beckley, Mrs. Leona Lee, James Drew Jr., Jerry Dawson, Andrew Dimon, Sam Beatty, Bob Robinson, Earl Palmer. Motordrome roster: Zeke Shumway, manager; riders, Virginia Shumway, Louise Shumway, Charles Wrenn, Henry Dixon, Bufford Sudduth, Al Tropp; ticket boxes, Joe Anderson, Horace Phillips, Luther Kelley and Dad Grunnell; wardrobe, Mack Webb. Trainmaster P. J. McLane had the train loaded and on its way out of the Southern Railway yards in good time for the initial run of the season to Tuscaloosa, Ala. Mrs. J. C. McCaffery spent a few days on the midway. The attractions were praised by officials of the Southeastern Fair and newspapers.

WALTER D. NEALAND.

Dime Museum, Newark

NEWARK, N. J., May 2.—Museum has been playing to fairly good crowds the past week due to the program and the production of neon-tube idea Namy Salih conceived for Edna Price's act. Frank Broderick, veteran trainer, who has been with Mr. Salih several years, has completed a novel animal act. Zenda, mentalist, continues to please her audience and has been called upon to entertain at clubs this week. Mr. Salih is quite a busy man looking after his interests at Playland and here. The program this week: Edna Price, neon tubes; Maude Mills, Creole Revue; Zenda, mentalist; Dewise, handless wonder; Domingo, Hindu torture; Morey Schyer, music and front; Oriental in annex. Frank Broderick, front; Mona Broderick, tickets; Anna Broderick, refreshments. BEN RILEY.

55,000 Attend Police Show at Los Angeles

LOS ANGELES, May 2.—The annual show of the Los Angeles Police Department was staged at the Coliseum April 26. Ticket sale reported by officials at over 200,000; attendance, 55,000. Mayor Frank L. Shaw and Chief James Davis had an efficient force, with Capt. H. A. Hager as director. There was a parade Sunday afternoon. Monte Blue was arena director and Leo Carrillo announcer.

The program in order: Jumping and high-school horses, ridden by Marjorie Manning, William Hogan, Jack Dineen; acrobatic acts, Pina Family, Ross Brothers, Four Playboys, Bimbo, Laddie and Garden; Johnny Agee, with Ken Maynard's Liberty and menage horses; clowns; Anna Velde and motion picture elephant "Helen," trained by Joe Metcalfe; Fred Forster and trained dogs; Dietrich's pony drill; Harry Phillips' ponies and Harry De Rosa, with "Snookie," film chimp; Victor McLaglen's two troupes of motorcycle riders, trick and fancy riding and cavalry maneuvers; Weiss Trio and the Freehands, perch; the De Garros, revolving ladders; Oliva Brothers and the Majorovas, horizontal bars; Victor McLaglen's light horse troupe; clowns; San Gabriel Drum and Bugle Corps, national and State champions; on tight wire, Philip Escalante, Anita and Bertha Matlock; Johnson and Johnson and Shattuck and Ward, jugglers; introduction of Ken Maynard's Indian Congress and rough riders, 45 Indians, 10 riders, exhibition of horsemanship and Indian ceremonials; local police department pistol champions; Esther Escalante, on trapeze, with heel-catch finish; the Happy Hearted Hooligans; King Brady and Company, auto poloists; Flying Escal-

Motor Transportation Dept.

THE GENERAL MOTORS Parade of Progress played Atlanta for a week en route from Florida to Northern territory. Thirty-six units are in the organization. Free movies and a scientific exhibition as well as household hints are included. H. G. (Buck) Weaver, head of the General Motors Customers' Research Staff, was with the parade while it was in Atlanta. Mr. Weaver has placed his staff as well as the entire exhibit at the disposal of showmen interested in motor transportation and will be glad to

confer with them regarding their problems. He praised *The Billboard's* Motor Transportation Department, saying he has received much help from it.

CAN YOU tell us how many feet you are allowed on two-wheeled semi-trailer? Truck is going to pull trailer. Please tell us about the States and how many feet you are allowed in them.—F. B.

Answer: Any truck-semi-trailer combination 34 inches in width, 11 feet 6 inches in height and 30 feet in length, or if less than these dimensions, will not violate laws in any State or District of Columbia.

Ivan Bros.' Show Now at Melbourne

MELBOURNE, Vic., Australia, March 25.—Exhibition Oval here on the beautiful Exhibition Park took on a new look of activity this week when the two large tents of Ivan Bros.' Circus were erected and the flashy posters announcing their coming were re-dated with large "now showing" strips. In this ideal location, which has not been used by circuses for a number of years, the show had a capacity opening last Saturday night and enjoyed some excellent press notices as a result. Business since then has been the usual mid-week type, with all lower priced seats being sold but the higher scales a little off. Business builds up over the week-end.

American acts with the show were able to renew acquaintances with other Americans appearing at the Tivoli Theater here. They were Jack Lavier, the "Man on the Flying Trapeze," and Roy Rogers, comedy acrobat, both with a show starring Polly Moran, of the movies. Acts seem to like the Australian engagements, but always remind those in United States that salaries here are paid in Australian and not English money. This means a pound is worth \$4 instead of the \$5 expected for English exchange and it appears that no acts are advised of this upon leaving United States.

The show will start north after the Melbourne engagement and is scheduled to spend the winter (June, July and August) in Queensland and the spring following in and around Sydney and then to New Zealand for the summer and Christmas.

Philly Business Good For Morton-Hamid Show

PHILADELPHIA, May 2.—The Morton-Hamid Circus, under personal direction of Bob Morton, opened here at the Arena Monday night auspices of the Moose. Attendance has been very good. There was a turnaway Wednesday night. Program is the same as that presented at Buffalo and New Haven with added attractions of the Nixes in the Golden Globe.

General Outdoor Adv. Co. Signs New Agreement

PITTSBURGH, May 2. — Leo Abernathy, national president of the billposters' union, reports that the General Outdoor Advertising Company here signed a new two-year agreement with the local office approving of better terms and more favorable working conditions. He went to Uniontown, Pa., this week to attend the annual convention of the State Federation of Labor.

lantes and DeGarro and DeGarro, comedy aerial rings; Sisto Duo, double trapeze.

COREY GREATER SHOWS

JOHNSTOWN, PA., LORAIN BORO LOT, THIS WEEK; PHILIPSBURG, PA., NEXT WEEK. EVERYBODY WORKING FULL BLAST. WANTED—Merry-Go-Round, Chairplane, Loop-o-Plane, Loop-the-Loop, Kiddie Auto Ride, Drive-It-Yourself Autos, organized Plant Show, Ten-in-One, Hill Billy Acts, Flea Circus, Drome, Fat Girl, Monkey Circus, Ball Games all open. Lead Gallery, Frozen Custard, Photo Gallery and legitimate Grind Stores of all kinds. Address E. S. COREY, P. O. Box 918, Johnstown, Pa. P. S.—Mabel Mack Seal come on at once.

WALLACE BROS. SHOW

AMERICAN LEGION CELEBRATION, MATTOON, ILL. WANT Stock Concessions only, no Wheels, no Skillo. Cigarette Gallery, Fishpond, Popcorn, Frozen Custard, Ball Game, Lead Gallery, or any 10c Grind Concession. CAN PLACE following Show People: Acts for Ten-in-One, strong Freak to feature, Tattooer, Glass Blower, Mind-Reading Act, Half-and-Half, or any Act that can work in Side Show. Musicians for Minstrel Show. Salary and per cent. Ride Help on all Rides. Mattoon, Ill., this week; Clinton, Ill., May 11 to 18.

SOUND SYSTEMS
Sound Equipment of Every Description. Write for Latest 1936 Catalog. **MACLIN ENGINEERING CO.** 1457 BROADWAY NEW YORK CITY

WANTED

LARGE CARNIVAL FOR OUR MAMMOTH JULY 3 AND 4 CELEBRATION, (Can Play All Week!) AT ABILENE, KAN. Communicate at once with VETERANS OF FOREIGN WARS, HARRY FULLER.

WANTED

CONCESSIONS FOR SEASON'S WORK IN PHILADELPHIA AND VICINITY. Cook House, Ball Games, Pitch-Till-Win and all kinds of legitimate Grind Stores. Ride Help of all kinds. Man to operate Light Plant. JERE SHAW, Bridgeport, Pa., week May 4th.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Graduation and Wedding Gifts Receiving Industry's Attention

This is the season of the year when universal recognition is given to one class of merchandise as being outstanding for successful salesboard promotion. It is the season of the brides and the graduates, which in the language of the merchandise industry is the "season of gifts," and constitutes one of the few periods in the year when the persistent demand is for quality merchandise at an above-the-average price range—a factor of vital importance to operators.

Alert salesboard firms are producing special boards featuring wedding and graduate gifts, and the demand for them has been highly encouraging. Operators report that there is no difficulty at all in securing plenty of the right type of locations. A wide range of quality merchandise is already being featured in various types of salesboard deals and are proving to be without equal for play attraction at this season. A unique distinction of this class of goods that is in the operator's favor is the fact that it is largely luxury merchandise, or at least not in the category of everyday necessities, and on which the margin of profit is consequently larger. Too, the desire to be generous in giving high quality goods is an important factor reflected in the demand for wedding and graduation gifts.

At the head of the list in point of demand is the ever-popular watch. However, those who favor timepieces get a break this year in having the new-style lapel watch at their command in addition to the wrist and pocket styles which are finding a steady call.

Fitted bags also fit the current seasonal need very well, even though they were introduced into the industry only a short year or so ago. Ladies' overnight bags are receiving much attention, an important reason for this being the wider range of colors in which they are available. The same is true of leather items, where developments in design and coloring of handbags, vanity sets and the like have stimulated a great desire for them.

Another leader this year, due perhaps

"Premium Clinic" at National Exposition

A unique feature of the National Premium Exposition being held at the Palmer House, Chicago, from May 4-8, inclusive, is a "Premium Clinic." Established in recognition of the growing importance and interest in premium advertising by all classes of industry, the services of the clinic are available to anyone in attendance. An individual is in charge who is qualified by long experience in premium advertising practice to give competent advice on the effective use of premiums in attracting public patronage. Addresses by several authorities in the field featured the opening day session, followed by a round-table discussion for all those interested in this form of promotion.

Big Market for Auto Radio Sets

With the open-road season at hand, the premium-merchandise industry is placing heavier emphasis than ever on auto-radio receiving sets. The tremendous momentum picked up by this item in the last year or two is receiving additional emphasis this season thru cultivation of hitherto undeveloped markets. An analysis by leading manufacturers shows the tremendous auto-radio opportunities which exist today.

(See *BIG MARKET* on page 65)

to the fact that the June bride and graduate season is also the height of the picture-taking season, is the camera. Not only are folding cameras in great demand, but the low price of movie machines has made possible the giving of many such instruments.

Quality electrical appliances are also included among the favorites at this season, particularly for the bride, including small radios, electric waffle irons, automatic irons, novelty lamps, toasters, food mixers and the like.

A wide variety of semi-luxury items, for which the graduation and wedding season has heightened the demand, include necklaces, bracelets and rings in the jewelry line; cocktail sets, cigaret case combos, ship models and other decorative home accessories of a fancy or novel nature, including ash trays, powder boxes and cigaret boxes.

The salesboard men are not alone in their recognition of the gift needs of the bride and the graduate. Sportlands have stocked their shelves with a wide variety of goods combining character and appeal. The appeal of this merchandise to their customers is already resulting in a noticeable increase in play for the items. Pin game operators, too, while more limited in their use of prize awards, are nevertheless disposing of a considerable volume of such goods each week.

All in all the May-June graduate and wedding season should prove to be one of the most profitable of the year for premium-merchandise men, altho it is suggested that succeeding months should not be overlooked entirely when volume selection of merchandise is made.

Business Continues Its Upward Trend

The upward surge of business continued unabated during the month of April, according to unofficial federal statistics. No outstanding factor but merely the cumulative effects of improvement seem to be the stimulus which sent the accurately estimated April figures to a new high for the year in practically every phase of the business world.

The figures are collected by the government from various official and private agencies and reveal that the increase in industrial production in April was 3 per cent over March; freight loadings, 1 per cent over March; building contracts, 1 per cent over March; factory employment, 1.7 per cent over March; pay rolls, 2.3 per cent over March. These facts are especially significant in view of the fact that March was the best preceding month this year for all lines. Department stores, while registering a slight decline in April, are still far ahead of the January and February marks of this year and also the April, 1935, record.

Merchandise Prizes Get Pa. Court's Okeh

Operators of pin games in Germantown, Pa., were given free rein to offer merchandise prizes for high scores on their tables following the dismissal of a case in the Magistrate's Court the past week. Twelve persons, mostly merchants, were defendants in the case for offering top score prizes.

In finding for the defendants the magistrate declared that the awarding of merchandise prizes was in no way a violation of the city's statutes. The matter of cash awards, however, was another story, he said.

Poster Service Ups Mdse. Play

A unique new poster service prominently featuring merchandise as prizes on pin games has been inaugurated by a large manufacturer of amusement machines for use of its operators.

Realizing that the ultimate success of an amusement game depends upon the extent to which it is patronized by the public, the corporation is furnishing attractive window posters featuring many types of merchandise packed with every game. The operator or location owner displays these posters in his show windows, or on the walls of the store, to stimulate desire for the merchandise awards and create greater interest in playing pin games.

No advance announcements were made of this service and the trade was entirely unaware of the plan until the play stimulating features of the merchandise thus promoted began producing immediate benefits.

It was pointed out that when one goes into the store one sees posters of all kinds featuring scores of products and that, naturally, if producers and retailers of such staple items find it profitable to use consumer advertising at point of sale, the principle certainly ought to show results if applied to awards in the pin game industry. And the initial success of the plan augurs well for its continuance along broader lines.

New Games Get Official Okeh

NEW YORK, May 2.—New coin-operated games being manufactured here are increasing the use of premium merchandise. These games are designed to meet the approval of the authorities here. They are licensed to award merchandise prizes for skillful play.

One of the new games which is attracting considerable attention at this time is the roll-down poker game. This game uses rubber hand-ball game balls. The player rolls down the five rubber balls to the head of the game where there are 36 pockets and attempts to bring about a poker hand. The pockets start with the jack and go as high as the ace.

These games are replacing the bagatelle games in all sportlands and in many individual locations. They are attracting a great deal of play from the public. A score arrangement has been worked out and the player is awarded merchandise prizes for a certain number of points, which he can either gain in one game or accumulate in continuous play, or save the coupons which are awarded to him until he has collected a sufficient number for some merchandise item he may desire.

The former large sportlands, such as the Schork & Schaffer Sportlands here, who are using these games, are awarding the same type of merchandise they formerly did on the bagatelle games which they featured in their establishments. The large Riverside Sportland at Broadway and 96th street is also featuring these games and also awards the same type of merchandise for prizes.

Merchandise sales fell to an extreme low after the adverse decision here on the awarding of merchandise prizes for bagatelle game play in the sportlands. But since the revival of play with these new roll-down games sales have taken a terrific jump and are expected to reach normal within the next few weeks.

The same type of games are now also being featured on the Boardwalks of Coney Island, Brighton Beach, Long Branch, the Rockaways and Far Rock-

(See *NEW GAMES GET* on page 55)

American Toy Fair Stages Fine Show Before Over 2,500 Buyers

NEW YORK, May 2.—When the gates of the American Toy Fair opened at the Hotel McAlpin in this city the past week it was noted that the show had gone adult in a great big way. The coming Christmas season will find Santa dividing his attention between the grown-ups and the children.

The display, one of the largest in the history of the toy business, covered three floors of the hotel.

Most of the toys were of a scientific and educational nature and many of them for the adult mind. There has been over a 300 per cent increase of late in sales of toys to adults. The manufacturers have turned their attention therefore to games of racing, new versions of big business deals, elections and active parlor sports.

There were over six acres of toys displayed. Part of this huge display was also featured at the Toy Center, located at 200 Fifth avenue. It is also reported that there were over 10,000 playthings in this display.

It was stated that more than 2,500 buyers visited the fair, coming from all over the country and from many foreign

countries. The biggest placement of advance orders in five years was recorded, due to the threatened rising costs in toy manufacture. It is believed that the stimulus brought about by the purchase of so many games by adults will generally help to increase sales everywhere. The show closed today.

The interest in adult games began this past year and has continued to grow by leaps and bounds, the manufacturers at the show stated.

They claimed that the national events which are daily recorded and featured in all newspapers in the country brought about this new trend. Therefore many speculative games are being produced and sold to adults at this time.

The greatest number of toys displayed draw their inspiration from the latest developments in science and industry. The manufacturers have played up this angle in the miniature reproduction of exact models to fit these arts.

The exhibits this year also stressed toys for the spring and summer season. Christmas was only one consideration at the show. The toy industry is learning

(See *AMERICAN TOY* on page 65)

Important Announcement

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

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

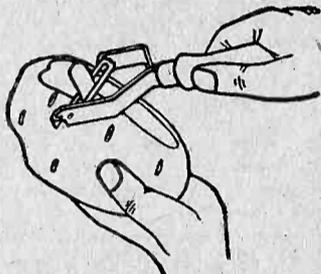
NEW ITEMS

Mantel Radio

A new mantel-type radio in a modern design, with a scientifically designed cabinet which produces a beautiful tone, is the latest contribution to the radio field. The cabinet is described as "To-Na-Coustic." In its compact size the radio combines two wave bands, with a special switch for short wave; a large illuminated airplane dial, a self-contained aerial and a five-tube chassis, employing one of the new metal tubes. This set is being offered by the Silver Sales Company, and word from the Chicago office of this company indicates that the new set, which is priced surprisingly low, is selling exceptionally well.

Latest Style Peeler

The Yates Manufacturing Company is marketing a new peeler known as the Jiffy cabbage shredder and vegetable peeler that looks like an especially attractive item for pitchmen and demonstrators. Gadget does several jobs in one, slices, peels, shreds, is ideal for all fruits and easily follows contours, removing eyes and "bad spots" almost automatically. Item carries an especial appeal for women and should be a part of every kitchen's equipment.



tractive item for pitchmen and demonstrators. Gadget does several jobs in one, slices, peels, shreds, is ideal for all fruits and easily follows contours, removing eyes and "bad spots" almost automatically. Item carries an especial appeal for women and should be a part of every kitchen's equipment.

New Automobile Brush

A new model fountain brush for washing cars, trucks and busses economically and quickly is announced by the Beaurline Fountain Brush Company. The device consists of an aluminum bristle plate with 178 quarter-inch holes filled to capacity with bristles of the proper type. The plate is snugly incased in a heavy rubber bumper which protects against marring or scratching the finish. These two units are held in a cast aluminum top into which a hollow pipe handle screws for supplying water to the bristles. One end of the handle is fitted with a coupling to take standard water hose. Looks good for demonstrators.

Key Registration Service

Kesten Key Identification Service is a plan for registering key tags. The Kesten Distributing Company, of New York City, sells the tags and chains in quantity to agents, who in turn sell them to individuals. The tags are very finely finished and are individually mounted on registration cards. From information we gather agents are doing well selling what might be regarded as a useful service.

Smoke in Bed Safely

No longer is the combination of reading in bed and smoking fraught with the danger of fire, nor even with the bother of attending burning ash or smoking butts. An invention known as the Harem Pipe, made by a company of that name, introduces the safety of a robot smoker and induces a feeling of luxury which Oriental fashions bestow. The device consists of a diagonally poised barrel for receiving one end of the cigaret. There is a long covered rubber tube connecting the barrel with the mouthpiece, thus enabling the smoker to recline in bed and smoke with hands completely disengaged for managing newspaper, magazine or novel. The barrel is itself attached to a brass ash tray into which the ash automatically drops as it burns out and this entirely independent of the user. In case the smoker falls asleep the cigaret is held intact in the barrel until released by an ejector which drops it into the tray. Also can be applied to other activities

such as bridge playing, piano playing or other cases where both hands are engaged. It is easily cleaned and sterilized and sells at a surprisingly low price, considering its character and usefulness. Being marketed by the Harem Pipe Company.

Seals Cartons With Staples

A recent development of the Paslode Company seals cartons with staples instead of glue. The sealer can easily be operated with one hand and readily slides along the carton flap to complete the seal. Item is light in weight and looks like a handy necessity wherever carton packages are turned out in any quantity.

New Gas Saver

The Leen-a-Mix is a new thermostatic air-control valve which is said to be a real gas saver and at the same time gives the car more pep and extra power. Looks like a good agent and demonstrator item, is small in size and reasonably priced. Made by the Metal Specialty Company.

Midget Pocket Radio

Tinytone Radio Company is marketing a new midget radio that weighs only four ounces and fits in any small pocket, palm of the hand, etc. Comes in four colors, black, green, brown and white. (See NEW ITEMS on page 63)

STEADY SELLERS at SENSATIONAL SMASH PRICES!

- TIRA BLADES, double edge, all blades uniform, guaranteed. Per 100 **23c**
- Single Edge Blades, Cellophane wrapped. Per 100 **45c**
- Aspirin, 12 to tin, 3 doz. to box. Gross **\$1.50**
- White Petroleum Jelly, No. 2 size. Gross **\$2.45**
- Styptic Pencils, Shaving, Cuts, etc. Dozen to box. Gross **43c**
- Norwalk Double Edge Blades. Per 100 **50c**
- Moth Tabs, 10c seller Doz. **22c**
- Mercurochrome, large size. Gross **\$4.00**

WE CARRY A COMPLETE LINE OF STANDARD PRODUCTS

Write Today For Free Catalog

JOS. JACOBS
28 East 17th St., NEW YORK CITY

CARNIVAL SPECIALS

- American Made Base Balls Doz. 85c; Gro. \$10.00
- Swagger Sticks . . . Doz. 55c; Gro. 6.00
- Cork Guns. Each 3.25
- Corks (Bag of 500). Bag90
- Give-Away Candy (Case of 250). 2.75

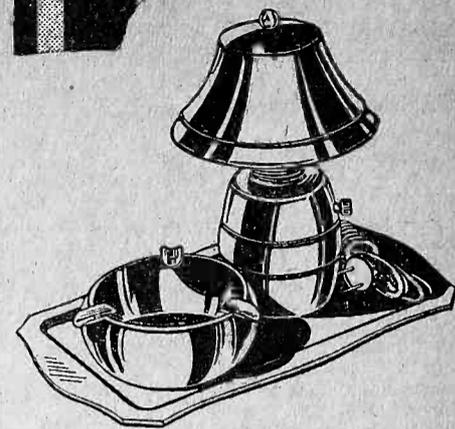
PLASTER—WHIPS—CANES
CANDY—BALLOONS—HATS
AT NEW LOW PRICES

25% Deposit Required with all C. O. D. Orders.

BE SURE TO RECEIVE OUR JUBILEE 1936 CATALOG READY ABOUT MAY 15.

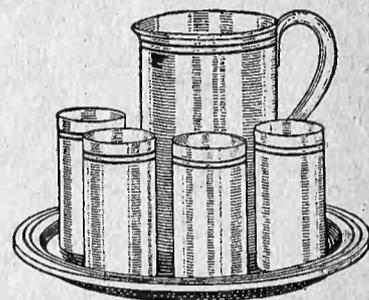
LEVIN BROS.
TERRE HAUTE, INDIANA

PRIZES



Smokers' Sets

A prize that is certain to simulate the play on your game—new, rich Burgundy finish by West Bend. It is a rich brown on solid copper with burnished edges to give a pleasing two-tone effect. Set consists of a man's size ash tray 1 3/4 inches deep, glow lamp 8 1/4 inches high, and a service tray approximately 7x12 in.



Beverage Set

Ideal as a prize for outdoor or indoor amusements. Consists of four 10-oz. tumblers, 2-qt. pitcher and 10-inch serving tray. Finished in beautiful satin-gray aluminum with black enamel decorative stripes. An extremely good looking set!



2-Qt. Water Pitcher

The modern design pitcher of the above set possesses a charm of its own. Packed in an attractive two-color container, it is the sort of prize every winner is proud to take home. A big value at exceptionally low cost.

Write your jobber for details on our complete line of new gift ware prizes—also aluminum utensils. If your jobber cannot supply you, write us direct for bulletins!

WEST BEND
Aluminum Co.

Dept. 635, West Bend, Wisconsin

SAVE MONEY

164 PAGES of PROFIT

Wholesale Catalog 1936

BENGOR

Now Ready!

3500 ITEMS

Moth Preventatives, Disinfectant, Fly Swatters, Fly Ribbon, Razor Blades, Novelties, Sun Glasses, Jewelry, Sales Boards, Etc., Etc.

SEND FOR FREE CATALOG.

LOWEST PRICES IN THE COUNTRY

DOUBLE-EDGE BLUE STEEL BLADES—5s. Guaranteed Quality. 1,000	\$2.75
SINGLE-EDGE BLADES—5s. Cellophaned, with Back.	50c
100 FLY SWATTERS—With Long Handles. Doz.	20c
FLY RIBBON—Best Quality. 100	73c
MOTH TABS—10c Seller. Doz.	23c

25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

MANUFACTURER'S CLOSEOUT

MADE TO BE SOLD FOR \$1.00

No. 3127. Homespun Bag, 12 1/2" ht. x 15 1/2" wide. This bag comes in various woolly and linen materials.

Former Price, \$7.75 Doz.;

Closeout, **\$5.00** Doz. Net

No. 3017 Metal Frame. Two swagger handles with or without rubberized fabric lining. (When ordering state which.) Suitable for bathing; excellent shopping bag. Crash materials, tapestry design, 11 1/2" ht. x 15" w. This bag has a special feature, opening hinge of the frame permitting the bag to come through without opening the bag. Made of same materials and colors as No. 3127. Originally \$7.50 Doz.

Closeout **\$5.00** Dozen, Net

VARIETY HANDBAGS, INC.
164 Madison Avenue, New York, N. Y.

EVEREADY FLASHLIGHTS

sell in the millions on their own. No wonder they're the best "selling" premiums you could use!

for special trade prices, write

NATIONAL CARBON COMPANY, INC.
P. O. Box 600, Grand Central Sta., New York City.

Unit of Union Carbide and Carbon Corp.

OUR BIG NEW CATALOG

NO. B126

IS NOW READY FOR MAILING

Over 1100 Pages Featuring

- Larger Selections
- Leading Sellers
- Newest Novelties
- Lowest Prices
- Better Profits
- Biggest Flashes

Showmen, Concessionaires, Pitchmen, Streetmen, Carnivals, Parks and Fairs,

START YOUR SEASON RIGHT — THIS BOOK IS YOUR BEST BUYING GUIDE

SEND YOUR REQUEST FOR A COPY NOW!!

When Writing State Line of Business You Are in, As We Do Not Sell Consumers

N. SHURE CO. Adams and Wells Sts. CHICAGO

NOTES from SUPPLY HOUSES

The Jersey Trading Company, of Newark, N. J., has opened a branch store at 900 North Franklin, Philadelphia, Pa., at the Penn Distributors new showrooms. It is stated that the branch was opened in response to increased demands for premiums and the type of merchandise carried by the firm. The line consists of items from the smallest to the largest, including fishing rods, guns and other sport equipment particularly seasonable at this time.

The Philadelphia branch has some of the most beautiful showrooms of any one in the premium field in that metropolis and takes pride in selling only guaranteed merchandise, backed by real service and a policy of extending a helpful hand in assisting operators to select the proper merchandise for their particular needs. The new branch is conveniently situated just outside the busy part of town and houses three floors of premiums, the main floor being used for showrooms and sales, the others for stock.

STREETMEN, CIRCUS and CARNIVAL WORKERS



We have the right novelties for you.

Flying Birds, Inside whistle	Gross. \$ 2.50
Flying Birds, outside whistle	2.00
Lash Whips	7.00
Full Line of Balloons, printed Mickey Mouse and Mickey Mouse Heads	3.25
Hyplane Balloons	4.25
Streetmen Special Printed	3.00
Balloon Reeds	.25
Inflated Toys, Tom Mix, Popeye, Mickey Mouse and Pluto	8.40
Straw Hats with Feathers:	
Four in a set	4.00
Three in a set	6.00
Swagger Sticks for Scaldemen	6.00
China Head Canes	7.50
Heavy Bamboo Canes	8.40
Walking Canes with Black and Grey Handles	18.50
White Maplewood Canes	15.00
Cloth Parasols, Dozen	.85
Silk Parasols, medium, Dozen	1.20
Silk Parasols, large, Dozen	\$1.50, \$1.75
Fur Monkeys, Dozen	40c, 60c, \$1.20

We have complete line of China Lamps, Crockery, Clocks, Watches and Blankets for all kinds of games. Small Novelties for Erie Diggers and Sand Toys for Seaside. Special price on quantities. 25% advance deposit required with all orders, balance shipped C. O. D. No order shipped without advance deposit. Write for Catalogue.

WASSELLA BROS., 46 Hanover St., Boston, Mass.

MIDWEST SPECIALS

B100—BEACON MAGNET & MINGO BLANKETS, Case Lots, Each	\$ 1.50	B110—PARASOLS, Floral Cloth, Gr.	\$ 8.50
B101—BEACON SHAWLS, Case Lots, Each	1.90	B112—BALLOONS, Circus and Carnival Prints, Gross	2.50
B102—17-Piece TEA SETS, Large Pot, Case Lots, Per Set	1.00	B120—STICKS, Gross	.25
B103—RADIOS, beautiful cabinets, Ea.	6.50	B113—TOSS UP BALLOONS, large feet, assorted, Per Gross	4.50
B104—DUMMY CABINETS for Above Radios, Each	1.00	B114—CANDY, large, flashy giveaway, Per thousand packages	10.00
B105—TABLE LAMPS, Big Assortment, as Low as, Each	.50	B115—POCKET KNIVES, 1 and 2 blades, Assortment 100 for	6.00
B106—8-Quart STEAM COOKERS, Dozen	11.50	B116—TOOTH PICK KNIVES, 3 blade, Jap. Gross	.75
B123—OAK TOSS-UPS, Gross	7.00	B117—DICE ASH TRAYS, 4 in box, Per Gross Boxes	4.50
B108—Heavy PARADE CANES, best quality, Gross	16.50	B118—WHIPS, lash, imported, Gr.	4.50
B109—PARADE CANES, medium wt., Silver Inlaid handles, Gross	10.00	B119—BOUNDER BASE BALLS, Dz.	1.15
We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented.		B121—BASE BALLS, Special, Dozen	.80
Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.		B122—SWAGGER STICKS, Bright Col. ors, Gross	6.50

SPECIAL Indian Design Blankets, Each .125

MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI

Get Set for Life! IN COUNTER CARD BUSINESS



NO INVESTMENT NEEDED.
Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Chocolate Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, sales-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$65 weekly. A lifetime business. Big Catalog and Samples sent free.

Have a BIG-PAY STORE ROUTE

WORLD'S PRODUCTS CO., Dept. 588, Spencer, Ind.

An item in the Joseph Hagn line that is proving an outstanding seller is the combination key case and micro-flashlight. The Keylite is practical and can be carried in the purse or vest pocket without inconvenience.

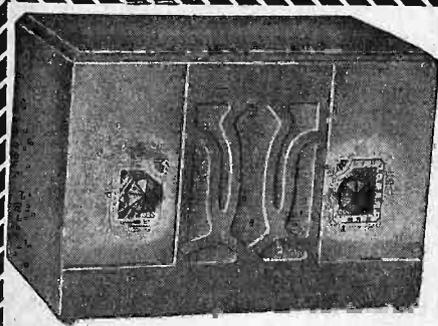


With night spots, restaurants and taverns fast becoming a major industry, coatroom checks are very much in demand, and it is understood that agents are working up a permanent business supplying this commodity. Louis J. Lindner, distributor, will be glad to furnish samples and outline the selling plan.

Jack Greenberg is back at the old stand, again, selling ties to pitchmen and specialty salesmen. Jack is now associated with Isidore Stern, and the firm is the Continental Mercantile Company. Pitchmen thruout the country know Greenberg, as he has worked with them for many years. He started in the tie business at the age of 12 with his dad and got a solid foundation. At 16 he was a crackerjack salesman and traveled all over the country. He knows what it is all about and has a good low-priced line.

Micro-Lite Company, Inc., opened its new offices at 36 West 25th street, New York City, on May 1. Sidney Schwartz, sales manager for this company, claims that it has been moving along so rapidly added space was needed. The new office has been decorated with a walnut finish and chrome trim panel effects, with wall lamps creating an indirect lighting system. New machinery has been added to the factory so that production facilities can be improved. The Micro-Lite Company manufactures a miniature flashlight. It is looking forward with keen anticipation to the spring and summer months, as it claims that tourists, vacationists and motorists find its flashlight especially practical and useful.

The Universal Merchandise Company moved into its new home this week, a five-story building at 30 South Wells Street, Chicago. The first floor is a large, spacious store beautifully decorated with all new counters and fixtures. Second and third floors and basement take care of the large stock, insuring even greater rapidity in filling orders. The general offices occupy the entire fourth floor, and the fifth will have one of the most modern equipped up-to-date laboratories for the manufacture of its many products. This most recent expansion of the firm, managed by Marten Gotsegen (who, by the way, tells us he is the originator of this type of merchandising), sets a new mark in the history of this rapidly growing business. Incidentally, Mr. Gotsegen advises that all of their own manufactured products are covered by



TRY and BEAT IT!

1936 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it. LATEST MODEL.

NOW \$5.95 5 TUBE RADIO

In Lots of 6, Sample \$6.50
F. O. B. New York. 25% Dep.
Including 1 Metal Tube. Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality. Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalog on Request.

PLAYLAND SUPPLY CO. 118 East 28th St., NEW YORK CITY

DEMONSTRATORS, FAIR AND PEELER WORKERS

New—Big Profits—Sells on Sight—Repeats: The "JIFFY" works like magic. Cabbage Shredder and Vegetable Peeler. Peels thinner than thin. No waste.

100% PROFIT

25c to 35c Retailer. Made of Stainless Steel. Sample, 25c. Trial Dozen \$1.50, Prepaid. Cash with order.

YATES MFG. CO., 21 E. VAN BUREN ST., CHICAGO

NEW — EXCLUSIVE — DIFFERENT — FUZZFINISH SCOTTIES

Looks and feels like real hair—a dollar number, if there ever was one—but your cost is only PER DOZ. \$3.00

Packed 18 Scotties to a case, shipping weight 31 pounds. Assorted six each; colors, black, white, henna. Each Scottie ribboned with a beautiful red satinette. This number is eight inches high with a durable finish. One-third cash with order, balance C. O. D. Sample Package, Six Assorted Fuzzfinish Scotties, \$2.25, postpaid, cash with sample order. Write for Price List—New Line, New Items.

CREATED IDEAS, INC., 901 Evans St., Cincinnati, O. "The Home of New Ideas"

French Flapper Dolls



No. 96

\$24.00 Doz.

Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with order. Jobbers & Distributors wanted.

STANDARD DOLL CO. Inc. 36 E. 22 St., N. Y. C.

Watch Them Go For These



"LEATHER TIES"

Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different—get the customers. 1-Dozen, \$2; 6-Dozen, per Doz., \$1.75; 12-Dozen, \$1.60 per Dozen.

Bow Ties are \$1.00 per Doz. LEATHER BELTS. Variety of Shades and Colors. 1-Dozen, \$2; 6-Dozen, per Doz., \$1.75; 12-Dozen, \$1.60 per Dozen.

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 50c.

Acme Leather Novelty Co. 152 Washington Street, Salem, Mass.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

B & N'S MAY VALUES

BLUE STEEL DOUBLE-EDGE RAZOR BLADES—Cello Wrapped, Each Blade Etched. Per 1,000... **\$2.50**
 PUR-O-WHITE SHOE POLISH (4-Oz.) Gross... **\$4.50**
 SUN GLASSES—1 Dozen on a Card, Dozen... **.84**
 FLY SWATTERS—Rubber or Wire, Gross... **3.50**
 PETER PAN COMBINATION, Each... **.04 1/2**
 MOTH TABS—Gross... **4.00**
 Please Include 25% Deposit on All C. O. D. Orders.

Order From This Ad or Write for Our Big Free Catalog.

B & N SALES—Same Day Service

DALLAS, TEX.—1914 Main St.
 CLEVELAND, O.—1444 West 3d St.
 CHICAGO, ILL.—115 South Wells St.
 CINCINNATI, O.—1005 Vine St.
 DETROIT, MICH.—527 Woodward Ave.
 MILWAUKEE, WIS.—1006 No. 3d St.
 ST. LOUIS, MO.—112 North Broadway.
 PITTSBURGH, PA.—987 Liberty Ave.
 Order From Your Nearest Branch

the Products Liability Insurance for the protection of their customers. This firm, originating in New York some 10 years ago, opened its first branch in Chicago in 1932—shortly thereafter another branch was opened in New Orleans, and then San Francisco—to insure customers thruout the country better service because of the East, West South and Central hookup. The New York plant has also recently added another floor—to be used exclusively for executive offices and purchasing.

NEW ITEMS

(Continued from page 61)

has no tubes, batteries or electrical connections. Nothing to wear or need replacement. Comes complete with midget phone. Handy for use in bed, hotels, camps, autos, offices, etc. Has ordinary reception range of 50 miles, more under favorable conditions. Good novelty item.

Make Paint From Powder

According to A. L. Rice, Inc., you can now make your own paint from powder. No oil needed. Just mix with water. Gives a smooth velvety surface that is said to be waterproof and exceptionally durable. One coat is sufficient.

New Type Oil Burner

A new type low-priced oil burner that fits any old stove, range or furnace is offered the trade thru United Factories. Manufacturers say it can't be beat for low-cost operation, perfect performance and convenience. Burns cheap oil a new way without pregenerating or clogging. Especially good seller in rural districts.

Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

LARGER CROPS PLANNED

Mild temperatures of March moved spring operations ahead rapidly in the southern half of the country. Plowing and some planting have progressed up thru Virginia, lower Ohio Valley and Kansas. In the North the land is slowly coming into shape to work, after a run-off of snow and rain that reached the proportions of record floods.

Reports from some 42,000 farmers in all parts of the country indicate plans to increase crop acreages somewhat over last year. The reports suggest a total area of the principal crops (excluding cotton) of about 299,000,000 acres as compared with 281,000,000 acres harvested last year, 302,000,000 in 1932 and the 1928-'32 average of 296,000,000 acres.

Among cash crops the most striking change indicated is the proposed increase in spring wheat acreage. This increase of 19 per cent above last year would bring spring wheat acreage somewhat above the 1928-'32 average. Present prospects for winter wheat, however, are not up to average, so that the combined spring and winter acreage presumably would be only 1 or 2 per cent above average. Stocks of wheat are now only slightly above average and its price is relatively better than many other crops.

AVERAGE OF FEEDSTUFFS

The intention to increase peanuts 8 per cent above the large acreage of last year would if carried out make the largest acreage since the war period.

Potato growers apparently plan to cut their acreage about 3 per cent. This change would hardly be enough to affect the total crop greatly; the yield per acre might easily make the crop either larger or smaller than last year. The potato market has improved greatly since last season; moderate plantings and late start of the Southern crop have strengthened it recently. Acreage as planned for this spring would be the smallest since 1930.

Farmers' plans for feed crops, if not changed by soil-conservation program, would indicate about the usual acreage of feed grains for harvest next fall. A corn acreage slightly below average would be about offset by an increase in grain sorghums. An average supply of feedstuffs next fall would undoubtedly be ample in view of the probably 5 per cent less-than-average number of live stock. Of course, weather will largely determine crop yields, regardless of acreage planted.



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Write now for samples and special discounts on quantity prices. 25% with order, balance C. O. D.

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 No. 8 OAK MICKEY MOUSE, With Ears. Gross... **3.25**
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 JUMPING FUR MONKEYS. Gross... **4.00**
 SILK PARASOLS, 24". Gross... **14.40**
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 WIRE LEG SKELETONS. Gross... **3.75**
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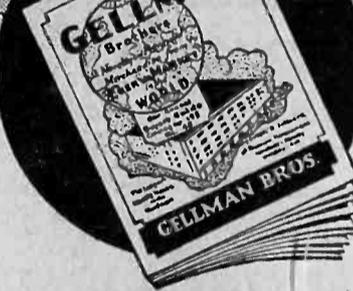


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GET WISE TO YOURSELF

AND BUY DIRECT AT LOWER PRICES

VANILLA and LEMON \$5.50

FLAVORING (8-Oz.) **5 GROSS BOTTLES**

Packed 2 Dozen to Shipping Carton. (Limited SPECIAL Stock of 1,000 Gross). In Dozen Lots, 70c.

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New Champion Radio



\$6.95 EACH
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The Radio that beats them all. R. C. A. licensed and manufactured for us by one of America's largest makers. Small compact size makes it the ideal portable set. Only 9" wide, 4" deep and 6 1/2" high. Has new aeroplane dial and durable walnut finish metal cabinet. For 110 V. A. C. or D. C. Complete with tubes ready to operate. The Champion is guaranteed.

TERMS: 2% cash, F. O. B. Chicago. 25% deposit required on C. O. D. orders. New Spring Catalog now being mailed.

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CASH IN WITH JOE LOUIS,
The Most Popular Boxing Idol of the Century!
FAST SELLER—BIG PROFITS!
JOE LOUIS
Autographed Ring, Great Flash, Every Fight Fan a Prospect. Negroes Buy on Sight.
Gross, \$36.00, F. O. B. N. Y. Sample Dozen, \$3.75 Prepaid.
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Fast Summer Seller. Gold-plated. You can't miss with this sensational 25c seller.

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EARN UP TO \$100 WEEKLY!

Undersell Drug, Jewelry, Specialty Stores. Fast selling necessities. We furnish stock. Special salary to producers. Free Gift Plan. Write today for Catalog and Agency offer.
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REX HONES Now Less Than 3c Each
\$4.25 a Gross
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Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up.
ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-5, Chicago, Ill.

Novel Embroidering Machine

Rupert Weidner, of New York City, manufactures a novel machine for embroidering names and designs on handkerchiefs, bathing suits and similar apparel. Mr. Weidner, originally a demonstrator, conceived the idea of this type machine. He states that he has outfitted many demonstrators who do well at beaches and other resorts with his machines. In the winter months they go into department stores. He claims the work produced by his machine has strong feminine appeal.

RUSSELL BROS.

(Continued from page 39)
Governor Horner, State Treasurer Stelle and members of the State Supreme Court bench, headed by Chief Justice Stone, were guests. Greetings were extended to the visiting dignitaries over the public-address system by Equestrian Director Gene Enos. Springfield was the scene of much visiting on the show. A contingent came down from Bloomington, including Bob Fisher's parents, Mr. and Mrs. Al Pleense, and Gene Enos' sister, Mrs. Carl Jacobson, her husband and Mrs. Rose Burke. Red and Mitzi Sleeter, who live in Springfield, were on the lot greeting their friends, and Mrs. John F. Andrew (Dallie Julian, of bareback riding fame) was on at Springfield and Taylorville with members of her family.

At Taylorville, Dick Simpson, local vocalist, sang with the band, and that evening Mr. and Mrs. Harold Van Orman brought a large party from Decatur. Mrs. Pearson brought a party of folks of the Pearson Shows to Taylorville, and present as guests of the Webb family were Mr. and Mrs. R. O. Augur, of Decatur, and Dr. and Mrs. Pence, of Beardstown.

Mrs. Frank Miller, of Wright City, Mo.; Ed A. Evans, an old-time showman, and members of the Greater Exposition Shows were visitors at Alton. Reb Russell was a luncheon guest at Alton of Major Henderson, commandant of Western Military Academy, who was head of the Missouri Military Academy at Mexico, Mo., when Reb was a cadet there. At night performance many of Western's cadets were in the audience.

At Jacksonville, Lee H. Sullivan, president of the Eli Bridge Company, and his family were all-day visitors and presented Mrs. C. W. Webb with American Beauty roses. On the lot also at Jacksonville was Harold Christy, of the Christy unit, appearing in the St. Louis Police Circus.

Other recent visitors include H. F. Fellows, of Springfield, Mo.; W. H. Mellor, president, and Frank Capp, of Baker-Lockwood; Orville and Everett Hennies and Mr. and Mrs. Noble Fairly, of Hennies Bros.' Shows (Mrs. Fairly is a sister of L. W. Hutchison, of Russell Bros.' personnel); Ralph and Sylvia Christy, of Keokuk, Ia., who one time trouped under the Russell Bros.' banner; Mr. and Mrs. Byron Kingsbury and daughter, of Chicago, who visited Mr. Kingsbury's sister, Mrs. Dorothy O'Brien; Jimmie Laughlin and wife, with a party from West Bros.' Amusement Company. Members of the CFA who have visited include R. H. Mueller, of California, Mo.; Fred W. Schlotzhauer, of Oquawka, Ill., and John B. Tetlow, of Peoria.

PROGRAM STAFF

(Continued from page 39)
bert, Janice Hamilton, Janette Whitaker.
Ray Herman is producing clown and the joeys include Harold (Happy) Klujeshie, Buddy Wedin, Bert Morey, Eddie J. Holmes, Tracey Fritz, Al Bills, Jimmie Heson, Fred Henry, Art Fleming, Ernest Hall and Happy Hines.
Big show band—Arthur MacHeller, director; air calliope, cornet, solo cornets, Phil Doto, Charles King, Richard Muller, Joe Fenstel; clarinets, Gordon Newham, Milton Herman; trombones, Ed Shreve, Jack Walkup; bass, Clarence Flaughter; baritone, Vernon Miller, Earl Werner; alto, Mickey McDermott; bass drum, Eddie Champeau; snare drum, Bill LeMuller.

Annex—King Baile, manager; tickets, E. Appleton Jr., Blackie Ballard; inside lecturer and magic, Walter Levina; minstrels, Willie Mayo, leader and solo cornets; cornets, Bill Davis, George Sheldy; saxophones, George Schaffer, Eddie James; trombone, Harry Young, Buster Nelson; trap drummer, Floyd Young; dancers, Ruth Saunders and Izetta Young. Acts—Lyle and Beatrice Pritchatte, knife throwers; magician, Frank Thrusdale; strong boy, Billy Austin;

fire-eater, the Great Velmo; fighting the lions, Captain Klauder; tattooed man, Ralph Ward; sword swallower, Joe Sweet; one-man band, Belmosky; Punch and Judy, Sweets London; fat boy, Floyd Kent; Guillotine Illusion, Maxine Fantasy; vent., Levina; Oriental Fantasy; spirit cabinet, Madame Levina; palmist, Madame Lola; dancing girls, Tangara (Pep) Reed and Pauline Ryan. Side Show boss canvasman, Jimmy Maher.

The Staff

William, Pete and Al Lindeman, owners-managers; Al C. Beck, legal adjuster and business manager; secretary, Mrs. Louise Lindeman; treasurer, Mrs. Clara Lindeman; auditor, Lothar Fritz; Side Show manager, King Baile; bannerman, Jack McFarland; superintendent of inside big show tickets, Mrs. Jean Beck; auditor in charge front door big show, Mrs. Freda Lighthouse; superintendent of concessions, Otto Zabel; big show bandmaster, Arthur MacHeller; equestrian director, Fred Leonard; superintendent of big show canvas, Scotty Dunn; assistant, Willie Lundy; master mechanic, Glenn Strange; boss hostler, Dad Wilson; superintendent of ring stock, Del Deever; steward, Whitie Carroll; midway lunch stand manager, Joe Kennedy; chief electrician, Theodore Webber; master of transportation, Harry Webber; general agent and traffic manager, Bill Lindeman; contracting agent, Art Miller; special agent, Bill Floto; 24-hour-man, Frank Seils; general press representative, F. Robert Saul (the writer); advance crew manager, Curtis Thornton; billposters, Ralph Bliss, Pearl Lake, Virgil Jones, Jay Page, Charles Payne, Al Buck, Harry Winters; lithographers and bannermen, Dudley Harris, Bill West, Fred Hoffman, Harry Rodgers.

IABP&B, Local No. 10

MINNEAPOLIS, May 2.—Five wagons are going here and three in St. Paul, which takes nearly all the extra men left in town.

Kid Wheeler has attended all meetings since the first of year.

At the shop, under Superintendent Chuck Hutchinson, are Carl Munsen and Charles Nelson on Route No. 1; H. M. Fretag and Jack Carr on Route No. 2, Ed Schrimpf and Charles Coburn on Route 3, Harry Mansfield and Sky Hegerness on Route No. 4 and Art Beeth and Fay Bordwell on Route No. 5.

Ben Sanderson has been wintering here, but expects a call to take to road. Mert Gribble returned from a trip to Great Falls, Mont.; Fargo, N. D., and Chicago, where he reports good business. He came in with a couple of contracts.

Zack Luckens and Mert Gribble, who contract snipe here, had the Six-Day Bike Race, the Builders' Show and the Gibbons fight. Just landed a banner job for the Midwest Oil Company.

Waldo Jensen is still at the Orpheum and Charles Hough at the Gayety. Max McNeil, who was at the Metropolitan, has been in hospital for five months. Is doing nicely.

Irish Coleman has been tacking banners for Mert and Zack; Max Aberman and Byron Pruyn have been on the road.

Guitteirez Show Starts

ONTARIO, Calif., May 2.—Guitteirez Bros.' Circus opened at Upland, Calif., April 21 and will only play in that State this year. It is a motorized show and no animals are carried. Program is practically the same as last year. Advertising is in English and Spanish. Show is playing one and two-day stands and performance is presented in one ring and on a stage. A new number this year is that of 250 puppets on the stage. Gladstone Atkinson has the privileges and novelties. There is no Side Show. N. E. Elkins, old-time general agent, is back after a year's absence. Show has a 12-piece uniformed band, featuring Margaret Atkinson in cornet solos, and Senorita Paza, singer.

Lorenza Guitteirez is owner; Johnny Guitteirez, manager; Frank Guitteirez, purchasing agent; Jobeta Guitteirez, treasurer; Mono Guitteirez, master of transportation; Abram Regina, ringmaster; Mariano Maromaloza, in charge of advance crew; Albert Guitteirez, special agent; Frank Joaquin, boss canvasman; Ramon Chavez, cookhouse; Vincent Delsia, general announcer. Prince Elmer is again with show. Lino Beecowell has joined with his three acts.

With the Zoos

SAN DIEGO, Calif. — Establishment and operation of a zoological hospital and research laboratory in Balboa Park was the conception of Dr. Harry M. Wegeforth, president of the Zoological Society of San Diego. This institution, its construction made possible thru liberality of Miss Ellen B. Scripps, has been in operation since April 1, 1927. Its activities are broad in scope. Primarily, it is maintained to serve as a hospital for animals in the adjacent zoo, which affords a remarkable field for systematic study of biological science. Secondly, the building is designed and equipped as a research laboratory. It is composed of a number of individual laboratories which can accommodate 30 workers. In equipment is included research microscopes, X-ray machine, a complete Leitz photomicrograph, with sumar lenses, a large cold storage plant with freezing room, incinerator, etc. The building and equipment are free and are made available for use of any individual who presents a problem of which the research committee approves (a group of eight). A great many projects begun or carried thru in part in this building are concluded in other institutions and go unrecorded here. Biology students from local high schools, members of camera clubs, State College students and post graduates of institutions thruout the United States make use of the material and equipment to pursue their respective interests.

COLUMBUS, O.—Appointment of Dr. Harry Roberts, son of Mr. and Mrs. H. B. Roberts, of this city, as veterinarian at Brookside Zoo, Cleveland, has been announced. Dr. Roberts, who was graduated from Ohio State University, is studying wild-animal diseases.

NEW PHILADELPHIA, O.—Lena, 11-year-old pet monkey in Tuscora Park Zoo, is dead. Her mate, Jake, died a year ago. Superintendent E. Geiser said a pair of young monkeys have been purchased.

NEW ORLEANS—New animals, fish and birds, totaling 587, were added to Audubon Park Zoo during the past 12 months, Frank E. Neelis, superintendent and secretary of the Zoological Society, reported. Society has approved the big new zoological gardens being erected in the park with more than \$250,000 in new buildings and grounds, being erected by WPA. A drive for new members is on.

DETROIT—John T. Millen, director of Detroit Zoological Park, announced the season will open on May 23. Additions are being completed and the park conditioned by about 600 WPA workers. New features include a hippopotamus family, with baby hippo; baby polar bear, second born in captivity to live thru infancy; 200 monkeys for the new Monkey Island and new members of many animal families.

CANTON, O.—Carl Wels, superintendent of Nimisilla Park Zoo, said 11 new cages have been installed. Recent donations included pairs of porcupines and raccoons. A seven-week-old Canadian bear is center of attraction, having recently come out of hiding.

JEWELLED LADIES' SEMI-BAGUETTE AND LATEST ROUND MODEL WATCHES.

With 50 Sparkling Fac-Simile Diamonds

SPECIAL: No. 111—Modeled From a \$5.50 Article. In 1/2-Dozen Lots, Each \$5.50
No. 110—8 1/4-Ligne Round Model. In 1/2-Dozen Lots, Each \$5.50
Samples, 50c Extra.
25% Deposit, Balance C. O. D.
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.
FRANK POLLAK 86 Bowery, NEW YORK CITY

SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery, NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naptha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. **BN-5, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.**

NEW TRANSPARENT DAY AND NIGHT NEON-LIKE SIGNS
5"x14". Costs 2c; Retail 25c.
Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. **L. LOWY, Dept. 646, 8 West Broadway, New York.**

NEW GAMES GET

(Continued from page 58)

ways and over in Asbury Park, New Jersey.

Merchandise sales have been greatly stimulated and the wholesalers here state that they have been selling in as large quantities as previously to many of the operators of these games.

Other games are also being introduced which are being approved by the license authorities and which it is believed will also use merchandise prizes for attraction.

There has been a general trend toward the manufacture of such novelty games in this city, wherein prizes can be awarded, and also wherein the play of the game itself complies with the thoughts of the proper authorities in these matters.

It is believed that the outdoor season will find large numbers of these games located in every resort center.

Over on Surf avenue, in Coney Island, many of the establishments have erected remarkably attractive play centers using these games for their main attraction and featuring a fine assortment of merchandise items.

Coney Island has gone into operation earlier than expected this year due to these games and the warm weather has brought about some fine sales of merchandise to concessioners here.

BIG MARKET

(Continued from page 58)

The analysis reveals the following significant facts:

The number of rural mail routes in the country is 34,858, each with a lonely driver.

There are 70,500 motor busses in the United States being used by consolidated schools.

In the 48 States there are 4,134,675 farmers who own cars. They buy 26 per cent of all trucks manufactured.

Fleet owners in the United States number 25,975, operating 772,000 motor trucks.

There are 45,000 busses in regular revenue service.

AMERICAN TOY

(Continued from page 58)

that there is also a great amount of business to be had during the summer months.

The toys have gone in for streamlining in a big way. Every advantage of streamline design was seen in the toys displayed. Bicycles, trains, autos, airplanes and everything which has come under the effect of streamline design was depicted by the manufacturers. They did themselves proud in many instances. Even doll carriages have gone streamline.

Puppet theaters, photography and even a miniature pipe organ which plays in three octaves were displayed, showing that the manufacturers have not neglected the arts this year. Some of the toys in this direction are truly remarkable.

Building materials of new design predominated. Even landscaping has become a feature. Architecture was also featured by some of the manufacturers. Educational toys of this nature were plentiful and many of them unusually attractive to the adults, aside from adult games.

The attendance was remarkably large at the show. The general report is that there was a possible 20 per cent rise in sales over the show held last year.

The Dionne quintuplets have had their effect on the doll manufacturers. There was one of the greatest assortments in many years of dolls that talk and walk and even drink from bottles. The doll manufacturers have gone to great lengths to produce some of the most unique dolls which they have ever presented. There was also a large assortment of toddler dolls. Dresses and accessories for dolls are in great variety and some of them the finest which have ever yet appeared.

In general, the entire show was of unusual value to the toy division of the wholesale merchandise industry for it offered some unique products for future business. Many of the items displayed were naturals for large sales. Some of them will certainly be among the hit items of the summer and fall months and purchases at this time insure price consideration and proper delivery.

The Toy Fair this year was given unusual consideration by the merchandise industry for the educational products division of this industry can

best profit from close concern with the manufacturers of many of the items that were on display.

BROADCAST

(Continued from page 58)

the big show, third largest in the country, is better than ever." "The show moves on 56 new all-steel semi-trailer trucks, employs 758 people, claims a block-long menagerie, consisting of 36 cages of wild animals, 3 herds of elephants, 16 camels, 11 zebras, 27 head of ring horses and several dens of tropical reptiles. The operating expense is said to be more than \$2,300. The show has six big tents covering more than 7 acres and the main tent has a seating capacity of 6,000." "More than 2,000 meals are served daily to circus employees and the ranges weigh more than 10 tons."

It is not the largest motorized circus in the world, and it is hard for any showman to believe that it has 56 new all-steel semi-trailer trucks. The story says the show employs 758 people and it is doubtful if the personnel totals 200. If 2,000 meals are served daily, then each employee must be eating about 10 meals. The "block-long" menagerie is about a 60-foot round top with 30-foot middles. At the time the investigation that developed this information was made, instead of 36 cages there were three and the "wild animals" in one of them consisted of trained dogs. The "3 herds of elephants" consisted of exactly two bulls, instead of "16 camels" there was one and the "11 zebras" and "several dens of tropical reptiles" were conspicuous by their absence. The p. a. "fell down" on the ring horse end, however, for instead of 27 head the number was probably double that.

"Seating capacity of 6,000" and "operating expense of more than \$2,300" are other grossly exaggerated statements.

OUT IN THE OPEN

(Continued from page 58)

will be back in June to join Billy Rose's attractions in Fort Worth.

EXHIBIT J—This is the month in which Dexter Fellows' *This Way to the Big Show*, his biography, will be grabbed up by performers, circus people and especially newspaper men and other scribes. Strictly for the records, Mr. Fellows is on the publicity staff of the Ringling show. It took 1936 to make him produce this ambitious effort. He must figure this is the proper time.

EXHIBIT K — The aforementioned George Hamid comes thru with another monster stroke by completing arrangements to represent *Major Bowes Amateur Hour* unit for fairs.

MISCELLANEOUS EXHIBITS—Ringling-Barnum winds up New York engagement of 25 days by chalking up an increase of 11 per cent over last year, culminating in the best take of the last six or seven years and comparing favorably with top seasons of yore. . . . A few-score Eastern showmen dicker for Dallas placements. Others planting their orbs on the Cleveland exposition. . . . Several fairs choose outside amusement managers. B. Ward Beam, New York booker, gets Watertown, N. Y., and Clearfield, Pa. It's a 1936 trend which should have been in vogue before, as the average fair exec can't devote as much time to show angles as a man directly concerned with attractions can. . . . We've omitted mention of a parade of other people and things, but the foregoing will give all and sundry a general idea of the workings of the amusement grist-mill within a boundary hereinbefore specified.

Yankee Smith Show Opens Middle of May

PLAINVILLE, Conn., May 2.—The Yankee Smith Circus is scheduled to open near here May 18. Staff now lines up as follows: Frank R. (Yankee) Smith, owner-manager; William Smith, superintendent and boss canvasman; Esther E. Smith, front door; George Chandler, advance agent; Happy Jack Bard, No. 2 advance and special agent; Larry Hooper, press agent back and in charge of painting department; John Whalen, painter at quarters; Joe Mittner, mechanic and truck repairs; J. Germia and R. Smith, lettering and decorating; Mrs. F. R. Smith, costumes and wardrobe mistress; Charles Smith, boss carpenter. Truck bodies and semi-trailers are being built.

New acts signed are the Joe White

clown troupe of four; George Fickett and partner; Shorty Songini, midget clown. R. T. Card, of Card Bros.' Circus, was a recent visitor. States that his show may not go out as he has been in poor health this winter.

Fair Elections

EVART, Mich.—Osceola County Fair Association re-elected William J. Twiss, president; Russell N. McLachlan, vice-president; Edgar J. York, secretary; Martha Arndt, corresponding secretary; Ludwig Bohls, treasurer.

KENOSHA, Wis.—James W. Brook, Brighton, was elected president of Kenosha County Fair Association; William Luke, Wheatland, vice-president; E. V. Ryall, secretary; John Van Liere, Brighton, treasurer.

BOGALUSA, La.—Col. D. T. Cushing was re-elected president of Washington Parish Fair Association, others named being Mrs. D. R. Johnson, L. O. Terrogrossa, F. D. Bateman, L. H. Mulina, J. W. Ford, J. B. Lindsley and W. J. Willoughby, vice-presidents; W. O. Burris, treasurer; L. R. Mills, secretary.

PHILADELPHIA, Miss.—Neshoba County Fair Association elected Earl Richardson, president; J. B. Hillman, vice-president; W. H. Sanford Jr., secretary; Ira L. Lewis, treasurer.

Fair Grounds

AUBURN, N. Y.—Negotiations are on between Chenango County Fair Association and Mayor Frank Zuber, Norwich, for sale of the fairgrounds in Norwich. The mayor if the deal goes thru, will improve buildings, fences and grounds and, in addition to the annual county fair, will stage outdoor events during summer, it is said.

DE RIDDER, La.—Beauregard Parish Fair Association has raised first premiums and will pay second premiums in cash instead of ribbon awards. President Lee Nichols reports two WPA projects of \$3,000 each have been completed and that a supplement of \$1,700 will include concrete floors in agricultural, live-stock, poultry, commercial, automobile and Negro buildings. Concrete walks are in the program, including changes in electric wiring, water lines, leveling grounds and planting trees. Mimic World Shows will be on the midway.

KNOXVILLE, Tenn.—City manager has been authorized by council to sign a new contract with Tennessee Valley Fair Association, leasing it Chilhowee Park for five years at \$5,500 a year; \$2,500 to be for concessions, which had been on a percentage basis under previous contracts. Fair association agrees to put grounds back in condition after the fair each year and not move or alter any improvements. City agrees to put the \$5,500 back into the park for upkeep and improvement.

WOOSTER, O.—Contract for a concrete and steel grand stand on Wayne County Fairgrounds has been awarded on a bid slightly less than \$59,000. New stand will occupy about four times as much space as the wooden structure condemned last winter. Work is to be completed in time for the 1936 fair.

HAMILTON, O.—Night horse racing will bow here when trotting-horse interests conduct a 19-day meeting, opening on July 14, at the racing plant of

Butler County Agricultural Society. Hamilton Driving Club has taken over the half-mile plant for a series of harness-horse meetings for the next five years. Opener will be given as a member of the Ohio-Michigan Racing Circuit. A complete lighting system will be installed and improvements made.

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PIPES

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PITCHMEN
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ACCORDING TO WORD . . .
from Mrs. Dolly Carter, 332 N. Church street, Jackson, Tenn., Al Tracy's wife has been seriously ill there for some time and April 15 was taken to the hospital. Anyone knowing Tracy's whereabouts is requested to inform of this pipe.

So far the women's show here is just a slow drag. Ray and Van Alden have pealers; Martin and Brooks, scopes and pens; the Lexels, horoscopes; Lester Kane, soap; Johnny Maney, toys; Herb Casper and Manly, sharpeners. Also saw Dick Hull and Fido Kerr visiting at the show. Hope Frank Libby is okeh again by the time this is read. The busy little fellow, Reeves, is clicking with garters at a local chain store. I would like to see pipes from Fred (Sizz) Cummings and Harry Taylor, of pen fame. Lots of the boys are in Texas."

HARRY AND DAISY DeGRACE . . .
shoot one from Princeton, Ind.: "Spent a couple of days with relatives at Champaign, Ill. Made the trip from Los Angeles in seven days with our trailer. Had a very enjoyable trip back. Came via the northern route. Expect to open early in May. Sorry to hear of friend Happy O'Curran's illness. Hope this finds him much improved. Had a fine time in Los Angeles all winter. Weather was great."

"SUPPOSE MOST OF . . .
the boys think I have deserted them," pipes Al Ross, from Chicago. "But that is not so as I am planning on taking to the road soon again. Just now I am ballying for several restaurants on Randolph street. Have met Frenchy Thibaut and Al Rice here with watches. Those boys are good clean workers. Also got a letter from Dayton, O., from Chief Van Red Feather. I still think him the prince of them all when it comes to medicine. Princess Carmelita, my wife, is now playing at the Terrace Room, Cleveland. As for me I am handling food here in Chi. Drop in and have a bite on me, but don't all come at once."

"HERE IS MY FIRST . . .
pipe in quite a while," tells Gummy Jack Current, from Las Animas, Colo. "Just came thru three States with the most 'lovely' duststorm you would ever want to see, Oklahoma, Western Kansas and Eastern Colorado. Prairie dogs can't even live in it. My new Buick looked like an adobe hut. If you are bothered with throat trouble stay out of that section. They are really losing their voices out there. I lost mine in the first storm and couldn't talk again until we reached Denver. My wife stated it was the first break she has had in 28 years. She could tell me all about it and I couldn't talk back. Johnson is back with me for his third season. We are working wholesale trade and pitching on Saturdays and trade days. Found the three States mentioned very good under the conditions. Johnson pitched near Lamar, Colo., last Saturday to good business. No reader on your own o. m. Found most places that way. Will be around Denver for about three weeks. Then over the mountains to Salt Lake, Idaho, Oregon and Washington. Then to California for the winter. Would like to read pipes from some oldtimers in that territory. Like to read 'em from Bob Posey and Edgar F. Clark."

PAUL HAUCK'S PITCH . . .
store in Monroe street is operating in its 10th week," tells Ward, the manager, from Detroit. "Dick Jacobs and Madam Thelma are working astrology, mind-reading and mineral water; Bill Rouse, hair oil and soap; Bill Meader, oil; Red McCool and Paul Hauck, herbs. Buffalo Cody has left for Chicago to see his daughter, Texas Tommy, who spent the winter on the Cody place in Texas. They will be in Chicago for a short time and then we expect to see them here at the store. Paul opened his outdoor shows May 1 and will most likely not be here to take his turn regularly, but we expect to keep the store open until around July 1."

HAPPY O'CURRAN . . .
piping from Stillwell, Okla.: "This is my opening spot. Was to open March 30 but I suffered an attack of double pneumonia. Opened here April 16 to good crowds and have had fair business since. I was married April 24 to Miss Montez Thomas. Held a public wedding right on the stage and did we have a crowd! My complete roster now has myself as lecturer and doing straights; Mary Hendricks, leads; Montez Thomas, parts, songs and dances, specialties; M. O. Curtis, heavy and second lecturer; Nellie K. Eaton, piano; Murtis Eaton, songs, dances; Everette Ragers, parts, songs, dances; Pitt and Pittman, song and dance team, and Smokey Pittman, black face, comedy and stage manager. Saw a pipe in a recent issue from our good friend Doc Leon Streets. Sure glad to know he is doing well. See where he has my old friends Check Williams and the missus with him, I am heading for my old home State from here, good old Arkansas. Doc Tom and Nettie Smith, the folks of my show and Doc M. A. Hathaway all came to see me while I was sick."

"SORRY TO HEAR . . .
that Art Cox and the missus are still in the hospital," pipes Frenchy Thibaut, from Chicago. "They are mighty fine people. Bill Westfall lost a good partner, but not for long. A speedy recovery to both Art and his missus. Business here is far below the average. Maxwell street is about the best spot except for a few plants. The fraternity is well represented here. Fred Miller is back from St. Louis, working flukum; Jimmy Miller is still working garters, but looking for a circus to pitch sweets on; Al Rice, blades and watches; Max Schefflein, tie forms; Clarence Johnson, med and oil; Jimmy Ross, flukum and horn nuts. Fido Kerr is en route to Dallas. Charlie Clark just in from Oklahoma City. Jerome Bigelow is here with sharpeners; Collar Button Slim, Buddha; Willard (Mississippi Kid) Griffin, in from Birmingham with fiber hones; Herb Caspar, jamming Sundays on Maxwell street; Frank DeGraw, working soap with a flashy trailer; George Mitchell, spreading good health around Gary, Ind., and last but not least The Count, with Clear Vision. Glad to see a pipe from Joe Morris. Wonder why he doesn't write for his mail. Same for Bill Westfall. Would like to see pipes from Frank Vail, Hank and Ma Vogt, Tom Kennedy and Al Goldstein."

"JUST CAME UP . . .
from Fort Worth, via Minneapolis, info Willie Skeets, from Chicago. "The Fat Stock Show was well attended and as usual good for some. Lots of activity at the Centennial grounds at Dallas and Fort Worth. The Sportsman's Show at Minneapolis was also well attended but drew at total blank for demonstrators, too much noise and confusion. The sub-getters, under the guidance of Cummings, and assisted by Max Alden, did very well. The 'Soft Shoe Kid' opened with pealers but sold out to Fido Kerr and Charles Hallegan, who continued with juice extractors. The Kid left for the northern part of Minnesota to get a few reindeers for his Christmas act.

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remembers the day in Waterbury, Conn., when we cut up the big dough. Then there are the Ragan girls to thank, Mary and Madaline, who pipe in regularly. Wonder if Mary remembers Leighton, Pa., when she had Chet tell me about the dogs. Same thanks go to Sid Sidenberg, whose writings are somewhat like Jack Lait's. Buffalo Cody is another I like who keeps us informed about conditions in the Detroit and Chicago area. Frank Libby, always on the move, shoots in come that are gems—and it's worth the price to read Jimmy Miller's letters. Carl Herne and Pencil Whitey swing a mean pen, as do Joe Morris and Johnny Looney. I always enjoy Tom Kennedy's pipes and Frank Vail hits the spot. Heavy Mitchell recently mentioned Harry Weber, down Tennessee way. Good old Harry. Wonder how Baldy and Morris Davidson are. Glad to learn that Jim Osborne has a new car. How's Barney the Monk? More thanks are due to Hoot McFarland and the many others who take the time and trouble to keep us informed of conditions about the country. After all, 'As Ye Sow, So Shall Ye Reap.' Was in Boston recently, where I met Jean Russ, hale and hearty. Jean is of the old school, pal of Jim Kelley, Paddle Smitty, Jack Graham, etc. He lives at Somerville, Mass. I learn that Gilstrap, the Buddha worker, is in California, that Ralph Pratt and Shorty Grace are in New York. Well, this is the longest pipe I have shot in years, but I wanted to say that Pipes will be interesting as long as the folks mentioned keep up the good work."

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest men I have ever met in the Portals of Pitchdom is Ernest L. Blystone, who has been in the game 20 years and has obtained more newspaper, magazine and radio publicity than any other person in the business.

The first time I met Bly, as he is familiarly known to the boys and girls of the tripes and keister fraternity, was about 17 years ago when he first started engraving names on watch dials on street corners and in doorways. Since then Bly conceived the idea of writing names on mustard seeds and grains of rice and his Spencian letters stand up so attractively under the microscope that anyone taking a peek is bound to be a surefire prospect.

About five years ago Robert Ripley, the cartoonist of "Believe It or Not" fame, discovered Bly and made him a feature in one of his familiar cartoons.

Later in a contest with 1,500,000 entries conducted by Ripley for the best feature of his cartoons Bly won second prize by writing 2,871 letters on a single grain of rice, a Rockne Six sedan. offered in the national "Believe It or Not" contest.

Blystone met with an accident when he was 18 years old, breaking his hip and left ankle and having four fingers amputated from his left hand. Despite this condition, Bly never fails to put forth his best efforts when writing with the aid of a microscope, and when he displays his work he always has a customer waiting.

A few years ago Bly broke the record of 400 letters held by a Hindu by writing 1,200 letters on a rice grain.

Shortly after he set another record by writing 1,615 letters on a single grain. The latest record established by Bly is still one for all of the rice writers to shoot at, and that is 2,871 letters by writing the word coin 707 times, his name and address and the year. The grain of rice, the pen and the magnifying glass with which it was made were on exhibition in the Believe It or Not Odditorium at the World's Fair in Chicago.

Bly showed me letters from Roosevelt, Hoover and governors of 42 States complimenting him on his work.

When not on the road Bly is at home in the small town of Ardara, Pa., where the missus keeps house in their bungalow. A son, Ernest Jr., 21, stays home with the missus when not attending law school. Bly is 47 years old.

GEORGE J. (HEAVY) MITCHELL . . . pipes from Gary, Ind.: "At last we are having a bit of warm weather. Business is fair here with everyone working six days each week. Scotty and I are still the only pitchmen in sight. Come on, folks, lots of room. The s. r. is okeh or a very low rate otherwise. Got word from Harry S. Weber. He is in Dayton, O."

"I HAVE JUST . . . returned from calling on several of our drug stores here in regards to putting on a special sale of herbs, etc.," pipes Doc George M. Reed from Youngstown, O. "One druggist asked why he should permit me to put on a special sale and give him only 25 per cent when he says he saw an ad in *The Billboard* offering them at \$5.50 per gross and another ad offering them in half-gross lots for the same price. Of course, I told him my article was different, etc., but he held out for 40 per cent and a guarantee. I told him I didn't need the money that bad and that I wouldn't put on the sale. But the sum and substance of all this is that it seems to me the manufacturers and jobbers are doing all in their power to kill the demonstrating game. I really believe they have done more to put us out of business than any other single factor. Wake up, you

medicine manufacturers and jobbers. Do not kill the goose that lays the golden eggs. Advertise and give a good description of your goods and the boys and girls of pitchdom will spend postage to get your prices and will buy much more of your goods than if you give the prices away thru publishing them outright in the ad. Think it over! Split time recently with Jackie Ross and right here I want to say he is one of the fairest pitchmen I have ever split time with. He is one of the best oil workers I have ever seen. I always try to be fair myself, but I take off my hat to Jackie. If all pitchmen were like him what a difference there would be. I had the spot first and he came up and asked if it would be okeh to split time. I told him I didn't own the lot and to get busy. His 'strong act' is a real crowd getter. I may double with him if I get to feeling okeh. My old friend Tom Kennedy closed in a chain store here the day I met with my auto accident. Hope he got plenty of folding money in West Virginia in the last two weeks. Met Mr. and Mrs. Powers in a chain store with curlers. And were they passing 'em out! In the same store was that wizard mincer worker, I. J. Mack. He is in his third week in the spot and was making fine passouts. A swell fellow. April 1 the missus and I had dinner with F. L. Ferguson, field contact man with the General Products Laboratories, Columbus, O. He was on his way to Cleveland and drove over from Akron. Had a nice letter the other day from Herbert Hull, Lima. Understand that quite a few of the boys lost stock in stores that were damaged by the flood. A. D. Powers and wife lost their entire frameup and a lot of stock in a Pittsburgh store. There are no doorways here in the money. The powers 'that be' are not overly friendly to us. I am going to see what I can do to get the town a little more friendly. New Castle, Pa., is closed to doorways again. Sharon and Farrell, Pa., can and can't be worked. It is a puzzle, if you know what I mean. Warren, Pa., is open to a reasonable reader if you can find a doorway to work. You cannot work high in any of the towns mentioned. Now, boys, shoot in the dope on open and closed towns and tell us whether open on street or doorways."

DOC BILLY B. BEAM . . . pipes from Danville, Ky.: "Am up in the real Blue Grass region. Went to the Kentucky Derby Saturday. A great crowd and a fine sight. Only one med worker up here to date, Doc Wilburn. Met Fred Shultz and family. A sweet worker getting long money that you can spend. Ran into Francis F. DeMars and wife in Lexington, working books. A sweet talker and a fine boy. Met Vernon Joe Chandler, from Arkansas, working whitestones. A promising youngster and a clean worker. Expect to be in Ohio soon."

NED H. HOUSE DROPS a letter from Geneva, N. Y., to let the boys know he is still among the living. He writes: "Am working department and drug stores to a good business with whitestones. Also make a pitch now and then. Still living in Binghamton, N. Y. The wife and I took a trip to Florida this winter for five weeks and only saw a handful of oldtimers. Did not work any down there, just went for the trip. Wonder what has become of my old partner and pal John Collins. Also Haywood Bill Lanham, Dan Rosenthal, Morris Kahntroff, Hightower, Clark, Ed Williams, O. C. Cox and all the old bunch. Haven't seen any of them in a long time. Wonder if Doc Seewald is still in the ginseng business. This is my 20th year in the business. Not as young as I used to be, but I can still make a pitch and turn the joint for a dollar and collect every time. The shops and towns around Binghamton are good. All the shops in Endicott, Johnson City, Oswego, Cortland, Fulton and Elmira are working from four to six days a week and if you have something new to work you too can get a good month's work. All the spots are red ones. Wonder if Doc Seewald remembers the \$100 noon hours we used to get and the \$300 Saturdays. Well such spots are few and far between these days. Next week I will work Hornell, N. Y., as the railroad shops pay pretty well. Will follow with Olean. Have a new Plymouth but haven't mastered the art of sleeping in a housecar yet, tho I did sleep in a lot of show tents in 1916-'17. Here's to a big season for the boys, from the 'Man From Georgia.'"

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Deal—1 Blades, Shaving Cream & Syringe, Deal	.08
Deal—Dental Cream, Tooth Brush & Holder, Deal	.09
Razor Blades, Double-Edge, 100 Blades	.25
Packard Blades, Double-Edge, 100 Blades	.40
Mills Blades, Double-Edge, 100 Blades	.45
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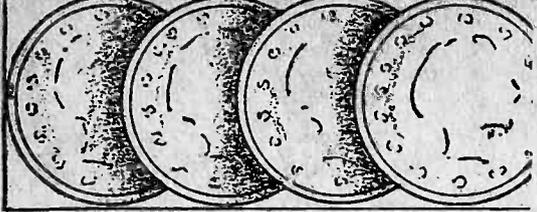
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SILVER CLOUD IN OFFING

Coin Men in For Big Year

Outdoor season and Presidential year to help greatly in filling coffers

CHICAGO, May 2.—The coin-controlled machine operators of the United States are confronted with big opportunities for the remaining portion of 1936. In fact, before them spreads a field of golden opportunities that was never in evidence before.

During the last six years the American public has been tutored toward coin-operated devices and today they are more coin machine-minded than they have ever been before. The American people have expressed themselves to the effect that they want marble or pinball games. They love to play them and the amusement they receive is well worth the small cost. So, with the present existing favorable public opinion and goodwill toward our coin machine industry, operators should square off for big business during the balance of 1936.

From one side of the country to the other various events are looming that mean more coins in the cash boxes of the operators' machines. Summer resorts will soon open what promises to be one of the biggest seasons in a number of years. In Wisconsin and Minnesota reports are to the effect that reservations with summer resorts are heavier than they have been in 10 years.

Western playgrounds are also enjoying brisk reservations and all resorts are arranging for the largest run of tourist business they have had for a decade. Approximately 2,775,000 seasonal tourist visitors will visit the State of Colorado. Thousands of other travelers will bask in the warm breezes of New Mexico and Arizona, viewing the Cavern at Carlsbad or thrilling from the beauties of the Grand Canyon. All of these people will cross approximately 10 States in their going and coming. Operators must realize that today the United States is a great highway, with the millions of tourists ready to start their trek across its plains and mountains. All of these people will enrich the coffers of the operators if the operators are smart enough to grasp the golden opportunity.

In Texas and Arkansas 100th birthdays are being celebrated by the two States. The Texas and Arkansas centennials are bound to bring prosperity to the great Southwest, one of the greatest coin-operated device sections in the world. Operators in that section are due for a big season and, no doubt, will finish 1936 with the biggest receipt record ever chalked up.

Parks and resorts in the North and Northwest are looking forward to a big season and thousands of machine locations will be in evidence for a nice outdoor run. Up and down the West Coast resort activities have already started and thousands will be visiting the big San Diego exposition, which continues to hold the spotlight out there.

In the East, amusement centers and outdoor spots are dressed to kill and have prepared themselves for big business. The Middle West will share in the big parade of summer travelers and joy seekers. In fact, the entire nation will be touched with the big seasonal resort

Ball Gum as Bail

NEW YORK, May 2.—For the first time in the history of the coin-operated machine business ball gum was demanded as bail for an arrested person.

Explaining that he was in sympathy with defendant, Magistrate Harris, of Harlem Court, recently ordered Frank Lifk-child, candy store proprietor, to post 10 red chewing-gum balls or four spotted chewing-gum balls as bail for his release on a charge of maintaining a coin machine.

May 26 Set for Iowa Assn. Meet

DES MOINES, Ia., May 2.—With its meeting running at a high pitch, the Automatic Merchandisers' Association of Iowa, in session in the Old Settlers' Room of the Kirkwood Hotel, this city, April 21, launched into an open discussion regarding its annual convention, which is to be held Tuesday, May 26, at the Savery Hotel, Des Moines. This changes the date of the Iowa meeting, which was announced in last week's issue of *The Billboard* as May 19.

The following convention committees were appointed: Arrangement of place, President Robinson and Secretary Chandler; arrangement of amusement devices, C. P. Harrison, chairman; Ted Welch and I. E. Hoogner; publicity committee, Mrs. Fred K. Chandler, chairman; Mrs. Art Wittern and Mrs. W. I. Collings; entertainment committee, Jack Levinsky, chairman; Art Wittern and Mrs. B. D. Blom.

Approximately 25 manufacturers and distributors have promised their co-operation to the Iowa group and have assured that they will do everything possible to make the May 26 meeting a huge success.

Pinball and Diggers for Jantzen Beach, Portland

PORTLAND, Ore., May 2.—When the Jantzen Beach Amusement Park opens for the 1936 season, says Harvey Wells, manager, 12 new digger machines and 40 new pin games will be in operation.

During intermissions, after the dancers have had their hot dogs and beer, not saying anything about the Chinese food, what are they going to do? Play the machines, of course. When the park patrons get tired of riding the Roller Coaster and other thrillers, what are they going to do? Play the machines, naturally. That is what they did last year and human nature has not changed, thinks Mr. Wells.

Patrons get enough back to give them a good time and the management gets enough to give it a profit. That makes everybody happy. And that is the big idea at an amusement park. And the reason for those new machines.

activities and the usual heavy spending that goes with every political year.

Operators must be alert to these opportunities. They should realize that every amusement resort and playground has groomed itself for the biggest year's business they have had in 10 years, and they likewise must groom themselves in order to take advantage of the big business that is just around the corner.

Many operators are sensing these opportunities and are buying new equipment for these many money-making spots. Other operators must do the same. It is a big eight months that looms ahead, golden opportunities are in evidence for the operator of coin-operated equipment.

To Have Good Competitors You Should Be One Yourself

By A PROGRESSIVE OP

The golden secret of competition can be put in a few words. IF YOU WOULD HAVE GOOD COMPETITORS, BE ONE! The coin-machine operator who is a square shooter himself will usually find that his competitors are square shooters, too.

I'll tell you some of the ways that a coin-machine operator qualifies as a square shooter.

He is broadminded, which means that he recognizes that the other fellow has as much right to be in the coin machine business as he has. He refuses to let the fact that a man is his competitor blind him to the good qualities of that man. In fact, he genuinely tries to like his competitors.

He never speaks ill of a competitor. He does not indulge in personalities. Seldom does he refer to his competition, in fact. He has learned the psychological principle, which is very simple—namely, that he confine his conversation, highly "selling" in its nature, strictly to his own machines and service.

He knows it is thoroly possible, and mighty good salesmanship, to extol his machines as the best to be had. He speaks with enthusiasm of the results and service that his locations get. He talks of his years in the business, his constant study of new machines, the strict standards which he has for his assistants—all of the constructive things he can find. This is honest, straight selling.

It is thoroly possible, in other words, to do a magnificent job of placing equipment without a single reference to competition.

What if a location brings up the subject of competition? He is perhaps angling for a bit of gossip, the sort of tasty calumny that some individuals like. The "good competitor" refuses to be lured.

He is noncommittal. He may remark: "I know very little about Jim S—, but I've always understood he was a mighty good scout." Yes, sir—you can go the whole distance and put in a good word for your competitor!

In one of the Western States there is an operator who is known as bitter-hard competition. This man is a product of the old days, when there were no rules at all, apparently, in this section. No holds are barred in the code he has followed for years.

There developed a strong competitor. From time to time a location owner would feel the new man out—give him the chance to express his opinion of Jim. The new man never "bit." On the contrary, he was always respectful in his references.

By the time friends of Jim had reported this sort of talk, not two or three times, but at least a dozen, Jim began to realize the sort of competition that he had. And then and there the old fellow began to change his tactics. Toward the "good competitor" he adopted tactics on the same plane!

It is what Roger Babson, the statistician, calls the law of action and reaction.

Of course, we all reconize that in a trade it is possible for there to be a surplus of competitors. I don't know of any coin-machine territory where such a condition can truly be said to exist, for our industry at present only is developing a fraction of its potential volume. And, to a considerable extent, good, clean competition is a mighty de-

sirable thing. It makes good operators out of us! It forces us to give the very best in service to our locations and the public. It aids us to keep abreast of the constant new developments in this marvelous industry of ours.

So in the quality of their service let operators strive their utmost to outdo each other! Then let them forget destructive competitive practices.

Exchanging Experiences

To have permanently right competitive conditions in any territory I am convinced it is necessary for operators to have contacts with each other. The as-
(See TO HAVE GOOD on next page)

Hardwood Industry Praises Pinball Biz

CHICAGO, May 2.—Carrying a message to the business men of the country of the industry's economic importance, the April issue of *Hardwood Record*, under the title *Here Is a Real Field for Wood*, has the following item on amusement tables:

"Whether we play the 10-ball skill games or not, most of us have watched them in operation or stopped to admire the novelty and attractiveness of their design and construction. But the real importance of this new industry to lumber, veneer and furniture manufacturers probably has not occurred to most of us.

"Recently the executive committee of the National Association of Coin-Operated Machine Manufacturers met at the Hotel Sherman, Chicago. At this meeting it was decided that the 450,000 amusement tables of this type sold and distributed in 1934 and 1935 are now largely worn out or have lost their novelty or are otherwise obsolete and must be scrapped and new ones placed on location in their stead.

"It is estimated that more than 15,000,000 board feet of lumber, principally birch and maple or mahogany and walnut veneer, will be required to manufacture the cabinets. Each table requires a cabinet about two feet wide by four feet long and a foot deep, set up on four inch-square posts or legs four to five feet long.

"Few of the coin-machine manufacturers make their own cabinets. For the most part they are made according to specifications by cabinet or furniture manufacturers.

"It is surprising to learn the extent to which this phase of the amusement industry has grown. It is stated that while yet only five years old, factory employment supported by it in Chicago alone is between 10,000 and 15,000 heads of families."

Tampa Ordinance Upheld

TAMPA, May 2.—Upholding a recent city ordinance making it unlawful to plug or change a coin-operated machine in any way so as to alter the ratio of pay, Police Chief Woodruff directed a drive here last week against such practice. Two arrests were made.

"Coin-machine operators have asked the police department for protection against persons playing slugs in machines," Chief Woodruff said. "We are giving that protection and we are likewise going to protect the public."

This and That

By SILVER SAM

From what we are able to gather, all coin-operated equipment to be placed at the Texas Centennial Exposition, Dallas, must be installed in booths or rooms. In other words, on the style of an arcade or sportland.

Walter Vonstoesser, designing engineer of the Shyvers Manufacturing Company, Chicago, was the first flier ever to pilot a plane over the fanging peaks of Mt. Ranier. Vanstoesser was an army flier during the World War and has 1,400 hours' flying time to his credit. He shot travelog pictures in Alaska and Asia and was at one time news cameraman for Fox. He hails from Seattle.

The other night I got a direct look from the lion-training eyes of Clyde Beatty. I never said a word and I never moved, only to the extent of lifting my No. 10 off the wild-animal trainer's foot and asking the elevator boy at the Sherman to give me the next floor.

It's tough when a manufacturer gets a number on the assembling line and, due to heavy sales, can't get it out of the way for a new one. Don't think for a minute that the manufacturers don't have their problems.

Talk about the coin-operated phono creating a record market, four leading operators we know purchase on an average of 50,000 records per year.

A lot of voicing lately about a golf ball vender. Why doesn't some manufacturer create such a number?

Dan Moloney must have worked very hard training the Oklahoma Indian boys to be operators. I understand that Red Skin McNasty gave him a lot of trouble. McNasty wanted to play all the money back into the machine every time he serviced it. Operator O'Toole just wanted to stand around the machine and shove the chute in and out. He has that habit. Dan will long remember his visit to Oklahoma.

Recently I was advised just what is required as evidence to distinguish one in Chicago as a big shot. A blonde.

Modern Firm To Push Rock-Ola Ticket Game

NEW YORK, May 2.—Nat Cohn, president of Modern Vending Company, reports that his firm is preparing its warehouse, offices and showrooms for the arrival of the new Rock-Ola ticket game. Nat is convinced that the game will start a new era in ticket game operation here. He claims that it is the most outstanding of all the ticket games which he has yet sold here.

The firm has gone to a great deal of expense, Nat reports, in refurbishing its offices and showrooms and making them among the most modern in the industry.

Letters have gone out to every one of its jobbing and operating outlets regarding the new Rock-Ola ticket game and interest is running high at this time, Nat claims. He also intends to arrange the most elaborate party in the history of the firm upon arrival of the first carload. The firm will also arrange for major prizes to be distributed to visitors at that time.

An entirely new campaign is being prepared, Nat says, and claims that it will be greater than any the firm has ever yet presented to the industry.

Skee Roll in Production

CONEY ISLAND, N. Y., May 2.—National Skee-Ball Company here has just issued a new four-page two-color circular, describing its latest model Skee Roll Alley. The company has been manufacturing bowling games for 20 years, and its latest product has been developed for unattended operation in indoor locations.

National Skee-Ball Company officials state that their distribution has brought their alleys to all parts of the world. They claim patent ownership of all features of the game and to date all manufacturing and distribution has been done by themselves solely at their Coney Island plant.

Maurice Plesen, president of the company, states that his factory is working overtime to fill spring deliveries.

Pokerino Is New Mutoscope Game

NEW YORK, May 2.—Bill Rabkin, popular president of International Mutoscope Reel Company, Inc., this city, announces his new Pokerino game, which is a large seven-foot roll-down poker game after the popular styles seen in this territory at the present time. Bill claims his game to be the original.

Production is already started and games are on the way for delivery. This follows closely on the heels of the announcement of the firm of its new Imperial and Hurdle Hop machines. The latter games are already attracting a great deal of interest thruout the country.

Bill expects that Pokerino will be one of the most outstanding games in this city during the coming summer months. He believes that the radical change from the pin game play, which is featured by this game, will be appreciated, and that operators everywhere will find the game unusually profitable.

The Mutoscope factory is being pushed to high peak production at this time to meet the demand of the orders which are coming in for Imperial, Hurdle Hop and the Pokerino.

Despite all the excitement, the firm's Photomatic machine, it's Magic Finger and the unusually attractive new Traveling Crane are getting a large share of attention from the Mutoscope plant. The factory has become one of the busiest in the country, with overtime labor involved to fill present orders.

Gottlieb Getting Heavy Play On New Broker's Tip Game

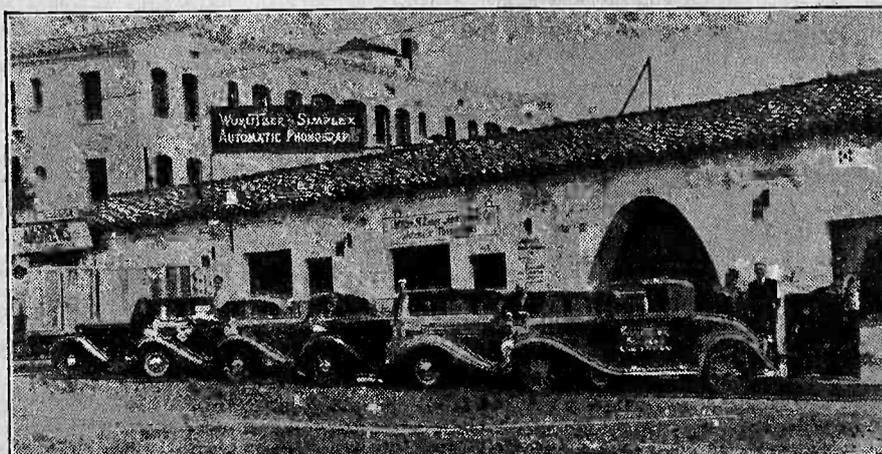
CHICAGO, May 2.—It has been some time since activity demanding 24-hour production shifts has been felt at the D. Gottlieb & Company plant. At this time, however, their big northside plant is working at top capacity to fill the demand for Broker's Tip, the firm's new game. The coin machine industry has responded in such a way as to keep a perpetual smile on Dave Gottlieb's face.

When Sunshine Derby was introduced some time ago it caught on immediately. Jobbers and operators all over the country predicted its sensational success. At present it still is holding its own in the number of orders which are steadily pouring into the Gottlieb offices. Right on the heels of Sunshine Derby came Daily Races, another Gottlieb hit that was destined to climb the heights of success. Daily Races was the first game to offer mechanical arrangements for regulating payouts, enabling the operator to adjust the game for tight or liberal rewards. Orders, letters and comments are coming in daily from jobbers and operators thruout the country telling of the accomplishments of Daily Races.

To complete the perfect set of triple triumphs Dave Gottlieb announced the game which he described as "my personal pet." "I personally believe Broker's Tip is one of the greatest games ever introduced to the coin machine industry," Gottlieb says.

Churchill Beats Western

CHICAGO, May 2.—Behind the able pitching of Dave Hormel, the Western Equipment & Supply Company's indoor baseball team this week was shelled by the Churchill Cabinets to the tune of



HEADQUARTERS OF THE LANGE AMUSEMENT COMPANY, Glendale, Calif. Six of the firm's 12 service cars are shown. Milton H. Lange, manager, is standing between the first two cars on the right. The music operating firm has enjoyed a phenomenal growth since its organization last June.

More Machines Than Ever Are Being Placed in Texas

HOUSTON, May 2.—Harold Dally, manager of South Coast Amusement Company, who, incidentally, is State representative of Pacific's machines here, has been smiling continuously since attending the Chicago meeting.

Dally, when interviewed by a Texas Billboard representative, said that "More machines than ever before are being placed in the Texas country. Particular mention was made of Pacific's Palooka."

TO HAVE GOOD

(Continued from preceding page) sociation is a grand idea and is spreading about the country. More power to it! However, without a formal group, an abundance of co-operation can be carried out.

For example, in every territory competitors, no matter how energetically they contend for business, should freely exchange experience with doubtful and bad locations. If for peculiar and devious reasons Bill B— is a man that competitor No. 1 can't do business with, competitor No. 2 may have the same experience—at least, to be forewarned will be helpful. So let competitors swap information on "bad eggs."

Every territory has its public relations situation, the complexion of which may change from year to year, but which requires constant attention and study. The co-operative approach is "the only effective one to this. Competitors should have, frequent contacts.

When coin-machine operators and associates get together and call one another by their first names nobody needs to worry very much about competitive practices and ethics! The co-operation can be thoroly legal in every respect. It is only that men who like one another, greet each other as gentlemen; just naturally, when they get out in the field, maintain an attitude of fair play. They leave the undesirable tricks of bitter competition behind.

Buyers everywhere set out to play one seller against the others. Locations sometimes use this strategy. They tell Jim that Bill is offering such-and-such a percentage.

Now Jim is a first-class sap if he takes the location's word for it. When competitive conditions are right Jim should be able to call up Bill and put the question to him. Let him quote the conversation. Is it correct?

I have a final suggestion which is based on my personal experience. Early in my career as an operator a new man entered my territory. I quickly heard of him, but did I look him up? I did not. I thought I would ignore him.

Result was that the new competitor, setting out to beat my competition, accepted the statements of locations right and left. Soon he had the territory utterly demoralized with terms he was granting.

Ever since I have not waited for a new man to hunt me up—I have gone to him. I have told him frankly what ruling terms in the territory are. In so doing I at least am assured that new competition will not, thru ignorance, compete disastrously in terms.

The way to have good competitors is to be one! Never forget that. Coin-machine operators who will practice the Golden Rule toward their competitors will find much of the same spirit in the attitudes of others. And right competitive conditions can go far toward assuring best profits to operators.

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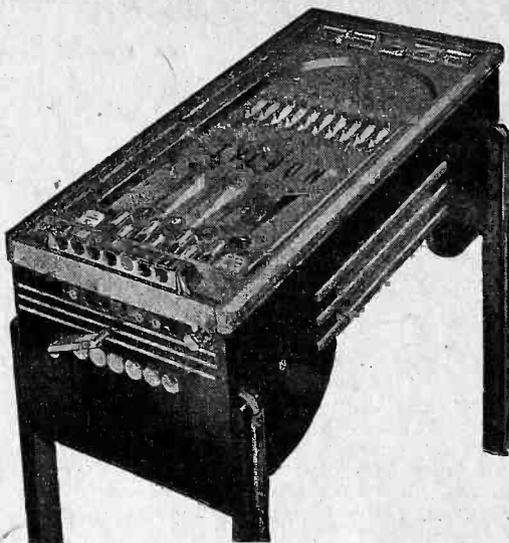
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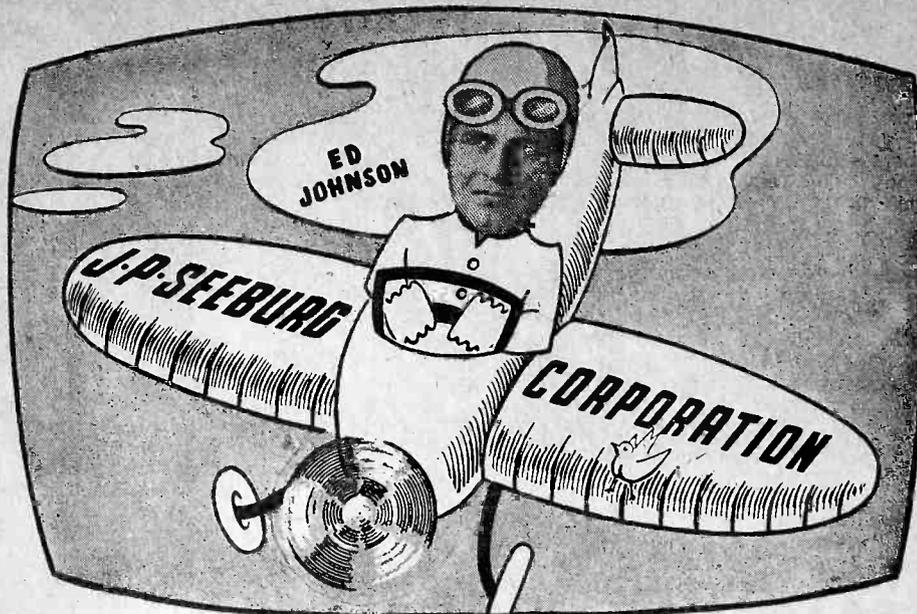
Write us for prices on this great money maker and any other coin operated machines. We carry the most complete line in Western Michigan at lowest prices. If you are in the market for good reconditioned "Exhibit Merchant Man Diggers", "Pin Tables" and "Counter Games" get in touch with us. We guarantee you real savings.

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THE LEADING AIR PASSENGER IN U. S.—Ed C. Johnson, vice-president and general sales manager of the J. P. Seeburg Corporation, has been informed by the American Air Lines that in 1935 he traveled more miles by aeroplane than any other passenger in the United States. During the year Johnson traveled more than 100,000 miles by air. His friends all over the country can readily understand how he piled up this huge air mileage.

Jennings Stages Competitors' Party

CHICAGO, May 2.—A party for his friends and competitors was given Thursday evening by O. D. Jennings. The happy affair was staged at the O. D. Jennings & Company plant on West Lake street, with some 200 guests present. Upon arrival everyone refreshed himself at the bar, and at 7 o'clock a most delightful dinner was served. Music and singing were in evidence during the dinner hour and after.

O. D. Jennings extended a hearty welcome to his guests and said he was happy to have his competitor manufacturers with him as his guests for the evening. Jennings received an abundance of beautiful flowers during the evening, with messages wishing him many more years of successful coin-machine manufacturing.

Several speakers were introduced, among them O. Gullicksen, David C. Rockola, S. L. Douglas, Ray Moloney, Dave Gottlieb, Jimmie Johnson, Jim Buckley, Karl Klein, P. C. Smith, R. W. (Dick) Hood, Harvey Carr, Tom Murray, M. M. Marcus, Jack Keeney, Fred McClellan, John K. Franklin and others. Bill Ryan was master of ceremonies and did the job well.

It was one of the biggest and most friendly gatherings of competitors ever staged in the Windy City or anywhere. Everyone departed wishing Jennings continued happiness and prosperity.

Birmingham Features Tycoon

BIRMINGHAM, Ala., May 2.—Max and Harry Hurvich, "Gold Dust Twins" and owners of the Birmingham Vending Company, report that their firm is featuring Tycoon at this time. The firm is making a special effort to complete many advance orders which it has received for the seven-slot table. Harry reports that the Tycoon has been one of their fastest selling numbers.

The Hurviches believe that Tycoon will be more or less permanent, due to the fact that the play continues to get greater the longer the game remains on location. They have been encouraging sales, they claim, due to the big money-earning reports which they have been receiving from operators all over their territory.

"The only trouble with Tycoon," Harry Hurvich says, "is the fact that we can't get delivery in large quantity. This all the more encourages our customers

to demand the game and between Jimmy Mangan, of Mills Novelty Company, and Vince Shay and some of the others there trying their best to get the games to us as fast as they can, we here are in a quandary as to how best to distribute the few that we do get each delivery. It's a real problem, believe it or not."

H. C. Evans & Company Opening Dallas Branch

CHICAGO, May 2.—H. C. Evans & Company are opening a new sales room in Dallas. John McMahon has gone to Dallas to look after the opening of the Evans place.

The new branch will feature the Evans' Roll-Ette, the sensational automatic pay-out roulette game. With the Texas setup H. C. Evans & Company expect to do a big business in the Southwest on this new number.

The film colony in Hollywood is getting a big kick and lots of thrills from playing the Evans coin-operated roulette machine. Several of the units are located in various high-class spots in Hollywood patronized by movie stars.



FRED MILLS, president of Mills Novelty Company—A coin machine man thru and thru. Guiding genius of the great Mills Novelty organization. Keen, analytical mind, invention-minded at all times. Known and respected thruout the entire industry.

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CHICAGO, ILL.

REBUILT GAMES			
Automatic Payout Repeater	\$59.00	Whirlpool	\$32.50
Mammoth	49.00	COUNTER GAMES	
De Luxe	39.00	Turf Flash	\$11.00
Giant	39.00	I. O. U.	4.75
Equity	29.00	Horse Shoe	5.75
Champion	12.50	Ticketta	4.75
Rocket	10.00	Spark Plug, auto-	
Traffic	19.50	matic pay	15.75
Rodeo	\$32.150	Mysterious Eye	29.50
		Beat It	9.95
		Action Jr.	5.75
		PHONOGRAPHS	
Wurlitzer, P-10	\$150.00	Seeburg Symphonola	\$189.00
Wurlitzer, P-12	199.50	Mills Dance Master	120.00
Seeburg Selectphone	149.00	Mills Troubadour	95.00
		TERMS: One-Third With Order, Balance C. O. D.	
		AUTOMATIC AMUSEMENT CO., 101 N. Fulton Ave.,	Evansville, Ind.

GUARANTEED USED MACHINES at BARGAIN CLOSE-OUT PRICES			
FOUR STARS	\$5.00	WIN-A-PACK (Divider)	\$9.00
GET-A-PACK (5c)	5.00	GEM VENDER (Divider)	9.00
ANGLE LITE	\$ 5.00	CYCLONE	\$ 8.00
BEAMLIGHT	5.00	DEALER	6.00
BEACON	5.00	MAN 'N MOON	12.50
CAVALCADE	6.00	MANHATTAN	10.00
CRISS CROSS-LITE	7.00	PAR GOLF	10.00
CRACK SHOT (1c)	2.50		
		SIGNAL SR.	\$ 7.00
		SINK OR SWIM	5.00
		STARLITE	5.00
		SPLITFIRE	11.00
		THREE-IN-LINE	5.00
		POKER-ENO (New)	20.00
		TERMS: 1/3 Deposit, Balance C. O. D.	
		These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.	
MILLER SALES CO.,	4404 Manchester Ave.,	St. Louis, Mo.	

Important Announcement

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

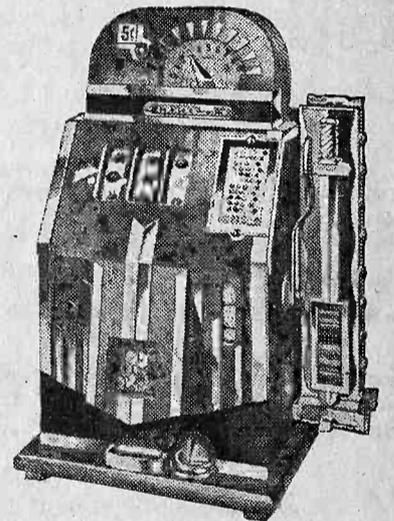
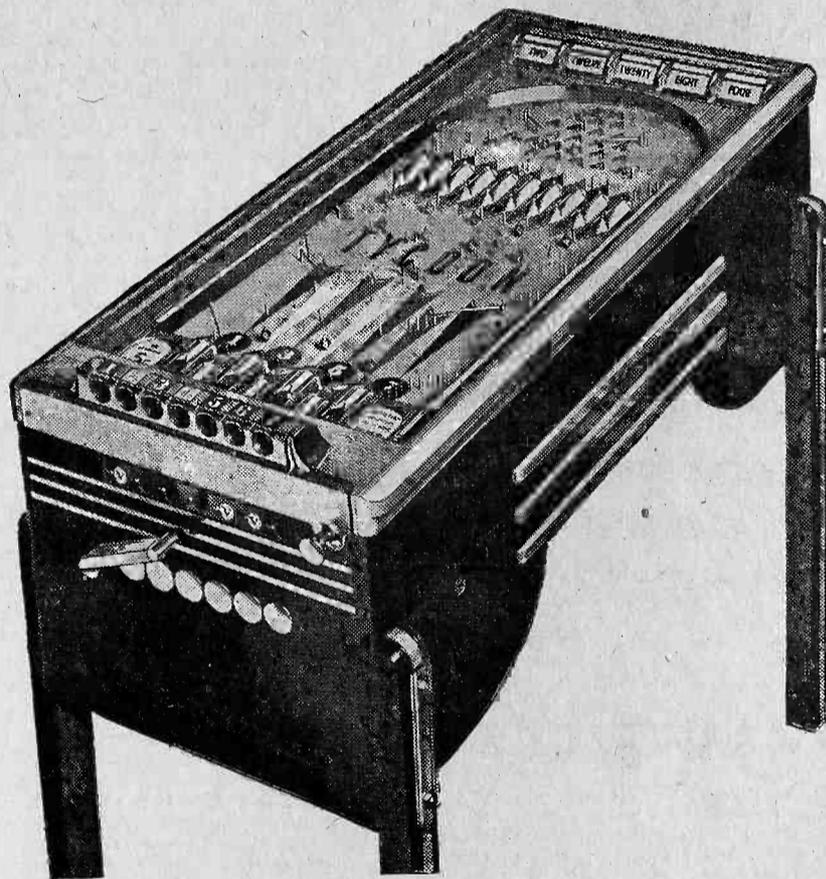
The advertising rate of 50c an agate line remains unchanged.

WEST COAST TYCOON Service

Immediate Shipment for all Operators West of the Rockies



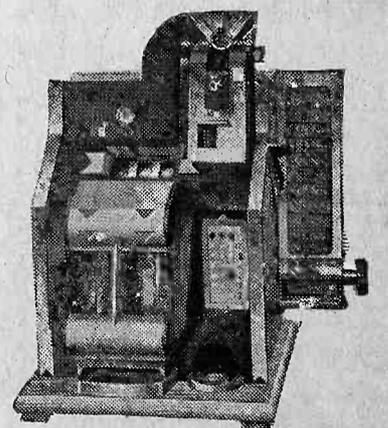
Western Operators, don't lose a single day in getting your Mills Tycoon and other Mills machines. We stock immense quantities in our warehouse and start executing orders within one hour after receipt.



FUTURITY SIDE VENDER

This is the master Vender and Bell of 1936. Takes the play away from all others. Large single jackpot. Comes in nickel, dime, and quarter models. In Bell and Vender styles with or without Gold Award.

Tycoon is taking the cream of all locations everywhere. Don't fail to dominate your territory with the best table of all time. Write, wire or call on us directly. Save Money! Save Time! Save the Location! Yea, San Francisco!



Q.T. BELL OR VENDER

This is the lowest priced reliable Bell of any kind on the market. Its two years' history shows it to be every bit as strong and sturdy as Mills big size models. Takes up only one square foot of counter space and weighs 35 pounds. Its reels spin five times to three plays on the average Bell.

John P. Ryan

West Coast Manager MILLS NOVELTY CO.

1182 Market St., San Francisco, Calif.

IMMEDIATE Delivery!

MILLS TYCOON • 7 Can Play at One Time

MILLS DOUBLE HEADER • 9 Ways to Score \$1.50

Manufactured by MILLS NOVELTY CO., CHICAGO

CENTRAL DISTRIBUTING COMPANY

105 W. Linwood Blvd. KANSAS CITY, MO.

Also Kansas City Distributors for

Pacific Amusement Machine Company, Rock-Ola Manufacturing Company, Daval Manufacturing Company, Exhibit Supply Company, Western Equipment & Supply Company, O. D. Jennings Company, D. Gottlieb & Company, Stoner Manufacturing Company.



Los Angeles

LOS ANGELES, May 2.—The California Amusement Machine Operators' Association has planned a big affair for June 2. The Ship Cafe at Venice has been reserved for the occasion. A de luxe dinner will be served, as well as an outstanding floor show. The monthly meetings held at Cafe De Paree, downtown, have been both business and social affairs and have been popular with the large membership. The June 2 affair will be free to members.

At National Amusement Company Henry Stewart has said farewell to friends. He sailed April 25 on the S. S. Lurline for Honolulu. He will make a short stop there and then will

hop on to the antipodes, with Sydney the final destination. There he will engage in business as jobber and distributor of pin games and phonographs. Jack McClelland and George Schwartz state that business is good, Bally's ticket games getting a heavy play.

Irving Bromberg, Pico boulevard jobber and distributor, reports business good. The San Francisco branch, managed by Joe Ziff, is also doing nicely. Irving says that Budget and Mad Cap are having a satisfactory sale.

W. P. Canaan, jobber and distributor, is very much pleased with business on vending machines and Groetchen Punchette salesboards.

Sol Gottlieb states that business is good and that Daily Races is a top seller. Sol was having a tough session with Lee Corey, large operator of Fresno, Calif., who Sol said came down on business with an extra sharp edge on the old chisel. Paul Henry, sales manager, is on a trip to Southern California points calling on accounts.

At Paul Laymon's things were humming. Paul states they are distributors for A. B. T.'s new game, Half Mile, and are doing fine with it. Here we noted Joe Richarme, operator of Long Beach; Charley Berkemeyer, E. Hubbert, of South Gate; Ed Dixon, W. B. Sewell; Joe Carrouthers, operator of Bakersfield, Calif., and Richard Gesswein, of Stockton, Calif.

Much activity at California Exhibit Company. Both Harry Stearns and Johnny Rau plenty busy, with, as they stated, a fine demand for their Big Shot. They have four other games in the experimental department, which are being rapidly pushed forward for initial tests.

At Pacific Amusement Manufacturing Company Herb McClelland stated that they were in full production on Zero and that the game is meeting with a good sale. Palooka is also getting a heavy play and the game had broken into the Hollywood section with much success. Ken Ferrier, Oxnard, Calif., operator, is visiting with Herb McClelland.

New Orleans

NEW ORLEANS, May 2.—While New Orleans locations are well filled with new type machines in most instances, all distributors and jobbers here report the heaviest demand for second-hand pin games ever experienced. In the interior of Louisiana and in Mississippi and Alabama jobbers are taking anything they can get their hands on to fill demands. This is particularly true in the strawberry belt, where play is the heaviest in some time and all types of machines are equally popular.

Dealers in used machines are busily working overtime putting equipment into shape that has stood around for some time without play. They say, however, that most inquiries are for the newer type one-ball odds-changing games and for slots. There is also a heavy movement of new slots into the oil and strawberry sections of the State.

Louis Boasberg and Ray Bosworth, co-owners of New Orleans Novelty Company, are sparing little time or money to make their new Sport Center on St. Charles street, due for a grand opening May 1, one of the finest equipped sportlands in the South. Louis has already lined up a score of the best looking machines on the market in addition to a steady accumulation of hundreds of trophies for display to would-be experts. Boasberg and Bosworth announce that the new sport center will give latest sport returns by direct wire. There will also be a candy and cigar counter operated in conjunction with the spot.

Lieut. Ira Barend, sales representative of Bally Manufacturing Company, Chicago, has been in New Orleans for several weeks, promoting sales on Bally Ray's Track. The Lieutenant is keen and optimistic over the new machine. The territory has gone haywire of late over the steady stream of new ideas coming out of the Bally factory.

Ocean air did a lot of good for Herby Mills, popular vice-president of the music machine operators here, but he also came

land. PAMCO has just made a large shipment to the Orient.

back to New Orleans from a vacation at Atlantic City with a turn for the better in appearance.

Elmo Pierce is a "no go" when it comes to rolling bones. He shook a couple of rattlers with Donald Duthu and Louis Boasberg recently and results were: Donald and Louis sat in a front row box seat at the opening baseball game here without cost to them.

The operators here say that it was a bit unjust of us to leave out the shining light of the recent big opening of the Dixie Coin Machine Company's new offices on Poydras street. They point out the great trouble that Miss Clair Pace went to to see that everybody had a good time. As each guest walked in the door that night Clair button-holed him with a big American Beauty rose.

FOR SALE

(1) Ten Grand, \$70.00; (2) Rapid Fires, \$10.00 Each; (6) Exhibit Supply "Diggers," Serial Numbers up to 1445, \$85.00 Each. 1/3 Cash With Order.

R. E. FIELD

Towers Apt., Ft. Lauderdale, Fla.

An Opportunity To Make Money

We have 100 Late Model Slots and desire a well protected territory in which to operate all, or any part of them, on a percentage basis. Excursion boat operators having this concession to let are also invited to contact us.

Morgan Mitchell

2414 Gilboa Ave., ZION, ILL.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



JACK STAPLES, manager of the Coin-o-Matic Distributing Company, Washington. Mr. Staples has had wide experience in the coin machine field and is considered a reliable authority pertaining to matters of the business. He is rendering operators in his territory a profitable service.

Congratulations

MILLS NOVELTY COMPANY

ON YOUR GREAT GAME

TYCOON

BENEKE CORPORATION

21st and ROCKWELL STS., CHICAGO, ILL.

Every "TYCOON" Cabinet Has Been Custom-Built by BENEKE

**H. F. Moseley Is a Meteor
In the Coin Machine Sky**

H. F. Moseley, of Richmond, Va., is owner and moving spirit of the prominent Moseley Vending Machine Exchange, Inc. This is a huge business incorporated under the State laws of Virginia and is nationally known by practically all operators in the business. Mr. Moseley has been particularly

active in the southeastern part of the United States, but he will go anywhere for business. Moseley is that type. He is what is known as a "pepster" and believes in working 24 hours a day when necessary to satisfy all his customers and do the things that will uphold his reputation as one of the most active jobbers in the business.

This Virginia coin-machine firm no doubt represents more leading coin-machine manufacturing firms than any other American distributor. Among them are Mills Novelty Company, Pacific Amusement, Bally Manufacturing Company, H. C. Evans & Company, the Northwestern Corporation, Chicago Coin Corporation, Exhibit Supply Company, Stoner Corporation, Genco, Inc., A.B.T. Manufacturing Company, Groetchen Tool Company, Trimount Coin Machine Company and Pace Manufacturing Company.

In the year 1932 Moseley Vending Machine Exchange, Inc., sold better than 27,000 machines. There is only one answer for this. Quality merchandise properly priced and promptly serviced. On these three qualities Moseley has built his national reputation.

Little wonder that he is one of the best boosters of Mills equipment in the whole country. He knows quality when he sees it and his comprehensive experience indicates that Mills machines satisfy customers.

So much faith has Mr. Moseley in Mills equipment that he always is first to order any new machine announced. On the recently announced numbers, such as Tycoon and other new Mills numbers, Mr. Moseley immediately placed orders that would amaze everyone.

Mr. Moseley is always in direct long-distance telephone connection with the Mills office and thinks nothing of calling them up four or five times in the same day in order to keep his business moving at a mile-a-minute pace.

All has not always been rosy for H. F.

Moseley. Like many other people he has suffered reverses, and just a few years ago had to start over, his former business having been entirely lost to him.

But starting from scratch, he has succeeded in a few years to build up a new business far greater than his old one, which is a monument to his intelligence, initiative and courage.

Moseley Vending Machine Exchange, Inc., issues a large catalog and keeps up a steady bombardment of direct mail promotion to customers. When he has something especially good to offer his customers he uses the telephone or telegraph.

This big distributing company always carries a huge stock of Mills latest machines on its floor and any operator in the South who wants to get instant service can find just what he wants in the Moseley display room.

One has missed a great treat unless he enjoyed the super hospitality offered by Mr. Moseley in his beautiful home at Richmond. There in that beautiful and spacious home real Southern atmosphere exists—that Southern atmosphere that makes friends feel closer and truer to each other. He delights to entertain his numerous friends in this attractive home.

"Richard" and "Eye" Sales Booming Exhibit's Business

CHICAGO, May 2.—Big Richard and Electric Eye sales reached a new high the past week, according to Leo J. Kelly, sales manager of Exhibit Supply Company. "Since we've cleared out all the bugs on Big Richard and replaced all games in the field with new improved Big Richards operators have discovered for themselves that all the fine things we've been saying about the game were 100 per cent correct," Kelly says. Consequently the increased demand for Big Richard has taxed our manufacturing facilities to the utmost.

"This week we started shipments on our Electric Eye with the new combination ticket and token payout mechanism. Operators in closed territory have been waiting for the ticket model for

a long time and now they are getting them as fast as we can turn them out. Next week our new mystery gold-award Jack Pot will be ready for delivery. The Jack Pot can be attached to all Electric Eye machines now in the field, and with this Jack Pot, giving extra awards of from \$1 to \$10, the increased money-making power of the Electric Eye is easy to visualize.

"The chief feature of the Electric Eye is its ability to change, in keeping with territory conditions. If the territory is closed to awards Electric Eye can be operated as a straight amusement machine. If check payouts are permitted fill the payout tube and it is ready to go. For money payout just remove the check separator. Check separator and special checks are furnished as regular equipment with all Electric Eyes. Attaching the mystery gold-award Jack Pot requires but a few minutes, and to remove the Jack Pot even less.



H. F. MOSELEY



RALPH MILLS, vice-president of Mills Novelty Company—Cyclonic sales manager of all departments and a sagacious leader of sales. Ideas pour from him like water from a falls. A wonderful mizer—a real fellow.

Joe Calcutt --- A Real Leader

Established the Vending Machine Company, of Fayetteville, N. C., over 17 years ago—was South's first outstanding distributor of coin-operated machines

JOE CALCUTT, owner of the Vending Machine Company, of Fayetteville, N. C., is a real leader and one whose success should be an inspiration to every operator and distributor in the coin-operated machine business.

He has been in the business for 17 years or more, but he is still a young man. He was the largest buyer of Mills machines in 1935 and he has already chalked up a big buying record for the first four months of 1936.

Joe Calcutt's was one of the first firms to distribute coin machines in the South. The Vending Machine Company, of Fayetteville, N. C., is known the world over. Shipments are made to a dozen or more foreign countries every month. In his territory he has been instrumental in building up a public relationship among outstanding leaders that has terminated in an existing high public opinion for the Vending Machine Company and the coin-machine industry.

Mr. Calcutt has always made a close study of the business and at all times centered his thoughts on the working out of bigger things for his business. He is alert to every opportunity offered

him and if it appears sound he immediately takes advantage of same. He has always made it a practice to re-invest his money in more equipment. As fast as he turns over his machines or gets them working he immediately invests in more equipment. This has been one of the main reasons for the huge success of his firm.

The Vending Machine Company's headquarters in Fayetteville are a monument to Mr. Calcutt's success. His business is housed in a large warehouse and office building. His huge showroom contains a sample of each of the different types of Mills machines handled by him, so that he always has something to show prospects, to sell them on the coin machines as an established and going proposition. Lately the entire Calcutt force at Fayetteville and all the branch offices have been doing full duty on Mills Tycoon. "Tycoon is one of the biggest hits I have ever handled," said Joe. "It is a problem to keep operators supplied with Tycoons."

The Vending Machine Company is an American institution and Joe Calcutt, its manager, is a real business man and a leader.

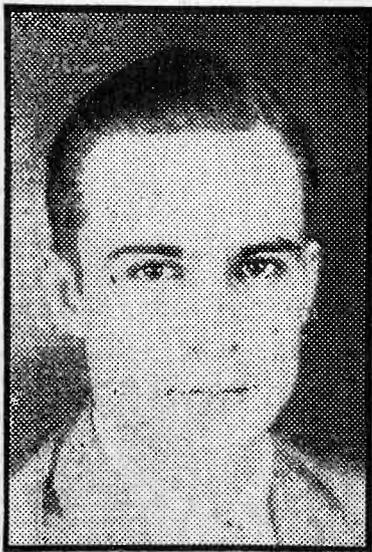


JOE CALCUTT, leader and manager of the Vending Machine Company, Fayetteville, N. C.

Vending Machine Representatives As Introduced by Firm's Own Emsee

O. J. Mullinix Jr.

If the Venus de Milo would suddenly sprout arms we don't believe O. J. would change that expression. Expression, however, doesn't always diagnose the qualifications and energetic attitudes of a person desirous of going ahead. This ambitious young gentleman directs the activities from our Savannah branch, and if you don't think he directs we would suggest that you step on his toes in his vicinity. The answer is inevitable—"Another operator and his financier into oblivion." We do say, however, that



O. J. is becoming "Lambardo" minded. We hope he overcomes it soon.

A. L. Haywood

"Dear old Archie," rubbing the palms of his hands when he's thinking! Fellows, youse better watch out if you're his competitor! Enough years with the Vending Machine Company to season him against "Boots," threats and unethical activities, he's goin' after you—all's business. A gentleman in every respect, he is obliging and pleasant and stands ace high in sponsoring the elevation of the personnel of our line. "Tightey," his capable assistant (in a wet State now), very capably attends to the matters unbecoming "Dear old Archie." Don't overlook "Tightey" as being a

capable gentleman and also of the type sponsoring personnel of higher caliber.



"Archie" and "Tightey" are the "Watch on the Rhine" over our Dan River office.

H. W. Perkins Jr.

"Perk" is the pleasant sort of fellow you always expect when you meet a plump. Five feet six and 212 pounds, he lives up to his reputation of pleasant



"fats." When the spacious entrance of our office is opened and the threshold is crossed, then you are in the care of Perkins, the floor salesman and display director. He is supposed to make sales, therefore, to "ham fat" with the operation end of the game. He's for sales and the angels in Heaven will not divert his motive. Operators, place your faith in "Perk." He's more for you than anyone any time!

Charles Ingold Jr.

There's a silver lining in every dark cloud for this old diplomat. Not much of a money maker, but boy, oh, boy, how he can shake hands and slap backs. Wears a million-dollar smile and overshoes in fair weather as well as when it's raining. Charles' service with the



company dates back approximately eight years, which qualifies him to adequately manage our district office in the Cannon Towel area.

E. A. Queen

We have a King, too, but the Queen rules superbly in our Columbia, S. C., branch. Mr. Queen has served several years with "Vemco" and has made enviable periodical records. The "Grimm Reaper" says that if Queen ever becomes mirror-shy and forgets about tuxedos (and the things which accompany mirrors and tuxedos) he'll soar to heights unknown in the coin-machine business.

Perhaps the "Grimm Reaper" is right. At any rate, we do not care to disagree with that gentleman.

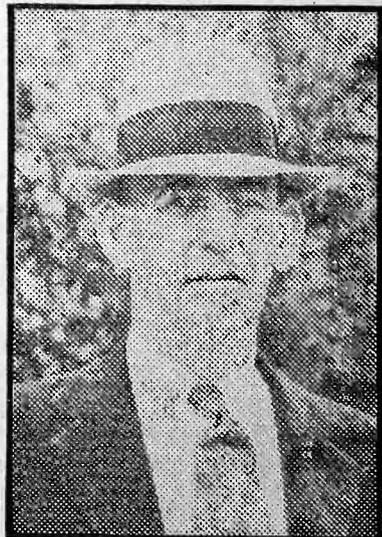
Editor's Note: The emsee probably had



reference to F. H. Grimm. "Vemco's" field representative, when he mentioned the "Grimm Reaper."

Joe D. Breese

"Uncle Joe" is from the old school and started with "Vemco"—heaven knows when! He has serviced machines



in the olden days on mule back, horse back, flat bottom boats, etc., but now manages our Coastal Highway District from the seat of one of our fleet of Chevrolet pick-ups. Like wine, Uncle Joe improves with age, and his kind, gentle aggressiveness is a great inspiration to the comparative newcomers.

J. N. Finch

As manager of our Capitol branch Norman is what you might call a double-breasted manager. Started 15



years ago with peanut venders and has performed faithful service with "Vemco" since that time. Ever alert for chiselers and stands cocked and primed for action. Norman has organized a force at his branch which performs in unison and each and every member is a go-getter. "Beau Brummell," Tucker, Fisher and Evern, the "hello" lady—all contribute essentialities in making this branch a very valuable asset to "Vemco."

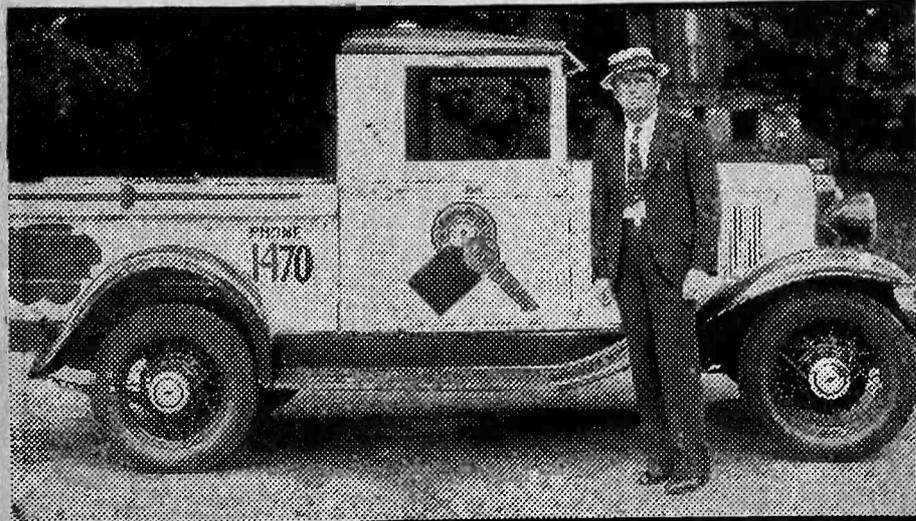
E. L. Blanton

It took Blanton a little less than three years to chew his way into the confidence of the West Virginia mountain-



peers and miners. In that period of time the "Key to Success" decals can be seen in more than 500 business houses. The forces there have recently been increased

George B. (Red) Herndon



Herndon—Piedmont, N. C., Vending Machine Company branch would be "like a ship without a rudder" without the services of this deep-thinking and sound-minded fellow. Knows the business from the ground up, having stepped

and the flow of "Vemco" machines will spread over a wider area from time to time. Okeh, Blanton! Go to it, we have what you want when you want it.

N. B. Bullard

Blackman, off and on, has served approximately 10 years with "Vemco." Incidentally, he is one of the few that



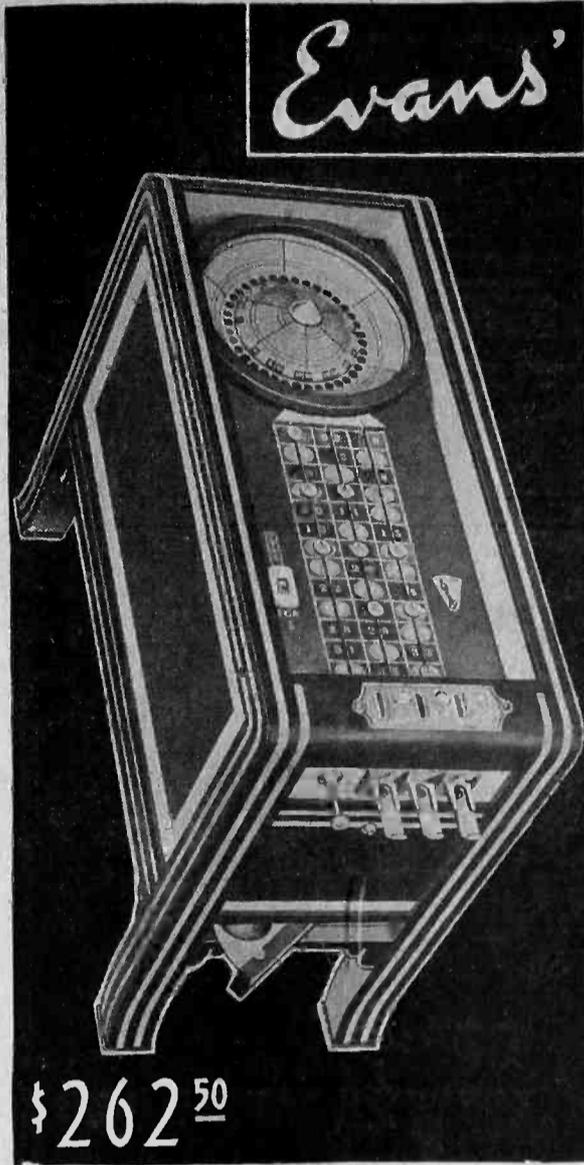
decided once that a different hook-up would be more profitable, but the "Grimm Reaper" directed otherwise. At any rate Blackman is back with us again, and we hope that he will be from now on. At present Mr. Bullard supervises our operations in the Queen City district and is making admirable headway.

J. W. Moore

"The Land of the Sky" would not be worth visiting without our genial wise-cracking J. W., who gets more pleasure



out of work than most of us do from play. Idle machines never trouble J. W., but endeavor to chisel on his locations or territory as a whole—he'll then tell you the story about Zebulon Vance. He lives with the people and the people think with him. The Vending Machine Company, thru the employment of just such type persons as J. W., has elevated the coin-machine business in the fields it serves to the heights of any other profession.



Evans'

Roll-ETTE

THE SENSATIONAL AUTOMATIC PAYOUT ROULETTE GAME!

HERE is a masterpiece for operators who want the best. A "big time" attraction for those special spots that must bring "big-time" profits!

ROLL-ETTE is played by one to three players along the lines of regulation roulette. Each coin chute controls a row of numbers. By rotating the proper selector the three checks may be moved up and down to a combination of three numbers. Odds ranging from 6 to 20. Ball is released by touching a button and spins swiftly around a beautiful, inlaid roulette wheel. If a player is on the winning number, payout is automatically made.

From mechanical and beauty viewpoints ROLL-ETTE has everything brilliant coloring, indirect illumination of field, mushroom light on wheel, big black and silver 45"x20" cabinet, Electric Pack equipped. See it! Marvel at its stately beauty and smooth playing action. Test it for profits! You will agree it's the biggest money-earning attraction on the market. Immediate delivery.

At Your Jobber or Direct

A PERMANENT INVESTMENT

\$262⁵⁰

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO, ILL.

GET ACQUAINTED BARGAINS

ABT ARCHER	\$22.50	MATCH A DIAL	\$12.50
BALLY BANKER	11.50	PAR GOLF	9.50
BALLY BATTLE	21.50	PIPPIN	9.50
BIG TEN	12.50	RAPID TRANSIT	14.50
BUDGET	31.50	ROLY POLY	18.50
BEANO	13.50	SELECT 'EM	6.00
CHEER LEADER	6.50	SINK OR SWIM	6.50
EXHIBIT TICKET GAMES	30.00	SOREAMO	14.50
GENCO BASEBALL	7.50	BALLY 686	15.00
GINGER	19.50	SHORT WAVE	14.50
HIGH HAND	12.50	ROOK OLA "21"	10.50
HIGH LOW	14.50	TRICKS	14.50
JIMMY VALENTINE	14.50	TOUCH OFF	22.50
LITE A LINE (Bowl 3 Slot)	22.50	TOP HAT	22.50
MOTOR DROME	18.50	WING LITE	11.50

Many Others on Hand. Write or Wire. One-third Deposit, Balance C. O. D. COIN-O-MATIC DISTRIBUTING CO. 815 EYE STREET, N. W. WASHINGTON, D. C.

Two Bally Aces, \$20.00 Each Three Sportsman, \$12.50 Each

One practically new Rocket, \$20—Three Jennings Century five-cent play double Jack pot, good condition, \$45.00 each—Two Exhibit Diggers, \$35.00 each—One twenty-five-cent Walling Jack pot, \$25.00—One five-cent Jennings Hunter, good condition, with meter, \$37.50—Two Mills Tickette, five hundred tickets, \$5.00 each—One Little Duke triple Jack pot, good condition, \$17.50—One Baby Light-A-Line, \$10.00—Ten Penny Packs, \$5.00 each. One-third deposit with order.

SOUTHERN VENDING MACHINE CO., Danville, Va.

GUARANTEED USED BALLY PEERLESS \$75.00

THE GAME WITH LIGHTS AND SIXTEEN \$1.50 POCKETS. Many Other Bargains. Write for Prices. One-Third Deposit—No Exceptions.

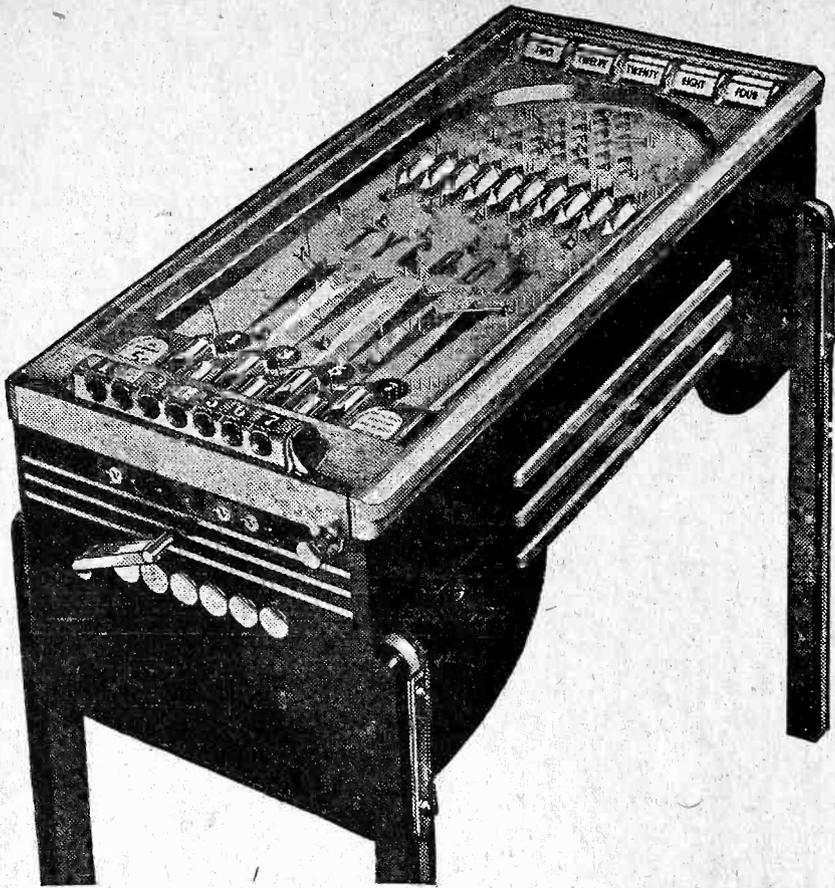
JUMBO NOVELTY COMPANY 717 WALNUT STREET, HOUSTON, TEX.

GOOD NEWS for AUTOMATIC PHOTOGRAPH OPERATORS!

- Our Combination Pocket Mirror and Picture Frame for Miniatures will step up your business 100 per cent. Size, 2x3 inches. Photograph can be inserted instantly.
- Send 10c for Sample and quantity prices. Live wire Picture Operators should get in touch with us at once.
- We also manufacture a beautiful line of Enlargement Frames. \$1.00 for sample line, which will be credited to you when you place your order, and you will order after seeing this line.

AUTOMATIC MIRROR CO., 96 PRINCE ST., NEW YORK CITY

We Agree With Mills Novelty Company Tycoon is "The Fastest Thing on Four Legs!"



Deal With Carl... Always a Square Deal

Kansas City Distributors for Mills Novelty Company and Bally Manufacturing Co. Other New Proven Winners Ready For Immediate Delivery.

Automatic and Novelty Pin Games

ALL STARS	\$115.00	MAD CAP	\$ 47.50
ALL STARS (Ticket)	125.00	MULTIPLE	142.50
BIG RICHARD	149.50	PAMCO PALOOKA	189.50
DAILY RACES (Gottlieb)	125.00	RACES (Western Equip.)	125.00
DAILY LIMIT	125.00	RAY'S TRACK	500.00
HIALEAH	139.50	RELIANCE (5c Play)	119.50
HIALEAH (Ticket)	149.50	RELIANCE (25c Play)	124.50
PARI-MUTUEL	177.50	HARMONY BELL	69.50
HOLLYWOOD	89.50		

New Counter Games

BALLY BABY	\$17.50	PAK-O-CIGS	\$ 9.50
PUNCHETTE	19.75	HORSES	17.50
BEAT IT	17.50	CLEARING HOUSE	17.50
TIT-TAT-TOE	17.50	SPORTLAND	12.50

We will accept your Used Equipment as part payment on all orders for Tycoons and on any of the above new numbers.

Carl's Special Bargains In Guaranteed Used Machines

PAMCO PARLAY	\$45.00	GEM VENDER	\$ 8.00
COCKTAIL HOUR	75.00	SINK OR SWIM	7.00
MYSTERY THREE (original cartons)	47.50	DAILY LIMIT	60.00
DAILY DOUBLE	27.50	LITTLE DUKES (Single Jax)	16.00
RANGER	40.00	JENNINGS FOOTBALL	5.00
ACE	25.00	LEAP FROG	10.00
TRAFFIC (Model A)	15.00	STEPHENS BEER BARREL Cigaretts)	5.00
TRAFFIC (Model C)	10.00	SILVER STREAK (Auto. Payout)	10.00
SURE SHOT	20.00	TEXAS LEAGUER	8.00
MATCH THE DIAL	20.00	DICE-O-MATIC	5.00
NEW GIANT	39.50	21 VENDER	5.00
SPORTSMAN	\$10.00 to 20.00	THE RITZ	5.00
CHAMPION	12.50	NATURAL	5.00
SMACK 'EM	12.50	WILLIAM TELL	15.00
TIT-TAT-TOE	11.00	MASTER CONTACT	10.00
WAGON WHEELS	10.00	CASTLE LITE	7.00
HIGH HAND	19.00	RELAY	5.00
WIN-A-PACK	9.00	SKYSCRAPERS	5.00
HOLD AND DRAW	12.50	ROCKELITE	5.00
BLUE RIBBON	5.00	TANGO	15.00
ARMY AND NAVY	5.00	BIG BROADCAST	5.00
TICKETTE	6.00	ACTION, JR.	5.00
FLYING TRAPEZE	5.00	LIGHTNING	5.00

TERMS: One-Third Deposit, Balance C. O. D.

UNITED AMUSEMENT CO.
3411 MAIN ST. KANSAS CITY, MO.

Sicking Firm, Cincinnati, One of the Oldest in Biz

CINCINNATI, May 2.—Sicking Manufacturing Company here has been identified for many years as one of America's oldest distributors of every type of coin-operated machine.

Established in 1895 by Barney Sicking, who soon became one of the out-

pany. Mr. Sicking was well liked by manufacturers, operators and thousands of customers, as he was always fair in his dealings and always ready to help anyone.

After many years of success Barney Sicking passed away in 1928. The business was purchased by Ben Goldberg and William Marmer, who with modern methods kept the Sicking Manufacturing Company's name before the entire industry as it had been in the past.

Ben Goldberg, an operator of olden days, dates back to 1910. He is known by every manufacturer and operator in the coin machine business. Ben has operated in a number of the leading States on a large scale and his entrance into the distribution business was welcomed by his many friends.

Bill Marmer, a newcomer in the coin machine field from the clothing business, soon became known and liked by all in the coin machine industry. His foresight and knowledge of real winners of the new machines being manufac-



BILL MARMER

standing personalities in the coin machine business. Barney Sicking, upon entering this new and fascinating business, had foreseen the possibilities of its growth and began manufacturing various types of games to meet the public's demand.

The three-story building which he occupied at 1935 Freeman here soon became too small and he found it necessary to build the present building located at 1922 Freeman avenue in 1907. It covers 16,000 square feet of floor space and consists of four floors. Mr. Sicking immediately equipped his factory with modern machinery to manufacture his new idea—a card machine on a large pedestal weighing approximately 65 pounds. This machine soon became popular all over the country.

He placed the card games in saloons and other locations at a rental charge of \$1.50 per week. The location would use from 10 to 15 machines. In collecting the rental each week Mr. Sicking went from one location to another with a horse and buggy.

Sicking's foresight in the coin-machine field led him into operating slot machines—Dewey's, Owls, Cailles and other types of payout machines. His manufacturing, operating and distributing business became so large and the demand for new automatic payout machines so great that he immediately hired men to work on new ideas along these lines. Many new machines were developed and operated by Mr. Sicking, who also sold them to various operators throughout the country. Many manufacturers located in other cities were so well impressed with the new machines that they requested samples to be sent to them.

Mrs. Barney Sicking worked hand in hand with her husband for endless hours daily. She was an important cog in the wheel of success of the well-known Sicking Manufacturing Com-

pany. The Sicking Company of today is looked upon by the coin machine industry as the home of the leading amusement machines of every description. The four floors occupied by this firm are loaded with the latest games.

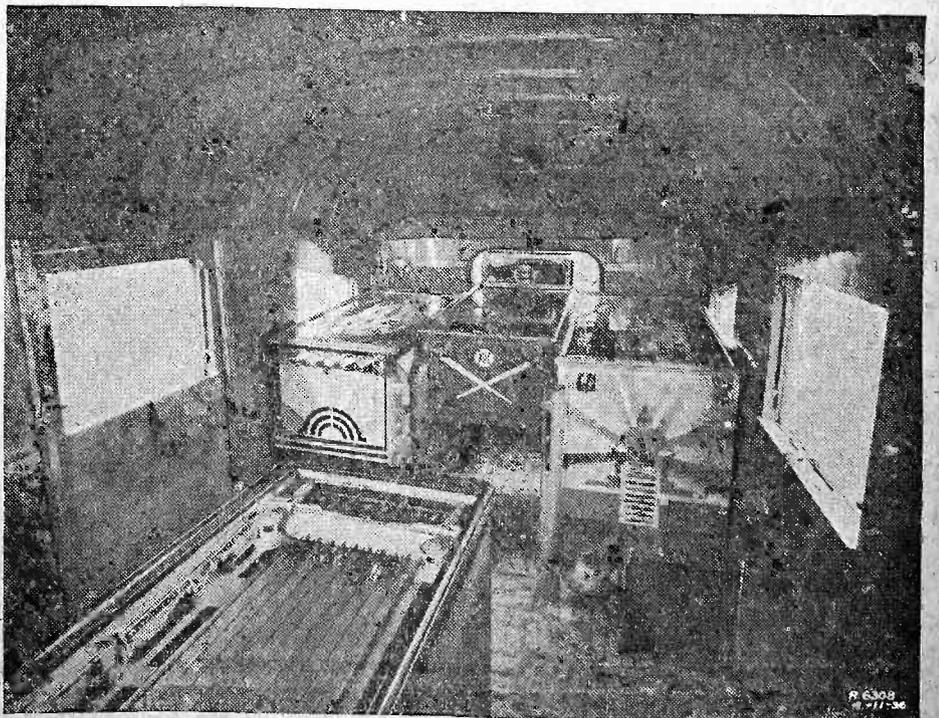
Venitor Appoints Chi Rep

DETROIT, May 2.—J. W. S. Langley, general manager of Venitor Corporation, reports that J. A. McCormick, formerly personnel director for National Tea Company, Chicago, with more than 2,000 stores in the Chicago district, has been appointed special representative for Venitor in charge of the Chicago metropolitan area.

He is perfecting his Chicago organization, which will be known as the Pack It Company of Chicago, with offices at 612 North Michigan boulevard. He has already secured four operators of routes of the new Pack It Shops, manufactured exclusively for this company by the Venitor Corporation as a special order job.



BEN GOLDBERG



INTERIOR OF DISPLAY ROOM ON WHEELS—The photo shows the interior of the recently introduced display room on wheels. It is a new and progressive idea of the Markepp Company of Cleveland.

Bill Helriegel Genial Leader Of Keystone Nov. & Mfg. Co.

The Keystone Novelty and Manufacturing Company, of Philadelphia, really is nothing more or less than the well-known William Helriegel. Bill Helriegel is a household word in thousands of operators' homes thruout the country, and especially in the East, where Bill is doing a huge jobbing business. Keystone Novelty and Manufacturing Company is one of the oldest coin-machine concerns in America, starting in business under the leadership of William Helriegel Sr., now deceased, more than 43 years ago.

During the last 20 years the concern has been actively managed by Bill Helriegel himself. Bill is still a young man, good-looking, with a humorous twinkle in his blue eyes. He is a friend to everybody and has helped thousands of people become successes both in and out of the coin-machine business.

Bill Helriegel is noted for his tremendous pep and willingness to start action and his ability to give instant service. The keynote of the Keystone business has always been service. Bill Helriegel's operating experience has always told him that when an operator wants a machine or needs repairs he wants his order filled at once. If the machines are not shipped promptly another operator may slip in and get the business. So Keystone's slogan is "Sudden Service." Bill is able to give this service by always keeping on hand a large stock of machines and repair material. Bill takes a great deal of pride

in announcing that practically all his orders are shipped the same day they are received. A staff of experienced mechanics enables them to make repairs promptly and reasonably.

Keystone sales go to every State in the Union. Their policy of "Sudden Service" has built for them one of the largest jobbing businesses in the East. On several different occasions they have increased their headquarters until now a huge building is required to conduct the Keystone business.

A large stock of Mills machines is always on display at the Keystone headquarters and right now it is most certainly featuring the Mills Tycoon.

Always alert to every progressive movement, the Keystone firm has always been right on its toes ready and willing at all times to render its customers the best of service possible. They always keep abreast of all latest machines and never fail to advise their trade regarding a winning number. They have been completely sold on Tycoon and are ready to underwrite this number with power.

Leaders like Bill Helriegel have made the coin-machine industry what it is today. Thru their efforts and labor we stand today as one of the leading industries of America. Our hats are off to this sterling executive and coin-machine authority supreme—Bill Helriegel and his Keystone Novelty and Manufacturing Company.



WILLIAM HELRIEGEL

Appointed Bally Distrib For Georgia and Florida

CHICAGO, May 2.—Jim Buckley, sales manager of the Bally Manufacturing Company, announces the appointment of the Southern Novelty Company, Valdosta, Ga., as exclusive Bally distributors for Georgia and Florida.

M. Y. (Pete) Blum, genial head of the Southern firm, plans an extensive State-wide campaign on all Bally games, particularly on Ray's Track.

He recently completed a tour of Georgia, accompanied by Art Garvey, Bally field man, and is said to have made the State more Bally conscious than ever.

Sachs & Silberling Have New Television-Poker Game

NEW YORK, May 2.—Sachs & Silberling, Inc., formerly well-known sportland operators, have introduced a new roll-down game which they call Television-Poker. The game is already in operation at a number of outstanding locations, including the Schork & Schaffer Sports Palace at Broadway and 52d street. Here a battery of 20 Television-Poker games are featured. The game is coin operated.

Gottlieb Teams Clash

CHICAGO, May 2.—"We want a homer!" "Kill the umpire!" "Knock it out of the lot!" Such were the cries to be heard last Sunday afternoon at the ball game between the shipping department and the assemblers of D. Gottlieb & Company. The shipping department (more affectionately known as Nate's Stooges) came out on the front end of a close score. The tight score was in perfect keeping with the hectic battle thruout the game. With the losers having to buy the winners a barrel of beer, is there any wonder why the game was so ardently fought?

Ronald Hanson, pitching for the Stooges, turned in a most creditable performance. Many a time things looked bad and the catcher called Ronald and the infield to the mound for a huddle. Hanson just waved them back, got his signal, wound up and let it fly. "S-t-r-i-k-e o-n-e!" cried the umpire. Ronald then went on to dispose of the remaining batters with ease. The crowd was very responsive to the work of Hanson and kept up a continuous babble of encouraging chatter. Frank Iannely played a bang-up game for the winners. Doing more than his share at bat combined with a perfect performance in the field, Frank is sure of a berth on the Gottlieb all-star team.

It has been decided that an all-star

team would be chosen from these two teams to represent D. Gottlieb & Company in challenging leading industrial teams in the city.

"You know," said Dave, "this game and these teams remind me of our two latest games, Daily Races and Broker's Tip. Up until the last out was made in the game we couldn't tell which team would win. First one team would go into the lead, and then a splurge by the other team would put them ahead. So it is with the two machines. They're both doing such a wonderful job it's hard to say which is the better. One day brings a huge amount of orders for Daily Races and then the next day's mail puts Broker's Tip in the lead."

A Real Batting Average

CHICAGO, May 2.—Lee Jones, popular president of American Sales Corporation, reports that out of 2,200 Bally Manufacturing Company machines shipped by his firm in the last four months, only two were returned for credit.

"That," says Lee, "means two things—first, Bally games click with the public and make money on location—second, they are built to operate right without mechanical trouble. We handle various makes, but we believe in giving our customers the straight dope—and the above figures are taken direct from our books."

"BELIEVE IT OR NOT"



QUALITY SO HIGH

that the operating and maintenance costs are lowest

"WE BUILD 'EM TO STAY PUT!"

Rol-A-Top

WATLING MANUFACTURING COMPANY

Established 1889 4640-4660 West Fulton St., Chicago, Ill., U. S. A. Tel.: COLUMBUS 2770. All Depts. Cable Address, "WATLINGITE," Chicago.

START RIGHT WITH VENDEX

FOR BOOTH, BAR OR SODA FOUNTAIN

For busy counters and crowded cigar cases where space is limited and valuable. For de luxe locations where only the latest and most up-to-date equipment is permitted.

LOW PRICE HIGHEST GRADE CONSTRUCTION. CHROMIUM PLATING. ARTISTIC LABELING.

VENDEX DELIVERS THE GOODS!

THE VENDEX CO. 1127-9 Tremont St. BOSTON, MASS.



U. S. Pat. 1991736.

Used Slot Machines

Bought, sold and repaired. Can use a few good Mills Escalators, Five, Ten and Twenty-Five Cent Bells. Write

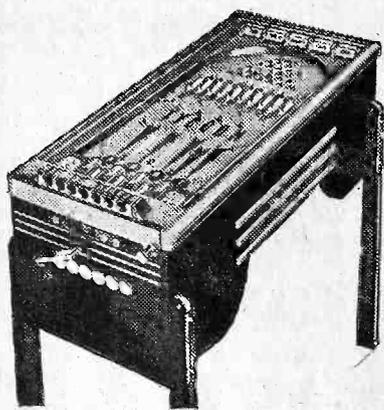
HOWARD SALES COMPANY

2039 Howard St., Omaha, Neb.

Thank You for Mentioning The Billboard.

TYCOON

Greatest
of
Pay Tables



If you're looking for a RUN for your money, why not get a LONG RUN? Tycoon's earnings go up! up! up! as time goes by. We carry large stocks of this spectacular table ready for immediate shipment and also the best offerings of all the leading manufacturers in the business.

Frank E. Page

ROANOKE

VENDING

MACHINE

EXCHANGE

"If It's New It's Here,
If It's Here It's New"

101 Commonwealth Ave.,
N. E., Roanoke, Virginia.

United Firm Live Distrib

KANSAS CITY, Mo., May 2.—United Amusement Company is one of the leading distributors of this city. The progressive firm is headed by that well-liked fellow, Carl Hoelzel.

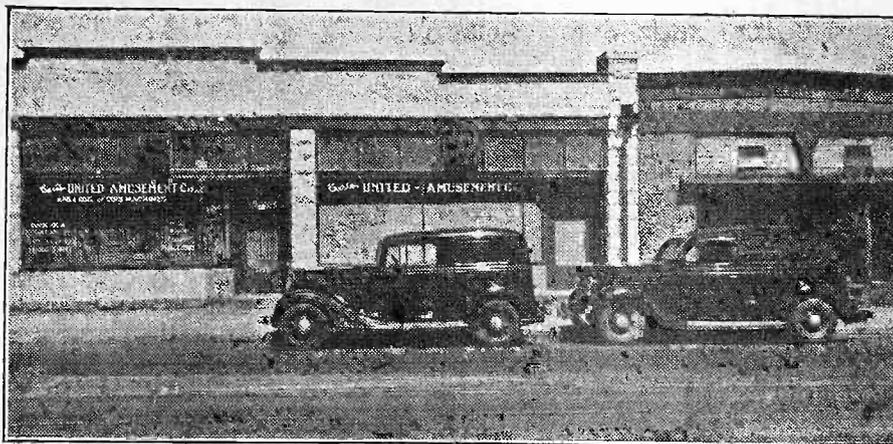
Being a great believer in slogans, Carl has established one that has lasted and is known thruout the Middle West. It is "Deal with Carl—Always a Square Deal." In fact the firm is really known as "Carl's United Amusement Company."

The live-wire firm represents such leading manufacturing concerns as Mills, A. B. T., Jennings, Rock-Ola, Bally, Pierce Tool, Exhibit Supply Company, Pacific Amusement, Pace Manufacturing Company, Groetchen Tool Company and others.

The firm recently enlarged its offices and display rooms and now boasts of one of the most attractive headquarters in the Middle West. They render a super service to their customers and never fail to live up to their slogan.

Carload of Finance To Weston in London

CHICAGO, May 2.—When Tony Gasparro, of the Weston Novelty Company, London, orders games he really places an order. The Chicago Coin Corporation announces that Tony has placed an order for an entire carload of its new



NEW AND ENLARGED HOME OF THE UNITED AMUSEMENT COMPANY, Kansas City, Mo. This is one of the largest and best known distributing firms of the Middle West.

Finance, straight novelty game, for immediate shipment to England.

Tony says that in Finance Chicago Coin has a positive winner and he knows that his operators back home in England will go for the game in a big way. Volume orders have been pouring into the Chicago Coin firm for the new low-priced non-payout game, Finance. Sam Wolberg, of the Chicago Coin firm, proudly displays purchase orders from prominent distributors in all parts of the country.

Willy Blatt, of the Supreme Vending Company, Brooklyn, thinks so much of Finance that he has instructed the Chicago Coin firm to ship him two carloads of the game.

Officials of the Chicago Coin firm say that Finance is one of the cleverest non-payout games they have ever produced at the price. It is a 100 per cent skill game. As the coin is inserted the spinner selects the holes the player must make and also gives the player the number of free games in the event that he wins. For instance, the dial may read one bank, one electric light company and two houses. The spinner dial may have the white strip on top, which means that the player receives 10 free games if he makes the required holes. The player then has 10 balls to shoot.

The mechanism of Finance has been so simplified that practically no part can get out of order. It is entirely mechanical in operation, no batteries whatsoever being used. The playing field is cleverly decorated so as to grip the player's interest. Finance is housed in a smart colored cabinet and is made with chromium hardware thruout.

Chicago Coin firm says that Finance has been thoroly tested on location and has proved itself a good investment.

Iowa Meeting Date

The exact date of the Iowa Automatic Merchandisers' Association meeting is May 26, at the Savery Hotel, Des Moines.

A special appeal has been made, asking all operators of Iowa and adjacent States to attend this convention and to write Secretary Fred K. Chandler, 535 South West Seventh street, Des Moines, for tickets for banquet and ball. Reservations must be made in advance.

The meeting promises to be the most outstanding gathering of coin machine men since the Chicago show last January.

Alamo's Production Going at High Peak

CHICAGO, May 2.—With the announcement in last week's issue of Rock-Ola's new one shot table, Alamo, wheels were set in motion thruout the country. In every territory distributors made preparation for handling a large stock to take care of advance orders. The larger distributors hurried to Chicago to arrange for first quantity shipments.

At the Rock-Ola plant the stage was set to handle the unusually heavy production scheduled and to take care of the terrific avalanche of orders. A visit to the big plant this week showed that everything is under control. Production lines are moving at a merry clip. Veteran Rock-Ola engineers—men who have supervised many a crowded production schedule on Rock-Ola hits—guarantee to turn out Alamos as fast as the shipping department can handle them. And on the private Rock-Ola

Three Cities Consider Installing Parking Meters

LAKE CHARLES, La., May 2.—Close consideration of the coin-operated parking meter as a solution of traffic problems in this city is being given by city officials and business men who held a special meeting on the matter this week. Representatives of two parking meter manufacturing and installing companies have been in conference with the mayor and city commissioners. One company has agreed to install at \$58 per machine, with 75 per cent of intake going to company until machines are paid for and 25 per cent going to the city until such time. The coin meter has plenty of friends here.

NEW ORLEANS, May 2.—Dr. J. A. O'Hara, president of the New Orleans Police Board, announced this week that the board will start an immediate survey and in the very near future will vote on proposed adoption of the parking meter system on downtown streets of the city. An area which includes practically all of the heart of the business district will be surveyed with a view of determining the cost of installation, upkeep, prospective revenue and effectiveness.

GALVESTON, Tex., May 2.—Three bids for installation of 500 parking meters were being considered this week by the commissioners of police here. Proposals submitted are by the Parkrite Corporation of Houston; Parking Timer Company, Inc., Cincinnati, and the Dual Parking Meters, of Oklahoma City. Prices ranged from \$56 to \$58 per machine, with full installation promised by all within 30 days.

Windy City Breezings

CHICAGO, May 2.—Meyer Marcus, of the Markepp Company, Cleveland, has been in town for the last few days. He states that his showroom on wheels is the real stuff. . . . Sam Frankrich, of the Frank-Rich Distributors, Fort Worth, is in town looking over all the new games advertised in last week's issue of *The Billboard*. . . . S. L. Stanley, pilot of the Automatic Amusement Company, Memphis and Fort Worth, has returned to Memphis after several days in Chi. . . . Max Mohr, after being seen around the Windy City for a week, has slipped out for his sunkist territory in California. . . . Samuel Kresberg, of the Capitol Automatic Music Company, Inc., New York, dropped into town Wednesday night and slipped out again Thursday. Sam says things are going along nicely for phonographs in the New York territory. He was met at the Sherman by that dapper hustler of Rock-Ola Manufacturing Corporation, Milton Swanstrom. Swanie, as Milton is better known, is around the Sherman lobby every few evenings mixing business with a little pleasure.



HERBERT MILLS, treasurer of Mills Novelty Company—Production manager of Mills' two huge manufacturing plants. A whirlwind on converting raw material into slick, smooth machines. The 1,800 employees back him to the limit—they think he's the tops.

switching yard cars are being loaded—and Alamos are rushing across the rails to every part of these United States!

The table itself fully deserves all the excitement it is causing. It is an impressive table—big, sturdy and distinctive. Its many exciting features assure it of an exceptional money-making ability. Alamo has, for instance, a multiple coin chute that takes five coins at a time. It has a new and exclusive board arrangement, with the pockets lined up at the bottom. The big 1½-inch ball rolls over magic switches on the field, increasing the player's odds. There are sound effects, reproducing the famous Battle of the Alamo.

All in all, Alamo is one grand table and it is no wonder that operators the country over are enthused. And it is no wonder that they welcome the announcement from Rock-Ola officials that Alamo is now ready for immediate quantity shipments!

10-Ball Payout by Exhibit

CHICAGO, May 2.—Exhibit Supply Company announces a new 10-ball payout baseball game which it calls Bambino. The new game follows closely the playing field layout of the former baseball ticket game, Playball.

Lights run the bases when hit holes are made and other lights light up as runs are scored. When required number of runs are made payout is automatically made in tokens or coins.

Bambino will also be furnished in combination ticket or payout models. Deliveries, according to Leo J. Kelly, sales manager of Exhibit, are being made this week.

Dreams Come True

By JIM BUCKLEY, Sales Manager,
Bally Manufacturing Co.

Dig out a copy of the September 14, 1935, issue of *The Billboard*. You'll find in that issue a small paragraph which, without exaggeration, can be described as one of the most accurate predictions ever made in the coin-machine industry.

The item is headed "Moloney Sees Increased Business for Payouts" and it goes on to quote Ray Moloney's prophecy that "Pay-out games are here to stay. We are convinced that the industry will witness the greatest pay-out boom in history and we are planning our production accordingly!"

Today when I walk out in the factory and see the large crew of Bally mechanics feverishly trying to keep up with the never-ending demands from the shipping department—a demand for more, more, more machines to fill the orders piling higher every day—when I watch this inspiring activity I cannot help but say to myself: "This is a dream that did come true!"

Not that Ray Moloney, Bally president, is a dreamer. In a certain sense he is—in his ability to see far ahead of the rest of us—his ability to look beyond the present and into the misty regions of what's on the way. But more important than Ray's ability to spot the slightest sign of a changing trend is his quick swing into action. It was this trait that made the dream come true, as far as Bally is concerned.

Ray sensed the rising pay-out trend as an experienced sea captain senses a

campaign on Goofy years ago. And while operators were "striking it rich" with Prospector gigantic Jumbo came thundering up—the first big board, big ball, big winner one-shot game.

Jumbo, as is generally known, made such an outstanding hit and continued in big demand so long that other pay-out games planned for earlier release had to be held in abeyance. Nobody wanted anything but Jumbo. Finally to avoid any possibility of market flooding we had to tame down the big elephant by giving him some competition. Bally Derby was launched—the fourth of the series—and the changing-odds idea got its big start in life.

Now we come to more recent history. Peerless, with its revolutionary odds-booster lights; Bally Bonus, with the out-hole bonus idea, and our current four aces of the one-shot class—Multiple, All-Stars, Hialeah and Pari-Mutuel.

These four games are already too well known to the trade to require any lengthy description. Suffice it to say that they are carrying on the Bally tradition of solid earnings and trouble-free operation.

Yes, the prophecy of a pay-out boom came true—and it's still coming true, day by day. Because, as far as Bally is concerned, the boom has just begun. Operators can count on many, many more pay-out hits from the fertile brains of the Bally engineering department.

Lee Jones on Vacation

CHICAGO, May 2.—Lee S. Jones, of the American Sales Corporation, is on vacation in Hot Springs, Ark., and post-



INTERIOR VIEW ELECTRO BALL COMPANY'S new San Antonio location at 407 Main street, that city. The office and salesroom is one of the classiest in the Southwest. Photo shows, left to right: Seth Godwin; W. B. Callaway, manager of the office; Roy Jackson, porter, and Harold Thompson.

coming wind. And while the industry was still marveling over the sensational success of Ace, Bally's first big one-shot hit, Ray was driving the engineering department night and day, getting ready what has since been described as one of the most successful series of games ever developed.

Ace was still going strong when Prospector was introduced in one of the most spectacular advertising and sales campaigns since Bally's historic smash

cards that he is enjoying a fine rest. The American Sales Corporation, where Jones gives out the orders, is the originator of selling pin games to substantial operators on an extended payment plan. Credit is given to operators on the purchase of selected pin games which are always put thru the third degree in actual location test before being offered to the operator.

Record Order for Champs

CHICAGO, May 2.—Genco, Inc., has received one of the largest orders ever received from a West Coast distributor for its new baseball game, Champs.

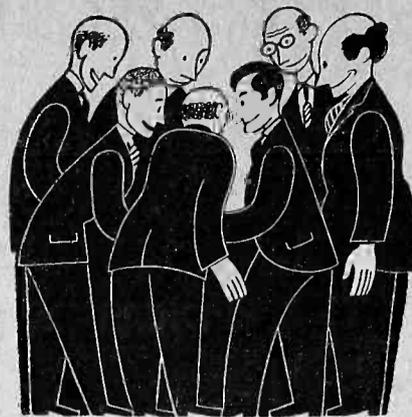
The West Coast firm is highly enthused with Genco's Champs and reports that practically all of the games ordered have already been sold.

Bally Receives Ancient Relic of "O'Toole" Indians

CHICAGO, May 2.—Next time you're in Chicago drop in at the Bally Manufacturing Company plant and see the genuine Indian totem pole presented to Bally by Harry Wolcher, head of Western Distributors, Inc., Seattle, and well known not only for his love of a friendly joke but also for his habit of suddenly deciding to send somebody a present. It is said, for example, that Harry ships more salmon to his Eastern friends than all the packers of the Pacific.

Operators and jobbers who know Jim Buckley and Ray Moloney and who have enjoyed their many references to the amazing but wholly fictitious Mr. O'Toole will get a kick out of the in-

THE BIG REASON WHY



YOU'RE ALL-WAYS SURE OF A BIG CROWD AROUND

MILLS

TYCOON

IS BECAUSE TYCOON IS EQUIPPED WITH

ELECTROPAK

"The Cheapest INSURANCE for Profits!"

THAT'S WHY Tycoon is being acclaimed by operators EVERYWHERE the "Stand-up game." ALL ELECTROPAK EQUIPPED GAMES ALWAYS "STAND UP!" Be sure of the game YOU BUY—CHECK to see if it is ELECTROPAK equipped—your cheapest INSURANCE for profits! AND—BE SURE it is the ONLY AND ORIGINAL "ELECTROPAK."

CHOOSE YOUR POWER UNIT—JUST LIKE MILLS NOVELTY COMPANY DID—BE SURE IT'S ELECTROPAK!

LEAD WITH A LEADER! For 24-hour-a-day performance ON LOCATION equip all your machines with ELECTROPAK! Easy to install! WRITE FOR FULL DETAILS NOW!

ELECTRICAL PRODUCTS CO.
6527 RUSSELL STREET DETROIT, MICHIGAN



-the
best
yet!

FRANK & LENNY

622 East 8th St.

Chester, Penna.

scription on Harry's totem pole. It reads: "Discovered on the Island of Bal'i . . . this pole portrays the genealogy of the famous tribe of O'Toole Indians. Presented to the entire Bally Company by Harry and Lou Wolcher."

The most interesting thing about the totem pole is the fact that, altho Mr. O'Toole and the O'Toole Indians are imaginary, the pole was obtained by Harry from a tribe known as the Olituli. Harry states that it was the similarity in sound that made him connect

Olituli with O'Toole and inspired the gift of the totem pole. The Olituli are an obscure tribe in the Olympia Mountains with whom Harry became friendly during his hunting and fishing trips. He was recently made an honorary chief of the tribe with the Indian name Yaw-ta-no-loo, which in the Olituli dialect means "man with a brother" and refers to Harry's frequent admiring references to Lou Wolcher, head of Advance Automatic Sales Company, San Francisco.



HAYDEN MILLS, secretary of Mills Novelty Company—Handles gobs and gobs of office detail and routine. Never seems to be snowed under, never stops to say "I quit." Knows every angle of the business. Always ready and willing to lend his aid in straightening out a tangle. People like him at the first meeting.

“ I've always managed to handle the very best machines manufactured by anybody, and I've watched a lot of machines come and go, but this Mills Tycoon is absolutely the No. 1 machine of all time. Every time the clock goes round it gives some new demonstration of amazing earning power, staying power, increase in appeal. As summer gets closer and closer, Tycoon earnings go higher and higher. It's a machine that ably represents the Moseley Vending Machine Exchange, where we handle not only the whole Mills line but the leading products of all other makers. Our formula for success is simple: handle the best machines; give the fastest, cleanest, best service to operators; never be ashamed to make an honest business deal, or too lazy to stay up all night and work in behalf of a customer. Moseley famous service, in unlimited amount, is on tap for America's operators. Try us once! **”**

H. F. MOSELEY

MOSELEY VENDING MACHINE EXCHANGE

60 BROAD STREET, RICHMOND, VA.



H. F. Moseley

Weekly MUSIC Notes

Multi-Selectors Moving Eastward

CHICAGO, May 2.—Music operators in the East can be sure of getting their Rock-Ola Multi-Selectors into their locations as fast as is humanly possible with Sam Kresberg on the job for them! Kresberg, president of the Capitol Automatic Music Company, New York, distributor for the Rock-Ola Multi-Selector in the East, personally watches out for the interests of his customers, as shown by the photograph taken at the Rock-Ola plant this week.

Due to the steadily increasing popularity of Rock-Ola Multi-Selectors it has been impossible to keep up with the terrific demand, even with production continually being boosted at the Rock-Ola plant.

Knowing this, Kresberg made a rush trip to Chicago this week to see personally that the first two carloads of his order left the factory for New York.

Kresberg donned overalls and went right to work himself. "It's a pleasure to handle these fine instruments," Kresberg says. "I even get a kick out of pushing them around on this truck. And I sure enjoy watching the carloads pull out for New York. Every machine in the bunch means a happy location—and fine, steady profits for one of our operators."

Kresberg's organization is the oldest phonograph firm in existence, having been in the music business for more than a quarter of a century.

Two Detroit Firms Placing Do Re Mi's

DETROIT, May 2.—National Coin Machine Corporation and E. W. Mitchell, Detroit operators, have recently received large shipments of the new Do Re Mi's, Mills Novelty Company's latest "flood-proof" phonograph, and are meeting with huge success in the operation of same in this territory.

Mitchell has recently placed an order with the Mills Novelty Company for 70 Do Re Mi's and the National Coin Machine placed an order for 50 of the same machines. Both orders were secured by Frank Oakes, local representative for the Mills Novelty Company.

Texas Music Notes

DALLAS, May 2.—Michael Clem, Beaumont, sailed from New York recently for a tour of European countries. At present he is in Bulgaria. He is expected back in this country about July 1. If time permits Harry Drollinger, Dallas, will join Clem before the end of the tour.

The service men's weekly luncheon was held this week at the Jefferson Hotel. It's a friendly get-together luncheon held weekly by the service men of the D. & R. Music Company and the music department of the Electro Ball Company, both Dallas concerns. This

week the luncheon was given by the D. & R. Music Company.

T. A. Daniels, Paris music operator, was a visitor in Dallas last week. Daniels recently purchased a 3,000-acre ranch in Arkansas. It consists of land reclaimed thru the erection of a levee.

M. T. Johnson, Breckenridge, was in Dallas for the greater part of last week, looking over the various phono lines. It is understood he made extensive purchases for operation in his territory.

Don S. French, San Antonio, added another man to his staff early last week when he purchased another group of Wurlitzer Simplex machines.

Another report of chiseling comes from a district south of Dallas, which states that a new operator is placing machines on locations on "any kind of proposition" the location owner wishes to offer. The music op that had been servicing that territory has the full cooperation of the factory and the factory representative of the machines he operates, which indicates the newcomer will end up behind the eight ball.

T. C. Teeter, Calvert, received his first shipment of Wurlitzer Simplexes last week. Teeter started music-operating about a year ago, but is new in the Wurlitzer family.

Mr. and Mrs. W. H. Newell, Wichita Falls, were in Dallas several days last week, visiting friends and taking in the races at Arlington Downs. Newell is one of the largest music operators in West Texas.

Jesse Martin, attorney for the coin-machine interests, lost a case last week. Not by a decision of a judge or a jury, but by the flip of a coin. Martin and Harry Drollinger were dickering over a trade for horses. Drollinger had a spotted riding pony and Martin a registered prize winner. Martin needed the spotted pony for his wife's riding stable and Drollinger wanted the prize winner for his collection of well-bred horses, but an amount of money seemed to be the difference. Martin lost—one of the few cases he has on the losing side.

Leo Pasciak, Wurlitzer factory service instructor, left Texas last week after spending 90 days in the State. His last working town was El Paso, where he spent a week-end with Louis Solomon.

Harry Drollinger flew to St. Louis the last week-end to attend a banquet given by Walter Guemersheller, Wurlitzer representative for the State of Missouri. Homer Capehart, vice-president of Wurlitzer, was also there. The banquet was given for all Wurlitzer ops in Missouri and their families.

Detroit

DETROIT, May 2.—Lemke Specialty Company has taken over the agency for a new one-wheel trailer which can be attached to the rear of any make car. It is made in different sizes and models and is fitted up to meet the needs of any operator. The trailers are especially

Sheet-Music Leaders

(Week Ending May 2)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hingad Music Company and Western Book and Stationery Company, of Chicago.

1. Melody From the Sky
2. Lost
3. You Started Me Dreaming
4. Goody, Goody
5. You
6. Is It True What They Say About Dixie?
7. All My Life
8. Tormented
9. Touch of Your Lips
10. Love Is Like a Cigaret
11. It's Been So Long
12. No Greater Love
13. It's a Sin To Tell a Lie
14. Eggs in One Basket
15. Beautiful Lady in Blue

Radio Song Census

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

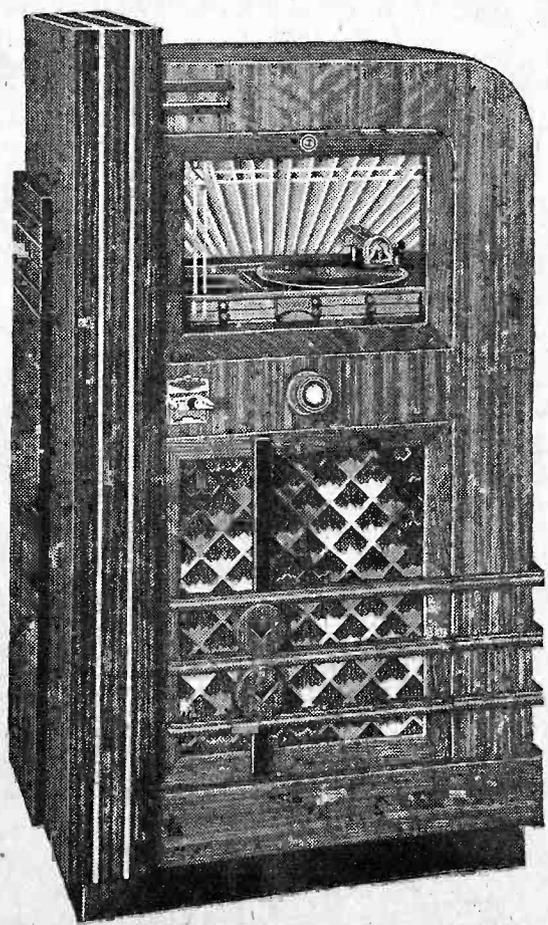
Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 24, to Thursday, April 30, both dates inclusive.

Lost	36
All My Life	25
Melody From the Sky	22
Goody, Goody	21
Touch of Your Lips	21
I'm Putting All My Eggs	19
Let Yourself Go	19
Is It True What They Say About Dixie?	17
You Started Me Dreaming	17
I Don't Want To Make History	16
Tormented	16
Yours Truly Is Truly Yours	16
Let's Face the Music	15
I've Got a Heavy Date	14
Every Minute of the Hour	13
Christopher Columbus	12
There's Always a Happy Ending	12
Wake Up and Sing	11
Will I Ever Know?	10

well adapted for phonograph and other large machine operators. They have also made several panel jobs for use on pin games and similar type of machines.

National Coin Machine Corporation has established new headquarters at 2429 Fifth street and has built up a complete operating organization, giving a complete service.

THE SEEBURG FRANCHISE IS MORE VALUABLE



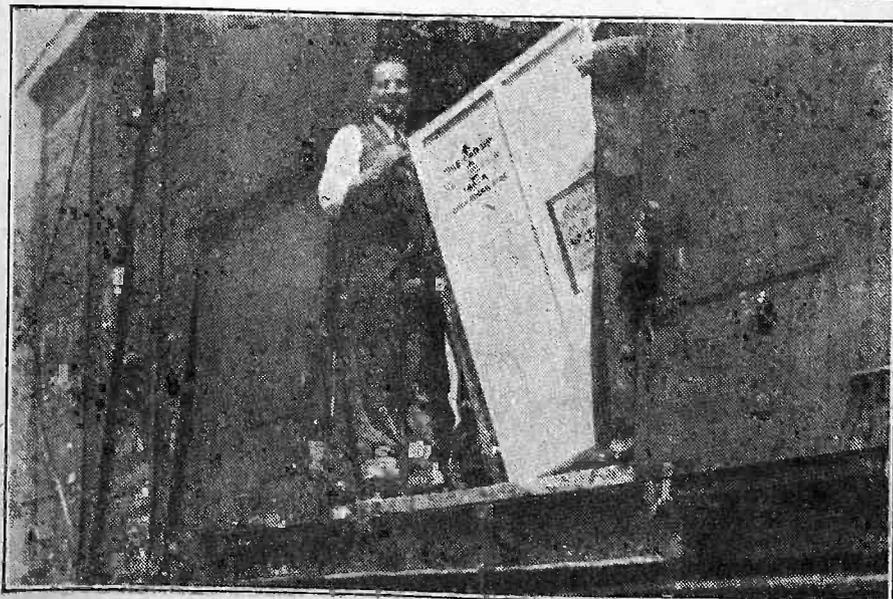
Symphenola
Model
"C & D"
Modernistic

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET CHICAGO ILLINOIS

THE LEADER FOR OVER 30 YEARS!



SAM KRESBERG, OF THE CAPITOL AUTOMATIC MUSIC COMPANY, New York, dons overalls to personally load out Rock-Ola Multi-Selectors to be shipped to his Eastern office. Photo was snapped at the Rock-Ola plant in Chicago.

Los Angeles

LOS ANGELES, May 2.—Made a complete round of the marble shops and from the large number of ops noted looking over games, phonographs, etc., and hearing from the operators what they had to say, it seems that the amusement-game business is very much on the upgrade. Many told *The Billboard* that each month of this year showed a fine pickup in business.

The operating business in Southern California has been greatly aided by the efficient functioning of the California Amusement Machine Operators' Association. Aside from promoting good will and setting up a code of ethics, the work of the CAMOA has placed the business on a dignified basis in the State.

The big outing of CAMOA June 2 gives promise of being a splendid affair and, judging from the reservations received thus far, the capacity of the Ship Cafe at Venice, one of the Coast's finest show places, will be sold out.

Friends of Henry Stewart gave him a farewell party on board the S. S. Lurline when Henry sailed for the antipodes last Saturday. The National Amusement Company personnel was there in a bunch. Mr. and Mrs. Jack McClelland, president of the National; George Schwartz, sales manager; W. D. Jamison, auditor; Evelyn Smith and Zora Frost, of the clerical department, and Mr. and Mrs. Paul Laymon and Mr. and Mrs. Andy McDonald were present.

Dropped into Paul Laymon's. He and the missus busy, showing stock and listening to Phil Brown, of Bakersfield, telling of the novel fishing trip ideas he has worked out. Phil reports some remarkable catches, which he proved to be true by his son, Ted, who accompanied him to Los Angeles to make his stories good.

Frank Kozinsky, of the Consolidated Novelty Company, is dividing his time between the Tanforan track, San Francisco, and Los Angeles. Here he is handling the digger end of the business. His stable, racing under the name of



DELIVERING ANOTHER CARLOAD OF ROCK-OLA MULTI-SELECTOR PHONOS to Fisher Brown, Dallas, making a total of nine carloads shipped there since the first of the year. This is in addition to the phonos shipped to his other warehouse offices thruout the Southwest. Brown and his staff are on the left, with Brown directly in front of the first truck. Next to him, on his right, is H. E. Wedewen, office manager.

the Meadowbrook Stable, has some promising youngsters, several of them already graduated from the maiden class. Sweeping Flame, Bon Mint, Bon Red and Bon Amour make up the stable. Maury Kozlinsky is now in charge of the East First street offices and Hymie Kozlinsky and Irving Rich handle the operation of marble games.

Fishing parties seem much the thing at present among the marble folks. A party left for June Lake, Calif., on a fishing trip this week. In the party were Harry Stearns, of California Exhibit Company; Joe Orcutt and Tom Wall, of California Games, and Newell H. Stearns, Harry Seversen, Bert Beutler and Howard Becker, operators.

Paul Henry, of Sol Gottlieb's, making sales and service trips to Southern California points and reports business is very good, especially on one-show ticket games. Daily Races also continues big, he says. At Sol Gottlieb's were noted

Jo Carruthers, of Bakersfield, Calif.; G. Ward, Phoenix, Ariz.; B. H. Gluff, Western Specialty Company, Phoenix; Walt Keene and E. T. Simonson, of Taft, Calif.

Russell Hooker, who has been critically ill, is somewhat improved.

George Cooley, active on the directorate of CAMOA, is increasing his equipment and spreading out over larger territory.

Joe Barnett and Court Elliot, of the Tanner Barnett Operating Company, Inglewood, Calif., are doing the local jobbers and manufacturers.

Harry Rawlings is now operating in county and city and to fine business, he states.

V. O. Briggs, operating many choice spots here, is scouting around for something new. Jack Gross and Jack Gut-

shall are doing nicely. Jack Fogel, of Fogel Novelty Company, reports business as very good.

At Pacific Amusement Herb McClelland reports doing very nicely.

Fort Worth Coin Chatter

FORT WORTH, May 2.—With the races over at Arlington Downs race track and with a good rain to talk about, local distributors and operators are looking for a letup in the quietness prevailing in the business recently. There has been a scarcity of out-of-town visitors to local showrooms this week.

The Penny Arcade at Casino Park on Lake Worth, near Fort Worth, was the biggest loss in the \$10,000 fire at the park April 17. All of the coin machines, which were owned by J. O. Elchor, were destroyed. Seven other concessions and a portion of the boardwalk were also destroyed.

Jack Maloney, of the Panther Novelty Company, Fort Worth, says his company is one firm here that is not even figuring on machines to be put in the Fort Worth Frontier Days Centennial grounds. He prefers to stick to the line now on and get his business from visitors at downtown cafes, etc.

The Panther Novelty Company has the coin-operated machines in the swank new Wayside cafe and grill at 509-511 Main street here, which has been turning away customers since its opening. Likewise the machines are busy, especially the Pari-Mutuel machine, which is proving popular with Wayside customers.

Big Three in Texas

DALLAS, May 2.—This city has been honored with the presence of that dapper member of the firm of Modern Vending Company, of New York, Irvin Sommers. He, Eddie Ross and Homer Capehart booked plane passage to Mexico City. When three big shots get together no tellin' what'll happen. More reports next week.

Ten Best Records for Week Ended May 4

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6343—"You" and "You Never Looked So Beautiful." Stew Pletcher and orchestra.	7650—"Clarinet Lament" and "Echoes of Harlem." Duke Ellington and orchestra.	761—"A Melody From the Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Garber and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and Rhythm Band.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
2	B6336—"My Dear" and "If You Love Me Say So." Jan Garber and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	760—"Would You?" and "I've Got a Heavy Date." Henry King and orchestra.	25271—"Lost" and "There Is No Greater Love." Guy Lombardo and Royal Canadians.	3201—"After You've Gone" and "You're a Viper." Stuff Smith and Onyx Club Boys.
3	B6320—"Lost" and "A Melody From the Sky." Mezz Mezrow and Swing Band.	7647—"There Isn't Any Limit to My Love" and "It's No Fun." Kay Kyser and orchestra.	759—"You're Toots to Me" and "Ooh Looka There, Isn't She Pretty?" Bob Crosby and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3200—"I Don't Want To Make History" and "Tain't No Use." Stuff Smith and Onyx Club Boys.
4	B6252—"Alone at a Table for Two" and "Goody, Goody!" Ted Wallace and Swing Kings.	7641—"You Started Me Dreaming" and "Don't Say a Word, Just Dance." Russ Morgan and orchestra.	758—"Ridin' to Glory on a Trumpet" and "You Gave Me the Run-Around." Clyde McCoy and orchestra.	25290—"I Know That You Know" and "If I Could Be With You One Hour Tonight." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
5	B6337—"Wild Honey" and "Just Once Too Often." Jan Garber and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	757—"The Touch of Your Lips" and "Twilight on the Trail." Bing Crosby with Victor Young and orchestra.	25254—"Wake Up and Sing" and "A Melody From the Sky." Eddy Duchin and orchestra.	3192—"Shoe Shine Boy" and "West Wind." Wingy Mannone and orchestra.
6	B6345—"The Touch of Your Lips" and "I Hope Gabriel Likes My Music." Stew Pletcher and orchestra.	7638—"I Love To Sing" and "Save Me, Sister." Cab Calloway and orchestra.	756—"Lovely Lady" and "Would You?" Bing Crosby with Victor Young and orchestra.	25293—"Tormented" and "Every Once in a While." Richard Himber and Ritz-Carlton orchestra.	3191—"Goody, Goody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
7	B6344—"I Don't Want To Make History" and "Will I Ever Know?" Stew Pletcher and orchestra.	7637—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Russ Morgan and orchestra.	755—"I'll Stand By" and "A Little Robin Told Me So." Henry King and orchestra.	25279—"Christopher Columbus" and "Get Happy." Benny Goodman and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.
8	B6287—"Don't Tear My Clothes" and "Betty Dupre." Locke Bros. Rhythm Orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	754—"Stompin' at the Savoy" and "Melancholy Baby." Isham Jones and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.
9	B6302—"Love Is Like a Cigaret" and "It's Great To Be in Love." Louis (King) Garcia and Swing Band.	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	753—"It's Great To Be in Love Again" and "Christopher Columbus." Bob Crosby and orchestra.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.
10	B6303—"No Greater Love" and "Christopher Columbus." Louis (King) Garcia and Swing Band.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25274—"Gloomy Sunday" and "A Waltz Was Born in Vienna." Paul Whiteman and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

Congratulations

Mills Novelty Company

On Your Outstanding Success

WITH



ADVERTISING POSTERS COMPANY

440 W. HURON ST., CHICAGO, ILL.

DESIGNERS and PRINTERS of GAME BOARDS and

"AD-LAC" DECALCOMANIAS

MILLS NEWS NOTES

Mills Novelty Company is organizing its own soft-ball league from among its 1,600 employees. The league will consist of 16 teams and the play will start early in May. Four full games will be played every night, starting at 7 o'clock. The Mills stadium is equipped with powerful arc lights for night baseball.

Mills is the only company in the coin-machine business with its own ball park. The stadium is located at Lake and Kilpatrick avenue, Chicago, originally Pyott Park, and the scene of many an exciting game of semi-pro baseball. The Mills baseball team is nationally known as one of the best semi-pro outfits in the country and has won the championship among semi-pro outfits in Chicago territory in five out of the last eight years.

Bill Harley, who used to play center field for the Cleveland Americans, is manager of the ball team. Harley is a brother of Chick Harley, famous football player of Ohio State.

Fred Bull has just been put in charge of Mills' pin-game experimental department. Fred, in point of experience, is one of the oldest men in the pin-game business, having worked at the development of pin games, pay tables, ticket units and electrical designs for more than five years. He is known to practically everyone in the business as the dean of pin table mechanics.

Hans Steffanson is the foreman in charge of the Mills pin-game division and the young man of 32 years he is an oldtimer in the production of pin games, having been connected with the industry since it started five years ago.

Mills lobby in the new Mills Administration Building is the last word in lobbies. It is finished in the new Avodire wood (pronounced Avo-duh-ray), an importation from Africa. This same wood is also used in the panels on the Mills new Do-Re-Mi Phonograph.

The lobby is 40 feet long and 20 feet wide and luxuriously furnished. Stop

in any time and inspect this latest design in office lobbies.

An invitation is extended to all operators to pay a visit to the Mills McCoy Bar. The bar has become known as one of the best bars in the West, being a fine example of the latest type of design. Its architects were Nicholas & Farrell, the firm that built the Time and Fortune Building at the World's Fair.

In the last seven years of the depression Mills Novelty Company's business has more than tripled and six additions to its huge factory have been necessary in that time. Mills has just leased an entire new factory located a mile from its present plant.

Vince Shay is general sales manager of the Mills Novelty Company and in entire charge of all coin-machine sales. Vince is one of the best known men in coin-machine circles and probably knows more about coin-machine operating than anybody in the country. He has been connected with Mills for the last 17 years and has visited operators and co-operated with them in a business way in practically every State in the Union.

John E. Averill, of the copy department of the Mills Novelty Company, participated in the writing of a book published by American Institute of Graphic Arts in co-operation with Bruce Rogers and W. O. Dwiggins. John has a reputation of being one of the fastest advertising lay-out men in the country. Rogers and Dwiggins are considered authorities in the business of graphic art.

The word Tycoon means "a Japanese war lord." It was popularized by *Time* magazine and finally came to mean "a business magnate"—such as oil tycoon, sugar tycoon, clothing tycoon, etc. The name as applied to Mills Tycoon pay table has been very significant because the Tycoon table has turned out to be

a real tycoon in every meaning of the word as introduced by *Time*.

Old employees are honored with pensions from Mills. Several former employees who have put in years of work with the organization are now on the pension list. The list is steadily growing and offers a fine example of the right attitude being shown by industry towards labor. No pension fees are collected from Mills employees, but pensions are allotted on a basis of years and character of service rendered by the individual.

Mills has had a long string of pin-game successes, starting with the Mills Official, which was one of the great selling tables of all time. More than 35,000 of these tables were sold in a period of two years and Mills Official can still be found in thousands of locations throught the country. Another enormous Mills seller was Cannon Fire. The more recent successes have been Pearl Harbor, Ten Grand and, of course, Tycoon. Mills Ten Grand earned the distinction of being the most service-free table designed.

Bert E. Mills is the youngest member of the original Mills family and the uncle to Fred, Ralph, Herb and Hayden Mills is just about their same age.

Bert Mills has contributed more inventions and patents to the coin-machine industry than possibly any other man alive. More than 600 coin-machine patents are taken out in his name. His greatest work probably was the Mills Violano-Virtuoso, self-playing violin and piano, which the United States patent office designated as one of the greatest inventions of the decade.

Mills publishes its own house magazine called *Spinning Reels*. It is the oldest magazine of its kind in the coin-machine business, having been first published in 1923. The magazine is notable for its snappy makeup and colorful photographic treatments. It also contains a great fund of information on coin-machine operating. James T. Mangin, advertising manager of Mills Novelty Company, is editor of *Spinning Reels*. He invites all operators in the

business to send in news notices or material for articles.

Mr. and Mrs. Mortimer B. Mills, grandparents of the Mills brothers and parents of H. S. Mills, are still alive and in good health. They reside in Austin, a suburb of Chicago.

Mortimer B. Mills, who is now 91 years old, is one of America's grand old inventors, having several hundred inventions and patents to his credit. He was the inventor of the standard type of railroad gates, which are still used on most railroad crossings. He was one of the first men to develop an automobile.

Georgia

ATLANTA, May 2.—Coming of the summer season, with the opening of the various resorts in Georgia, is stimulating business in the coin-machine field.

Samuel E. Cohen, Atlanta Coin Machine Exchange, distributor of Rock-Ola Multi-Selectors in Georgia, Florida and South Carolina, says there is a big demand for this machine. He has placed an order for 300 machines for immediate delivery.

Sidney Johnson, Atlanta Novelty Coin Machine Company, states there is an increased field in the type of machines he handles and that he is getting many placed on locations.

Georgia operators are getting ready for a State meeting set for Waycross May 6. All operators are requested to attend this gathering.

Punchettes to Canada

CHICAGO, May 2.—Groetchen Tool Company, according to Karl Klein, of that firm, has been doing a marvelous job with its counter device, Punchette, in Canada.

Klein says that more than 2,000 Punchettes have been shipped to Canada so far and that hardly a day goes by without receiving an order for more.



RAY MOLONEY AND JIM BUCKLEY, respectively president and sales manager of the Bally Manufacturing Company, admire Totem Pole sent them by Harry Wolcher, of Western Distributors, Seattle.

TOTEM POLE

DISCOVERED ON THE ISLAND OF BULLI BY
ADMIRAL SIR DON FRASER ROBERTS
THIS POLE PORTRAYS THE HERALD
OF THE FAMOUS TRIBE OF
OTOOLE INDIANS
PRESENTED TO
THE ENTERTAINMENT CO.
BY
HARRY AND LEO WOLCHER

KEYSTONE *endorses* TYCOON

Bill Helriegel Says:

"I have spent a lifetime in the coin-machine business, but I have never struck anything so sensational as Mills Tycoon pay table. The tales of the old-time floor Deweys have been wondrous indeed, but operators have reported their Tycoon tables turning in cash boxes of \$40, \$50 and \$60 for a day's play and I admit that great as the Dewey was, it will have to take second place to this greatest of all tables—Mills Tycoon."



\$149.50

TYCOON

Automatic one-shot payout table with easily accessible pay-out drawer. Beautiful black and green cabinet with natural birch and maple trim and elaborately accented with chrome and polished aluminum. Playing field is flashy and permanent in its beauty and the game is extremely easy to understand. The 7 slots are numbered and colored. The number of the slot in which you deposit your coin makes the selection in which you hope the ball will ultimately land. By skill you shoot through nine odds channels which determine what odds you will receive if the ball reaches the hole you selected. 7 can play this table at once with a single push of the coin bar. All pleasure, no work. 35c a play and two plays a minute are easily possible. Figure it out for yourself and see why this master table is turning in its fabulous earnings.

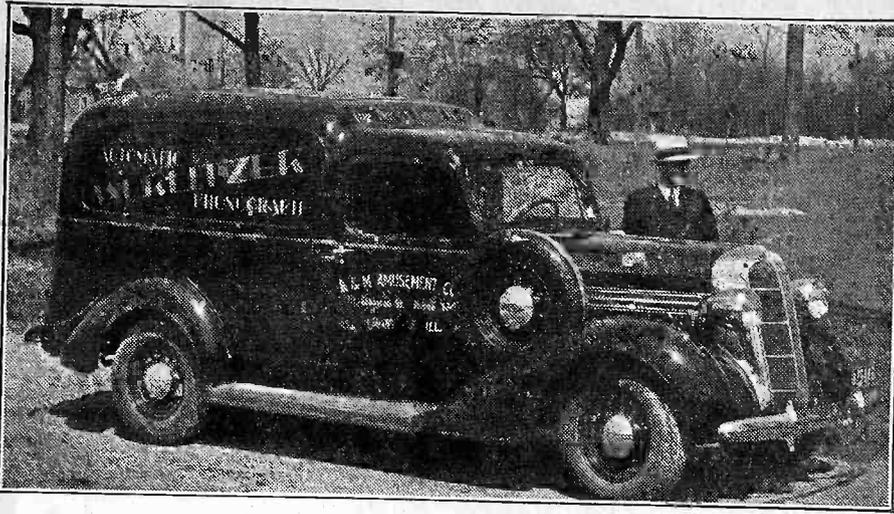
LARGE STOCK OF ALL MILLS' LATEST MACHINES ON HAND

For Immediate Shipments Order From

KEYSTONE NOVELTY & MFG. CO.

26th and Huntingdon Streets

PHILADELPHIA, PA.



NEW DODGE TRUCK recently purchased by B. & M. Amusement Corporation, Danville, Ill., operator of Wurlitzer phonographs. This makes a fleet of six Dodge trucks used by the operating firm. Frank Miles, B. & M. general manager, is beside the truck.

Texas Trade Twinkles

DALLAS, May 2.—All is quiet on the Southwestern front. Roy Jones, president of Operators' Amusement Company, Dallas, is back in town after a trip to his Jefferson City, Mo., office and a tour of East Texas. Reports that his company is doing a big business in Oklahoma and that the Missouri office is likewise showing big increases. He recently added the Stoner Corporation game Turf Champ to his lineup and expects a heavy sale from it.

M. A. Walker and D. Storey, Waco ops, spent several hours in Dallas last week.

Sarah Gottlieb, of National Sales and Distributing Company, Dallas, spent last week in a hospital for a tonsillotomy. This followed an attack of flu.

Ed Stern, Southwestern representative for Seeburg Corporation, is in and out of Dallas in the interest of his firm.

Tom L. Wren, Oklahoma City manager for Electro Ball, is in town at the headquarters of the firm.

Recent prominent operators in town included Vic Cornelius, from Eastland; J. L. Garrett, Tyler, and Tom Richardson, of East Texas Novelty Company, Longview.

Sol Kolber is back on the job after a two-week illness. His brother, Abe, also on the sick list the last six weeks, is now able to resume duties around the office.

Jack Maloney, alert and dapper manager of the Panther Novelty Company, Fort Worth, is always a busy fellow. Jack has really gone places and done things during the last few years.

Johnny Wilson, Fort Worth, well-known op, keeps adding equipment to his already large string. Johnny is operating approximately 100 phonos along with amusement machines. This Wilson kid has been operating since he was



BERT MILLS, experiment engineer—The Edison of Mills. Inventor of the world's finest line of coin-operated machines. A miracle man on taming the slug.

8 years old. No doubt he was at one time Texas' youngest operator.

Activities in the Houston territory are noticeable. Stuff is running and Houston ops are rendering every service necessary to the Houston spots. When one thinks of Houston he naturally thinks of such coinmen as Daily, Shannon, Willett, Harrington, Stelle, Lemke, Horton and others. Houston is an outstanding coin-machine hub.

San Antonio, the city of soft sunshine, is treating its operators nicely. Operating is running along and the boys are all back in the harness after a big session during the State ops' meeting in the Alamo City a few weeks ago. A lot of coin-machine leaders are to be found in San Antonio.

Texarkana also comes in for mentioning when you start talking about coin-machine hubs. This border town boasts of a nice bunch of coinmen who are all active. There are to be found such leaders as Maynor, Durham, Hale and others.

Down at Italy, Tex., you find those two swell guys going right along with their operating business. Green and Price are the lads.

Earl Reynolds, Dallas, president of the State association, returned to his office in the Jefferson Hotel late last week after spending the greater part of last month in his suite suffering from the flu.

Leslie Frankrich, who hails from Fort Worth, was seen along the local coin-machine rialto the early part of last week purchasing equipment for his Fort Worth operations.

The Fort Worth office of Automatic Amusement Company, under the management of Helen Savage, is undergoing spring house cleaning. Being repaired, repainted and decorated.

DALLAS, May 2.—Lonnie DeWeese spent several days in the village last week, coming from his home in Houston. DeWeese is the largest scale operator in the Southwest.

Lester Burchfield, manager of the salesboard division of Electro Ball Company, Dallas, "sprung" the best joke of the week, as follows: "Why couldn't a skeleton jump from the top of the Adolphus Hotel? Because he hasn't the guts."

Sammy Frankrich left Fort Worth Monday night by plane for a trip to the various coin-machine factories in and around Chicago. The plane was grounded at Kansas City by a storm and Sammy continued the trip by train.

Mae Houston is the new secretary to Helen Savage, Fort Worth manager of Automatic Amusement Company. Miss Houston's great-great-grandfather was a brother of Sam Houston, father of Texas. Miss Houston hails from Arlington, halfway between Dallas and Fort Worth.

A new secretary is not all at the Automatic Amusement Company in Fort Worth. A spanking brand-new private office for the manager was built during the last two weeks.

Leslie Frankrich, proprietor of the

NEW ENGLAND

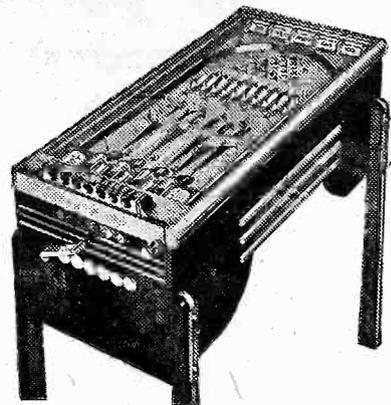
DISTRIBUTORS

for

Mills Novelty Co.

TYCOONS IN STOCK

\$149⁵⁰



We handle all pin games and slots manufactured by Mills.

See us first for any game!

Visit our showrooms. Complete line of machines and parts.

ATLAS COIN MACHINE CO.

1209 Washington St.,

Boston, Mass.

Frankrich Distributing Company, Fort Worth, is a frequent visitor to Dallas, where he takes in all the coin-machine sights around the various coin-machine jobbing and distributing houses. He was recently a guest at the Dallas association meeting.

Ernest Walker, of Walker Sales Company, Fort Worth, has been adding new features to his beautiful home in suburban Fort Worth. His home is one of the most attractive in that village.

A number of Texas coinmen were in Fort Worth during the week purchasing equipment. Those seen around the Fort Worth office of Automatic Amusement Company were Ernest Copley, C. H. Marshall, M. A. Walker, Guy Kincannon, M. H. Rogers, Tubby Andrews, Elgin Akers and Fred Leach.

WANTED FOR CASH

1 to 20

TOP HATS - MAD CAPS
BALLY DERBYS - JUMBOS

STATE FULLY CONDITION OF
GAMES AND LOWEST PRICES.

McCALL NOVELTY CO.,
2230 PINE ST., ST. LOUIS, MO.

Named National Distributor For Scientific's Games

NEW YORK, May 2.—Milton Green, president of American Vending Company, this city, reports that he has just been granted the exclusive national factory representation of the Scientific Machine Corporation games. Milton is firmly convinced that the new policy of manufacture which the firm has adopted will within a few months place the Scientific Machine Corporation among the leading manufacturers.

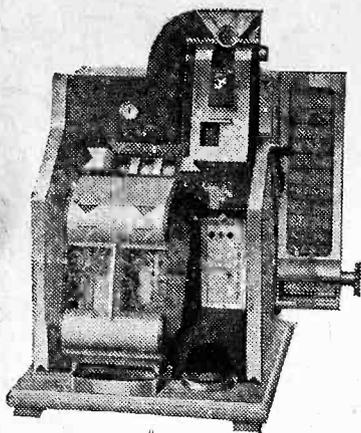
At the present time he is featuring the Leap Frog game, which is proving popular in this territory. Milton has been selling these games as fast as he gets them, he claims. Another of the firm's games which is proving unusually good at this time is the X-Ray Poker. This is a roll-down poker game that has already been purchased in large quantity here by many leading concessioners.

American Vending Company is also instrumental in the construction of a baseball pin game for the operators to be called Tie-Score. Green says that the game is of his own origination. Green reports that he is seeking distributors and jobbers for the new line of games that he is manufacturing.

American Vending Company has offices in this city and also in Newark, with headquarters at the Newark offices.



JAMES T. MANGAN, advertising manager of Mills Novelty Company—Author, psychologist and originator of sparkling copy. The hand that guided Tycoon to its pinnacle of success. Has an uncanny knack of picking table winners for the operators.



5c Q. T. Side Vender

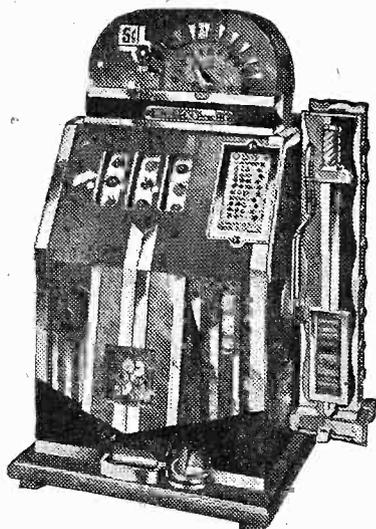
MILLS Q. T. VENDER AND BELL

Here's the fastest, neatest little automatic payout counter machine made. It's as strong and solid as the big Bells and just as free from service calls. Its reels spin 66-2/3% faster and it has PAYING FREQUENCY. Takes up only a square foot of counter space and weighs only 35 pounds.

\$57.50



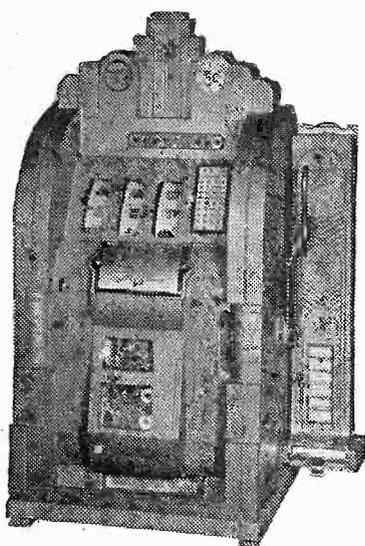
USE THAT \$40 AN HOUR COIN CHUTE!



MILLS FUTURITY BELL and VENDER

Mills biggest number for the summer of 1936. It has that much-desired coin-machine feature: GUARANTEED ACTION. 10 blanks in a row returns player's money automatically. A new improved Silent Bell, with or without Gold Award or side vender. Large single jackpot.

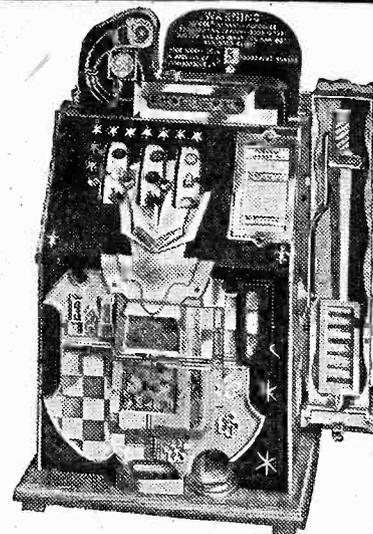
5c Futurity Golden Side Vender **\$107.50**



Mills Extraordinary Golden Bell and Vender

There never was a machine as beautiful or impressive as this prize winning model. Doesn't look like ordinary Bells and hence is most popular in refined types of location. Mills latest improved Silent mechanism.

5c Mystery Extraordinary Golden Vender **\$93.00**



FUTURE PLAY GOLDEN VENDER MYSTERY AWARDS-SKILL CONTROL-ESCALATOR MODEL

Mills new Future-Play Golden Vender has all the features of the famous Mystery Jackpot, plus the new idea, the Future-Play indicator. This permits the player to look into window at top of machine and know in advance whether he will hit Gold Award, Jackpot, or just how many checks will be released on next play. This new machine has been designed for big time operating and is positive in action.

5c Future Play Golden Side Vender **\$114.50**
Built in 1c, 5c, 10c and 25c Play.

ORDER NOW FOR IMMEDIATE SHIPMENT!



"DOUBLE-SCORE"

Keeney's long-life, odds-doubling, skill-shot, 1-ball, payout game **\$115.00**

The "skill-shot" game always gets the biggest play! And that skill-shot to the Double Score Hole, as well as those 10 to 50c Mystery Awards on both Out-Holes, keeps 'em GOING FOR this game in a Bigger Way every day it's on location. Seventeen payout holes of from 10c to \$2.00, and "doubled" with making the Double Score Hole.

COMING Keeney's **GRAND SLAM** 7-Nickel-Play Single Coin Chute, with 12-visible-coin escalator; variable odds up to 40 to 1, **\$135** **COMING**
Also Keeney's **RAINBOW** 2-Nickel-Play Single Chute, variable odds up to 20 to 1 with no Out-Holes, and in 42x20" cabinet. **\$99**

THE VENDING MACHINE CO.

DISTRIBUTORS KEENEY COIN GAME BUSINESS STIMULATORS
205-15 Franklin Street, FAYETTEVILLE, N. C.

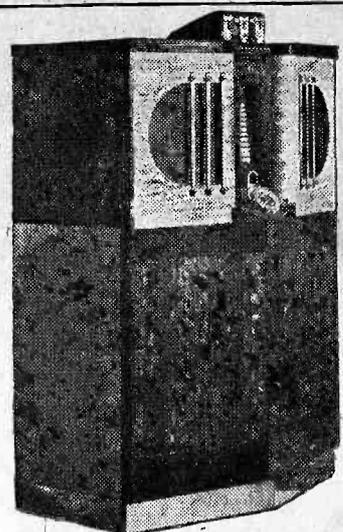
50x25 INCHES "World's Best" PAYOUT UNIT



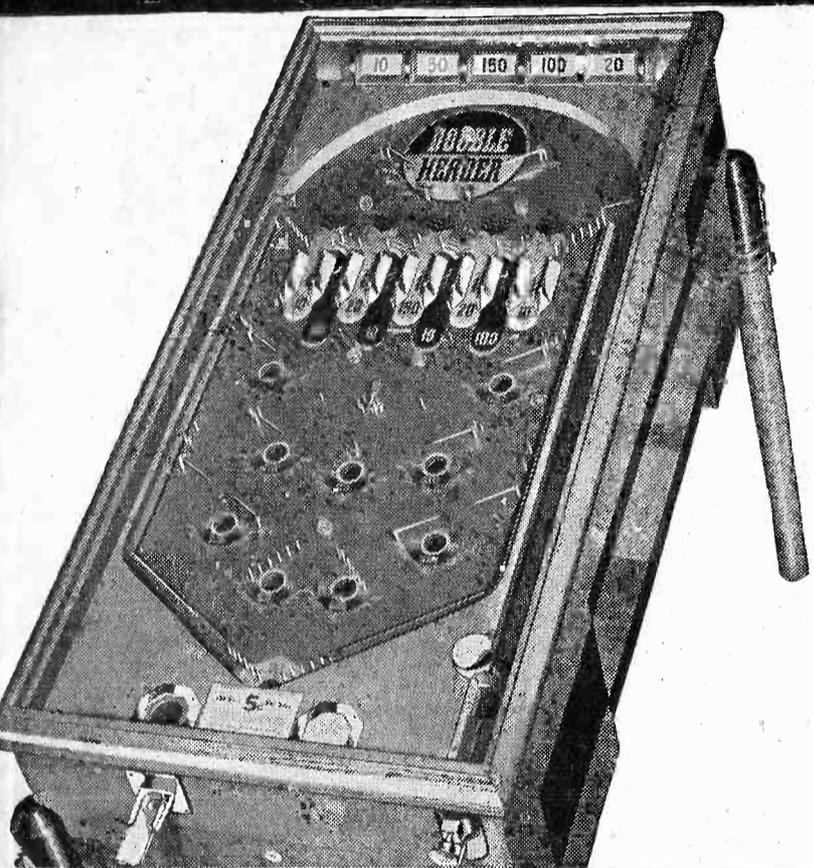
MILLS DO RE MI PHONOGRAPH

Here's the Phonograph that walks away with any location in your territory. Its appearance and its amazing list of features command the best spots. Multiple record selection. Guaranteed slug-proof slot. Automatic music sampler plays the Phonograph free every fifteen minutes if desired. The Do Re Mi earns 50% to 75% more than any other phonograph.

\$325.00



ORDER NOW FOR IMMEDIATE SHIPMENT!



THE LATEST OF ALL ODDS CHANGERS!

MILLS DOUBLE HEADER

The very latest odds changing one-shot payout with exclusive features seen for the first time. We can ship this number, as well as all others advertised here, IMMEDIATELY!

Double Header has nine score holes, only one out, and when the \$1.50 odds are hit—by player's skill—he has nine different chances to collect \$1.50! Also nine chances to make \$1.00, 50c and all the other odds depending on which odds channel he has been able to pass through. Gives the playing public the ultimate in thrills and amusement. Simple, sturdy, strong—it's a bear for uninterrupted service.

\$115.00

USE THAT \$40 AN HOUR COIN CHUTE!



THESE NEW PAY TABLES

High-powered pay tables, crammed with action and appeal. These latest payouts have everything.

Write for prices and descriptive folder.



**RED MAN
5 BALLS**

**FLICKER
4 BALLS WITH THE BELL
(LITE-UP) BOARD**

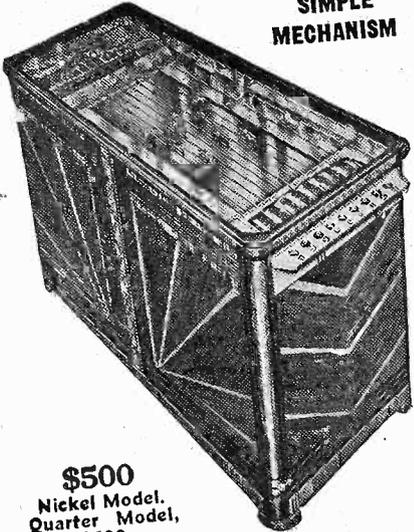
**DAILY LIMIT
1-BALL CHANGING ODDS**

THE SOUTH'S LARGEST DISTRIBUTOR FOR JENNINGS' PRODUCTS **THE VENDING MACHINE COMPANY** 209 FRANKLIN STREET Fayetteville, North Carolina

TYCOON

The World's Best!

SIMPLE MECHANISM



\$500
Nickel Model.
Quarter Model,
\$600.

RAY'S TRACK

BALLY'S trouble-proof 9-HORSE Automatic Payout Race Game, with 30 per cent greater earning power. The Money-Making Sensation of 1936—write for details!



In order to serve my world-wide customers, I offer ALL LEADING MAKES of coin-operated machines, but believe Mills Tycoon (7 slot) automatic payout pin table is the best and most profitable machine ever produced for operating. Proof of this is our statement at top of this page—"TYCOON THE WORLD'S BEST." We carry more than 100 Tycoons in stock at all times to insure our customers of instant shipment. "Nuf sed." However, Bally Manufacturing Company has so consistently produced hit after hit—trouble free games that make money for the operator—that I feel called upon to give my endorsement to Bally games. I have been doing this for years—with most profitable results to operators who followed my advice. Every Bally game displayed here is a proven profit producer—and ready for speedy delivery.

Yours sincerely,
JOE CALCUTT.

1/3 Deposit With Order, Balance C. O. D.

**6-CHUTES,
1-BALL.**

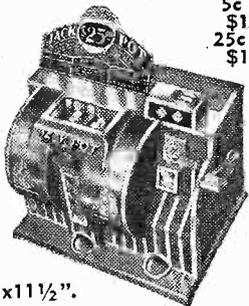


Automatic Payout

PARI-MUTUEL

It really gets 5 or 6 nickels every game—because PLAYERS PICK THEIR OWN ODDS, shooting for BIG WINNERS or the smaller, MORE FREQUENT awards. The greatest profit-producer in the plural-chute class—order yours today—5 MACHINES IN ONE for \$177.50.

5c Play,
\$119.50.
25c Play,
\$124.50.

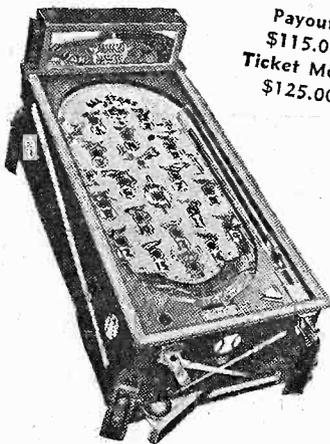


15 1/2 x 11 1/2".

RELIANCE

It really "shoots craps" with GENUINE TRUE DICE! Duplicates every play known to dice. A few RELIANCE machines will put you on Easy Street. Rush your order.

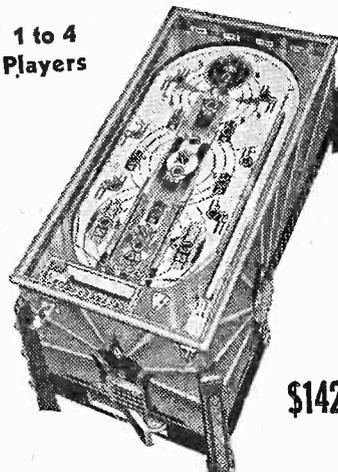
Payout,
\$115.00.
Ticket Model,
\$125.00.



ALL-STARS

BASEBALL thrills in a high-speed 1-SHOT game, with CHANGING ODDS—DOUBLE AWARD—MYSTERY AWARD—\$3.00 TOP! Already smashing Bally Derby's record for big earnings. Get your share!

1 to 4
Players



\$142.50

MULTIPLE

Operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES PAYOUT BY NUMBER OF COINS PLAYED! The ideal 1-SHOT for crowded spots. Order this GOLD MINE today.

8 or More Nickels Per Game.
1-Ball.



\$139.50
Ticket Model,
\$10 Extra.

HIALEAH

Player deposits plenty of extra nickels—to CHANGE ODDS—to cover additional horses for WIN, PLACE OR SHOW—and to try for the DAILY DOUBLE, which doubles the payout. Destined to be a greater hit than jumbo—so get in on the ground floor!

BALLY BABY

Only 5" by 6".
7" High.



TWO MACHINES FOR PRICE OF ONE—Penny Cigarette Game and 5-10-25-cent Trade Stimulator. A gold mine either way. COMPLETE with INTERCHANGEABLE reels, coin-chute, etc. ONLY \$17.50.

WRITE FOR LATEST PRICES - NEW AND USED MACHINES

THE VENDING MACHINE CO.

205-15 FRANKLIN ST.
FAYETTEVILLE N.CAR.

The South's Largest Distributors



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This Plant Devoted to the Building of

**DIES AND TOOLS
METAL STAMPINGS
ELECTRICAL ASSEMBLIES
MECHANICAL ASSEMBLIES**

**We have for years specialized on Metal Stampings
and Complete Assemblies for Slot Machine Mfrs.**

For a Job Well Done We Congratulate Mills

“TYCOON”

A Machine To Be Proud Of

QUALITY HARDWARE & MACHINE CORP.

5831 RAVENSWOOD AVE.

CHICAGO, ILL.

**Fred C. McClellan Has Had
Rapid Rise in Coin Industry**

“Man Behind Pacific” has built vast business in comparatively few years—experience as op has aided him—has given business many outstanding winners

CHICAGO, May 2.—One of the coin-machine industry's most widely known and respected members is Fred C. McClellan, president of Pacific Amusement Company, with plants located in Chicago and Los Angeles. His rise to a position of dominance in the coin-machine world during the last few years has been nothing short of remarkable. McClellan has founded and built a business far-reaching in influence, one which has turned out hundreds of winning numbers for operators and jobbers, and still doing it. Fred McClellan, the “man behind Pacific,” left the automotive business on the Coast some years back, having founded out a successful career operating a large agency. When pin tables of the novelty type broke into prominence McClellan manifested great interest in

their possibilities. He became an operator of games on a large scale. He felt his way first, then invested in thousands of dollars' worth of the best equipment obtainable and operated machines in every important West Coast city on a scale that only a man of McClellan's dauntless caliber would dare attempt.

But vision, decision and earnest effort found their reward. Not only did Pacific's president (then an operator) retire his investment in games quickly, but he also employed a group of men to service games and thru his ability to organize and expand became such a large user of equipment that manufacturers vied for his operating company's business.

Like any alert business man, McClellan made sure of his purchases by testing sample machines quickly, then ordered heavily on those bringing the heaviest returns. The knowledge gleaned in those days is reflected now in Pacific's policy of pre-testing games, just as the good boss did in the days when he himself marched in operator ranks. He devised improvements on games of his own selection, even designed his own. Then by dint of desire to produce some

of his own original ideas entered into the building of games himself.

He brought out Metropolitan and Masterpiece. They went like wildfire on the Pacific Coast. Then came Contact, which operators know to be one of the finest principles of earlier days. Originality and Animation were McClellan's keynotes, as were Testing and Proving, too. Contact became a by-word with operators and jobbers.

Soon after Pacific opened its Chicago plant. Then came other games like Major League and Lite-A-Line, the bowl-type game that's still in heavy production. And so on down to the present line of excellent Pamco payout tables like Parlay, Speedway, Red Sails, Pinch Hitter, Palooka and Galloping Plugs. Today Pacific Amusement Manufacturing Company, with Fred McClellan, its president, is respected for producing new and original ideas, many of which have completely revolutionized principles in vogue

and which have revived the pin table industry time and again when it needed reawakening most. Let's drink a toast to Fred McClellan, all-around good fellow, perfect host, business executive—the “man behind Pacific.”

C. B. McClellan, of Pacific, was in town at the Toy Fair, displaying some of the home games which his firm manufactures for the toy industry. Pretty display and very reminiscent.

B \$2.50 B

SALE

WE'RE CLEANING HOUSE AND OFFER THE FOLLOWING GAMES AT THIS SENSATIONALLY LOW PRICE, WHILE THEY LAST!

HURRY!!! HURRY!!!

They won't last long at this price.

Action, Jr.	Major League, Jr.
Angle Lite	Merry-Go-Round
Beacon	Rebound, Jr.
Crack Shot	Rockelite
Contact	Safety Zone
Electro	Signal, Jr.
Forward Pass	Starlite
Jack Rabbit	Sink or Swim
Lightning	Turn Table
Majik Keys, R.	

Full Cash must accompany all orders
Write for our Money-Saving Price List No. 200.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

Selling Out All Used Games

Signals . . . \$ 3.75	1-2-3's . . . \$10.75
Dealers . . . 4.75	50/50's . . . 10.75
Sensations . . 7.75	Batter Ups . . 12.75
Twenty-Ones . 9.75	Kings 12.75
Jungle Hunts. 8.75	Cheer-Leaders. 12.75
Tri-a-Lites . . 9.75	Sure-Shots . . 14.75
Tit-for-Tats . . 9.75	Balance 14.75
Star Lites . . . 9.75	High and Lows 16.75
	Lucky Stars . . 16.75

Terms: 1/3 deposit with order, balance C. O. D.

OHIO SPECIALTY CO.
129 W. Central Parkway, CINCINNATI, O.

End your correspondence to advertisers by mentioning The Billboard.



FRED C. McCLELLAN



ART COOLEY, Eastern sales manager coin machine division—The red-headed speed wagon. Alert, witty and to the point at all times. Has built up his section of the country in sales beyond imagination.

GALLOPING PLUGS!

ORDER!

MORE PLAYER APPEAL WITH DOUBLE SIZE ODDS COMMUTATOR!
 MORE EARNING POWER WITH 10 PLAYERS INSERTING 10 COINS OR MORE
 MORE WINNING FEATURES--SEE PAMCO'S DOUBLE SPREAD AD THIS ISSUE!

ORDER!



"HERE'S OUR ORDER for those Tycoons, Art," says Barney Blatt, of Atlas Coin Machine Company, Boston, as brother Louis Blatt looks on.

Atlas Builds Rep On Fair Dealings

BOSTON, May 2.—Atlas Coin Machine Company, Boston, operated by Louis and Barney Blatt, has been serving operators in the New England States for the last 10 years.

The boys have been of tremendous assistance to local operators in helping them solve various operating problems. They maintain one of the finest repair shops in the East and have built their present business solely on service. The Blatt boys are well liked by the operators who have come in contact with them.

They distribute Mills and other leading make machines and are serving the operators thruout the New England States. The Atlas Coin Machine Company carries a large stock of new machines and makes a practice of giving 24-hour service.

If there are any operators in the New England States who do not know Barney and Louie it would be to their benefit to get acquainted with them immediately. If you need service at any time call at Atlas headquarters and get acquainted with their chief mechanic, Casey, who is a genius on all types of Mills machines.

In addition to handling Tycoon, Double Header, Ten Grand and all bells and venders, the Blatt boys also distribute the new Mills dice machine and carry a stock of these for immediate delivery.

They have built up their present enviable reputation thru fair and honest dealings with operators and thru their outstanding personalities.

The Blatt Brothers are college graduates and previous to entering the coin-machine business were engaged in the wool business for several years.



VINCE SHAY, coin machine sales manager—Known all over the country by operators, jobbers and distributors. A "hail-fellow-well-met" sort of a guy. True and loyal and friend to all the operators. Knows the game like a book. Willing to help at all times.

COIN MACHINE MEN!!!

ELECTRO HOIST

"The Aristocrat of Digger Machines"



- ★ The ONLY Digger with a Crane that actually Travels! The Player gets REAL ACTION!
 - ★ The ONLY Digger where the merchandise is 100% active!
 - ★ More INTERESTING—More FASCINATING—and DIFFERENT
- The Biggest Money-Maker**
Here's Proof of Our Confidence
YOU INVEST NO MONEY

Proposition No. 1—
 We will send a man to set up ten ELECTRO HOISTS on locations you select. He will operate these Hoists for two weeks. If results are satisfactory you buy cash or terms. If not satisfied you do not buy.

TWO WEEKS' FREE TRIAL
Proposition No. 2—
 You place a deposit on one or more Hoists. You operate the Hoists for two weeks — If you are not completely satisfied we return your deposit. No questions asked.

STAR ELECTRO HOIST CO., 175 FIFTH AVE. NEW YORK, N. Y.

"Builders of Quality Machines Since 1913"

★
IT WILL PAY YOU TO MAIL THIS COUPON TODAY!
 ★

(COUPON)
 STAR ELECTRO HOIST CO.,
 175 Fifth Ave., New York, N. Y.
 Gentlemen: Please send me further information about your
 Proposition No. 1.
 Proposition No. 2.
 Name
 Address

ODDS and ENDS SALE

Tremendous Price Reductions

Electro-Ball, Super-Quality, Reconditioned and Brand-New Merchandise. Every item is a proven money-maker and is priced at truly sensational money-saving prices in this clean up sale.

PIN GAMES

- DAILY LIMIT, 1-Ball Automatic, Reconditioned \$49.50
- DAILY DOUBLE JR., 1-Ball Automatic, Brand New 44.50
- INDICATOR, 10-Ball Automatic, Brand New 14.95
- TROJAN, 1-Ball Automatic, Brand New, Original Grate 59.50

COUNTER GAMES

- PAK-O-SIGS, Brand New, Original Grate \$ 5.95
- SANDS SKILL KATCH, Floor Sample, Automatic Pay 24.50

SLOT MACHINES, Reconditioned

- MILLS INDIAN HEAD, Side Vender, Gold Award, Even Pay \$52.50
 (Serial Nos. 312539, 311209, 311217, 303429, 318029.)

DIGGERS, Reconditioned

- NOVELTY MERCHANTMAN, Very Special (Serial Nos. 1115, 2234) \$99.50
 - ELECTRIC HOIST, No. 3216, Only 69.50
- One-Third Cash Must Accompany Order, Balance C. O. D. No Personal Checks, Please.

ELECTRO-BALL CO., Inc. 1200 Camp, Dallas

We are Southwestern Distributors for SUPERIOR Salesboards . . . selling to operators only, Never to Locations!

● ROLL-A-BALL ●

WRITE FOR COMPLETE DETAILS!!
GEORGE PONSER CO., 11-15 East Runyon St., NEWARK, N. J.

BASEBALL TALLY CARDS

All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, \$13.20 per Gross. We make all kinds of Tip and Jackpot Cards.

Write for Quantity Prices. Distributors Wanted.

TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

Is Your Subscription to The Billboard About To Expire?

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 OPERATORS OF PIN GAMES ARE ENTITLED TO CREDIT WHEN BUYING THEIR EQUIPMENT . . . SAME AS PHONOGRAPH OPERATORS . . . We sell selected pin games only . . . and, you can buy on extended payment plan.
 ASK FOR CREDIT.
Lee D. Jones
 P. S.—Don't bend over backwards trying to pick the winners . . . take advantage of our service and save yourself the worry.

BIGGEST PROFIT MAKING NOVELTY TABLE

GENCO'S CHAMPS

SAVE YOUR PROFITS! RECORDER PERMANENTLY REGISTERS ALL PAYOUTS
 CHAMPS is cleaning up for operators—it's bringing back the big profit days again. HOWEVER—it is saving all those big profits for the operators by permanently recording ALL payouts. Let this sensational baseball game go to bat for you —today!

PLAYING FEATURES
 • CAPTIVE BALLS
 • RUN THE BASES
 • TEN BALL PLAY
 • REAL BASEBALL ACTION
 • RUNS SHOW IN LIGHTS ON RACK

ORDER YOURS TODAY

\$54.50

TAX PAID F. O. B. CHICAGO

RUSH YOUR ORDERS TODAY FOR CHAMPS

GENCO Inc. 2625 N. ASHLAND CHICAGO, ILL.

Central Distrib Serves Ops Well

KANSAS CITY, Mo., May 2.—Central Distributing Company, Kansas City, owned by Tim Crummit and Findley Mason, was organized two years ago and has made wonderful strides in the business ever since.
 The firm has one of the most modern display rooms and best equipped repair shops in the business and is in a position to give operators first-rate service at all times.
 Both of the partners have had extensive operating experience on practically all kinds of equipment and are always glad to pass this knowledge along to their customers.

Pittsburgh, has been going great guns on all the newest successes of the leading manufacturers, including Western Equipment & Supply Company, Stoner Manufacturing Company, Chicago Coin Corporation; Genco, Inc.; Buckley Manufacturing Company and Keeney Manufacturing Company.
 Eddie Ginsburg, fast-stepping executive of the Atlas firm, writes from Hot Springs, Ark., that he is enjoying his sojourn in the sunny clime of the well-known health resort.
 Eddie pens: "It's great to be away from the hustle and bustle of the pin-game industry for a short time, but my feet are beginning to itch to get back on the job."

Atlas Novelty Reports Big Business Increase

CHICAGO, May 2.—Atlas Novelty Corporation announces that its business has increased tremendously in the last few weeks. Morrie Ginsberg, of the Atlas firm, says that he cannot account for the sudden increase in business, except that perhaps operators have heard of the Atlas personal service and have decided to obtain a sample of it.
 Morrie states that from a single ad in *The Billboard* he received replies from operators in 32 States.
 The Atlas Novelty, of Chicago and

Joe Calcutt Reports Pamco Line in Demand

FAYETTEVILLE, N. C., May 2.—Joe Calcutt and Vending Machine Company, of this city, report that Pamco Palooka is moving in increased numbers into locations in this area.
 Doing business over a national scope, for its customers are located in every part of the country, the Vending Machine Company has handled a considerable quantity of Pamco payout machines, and, according to advices from Pacific Amusement, its patronage has run quite high in recent months.
 Pamco Galloping Plugs will be on display at Calcutt's soon, Pacific executives announce.

Brainteaser No. *!%!



If in doing business you trade dollar for dollar, who profits?
 Answer: Look at your income tax report.
 BUT if you pay ten cents a week and get the vital news, authentic information, valuable ideas, unequalled opportunities gathered by a network of more than 150 trained news correspondents strategically located thruout the world. And you receive this news in convenient form while it is still fresh and significant ONCE A WEEK. And you pay less than two nickels a week when it costs the publishers thousands of dollars each week to gather, edit, print and mail this news. Who profits most? The one who gets the dime or the one who gets the news?

Rolf Stanley, veteran coin machine man in Houston, Tex., says: "We could not possibly get along without *The Billboard* for accurate, fast and reliable information."
 10c a Week Is All The Billboard Costs When You Subscribe by the Year.

THE BILLBOARD PUBLISHING CO.,
 25 Opera Place, Cincinnati, O.

Please enter my subscription to *The Billboard* for one year (52 issues), for which I inclose, not \$7.80, the cost at the regular single copy price, but **ONLY \$5.**

Name

Address

City State

My Occupation or Profession Is

READY FOR DELIVERY MILLS

TYCOON

1 SHOT \$149.50
 7 SLOT \$149.50

Rush Your Order Today to "The South's Largest Distributors"

Hi diddle diddle, the Cat and the Fiddle;
 The Cow jumped over the Moon.
 The little Dog laughed to see such sport,
 But the crowds kept playing TYCOON.

BIRMINGHAM VENDING COMPANY
 2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

PUT 'N TAKE

400 Hole Form 3875
 Takes in \$15.00
 Average Payout 7.54
 Price, with Easel 1.10
 Plus 10% Federal Tax.

CHAS A. BREWER & SONS
 LARGEST BOARD and CARD HOUSE in the WORLD
 6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE
 JACK POT
 JACK POT PAYS \$500
 JACK POT PAYS \$250
 JACK POT PAYS \$100
 JACK POT PAYS \$50
 JACK POT PAYS \$25
 JACK POT PAYS \$10
 JACK POT PAYS \$5
 JACK POT PAYS \$2
 JACK POT PAYS \$1

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

SAFES! STANDS!

We have supplied TENS of THOUSANDS for
Mills Machines Exclusively

When you insist upon Durabilt Equipment
to protect your machines you are sure
to get the best.

Remember the Name—It Stands for

Durabilt

Quality -- Appearance -- Durability -- Security!

DURABILT STEEL LOCKER CO.
AURORA, ILLINOIS.

Address all inquiries and orders direct to Mills Novelty Co., Chicago, Ill.

15 NEW

Salesboard Ideas

Are illustrated in Our Latest Circular
Which Will Be Ready About May 7.

BE SURE YOU GET IT!

Write, Stating Your Lines or Business, to

HARLICH MFG. CO.

1401-17 W. Jackson Blvd.,
Chicago, Ill.

MIDGET 1c

Cigarette Vendor

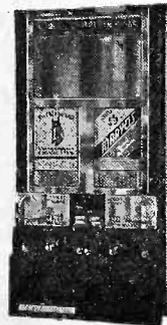
Double Column. Vends 2 Different Brands. Approved by Internal Revenue Dept.

Sample, \$12.00

With 240 Cigarettes Free. Attaches to Wall. Counter Base, 75c extra. Write for quantity Prices.

D. ROBBINS & CO.

1141-B DeKalb Ave.,
BROOKLYN, N. Y.



BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

Gerber & Glass, Distributors, Place Large Order for Tycoons

CHICAGO, May 2.—Gerber & Glass, of Chicago, one of the foremost institutions in the coin-operated machine industry, are co-operating with the Mills Novelty Company in the promotion of Mills' seven-slot one-shot pay table, Tycoon.

An initial order for Tycoon placed by Gerber & Glass was one of the largest cash transactions that the industry has seen in years. After thoroly testing and investigating Tycoon from every possible angle, including that of the operators, Paul Gerber and Max Glass realized that in the game Mills has produced a machine that has great profit-making possibilities.

When such a prominent distributing

institution as Gerber & Glass places its okeh on Tycoon, operators and jobbers can be assured that the money they invest in the machines will yield a good return. Gerber & Glass enjoy the highest regard of everyone connected with the coin machine industry.

"Potash and Perlmutter," as they are called by their intimates, are two of the finest individuals the coin machine business may boast of. Their word is their bond. There is not a soul connected with coin-operated devices who can truthfully and conscientiously say that Gerber & Glass do not give them a fair deal.

Gerber & Glass are one of the largest distributors of coin operated devices in

the world. They have put over many games nationally and locally.

Max Glass, who is the "Perlmutter" of "Potash and Perlmutter," is one of the genuine oldtimers in the business. Starting as an operator of scales more than 13 years ago, Glass has progressed from operator to salesman to distributor. Together with Paul Gerber, he established Gerber & Glass several years ago. Max, large in size, is one of the most lovable men the industry can boast of. Thru sheer aggressiveness and by sticking to a point of purpose he has advanced himself to a point where he is respected by everyone. Glass operated the scales and coin-operated devices at the 1934 World's Fair in Chicago. Max carries his clean code of ethics right into his own personal life.

Paul Gerber, the "Potash," of "Potash and Perlmutter," is another man that the entire industry has taken to heart. Within a few years Paul has made his name synonymous with good fellowship thruout the automatic field. This was evidenced at a recent affair held at the Hotel Sherman, where Paul entertained almost 1,000 friends at his 20th wedding anniversary celebration. Paul's genial smile is known to all. Everybody is a friend of Paul's until he violates that friendship. His energetic hand-clasp is familiar to all coin men. Paul thoroly understands the coin machine business. Operators, jobbers and distributors alike are always free to call upon him for his candid and honest opinion about new devices or coin machine problems, knowing that his words will be entirely unbiased and true. He shoots straight from the shoulder and does not mince words. Because of this virtue Paul's advice is truly invaluable. Outside of the coin machine world Paul's great interest in life is baseball. Being a personal friend of P. K. Wrigley, the owner of the Cubs, Paul is privileged to make the Catalina trip with the team every year.



MAX GLASS

PAUL GERBER

Irving Sommer, of Modern Vending Company, is leaving for a five weeks' motor tour of the country that will take him all the way to Mexico City, which Irv claims is the most beautiful city in the world.

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

Heinz Brings Mills to Your Door

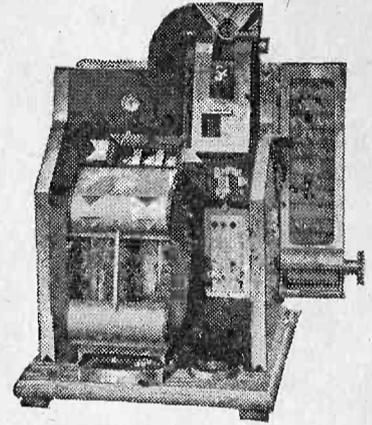
**GET THEM QUICK
BUY AT FACTORY PRICES**

TYCOON

The greatest pin table ever invented and months ahead of everything in the field. Its first two weeks' earnings are always terrific—but that's nothing! Its earnings INCREASE as time goes by! Universally acknowledged the longest Run table of 1936 because its intake is bigger today than ever before. We tell all our friends—**bank on TYCOON!**

Q. T.

Mills have spent two years getting this little wizard payout RIGHT. It's as strong and as solid and as free from service-calls as the big Mills Bells!



*For MILLS Supreme Merchandise
Served Without Waiting
DEAL WITH*

HEINZ NOVELTY COMPANY

650 Linden Avenue
Memphis, Tenn.

Yes, sir!

WE AGREE

That TYCOON . . . because it offers seven tables in one . . . is one of the biggest money-makers we've ever offered. We're stocked up ready to handle your orders at once. Act now while the demand is "hot" . . . **\$14.95**

F. O. B. St. Paul.

We are also Jobbers and Distributors of the famous

ROCK-OLA

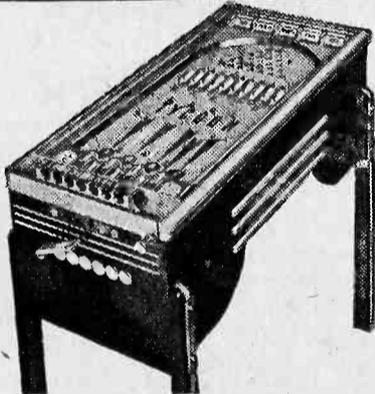
Automatic Phonographs

The greatest values ever offered. Also complete line of automatic pay and novelty tables, counter games, sales boards, vending machines. Supplies and Parts for all coin-controlled machines. Write, wire or phone for prices.

LA BEAU NOVELTY SALES CO.

1946 UNIVERSITY AVENUE

SAINT PAUL, MINNESOTA



SPECIAL LEGAL DEPARTMENT

To assist our many dealers throughout Minnesota, we maintain a special legal staff who will be pleased to offer you expert counsel at no extra cost.

Vanadium Alloys Steel Company
Anchor Drawn Steel Company
Colonial Steel Company
Pittsburgh, Pa.

First Quality Tool Steels

Drill Rods

and

Vascoloy-Ramet Tantalum

Carbide Cutting Tools

Chicago Warehouse - 1440 W. Randolph St.

Regular Price \$5.85
While they last -1 OR 100- **\$2.50 EACH**

- Send Money Order in Full - Immediate Shipment

FAST, EASY MONEY FOR YOU!

Ringer is a novel, fascinating straight Penny Counter Game. Simple, foolproof and automatically registers all pay-offs. Player wins 5 cents in trade whenever penny drops into the horseshoe. Pays for itself in a few days. Can be placed on every counter and bar.

A Beautifully Finished Machine!

Handsome striped chromium case, equipped with high grade tumbler lock. Stands 10 inches high, 5 1/2 inches wide and 4 inches deep. This clear-out offer will move them fast. Our loss—your gain. **ACT QUICK!**

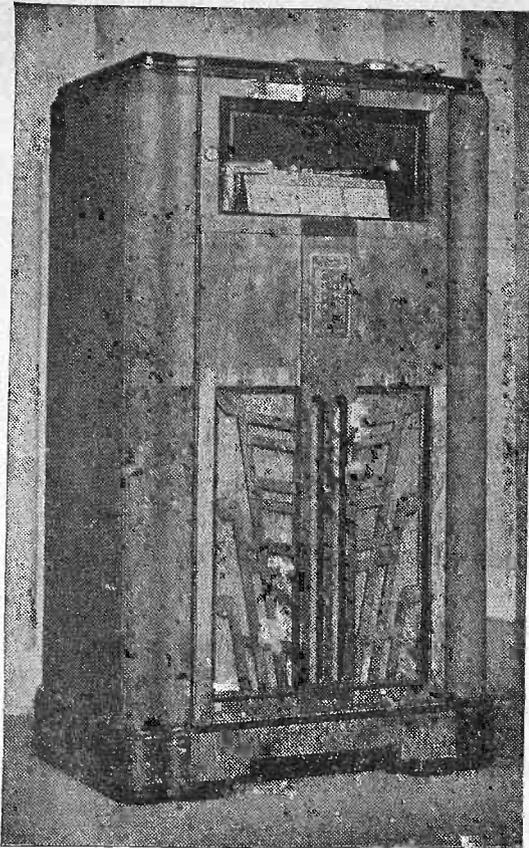
WALZER COMPANY · 428 Stinson Blvd · MINNEAPOLIS · MINN ·

● ROLL-A-BALL ●

WRITE FOR COMPLETE DETAILS!!

GEORGE PONSER CO., 11-15 East Runyon St., NEWARK, N. J.

THE BEST THERE IS IN MUSIC The ROCK-OLA REGULAR



The ROCK-OLA REGULAR bears the proud distinction of being the most dependable instrument in the business. It's a job of quality. Rich in every line. There is nothing better. And it gives you all these advantages:

- Easy Mechanism: simple and clean through and through.
- 12-Record Multi-Selective Feature.
- Choice of Coin Chutes: 5c, 5c and 10c. Or 5c, 10c and 25c.
- Cabinet of Beauty: solid and strong.
- Lightweight Crystal Pickup.
- Full floating speaker.
- Super-Fidelity Tone, pure and powerful.
- Perfect Size: 29 inches wide, 51 inches high and 21 inches deep.
- Easy to Handle.
- Money - Maker par excellence.

PRICE
\$235.00

THE NIGHT CLUB
Price \$215.00

Another Rock-Ola Winner. The fastest selling Phonograph no other machine can touch as to price.

SOME BARGAINS IN USED PHONOGRAPHS

MILLS DANCE MASTERS	\$100.00
WURLITZER P-12	185.00
SEEBURG MODEL E	85.00
EXHIBIT PHONOGRAPHS	40.00
CAPEHART NON-SELECTIVE	30.00

JOBBER'S WRITE FOR OPEN TERRITORY

Tell us to have our Representative call upon you.
"Southern Illinois and Missouri Distributors"

IDEAL NOVELTY CO.

1519 MARKET STREET,

ST. LOUIS, MO.

SAVE MONEY ON NEW MACHINES

OUR MASS BUYING POWER BRINGS YOU
LOWER PRICES

Brand New in Original Crates—Shipments Instantly.

PAY TABLES.	Shells	\$67.50	Streamlines	\$16.50
Bally Derby	Put 'N' Takes	27.50	Crusaders	37.50
Repeaters	Do or Don'ts	29.50	COUNTER GAMES.	
Mammoths	NON-AUTOMATIC		Tickers	\$ 5.00
Peerless	TABLES.		Steeplechase	5.00
Cariocas	Torpedo	\$35.00	Harmony Bell	55.00
Stock Market	Blue Ribbons	19.50		

Write for Complete Lists, Giving Bottom Prices All New and Used Machines.
Terms: 1/3 Cash Deposit, Balance C. O. D.

OPERATORS' SERVICE SYSTEM

Main Office: 632 Madison Avenue,

Memphis, Tennessee

WATCH! for THE COMPTOMETER
COUNTER GAME by DAVAL

RITHMATIC

DIVIDES ÷ ADDS + SUBTRACTS - MULTIPLIES ×

ANY COIN OPERATED MACHINES

WE HAVE THEM AT THE BEST PRICES ! MUSIC—STRAIGHT PIN TABLES—
PAY TABLES—COUNTER GAMES—
New or Reconditioned. VENDING MACHINES.

WRITE FOR BABE'S BARGAIN BUYS!

BABE KAUFMAN 455 West 42nd St. Tel. ME 4-1133
NEW YORK CITY

Advertise in The Billboard—You'll Be Satisfied With Results.

Take a FRESH STARTER - GALLOPING PLUGS

It's away from the post and RUNNING! Trial TESTS clearly indicate Pamco "GALLOPING PLUGS" has MORE SPEED—wins GREATER EARNINGS for its owners than ANYTHING else! New BIG Features!

- TWICE-SIZE ODDS COMMUTATOR!
- CLEVER NEW HORSESHOE BALL TRAP!
- COMIC CARTOON IMAGINATIVE APPEAL!
- TEN CAN PLAY AT ONE TIME!
- AUTOMATIC AND SKILL-CONTROLLED ODDS!
- NEW ESCALATOR DISC TYPE COIN CHUTE!
- BIG PLAYFIELD—NO "OUT" HOLES!
- LOADS UP WITH CASH HOUR AFTER HOUR!

PAYOUT MODEL \$149 TICKET MODEL \$159

Write! Better Still—Wire Your Order TODAY!

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd.
KANSAS CITY, MO.

Dice Machine Names Pouring in Heavily

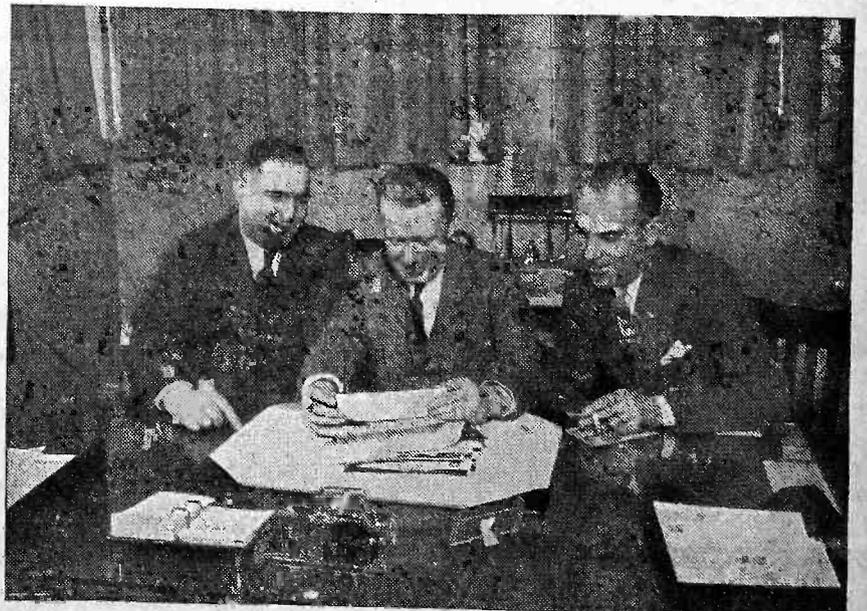
CHICAGO, May 2.—Names for Gerber & Glass' new three-dice counter machine have been pouring in heavily since they announced in *The Billboard* last week a free game offer to the operator, jobber or distributor who sends in the best name.

The judges are carefully considering every entry and will announce their decision in the next issue of *The Billboard*. More than 300 different names were sent in, practically every one of which was meritable. Practically all the entrants inclosed with the name they suggested an order for the new counter game.

Paul Gerber and Max Glass, of Gerber & Glass, who are internationally known for their successful promotions

of profitable counter games, say that they have a definite and sure winner in the new device. It is a conveniently sized counter game that may be placed on cigar counters, candy counters and practically every place where the playing public may view it. A six-coin chute unit which has been simplified so that the players merely drop the coins in the slots has been devised and installed on the game. The coins are inserted and the lever depressed in order to set a simple mechanism, and, as a button is depressed, three dice shoot out from a hidden pocket on the playing field in view of the player. Various winning combinations have been devised.

Gerber & Glass point out that the new counter game is so sturdily built that it will not get out of order. They feel confident and know that the operators who purchase these games will find them highly profitable over a long period of time.



ALL SMILES FOR ALL-STARS—Everybody's happy as Nick Males, of De Luxe Amusement Company, San Antonio, hands Jim Buckley and Ray Moloney a juicy deposit check for a big order on Bally's All-Stars, Multiple and Hi-Leah one-shot games.

PICK-UPS

...precision built to meet every requirement of coin-operated Phonographs!

Webster Electric Company offers the manufacturer of coin-operated phonographs practically anything in phonograph Pick-ups his requirements demand.

Webster Electric Pick-ups are available with a wide range of frequency characteristics. They may be had in both magnetic and crystal types with high fidelity, standard or "ear-compensated" response characteristics.

These Pick-ups are noted for their fine tone qualities, light needle weight, freedom from resonance peaks, low scratch and distortion level and chatter-proof bearings.

Be sure your coin-operated phonograph is Webster - Electric equipped.

WEBSTER ELECTRIC COMPANY
Established 1909
RACINE, WISCONSIN, U. S. A.
Export Office
15 LAIGHT ST., NEW YORK CITY

Pacific Announces New Payout Table

CHICAGO, May 2.—Said to be one of the most unique payout tables ever produced, Galloping Plugs, just announced and already in heavy production by Pacific Amusement Manufacturing Company, introduces some new and original ideas. Galloping Plugs, named after the oft-heard phrase at race tracks, carries a wealth of play-getting and operating features.

First of all, and extremely important to players, operators and locations, Galloping Plugs is equipped with a new giant-size odds commutator showing three sets of win, place and show changing-odds numbers. These are backed up by and illuminated in various colors by strong lights, making it exceptionally easy for anyone to check the values assumed by each win, place and show pocket on various parts of the playfield.

Equipped with a multiple coin device, Galloping Plugs takes in an unlimited number of coins. Ten coins figure in the play of each game and 10 players can stake their destiny on the outcome after the one-shot race is run. New disc-type escalator shows last seven coins clearly and visibly. The escalator is of the turn-table type, coins being guided into flat position and maintained by a (See PACIFIC ANNOUNCES on page 104)



JOHN P. RYAN, Pacific Coast manager Mills Novelty Company—Known as "Midge," he handles the Pacific Coast like a Foch. Takes movies of the operators and their families. Everybody likes Midge.

Announcing 2 NEW GAMES by CHICAGO COIN

finance \$39⁵⁰*

NONPAYOUT GAME

HIT NUMBER 1

System

ODDS CHANGING NONPAYOUT GAME

HIT NUMBER 2

\$52⁵⁰*

CHICAGO COIN Corporation
1725 DIVERSEY BLVD. ★ CHICAGO ILL.

OPERATORS and SALESBOARD MEN

New SWEEPSTAKES BARREL Most Fascinating Game in America. 100% to 1,000% Profit. Costs ONLY \$2.50; Refills, \$1.98. 5c or 10c Play. Write for Details at Once.
AUTOMAT GAMES CO.
3214 N. California Ave. Chicago, Ill.

"GALLOPING PLUGS"

BRAND NEW "PAMCO" PAYOUT WINNER!

It's the **BIG FEATURE Game!**

Has so MANY Play-Inviting and NEW OPERATING ADVANTAGES—that no THINKING coin machine man can pass up "GALLOPING PLUGS"! Be FIRST in YOUR territory with the New "GALLOPING PLUGS"!

PAYOUT MODEL \$149 TICKET MODEL \$159

Built by the Makers of the Famous "Pamco" line.

Write! Wire! Order Your Sample "GALLOPING PLUGS" Today!

UNITED AMUSEMENT CO.,
3411 Main St., Kansas City, Mo.

MONARCH'S RECONDITIONED GAMES MEAN PERFECT GAMES

AUTOMATIC PAYOUTS.	NOVELTY GAMES.
PLUS & MINUS.	FRISKY.....\$12.50
1 Ball.....\$17.50	ROCK-A-LITE.....7.50
TREASURE SHIP.	SCORE-A-LITE.....7.50
1 Ball.....20.00	GOLDEN GATE.....8.75
ROCKET, 1 Ball.....10.00	ANGLE LITE.....7.50
REPEATER, 1 Ball.....47.50	ACTION, JR.....8.50
FORTUNE, 1 Ball.....42.50	SIGNAL, JR.....6.00
RED ARROW, 1 Ball.....17.50	MAJOR LEAGUE.....8.00
TRIPLE BANK, 1 Bl.....25.00	AUTO FLASH
RODEO, 10 Balls.....35.00	(Tape).....17.50
WHIRLPOOL, 10 Bls.....35.00	BEAMLITE.....8.00
FOOTBALL 10 Balls.....37.50	



TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Write for Price List Just Off The Press.
MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (Roy Bazelon), CHICAGO, ILL.

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

LEAP FROG

New York's Greatest Pin Game Sensation

The ONLY novelty pin game in the country with PROVED money-making RECORDS! All the NEW play features! New safes open to allow balls to advance score. Balls travel down from top to bottom safes. Beautifully decorated. All holes score for player. MECHANICALLY PERFECT in EVERY DETAIL! New type ball lift and plunger. A PROVEN WINNER and A REAL BUY at ONLY.....\$39⁵⁰

Coming-NEW BASEBALL GAME Sensation - "TIE-SCORE"

Many new novelty games on the way. Each one LOCATION TESTED before being placed on the market. WRITE US TODAY—Get connected with an ACTIVE, LIVE manufacturer.

DISTRIBUTORS - JOBBERS
Many territories open. WRITE OR WIRE TODAY for Special Proposition. DO IT NOW!!



Get back into the BIG MONEY again! Rush Your Order Now! Enclose 1/8 Deposit.

NATIONAL FACTORY REPRESENTATIVES
AMERICAN VENDING COMPANY
45 Elizabeth Ave., NEWARK N. J. • 779 Coney Island Ave., BROOKLYN, N. Y.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groetchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

● ROLL-A-BALL ●

WRITE FOR COMPLETE DETAILS!!
GEORGE PONSER CO., 11-15 East Runyon St., NEWARK, N. J.



IT TAKES A WINNER TO CATCH ANOTHER!

Says HAROLD DAILY of HOUSTON, TEXAS

PAMCO GALLOPING PLUGS

We're riding Pamco "GALLOPING PLUGS"—and laying it HEAVY right on the "nose". Every Operator and Jobber SHOULD order—OWN—operate and display PAMCO "GALLOPING PLUGS".

Payout Model \$149.00 TICKET MODEL \$159.00

Electropak Standard Equipment—No Charge for Check Separator.

PAMCO PALOOKA

Throw the rope—skip it—shoot the "bull" with a BANG! Takes MORE than that to put a coin machine over. Takes QUALITY! "PALOOKA" has IT! Takes SPEED! It's in "PALOOKA"! Takes MONEY GETTING POWER over a LONG period of time. That's where "PALOOKA" shines! If you want a payout table ALL competition "dies in the attempt" trying to beat—Order "PAMCO PALOOKA" at **\$189⁵⁰**



50" By 24"

U. S. PAT. 2029177

ELECTROPAK STANDARD EQUIPMENT CHECK SEPARATOR & CHECK EXTRA

SOUTH COAST AMUSEMENT COMPANY
M. & M. BUILDING
HOUSTON ★ TEXAS

GUARDIAN

GAVE THEM THE WORKS!

THE SMOOTH EFFICIENT ELECTRO-MECHANICAL PERFORMANCE OF MILLS GREAT GAME

"TYCOON"

DEPENDS LARGELY UPON ELECTRICAL EQUIPMENT by **GUARDIAN**

1621 W. WALNUT ST., CHICAGO, ILL.

Memphis Lays Claim to Leading Woman Coin Machine Distributor

MEMPHIS, May 2.—Every few days we are confronted with the news of another woman distributor stepping up and taking the spotlight. Now we are happy to introduce a swell little Memphis lady who has won a name for herself and set an unusual record during the last six years. She is Clara Heinz and does business under the firm name of Heinz Novelty Company, with headquarters at 650 Linden avenue here.

The firm does business in Tennessee, Mississippi and Arkansas. Miss Heinz has been well acquainted with the operators for many years. She has been in business for herself for the last six years, but was acquainted for many years previous thru connection with the South-

ern Confection Company, also of Memphis.

During the last few years Miss Heinz has built up extensive jobbing service thru fair dealing with operators. Heinz Novelty Company handles all types of coin-operated machines, tables, counter units and phonographs. Miss Heinz has been going along quietly and smoothly, building up a quality distribution business, and today she can point to a beautiful showroom and offices and a list of customers that are the envy of any distributor.

Miss Heinz represents a number of leading coin machine manufacturers and any number that hits the market, this lady distrib gets it.

When in Memphis, operators, drop over to 650 Linden avenue and meet the South's woman distributor.



GRANT SHAY, assistant advertising manager Mills Novelty Co., Chicago.

RED HOT HITS DAILY RACES

BROKERS TIP
Lowest Priced Multiple Coin Slot. One-Ball Payouts with Changing Odds. Either Game. **\$125**

MOSELEY VENDING MACHINE EXCHANGE, Inc.

Manufacturer's Authorized Distributors, 00 Broad Street, Richmond, Va. Day Phone, 34511. Night Phone, 55328.

Best Wishes

to

MILLS NOVELTY CO.

GRAYBAR & ELECTRIC
COMPANY, INC.

500 SOUTH CLINTON STREET
CHICAGO

Be **FIRST!** It's **NEW!**

PAMCO

**GALLOPING
PLUGS!**

NEW LARGE SIZE ODDS CHANGER with THREE sets of ODDS—NEW Clever "HORSESHOE BALL GRABBER"—NEW COMEDY RACING SCENES—NEW DISC MULTIPLE COIN CHUTE—NEW BECAUSE TEN CAN PLAY AT A TIME—CREATES NEW FORTUNES FOR OPERATORS. Be **FIRST!** It's "GALLOPING PLUGS"!

PAYOUT MODEL **\$149** TICKET MODEL **\$159**

and "**Pamco Palooka**"

is **STEADILY GOING HIGHER** in EARNING POWER. SIX COIN CHUTES—BOWL TYPE SCORING—CHANGING ODDS—are GOOD for YEARS in "PAMCO PALOOKA"! Install this Super De Luxe Payout Table—a sound investment **\$189.50** in **LARGE RETURNS** at

Wire Your Orders on These "Pamco" Payouts **NOW!!!**

MOSELEY VENDING MACHINE EXCHANGE,
00 Broad Street,
RICHMOND, VA.

**BARGAIN
SPOT
CARIOCA
1 BALL PAYOUT
\$14.50**

BARGAINS IN RECONDITIONED MACHINES

Golden Gate
Fleet
Push-Over
Contact
Radio Station
Lightning
Criss Cross
(plain)
\$3.90
Each

Register
Rebound
Beacon
Signal
Tilt-for-Tat
Maj. League, Jr.
Contact, Jr.
Spelling Bee
\$5.90
Each

Score-a-Lite
Rockette
C. O. D.
Traffic "C"
Flying Trapeze,
Sr.
Criss Cross
(Lite)
\$7.50
Each

TERMS

1/3 Deposit on All
Orders over \$15.00,
Balance C. O. D. Full
Cash with Orders
Under \$15.00.

**FIRST WITH
LATEST NEW
GAMES—GET
YOUR NAME
ON OUR MAIL-
ING LIST.**

**AUTOMATIC PAY-
OUT TABLES.**
Stook M'rk't. \$49.00
Jumbo 46.00
Electric Baffle
Ball 42.00
De Luxe "46" 38.00
Mammoth .. 38.00
Aces 25.00
Gold Award. 25.00
Stampede 23.00
Varsity 19.50
Gold Rush... 15.00

Put 'N' Take
(Fr'nt D'r) \$14.50
Traffic (Tick-
en & P'yo't) 14.50
Do or Don't. 14.00

NOVELTY GAMES
Squadron .. \$22.00
Hi-Lite 20.00
Banker 16.00
Hi-Hand ... 15.00
Ball Fan ... 14.50
Cheer Leader. 14.50
Five & Ten.. 14.50

Kings of Turf. \$13.00
Big Game ... 13.00
Frisky 11.50
Kings 10.50
Tri-A-Lite
(With Lgts) 10.00
William Tell. 10.00

TICKET GAMES.
Play Ball... \$38.00
Rodeo 35.00
Whirlpool .. 35.00

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd.
CHICAGO, ILL.

AUTOMATIC PAYOUT BARGAINS

Do or Don't
Put 'n' Take
Rapid Fire
Gold Rush
Sportsman
\$9.00.
each
All
cash with order

Ace
Stampede } **\$19.00**
EACH
De Luxe 46
Mammoth } **\$39.00**
EA.
Jumbo
Golden Harvest

Big Shot (1 ball)
Daily Limit
Pamco Parlay
Bally Derby
Sunshine Derby
\$59.00
EA.

One-Half Cash With Order, Balance C. O. D.
D. E. HOUSE DISTRIBUTING COMPANY, 709 SOUTH ERVAY ST.,
DALLAS, TEX.

PIONEER NOVELTY DISTRIBUTING CORP.
MANUFACTURERS-DISTRIBUTORS OF VENDING AND AMUSEMENT MACHINES

WANTED
5000 MACHINES
Novelty Games, Pay Tables, Ticket Games, Counter Games,
Slot Machines, etc. Send us your lists immediately,
stating condition and cash prices. Cash waiting.

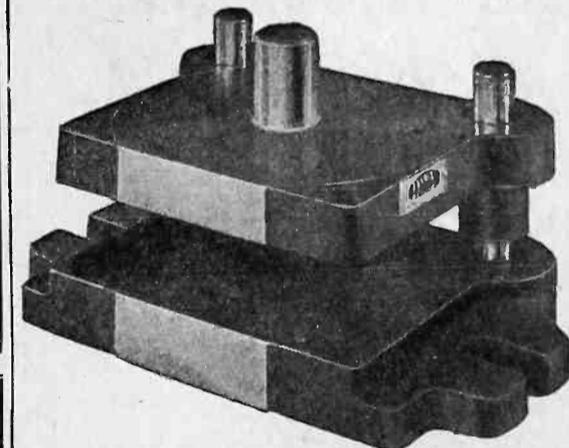
414 H. ST. NORTHEAST, WASHINGTON D.C.

When Writing to Advertisers Mention The Billboard.

DANLY'S STANDARD

Expanded **FOR 1936**

A WIDER LINE OF DIE SETS



For 1936 the Danly
Line of Die Sets is
expanded and im-
proved. More spe-
cials are made stand-
ards . . . Branch
Stocks expanded.

Anything needed in
the usual run of work is waiting, less than a night's ride
away ready for 24-hour delivery . . . Precision and Com-
mercial Sets—to your order and immediately.

DANLY MACHINE SPECIALTIES, Inc.

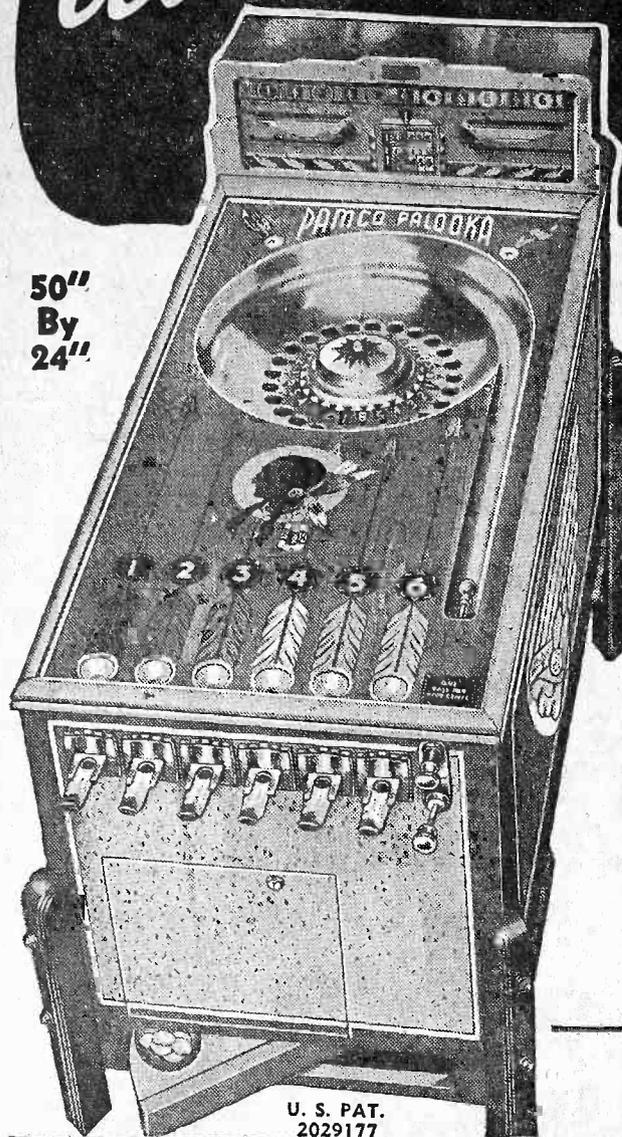
2107 So. 52nd Avenue Chicago, Illinois

Branches: Long Island City, N. Y., 36-12 34th Street. ● Detroit, Mich., 1549 Temple Avenue,
Cleveland, Ohio, 1444 E. 49th Street. ● Dayton, Ohio, 114-116 N. St. Clair Street.
Philadelphia, Pa., 3913 N. Broad Street. ● Rochester, N. Y., 16 Commercial Street.

DANLY DIE MAKERS'
SUPPLIES

As close to my heart AS THESE 2 STATES
PAMCO GALLOPING PLUGS

50"
By
24"



U. S. PAT.
2029177

SAYS SAM GENTILICH OF NEW ORLEANS—

It's a MASTER "PAMCO" PRODUCT — Brand NEW — with Pacific's NEW GIANT-SIZE ODDS COMMUTATOR showing 3 sets of odds. TEN PLAYERS can play at one time! Coin Chute takes UNLIMITED number of coins! "GALLOPING PLUGS" is DIFFERENT—simply LOADED with COMIC RACING CARTOON effects. Odds change AUTOMATICALLY—then on ball over SKILL switch at top of board—and on each fresh coin. Clever HORSE-SHOE device devours ball for a High Payout—or sends it roving toward other holes. It's so NEW—DIFFERENT and MASTERFUL you MUST take it in either or BOTH models!

PAYOUT MODEL \$149.⁰⁰

TICKET MODEL \$159.⁰⁰

CHECK SEPARATOR & CHECKS EXTRA. ELECTROPAK STANDARD EQUIPMENT.

VENDS A TICKET WITH WINNING ODDS GIVES EVERY THRILL OF A REAL HORSE-RACE



PAMCO PALOOKA \$189.⁵⁰

When a Payout Table PERFORMS to your COMPLETE SATISFACTION—you feel like PUSHING it! That's why I'm ALL "FOR" this 6 Coin Chute —Bowl Type "PAMCO PALOOKA"! Gives EVERYBODY in EVERY location a chance to join in its FASCINATING play. Earns SO MUCH MONEY—takes a battery of bell machines or average paytables to even come close! It's my FIRST CHOICE in De Luxe Operating Equipment.

ELECTROPAK STANDARD EQUIPMENT — CHECK SEPARATOR AND CHECKS EXTRA

GENTILICH

DISTRIBUTING CO.
900 Rampart St.
New Orleans, La.

DIXIE

COIN MACHINE CO.
1006 POYDRAS ST.
New Orleans, La.

**Just Out—
in Volume Production!**

**GALLOPING
PLUGS —**

- 1 Twice Size Odds Commutator!
- 2 Clever New Horseshoe Ball Trap!
- 3 Comedy Effects in Racing Cartoons!
- 4 Automatic and Skill-Controlled Odds!
- 5 Ten Can Play at Same Time!
- 6 New Escalator Disc Type Coin Chute!
- 7 Big Roomy Playfield—No "Out" Holes
- 8 PROVED for HEAVY EARNING POWER!

These features—and others should convince YOU—that "GALLOPING PLUGS" is the Answer!

PAYOUT MODEL \$149 TICKET MODEL \$159

Automatic Industries, inc.
GOWANDA N. Y.

**WRITE TODAY FOR NEW
PRICE LIST ON ALL NEW
AND USED PAY TABLES**

in New Jersey. Complete stock of machines on hand ready for immediate delivery. Don't waste time! WRITE US TODAY for complete details and prices! SAVE MONEY!!

ROYAL DISTRIBUTORS, INC.
1125 Broad St., Newark, N. J.

**WE ARE THE
EXCLUSIVE
DISTRIBUTORS
FOR
NORTHWESTERN
MERCHANTISERS**

Every good Pay Table IN STOCK! Lowest Prices GUARANTEED on all Used Pay Tables. BEFORE YOU BUY GET OUR PRICE LIST — SAVE MONEY!!



**South Coast Amusement
On Palooka and Plugs**

CHICAGO, May 2.—Harold W. Dally, South Coast Amusement Company executive, advises that operator and job-

ber orders on Pamco Palooka are steadily increasing in Texas. Being a good merchandiser and all-around business man, Dally has developed his business to a high degree, so that South Coast Amusement Company, Houston, means a distributing point where better-class coin machines can be readily obtained.

On his last trip to Chicago Dally went over each detail involved in Pamco's new Galloping Plugs, a new payout machine on which Dally reports he's thoroly sold. Palooka has been his chief stock in trade of late as State distributor for Pacific's line, and with his statement that Palooka is growing in popularity and demand, it's natural to assume South Coast has been quite busy filling orders for the six coin-chute machine.

"Now, with Galloping Plugs and its original Pacific features due for delivery any day, it looks as though the race is running between the two Pamco machines to see which is the longest winded," says Dally. It is understood that a heavy shipment of Galloping Plugs is due in Houston any time.



BOB SCHWARZ, Mills' roadman— Exponent of sleight-of-hand tricks. A Mills man from head to toes. Wins his way into operators' confidences quickly. Is a dependable and helpful friend.



Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

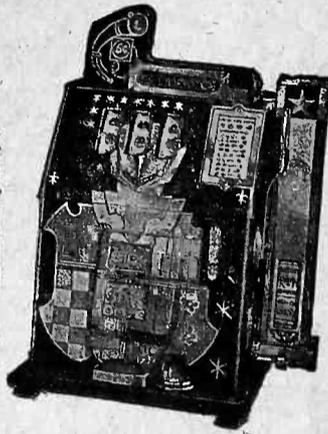
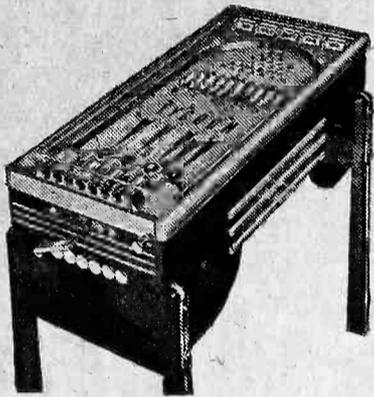
Also Table Size Venders.

Self-Serv Mfg. Co.
CAMDEN, N. J.

Be There With The Best
Southern Distributors
of
MILLS PRODUCTS

ONE OR SEVEN
PLAYS
AT
A TIME

THERE IS NONE
BETTER MADE
OR HAS THE TRADE
IN VALUE



HENRY OR RUBE FOX
(AT)

BIRMINGHAM NOVELTY CO.

1715 THIRD AVE., N., BIRMINGHAM, ALA.
Phone 7-6241

'MAD CAP'

STONER'S
GREAT
NON-PAYOUT
GAME!

\$47.50

ELECTRO-PAK
available at small
additional charge



STONER

CORPORATION

Aurora, Illinois

Keeney Announces Its New
Grand Slam Payout Table

CHICAGO, May 2.—A new odds-actuating payout table, Grand Slam, is to be the most novel in player appeal and scoring principle, and coming within a popular operator price range, announced by J. H. Keeney & Company, Chicago manufacturers.

According to Ray Becker, general sales manager, Grand Slam represents as fine a product as was ever launched in the coin-operated pay-table market. Its primary appeal to operators and jobbers, according to Ray, is, as in most cases, based on the game's unusual ability to take in cash, and take it in fast. Naturally, it had to be planned and put into effect with this idea forever foremost in the minds of Keeney's engineering staff. And, with the finished

product now in volume production and fast going out on location, most favorable reactions are being reported on Grand Slam's money-making qualities, together with many expressions of satisfaction on design and construction.

Equipped with a single multiple coin chute, Grand Slam plays as high as seven nickels thru the same slot. However, 12 coins are said to be visible on a disc-type escalator to permit full view of preceding coins and to eliminate slugging. Fluctuating odds are obtained on seven payout pockets, for there are nine skill channels extending across the top of the playfield, thru one of which the ball must travel before it can reach payout pockets at the bottom of the board.

Each channel at the top is numbered in sequence: 2-6-4-2-20-2-4-10 and 2, and when the ball rolls thru it actuates players' choice. For example, if seven players each put in a coin apiece, seven numbers light up on the backboard in rotation and at the same time establish contact on the numbers appearing for each nickel played. Then when the ball rolls thru an upper skill channel and over the switch it sets the odds on the winning pocket in the same value as the channel it came thru up above.

Of great importance is the master runway near the center of the board. Should a ball pass thru this well-guarded channel, odds step up to 40-to-1, and, according to reports from Keeney, offers a kick seldom matched in games. Colored lights at the bottom of the board signal the winner. The payout unit in Grand Slam is of the motor-driven rotary type and is delivering absolute satisfaction, says Becker.

In addition to all these features, there's a cabinet, size 50 inches by 25 inches, done in two-tone green, orange, black and gold. The molding on Grand Slam and the playboard trim are of natural wood grain. Playboard is scientifically treated with wax compound to produce a positive level effect and to give more action to ball travel.

"All-in-all," as both Jack Keeney and Ray Becker say, "it's the finest job ever turned out by the Keeney organization and will vie with anything else on the market."



H. R. PERKINS, Southern sales manager coin machine division—"Perk" handles the South and does a swell job for Mills. He is known as the gentleman of Mills Novelty Company and is well known as a writer of sparkling articles of interest to coin machine men.

AMERICA'S BEST NOVELTY GAME!
MAD CAP \$47.50

Operate Cigarette, Gum and Peanut Machines in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY
312-314 BROADWAY NASHVILLE, TENN.

BANG! THREE MINUTES TO GO!
WIN WITH BANK NITE. BANG!

A Salesboard that increases the same interest as your local theater Bank Nite. Write for information. State your business.

GLOBE PRINTING COMPANY

1028-27 Race St., PHILADELPHIA, PA. 22 West 23d St., NEW YORK, N. Y.
418 S. Wells Street, CHICAGO, ILL. 248 Marletta St., N. W., ATLANTA, GA.
1352 N. E. First Ave., MIAMI, FLA. 3502 1/2 McKinley St., TACOMA, WASH.
227 S. Presa St., SAN ANTONIO, TEX.

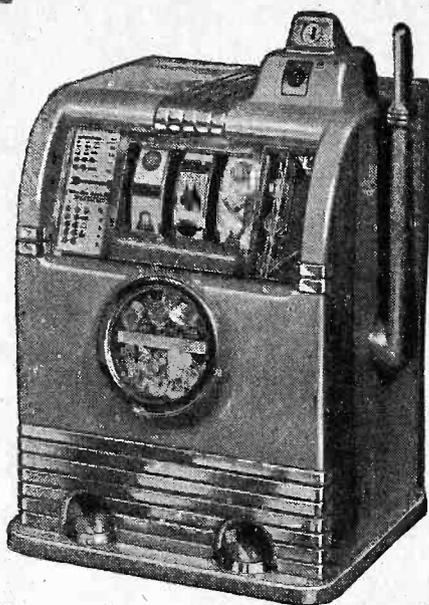
WATCH! for THE COMPTON METER COUNTER GAME by DAVAL

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DIVIDES ÷ ADDS + SUBTRACTS - MULTIPLIES ×

The Last "Word" in Your Letter to Advertisers, "Billboard".

**Feature
by Feature—
In a Class
by Itself!**



**The CAILLE
CADET!**

- ★ Large round jack pot!
- ★ Adjustable hydraulic governor!
- ★ Six attractive baked enamel colors!
- ★ Stainless steel trim!

Here is the fastest playing and biggest money-making machine on the market today. Its large round jack pot and permanent attractive appearance get a big play everywhere. Six attractive colors—Red, Green, Blue, Orange, Yellow or Black. Choice of 1c, 5c, 10c or 25c play, standard or mystery payouts—all at no extra cost. Vender type also available. Write for details about these money-makers!

Use This Coupon Now!

CAILLE BROTHERS COMPANY,
6222 Second Blvd.,
Detroit, Michigan.

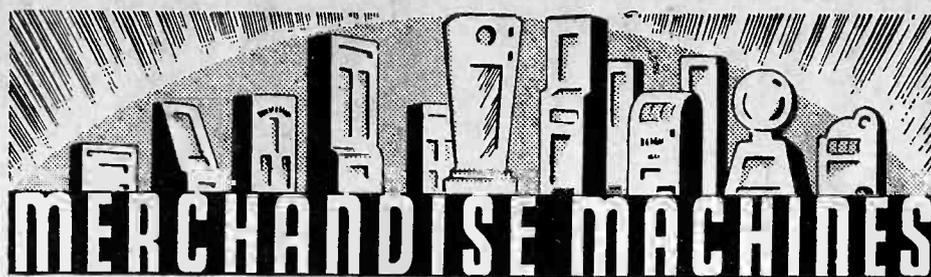
Send me complete data about the Caille CADET at once. I am
 Operator Jobber

Name

Address

City

State



**An Interview With 'Doc' Rosebro
Of Mills' Cigaret Machine Division**

By WALTER TILDS

"Well, Walter, it looks as if we will have back-ordered more than 10,000 cigaret vending machines before we will even have a price on the unit or any definite information regarding delivery date.

"I have had considerable merchandise experience the last 25 years covering the entire United States, but I never had such an experience as I am going thru now with the business that is being offered us on our new model cigaret vending machine. It is a situation that one experiences, I would imagine, just once in a lifetime.

"I have received more than 500 letters of congratulations since my connection with the Mills Novelty Company as sales manager of the cigaret machine division. I never knew I had so many friends in the business and it is a real source of gratification to be able to have everybody wishing you the best of luck. It feels as if Santa Claus had really arrived.

"The rumor has gotten around regarding our new model cigaret vending machine with all of its many advanced features and it is remarkable the amount of interest that has been taken in this new unit before we are even able to make any definite promise regarding delivery.

"Just this morning an order came in for 1,000 machines and we have no price or delivery date as yet; and just a few days ago one of the largest operators in the country, located a couple of thousand miles away, called up and talked to me for over 30 minutes after he had received our descriptive folder. He told me if we had a cigaret machine that had all the features we had described in the folder to enter his order for 3,000 machines to be taken out during the year.

"Now that is the kind of stuff that is being sent in here every day. There is no question that we will lead the field with our new cigaret vending machine and I have put in my requisition to the management for 200 machines a day for production. This is where we will start and I hope we will build from that number. I don't believe it will begin to take care of the business.

"When one of the superintendents here found out that we were planning to build 200 machines daily he threw up his hands and said it would be physically impossible to produce that many machines in this plant because we did not have the room to do it. The next thing I knew the Mills Brothers had

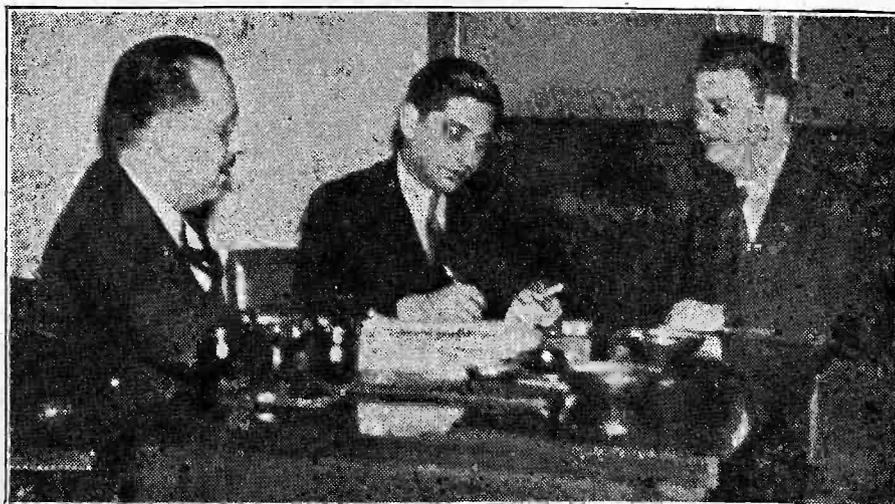
bought a factory a few blocks away from here big enough to build a thousand machines a day. So you see that is the way they do things around here—they are always 10 miles ahead of you.

"Every day it looks as if we make further improvements and additions to this new cigaret vender and there is another feature we have just been able to accomplish that happened just a few days ago. There is one particular type of slug that I know will be accepted by any coin device in the world. It is a perfect nickel and contains as much nickel and silver as our 5-cent piece and I have tried it in every machine I could find everywhere and she goes right in.

"I told John Goergl in the experimental room that we would have to lick this slug. He first said it couldn't be done, but I told him it would have to be as it was the only slug our mechanism would take. Well, he came into my office a few days ago and showed me a hand-made device which would eject this particular slug and, believe me, this will certainly be good news to the operator. I know our machine will save them at least \$25 per machine per year in throwing out certain slugs that other machines will positively take.

"Within the next few weeks we will be able to start making deliveries and we will have approximately 25 of the best salesmen in the business to represent us exclusively on this cigaret vending machine in the various territories thruout the United States. As a matter of fact, some of the men that have already been allotted certain territories are taking orders even before we have a price and delivery date on the unit and I don't know of any machine of any kind that has started off with such a tremendous amount of encouragement as on this new cigaret vender.

"Hundreds of operators have written in and have placed orders for this new unit with the one thought in mind—that it is built by Mills. There was an operator in my office last week and left an order for 100 cigaret machines. I told him that we didn't have a price on the machine as yet and he said: 'To h— with the price; I am not worried about that.' He told me he had been buying machines from Mills Novelty Company for the last 15 or 20 years and he never had any argument about price yet. He told me, as a newcomer, that I wouldn't have to worry about the price because he knew the price would be right; so how are you going to turn down business like that?"



BULK MERCHANDISE INDUSTRY BOOMING—W. E. Bolen and Samuel Strahl, of the Northwestern Corporation, Morris, Ill., writing order for 1,000 Northwestern venders for David Stern, Royal Distributors, Inc., of Newark, N. J.—(Photo by Gruber Service).

New! Great! New!



**EXHIBIT'S "STAR"
CIGARETTE
MERCHANDISER**

Play Pennies for Free Cigarettes. Positive check on all payouts. See coins in action—Five Packs—Top Award. Nothing to get out of order. Slug and cheat Proof. An everlasting attraction for every counter spot. Don't hesitate to order for EACH OF YOUR LOCATIONS.

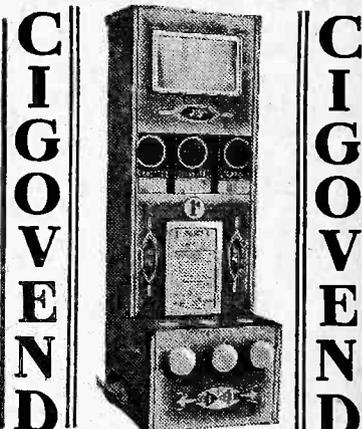
SEE YOUR JOBBER

EXHIBIT SUPPLY CO.
4222 W. LAKE ST.,
CHICAGO, ILL.

"GREETINGS OPERATORS"

1c-NEW-1c

300 CAPACITY SINGLE CIGARETTE VENDOR
MODERNISTIC DESIGN.
Four Beautiful New Color Effects.
Low Priced—Mechanically Perfect.



Size, 21"x7".
Approved by the Dept. of Internal Revenue. Tremendous demand creates locations, Taverns, Pool Rooms, Dance Halls, Hotels, Confectionery Stores, Bus Stations, etc. Large Capacity Offers Unusual Profits With Minimum Operating Costs. Write Us Regarding this Year Around Money Maker.
KALBACH-McDONALD CO.
1143 Fairmount Ave., Philadelphia, Penn.



**LITTLE
NUT**

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

**LITTLE NUT
VENDOR CO.**
Lansing, Mich

Experienced Merchandise Vending Machine Route Salesmen, financially able to get sample outfit, travel and appoint New operators of entirely New Combination 5c and 1c Bulk Vender. Elaborate national set-up; fair price; liberal commissions. Address J. W. S. LANGLEY, 307 W. Fort St., Detroit, Mich.

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

WHY PAY MORE

WHEN YOU CAN GET MULTIPLE CHUTE ADJUSTABLE CHANGING ODDS, ONE BALL PAYOUTS AT SUCH LOW PRICES?



Big, massive, beautiful machines, rich in colors! Measure 50" long and 24" wide!



These games must be good! Others are trying to copy. BUT — They can't beat our price or quality. They can't give immediate delivery!

EITHER GAME

\$125

Ticket Game, \$135. Electropak equipped (batteries optional).

D. C. ADAPTOPAK, List Price, \$12. (One Adaptopak can serve any number of machines in the same location.) Check Separator, \$5 extra. Mint Vender, \$10 extra. 2 or 3 Ball Play, \$5 extra.

IMMEDIATE DELIVERY

DAILY RACES

Play 'em "across the board" with DAILY RACES, the game with real race track Mutuels! The first nickel in the multiple chute flashes name of horse and its odds for Win, Place and Show. Each additional nickel adds another horse and odds change. If all eight horses are played, additional nickels change only the odds. DAILY RACES is the operator's chance to collect as much as 40c, 75c, \$1.00 or upwards in nickels on each play. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing" . . . place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00!

SUNSHINE DERBY

Outstanding one-ball automatic payout with player changing odds. THE profit-sensation of the day! LOWEST PRICED payout in its class. 50"x24". \$89.50.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

BROKERS TIP

The nearest duplication of the Frenzy, Excitement and Suspense of a real Stock Exchange! As each nickel is inserted into the multiple chute, a Commodity and prices for its Bonds, Preferred Stock and Common Stock are flashed on the "Quotation Board." If prices are not satisfactory, each nickel changes the prices and adds another Commodity. After all eight Commodities are secured only the prices change. Odds run up to 40-1 and are subject to mechanical adjustment for tight or liberal awards. You're not speculating when you invest in BROKERS TIP! Order now!

Merchandisers Are Back

BROOKLYN, May 2.—D. Robbins & Company, Brooklyn, manufacturers of the new "2-in-1" Vender, report that some of the largest coin-machine distributors in the country have signed for exclusive selling rights for the modernistic bulk merchandiser.



- "Miss America Doll" Orig., large size, with Feather Dress, Earrings, Necklace with Hi-Hat and Cell. Cane. Gr. \$9.00
 - MICKEY MOUSE SILK PARASOLS. Doz. \$1.80; \$21.00 Gross
 - HI-HAT FUR MONKEYS. Gr. \$4.00 No. 70 Streetmen Special BALLOONS, Gross 2.50
 - Cat Toss-Ups, firsts only. Gr. 4.00
 - Men's White Maple CANES, Black Handle. 7.50
 - New Felt Large COWBOY HATS. Dozen 1.50
 - 4-Color Whistle FLYING BIRDS. Gr. 2.00
 - Large Jap. INFLATED ANIMALS. Doz. 2.00
- New Price List on Request. One-Half Deposit on All Orders.

HARRY KELNER & SON, Inc. 50 BOWERY, NEW YORK CITY "Known for Low Prices."

The slugproof coin slots, plus absolute waterproof construction, appeal particularly to experienced operators and distributors. According to the enthusiastic manner in which the "2-in-1" Vender has been received and according to the large orders placed, it proves, beyond a doubt that merchandise vending machines have "come back" stronger than ever.

Quantity shipments of the "2-in-1" Vender will commence in about 10 days, says Dave Robbins. Both a 1-cent and a 5-cent model will be manufactured.

Offers Penny Cig Vender

BROOKLYN, May 2.—After testing most of the 1-cent cigaret vending machines now on the market, D. Robbins & Company, Brooklyn, have discovered a machine of this type which seems to possess all the essential qualities. It is the Midget Vender. The Midget is a double-column machine which vends two brands of cigarets. The machine is equipped with a mirror set in a polished aluminum frame. There are two locks, one for the cigaret compartment and one for the cash box. The Midget can be screwed to the wall or placed on counters. After paying 15

per cent commission to the merchant, the operator's profit is 55 per cent on the sale of penny cigarets. Due to volume sales which may be expected in a machine of this type, a route of penny cigaret machines should prove a profitable investment. D. Robbins & Company have the Midget 1-cent cigaret vending machines in stock and can make immediate shipments. The Midget machine has been approved by the Internal Revenue Department.

Cupid Snares Ben Becker

NEW YORK, May 2.—Benard Becker, in charge of the showroom for International Mutoscope Reel Company, Inc., here, is to be married May 9 to Kate Chwatt. The ceremony and reception will be held at Trotsky's. Many of their friends will be there, including fellow members of the Grand Street Boys.

Becker's genial personality has helped to make many friends for Mutoscope and upon his return from a honeymoon he plans to concentrate his efforts in the promotion of the Photomatic, in which he has great faith and enthusiasm.



CHARLIE SCHLICHT, Western sales manager coin machine division —Charlie has built up the Western operators' business to compete with any other section of the country. He is a mechanical expert himself on machines and is known to have added many fine ideas to the Bell.



TAKE A FEW POINTERS FROM "JOE" CALCUTT ON PAMCO PALOOKA!

It's **Brand NEW!**
"GALLOPING PLUGS"

Big Odds Commutator more attractive than ever!
Clever new Animated Mechanical Horseshoe devours ball for high Payout—or changes its course toward others!
Comic Horse Race Cartoon effects pull heavy play!
Ten can play at one time through Multiple Chute!
Odds change automatically with each new coin—or players can improve values by shooting for Top Skill Switch!
New Disc-Type Escalator a decided improvement—never jams!

Broad expansive Playfield makes winning look easy—tantalizing suspense from top to bottom—no "out" holes!
Takes in plenty of cash—tested and proved for earnings!

Order Pamco **"GALLOPING PLUGS" At Once!**

PAYOUT MODEL \$149 **TICKET MODEL \$159**
Electropax Standard Equipment.
No Charge for Check Separator.

When a Payout Table **OUT-PERFORMS** and **OUT-EARNS** both single unit **BELL** and other type payouts —I say it's a **REAL INVESTMENT** in **HEAVY PROFITS!** Our experience with **"PAMCO PALOOKA"** points **ONLY** to **HEAVY** and **LONG-TIME EARNINGS.** **"PAMCO PALOOKA"** with Bowl Type Scoring—Automatic Changing Odds —6 Coin Chutes—and a **WORLD** of **BETTER** operating Features is a **"Wise" Buy NOW!**

Super De Luxe — **\$189.50**
Mechanically **PERFECT!**
Place Your **"PAMCO PALOOKA"** Order To-day at

"JOE" CALCUTT
THE VENDING MACHINE COMPANY



U. S. Pat. 2029177.
Electropak Standard Equipment
At No Extra Cost.

50"
BY
24"

WRITE! WIRE!

THE VENDING MACHINE COMPANY
205-15 Franklin St., FAYETTEVILLE, N. CAROLINA.

Operators are **TALKING** and **TAKING** ... **"PAMCO"** **GALLOPING PLUGS**

- NEW PAMCO ODDS COMMUTATOR TWICE SIZE OF FORMER PAMCO GAMES. DOUBLE APPEAL!
- SMART NEW SNAPPY HORSESHOE ACTION CAPTURES BALL FOR HIGH PAYOUTS. IT'S CLEVER!
- COMIC HORSE RACE CARTOON EFFECTS—A NEW HEAVY PLAY-PULLING FEATURE!
- TEN CAN PLAY AT ONE TIME—MULTIPLE CHUTE TAKES UNLIMITED NUMBER OF NICKELS!
- ODDS CHANGE AUTOMATICALLY WITH EACH COIN INSERTED. CHANGE AGAIN WITH SKILL SHOT!

... and a HUNDRED OTHER NEW FEATURES make

GALLOPING PLUGS Your Best Selection **NOW!**

PAYOUT MODEL \$149 TICKET MODEL \$159

AUTOMATIC COIN MACHINE CO.
369 CHESTNUT ST., SPRINGFIELD, MASS.

BUY FROM US AND SAVE MONEY

WE HAVE NOT ONE—BUT ALL THE WINNERS!

- | | |
|--------------------------|-------------------------|
| BALLY'S ALL STARS | GOTTLIEB'S DAILY RACES |
| BALLY'S HIALEAH | MILLS' TYCOON |
| BALLY'S MULTIPLE | PACIFIC'S PAMCO PALOOKA |
| BALLY'S PARI-MUTUEL | PACIFIC'S PINCH HITTER |
| CHICAGO COIN'S BUDGET | PACIFIC'S RED SAILS |
| CHICAGO COIN'S MONOPOLEE | ROCK-OLA'S ALAMO |
| EXHIBIT'S BIG RICHARD | WESTERN'S SNOOKER |
| GOTTLIEB'S BROKERS TIP | WESTERN'S WILDFIRE |
- SLOT MACHINES—COUNTER GAMES—MERCHANDISE OPERATORS**—Join our Joe's Share the Profit Club and save money.
Write for prices.

HUBER COIN MACHINE SALES CO.

600-610 WEST VAN BUREN STREET

CHICAGO, ILLINOIS

PACIFICE ANNOUNCES

(Continued from page 97)
new Pamco feature. Should coins ever overlap, they are immediately brushed back into a lie-down position. Galloping Plugs has plenty of humor—with comical galloping horses leaping across the board. Odds change automatically when coins are inserted, but an unlimited number of coins are often used to improve player odds. Ordinarily one player, or as many as 10, will invest up to 10 coins or more, for payouts are based on a total insertion of one to ten coins.
However, if odds showing do not suit, it's common to see players run a big supply of nickels into Galloping Plugs to get top odds on the win pockets. It is clearly indicated that Galloping Plugs has been carefully planned. A clever feature in the form of a horseshoe guarding a centrally located skill payout pocket, is said to generate more repeat play interest. When a ball is directed toward the pocket the horseshoe moves up and down with measured tread, either letting the ball run in for a high payout or bumping it back up and across the board.

A skill lane located at top center of the board directly above the horseshoe changes player odds as often as they hit it. Then the ball runs down to do its antics in tantalizing fashion. There are no out holes. Galloping Plugs payouts range from a dime to \$1.50. Payouts are handled unflinchingly by Pacific's

muffled payout unit in the correct amount each time. Aside from artistic and beautiful multi-tone color effects on the cabinet, both light-up board and playfield offer radically new ideas in amusement design. Comic cartoons depicting race horses and jockeys vying for honors add zest, spice and life to the game. These appear on both sides of selections and the large odds commutator on the backboard, as well as in the playfield itself.

Fred McCellan, president of Pacific Amusement Manufacturing Company, states that Galloping Plugs is in heavy production and that it promises to run for a long time with excellent results on locations.

WANTED **BALLY DERBYS** **JUMBOS**

Or any of the late Pay-out Tables—any quantity. State lowest price—must be A-1 condition.

MANN NOVELTY CO.
4815 Cottage Grove Ave. Chicago, Ill.



In fact

ANY DAY GERBER & GLASS *ray-*

TYCOON

WITH A MILLS GUARANTEE !

GERBER AND GLASS

914 DIVERSEY BLVD., CHICAGO, ILL.

IT'S NOT A SALE UNTIL YOU ARE SATISFIED !

NO GREATER GAMES WERE EVER BUILT



20 COINS PER GAME



ONLY 2 COIN CHUTES

20 MILES a minute—is faster than ONE MILE in the same time.

That's the speed of EXHIBIT'S "BIG RICHARD"

Yes, Sir—20 coins per game—and 60 seconds of the most intensifying thrills is the remarkable performance—of this "greatest" of all pin tables.

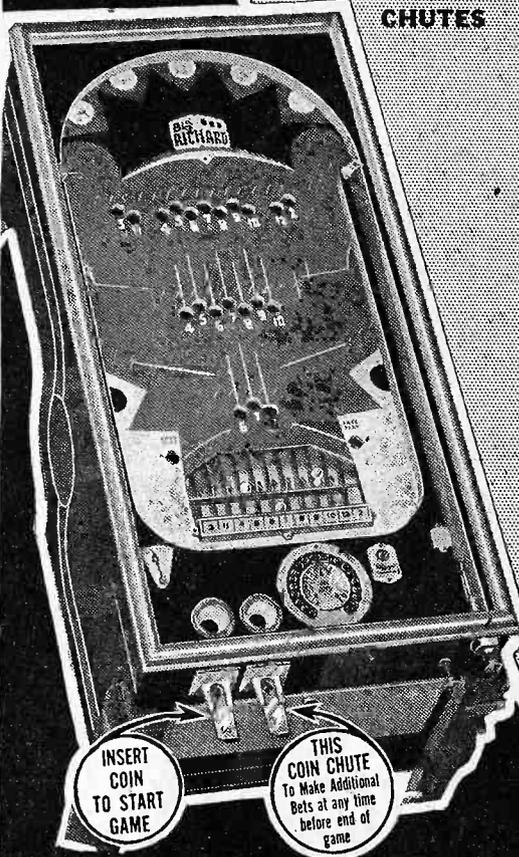
TIME is MONEY. Don't lose either. Get all facts about "BIG RICHARD" at once from your Jobber.



CHANGING ODDS



JACK POTS



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game

No player can resist the fascination of a "slot". That's why—players can't resist—

EXHIBIT'S "ELECTRIC EYE"

PISTOL TARGET MACHINE MILLIONS of PLAYERS are waiting for this marvelous scientific "LIGHT BEAM"—shooter. Every location wants it to attract crowds.

COVER YOUR SPOTS-QUICK Buy on special term payments if you wish. Get all information—right now at your Jobber.

IN NEW YORK, SEE MODERN VENDING CO.

SOUTHWEST DISTRIBUTOR ELECTRIC BALL CO. DALLAS, TEXAS

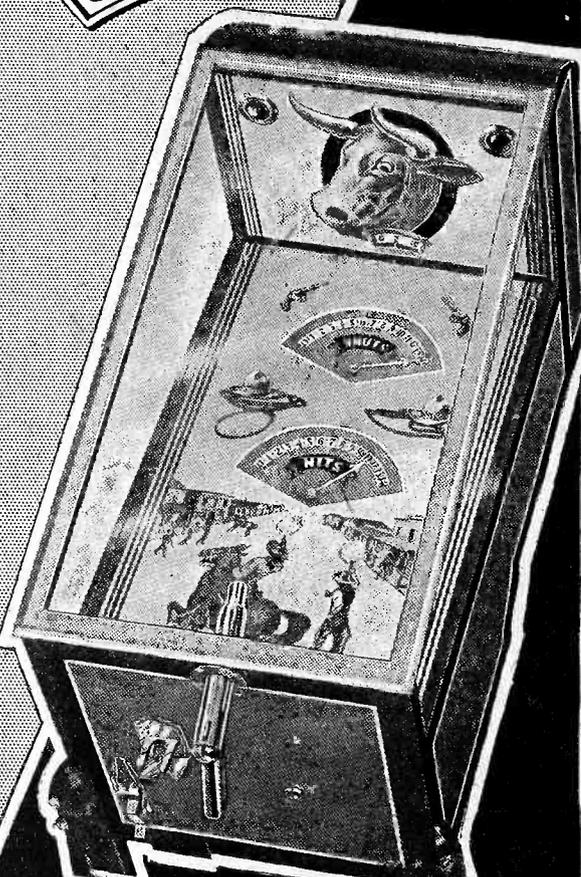
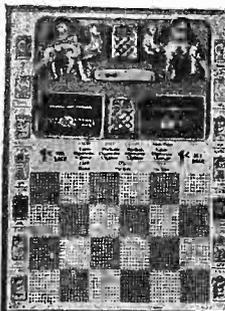


EXHIBIT SUPPLY CO. • 4222-30 W. LAKE ST. • CHICAGO



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company 121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00 Costs You \$2.90

One-Third Cash with Order, Balance C. O. D.

Two Shifts Busy On Genco Champs

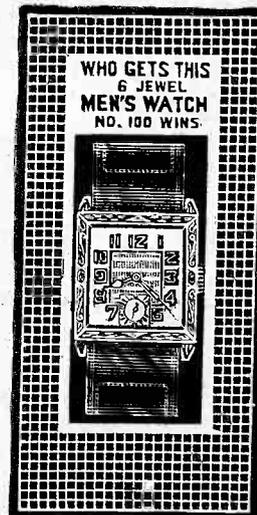
CHICAGO, May 2.—Things have been humming at the Genco plant since the production of their baseball game Champs was announced. Dave Gensburg reports that the operators have enthusiastically received the new Genco novelty game and many of them report better-than-average earnings. The Genco plant is running on two shifts now producing Champs in order to keep up with the demands of their distributors and jobbers.

Dave points out that Champs has so many unique features that operators cannot resist buying. A big feature is the permanent recording device which registers all payouts. The device is built inside the machine, where only the operator may get to it. With the use of the recorder, not only are collections simplified, but cheating on the part of the locations is absolutely eliminated. All the operator does when he makes his collection call is to check the payouts on the recorder and then reimburse the location owner accordingly.

As soon as a coin is inserted four captive balls line up at the home plate. Then as balls are shot by the player into the various single, double, triple, home-run and sacrifice-hit holes the captive balls run the bases. All runs are recorded in lights on the light-up backboard. Balls played are visible to the player so that he may know at all times how many balls he has left to play. Champs is a 10-ball game.

Glamorous Melba Schnepfs, Mutoscope beauty, got a long-distance proposal from an important California op via letter. And the glamorous girl is feeling all excited about it.

OPERATORS



MAKE BIG PROFIT With This One.

6 Jewel Men's Wrist Watch. High-Grade Movement, and a 500-Hole 5c Salesboard. Complete. No. B110.

\$3.45

Send for Our New Bargain CIRCULAR.

Full of Many New 1c-2c and 5c Salesboard Assortments

Send 25% Deposit with Order.

LEE-MOORE & CO. CHICAGO. 180-182 West Adams St.,

ROLL-A-BALL

WRITE FOR COMPLETE DETAILS!!

GEORGE PONSER CO., 11-15 East Runyon St., NEWARK, N. J.

The GEM It's a Jewel for Profit Making

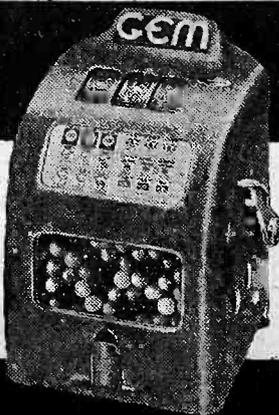
A REAL BUY AT \$12.95

F. O. B. Chicago

The GEM of all Penny Play Cigarette Machines and a jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—

Make Steady Year 'Round Profits



GARDEN CITY NOVELTY MFG. CO. 4331 RAVENSWOOD AVE. CHICAGO, ILL.

Buy Your TYCOONS

Slots and all the latest New and Used Games from us. Immediate deliveries.

L. H. HOOKER NOVELTY CO. Arnolds Park, Ia.

It Helps You, the Paper and Advertisers to Mention The Billboard.

ADVERTISING PAYS IF PUBLISHED IN THE RIGHT MEDIUM

The first order for machines was placed thru an advertisement in The Billboard.

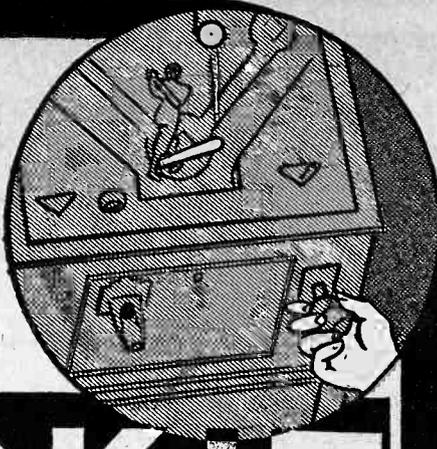


OVER

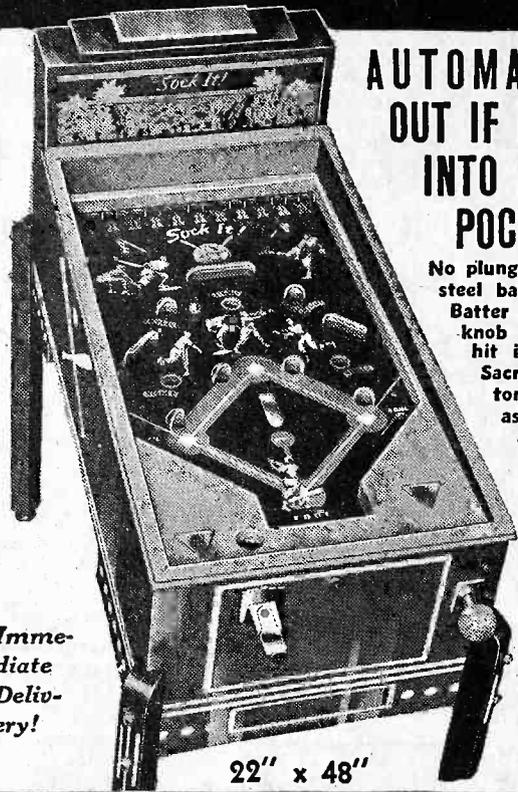
\$5,000,000.00

worth of merchandise has been purchased from the Mills Novelty Co. by Samson Novelty Co. since the first contact was made --- thru advertising columns of The Billboard.

**NO PLUNGER-
PLAYER BATS
THE BALL
HIMSELF and**



SOCKIT



**AUTOMATICALLY PAYS
OUT IF BALL IS BATTED
INTO A WINNING
POCKET**

No plunger—as player inserts coin a steel ball is automatically pitched. Batter strikes at ball by turning knob which swings a bat. Ball hit into Single, Double, Triple, Sacrifice or Homer pockets, automatically pays out as high as \$1.50. Ball is automatically pitched until hit by player.

**POSITIVELY THE BEST
BUY YOU CAN MAKE!**

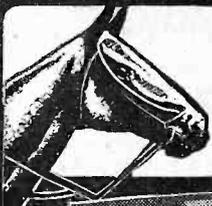
\$99⁵⁰

**CHECK SEPARATOR
\$5.00 ADDITIONAL**

**Imme-
diate
Deliv-
ery!**

22" x 48"

**BOLD VENTURE WINS —
THE BIG KENTUCKY DERBY STAKES!**



**RACES
WINS —**

**BIG PROFITS FOR
ALL OPERATORS**

1 Ball Automatic Payout—Changing Odds — Adjustable Payout—Multiple coin slot permits from 1 to 20 or more coins on same play — Each coin inserted lights an additional horse and may change Win, Place, Show odds. All 8 horses may be played—Player can try for better odds after all 8 horses are played by inserting more coins—they go for the 40 to 1 odds!

**Imme-
diate
Delivery!**

24" x 50"

\$125.00 Stancor Unlverter Equip-
ped. Batteries Optional, **\$135.00** Ticket Check Separator,
Model. \$5.00 Additional.

**WESTERN EQUIPMENT
& SUPPLY CO.**

925 WEST NORTH AVENUE • CHICAGO, ILL.

**Gerber & Glass
Take on Pacific**

CHICAGO, May 2.—Gerber & Glass, of Chicago, announce that they have again taken on the distributorship of the Pacific Amusement Company's products. In the past Gerber & Glass have exploited three great Pacific successes in a row. Several weeks ago the firm decided that Pamco's Palooka had what it takes to be an outstanding game. They immediately contacted Fred McClellan, of the Pacific Amusement Company, and made arrangements for a large deal on the game. To date Gerber & Glass have sold several hundred Pamco Palookas. Their confidence in Pamco's Palooka has been definitely proved by the large number of re-orders that have come in from operators.

With the announcement by the Pacific Amusement Company of its new one-shot pay-out game, Galloping Plugs, Gerber & Glass expect to do a bigger job for Pacific than they have ever done before. Both Paul Gerber and Max Glass, who have seen the new Pamco game, state that it cannot help being a great success. It has many outstanding features that will firmly grip the player's interest and keep him dropping his nickels. Galloping Plugs has many new features.

A Human Coin Chute

CHICAGO, May 2.—For 40 years manufacturers have excused themselves by saying "slugs are a necessary evil!" The Mills firm, however, was never satisfied with that excuse, and that is why all Mills machines have always carried more slug protection than ordinary machines. The new Mills Electric Coin Chute, with its almost human ability to select and reject, is one of the proudest achievements of the company's history.

It accepts a nickel, dime and quarter for one, two or five plays. You insert your coin—there is no plunger to push or pull, no further work to do! The coin snaps into the hole and jumps a gap into the internal coin-chute mechanism.

Here it is weighed, tested and inspected in a truly Sherlock Holmes fashion. If it is a slug it will not be certified by the mechanism and returned to the player.

The coin chute is not only slug proof, it is also clog proof. Paper, cardboard, tinfoil and all other foreign materials will not jump the gap to the internal coin mechanism once inserted in the external slots. They fall down into a "scavenger" and in no way interfere with the working of the machine. In case someone deliberately jams up the external slots a metal button can be turned by the location owner or anyone else and the slot is cleaned out instantly—without a service call.

ENTIRE COLLEANO

(Continued from page 3)

others in Berlin, where they will play the Scala the entire month of June. The Maurice end of the family has appeared in vaudeville theaters for years, while Con was on the circus and Winnie was playing both circus and fairs. They were all together in one unit in their native Australia, playing circus, but never in a theater.

PARK MEN

(Continued from page 3)

by flames and smoke. All three had been here preparing for the resort reopening on May 15.

Mr. MacDonald joined Maurice Bigelow, son of one of the victims, in efforts to rescue Mr. Kleeb and Mr. Bigelow, but intense heat kept them from entering the cottage. Mr. Bigelow had been living in the park since first of the year. His son, manager of Conneaut Lake Hotel, was sleeping in a near-by cottage when he was awakened by the flames.

According to Mr. MacDonald, fire apparently started from a coal-burning water heater, which had been burning when the three retired. Cottage, one of the oldest in the resort, had nine rooms and was virtually destroyed, with a loss estimated at \$5,000.

Mr. Kleeb, 52, formerly was connected with Peoples-Pittsburgh Trust Com-

pany and was only recently appointed park general manager to represent the bank. He is survived by his widow and three daughters. Mr. Bigelow, 66, is survived by his widow, two sons, a brother and three sisters. Bank authorities said successors will be appointed next week and that the park probably will reopen on May 15 as scheduled.

N. Y. WORLD'S

(Continued from page 3)

bill for disposition by legislators in Albany, asking authorization for New York City to issue \$7,000,000 of serial bonds and corporate stock which will be the city's share in financing the expo. Proposal, if adopted, would have the board of estimate appropriate funds for acquisition of additional land for the site in Flushing Meadows and for building construction and improvements. State would contribute \$4,125,000. Estimate board has already okehed the measure, which would form an amendment to the city charter.

Bob Moses, park commissioner, cold-watered the fair when he predicted that it would not be ready before 1940, altho it is scheduled for the year before. In a letter to the fair committee of the estimate board he scored the management severely. Not long after the Legislature met and passed four fair bills for approval by Gov. Herbert H. Lehman. Measures allot upward of \$2,000,000 as the State's share and empower the city to issue \$7,000,000 in bonds and stock. The governor will probably have approved the measures by the time this reaches print. Meantime a prelim fund of more than \$300,000 was set up by the estimate board for actual work on the grounds. Mr. Whalen assured the board that a bond issue of \$20,000,000 would shortly be placed on sale for financing the fair and announced speeding up of plans following authorization of the site and an addition by condemnation of 300 acres. He said that several corporations would take up the major part of the bond offering, with one set to spend \$5,000,000 for an exhibit.

Mayor F. H. La Guardia said that "scare headlines" throwing doubt on the fair's opening before 1940 do not rate in the discussion because Commissioner Moses' letter was framed four weeks ago, and the commissioner himself states that management and fair structure have improved considerably since he authorized it. Appropriation of \$308,000 by the city is divided as follows: \$193,000 for inspection and supervision of grading of the site by civil-service personnel; \$50,000 for salaries to engineers in the office of George U. Harvey, boro president of Queens, in which Flushing Meadows is situated; \$10,000 for engineering firm of Madigan & Hyland for technical consulting and scientific services, and \$55,000 for contract with Morgan & Proctor for test borings and scientific analyses at the site of bridges and other permanent structures and for services in designing foundations.



HARRY WOLCHER (Chief Yaw-ta-no-loo) in Indian costume as honorary chief of the Oltuli (sometimes pronounced O'Toole) Indians.

HURRY! Factory Swamped with Orders!

Bally's

RELIANCE PAYOUT DICE GAME

THERE'S A REASON

for this AMAZING popularity!

IT REALLY rolls the bones—plays the old favorite "seven-come-eleven" game with GENUINE TRUE DICE! That's why RELIANCE machines are earning profits which amaze even the old-time "bell" operators—and that's why the factory is literally swamped with a never-ending flood of repeat orders! Yes, it really rolls the bones! **PLAYER WINS ON 7 OR 11—loses on 2, 3 or 12.** And if any other number is thrown, **HANDLE TRIPS FOR FREE PLAYS**, and player "throws" till he "makes his point" or sevens! And remember—the dice are not loaded, shaped or mis-spotted! They are genuine true dice—and they spin and twirl as if thrown by hand! And yet **PAYOUTS** are all **FULLY AUTOMATIC!**

NICKEL MODEL \$119⁵⁰
QUARTER MODEL \$124⁵⁰
F. O. B. CHICAGO



15 1/2" wide
11 1/2" deep
12" high

\$25.00 GOLD AWARD!

Automatically released for 4 "naturals" in a row—\$25.00 on Quarter Model, \$5.00 on Nickel Model. That's what holds the crowds for hours of **REPEAT PLAY** and keeps the cash-box crammed with coins!

All models can be set for **CASH** or **CHECK** play. Change instantly made by pushing small lever.

Don't wait till competition gets the choice of locations with RELIANCE. Rush Your Order Today!

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.
JOHN A. FITZGIBBONS, INC., EASTERN DISTRIBUTOR
453 W. 47th ST., NEW YORK, N. Y.

WANTED ATTRACTIONS

SHOWS, RIDES, CONCESSIONS.
CELEBRATION JULY 3rd, 4th
FAIR GROUNDS, MANCHESTER, IA.
Address E. W. WILLIAMS.

WANTED EXPOSITION SHOW WANTS

Show Attractions. Courtney wants Ed Andrews, or Midnets, Coley Bonnie, Jean Meduci. Wire by Western Union. WANTED Half-and-Half and Billy, Straight Hawaiian Show; also strong Geek led. Midwestern showmen get in touch with Lewis, Carnegie, Pa., this week; Canonsburg, Pa., week of May 11.

WANTED QUICK GIRL DANCERS

Merely Century of Progress experience. State Also Accordionist for Bally. Wire **MANAGER** R. L. SHOW, Tilley Shows, Pekin, Ill.

WANTED

ay Track, Indian Village, Illusions. What have you? A few Concessions open.
WANTED AYDEROSS PARK, Saratoga Springs, N. Y., **FRED H. PONTY**, 205 East 42nd Street, New York, Room 523. Phone: MURRAY Hill, 4-3520. LAST CALL INVESTIGATE!

WANTED TRUCK CIRCUS WANTS

Side Show, Ticket Seller that makes Second strings, Colored Musicians, Trumpet, Tuba, Light & Girl for Minstrel Show. Man to Sell Novelties. Big Show, White Musicians, Trombone, Clarinet, other Musicians. Wire **MANAGER** W. L. C. CIRCUS, May 7, Paintsville; 8 Louisa; 9, W. Hill; all Kentucky; 11, Logan, W. Va.,

Wanted Foreman

Parker Merry-Go-Round. Address P. O. Box 918, Johnstown, Pa.

CLEVELAND HOME SHOWS WANT Cleveland Lots Kiddie Ride, Corn Game, one Grind Show, Popcorn, Candy Floss, Pitch-Till-U-Win and other legitimate Concessions. Playing best lots in Cleveland. "Spot" Bassinger come **L. GLOTH**, Pines Hotel, Cleveland, O.

WANTED TO BUY MIXUP

Must be cheap. **A. ANDERSON**, Chattanooga, Tenn.

Gentilich Goes for Pamco Galloping Plugs

CHICAGO, May 2.—Reports from New Orleans have it that Sam Gentilich is considering a trip to the Windy City to prepare for operator demands on Pamco's Galloping Plugs. A big user of Palookas which are being shipped out at least two times weekly to the big fellow in the Delta City, Gentilich is always one jump ahead in getting Pacific's latest releases into his display rooms.

As Sam puts it: "We've got to figure on the time element in getting delivery on games. We're not as close to Chicago as a lot of near-by jobbers and distributors, so I make it my practice to be there first if possible when Pacific is producing a new winner. From what I know about Galloping Plugs, it's something different, with new play and operating features that mark it a real success way in advance."

RINGLING-BARNUM

(Continued from page 3)
today, the swan song, lured close to a sellout matinee, the evening show being just fair, which still rates better than expected.

S. W. Gumpertz, general manager, refused absolutely to reveal figures beyond stating an increase of 11 per cent over last year's tremendous returns and that it was the best New York run since 1929, which was tremendous, and of course far ahead of 1930, '31 and '32, which were hit by the blight. Pickup, he stated, started in 1933, with 1934 still better and last year best since '29 until the current engagement toppled it over. Figuring heavily in the statistics is the tax wrinkle. Customers paid the 10 per cent federal tax this year, whereas it was absorbed by the show formerly.

Dorothy Herbert was out of the show a few days with leg trouble, but went on prematurely despite Dr. "Mike" Berger's advices. Still out is Mlle. Gillette, who snapped a tendon when she did her breakaway on one foot, the other dangling. Appears she may never work that particular act again, or not for

some time, at any rate. Walter Guice, at finish of aerial bar turn, jumped down to the net, one of the plank supports giving way and throwing him, causing forehead and leg injury which made the blood flow but not considered serious. Side Show, with Austin King and Harry Lewiston dividing the lecturing, gave 346 shows, which may be a record. Average was nearly seven per performance, with five given on the come-in and two after the big show break. Howard Y. Bary's pygmies did not tour the hipp track today, being shipped down to the yards to "rehearse" the loading for the run to Boston, which begins on Monday. This was done to obviate possible confusion and time-wasting.

Giant Jack Earle's exhibition of paintings opens at the Delphic Studios at 724 Fifth avenue on May 4 and concludes on May 17. This is his first exhibition in New York, but he had a one-man show early this year in El Paso.

Bessie Castello, well-known rider, had constant visits with her daughter, Bebe Siegrist, who works in Guice's riding act and also with Otaris flying act. Oscar Lowande, clown and once a stellar principal equestrian, was another backstage frequenter. Daisy, the midget, celebrated her birthday on Wednesday and received a corsage of orchids, among other gifts. George Blood, cookhouse boss, was tendered a birthday party yesterday after the afternoon performance, a dozen execs and others turning out to pay tribute. Blood responded with a delicious feast. He's 33.

Orphans, charity wards and underprivileged children made their annual trek to the Garden on Monday as guests of the management, with more than 14,000 checked in. Bellevue Hospital was visited last week, the adaptable acts contributing their services.

SHELL BROS. CIRCUS

Privileges open. Lunch Stand, Novelties, Floss, etc. Jack Pearson wire or write. Boulder, Colo., May 7; Cheyenne, Wyo., May 9.

WANT FOR KAY BROS. CIRCUS

Hill Billy Acts, Clowns, Musicians, Boss Canvasman, Working Men, Billposters. FOR SALE—Calliope on Dodge Truck, \$300.00. Pittston, Thursday; Olyphant, Friday; Sunbury Saturday; all Pennsylvania.

F. & M. SHOWS WANT

ACCOUNT OF DISAPPOINTMENT

Ball Games, Bowling Alley, String Game, Pitch-Till-U-Win. Will book any legitimate Concession, privilege reasonable. Johnnie Whittaker, Floyd Clark, wire. Want one or two more Grind Shows. Everybody working in this territory, plenty of money. Fair Secretaries and Celebration Committees write or wire. L. FAUST, Manager, Milton, Pa., this week.

LANSING, WEEK MAY 11.

Joyland Shows

SAGINAW, WEEK MAY 18TH.

WANT—A couple of shows of merit that do not conflict. Mable Mack, wire if you want location. Want Legitimate Concessions. Good opening for Ball Games, Scales, Frozen Custard and American Palmistry. Address **ROSCOE T. WADE-HARRY MILLS**, This week Kalamazoo, Mich.

RETAIL MERCHANTS EXPOSITION

FAYETTEVILLE, N. C., WEEK OF MAY 25, 1936.

WANTS Acts that can double. Also Acts for Floor Show. Want to hear from a good 8 or 10-Piece Dance Band, good Hawaiian Troupe. Good opening for Bingo and other Concessions. Rates reasonable. This is indoors. WANT two good Advertising and Exhibit Salesmen (male or female). Jack Finch get in touch with us. All address **MERCHANTS' EXPOSITION HEADQUARTERS**, Rosemont Hotel Bldg. Fayetteville, N. C.

REO BROS.

Want Drummer and Musicians to enlarge band, also want Ticket Sellers and Useful People. Lambertville, N. J., May 8.

L. J. HETH SHOWS WANT

Merry-Go-Round Foreman, Man to take charge of new De Luxe Kiddie Ride and courteous Help for all Rides. Must be sober and reliable. ALSO WANT Candy Butcher for sit-down shows and Talkers and Grinders. Pay your own wires; we pay ours. Humboldt, Tenn., week beginning May 4; Clarksville, Tenn., to follow.

MAD CAP THE GREATEST NON-PAYOUT PIN GAME OF ALL TIMES. **\$47.50**

OPERATORS: DON'T OVERLOOK THE OPPORTUNITY OF ADDING SOME MAD CAPS TO YOUR ROUTE. IMMEDIATE DELIVERIES.

A STOCK OF SEEBURG'S NEW SYMPHONOLA PHONOGRAPHS ALWAYS ON HAND. Missouri and Southern Illinois Distributors for the above.

GUARANTEED RECONDITIONED MACHINES

PIN GAMES.	COUNTER GAMES.	PHONOGRAPHS.
Five and Ten . . . \$15.00	Dandy Vender . . . \$ 7.50	Mills Model 801 . . \$70.00
Frisky 10.00	Radio Wizard 5.00	Mills Troubadour . . 95.00
Homestretch (Race Horse) 20.00	Three Cadets 6.00	Seeburg Model E . . 95.00
Lucky Star 15.00	ABT Sportland . . . 12.00	Seeburg Selecto- phone 125.00
Par Golf 15.00	Tickette 5.00	
Rapid Transit 15.00	Wagon Wheels . . . 12.50	
Sink or Swim 6.00	Win-A-Pack 10.00	
Starlite 5.00		

TERMS: 1/3 Deposit with Orders, Balance C. O. D.

W. B. SPECIALTY CO. 3800 N. GRAND BLVD. ST. LOUIS, MO.

CETLIN & WILSON SHOWS

PHILADELPHIA, PA., WEEK MAY 11, FOR AN INDEFINITE ENGAGEMENT

Want Workingmen in all departments. Want Foreman for new \$16,000 Lusse Scooter. Skin McNaughton, answer for Scooter. Want legitimate Concessions of all kinds. No Coupons or Gee Wheels. Want topnotch Talker for Wall of Death; James Teheley or Whitey, wire. Speedy Merrill wants Colored Musicians and Chorus Girls. Salary guaranteed by office.

Address, all this week, Harrisburg, Pa.

CALL--CALL--DIXIE MODEL SHOWS, Inc.

Opening week June 1, Bluefield, W. Va., downtown on Baseball Park. All people holding contracts with this show answer immediately. RIDES—Want to book Rideo, Baby Eli Wheel, Dual Loop-O-Plane on season's contract.

SHOWS—Have opening for Motordrome, Monkey Show, Fat Show, Animal Show, Five-in-One or any other shows of merit with or without outfits not conflicting (Doc Green, Ted Rea, Howell and others, answer quick).

FREE ACTS—Want one more sensational High Act on season's contract.

Band—On account of disappointment want eight-piece Uniformed Band that can cut it. Concessions—Have opening for Pennyland, Pitch-to-Win, Ball Games, etc. Note—We hold contracts for ten weeks of the cream of West Virginia and Virginia spots, including East Radford, Va., Fourth of July week, followed by 15 weeks of celebrations and Southern fairs. List and route will be furnished interested parties. All address J. P. BOLT, General Manager, at High Point, N. C., until and including week May 18.

VIRGINIA BEACH, VA.

A NEW CONCESSION CASINO

THE RESORT WHERE ALL BUSINESS EARNS MONEY

Prospects this year bigger and better. Can place Fortune, Penny Hearts, Circus Side Show, Museum, Skating Rink and other legitimate Concessions. Kiddie Rides for Kiddie Park. Want Operator for Four-Minute Photos; we have equipment.

Have High-Class Night Club. Capacity 600. Would consider Partner in this enterprise. Must be experienced.

Address S. LIVINGSTON, 1305 E St., N. W., Washington, D. C.

MAJESTIC SHOWS WANT

Loop-O-Plane, Tilt-a-Whirl or Flat Ride that does not conflict. Have outfit for showman. Worth-while Attractions, Concessions that work for stock. Corn Game, Popcorn, Custard and Photo Gallery still open. J. J. Steblar wants Chair-O-Plane and Merry-Go-Round Foreman. Musicians for Big Band, Ray Shoemaker, Harry Harris and Louie Litchy, come on. Want Second Man with car. This show plays eight weeks in West Virginia, where there is no depression. Grundy, Va., this week.

KRAUSE GREATER SHOWS

Opening Girl Revue, furnish outfit. Can place Monkey Circus, Motordrome, Ten-in-One, Fat Woman or Midget Show and others. Book or buy Ferris Wheel, book Loop-O-Plane or Loop Rides. Sell exclusive on American Palmist, Long-Range Gallery, Penny Arcade, Merchandise Wheels and other Concessions. In Pennsylvania soon. Address, this week, Morristown, Tenn.; Maysville, Ky., next week.

WANTED, Chorus, Dancers, Fan Dancer

State height and weight, to join at once. Sure salary, long season of fairs. Also People for Illusion Show. Wire by Western Union or write

ROYAL AMERICAN SHOW, Columbus, Ga.

New Distrib Firm Has Meteoric Rise

CLEVELAND, May 2.—The meteoric rise of Sicking-Gerber & Glass, Inc., has been the talk of the industry. Established not quite three months ago, it has placed itself on par with the leading distributing companies of the country. Business has boomed since the gala and pretentious opening, February 15, which was one of the greatest parties in the coin-machine industry. Representatives from practically every coin-machine manufacturer made the trip to Cleveland to join in the festivities.

The showrooms of Sicking-Gerber & Glass, Inc., are said to be among the most beautiful in the country. Individual salesrooms are arranged so that jobbers and distributors can conduct their transactions in the utmost privacy.

A complete up-to-date service department has been established to render quick and efficient repair service at all times. More than \$10,000 in parts and materials alone were stocked when the firm opened. Harry Glass, who is in charge of the sales for the firm, is one of best liked men in the industry. Having been connected with both the operating and jobbing ends of the business, Harry is intimately familiar with every phase of the industry. His keen insight into operating conditions makes his suggestions and advice most valuable to operators. It is said of Harry Glass that he would rather make a friend than a sale.

It was a feather in the cap of Sicking-Gerber & Glass, Inc., when the Mills Novelty Company appointed them to cooperate in the gigantic Mills Tycoon promotion. Altho realizing that S.-G. & G., Inc., was comparatively a new firm, it thoroly appreciated the fact that S.-G. & G., Inc., would put over the sales of Tycoon in a really big way. Sicking-Gerber & Glass, Inc., is wholeheartedly supporting Mills' Tycoon promotion because they believe that every operator and jobber who purchases Tycoon will be a Sicking-Gerber & Glass, Inc., customer for life.

Joe Huber's New Plan Clicks

CHICAGO, May 2.—Ever since genial Joe Huber announced his new share-the-profit-club plan of selling coin machines his offices have been swamped with orders, letters, telegrams, phone calls and what not from operators the nation over. To cope with the situation Joe had to increase his staff of employees, giving work to 17 more people. Joe reports that he used 310 new automatic pinball games, 73 counter games, 97 slot machines, as well as many orders for parts and supplies.

- ROUTES**
- (Continued from page 108)
- Greater American: Mexico, Mo.; Ottumwa, Ia., 11-16.
 - Greater Expo.: Decatur, Ill.
 - Greater United: Kilgore, Tex.
 - Gluberg's World's Expo.: Philadelphia, Pa.
 - Hames, Bill: Lubbock, Tex.
 - Hansen, Al C.: Metropolis, Ill.
 - Happy Days: Dickson, Tenn.
 - Happyland: Lincoln Park, Detroit, Mich.
 - Heller's Acme: South River, N. J.; New Brunswick, 11-16.
 - Hennies Bros.: East St. Louis, Ill.
 - Hilderbrand United: Eureka, Calif.; Marshfield, Ore., 12-17.
 - Hodge, Al G.: Newcastle, Ind.
 - Howard Bros.: Gloucester, O., 9-16.
 - Hughes Bros.: Ashland City, Tenn.
 - Hurst, Bob: Pistol Hill (P. O. Joinerville), Tex.
 - Imperial: Beardstown, Ill.
 - Joe's Playland: Cushing, Okla.; Blackwell 11-16.
 - Jones, Johnny J., Expo.: Johnstown, Pa.
 - Joyland: Kalamazoo, Mich.; Lansing 11-16.
 - Kaus United: Crisfield, Md.; Cambridge 11-16.
 - Kelley's Greater: Evansville, Ind.
 - King's United: Paris, Ill.
 - Krause Greater: Morristown, Tenn.
 - Landes, J. L.: Eldorado, Kan.; Emporia 11-16.
 - Lang, Dee: (Grand & Florissant sts.) St. Louis, Mo.
 - Lewis, Art: Bristol, Conn.
 - Liberty National: Clay, Ky.
 - McGregor, Donald: Hardin, Ill.
 - Majestic: Grundy, Va.
 - Majestic Midway: (4700 S. Kingshighway) St. Louis, Mo., 4-16.
 - Marks: Charlottesville, Va.; Martinsburg, W. Va., 11-16.
 - Metropolitan: Ruskin, Fla.
 - Mid-West: Huntington, Ind.
 - Miller Bros.: Big Stone Gap, Va.
 - Miner Model: Pennsburg, Pa.
 - Mohawk Valley: Lynchburg, Va.
 - Pan-American: Benton, Ill.
 - Pearson: Pana, Ill.; Shelbyville 11-16.
 - Perras Expo.: Potosi, Mo.; Steelville 11-16.
 - Pollie & Latto: Battle Creek, Mich.; Sturgis 11-16.
 - Reading United: Lafayette, Tenn.; Portland 11-16.

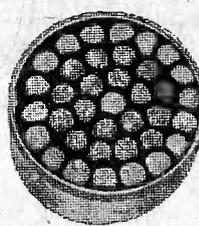
- Regal United Am. Co.: Clarksville, Tex.
- Rogers & Powell: Hickory Ridge, Ark.
- Royal American: Columbus, Ga.; Memphis, Tenn., 11-16.
- Royal Amusement Co.: Houston, Miss.; New Albany 11-16.
- Rubin & Cherry Expo.: Jackson, Tenn.; Decatur, Ill., 11-16.
- Shamrock: Sandia, Tex.; Mathis 11-16.
- Sheesley Midway: Ironton, O.; Portsmouth 11-16.
- Silver State: Ft. Collins, Colo.
- Small & Bullock: Gastonia, N. C.
- Smith Great Atlantic: Chatham, Va.
- Snapp Greater: Lebanon, Mo.
- Sol's Liberty: Champaign, Ill.; Bloomington 11-16.
- Spencer, C. L.: Wickliffe, Ky.
- Spencer, Sam: Brockway, Pa.; St. Marys 11-16.
- State Fair: Salt Lake City, Utah; Ogden 11-16.
- Strates Shows Corp.: Chester, Pa.
- Sunset Am. Co.: Keokuk, Ia.; Ft. Madison 11-16.
- Tilley: Pekin, Ill.; Canton 11-16.
- Tiowell, T. J.: Wink, Tex.; Hobbs, N. M., 11-16.
- United Shows of America: Wichita, Kan. Valley: Marfa, Tex.
- Volunteer State: Whitesburg, Ky.
- Wade, W. G.: Detroit, Mich.; Monroe 11-16.
- Wallace Bros.: Mattoon, Ill.; Clinton 11-16.
- Weer: Benton Harbor, Mich.; Niles 11-16.
- West Bros. Am. Co.: Quincy, Ill.
- West Coast: Lewiston, Ida.; Pendleton, Ore., 11-16.
- West, W. E., Motorized: Hominy, Okla.
- Western State: Waco, Tex.
- West's World's Wonder: Wilmington, Del.
- Wilson's: Bay City, Mich.
- Winter's Expo.: Carnegie, Pa.; Cannonsburg 11-16.
- Work, R. H.: (Baker & Marick sts.) Baltimore, Md.
- World of Mirth: Alexandria, Va.
- Yellowstone: Albuquerque, N. M.; Santa Fe 11-16.
- Zeiger, C. F., United: Cedar City, Utah.
- Zimdars Greater: Taylorville, Ill.; Danville 11-16.

Additional Routes

(Received too late for classification)

- Cannon Show: Waynesburg, Pa., 4-9.
- Daniel, 2-10, Magician: Smithfield, Ill., 4-9.
- DeForrest Show: Pikeville, Tenn., 4-9.
- Felton, King, Magician: Siloam Springs, Ark., 4-9.
- Lewis, H. Kay, & Hollywood Varieties: Fresno, Calif., 7-10; Merced 12-14.
- Marine-Firestone Co.: Lubbock, Tex., 4-9.
- Miller, Al H., Show: Ia, Ga., 4-9.
- Texas Max Show: Comstock, Tex., 4-9.

ASSORTED FRUIT JELLOETTS



Solid packed, and each piece individually Cupped. A Big Flashy Package well worth the money. A Wonderful Summer Number that will stand up in all weather. Box makes a handy Sewing Basket when emptied.

\$1.75 Doz.
Packed 3 Doz. to Carton.

\$5.25 Per Carton
Send for Free Illustrated Catalog.
25% Deposit with All Orders.

MARVEL CANDY CO., Inc.
101 WOOSTER ST., NEW YORK

WANTED SIDESHOW PEOPLE

Competent Talker and Manager. Can place Illusion Show, Glass House and Mechanical Show. Twenty fairs booked. Want capable Talker for Girl Show, also all-around Chorus Girls, Pianist, Drums and Accordion Player. Jackie and George Rody, wire Alyne Potter Morency. All others wire

J. GEORGE LOOS
GREATER UNITED SHOWS
Kilgore, Texas.

WANTED WEER SHOWS WANTED

Shows with own outfits on low percentage. Girl Show, Mickey Mouse, Monkey Show, Half-and-Half, or any other money-getting Show. CONCESSIONS—Stock Wheels of all kinds, Fishpond, Bowling Alley, Pitch-Till-U-Win, Shooting Gallery, String Game, Hoop-La, Cat Rack and any other Stock Concessions. Robertson wants Acts for Ten-in-One. Hindu Red wire. This show plays the best of territory and is booked solid. Wire or write **MAEL R. WEER**, Owner and Mgr., Benton Harbor, May 4 to 9; Niles, 11 to 16; Dowagiac, 18 to 23. All Michigan.

CUMBERLAND VALLEY SHOWS WANT

Shows and Rides that don't conflict. Athletic Man, Man to handle Merry-Go-Round, \$25 a week. Legitimate Concessions, Charlie Drill wants Coupon and Grind Store Agents, Joe Marks and Bill Cooley come on. Ten straight Fairs starting first week in August. Address all mail to **ELLIS WINTON**, Etowah, Tenn.

Operators IN OHIO

AND NEIGHBORING STATES —

GET AQUAINTED

offer

VERY LIBERAL

ALLOWANCE for any USED GAME on —



TIPCOON

GUARANTEED
BY MILLS

SICKING-GERBER & GLASS, Inc.

4606-8 PROSPECT AVE., CLEVELAND, OHIO

Electropak's Success With Ops and Distribs

By THE ROVING REPORTER

"Brother, I've seen things! I've just come back from the most amazingly and startlingly informative trip I've ever had. It all began like this: Last week I was in Detroit and went out to the EPCO plant on Russell street. I was prepared to see most anything and was greeted by the genial Mr. Chereton, president and chief engineer of the Electrical Products Company.

"From the minute I walked into his office I was in a new and strange country. First he took me thru the extensive offices. Everyone was busy—and happy about it. From there to the laboratory, where all kinds of the most impressive equipment was arranged in orderly fashion. It was here that Electropak was nursed from an 'idea' baby into the lusty and extremely vigorous production item. Mr. Chereton showed me the first working model of Electropak—showed me yards and yards of blue prints, charts and graphs; voltage and current curves, analysis records, operating statistics and data, specification sheets on all pin games, life-test records and original models of the various types of Electropaks developed for special requirements. In short, he showed me incontrovertible proof that Electropak was the original pin-game battery eliminator and that it was scientifically developed.

"From there to the production lines, where a seemingly endless stream of Electropaks was moving from initial assembly to final inspection. And are they

inspected? Every Electropak is checked carefully on a specially designed meter board by an expert inspector. Each one must conform to the exact standards set by the engineering department for actual pin-game requirements. Each one is actually operated on extreme load for some time and is then inspected again.

"From there Mr. Chereton took me to the sales department, where he showed me open orders from the Big Ten. Almost every pin-game manufacturer of consequence was represented. Orders, mind you, from pin-game manufacturers who are using Electropak as standard factory equipment. The last lingering doubt in my mind was dissolved. I turned to his sales-record card system just to see how many of his distributors were known to me and I got another surprise. For every major distributor and jobber in the industry was represented. Not just as having inquired, but as being constant users and purchasers of Electropak. I asked Mr. Chereton the obvious question: 'How did you do it?' Here is his answer:

"No need to go all over the origin of the Electropak with you,' he said. 'You know about that and have written about it to your readers. But the answer to your question is simple. Electropak is in demand today for only one reason. It is the original and genuine unit of its kind. And it embodies every refinement that could be proved to be desirable and advantageous to operators. We have never catered to price and we have never attempted to do the impossible. We know what pin games require in the way of power. We know the practical limitations of game operation and of electricity. We have consistently built a unit which would give service first and last. And our effort has been directed toward benefiting the operator.'

"Last fall we were well on the way to having universal operator acceptance. Today we have it. The operators demand Electropaks. The rest of the problem is merely to continue desiring that popular demand. We were first to see the plug-pulling problem and to answer it with Electrolok. Already Electrolok has saved thousands of dollars for payable operators. We were the first to see the need for a complete electrical replacement parts service for pin games.

First again, with Epcofuse, the safety valve for pin games; with Epcolamps, the only especially designed lamps for all pin-game requirements, and with Adaptapak, the universal A. C.-D. C. power units for pin games. Everything we make is original.'

"And so, brother operators, I took my departure. And I couldn't have done justice to our interests if I hadn't told you these things, for after what I've seen in Detroit I'm firmly convinced that there isn't anything 'just as good' as the best."

Three Sockits In Same Spot

CHICAGO, May 2.—Jimmy Johnson, owner of the Western Equipment and Supply Company, this week received a unique letter from a Texas operator. In part, the letter stated:

"I took the first Sockit I received and placed it in this particular location, which was always a pretty fair spot for me. Well, sir, they just played the devil out of that Sockit machine and the machine stood up like a trooper. On one of my many collection trips to the machine the location owner told me to put in another Sockit machine, in addition to the one I already had there, because people had to wait too long and consequently would walk away without playing the machine at all. I took the location owner's advice and placed another Sockit in the spot.

"I just don't know how to tell you about it because I'm not very good at writing, but after a few days the location owner expressed the opinion that he thought we ought to have another Sockit machine. Gee, whiz, altho I was making more money from these Sockit machines than I ever did out of any other table games before, I hesitated about putting a third one in. I just didn't think it was good business. Well, to make a long story short, I did put the third Sockit in. To tell you that all three Sockits are busy every minute of the day would be a gross exaggeration. However, all three Sockits are going great guns in this spot, and, Mr. Johnson, that game is well named because I'm sockin' plenty away. I just thought that I'd write to you and let you know what a great game you're making."

Sockit is beautifully designed and decorated with colorful baseball figures. The new Western Automatic pay-out table has no plunger. As the player inserts his coin a steel ball is automatically pitched. The player swings a miniature bat by turning a baseball handle. If the player bats the ball into sacrifice, single, double or homer, Sockit automatically pays out as high as \$1.50.

Washington Nov. Doing Well

WASHINGTON, Mo., May 2.—Washington Novelty Company, of this city, is the only coin-machine jobbing firm in Franklin County. The firm has made marvelous strides in jobbing and operating of all styles of coin-machine equipment since entering the business seven years ago. George Buescher Jr. is owner and manager of the firm.

Tycoon Is First Seven-Slot Table

CHICAGO, May 2.—Mills Tycoon, produced by Mills Novelty Company, is the first seven-slot pin table to make its appearance, presenting one of the most ingenious coin chutes ever developed for coin operation.

The seven-way coin chute is in one piece and seven coins can be played at one time, all dropped by a very easy turn of a small bar. Mills engineers boast that they have developed a finger-touch operation, wherein the shuffle-board of the table is operated, the mechanism tripped up for a new play and seven coins dropped into seven different slots by so light a pressure as one's little finger against the operating bar.

Thus the Mills Tycoon starts off with a decided advantage, because every operator knows that the multiple playing of coins is the fastest way to increase earnings.

There are in every good location one or two exceptionally busy periods during the day or evening when a crowd of players gather around the table. If only one player can play at a time and the machine is interesting to all a great deal of possible revenue is lost because the players who are watching cannot get at the machine. The Tycoon allows any number of players, from one to seven, to participate in any game, even the only one player is shooting the ball.

Tycoon is a one-shot, automatic pay-out table with a clever odds-changing device. Players are not at the mercy of a mechanical reel-spinning device, but are allowed to shoot for their own odds, thus "rolling their own" skill. The ball is shot in the regular way (after having been lifted by a very convenient automatic lifter) and arches from the rebound spring as any ball would do. At the top of the table are nine passageways, thru one of which the ball must pass. These are variously marked in different denominations from 2 to 20 and represent the odds that will be paid by the table provided the player's ball goes in the hole he selected with his coin. As soon as the ball passes thru its odds passage a sharp click is heard and a window at the foot of the table lights up, telling the world just what the table will pay on this particular play. The slots are numbered from one to seven, and seven holes at the bottom of the table correspond to the seven slots and are identified by means of which slot each player played his coin in.

If the ball goes in any hole selected it automatically pays out the odds promised at the odds windows. If seven players play Tycoon at the same time one player has to win, because there are only seven holes on the table, no outs whatsoever. The ball must go in one of the holes.

Tycoon is lavishly decorated with heavy metal hardware and intriguing mechanical parts and any person looking at it for the first time would declare it to be a \$500 (or \$600 machine, but, wonder of wonders, it is priced at only a fraction of those figures and for the first time puts a remarkable seven-slot earning power within the reach of the average pin table operator.

Quality Hardware & Mach. Corp. Caters to Manufacturers' Demands

CHICAGO, May 2.—Forging ahead and showing an annual sales increase from \$27,000 to \$750,000 in 10 years is the record of the Quality Hardware and Machine Corporation of this city. This is one of the largest job shops in the United States. The firm is prepared to give the manufacturers of coin-operated machines a service that is unexcelled anywhere. They have made a close study of the coin-machine manufacturers' requirements and cater to their particular demands.

A. A. Wisersky, sales manager for the Quality Hardware and Machine Company, has this to say regarding the co-operation his firm renders coin-operated machine manufacturers:

"Coin-operated machine builders very often are confronted with the problem when bringing out a new model of determining if the machine can be placed into production in time to take care of a season which may be close at hand and which might mean the difference in the quantity sold to such an extent that

that particular machine may not be profitable and never pay for the cost of tooling.

"For this reason our company developed a method which we have named Quick Process, which answers two purposes, considerably lower tooling costs and extremely fast delivery. In the four years we have operated this department we have made parts for manufacturers all over the country and approximately 20,000 different kinds of stampings of a wide range of sizes and shapes. A number of coin-machine manufacturers have taken advantage of this service and found it very satisfactory and they have allowed us to serve them continuously for a number of years.

"In connection with the service we have recently added to our assembly plant and are well equipped to furnish complete assembled units, both mechanical and electrical. Our engineering department is always at the disposal of the coin-machine manufacturers."

"MY GOODS BRING IN THE MONEY," SAYS PAYNE.

CARTOON BOOKS, 16 p. \$1.25 pr 100; \$10.00 M
POSTCARDS, Sepia Finish \$.50 per 100
Transparent Cards, Comic35 per 100
Comic Cel. Back Mirrors, 12 Kinds. 2.25 per 100
SHIMMIE DANCERS, Hot Subjects 2.00 per 100
PEEP SHOW AT NUDIST COLONY 2.00 per 100
Order from above, or 25c for 10 Samples.
T. R. PAYNE, 25 Cardinal Place, New York.

FOR SALE—Mills Double Safe \$35.00;
4 Star Electric Hoists, 1935
Model \$100 Each. Immediate sale. Wire at once
L. F. BICKERTON, Amherst, Nova Scotia, Canada.

WANTED

ALL TYPES OF PAY TABLES FOR CASH

WRITE, WIRE OR PHONE TODAY

SQUARE AMUSEMENT COMPANY

335 MILL ST.

POUGHKEEPSIE, N. Y.

Doing Business on the SQUARE Since 1919

TAKE IT FROM US —

"GALLOPING PLUGS"

is POSITIVELY DIFFERENT—Has a WEALTH of NEW FEATURES! Payout \$149—Ticket \$159.

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1410-12 CENTRAL PARKWAY CINCINNATI, O.

AT GERBER & GLASS—IT'S NOT A SALE UNTIL YOU ARE SATISFIED!



Fred McClellan says -
"DO YOU WANT POSITIVE RESULTS?"

..... THEN SEE OR GET IN TOUCH WITH
GERBER & GLASS AND HAVE THEM TELL YOU
ALL ABOUT PAMCO'S NEW

GALLOPING PLUGS

It would take about a million or more words to describe fully the features of GALLOPING PLUGS, so excuse us when we just mention a few. Odds change on all pockets . . . New Double Size "Odds Commutator" . . . Daily Double . . . Play the Field . . . Big Payout Features . . . Clever New Horseshoe Action . . . Ten Can Play at One Time. Humor! Skill! Chance! Appeal! Everything!

"BE SURE AND SEE THIS GAME—TAKE MY WORD FOR IT—IT'S A HONEY!"

Paul Gerber



149⁰⁰ PAYOUT MODEL

\$159⁰⁰ TICKET MODEL

and **GERBER & GLASS**
DON'T WANT YOU TO PASS UP
the **SENSATIONAL PAMCO**



Palooka

1 SHOT - ODDS CHANGING - 6 COIN CHUTES - 6 TIMES THE PLAY!

You can take our word for it—this bowl type pay table is the real McCoy! Every one of the operators who have purchased PAMCO PALOOKAS from us have come back for more! There MUST be a reason—There IS a reason! Greater Profits—greater than ever dreamed possible.

\$189⁰⁰

CHECK SEPARATOR AND CHECKS EXTRA. ELECTROPAK EQUIPPED.



"FOR BIG PROFITS YOU CAN'T GO WRONG ON PAMCO PALOOKA."

Max Glass

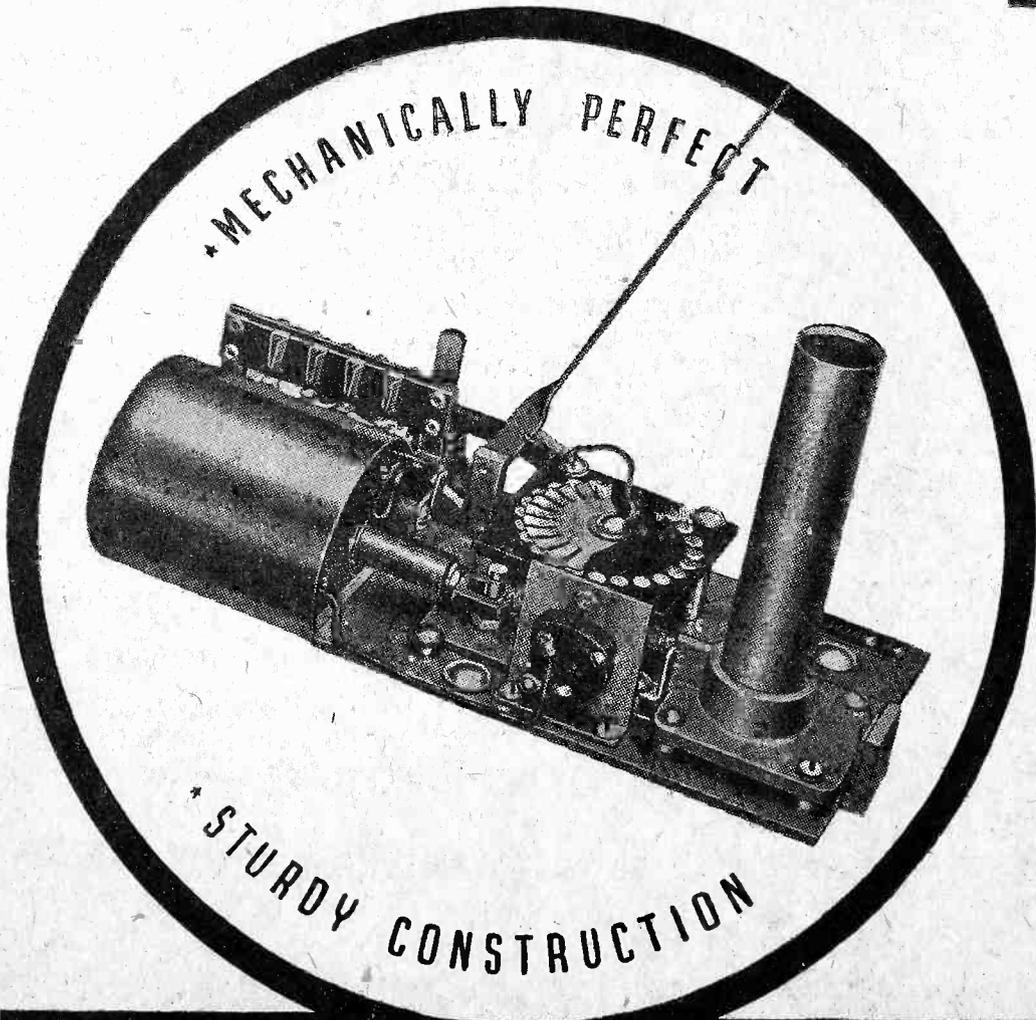
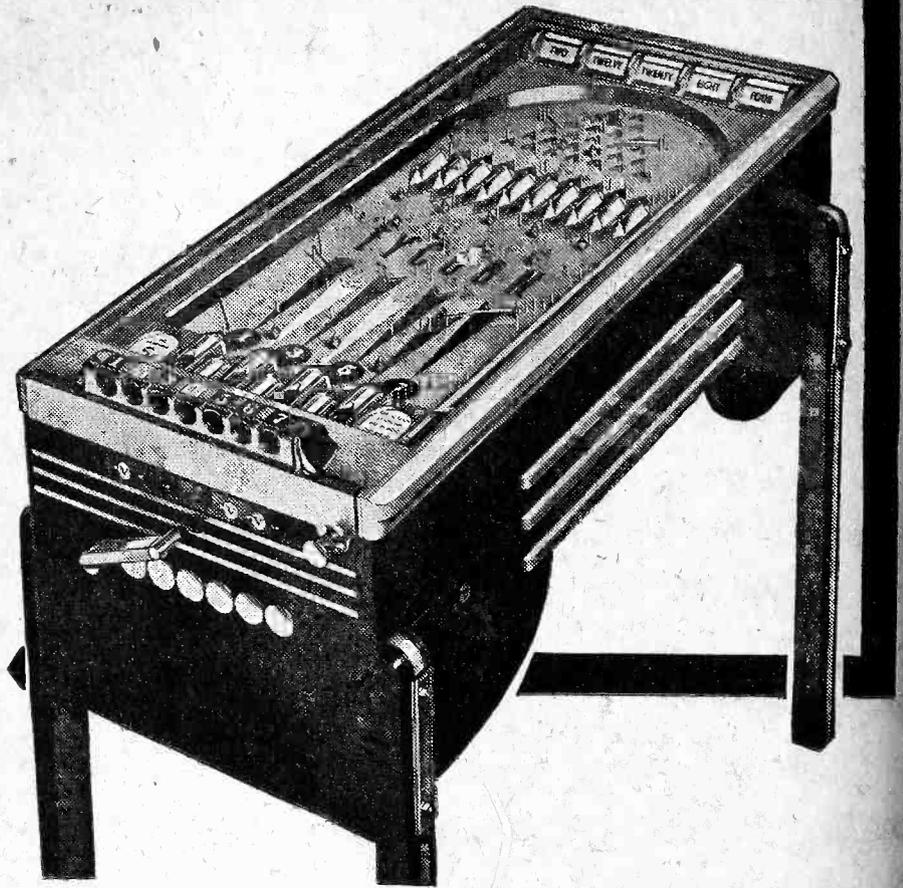
GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO, ILL.

AT GERBER & GLASS—IT'S NOT A SALE UNTIL YOU ARE SATISFIED!

A GOOD GAME DESERVES A GOOD PAYOUT UNIT! -

THAT'S WHY MILLS USES
WESTERN'S FAST, POSITIVE,
PROVEN PAYOUT UNIT IN

TYCOON



Play safe!

MAKE SURE THAT THE
PAYOUT GAMES YOU
BUY HAVE WESTERN'S
PROVEN PAYOUT UNIT!

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE



CHICAGO, ILLINOIS



fast! fast! fast!

What you want about Tycoon! Say it's new, say it's thrilling, say it's appealing! Say you never saw a machine like it—'cause you didn't. But while you're saying things about Tycoon, don't forget to say it's FAST.

Nobody has the right, when he's asking people to spend their hard-earned money, to put obstacles in the way of their spending it. Nobody who wants nickels from players ought to make them work to play their nickels. Tycoon doesn't. The act of dropping nickels in Tycoon is the easiest, quietest, most unconscious thing you can do without playing it.

Whether seven people play Tycoon or one player plays it in any one of seven ways, there's no more work connected with

depositing the money in it than if only one player were playing one nickel at a time. In fact, *less work*—for the Tycoon coin chute drops a coin and shuffles the board with the push of one finger. It's an easy worker, that coin chute, and an easy money-getter. It gladly, efficiently accepts the coins!

But when it comes to multiple play—ah, that's when Tycoon really shines. After all, this is a multiple play era, isn't it? And shouldn't a table really be designed and built to accommodate this multiple play? Tycoon is.

We say Tycoon is FAST. By that we simply mean it takes in the money FAST. Drop in seven nickels, push the coin bar just once. That shuffles the board, delivers the ball for shooting. There's no work, no pause, no strain on the thumb, the nerves, or the patience. It's easy to play Tycoon *twice a minute*—for an hour straight! Multiply 35 by 2 by 60 and see for yourself just what one hour's steady Tycoon play per day will yield!

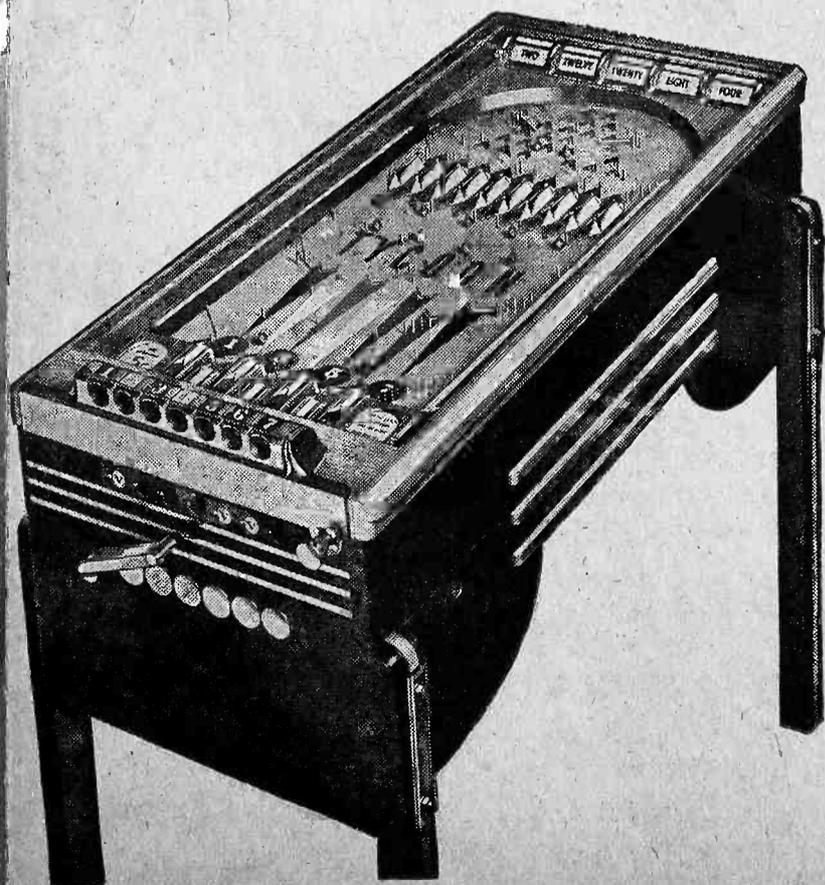
Tycoon, the most comprehensive pay table ever built, is the ideal table for the drug store, the restaurant, the tavern. It's beautiful in appearance, refined, and rich in skill challenge. Small enough to be transported in any ordinary passenger car.

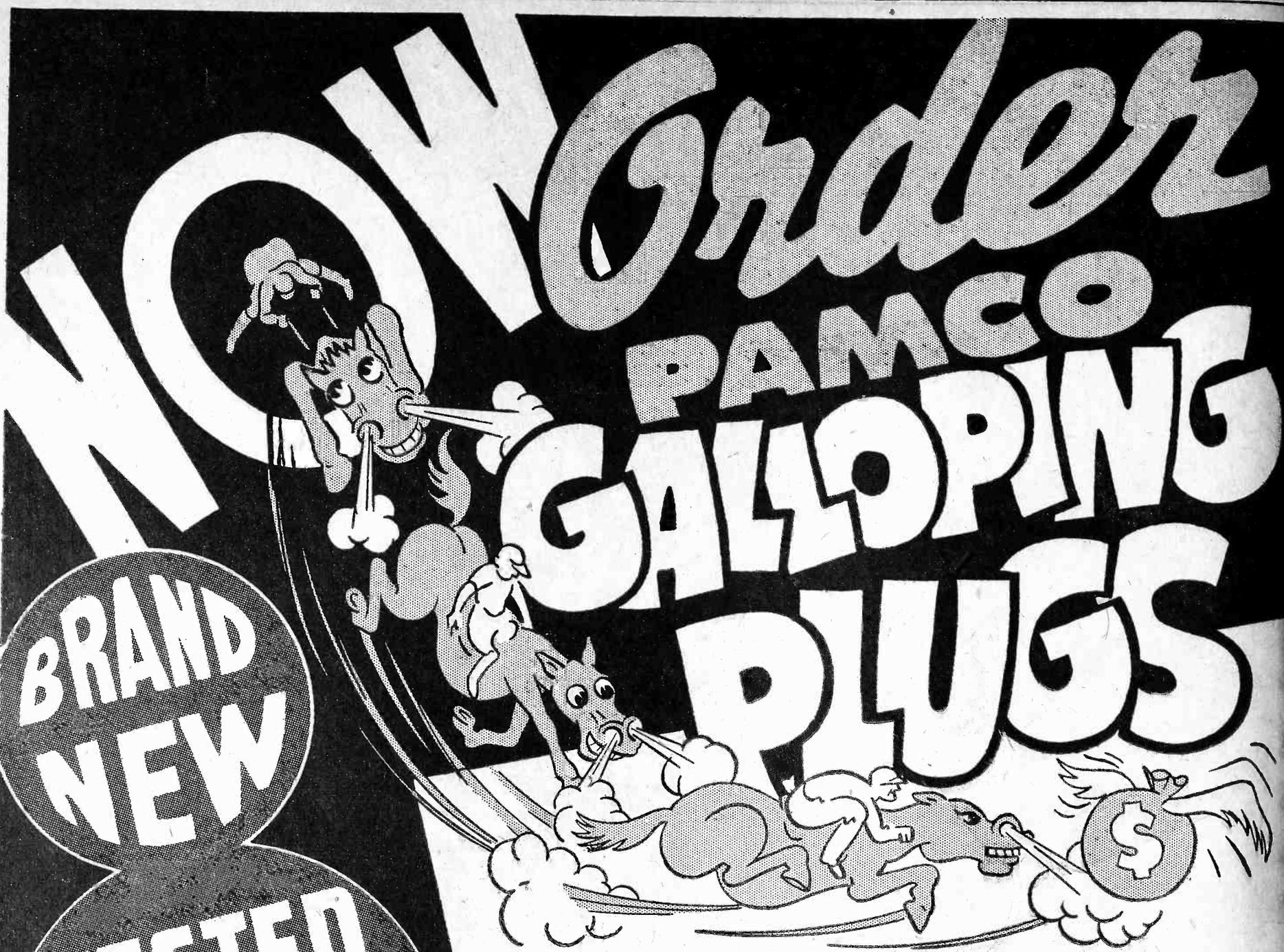
MILLS NOVELTY CO., 4100 FULLERTON AVENUE, CHICAGO

Tycoon

ONE SHOT • SEVEN PLAY • AUTOMATIC PAYOUT

\$149.⁵⁰





FEATURES!

- CLEVER, SNAPPY ACTION OF NEW HORSESHOE DEVICE DEVOURS BALL FOR HIGH PAYOUT—OR SENDS IT ROVING TOWARD OTHER HOLES! IT'S DIFFERENT!
- NEW PAMCO "ODDS COMMUTATOR"—TWICE SIZE OF FORMER PAMCO GAMES!
- ODDS CHANGE ON ALL POCKETS—"WIN"—"PLACE"—and "SHOW"—LITE-UP BOARD AND PLAYFIELD DEPICTS HORSE RACING IN COLORFUL COMIC CARTOONS!
- "DAILY DOUBLE"—"PLAY THE FIELD"—BIG PAYOUT FEATURES!
- BET 'EM "ON THE NOSE"—OR TO "PLACE" AND "SHOW"!
- TEN CAN PLAY AT ONE TIME—TEST EARNINGS \$80 PER HOUR!
- MULTIPLE CHUTE TAKES UNLIMITED NUMBER OF NICKELS. NEW DISC ESCALATOR SHOWS LAST 7 COINS. NEVER JAMS!
- ODDS CHANGE BY SKILL—AN EXCLUSIVE PACIFIC IDEA! PLAYERS CAN IMPROVE ODDS ON HORSES PLAYED BY SHOOTING FOR SKILL SWITCH AT TOP OF BOARD! NO "OUT" HOLES!
- ODDS CAN BE CHANGED AT ANY TIME WITH ANOTHER COIN!
- HORSE SENSE! HUMOR! SKILL! CHANCE! EVERYTHING! A WINNER!

SEE! PLAY! PAMCO GALLOPING PLUGS!!!

**BRAND
NEW**

**TESTED
and
PROVEN**

50"x24"
PAMCO GALLOPING PLUGS
 PRICED LOW AT
\$149⁰⁰
 TICKET MODEL, \$159⁰⁰
 ELECTROPAK STANDARD EQUIPMENT
 No Extra Charge for Check Separator
 U. S. PATENT 2029177

Write! Wire!

PACI

PAMCO PALOOKA!

\$189.50

Good for Years

**6 COIN CHUTES BOWL TYPE SCORING
AUTOMATIC CHANGING
ODDS - POSITIVELY EARN**

SIX TIMES

MUCH MONEY for "PAMCO PALOOKA" operators as a HALF-DOZEN
ELL Machines or regular run payout tables! It's no secret—EVERYBODY
NOWS IT! "PAMCO PALOOKA" is RUNNING WAY AHEAD of them
LL! If you want BIG TIME MONEY—FAST—STEADY MONEY every
y—week—month—and for YEARS to come—order and operate "PAMCO
PALOOKA"—Big Super De Luxe Payout Table WORTH MANY TIMES
e price at which it is offered!!

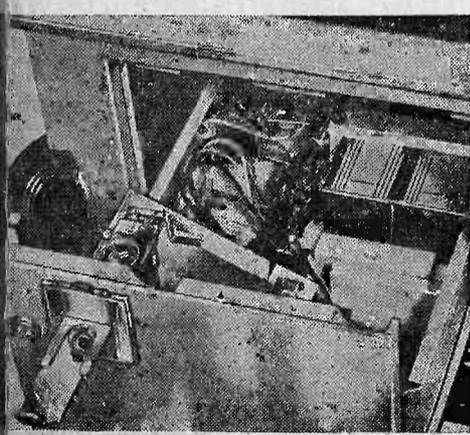


U. S. PATENT 2029177.
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STANDARD
EQUIPMENT**
CHECK SEPARATOR
AND CHECKS EXTRA.

Mail Coupon Now

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An ORIGINAL Pacific Idea—Contains
Power Supply—Cash Box—Perfect Work-
ing Payout Unit—Vital Electrical Leads—
for QUICK and EASY inspection of EVERY-
THING, including Coin Chutes! This Fea-
ture ALONE should make PAMCO PAY-
OUTS your FIRST choice!



PACIFIC AMUSEMENT MFG. CO.,
4223 W. Lake St., Chicago, Ill. 1320 S. Hope St., Los Angeles, Calif.

- Gentlemen:
- Enclosed find my order for Pamco GALLOPING PLUGS.
 - Rush Full Details without obligation on GALLOPING PLUGS.
 - Enclosed find my order for Pamco PALOOKAS.
 - Rush Full Details without obligation on PALOOKA.

NAME.....
ADDRESS.....

PACIFIC AMUSEMENT MANUFACTURING COMPANY

4223 W. LAKE ST., CHICAGO, ILL. ★ 1320 S. HOPE ST., LOS ANGELES, CAL.

HERE'S WHY THEY'RE

Smashing all PROFIT records

WITH
BALLY'S

MULTIPLE

Still the fastest money-maker in the Multiple-Chute 1-SHOT PAYOUT class! MULTIPLE is bringing slow spots back to life with a bang—and turning locations into \$75.00 TO \$200.00 WEEKLY PROFIT gold mines!

It's the exclusive ODDS-BOOSTER feature that gets 'em! MULTIPLE operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED! Can be played by 1 TO 4 PLAYERS—and ALL 4 PLAYERS COLLECT on winners! Or one player plays 4 to 10 coins in order to get ODDS-BOOSTER LIGHT, which BOOSTS ALL POCKETS to 50, 100 or 150. They can't resist those ODDS-BOOSTER LIGHTS—and how the profits pile up!

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F. O. B. CHICAGO

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But you don't need 8 players to get plenty of extra nickels. One player will often feed 8, 10, 15 or more nickels into the chute—to cover additional horses and change the odds. ANIMATED ODDS CHANGER spins for every nickel played—changes odds on ALL POCKETS. 24 different odds for WIN, PLACE and SHOW are visible at all times—and this means BIG ODDS ALWAYS IN SIGHT!

You made money on every BALLY 1-SHOT—and you'll beat your best record with HIALEAH. Rush your orders now to insure PROMPT DELIVERY, as orders are piling up.

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50 IN. BY 26 IN.

\$139.50

(TICKET MODEL, \$149.50), F. O. B. CHICAGO.

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