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The Bill Dard The World's Foremost Amusement Weekly

April 11, 1936

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NVA San Goes To Rogers Fund Is officially turned over

cirks promise \$100,000 a year for five years

NEW YORK. April 6.—The deal by which the NVA Fund turned over the NVA Saranac Lake lodge to the Will Rogers Memorial Fund as a gift has finally been closed. The new name of the sam—the Will Rogers Memorial Hos-pical—will be celebrated with a one-week drive for funds next month.

week drive for funds next month. According to the deal, the major cir-cult guarantee \$100,000 a year the next five years for the san under the Rogers Pund operation. The direuits are not paying this money out of their pockets, however, but are once more going to the public with appeals for contributions. The circuits have not committed them-selves to support after the five years, leaving this problem to the Rogers Fund.

leaving this problem to the Rogers Fund. According to official announcement from the Motion Picture Producers and Distributors of America, the drive funds will "be used for the maintenance of the Will Rogers Memorial Hospital and for the general purposes of the Will Rogers Memorial Commission." of which Jesse Jones is treasurer. The commission dedicates its funds to "the aid and es-ublishment of useful agencies by as-sisting handicapped children." Not only that, but moneys already collected by the Rogers Commission will not be used for the Saranae lodge. Will H. Hays, head of the MPPDA, an-

Will H. Hays, head of the MPPDA. an-nounces Major L. E. Thompson, presi-ent of Keith/Albee-Orpheum, will be hairman of the drive campaign commit-tee, which will enlist aid of major and Independent circuits. This is the final touch to the passing

(See NVA SAN on page 14)

Miss. Amusement Tax Cut

JACKSON, Miss., April /4 .- The Mis-JACKESON, Miss., April /4.—The Mis-lissippi State Senate last week com-pletely reversed itself from a recent rul-ing and the State amusement inx of 10 per cent will be out approximately 50 per cent in cities of less than 10,000 oppulation. The new rate in the smaller fittes will graduate according to popu-fation. In 13 of the towns of the State where the nonuleion is over 10,000 exthere the population is over 10,000 ex-tibitors will be forced to continue under train of the high tax rate.

Beasley Wins on Appeal In Toronto Games Case

TORONTO, April 4.—Court of Appeals here on Tuesday quashed a conviction of William Beasley, the Beasley midway having been closed at the Royal Winter Pair here last fail by local police, oper-ator inter being convicted on a charge of operating games of chance. Mr. Beasley appealed, contending that con-cessions involved were games of skill. Justice Masten, who delivered the gudg-ment, pointed out that the defendant had leased from the Royal Winter Fuir, which, he said, is an agricultural fair, a place to conduct games. Question arose as to whether the con-(See BEASLEY WINS on page 7)

Bright Outlook Shown for Fairs, Parks, Circuses and Carnivals

Improved conditions are noted by owners and operators in many sections - bonus payments anticipated as big factor in evident upswing-flood damage spotty

GINCINNATI, April 4.—Outdoor showdom enters the season of 1936 with more confidence and optimism than have been displayed in a number of years. Not a note of fear or doubt has been sounded. In a survey of the field, in which owners and operators and leaders and smaller members have been contacted. The Billboard has been told that prospects are exceptionally bright for fairs, amusement parks, circuses and carnivals. Among the encouraging factors observed by those who of necessity keep an ear to the ground arc marked improvement in agricultural and industrial conditions and the apparent bouts will have in increased circulation of currency.

Fair and park managers have cast off any gloomy forchodings which may have enveloped them of late and in great degree are proparing, with improved plants and modernized methods, to handle such crowds na have not been seen since pre-depression days.

since pre-depression days. Altho recent floods in the East may delay the appearance of circuses in that territory for a time, the big-top busi-ness is declared to look exceedingly promising. Due to high water, many show lots that have been affected may not be put in shape for engagements as early as usual. Flooded roads must be repaired and construction work is ex-pected to somewhat delay motorized shows in reaching territory which they have intended showing.

Fairs Okeh, Says Lee

Fairs Okeh, Says' Lee "Judging by the signal success of Minnesota State Fair and county fairs inst year and the improvement since them in the economic situation, the out-look for fairs this season is exceedingly bright," declared Raymond A. Lee, pres-ident of the International Association of Fairs and Expositions and secretary of Minnesota State Fair. St. Paul. "Molisture from heavy winter shows maures the best crop prospect in years. The recent spurt in prices of live stock and other farm lands and agricultural machinery indicate that farmers and city folk allice will patronize fairs more (See BETTER OUTDOOR on page 8)

State Aid for N. Y. World Fair Joint Committee With a tee will have until April 20 to collect

NEW YORK. April 4.—Governor Her-bert H. Lehman's conference with Mayor F. H. La Guardia, fair officials and legistative leadors, called in Albany carly this woek in an attempt to save New York's 1939 world's Fair from political battering, resulted in setup of a joint legislative commission which is to in-vestigate advisability of State participa-tion, financial and otherwise. Commit-

Kests

data and upon its recommendations will probably rest the fate of the fair, political students being agreed that fair cannot succeed without contributions from the State.

Governor Lehman emerged from the huddle telling reporters that the com-mittee would look into estimates pre-(See STATE AID on page 14)

WPA's First Road Show **Folds After Half Route**

"Jeff Davis" closes after 29 of scheduled 44 stands— "Cathedral" still in smash rating—relief activity continued in many widespread sections of the country

NEW YORK. April 4.—WPA's first road tour folded this week when members of the cast of Jefferson Davis returned after playing only 29 dates on a projected tour of 44 cities. William J. Relly, manager of the company, says he regarded the tour as a success, insisting it had covered all expenses. He claims the show was too big for proper road operations. Show was aponeored by the United Daughters of the Confederacy and played a three-day tryout engagement at the Biltmore Theater here in February. This flop unay affect plans for sending out more dramas and also vaude and min-

strel shows

Meanwhile the local project has been ignoring continued Hearst editorial at-tacks and is continuing its production schedule. Its big hit, Murder in the (See WPA'S FIRST on page 7)

Striking Features Will Mark City Of Mars, New Chi Amusement Park

CHICAGO. April 4.--Martin J. Green, tect for City of Mars, the new 4.000.000 amusement park to be built the site of old White City, said today that construction will start not later han September, 1936.

han September, 1938. He added that Dr. Porest Ray Moul-to who is general concession adviser for the City of Mars, has decided to mhody the eight principal features of Century of Progress which proved the general plan of the new park. Mr. Green said that the construction windicate will build a manimoth spiral file from the base to the top of the 18-foot tower which will dominate Mars. This ride will be in the form of a series of rocket cars which will piral from the base to the top of the

tower in dizzy fashion. From the peak of the tower passengers will be carried in rocket cars thru a series of towers appropriately named after the various members of the constellation, such as Saturn, Venus, Mercury, Mars, Jupiter. Uranus and Neptune. Passengers will be finally deposited at the extreme south end of the nidway. Another feature announced in the

(See STRIKING FEATURES on page 7)

Writers All in One Group as Three Separate Guilds Merge

Owing to the overlapping phases of authorship, whereby a writer may have his hand in fiction, scenarios and plays.



COUNTIES OF THE ADDACES OF THE ADDA the new setup has obvious advantages. A fee of \$10 covers membership, thus oliminating the necessity for paying dues to each of the associations. An-observe the precipating the combine is the present inability of the Dramatists' differences relative to movie rights. In-sofar as the ultimate aims of all writers are very similar, it is hoped that future difficulties will be more easily settled probable in the new constitution drawn on the original settle of the presence of the present inability of the the presence of the presence of a united stand. This is probable in the new constitution drawn on the original settle of the presence of the presence of the presence of the settle of the probable of the protect the gen-eral professional interests of all creators of literary, dramatic or musical ma-terial" and "to procure stabilah and en-tropic are being much to reganike the standard minimum contracts." Efforts are being much to arganike the sessoriation as another unit. The News-paper Guild, an association of news-paper men already operating, is also

MANAGERS FORCE ACTION

Final Trump Played in Effort To Compel Use of Manager Forms

Managers take initiative in forcing own protective measures after Guild makes, then repudiates, step toward negotiation — managers' agreement has 61 signatures

NEW YORK, April 4.—With their backs to the wall and with all attempts at arbitration met with flat refusals from the Dramatists' Guild, the managers late conditions in the Guild's new minimum basic agreement. Having previously approved a basic contract of their own, they decided yestorday to sign the agree-ments necessary to bind individual producers and force them to use only the produced by a manager signing the agreement with the League of New York Theaters. Dispute with dramatists arose when the latter in their new construct gave down the producers' share in pleture down the producers' share in pleture down the groducers' share in pleture fundividual managers. Last week the Guild backed down a bit, giving the Guild backed down a bit, giving the

of New York Theaters, but only with the individual managers. Last week the Guild backed down a bit, giving the managers a slightly larger share of the film rights and agreeing to meet a com-mittee of the League. Later, however, it repudiated its step toward negotiation, and the managers were forced to take their own protective measures. Members of the League, by signing the agreement drawn up this afternoon, bind themselves to use only the contract-ing for new plays by American authors. The League has the power to institute injunctive proceedings in case any man-ager tries to break ranks. By this eve-ning 61 managers had already signed the (see MANAGERS FORCE on page 12)

Pro Pay Rule for Coast Tyro Spots

HOLLYWOOD, April 4. — Sixty-five little theater spots here, ranging from revamped garages to elaborate houses received notices this week from local Sixty-five from

A state of the second s

AFM Detroit Elections

AFM Detroit Elections DETROIT. April 4. — The Detroit branch of American Federation of Mu-sicians held its election of officers Sun-day. March 15. The following were upanimously elected: Albert Luconi. president: Louis Motto. vice-president! George V. Clancy, secretary. The fol-lowing were elected to the board of di-rectors: Ralph Jewell, Jack Weick, Her-bert Eddy, Murdock MacDonald, Arthur Birown.

Mgrs. Reorganize New York, April 4. — Theatrical Goncession Managers' Association has been reorganized, with J. A. Brown, of Posner, vice-president; Donald Holt, sec-posner, vice-president; Donald Holt, sec-tary; Julius Reiss, treosurer, and Leo Stern, sergeant at arms. — Organization was formed in 1920 and picture, burleagule and legit houses in the eity. It broke up two years ago. — Metings will be held Tuesdays in the hotei Edison, with a dinner planned for near future. Max Sharp, recently back from Minsky's Musie Hall. Miami Beach, is one of the leaders in the reorgani-tation. Meyer Hamburg is director of bulletty. — Organization hopes to promote good fellowship, air new ideas on sales meth-otar and in general book out for the wel-

Kochersperger Recitals

MERCHANTVILLE, N. J., April 4. — Miss Gladys Kochersperger. director of her own dancing school, will present 75 pupils in a revue in Glassboro. A re-cital will be given in the Women's 20th Century Club, Landsdowne, Pa., for her Pennsylvania patrons. Annual Kocher-sperger Ballet and Revue will be held at the Pennsauken Junior High School May 16. May 16.

Ziegfeld Film for Erlanger

CHICAGO, April 4.—After several weeks' darkness the Erlanger Theater will reopen Sunday evening. April 12, with the roadshowing of MGM's film The Great Ziegfeid, which will be shown twice daily thereafter with all seats reserved. The last film to be roadshowed here was Fox's Cavalcade, which also played the Erlanger

Ausiner

NEW YORK, April 4,-Bobby Clark ran into one of the olditimers at the Friars' Club the other day, with the latter reveal-ing how much improved in health he was after a vacation in Florida. The elditimer next piped to Bobby: "How about me and you doing a show?" To which Clark answered: "Woll, I see you haven't im-proved your grammar any."

'Twas a Great Racket ---While It Worked!!

CHICAGO. April 4 — A perfectly good check got three men in trouble and exposed a racket that had been worked on theater managers in connection with the Sweepstakes prizes in neighborhood housea

houses. At the Sheridan Theater, an Essânces house, the other night the Sweepstakes prize had grown to \$330. When the winning number was announced a voice shouted, "I've got it." The ticket was delivered to Harry Wren, manager of the house, who gave the holder \$30 in 'cash and a check for \$300. Next day when the check was presented at the bank for payment the holder was told he would have to have it countersigned at the Essances offices. Meanwhile Manager Wren had saw the printing on the ticket Essances offices. Meanwhile Manger Wren had compared the ticket with the stub and saw the printing on the ticket was different. So when the holder of the check appeared he was taken in outdody. He confessed that he and two other men were "in eahoots." Their plan was to go to a theater where the Sweepstakes had reached several hun-dred dollars. When a winning ticket was announced one of the men, pro-vided with a ticket printed similar to the tickets used by the theater but without a number, got busy with a hand-numhering machine and stamped the winning number on the ticket. Then one of the confederates, after waiting two minutes to make sure no one else had the winner, would shout. "Two got it." The other confederate, who had a good stage presence, would then go forward, present the ticket and receive the prize. The viginnes of Minager Wren put a stop to the racket and how other thea-ter mangers are scrutinizing winning tickets more dosely.

Two Guild Elections

HOLLYWOOD, April 4.—Two annual guild elections will be held here this month, with Screen Writers' and Junior Actors' groups each voting on new slates April 18 and 19. respectively. Besides approving new scale of dues and ob-serving election business, writers will be asked to ratify proposal for closer tleup of the guild under the banner of Authors' League of America.

Little Lord Fauntleroy opened very well Thursday at the Music Hali; the Center is barely hanging on with House of a Thousand Candles; the Roxy's weak Dancing Feet made way for the slightly better Laughing Irish Eyes; the Capitol, after Petitoot Fever, seems in for woe with Unguarded Hour; The Singing Kid with Jolson at the Strand had a Holly-wood opening Friday.

The continued success in both matinee and evening shows of the Apollo, Republic, Eltinge and Gayety, four hurly houses in the Times Square district, remains the one consistently hright feature of the languid whole, and is probably due to compatitive low prices and a policy of more careful production embraced recently.

10 Musicians **Are Suspended**

Action taken by AFM for license rule violations-will tighten reins on members

NEW YORK. April 6.—Ten union mu-sicians have been suspended for vio-lating the American Federation of Musicians' new license system. Admit-ting it has been going easy on its own members because it takes some time for the new license system to become gen-erally understood, the AFM indicates it is now tightening up discipilnary action agents. Eight "special investigators" are alroady in the field checking up on traveling bands, payment of taxes and ducs, and dealings with licensed and unlicensed agents. Al Rogers, local agent, has been re-

Al Rogers, local agent, has been re-instated. This leaves licenses of 11 local offices still revoked: Edigar Benson Tommy Curran, Charles K. Davis, Nick Edilott: George A. Hamid. Inc.; Jack Hart, King & King, Edward Newman, Harry Pearl, Harry Stone and Universal Annusement Enterprises. Ten out-of-town licenses are also still under revocation.

town licenses are also stat under revocation. The AFM reveals it has been getting a lot of requests from agents asking for exclusive licenses. Such requests ar refused, the AFM granting licenses to all agents applying. It is not permitting licensed agents to mark off any territory as their exclusive booking area, and it (See 10 MUSICIANS on page 18)

Approves White Collar Picketing

NEW YORK, April 4.—Actors, writen, musicians and other "highly skilled" workers are given the right to picket and carry on other trade-union activities in workers are given the right to picker and carry on other trade-union activities in an interpretation and decision handed down this week in the Supreme Court. Brooklyn. by Justice Riegalman. The judge's decision will, it was stated in legal circles, act as a precedent in guid-ing future decisions. The case involved was brought by the operators of the Hotel Bossert secking an injunction re-straining Local 802, American Federation of Musicians, from picketing the hotel. The injunction was denied. Charles Bossert and Frederick Ray, the hotel managers, maintained that the union was not a trade union within the meaning of the Civil Practices Act, sime individual talent and personality way involved and since no standard could be fixed. The judge held that the term "occupation" is inclusively comprehen-sive. Hotel has been picketed since Decem-

Hotel has been picketed since Decem-ber. Magistrato Kozick, Gates Avenue Court, freed 16 pickets last week arrested on disorderly conduct charges.

New CAPA Officers

CHICAGO. April 4. — At the regular meeting of the Chicago Amusement Publicists' Association (CAPA) held tha week several new officers were elected week several new officers were elected to serve for the three-month term br ginning April 1 and ending June 30 1990. Cal Hermer in the new president William F. Crouch, vice-president, and Jack McPherson, sergeant at armi-Louis L. Abramson and C. E. Dennison were re-elected secretary and treasure.

Writers' Meeting Held

LOS ANGELES, April 4.—Secret closed meeting of board of directors of Seren Writers' Guild was held here this well Plans were discussed for full member-ship vote May 3 on reorganization of Authors' League, Bereen Writers' Guild and other scribe groups, it is undar stood. Guild's annual election will also be held then.

Broadway in Spring Doldrums; **Burlesque Is Only Bright Spot** cause the films brought any undue amount of coin to the coffers, but rather on the supposition that introduction of new pictures of questionable marit would result in heavier losses in the

long run.

embraced recently.

NEW YORK. April 4.—With Enster Week and Passover coming up. Broad-way business, with the exception of bur-league, cannot see its way out of the doldrums. The outlook for night clubs is particularly black: the New Mont-martre has already closed and the rest face the prospect of warm weather, summer shows and a cut in prices. Motion pictures and legit plod along, with but one opening in the latter entegory and that, Bitter Stream, not doing as well as past shows of the Theater Union. Picture houses held over many of their offerings, not be-



The Billboard

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alalor

WHY ? BE GRAY - HAIRED the and set of the s

Palace Casheer in NEW YORK. April 4. — Southbound rupted for three-quarters of an hour Tucaday when a two-alarm blaze, re-ported about 5 p.m., sent 12 pleces of clanging fire-fighting machinery to ex-tinguish a conflagration in the Jane Grey Dance Studios, 209 West 48th Ariene Shugert, 24, cashier of the Pal-ce Theater. Miss Shugert, clad in the finany dancing costume she was wearing when the flames interrupted her leason when the flames interrupted her leason when the flames interrupted her leason formally on the ledge of a fourth-badder to safety, plenty of publicity and padder to safety, plenty of publicity and found the flames. Hook and Ladder Com-pand the father of two children. Queried with mastructor the ladder, wasn't 17". Crowds of people emptying from office buildings, batware 5 and 6.44 mm.

with, "I was on the ladder, wasn't I?" Crowds of people emptying from office buildings between 5 and 5:45 p.m. caused a crush necessitating the pres-ence of a pollee squad, and fire lines closed Broadway from 47th street to a little way beyond 48th street. Four other girls on the same floor managed to get out via the stairs. Creo en-deavored to make his pupil go out the same way, but her hestingy, owing to scanty garb, soon made an exit thru the moke impossible.

Emile Ragaglia. elevator operator. stuck to his post and removed about 30 men and women from the remaining floors. Sam Tuch's Orchestra trouped out unajded and without the loss of instruments.

The no scrious damage was done to the building, the studies suffered con-siderable loss in equipment. Water also flooded the premises of Paul Westphal, manufacturer of barber supplies, and manufacturer of barber supplies, and washed out the kitchen of the Cafe Venezia on the ground floor. The cause of the blaze was not discovered, but it

Wednesday, the day after the blaze on West 48th street, the grease on the machinery in the elevator shaft of the Falace Theater Building unaccountably caught fire, a carelessly dropped cigaret believed to be the cause. Elevator op-erators extinguished the flames, which had spread three or four floors. Miss Shugert denied rumors that she had carried the spark.

Cincy Federal Theater Gets Under Way April 14

Gets Under Way April 14 CINCINNATI, April 4.-Local Federal Theater will officially open April 14 on the second floor of the Odd rellows' Temple. First production to be rendered under the direction of Donald H. Heim will be Adam and Era, by Guy Bolton and George Middleton. The three-act comedy will be east with 15 people. Stage settings and art work are being executed hy Scott Herfurth, for many years with the Zoo Opera Company here. Stage settings were designed by Heim. Theater will accommodate 350 people. Adam and Efa will be followed by such well-remembered successes as Treasure Island and The Spider.

Houses Socked by Flood

WHEELING, W. Va. April 4.—It is estimated that wheeling district indoor and outdoor amusement men took it on the chin to the tune of more than a million dollars. Five downtown theaon the chin to the tune of more than a million dollars. Five downtown thea-ters and three neighborhood houses suffered damage estimated in excess of \$40,000. Until today only three of the eight had reopened, but plans are under way to get several more open by night-fall. Still closed this morning were the Liberty, Risito, Colonial and New Rex, and Alpine in Wellsburg. The latter two were in process of remodeling and about to be opened when the flood waters rushed in.



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FEATURE NEWS

On Bank Nights

Gives conditions under which it is legal—idea may go into stores in Hub spots

LINCOLN, Nob., April 4. — The State attorney-general's office here declared in the first opinion ever hauded down in Nebraska on Bank Night that many operators in the State are hauding it in violation to the Supreme Courts defi-nition of a lottery. The opinion was read by Assistant Attorney-General Faul Ghaney and to G. F. Nye, Omaha attor-bey. The opinion:

"You advise that some theaters are requiring a person desiring to register to first purchase a ticket to the theater; to first purchase a ticket to the theater; that others are requiring a person to be in the theater by right of a purchased ticket in order to participate in the drawing; that others make the an-nouncement outside of the theater, but require the winner if outside to buy a ticket before being allowed to enter and claim his winnings, and that others conduct the drawing from ticket stubs collected the night of the show. It is our opinion that when an operator con-ducts bank night under any of the methods outlined immediately above, that the same constitutes a lottery and the operator is subject to statutory pen-sities for such offense."

Those using the copyrighted plan which has been offered by Associated Distributors, an A. H. Blank enterprise, are believed in the clear in most luare believed in the clear in most in-stances, but there are a great number of by-products cooked up by individual exhibs to get out of paying for use which are over the line. A general switch of faction is expected with this announcement announcement.

BOSTON, April 4. — The use of Bank Night in thouss with merchants and newspapers became known last week when Roy Heffner, New England distrib-utor for Bank Night, roturned from Wil-nington. Del., where he closed a deal with a group of stores. Idea is to at-tract people to the shopping centers on inactive days. Newspaper the-in boosts the Bank Night campaign.

Plans are now in progress to put Bank Night in a group of stores in a city near Boston as an experimental venture. If it clicks Bank Night will be promoted in places other than theaters.

LOS ANGELES, April 4. — C. K. Pranklin, managing director of Theater Bank Night Guarantee Company, will face trial here April 7 on five misde-meanor charges growing out of the as-aerted bank night insurance rackot. Franklin pleaded not guilty this week in municipal court and demanded a jury

Nebraska Rules trial. J. Cafford, office manager for Franklin, has not yet been apprehended.

Franklin, has not yet been apprenences. PITTSBURGH, April 4. — As soon as normal conditions, turned topsy-turyy since the flood disaster, return the Hur-ris Amusement Company will usher Bank Night into its six theaters in this territory, offering a prize of \$250 in cash avery Friday night. Once a customer registers he is entitled to a chance to win ano matter what theater he attends that night. Results will be broadcast from the stage of the Alvin Theater into all the other houses. The chain formerly tried to boost business with a weekly car givcaway, business with a weekly car givcaway, business with a weekly car givcaway, business with a weekly car givcaway.

ATLANTA, Ga., April 4.—Bank Night is on the increase in this territory. Dan Roberts, in charge of Atlanta division, reports that the Sparks Circuit in Flori-da has renewed its contracts for the third year, which includes 68 theaters. The Suddkrim-Crescent Amusement Company, operator of theaters in Tennessee, has also added more houses, now having Bank Night in 45 of its theaters, which, is about 80 per cent, Suits against infringers of the Bank Night rights are being filed wherever violators have been noted.

N. Y. Film Trial Not Held Up

Not Held Up New YORK. April 4.—Federal Judge Granice P. Davis' ruling in St. Louis granting permission to RKO, warners and Paramount. defendants charged in the conspliacy and restraint of trude in the recent dim trial at that city, to appeal Judge Molynesus's decree which dismissed the case without prejudice the progress of the new trial in New York. It was thought cariler in the week that this new angle, which will be taken under consideration by the United States Supreme Court, auto-matically involves cessation of litication hot so, and proceedings in New York that the appeal is successful. In ding the pelition for appeal the defendants listed 21 errors in Moly-neusues the settled favorably in a previous criminal trial when a jury ren-dered a werdict of acquitta.

Dance Congress in N. Y.

NEW YORK. April 4.—New Dance League, Dancers' Association and the Dance Guild have combined to promoto a Dance Congress and Festival to be held in this eity May 20-27. Hope to form a dancers' organization on a na-tion-wide scale and also to hold con-ferences and performances "presenting a cross-section of the dance in the United States."

WPA Protest **Meeting Off**

NEW YORK, April 4. --- Idea of a Madison Square mass meeting by the-atrical unions protesting threatened Madison Square mass meeting by ine-atrical unions protesting threatened WPA cuts is off, at least temporarily, A committee representing the unions and sympathetic groups conferred with officials of the Central Trades and Labor Council last week and asked the council to sponsor the meeting. The council Trades refused its oken

Labor Council inst week and asked the council to sponsor the meeting. The Central Trades refused its okeh, daiming such demonstrations would link the American Federation of Labor to the Communist idea. Theatrical unions have temporarily dropped the mass meeting idea and are sending wires to federal officials instend. At last week's Central Trades meet-ling a resolution introduced by Ralph whitehead, AFA executive secretary, to protest WPA cuts and urge work for all unemployed was passed. At the same meeting Matthew Woll, vice-presi-dent of the AFL, announced the AFL Labor Chest will hold a meeting and benefit show in Madleon Square Garden May 3 to raise dough for trade union victims of European fascism. AFA and Equity are shated to co-operate on the talent angle, while Local 18 of the Hotel and Restaurant Workers will aupply liquor and food for entertainers con-tributing services that night.

Film Exchange Strike Ended

NEW YORK, April 4 -Republic Pic-NEW YORK, April 4.—Republic Pic-tures and Film Exchange Employee Union Local 20,043 signed a strike set-tlement last week. Settlement preserves the open shop, in opposition to union demands, and establishes a 815.a-week minimum and a maximum 44-hour siz-day week. Contract negotiated by Her-man Gluckman, head of Republic, and Louis Nizer, attorney for the film in-terests, on one hand, and William Col-lins and William Mahoney, representing the American Federation of Labor, on the other.

the other. Eloven employees had walked out Jan-uary 1 when the employer refused to recognize the union. Since then they had been picketing the Film Exchange Building and also theaters showing Re-public pictures. The union is under-stood to have practically all film ex-change employees already signed as members.

SPRINC SALE TAP MATE_SPECIAL PRIOES 57.00 Black 38.8014'8 MEN'S PATENT LEATHER OXFORDS TURNOB BOIS, 700, Red Status Turnob Bois, 700, Red Status Turnob Bois, 700, Red Color, 005 Amateur Makeup Kita (specify Ladiot or Men's) With the torse and color, 005 Amateur Makeup Kita (specify Ladiot or Men's) Status Testes and color, 05 Blatamore Wig, min style and color, 05 Blatamore Wig, status Status, 30 Blatamore Wig, status Status, 30 Blatamore Wig, status Status, 31 Blatamore Status Testes Advisor, 35 Except Additional Article, 55 WAAS & SON CO.; WAAS & SON CO., 123 8. 11th Street, Philadelphia, Pa. CF Costumes to Hire - Ost our Prices C2

Marco Reveals F. & M. Plans To **Produce 4 Films and 12 Units**

NEW YORK, April 4.—Mike Marco, who arrived here from the Coast Wednesday afternoon, revealed many of the Fanchon & Marco plans Friday afternoon prior to flying to St. Louis, but returning here in about a week. On information gleaned from Marco. Con information gleaned from Marco. F, & M. is entering the pleiture produc-tion field, with a schedule of four ple-tures: plans to produce 12 box-office vaude units, one a month, next season, and Marco himself has been authorized by the California Pacific International Exposition in San Diego to attempt to get the Joe Louis-Max Schmeling fight, as well us other attractions. F, & M. currently has a deal on for the distribution of the F, & M.« pic-tures, which will be made by the F, & M. NEW YORK, April 4.--Mike Marco,

tures, which will be made by the F. & M. subsidiary. Hollywood Pictures Corpora-tion. Two pictures are to be made for fail release and will be made in asso-ciation with Lester Cowan. Both films will be musicals. Waltz King, by Billy Wilder and Al Ruskin, and Dance Con-gress, by Alian Rivkin. About s400,000 average cost has been budgeted for each picture. picture.

Marco revealed that the 13 units con-templated for next season will be pro-

duced here for the most part, the units being built around "names." The unit schedule calls for an Olsen and John-son show, a Hollywood show, a Texas Centennial Follies to be done in con-junction with the Centennial, featuring freme Beasley, the Texas Mustangs and an All-Texas cast. Also, a unit around al Pearce and His Gang, one for Pinky Tomlin, and a Mickey Mouse circus show, through permision of Wait Disney.

On the Schmeling-Louis fight for $g_{n\eta}$ Diego, Marco revealed that Wayne Dall-lard, managing director of the fair, au-thorized him to guarantee as high as \$1.000,000 to get the fight, the fair to build a stadium of 85.000 seating ea-pacity if it can be procured. However, it is unlikely that the fight can be ar-ranged. Marco has also been asked to try to get the St. Louis Municipal Opera for the fair. He reported that the fair is interested in all sorts of attractions, especially since the F. & M. booking of the Al G. Barnes Circus proved so profit-able. The fair booked the circus for a Saturday and Sunday stand, guaran-teeing \$12,000, and in the two days the show grossed \$22,500. On the Schmeling-Louis fight for San

WANTED A-2 Med. Locinger. Must be soher and produce. Pro-fer Registered Druggist or a Doctor: othern write Reference, work on percentage State age and pro-ceptage wasted. N. O. OBAN, 74 Fulton St. Nahua, N. H.

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THE FILM WEEKLY

AUSTRALIA Covering the Motion Poctare and Extertalament Pirid Generally. Candected by MARTIN C. BRENNAN. 198 City Tattreelik Heliding, Pitt Street, Sydarf. Australian Office of THE BILLUDARTD.

7

Paine and 802 Officials Expect Amicable Settlement of Strike

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BEASLEY WINS-

(Continued from page 3) Viction was proper, in view of Section 236, criminal code, that the provisions seminat lotteries could not apply to op-prators of such games at an agricultural fair. Majority of the court held that this was a specific provision overriding the general provision in regard to a dis-orerly house. derly house.

Mr. Beusley, following the decision, Mr. Beusley, following the decision, and that he would again have all his concessions at the Canadian National Exhibition here, operating under an egreement with local authorities to the effect that children under 16 will be barred from playing coln-operated ma-chines. The decision is of interest to Dominion fair managers and conces-ioners, as they now know where they stand on the coin machine question.

STRIKING FEATURES

(Continued from page 3) (Continued from page 3) feneral list of novelties is a parachute filmping platform, whereby the general public will be trained to jump from the top of the tower into adjoining nets at the base. This is a plan developed in to-operation with leading officers of the United States Army in Ghicago to make the American public more air-minded. It is also designed to train the public in use of parachutes for military and civilian purposes.



songs in the safe, both arranged and otherwise.

otherwise. It is conceded that nobody has been hurt so far and that an amicable ad-justment will be reached long before it hits the hurting stage.

WPA'S FIRST-

WPA'S FIRST (Continued from page 3) Cathedral, has only one week to go and must get another extension permit from Ashley Dukes, London producer who owns the show, if it is to continue. Grosses at the Biltmore, Daly's and the Lafayette theaters continued to in-crease this week, putting the Federal Theater Project in the position of being the only WPA project in the country that is bringing back at least some money to the government.

SYRACUSE. April 4.—George M. Gatts, Federal Theater State director, reports the WPA show at the University Civic Theater played to capacity two days out of its three-day run. House seats 1.600 and played to 4,200 admissions the three days days.

WHITE PLAINS, April 4.—WPA will present Rebound at the Ridgeway Fri-day, following Criminal at Large. It staged benefit performances of the lat-ter for the Red Cross last week. Bernard Steele is managing director, his district covering Westchester. Putnam, Dutchess, Rockland and Orange counties.

DETROIT, April 4.—WPA Theater Proj-ect will open April 13 with a benefit for the victims of the flood, to be han-died thru the Red Cross. Presentation will be Lillom. WPA Theater is being sponsored by the women's committee of the Bonstelle Theater, Ind., an associate group of rep-resentative citizens of Detroit and of Michigan; the Department of Recreation of the city of Detroit and the Detroit Pederation of Women's Clubs. Music by Detroit WPA Orchestra. Unhers provided by the National Youth

Music by Detroit WPA Orchestra. Ushera provided by the National Youth Administration. Jack Marvin is supervisor, assisted by Edwin Gramercy and Gordon Fairclough. *I Confess*, new play by William Beyer, will open April 27.

BRIDGEPORT, April 4.—Because Jew-ish leaders in New Britain, Conn., thought a production of Merchant of Venice would not contribute to good feeling between Christians and Jews, the New Britain Little Theater League Guild will not be allowed to present the play it has been rehearsing for many weeks. The Guild, now financed by WPA, was to give the first of its performances the past week.

the past week. BOSTON, April 4.—Federal Theater Project has 18 units ready for the road or in preparation. Project's newest pfo-duction. The Campus Widow, 65-people show, had its premiere at a CCC camp mear Fall River, Mass., last week and will play other camps in Massachusetts until the middle of May, when it will play both camps and town halls. Show in-cludes a line of 18 girls, 22 musicians and 25 principals. Seven acts of vaudo also travel with the troupe. Federal Theater of Massachusetts aver-nges 73 shows weekly. A new billbilly show is now in rehearsal. Units now working include a 28-people minstrel troupe, a 40-people colored show and 14 straight vaude units.

HOUSTON, April 4 — Federal Theater Project here is moving along "in a satis-factory manner." according to Cyril De-levanti, producing manager. Opening play is *Ploncer Texas*, written sepecially in line with centennial activities. Ches-ter Snowden is the playwright. Produc-tion brings out historical incidents in Texas history that have not been touched upon by any other group or centennial unit. Cyril Delevanti is production man-ager, J. B. Burton is assistant director, and Bronson C. McDonaid is handling publicity.

TAMPA, April 4.—Federal Theater Project presented its second show to Tampa audiences iast Wednesday. Thursday and Friday nights, when the American dramatic troupe appeared in As Husbands Go at the Centro Asturiano. First show was given by the Cuban com-pany several weeks ago. Local director is Charles Hopkins Jr. Dorothea Thomas Lynch is State director.



Charges will appear on your regular telephone bill



ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

WPA's 'Faust' likable but soon made one grow weary of his delineation of the Mephisto, his chittering being reminiscent of Puck in A Midsummer Night's Dream, **Poorly Done**

Federal Theater unit's production directed by Robert Breen proves sorry show

CHICAGO. April 4.—A jazzod-up version of Faust greeted a small and bewildered audience at the opening of the second production of the Federal Theater No. 1 unit at the Great Northern Theater No. 1 unit at the Great Northern Theater this week. The script used was very freely adapted from Faust and Urfsust of Goethe and others by Justus Schüferes and Robert Breen and was an excessively sloppy piece of play-writing. Breen also directed the pro-duction and played the leading role of Mephisto. The result was a shoddy and flagitious experimental effort at the ex-pense of WPA funds. If the producers of this being a financial or artistic suc-ceas they will soon be dispelled by the about from those who witnessed the opening performances.

about from those who witnessed the objening performances. Ereen, the triple-threat man of the organization, first came to Chicago last spring when he brought a group known as the American Art Thester from Min-mapolis and announced that they would open in a Loop theater. After being stopped by managerial interests and Equity from going thru with the plans, the group hy dormant, apparently standed until late clummer when the Ohicago Park District established them at the Hamilton Park Field House, where they presented The Ivory Door, Faust, and were closed while doing Amaco after many complaints as to the language used, in the play, During this time Breen amused the censorship of park officials by announcing, without authority, they said, that the group was moving downtown to the Illinois Theater under the auspices of the park board. Later the group was absorbed by the WPA Federal Theater units here.

Faust began with a tawdry scene laid in a theatrical producer's office in which the producer said that the less the public understood a play the better they liked it. From the comments in the first might audience the only thing they couldn't understand was why the play as ever put on in the first place. In the leading role Breen was at first



WANTED Commission of the write, MAUDIE BALLEY'S COMMISSION, BIG Springs, Tex.

John Connor, as the young Faust. John Connor, as the young Faust, proved a handsome young actor with a spiondid speaking voice and probably made the best impression of anyone in the cast. Olga Rosenova stood out among the women, even the also do us among the West might have. Wilva Davis was a bit too coy as Margaret, and Robert Shrewsbury was a capable old Faust. Others in the cast included Mon-roe Berliner. Thomas McDermott, Earl George, Alfred Clarke, Oharles O'Neal,

The Berliner, Thomas McDormott, End George, Alfred Clarke, Charles O'Neal, Walter Krouse, Arthur Peterson, Robert Hanan and scores of others. The many episodes of the play, which was entirely too long, were enacted on a singe of various levels with spotlight finshes separating the scenes. As a whole the production was shabby, with a couple of scenes. The Cellar and The Emperor's taking on the appearance of a high-school frolic. When the thing was over Faust had been completely Gamned not only by the devil but by the audience as well. F. LANGDON MORGAN.

BETTER OUTDOOR-

(Continued from page 3)

generously and the competitive and commercial exhibits will be larger and more numerous. We anticipate for 1936 the greatest Minnesota State Pair in the nase decade

the greatest Minnesota State Fair in the past decade." "The fair situation in the Middle West is highly encouraging," said Maurice W. Jencks, vice-president of the Interna-tional Association of Fairs and Exposi-tions and manager of Kansas Free Pair. Topeka, "The agricultural and live-stock outlook is the best in several years. Given moisture, Kansas will top all records. Fair orgunizations, encour-aged by last year's successes, are work-ing harder and accomplishing more to give botter service to agriculture. Since the last two years during the terribly distressing conditions in this section distressing conditions in this section people generally have come to recognize the great outstanding benefits which fairs render to the communities and to boys and girls on farms who become 4-H Club members and our future farmers. Kansas fair organizations are in excel-lont condition."

Better in Southeast

Better in Southeast "Prospects for fairs in Southeastern territory are very favorable," said Mike Benton, president of the Association of Agricultural and Industrial Fairs of the Southeast and president of Southeastern Fhir. Atlanta. "Based on a steady in-crease since 1933 in both park and fair attendance, our records show 50 per cent increase two years in succession and 25 per cent increase last year. We expect 25 per cent increase this year because of probable improvement in agricultural markets."

probable improvement in agricultura "Optimism for the season's outlook prevails generally among Massachusetts fair officials," said L. B. Boston, State commissioner of agriculture, Boston. "More fairs than usual are being planned commissioner of agriculture, Boston. "More fairs than usual are being planned for this year, Two major fairs are com-ing back after two years' suspension. There are new applications for State aid

OTIC FIL MANAGERS and OWNERS OF OUTDOOR and INDOOR RESORTS, FAIRS, SUMMER ATTRAC-TIONS, BANQUETS, etc., looking for a real NOVELTY and BOX-OFFICE MAGNET, READ THIS: I have an outstanding and unusual entertainment with one of the

features an ensemble with members of cast attired as monkeys, birds, cats, polar boars, dogs, ponies, etc.

Also a line of sirls available for different novelty routines. Great offering for Kiddies as Well as Adults.

BERT NAGLE & GIRLS PERMANENT ADDRESS "KRAZY KAT REVUE" LYNBROOK, L. I., NEW YORK in premium money. Committees are holding meetings and formulating plans; booking agencies are signing contracts well in advance of the usual time. Small Well in advance of the usual time. Small fairs are steadily increasing, Flood dam-age on Northampton Fuir grounds is serious; fences and cattle sheds have been destroyed and buildings were under ten feet of water for several days. Clean-tra the dampt and several days. ing up and repairs are now under way.

Parks Spending Money

Parks Spending Money "Having returned from an extensive trip, I found that optimism provails thruout the Eastern States, and I am very much enthused by the activity in many parks," said President Harry O. Baker, National Association of Amuse-ment Furks, Pools and Beaches, and president of Harry O. Baker, Inc., New York. "Reasons for optimism are many. Park operators realize that the bonus payments starting on June 16 will give added impetus to the spirit aiready cre-ated by the various governmental agen-cies, again placing money in the hands of the average citizen. Park operators visualize the possibilities and are mak-park Penneville, N. J. Is spending more than 880,000; Pleasure Beach. Bridge-port, Conn... S40,000; Crescent Park. 825,-00. Frogressive operators are confident; 1836 possibilities are a stimulus to the cutte industry."

"Regarding the outlook for amuse-ment business, our line of endeavor is certain to reflect improvement," said George H. Gramer, president of the American Recreational Equipment Asso-ciation, affiliated the National Associa-tion of Amusement Parks, Pools and Beaches, and president of the Spillman Engineering Corporation. "The amuse-ment park business is here to stay. Ideas that were presented several years ago are not in keeping with the minds of pres-ent-day amusement seekers. New ideas must be presented. The year 1935 showed a marked increase in many parks and resorts. New rides are being purchased and more expensive devices are being in-stalled this spring. Optimism and an and more expensive devices are being in-stalled this spring. Optimism and an influx of new business have made it pos-sible for us to buy materials in carload lets." lots

alble for us to buy materials in carbour lots." "It is my belief that prospects for park business in New England this year are, as a whole, somewhat beiter." and Dan-icl E. Bauer, president of New England Section, National Association of Amuse-ment Parks, Pools and Beaches, and general mainager of Acushnet Park, New Bedford, Mass, "Manufacturing plants, outside of textiles, are showing improve-ment, Textule centers show no improve-ment, ds mills are still ilquidating or moving south. Flood conditions in western Massachusetts and New Hamp-shire should no doubt affect conditions in those localities. Payment of the bonus should help greatly, giving work on a larger scale, putting more money into circulation and therefore creating better conditions."

Carnival Reports Better

Except in territory where climatic con-ditions are usually favorable during the carly spring months, the traveling carni-val season has not yet opened. Stateval season has not yet opened. State-ments from managements of organiza-tions having inaugurated their tours, relative to this year, so far, as compared with early 1935, and opinions of the new season as a whole follow:

new senson as a whole follow: "Business increase over last year about 25 per cent so far. With average weather conditions, expect an increase of at least 20 per cent over last year."—Hennies Bros, Shows, in Texas and Arkansas. "Our gross business records between 20 and 25 per cent increase over last year, and we look for still better results when we hit our regular summer sca-con."—Crafts 20 Big Shows, in California. "Have encountered very inclement

"Have encountered very inelement weather, but opened several weeks ear-lier than last year. However, business has been fair; doubless would have been good with favorable weather."-Zeiger

nas been fair, doubtless wother."-Zeiger United Shows, in Arizona. "Gross business so far 40 per cent better than hast year for same period. Expect best senson in years."-Greater United Shows, in Texas.

United Shows, in Texas. "Just started season, but first two days triplod same of last year, altho had had weather last year and favorable this year. With good weather, business this year should be at least 25 per cent bet-ter than last season."—Dec Lang Fa-mous Shows, St. Louis. "Increase 27 per cent over last year so far; weather ideal. We expect 35 per cent increase on season over last year." "L. J. Hoth Shows, Alabama. "With exceptionally unseasonable weather in this territory, our gross at Florida fairs ran 5 per cent ahead of

April 11, 1936

1035. We anticipate an increase of 40 per cent over last year in our gross busi-ness for summer senson, "-Royal Ameri-can Shows.

can Shows. "Dhfavorable weather cut down re-"Dhfavorable weather cut down re-celpts but there is a slight increase so far over last season. Confident the sca. son as a whole will top 1955."—Mohawg Valley Shows, in Florida. "Smail unit playing in Florida en-countered unusually cold and rainy weather. When pleasant weather pre-valied, at intervals, business compared favorable with or exceeded last year. Optimistic about new season as a whole as indications are that general business conditions are continuing an upward conditions are continuing an upward trend."-Barfield's Cosmopolitan Showa.

"Have had bad weather, rain and cold "Have and ond weather, rain and cold, but the three nights open showed 50 per cent increase over season's opening inst year. Season as a whole looks very promising "--J. J. Page Shows, in South Carolina.

Carolina. "Handicapped by some rain, the regu-lar-season opening week's business was just fair. The show's winter unit in Florida was successful. Expect to have biggest season."—Blue Ribbon Shows, in Courts Coroling. South Carolina,

It looks like an exceptional season for carnival people in New England, accord-ing to Paul Denish, of the George Hamid Boston office. Acts are being booked Boston office. Acts are being booked farther in advance than in any previous season and more carnivals are in prep-aration than in past years. Despite dis-astrous floods last month in New England, general outlook is very bright, he declar

Circuses Opening Well

Reports have been received on severa shows, indicating that the managements are very optimistic over the 1936 season, judging from carly-season receipts.

revery optimistic over the 1936 sensor. Judging from carly-season receipts. Business with the Al G, Barnes Circus thus far has been big: in fact, better than expected. The opening dates were sold to California Pacific International Exposition, San Diego. for five perform-ances. Four of them were straw houses at the usual prices. Santa Ana, in rain, was better than inst year, also Riverside over 1936. Long Beach was the bigged for the show there in eight years--two straw houses. The show opened in Los was better than it has ever been and thambra, both showing an increase over 1936. Long Beach was the bigged for the show there in eight years--two straw houses. The show opened in Los where the public's response to date looks like a prosperous seeson. D. E. Turney, manager of the Tom first two weeks is on about a par with hest senson. "From indications," con-tinues Turney, "believe we will have a much better schont han last. We have and considerable cold and rainy weather so considerable cold and rains weather so far and were rained out at San Fran-Kircus has had good business in Texas **Predict Monster Gross**

Predict Monster Gross

Predict Monster Gross Preceded by the usual tonsful of pub-licity matter. the Ringling-Barnum Circus will open its 1936 season in Mad-ison Square Garden. New York. Wednesday afternoon. April 8, hoping to reach a gross-take of three-quarters of a million dollars on its 25-day and 30-performance run ending with Saturday evening. May 2. This won't surplus those who are convinced that outdoor show biz is in for a boom-time senson. They see the circus setting the pace for industry. Wisles who are cautious in their esti-mates are nevertheless freely predicting

Wisless who are cautious in their esti-mates are nevertheless freely predicting that the show will attain that fabulous (the festival nights, that is) will be over with as the show prepares for its initial performance. Commencing will be experiment of the show prepares for its initial performance. Commencing will be cover with as the show prepares for its initial performance. Commencing will be cover with as the show prepares for its initial performance. Commencing will be exact swing until April 11, thousands of school kids will be let loose for the believe \$15,000 per performance will be the average that will yield the treman-dous box-offlee gross. On Wednesday, April 1, the ticket wickets of the Garden were thrown open and business started briskly. Simula-neously ducats were phaced on sails Macy's department store and ticket agencies.

agencies. Preparations for the opening of Cole Bros.-Clyde Beatty Circus in the Sis-dium. Chicago. on April 11. are going on apace. and J. D. Newman, general agent, states that indications point to a very successful engagement. The show very successful engagement. The show will be much larger than that presented heat year at the Collesum, Newman states, and will have a number of outstanding features.

The Billboard 9

Conducted by SIDNEY HARRIS-Communications to 1564 Broadway,

Freeman Heads South on Units

To see Publix partnersplans 20 weeks at \$175 a day-to be gone 3 weeks

NEW YORK. April 6.—Charles Free-man. now with the Paramount booking office, will leave here the latter part of this week for about a three-week tour of the South in an effort to line up an extensive cheap unit tour of Paramount-publik afflicted theaters in that terri-tory. This has been his aim for some time, and it is his opinion that it can be done. He will contact many of the Paramount theater partners and will also see some of the Cushman Circuit units playing in that territory. Free-man figures that there is a possibility of lining up about 30 weeks for \$175 a day units.

a day units. Among the Paramount partners Free-man will visit on his Southern tour will be Wilby-Kincey, M. A. Lightman, Lucas & Jenkins and E. J. Sparks. He eature of building good will, but that he will definitely contact the partners employed by Paramount, it is very likely that the partnered theaters will favor his plan. Many of the theaters in the South play units, the Cushman Circuit servicing quils a few.

servicing quite a few. Freeman revealed that many standard reds.shut off from employment by units and "names." have approached him on the iden of unit-touring. While most of the Southern units now get at the rate of \$150 a day. Freeman points out that he will ask for \$175. The plan does not call for production by the Paramount office, but instead booking a standard act to head a show and letting that act look after the produc-tion. tion. Freeman

tion. Freeman figures, from the many standard acts that have approached him, that there are enough acts to go around to take care of a possible 20-week tour. In lining up his time he will concen-trate on consecutive booking to make the unit tour feasible.

Peggy Taylor Recovers

LONDON, March 23.—Peggy Taylor, he American adagio dancer, of Kitchen LONDON, March 23.—Peggy Taylor, the American adagio dancer, of *Ritchen Pirates* fame, has completely recovered from the bad leg injury she sustained in Paris last December. The act is working this month at the Ronacher, Vienna. Next month (April) the act goes to the Wintergarten. Berlin, with English dates to follow.

New Haven's Show Diet

NEW HAVEN, Conn., April 4.—The Paramount Theater here is getting a steady run of stage shows, with the New York booking office of Paramount already buying three shows to play here. The Count Bernivici unit opens April 17. Benny Meroff's unit opens April 24. and Cab Calloway and ork open May 8.

"Folies" 21 Grand on Second Boston Week

BOSTON, April 4.—Folies Comiques, RRO's own unit production, wound up its second week at the Boston Theater here Wednesday with close to \$21,000 in the box office. The show moved on to the Palace, Cleveland, for a two-week star. stav

On its first week here the unit grossed \$100 under \$28,000.

Dickie Moore, Edmund Lowe And Guy Robertson for Det.

NEW YORE, April 4.—The Loew book-ing office has hooked a trio of "names" for the Fox. Detroit, the week of April 24. They are Dickie Moore, kid movic performer, Edmund Lowe, also of the movies, and Guy Robertson, of The Great Waitz. Loew has also booked the kid per-former for the week of May 8 at the Century, Baltimore.

The Punch Line

NEW YORK, April 4.—Al Grossman, ever since his return from Florida with a heavy coat of tan and a Clark Gable mus-tache, has been paying much attention to his tan and lip adornment. In trying to peddle acts to Sid Piermont staged a grouchy rib and yelled at Grossman, "What do you want?" Murray, one of the boys in the Loew office, out of nowhere piped, "Ho wants a picture test."

Palace, Chicago, To **Get Its Shows Back**

NEW YORK, April 4.—The Palace. Chicago, will definitely resume with vaude again, the decision being made yeaterday by Nate Blumberg, RKO theater executive. If an attraction can be obtained the vaude will return to the house this Friday, otherwise the policy will not be restored until April 17 polley 17.

The theater's brief run with a straight picture policy proved very unsuccessful, the neighborhood entailing too much flesh opposition for a straight picture house.

Harry Russell Office Moves

DETROIT, April 4.—The Harry Russell office has moved to quarters adjoining the rehearsal hall and clubrooms of the American Federation of Actors. Jack Miller, formerly with the Frank Bes-singer Passing Song Company, has joined the office as an associate booker. Russell is producing the Detroit Beef Trust, an act using four girls in a series of novelty dance routines, advertised as "One Thousand Pounds of Girlish Beauty." Viola Gadin, Velma Osborne, Emily Smith and Divina Lopez are in the act, with Carl Lorraine producing the routines. routines.

Benson, Clark Open Offices

CHICAGO, April 4 -John Benson, as-CHICAGO, April 4.—John Benson, as-sociated for some time with the Metro-politan Vaudeville Agency, and Harry Clark, local producer for the Cushman circuit, who formerly mada his head-quarters in the Metropolitan office, have taken space of their own in the Woods Theater Building. Benson books the Arcade Theater, St. Charles, and several night spots. night spots.

Boston AFA Active

BOSTON, April 4.—The AFA of Bog-ton is preparing its annual benefit show, with date and place still underided. Last year the AFA's affair was held at the Boston Opera House. Local AFA also is organizing its second baseball team. First call for material went out last Saturday and the team will be whipped into shape to play CCO teams and semi-pro outfits.

N. Y. Para's Band Success Luring Other Rialto Spots

Center Theater toys with idea to open Easter Weekunsuccessfully approaches Vallee and Lopez - Paramount has more to offer-State books "name" bands

NEW YORK, April 4.—Gus Edwards' vaude revue, opening a week from to-morrow night at the Broadway Sho-Window on 53rd street and Broadway, is practically complete in cast. As it stands now, the cast includes Armida, Ed Lowry, Mark Plant, Milton Charles-ton Three Norbelands Ballow, and Ed Lowry, Mark Plant, Milton Charles-ton, Three Nonchalants, Balley and Dandridge, Joe Dorris, Joe Cook Jr., Larry Rich Jr., Janee Rich, Myra Lott, DeBold Twins, Connie Lusby, Joan Alexander, 16 Sweet Sixteens, Singing Urchins and the Glorious Eight. Phil Pabello will lead the pit orchestra. Policy calls for two-n-day at popu-lar prices, with matinees scaling at 25, 50 and 75 cents and evenings at 25, 50, 75 and 99 cents.

Knight, Tomlin Join Pearce

NEW YORK. April 4.—Al Penroe and Gang, radio show now touring theaters under the sponsorship of Fanchon & Marco, has been made bigger for its tour, with June Knight and Pinky Tomiln Joining the show. The unit, with Knight and Tomiin added, will open for RKO this Friday at the Down-town, Detroit. After a week layoff, which may be filled in with Orpheum spots in that territory, the unit goes to the Mainstreet, Kansas City.

New Brunswick Almost Out New YORK, April 4.—RKO planned to drop the two-day vande policy, ef-fective today, at the State, New Bruns-wick, N. J., but a lust-minute change of mind kept the shows in. Tommy Grehan, doubling from handling trans-portation matters, books the house.

"Waltz" Trio for Chicago

CHICAGO, April 4.—With the closing of *The Great Waits* here, the Paramount office has booked three of its principals for the local Chicago Theater. Guy Robertson, Marion Claire and Vivian Fay will open at the theater April 17.

Battle Between Paris Houses

Goldin). The two circuses, Cirque Medrano and Cirque d'Elver, in reality are in the vaude category as a good portion of their bills is devoted to standard nets. In addition, there are three neighborhood houses, the Hobino (Rottembourg-Goldin) Europeen, and Petite-Casino.

three neighborhood nouses, the bound (notembourg-Coldin) Europeen, and Petit-Casino. A scarcity of suitable acts exists at present. Most of the good acts here have played everything in town. Casino de paris is scouting for a sock comedy act for its new revue, and so far has been unable to find one. Low salary offers and lack of consecutive dates are largely responsible for the shortage of class acts here. As all houses, excepting the Rottembourg-Goldin group, are op-position, acts landing dates at any houses. Even the circuses at jung ther houses. Even the circuses at jung there acts booked must not make prior ap-pearing under a phoncy maine and slightly sitering their act.

NEW YORK. April 4.—The success of the local Paramount Theater with its pit band presentation, using "name" bands, is enticing other theaters in the Broadway area, the Center Theater in Radio City, now in straight pictures, toying with the idea and reportedly passing it up after negotiating with a couple of bands, and Loew's State booking a couple of bands. The Paramount is continuing to buy up bands, and intends running thruout the summer, despite the report that the theater was going back to stage shows. Edwards Completes "Sho-Window" Cast NEW YORK. April 4.—Que Edwards NEW YORK. April 4.—Que Edwards

The Contor was offered the "name" band policy before the Paramount got under way with it, but turned it down, After many unsuccessful weeks with B. under way with it, but turned it down. After many unsuccessful weeks with B. A. Rolfe's Orchestra as the pit attrac-tion the house went straight pictures and has been in the red ever since. It is undersbood that John Hyntt, managing director of the house, was inclined to use bands starting off with Easter Week, approaching Rudy Vallee and Vincent Lopez. Vallee is understood to have turned it down, while Lopez could hot get his price. While a Center Theater executive claims the plan has been dropped, it may be revived if band ma-terial is obtainable. The State gets itself into the band picture the weeks of April 17 and 24, when Buddy Rogers and Cab Calloway play the nouse. Rogers will do the whole show with his unit, while Gallo-way will have three acts along with his ook. Nothing definite as to other bands booked for the house. The Breamount boked by Harry Kal-

booked for the house.

ork. Nothing definite as to other bunds booked for the house. The Paramount, booked by Harry Kal-cheim. continues to buy its bands far im advance, revealing that the house will run all summer with the policy and as long as the band supply holds out, which can be for several years. figuring on the basis of 26 bands a year. Today Johnny Green and ork opened for s two-week stay, to be followed by the Little Jack Little-Ethel Merman combo for a 17-day run. Booked to follow are Guy Lombardo for two weeks and Phil Spitainy for two weeks also. The houso is still dickering with Ray Noble. Attempts by other Broadway thea-ters to play "name" bands do not prove fruitful in view of the fact that the Paramount offers two weeks at its local house and then has other weeks like Boston. Detroit and Chicago. How-ver, most bands prefer to stay in town. In view of broadcasts, and they lean to the Paramount in view of the house's success.

BUCCC88.

Gerber Unit Renamed "Musie Hall Follies"

NEW YORK, April 4.—After conferring with attorneys for Radio City Corpora-tion, Alex Gerber has changed the name of his unit from Radio City Polles to Music Hall Folles. The unit, under its new title, will piny Pays, Philaelphia, week of April 10; Pays, Providence, week of April 10; Pays, Providence, week of April 17, and will follow with Bos-ton and Washington. Negotiations are also on for the show to open in Mcxico City June 8. City June 8.

City June 8. Unit's cast comprises the Roxy Singing Ensemble, with Olark Kramer, Hayes, Haig and Nowe, Ruskin and Norman, Jack Bickel, Dorothy Holbrook, Helen Olsen, Nickolas and a line of 16 girls.

Pennsy's Second WPA Unit

PITTSBURGH, April 4.—The second WPA vaude unit opened at the Y. M. & W. H. A. Auditorium Wednesday under the direction of J. T. Fitzpatrick, pro-fessionally known as Jimmy Lotter. Show lists a cast of 31 people, who will average four performances a week for the next four months at 364 per month. As is the case with the first unit, which is now in its second month, the show will tour Allegheny County and play settlement houses and school auditori-ums. No admission is being charged.

Sees Scarcity of Good Acts PARIS, March 30.—With the entrance Goldin). The two en PARIS, March 30.—With the entrance into the local vaude field of the dircus proprietors, the Amar Brothers, who took over the Empire Music Hall last week, a real battle is on for business between the various vaude and elrcus groups. All the houses, with the ex-ception of the Cirque d'Hiver, put on new Bills last Friday, and practically all some outstanding "name" to serve as a drawing card. While most of the bills appeared fair, the bookers were apparently unable to land any inter-national "names"—unless one excepts the Allambra, which has Larry Adler, Three Saliors, DeWolf. Metcalf and Ford and several other big time acts. Bookers for the Amar-Empire tried to find suitable talent in London, but opening program reveals only a good bill minus any real sock acts. Imany case the town now has three big-time vaude houses, the Alhambra (Robitschek-Bizos group), the Empire (Amare) and the ABC (Rottenbourg-

URN back the vandeville clock 10 years, shift the local from America to Europe, and you will realize why so many American acts today, more than ever, are looking across the Big Pond for bookings. Vaudeville in the Big rond for bookings, vauceville in Europe is in its heyday, straight vaudeville with no pictures. 12 acts to a bill; two shows daily, and crowds of people waiting around stage doors for autographs. Europe is vaudeville conscious to such

an extent that American acts going over for first time are amaged at its the hold on the people.

The past few years have seen the migration of a great many acts to foreign shores, American acts have come to the realization that despite the distance handicap foreign book-ings are most desirable. Bookings are continuous and jumps between towns much smaller. The biggest jumps in England are from London to Glasgow, a distance of 402 miles covered in eight hours by train, and from London to Dublin. 335 miles apart, necessitating a

of nine and one-half hours. The absence of Sunday shows in England makes it unnecessary to go by alcepers.

New York City, with a population of approximately 7,000,000 people, hasn't one straight vaudeville the-ater, while London proper and its suburbs support at least a dozen music halls. In the provinces citles with populations under 500.000, such as Brighton, Leicester, Portsmouth, Swansea, etc., maintain at least one straight vaudeville theater. These towns are comparable to Albany, Rochester, Syracuse, Bridgo-port, Richmond, etc.

Compare the amount of playing time available to an act in America with that of Europe. RKO. Loew, Paramount, Warner, Balaban & Katz and about 22 weeks. There are, of course, a certain number of independent dates, but let us take just In England the General these six major circuits. In England the General Theaters Corporation alone has more than that hum-ber of theaters playing straight vaudeville and unit shows. This circuit has been the leader for the last few years in importing American acts, playing the these six major circuits. The years in importing American acts, playing the average vaudeville act and the biggest stars. There are also the Stoll Circuit and the Collins Circuit, along with a good many other smaller circuits and independent theaters, all playing straight vaudeville bills, twice nightly. On the Continent the chief buyers of American acts have been the Scala Theater. Buyers of American acts have been the Schu Theader. Berlin, which also has a booking arrangement for the UFA Palast, Hamburg, and the Alhambra and the A. B. O. theaters in Paris. The Cirque Medrauo and the Paramount, Paris, as well as the Apolio Theater. Dusseldorf, also use quite a good many American acts, altho is is their custom to wait until these acts are already in Europe before booking them for their establishments.

In America vaudeville consists of weekly stands, whereas in Europe, capecially on the Continent, enwhereas in Europe, especially on the Collinent, eu-gagements are for extended periods. A con-tract with the Scala, Berlin, calls for one month at that theater, while the Alhambra and A. B. C. the-aters, Paris: the UFA Painst, Hamburg, and the Apollo, Dusseldorf, are all two-week stands.

The shows at the Palladium, London: the Alham-bra. Paris, and the Scala in Berlin are being run as well as were the vaudeville bills at the two-a-day Palace. New York. George Black and Val Parnel have brought the Palladium shows to a speed and smoothness that astound the American performer. smoothness that astound the American performer, who has to admit that he has not seen shything like it since the days that American vaudeville was at its peak. Kurt Robitschek, of the Alhambra. Paris, and Eddle Duisberg, of the Scala in Berlin, have also been very successful in perfecting the run-burg of their performs. ning of their programs.

South American and Australia have also. In the Inst few years, come to the fore in the buying of American acts. Andre Trillas, of the Lombartour Tour in Buenos Aires, and Frank Nell, of Australia. both favor the use of American acts in their theaters, and as a result a great many acts have sailed and will sail for those parts of the globe. The warm reception accorded American acts in these foreign countries is vindicating the judgment of these men in importing American turns.

in importing American turns. A good many American acts are arranging their bookings so as to play the greater part of the year in foreign countries, returning to America for a few months to play what little time there is left, then going back to Europe, South America or Australia for a new season. Naturally, with vaudoville condi-tions as poor as they are in this country, these acts prefer to remain away for as long as they possibly can. American agents are daily cabling their acts in foreign countries offering them vaudeville en-cagementa, radio programs, hight club goots and even gagements, radio programs, night club spots and even pictures. The majority of answers are the same.

VAUDEVILLE

The acts advise that unless something out of the ordinary presents itself for them here in America they ordinary presents itself for them here in America they would much rather stay where they are for the time being, working steadily and with much easier work at that. This is creating a scarcity of good acts for American bookers. At the time this article was written two circuits here were looking for comedy acts for the following week and a unit producer was frantically searching for acts that had not been seen around too much. A giance thru a list of American

Vaudeville Looks To Europe By anonymous

acts abroad would reveal at least a score of such acts, and any one of them, by cabling their agent notice of their return to America, would be booked immediately for the various circuits for whatever time they have on their books.

There is no incentive today, with vaudeville as it is in America, for our producers to develop new abts and new talent, especially noveity and comedy material, and this dearth is being sorely feit in vaudeville circles. As a result several of the major cir-cuits are realizing this and are bringing over European cuits are realizing this and are bringing over European acts suitable for this country. A good many of these European acts are finding profitable engagements in America, for the arrival of each new act brings offers not only from the other circuits but from night clubs and hotels, which have for the last few years taken the majority of their acts from the vaudeville field. They, too, are feeling the need for new material, new ideas and novelties. American producers are gradually beginning to realize that they will have to look to Europe for new acts as well as for mest of the good American acts. Just a few years ago Lee Shubert, during one of his European trips, saw a show at the Ambassadeurs in Paris and signed five nets for his revue in America. Three of these five acts were American turns that had arrived in Paris acts were American turns that had arrived in Paris

WHY ANONYMOUS?

٦ The author of the article on this page is one of the most successful of so-called European agents. When this article was Is one of the most successful of so-called European agents. When this article was projected The Bilboard had the choice of obtaining a signed article that would call a spade a shovel from persons hardly in a position to engage in a straight-from-the-shoulder discussion or this article from the pen of a man who knows his business but who, for obvious reasons, could not sign his name to the piece. The identity of Mr. "Anonymous" should not be an un-solvable puxtle to those who know at least a little something about the European situ-ation. But the guessing is their pastime: our duty and moral obligation is to dis-soclate his name from this page.—Ed.

from New York several weeks before. One of the acts had all it could do to convince Mr. Shubert that it was American and that it had played the Paramount Theater, New York, the week prior to sailing for Paris.

Vaudeville in Europe, with its speed and its enthusiasm, seems to inspire the American act to better work, and in many cases personalities that have been domiant due to the lack of means for outlet have come to the fore. With that thought in mind and with the present demand for new faces and novelties in picture musicals. Amorican picture companies would do well to have their foreign offices cover all

American acts playing in their contries. For several American vaudeville stars who wore more or less on the downgrade here Europe seems to have been just what the doctor ordered to bring them back on their feet and to headline prominence once again. They seem to become rejuvenated, re-salning confidence and their personalities. Only resensing control to the provided of the sensitive of the sensitive of the sensitive sensiti sensitive sensitive sensitive sensitive sense when he takers. She was offered European bookings which she had invariably turned down year after year. At last her agent persuaded her to accept the foreign dates, with the result that when she went she was a tremendous success and stayed in Europe for about six months. The reports were so terrific and the publicity she received was so great that she was cabled an offer from one of the major circuits for a string of dates at a salary much more shan she had been asking just before she left for Europe. Upon her return to this country she was a bigger hit than over before. As is the case all over the world, when an act returns to his own country he usually has some com-

plaint to make about business methods in the other lands. The majority of Amer-ican acteshave come back with the kick that after playing the they had when they have been a second weeks they had when they went over they were asked by the man-agement of the circuit for which they were brought over to accept a reduced sulary for further dates. In a good many cases these acts feel very indignant and rather than accept such reductions they re-turn to America.¹ However, European managers realize that when acts quote salaries for foreign engagements the acta include in their quotations the

amount of their round-trip transportation promited over the guaranteed number of weeks. Naturally, at the completion of their original bookings this transthe completion of their original bookings this trans-portation cost is covered and these circuit managers do not want to continue paying the extra salary towards these fares, especially in the similer towns that cannot pay as much as the bigger houses. There is plenty of consecutive and profitable work in foreign countries for acts that understand this situa-tion and adapt themselves accordingly. tion and adapt themselves accordingly.

Each country has its likes and dislikes, and cer-tain types of acts will be enthusiastically received in tain types of acts will be enthusiantically received in one country and completely ignored in others. Tap dancing is understood in England as well as it is here in America, yet France and Germany are coun-tries to be avoided by acts specializing in this type of dancing. A few years ago one of the best American tap-dancing acts was booked into the Empire Theater, Paris, which at that time was the ace vaudeville house of France. The opening show was disastrous for the boys, who did the same act that they did in Empired where they had fournatively "form the house for the boys, who did the same act that they did in England, where they had figuratively "torn the house down." Triple taps, trenches, over-the-tops, etc., meant nothing to an audience which knew nothing of the intricacles of the tap dance. Fortunately, they changed their act for the second show, and the best part of the revised act was the guitar playing of one of the boys who had been playing the instrument more for his own amusement than for professional mutaness. Expression is also a place to be avoided by purposes. France is also a place to be avoided by singing acts that cannot put their songs over in French. Let an American or English singer start his program with an English song and you will bear his program with an English song and you will bear cries of, "En Francaise" coming from the gallery. Acts with some talk are cautioned by managers of French music halls, as well as those in Germany, either to eliminate such talk or else to have as much of it as possible translated into the language of the country. Audiences in France and Germany will forgine a foreign accent, as they realize that the performer is at least trying to adapt his act to their country. country.

England naturally uses a good many American talking acts, but even then such acts should first acclimate themselves and make such changes as are necessary to put their acts across. An English audience cannot understand the second chorus dra-matic meter that most acts across in a constant the matic patter that most American singers use over here. They prefer the straight singing of a Song without a lot or sentimental and heart-rending in-terpolations. Furthermore, English audiences are terpolations. Furthermore, English audiences are none too friendly to American comedians with aggress-sive personalities. Their term for it is "oheeky." Another thing they cannot grasp is the "eurtain speech" of the American act that is a big hit. The business of "I'm so glad you have taken me, a for-elgner, to your hearts" and "I'm thrilled at your marvelous applause," etc., means next to nothing to them and in most cases acts are asked to delete these presches by the manager ofter the about speeches by the manager after the show.

Knockabout acrobatic comedy acts and pantomime Knockhout aerodate comedy acts and philoindse novelties are universally understood and can play in any theater from Rio de Janeiro to Dublin. France and Germany, especially, go for the slapstick type of comedy knockabout and a "pratt" fail is greeted with howls of laughter. Beautiful girls (God bless them), especially acrobatic dancers, have an unlimited

field in foreign bookings. The vauleville field has contributed to radio, pictures, legitimate stage, night clubs, etc., and these fields will, in a few years, have to look to Europe for neuss will, in a rew years, have to look to Europe lo the better American vaudeville acts, because scores of these acts are being kept working and in the business by their foreign bookings, whereas without this field most of them would be forced into other these due to the their these forces into other lines of work and their talents forgotten. Even new foreign bookers are beginning to worry about new

(See Vaudeville Looks on opposite page)

Vaudeville Notes

Soothing

City

11

WPA Vaude, Minstrel Units To Tour Non-Competitive Theaters

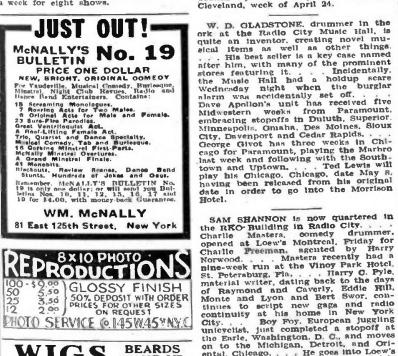
NEW YORK, April 4.—Possibility of locally produced WPA vaude and min-atrel units touring towns and cities where there is no vaude competition is now greater than ever. Philip Barber. New York Pederal Theater hoad, has okehod the plan advanced by the Ameri-can Pederation of Actors and is already working on gotting an okeh from Wash-ington to permit use of busses to trans-port the shows. Mrs. Hallie Flangan, Pederal Theater director, is also behind the plan.

Raiph Whitehead's plan is to book they units into towns adjacent to CCC campe on a percentage basis and include a provise that camp boys be admitted free. These bookings will be inter-apersed with dates in theaters or audi-toriums that are not competitive to spots already using vaude. Ac with traveling drama units, per-formers and musicians will get \$103.40 a month, plus \$3 a day for expense. Units will comprise the regular acts, an orchestra of eight or more, advance men and a stage crew of three. Angle is to

New Chorus Equity Standard Contract

NEW YORK, April 4.—Chorus Equity is putting finishing touches on its standard contract form for chorus peo-ple in presentation houses. Original contract for this field was used only once, when a Sara Mildred Strauss troups signed up more than a year ago. It provided for a Chorus Equity closed shop and specified the NRA code was a part of the contract.

shop and specified the NRA code was a part of the contract. The new contract includes most of the code provisions and sets up the code minimum wage figures: \$25 a week for permanent troupes in Class I houses, \$30 a week for permanent troupes in Class A houses and \$35 a week for traveling troupes playing any class house. These figures may be raised, however, before the contract is issued, as the Chorus Equity minimum for chorus people in legit shows is \$30 a week for eight shows.





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start off tour in the East and extend it through the country if successful. Whitehead, who is national adviser on WPA vaudo, musical comedy and olrcus, says the problem is to restore vaude to communities and at the same time avoid communities and at the same time avoid competings with established value spots. WPA units would be withdrawn when a community becomes sufficiently value-consecous to support a commercial value spot.

Pittsburgh Casino's Twin Pix

PITTSBURGH, April 4.—Georgo Jaffe dropped his vaude policy at the Casino Theater here and reopened last Satur-day, following eight days of inactivity due to the flood, with double features. Joe Hiller, who booked the house, re-ports that Jaffe may bring in flesh again late this month. this month.

Schultz and Kemp to Coast

NEW YORK, April 4.—John Schultz, head of the F, & M. Agency, left here yesterday for the Coast with Harold Kemp, who will assume charge of the Coast affairs of the agency. Due to bad fiying weather, they entrained to Chicago, where they will pick up a plane to the Coast. Schultz will return here are units of the coast. next week.

Broadway in Piccadilly LONDON, March 23.—The number of American acts playing English vaudeville this week totals 83, the highest for nearly two years. Of these 83 acts no fewer than 49 are playing in town. This figure is exclusive of American performers in caba-rets, clubs and musicals.

Vaude for Sycamore, Ill.

CHICAGO, April 4.—The Furgo Thea-ter, Sycamore, Ill., will inaugurate stage ahow: Sunday with Exim Alee and her Texas Cowboys unit. If the policy clicks, alternate vaude shows and units will be made a regular Sunday attrac-tion. Tommy Sacco books the house.

VAUDEVILLE LOOKS

VAUDEVILLE LOOKS. (Continued from opposite page) American talent. They have practically exhausted the vaudeville acts suitable for bookings in their theaters, and very soon it will be a question of re-engage-ing most of the acts that have already played there several times. At present there are two foreign managers in Amer-ica looking for talent. One of them is a producer of pantomime in England and uses a good meny American sets in his shows. The other is a producer of night club shows in France and Eng-land. Both of them are having their troubles finding talent that has not been seen in Europe, and they deplore the dearth of new vaudeville talent hore in America. America.



St. Guaranteel satifactory, JAMES MADISON 1376 Sutter St., SAN FRANCISCO, CALIF. 4 Issues of THE COMEDIAN in print, 51 Sat.



now in New York, goes west for ple-tures and more vaude at Orpheum in May. . . Jay Brower replaced Rube Wolf as emsee at J. J. Frinklin's King Theater, Honolulu, Thursday. . . Took with him a new line of F. & M. girls and several specialtics. . . Rube Wolf and eurent show returned to the States after 16 weeks.



Seite.

Jackie Coogan and Betty Grable

Reviewed at the Rozy. New syle-Talk, singing and dancing. New York Styleting—In one and full stage (special). Time—Twenty minutes.

Backed by plenty of publicity as a romantic team, the grown-up "Kid" and



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bis girl friend, Miss Grable, provide nice entertainment. Featured in the P. & M. Hollywood Scorets unit, they get a good chance to show their talents.

Altho Miss Grable is more talented, it Coogan, of course, who gets the most is coogan, of course, who gets the most attention. Now grown up, Coogan is a tall and plensant-faced young fellow with a good talking voice and modest personality. Did emsee here and then joined Miss Grable in some tap rou-times. He also worked in the brief drametic scene.

times. He also worked in the brief dramatic scene. Miss Grable is a nice looker. A shapely platinum blonde, she sang a couple of pop numbers, displaying more personality than voice. Her dancing with Coogan was okeh. Also handles lines nicely

They make a nico team, mainly be-ratue they actually show some talent rather than depend on throwing the Hollywood bull about "my dear public." Got over nicely here. P. D.

Nina Olivette Assisted by MURRAY AND KING

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

After heading 10 and 13-people flash After heading 10 and 13-people flash acts. Nina Olivette is doing a three-people turn, an act that's thoroly ef-fectively and sure to catch on with audiences. Murray and King assist the blond, energetic and twiented comedi-cunc. The act is of a medeap nature and it is routined and staged very well, showing the touch of an expert pro-ducer ducer

Leads off with the two boys doing a hoofing routine, with Miss Olivette breaking in in an attempt to join up with them. This builds up for a Clayton-Jackson-Durante number, Miss Olivette very cleverly taking the Durante part in doing a tune, *i* m a Lady. Next is a dance by the trio to varied tunes aprung suddenly, something like the Ritz Brothers do. Finish is burlesque ballroom dancing a la Gine, DeQuincey and Lewis, Lowe, Burnoff and Wensley et al., and this trio really do it very well. ds off with the two boys doing a well

well. While the act may be questioned on its originality, still it's all done very cleverly and rated the heavy applause received here in the trey position of the five-act show. S. H.

Frank and Vilma Revue

Reviewed at the Grand Opera House, ew York, Style—Dance flash. Setting Pull stage, Time—Eleven minutes. Nein

- Fitt stage. Time-leven minutes. Three girls and a mixed team com-prise the setup for this flash. Pace is rapid, act runs along smoothly, and is pleasing in its modest way. Ballicom team opens with a waitz, and later clicks with The Continental, a showy number. One of the girls, filling in at the plano. sings One Night in Monie Carlo, and the other two offer separately an acrobalic other two offer separately an acrobate dance and a toe dance. Both good turns, with the latter dressed nicely in a red and white riding habit. Received a fair hand. P. A.

Terry and Tully

Reviewed at the Grand Opera House, no York. Style—Dancing. Setting— one. Time—Nine minutes. New Yor In one.

In one, Time-Nine minutes. A nice male team of boolers offering an unusual assortment of straight, ce-centric and comedy tapping, supported by a girl stooge who crosses the stage a few times in counic postures and in-vokes a couple of gags. Closing turn is a dance satire on The Great Walts, per-formed with a lot of nonsense by all three. Mainstay of the act, however, is the stepping of the boys. Clicked here very well, P. A.

Roger Pryor

Roylewed at Locw's State, New York. Style—Singing and concedy talk. Set-ting—In one. Time—Nine minutes. A personal appearance to Roger Pryor, now a featured film player, is a setup, for he has a legit background and interpreter the lockground and and secup, for ne has a legit blockground and durthermore inherits his feel for an au-dience from his famed bandleading father. "Nice looking and of charming personality. Pryor makes an outstand-ing showing with his singing and talking

He got huge hands coming and going, show stopping and begging off.

VAUDEVILLE

going, show stopping and begging on. Of course, he ties his act in with Hollywood, telling cute stories of flicker colony personalities, leading off with Mae West. It affords him an oppor-tunity to tell of the films in which he appeared. His Roeco Ates stuttering Sag is really Benny Rubin's old reliable. At is really Benny Rubh's old reliable. At singing, Pryor is swell, rathing off *Eent*, Meent, Mincy, Mo. No Other One and *it's A Lovely Day* in grand voice. rattling off fitted beautifully into the trey of the five-act bill. S. II.

spot of the five-act bill.

MANAGERS FORCE-

(Continued from page 4)

reconstructed from page 2) agreement, including almost all pro-ducers of first rank, thus enabling the League, for the first time in managerial history, to present a practically united front to an opposition threat.

front to an opposition threat. As a result of today's action producers can go ahead with the business of pro-curing new plays for production under their own printed contract which was drawn up for them by Philip Witten-berg and Milton R. Weinberger, their attorneys. It will now be possible for producers to acquirs and produce plays without regard to the Dramatiats Guild for the first time in 10 years. During that period practically every American play produced here has been under the Guild contract. Managers took the posi-tion that, having operated under nego-tiated agreements for 10 years, they rotion that, having operated under nego-tiated agreements for 10 years, they ro-fused to work under any other.

Jused to work under any other. Dr. Henry Moskowitz, adviser to the League, who has been largely responsible for this first victory in lining up League members into a militant and solidified whole, notified Sidney Howard, president of the Dramatiss' Guild, of the man-agers' action in the following letter: "On numerous occasions the League of New York Theaters has requested the December inter a constitute a con-

agers' action in the following letter: "On numerous occasions the League of New York Theaters has requested the Dramitista' Guild to negotiate a con-tract to take the place of one which ex-pired February 29 last. "Your committee was asked in the conference preceding that date to ex-tend the old basic agreement until a new one could be negotiated, and our request was denied. On March 16 we wrote offering to negotiate or arbitrate our differences, and when you refused to do either we wired you March 20, again offering arbitration. On March 23 you again denied our request, and two days later we again asked for negotia-tion. Your answer to this request con-tained this statement: "We are asked to continue a correspondence which we feel compelled to point out is a complete waste of your time and ours." Despite this rebuilt we continued our efforts via tho telephone, but this method proved even lees successful for the reason that of march 26 and 30 and April 1. "We have operated for the past 10 years under negotiated agreements and ness under negotiated agreements and ness under any other arrangement. On February 29 you released us from any obligations to you by refusing to extend the existing agreement. In view of your consistent refluxed to negoting to extend the existing agreement. In view of your

oblightions to you by returning to extend the existing agreement. In view of your consistent refusal to nogotiate we feel the business interests of our members would be seriously affected if they were to delay longer in procuring plays for

to delay longer in procenting plays for production. Accordingly we have decided to proceed with our own printed hasic agreement adopted by our members. "If at any time the Drumatists' Guild wishes to negotiate a contract with the League of New York Theaters we will be happy to enter into such negotiations. "We are inclosing for your informa-tion a copy of an agreement binding our members to our basic agreement and the names of the producers who have algored it. We wish to advise the Dra-matists' Guild that any attempt to inter-fers with this agreement will be opposed

Algoed II. We wish to have the Dis-matists' Guild that any attempt to inter-fere with this agreement will be opposed and such legal action taken as may be necessary to enforce it." According to the agreement, managers signing it bind themselves to make no contracts for plays to be produced in the United States except subject to the form adopted by the League or until a minimum basic agreement with the Dra-matists' Guild is negotisted and ap-proved by the League. The contract is binding whether the signing managers produce individually, as a member of a partnership, or by any corporation of which they are members or stockholders or with which they have any connection, direct or indirect. In the event of breach of the agreement the League will be entitled to injunctive relief, en-joining and restmining the violation of the agreement, as well as any damages

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which the League or other signatories may suffer because of the breach. The agreement is not applicable to plays writ. ten by foreign authors. The agreement is binding upon the parties, their heirs, executors, administrators, successors and science.

assigns. The 61 managers who signed the agreeassigns. The 61 managers who signed the agree-ment yesterday are Charles H. Abram-son, Richard Aldrich, Lyle D. Andrew, Theron Bamberger, Paul L, Berney, Bela Blau, Oustav Blum, Ben A. Boyar, Wil-liam A. Brady, Leo Bulgakov, Leslie J. Casey and James W. Liddle, Inc.; Delos Chappell, Inc.; Samuel M. Charterock, Alfred de Liagre Jr., Henry Forbes, Vin-ton Freedley, Inc., Crosby Gaige, A. Ray-mobd Gallo, Norman-Bel Goddes, Morris Gest, Michael Goldreyer, Max Gordon, Luther Greene, Sam H. Grisman, Sidney Harmon, Jed Harris, Walter Hart, Mar-cus Heiman, Theresa Helburn, Richard Herndon, Barney K. Lawans, George Keendolf, Lawrence Langher, McKenna Mayer and Mielziner Inc., Jerome Mayer, Guthrie McClinkic, Frank Merlin, Gilbert Miller, Robert Milton, Malcolm L. Pen-son, Brock Pemberton, Antolnette Pery, Bidney Phillips, Norman C. Pincus; Play Descheider, Gandretes Lar, Martay, Lay son, Brock Femberton, Antoinette Perry, Bidney Phillips, Norman C. Pincule: Play Producing Syndicates, Inc.: Murray Jay Queen; Laurence Rivers, Inc.: Al Rosen, Lee Shubert, Millon J. Shubert, Smith & Ayer: The Theater Guild, Inc.: Joe Byron Totten, James R. Uilman, Lode-wick Vroom, L. Lawrence Weber, Jacob A. Weiser; Carly Wharton, Dwight Deere Wiman, A. H. Woods and Alex Yokel.

NEW YORK, April 4.—While man-agers and dramatists battled this week over the Dramatists' Guild's new basis agreement. Actors' Equity injected a new note into the fray by suggesting that actors also should share in the screen views.

notor also should share in the screen rights. The suggestion was made by Frank Gilimore, Equity president, and will probably be brought up before the coun-cil at that body's meeting on Tuceday, "In the midst of all this discussion be-tween the Dramatists Guild and the producing managers," said Gilimore, "a to the relative precentage each should receive from the sale of plays to motion pletures, the Actors' Equity Association would like to go on record with the declaration that in the final accounting the actor should not be disregarded. Af far as the general public is concerned work contributes in no small measure to the success of a play. "If, as a result of that work, a deal

to the success of a play. "If, as a result of that work, a deal is made for the play in which he has appeared, it seens only fair to Equity that a certain part of that compensation should be paid the actor." Broadway in general, was inclined to smile at the rudical suggestion, but in may smile out of the other side of its mouth if the council feels inclined to act upon it. The managers have no minimum contract with Equity, which leaves the actors' organization a clear field to put thru whatever legislation its theoses. chooses

It was predicted in some quarters that if the actors demand a split of the film dough the scene designers would have equal rights to a share. Stagehands were equal rights to a share. Stagehunds were figured in as another remote possibility. One scribe suggested that the general public, which contributes in more tan-gible ways than any of the stage work-ers, should by the same token share too, with a fraction of one per cent of the show's film rights going with each ticket sold.

ticket sold. Brock Pemberton, when told of Gill-more's suggestion, said, "I'll give my share of the movie money to the critics who give me good notices." Since the eritics' is a major share in the work of selling plays to pictures under the guine of Broadway successes, Pemberton's state-ment was hailed with give in the vari-ous dramatic departments.

Material Protection Bureau

Attention is directed to The Biliboard's

Attention is directed to The Biliboard's Material Protection Burcou embracing all branches of the show business, but de-signed particularly to serve Vaudeville and Those wishing to establish material or idea priority are asked to inclore same in a scaled envelope, bearing their name, per-manent address and other information ner packet will be dated, attested to, and filed away under the name of the claim-ant.

Send packets accompanied by letter P Joing paraves accompanied by letter of questing registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Buildins. New York City.

Loew's State, New York

(Reviewed Friday Afternoon, April 3) State has a box-office combo this week, Charlie Chaplin on the screen in Modren Times and NTG on the stage with his radio girl revue. Offhand, you'd wonder at combining Chaplin and NTG, but Granny isn't going in for undrapes this week so nothers needn't worry about the Chaplin kid fans. A couple of things may not be kid enter-tainment, but the management will probably get around io it, tho. Granny does an hour and 16-minute show, a typical cabaret entertainment, without the chorus, but a steady parado of spe-cialities and sideplay and Granny's floor-show announcing. (Reviewed Friday Afternoon, April 3) show announcing. Again the house calls upon the cabaret

show announcing. Again the house calls upon the cabaret fet, with Ruby Zweiling and the pit boys up on stage. And by the way, Ruby and his boys do a sterling job of playing this show. Aside from the flock of specialty people, NTG has in his show the Slate Brothers. Rita Rio and Bechee and Rubyatte. Plenty of show-loud and noisy, often hilarious (thianks to the Slates), dotted by frequent applause avaluons, and all goin to-town stuff. Granny carries on in his usual way. throwing the clappers out to the audi-ence, mingling with the folks, clowning around on his introductions, and in gen-eral making it all very intimate. The Slates get a spot for their act, doing their knocknouts, the song about the South and dancing, and go over with a bane. In addition, they romy thru the show in a very amusing fashion, rivaling the Ritz boys on nonsense and effectiveness. Rita Rio is a definite sock with her untiring and encreted is on the sinter, dances and musses up Ruby. Sho's penty hot and performance. A She hi-dee-hes musses up Ruby. performance. A good performance, too. She hi-dee-hee galore, dances and musses up Ruby. She's plenty hot and rated the show-stop the audionce handed her. Beehee and Ruhyatie, Arabian sextet, are in the closing frame, icing their grand tumbling and pyramid stunting, which is a good finisher, and respecially grand when the Slates clown with them. with them

Of Granny's specialty people, the big-gest punch, a sure enough show-stop, is registered by Wally and Verdyn Stapleregistered by Wally and Verdyn Staple-ton, an Aslatte-Rogers sort of team who have plenty on the ball. They're clean workors, doing tap-dance routine of un-usual merit, showing the couple as ex-cellent stylists. They had to do three numbers before they could get away and even then they had trouble leaving. Other big hands are tendered Gloria Day, a hotcha singer und dancer of nice style: Fay Carroll, who did a grand singing job despite horseplay, and Freeda Sullivan, a clever acrobutio dancer. Claire Powell is the exotic dancer of the show, in re-vealing clothes: Beverly Britton does mildly in her singing assignment; Sonya Yarr does a fair enough Russian song: Yarr does a fair enough Russian song Yarr does a fair enough Russian song: Racquel Delmonte gets by nicely enough with her Siboney song, and the Three Taka Sisters are a novelty, a Japanese song-and-dance trio. SIDNEY HARRIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 2) The Music Hail leads the Enster Pa-rade with a combination show that's certain to hold for a couple of weeks and play to heavy grosses. First there's Freddle Bartholomew starring in Little Lord Fauntleroy and second is a colorful stage show, employing about 200 people. A combination that only the Music Hall on bandle, and the concity house of

A combination that only the Music Hall can handle, and the capacity house at this last show opening day proved the merit of such an attempt. Fullowing the brief organ playing by Dick Leibert after the pleture, the pro-duction again enlists the services of its annual Easter spectacle. It is The Glory of Faster, to Rubinstein's Kamenoi Os-from, Caturing the heautiful contralto of Faster, to Rubinstein's Kamenoi Os-from featuring the beautiful contraito

from featuring the benutiful contraits ainging of Edwina Eustia. Also, calling upon all the Music Hall ensembles, the aligers, ballet, Rocksttes, etc., parading at the sides of the house and on stage in the annual church set. And again the oudence paid it off with much appre-clative applause. The Easter Parade stage show gets the grand sight of scelag the 95 or so boy members of the Joliet (III.) High School hand, a brass aggregation touring that, so the trailer reads, in the in-terest of musical education. A. R. Mc-Allicter directs the boys thru De Nardis' Universal Judgment and Goldman's Stepping Along. Very colorful and cer-tainly entertaining—a real novelty. Next is a singing spectacle. The Old

Refrain, by Fritz Kreisler, and again Miss Eustia is featured, backed by the glee club. A nice enough number, but world beater. no

no world beater. Multary Waltz is a hurrah number, crowding the stage with the ballet corps and male dancers, who eavort about in a fan routine (not the Sully Rand variety). Not as colorful costuming as it might have been, but the set is flashy enough. Leads into the finnie, the real flag-waving type, in which the Joliet band returns and does Stars and Stripes, band returns and does Stars and Stripes, which is an applause getter even with a Music Hall audience. Entire company is on, and the Rockettes have the finish-ing spot, doing a routine that embraces the goose step and a heil salute, which inght have accounted for the smaller than usual hand the girls usually get. The Easter opening runs 10 minutes and the rest of the stage show is timed at 31 minutes. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, April 4) The Three Knees, two men and a woman, opened with an excellent line of balancing work. Tricks included the balancing of a perch on the forehead of one of the man while the other bal-anced upside down on the top of 1t; one of them revolving on the top of a ladder balancing trick for the finish. Good band hand.

hand. Edgar Bergen, in deuce spot, gave his usual fine ventriloquistic turn with a clever line of chatter that drew plenty of laughs. Bergen as a doctor going thru the routine of operating on Charlie McCarthy, his boy dummy, has one of the most entertaining acts of its kind. Good hand. Tolumy Boyle assisted by his son and

Good hand. Johnny Boyle, assisted by his son and daughter, Jack and June, offered a vari-ety of dancing, the only thing outstand-ing of which was Boyle himself doing a human puppet bit in which he used his hands in shoes for several dancing numbers. A novelty chair routine closed. Three bows. Chie Thomas, as a comedy inisfit sol-dier, related in a humorus voin his

Chief Thomas, as a concert insite with the dier, related in a humorous vein his experiences in the late war and proved that he has no superior on the stage to-day with this type of cornedy monolog. He kept them laughing continually and left after singing We Won the War to a very word hand. good hand.

The revue portion of the bill was named the Dirie Showboat Revue and had Verne Buck's boys grouped before a showboat drop as the State-Lake had verse Bick's boys grouped before a showboat drop as the State-Lake Sweethcarts went thru a routine dressed in crinelines. The show sugged greatly then when Al Wilson, a colored boy, vocalized in a strained effort thru Ole Man River and Shortrin' Bread. Lyda Sue, an attractive and accomplished dancer, did a routine that included acro-batics, back head kicks, aerials and un-usual twists and drew a big hand. Ross, Pierre and Schuster tied up the show in the next-to-clooing spot with their Big Broadcast of 1936, during which they contributed several types of radio mimiery. Heavy applause. A hit. The State-Lake Sweethearts and Verne Buck closed the show with a novelty routine called Follow the Leader. P. LANGDON MORGAN.

Fox, Philadelphia

(Reviewed Friday Afternoon. April 3) (Reviewed Friday Afternoon. April 3) Topping the Fox bill this week is Little Jack Little, stage and radio favorite, who brought out a good house. considering the proximity to Holy Week. Band has good routines and it is backed by a colorful show. Opening number presents Little and his orchestra of 12 in a medley of "re-quest" numbers followed by a tricky arrangement of Chinatoon, My China-fown, with Little doing his crooning and tricky plane arrangements.

form, with Little doing his crooking and tricky plano arrangements. First act is that of the Delmar and Redmayor Twins, two boys and two girls, who do a series of Spanish dances, attractively staged and costumed.

The band then follows with a good rendition of Lost, featuring Little's singing and plano work. A genuine novelty in puppet manipu-lation is offered by Carl Simpson and his marionettes. Simpson and his feminine aid work in view of the cus-tomers, showing the handling of the dolls. The act-representing a vaude-ville show — features the dexterity of the puppeteers, who make the dolls perform weird acrobatic feats and end up with a clever demonstration of a doll matieian. It is a good, out-of-the-beaten-track puppet act. The Little orchestra then follows with

demonstrations of the style of Hal Kemp, Benny Goodman, Eddle Duchin, Wayne King, Guy Lombardo and 'other noted ork leaders in an interesting novelty, and Little follows with his elever impersonation of an old-time

clever impersonation of an old-time saloon pinalist. The Delmar-Redmayer outfit returns in a dance number called "Deep Purple," an evolution which combines both Greeinn and modernistic features.

As the orchestri swings into Some-body Stole My Gal Little takes his best solo spot of the show, stopping 'om with his plano stunts. For a finale a medley of his song compositions, in-eluding Hold Mc, Jedloux of the Moon and Shanty in Old Shanty Town, is played played. The film is Song and Dance Man. H. MURDOOK.

Chicago, Chicago (Reviewed Friday Evening, April 3)

Name bands and orchestras have been the stage attractions here for the past three weeks, with Xavier Cugat and his three weeks, with Xavier Cugat and his Waldorf-Astoria aggregation currently holding the boards. Some unusually attractive settings have been furnished by the Balaban & Katz production, de-partment for these bands. Last week Leo Stahr and his art department de-signed a Colonial mansion for the George Olsen band and this week have conceived a good-looking Venetian blinds effect with a large eactus back-drop. The lighting was excellent thru-The lighting was excellent thrudrop. out.

Cugat and his orchestra (14) opened with the playing of Jealousy and then went into Rosifs, the latter featuring Cugat and six other violinists, xylophone and muted trumpets. The Two Marias, Mexican girls, with one of them accom-panying on the guitar, sang two Mexi-can cowboy melodies and were followed by Consuelo and Tomas with a rumba.

by Consuelo and Tomas with a rumba. Cugat and the band then played a medicy comprising Carloca. Confinental and Isle of Capri, after which Georges and Julna, one of the finest dunce teams ever to appear here, did a beautifully impressive waltz to the strains of Bereaue from Jocelyn. They followed with a novelty syncopated number and then encored with a rumba. At the con-clusion of their work the sudience re-sponded with applause equally as heavy as that drawn by Veloz and Yolanda on a recent visit.

on a recent visit. Carmen Castillo. Spanish songstress, sang Tell Me That You Love Me, Tought and then teamed with Charita in singing Ciclito Lindo and garnered a nice hand.

Paul Duke, working before the trav-cler, proved an excellent trickster, start-ing with card tricks, all done with gloves, and then working the cigaret-out-of-the-air trick in a different man-ner than it is susually done. His show-manship is something to mention and his mutsical accompaniments added meetic to the enjoyment of his work. greatly to the enjoyment of his work. Good hand.

Cugat's band then played another medley, closing with Mama Incz, which gave full play to the Cuban instruments, nnd Goody Goody, F. LANGDON MORGAN.

125th St. Apollo, New York

(Remiewed Monday Evening, March 30) This show represented a combination of excellent entertainment, to be classi-This show represented a contribution of excellent entertainment, to be classi-field in any number of categories, plus a hybrid contribution of vaude and burleaques. The first came from Jimmie Lunceford and his orchestra and specialists; the second from the line of hoofers at the Apollo and the comedy of Pig Meat. This comedy is mainly for the Harlemites and along burly lines, with an occasional flash of a sock Negro touch. In addition to the dancers, whose work is lackadaistcal and uninspired, outside acts included a trio of Negro hoofers, the Three Sams and a white acrobat icam, Ray and Trent. A production number, with the girls sing-ing and Pig Meat comedying around in a Pullmain train set, opened. Pig Mont back for another sketch or two during the show. the show.

back for how. Orchestra, working behind a serim for the show. Orchestra, working behind a serim for the opener, is horalded by the theme and a trailer of the Lunceford's contribution ran about 45 minutes. broken up a little, in a 75-minute show. Loader unveils a variety of en-tertainment that is mainly in the sock class and there was no lagging of time. The heat was wisely saved up for the ished up before that it would made anything following antielimaetic. Or-chestra has 14 men, six in the brass and tive in the sax sectors. Lunceford takes the lend in one number presenting the sax. the sax.

worthy of note. Arrangements are especially those numbers which when played really answered a demand from the audience which had become pre-viously familiar with them from hearing. Lunceford's records. - Lunceford has more than kept pace with the general improvement in the quality of sides



The Billboard

now being cut. His use of instruments and combinations is outstanding. The real individual standout of the evening

real individual standout of the evening was Eddle Durham, guitarist doubling from trombone, who soloed a shords on the string box of Stardust and who couldn't get off stage. His fingering is something to see. It was one of the last numbers. Vocalists are Eddle Tompkins, sent: Dan Grissen, high tenor, and Willie Smith. Then there are Mabel Scott and Pauline Edwards. Latter has a thin voice, pleasing but nothing wonderful. Miss Scott has to be seen and can't be accurately described. She sings, in a way, and dances, also in a way, but it's mostly her maneuvers and cavort-ings, plus heat, that enterfain. She's a a way, and dances, also in a way, but it's mostly her maneuvers and cavort-ings, plus heat, that entertain. She's a bet for a legit musical. Lunceford also presents his glee club, the musicians lining up for a bit of singing somewhat in the Waring style. Band, all told, is a cinch for any emporium using popular music. Closing, with Blue Heaven and Stardust, plus a swing number, excellent except for an inclina-tion to go too much on a ceiling trumpet. Three Sams average. Ray and Trent

trumpet. Three Sams average. Ray and Trent good in hand-to-hand and muscular work. They look like a veteran team, but slipped once or twice. JERRY FRANKEN.

Grand Opera House, N.Y.

(Reviewed Thursday Evening, April 2) A nice little bill this week, with Dora Maughan heading the fun. Opouer is Four Robeys, three men and one girl. Dorn Maughan heading the till. Opener is Four Robeys, three men and one girl, in balancing, juggling, and acrobatic routines. This is a swell act of its kind, with action taking place simul-taneously on various parts of the stage, somewhat after the fashion of a three-ring circus. The work is done with discs, halls, plates, and plenty of props. The every member is an asset, the girl pulls down the greatest hand with her coordinated juggling and balancing bits. A sure-fire opener. Deuce spot to Terry and Tully, a mals team of hoofers with straight, eccentrio and hoke routines. A girl stooge filts across the stage from time to time call-ing forth a few gags from the boys, and appears in the closing turn, a dance satire on the Great Waltz, performed



with much merriment by all Unusual stepping of the boys, how remains the mainstay of the act. by all three. how Very good hand.

good hind. Dora Maughin, a clever convedience clicked tremendously in the third with a scries of monologs, most of them done in verse. Accompanied by a planist, Maughan gave interpretations of a In verse. Accompanied by a planist, Maughan gave interpretations of a apiel spoken by the wife of a salesman of women's underwear and a version of a woman singing a song before and after marringe. Delivery in verse is un-usual possess cleverness, wit, saftre and buriesque. Audience inmediately sensed her artitury, calling her out at the con-clusion of her act for an after-curtain speech speech.

speech. Frank and Vilma Remus, a modest and well-paced dance fissh with three girls and a mixed team, presented a pleasing close. The ballroom couple offer a waltz and the Gontinental, the latter a fast, showy number. Other bits pleasing close. offer a waltz and the Continental, the latter a fast, showy number. Other bits are a toe dance by a protty hrunet cos-tumed in a red and white riding habit, and One Night in Monte Carlo, rendered vocally by a girl filling in at the plano. Picture was Anything Goes (Para-mount), and house nicely filled. PAUL ACKERMAN.

Paris Bills (Week of March 23)

All quiet before the "zero hour" Fri-day when all the vaude spots clear their decks for the first skirmish in the vaude battle instigated by the Amar opening The Alhambra changed its mind and

The Alhambra changed its mind and held over Mistinguett revue for an ad-ditional week, but showed in several new acts headed by the rany American comedian, Chaz. Chase, who scores a real hit. Another sock act on the bill is the superb dance number of the Harris Twins and Loretta. Other excellent numbers on the program are Dezzo Ret-ter and Polly Day and Georgel, pop ainger.

anger. The clever juvenile ork, Boy Jazz Masspacher, is doubling between the Bobino and the Europeen. Bobino bill features Treki, nut comedian. Good novelty features are the Stanleys, clever hordery learnings are the Sumleys, David hand-to-hand balancers; Marion and Irma, cute contortionists, and Man and Thit, comedy acrobats, Robert de Vasconcellos and his high

Robert de Vasconcellos and his high school horses: D'Anselmi, ventriloquist, and Andre Renaud, planiat, are at the Rex. The Manginis, ace equilibrists: Didiama and Partner, novelty balancing act, and the Five Tartnres, Russian dancers, are at the Gaumont Palace. The Uruttys, apringboard acrobats, and Chrysts de la Orange, aerial, are at the Paramount.

On the Riviera

On the Riviera Howard Nichols, American hoop jug-gler: Maric Dubas, pop singer, and the Three Marcellos, equilibrists, are at the Nouveau Casino, Nice. Ralph Olsen and Jane, American acro dancers, are at the Palais de la Mediterrance, Nice. The Peerl Twins, American dance team, and Tommy Dale, xylophonist, are at the International Sporting Glub. Monte Carlo, Iris Kirkwhite, versatile English dancer; Four Kemmys, acrobats, and Zibnal, nut comedian, are at the Casino Municipal, Cannes.

London Bills

(Week of March 30)

Newcomers this week are Roy Tracey. Newconters this week are roy lines, clover American connedian with plenty of new ideas, all of which click solidly, and Hall, Reading and Boyce, acrobatic, dansing and connedy melange with plenty of fine hits. Tracey opens at the Pavilion, Glasgow, while the trio, with Boyce formerly of the act of Falls, Desclines and Boyce make their click of

Boyce formerry of the act of Falls, Reading and Boyce, make their debut at the Savoy here. Holborn Empire, still the leading straight vaude house in town, has two

straight vanue house in fown, has two successful American attractions in the Two Valors, with a peach of an equi-ibristic novelty that is as original as it is clever, and Page, Powell and Nona, a versatile and daring wire act that is smartly routined and excellenty staged. Both acts hit solidly. Two sure-fire American acts share headline honors at Kingsion Empire. They are De Vito and Denny, with Dorothy Stevens, who alds materially in the gany and mirth-provoking hughfest provided by the comics, and George Beatty, dandy unonologist and comedian. The two acts are among the biggest hits registered at this theater for many moons. moons

Al Trahan, with the personable and

Ine-voiced Yukona Cameron, is a show-stopping comedy hit at the Palladium, where the Four Ortons lay them in the atales with their sight comedy and risky feats. wire

Other American acts making notable Other American acts making notable successes here this wook include the Four Franks, Walter Dare Wahi, Man-gean Girls, Will Mahoney, Kirk and Lawrence, Dave Seed and Company; Arnaud, Peggy and Ready; Wilson, Kep-pel and Betty, and the Gaudsmith Brothers. Brothers,

Paramount, New York (Reviewed Saturday Afternoon, April 4)

(First Show) This time Johnny Green and his or-chestra, plus vocalists and a young har-monica player, continuing the Para-mount's baud-attraction policy. This policy seems to be filling the house ngainst weak pictures and is also crowd-ing the front rows, something the cellu-loid seldom does

policy seems to be filling the noise ngainst weak pictures and is also crowd-ing the front rows, something the cellu-lold seldom does. Green puts on a pretty entertaining show, nicely paced and musically good. Arrangements adhere mainly to sim-pileity except in the numbers when the leader is at the pinuo. There aren't enough of ihese, which should be a compliment. One sagging spot is the number introduced as a swing medley, which should prove once and for all that swing is nothing but hot music. As Green played Goody Goody and Eenfe Meonic Afineo Mo. it's just a fast tempo, forte. Several of the tunes played by the orchestra were previously in Don Baker's swell organiog, one of these rare organ offerings that wasn't soporific but really entertaining, Duplication of tunes will prohably be changed later on. Singers include Howard Phillips, a better than average barttone from radio; Joy Lynne, Jerry Arlem and Dave Wade, Inter two from the band. Phillips is really good, but needs more stage ex-perience in selling his wares. Miss Lynne, a pleasing rhythm chainter, was, ironically enough, formerly vocalist with Don Bestor, whom Green succerded on the Jack Benny commercial. Use of the cheral chant as Green's theme sone, as is done on the ether show, is no good.

the Jack Benny commercial. Use of the choral cleant as Green's theme sone, as is done on the ether show, is no good. Phillips does two solos, one of which is With a Song in My Heart. Miss Lynnedoes a pair of rhythem numbers. Sho

Phillips does two solos, one of which is With a Song in My Heart. Miss Lynne does a pair of rhythm mumbers. She muggs and twists too much. Jerry Adler, kid brother of Larry Ad-ler, follows his brother's steps and is blowing into a mouth organ and real well, too. Green, who self-consciously announces all the numbers, said that young Adler is only 16, but he certainly plays his instrument like a true veteran. Third number, a slightly forced encore. is St. Louis Fines, done all right with a few comits tune interpolations. Closing is the expected, a series of tunes written by the leader and ap-plauded successively by the audience. Last one was Green's best to date, Rody and Soul. A new one. Got a Heavy Date is unimpressive, to say the most. As noted before, the arrangements are fairly simple. Only times they get away from this is when Green leads at the keyboard and uses various sections of the band as support. These numbers stand out, especially that one in which the quartet of clarinets is used in Very Thought of You.

Thought of You. Business capacity on the bargain prices, spotty after the matinee price was upped. Pix, Give Us This Night. JERRY FRANKEN.

Roxy, New York

(Reviewed Friday Evening, April 3)

(Reviewed Friday Evening, April 3) The Roxy, having scored a tidy suc-ecss with the Major Bowes amateur unit that played the house several months ago, brought another one in this week as stage support for Laughing trish Eyes (Republic), the screen item. The com-bination of all-mike and all-amateur entertainment is hardly conductive either to excitement or amusement. A few of the performers managed to contribute real entertainment, but a large part of the heavy applause through the show seemed offered from the amateur-sym-pathy angle and in appreciation of see-ing in person the people who had been

pathy angle and in appreciation of see-ing in person the people who had been heard previously on the air. No headliners, of course, but the top values were offered by the University of Missouri Campus Quartet, Jackie Bill-lings and Ganz and Meyers. The col-legiste quartet, aided by a lad who strums the guiltar, is composed of four lads (all Alpha Tau Omega, for the information of the fraternity-minded). good-looking youngsters who harmonize excellently, with some nice arrange-

ments helping to sock them across. They shape up definitely as of pro-quality. Billings, a youngster who breaks the monotony of the all-mike program with some hot and fast tap-ping, looks as tho he can be developed into a real bet. Churz and Meyers, two lads who imitate musical instrumenta, try to inject comedy into their way and also impress as something to developed into an excellent turn. work

The units are evidently built along a The units are evidently built along a single pattern; at least both caught by this reviewer had a whistler and in impersonator along with the singer. The impersonator this time is Vivian Barlows, who is almost as good as the scores of other impersonators floating around, while the whistling is done by Meyer Goldberg, a lad who can speak and whistle at the same time. It is amazing but hardly annusing. Notating is injected by Rhoda Chase

and whishe at the and anne inter to a somaring but hardly nuusing. Novelty is injected by Rhoda Chase, a pretty and personable lass who sings in a deep baritone. It is strange that so cute a kid should have a baritone. When she goes into hotchs stuff she socks across nicely. More novely is offered by Harvey Mearins, who plays an assortment of strange musical contrap-tions. Theims Gaskin, a coloratura, sings nicely, the she seems to have a bit of trouble with the birkh ones. The Jersey Happy Rangers, five lads, offer a brief hillbilly instrumental bit, and Joe Rugato (unbilled) sings a couple of Italian songs in a volce that sounds as the it were a good one, the you can't really tell because of the distortion of the amplification system.

Ecwpie and his guitar a Hamili, billed, did not appear. and Bob

Eddle Vogt acted as master of cere-monies, spreading personality thickly all over the large Roxy stage.

over the large Roxy stage. The Gae Poster Girls, introduced by Freddy Mack, who also leads the band on the stage, open the show with their outstanding acrohatic novelty. The amateur unit was even more deadly than the previous one to play the house, since it lacked even its predecessor's little bit of comedy. It was as humoriess as the professional performers who have been done out of jobs by it.

jobs by it. Attendance was average the suppar show opening day. EUGENE BURR.

STATE AID

(Continued from page 3) pared by the fair corporation, study the project from the State's point of view and fix the amount of State participa-tion if any. Fair body needs a little more than \$4,000.000 from the State to be used for improving the site in Fush-ing Meadows as well as highway approaches.

ing Meadows as well as highway approaches. Named on the committee are Senators John J. Dunnigan, majority lender. George R. Fearon, minority leader, and J. F. Twomey: Speaker Irving M. Ives and Assemblymen Irwin Steingut and A. L. Moffatt. A resolution provides that three senators shall be appointed by the majority leader and three as-semblymen by the speaker. Resolution gives committee wide probing powers and provides that it determine the smount of State money to be appro-priated; study desirability of State ef-hights, advisability of State undertak-ing immediate construction of high-ways, bridges and other transportation facilities to improve accessibility: de-termine amount of public funds from any source to be apent in establishing a suitable site, and inquire into the organization. personnel and facilities and property of the New York World's Fair 1030, Inc.

NVA SAN-

(Continued from page 3) of the million-dollar san out of its original hands. New policy will be to serve the whole amusement industry, whereas the san originally was built for vaude performers only.

NEW LAUGH MATERIAL 1. write for healthours stretimonicle on request. De-to-the-miniate New Acts. Numberus, Parodic, Comte Reclations, etc. Nonastonall Reaking Sure-Fired Write yoursoff into the money by with-ing to me to write for you-and da it. New! MARRY PVLE, 804 W. 1804 St., N. Y. Ottp.

1000 PHOTOS \$8.00 14.12.44. B port free, 100 Photo Postcards \$2.50.25 \$100001 sample Koda Primi 36 ee. Vita and Mark Statement M. Filchine, 3027 N. Katter Ave., Ohiose. III.

PHOTO REPRODUCTIONS S10.00 . Hundred. E. J. KELTY, Century Photographers, 110 W. 48th St., New Yorl Chi-

Conducted by M. H. SHAPIRO-Address Radio, Music and Orchestra Communications to 1564 Broadway, New York City.

Canadian Quiz **Now Under Way**

Parliamentary committee to dig deeply into commission attitudes

TORONTO, April 4.—The Parliamen-tary radio committee is not to have a paid counsel to assist it in its investiga-tions of Canadian broadcasting, but it will be guided by the inquisitorial mind of arthur Singht, K. C., M. P. Mr. Singht's grilling of Heetor Charlesworth, commission chairman, gave indications of his intention to dig deeply into the attitude of the last Government on Ra-dio as well as the present commission's activities. Mr. Singht's questioning was along the line of establishing that the Beanett Government had not adopted recommendations of a 1934 House com-mittee. Mr. Charlesworth was forced by Mr. Singht's questions into the position of criticizing the Inte administration's radio legislation and generally he was on the defensive. on the defensive.

The commission chairman said he did not see the necessity for a general man-ager. Mr. Charlesworth confessed that he considers himself and the other com-missioners quite able to do the work.

The constitute able to do the work. Mr. Charlesworth said the complaints of radio broadcasting amount to only one-tenth of one per cent of all listen-ers, apart from the objections to the prench language on the air. "The only organized attack on the commission oc-curred in 1982 and 1973 because wo were carrying Prench programs. Many people thought we could put a wall pround Quebcc, and one radio authority. Mr. Asheroft, got out a manifesto say-the use of Prench was an affront to rerryone else in Canada." Before Mr. Charlesworth was questioned. Vincent Dipuls (Liberal Chambly - Rouville) sailed attention to an anonymous letter which had circulated among members of hanguage on the air be abolished. The third parliamentary committee on

Janguage on the air be abolished. The third parliamentary committee on radio in the last four years commenced its hearings amidst an air of bewilder-ment as to where it should begin. Mr. Charlesworth's first words were to the effect that the Bonnett Government's 1832 Radio Act was contradictory both in its financial provisions and methods of appointment. Mr. Charlesworth coms-hampered by the lask of finances and as a consequence the broadensting serv-here was not as good as it might have been.

Dealing with provincial assistant com-missioners. Mr. Charlesworth said the ap-pointments were to be made by the Pederal administration in conjunction with provincial governments. Owing to the change in the complexion of the provincial administrations hetween 1932 and 1935, these appointments had never teen made. teen mnde.

"It wasn't a good system, anyway." remarked Mr. Charlesworth.

The 1934 committee recommended that the rules respecting advertising on the sir be more liberally interpreted. At that time advertising was limited to three minutes in an hour. Mr. Charles-worth said at the outset he had favored strictly applying the regulation. but hate he used his discretion in liberally be it con G. u. cohen who was the here he used his discretion in liberaliz-ing it. Hon. C. H. Cahan, who was the scretary of state in the last govern-ment, explained that it was the Gov-ethment's responsibility and not the commission's in implementing the 1934 recommendations. "The committee should not pince Mr. Charlesworth in the pesition of criticizing Government sction of which he could lave no knowledge," said Mr. Cahan, who ex-plained that the late government had considered requests of the commission for more money for capital expenditures. It refused them because of present-day financial conditions. The commit-plaints about the commission since 1934. les ordered a submission of all com-plaints about the commission since 1934. The local commission office has been stripped to a skeleton staff, and many of the programs have been pulled, giv-hue a morgue-like atmosphere to the ing a tudios.

Former Musician Joins Cops and Gets on Air

LINCOLN, Neb., April 4.—What may amount to a lifetime contract on radio was made hero last week by julius Ludiam, ane-time orchestra leader. Proviso for permanence is that he keep out of politics.

nence is that he keep out of polifics. Ludiam, who used to have a name dance band in this arca, gave up recently and joined the police force. He broadcasts delig over the police radio station KCZU and usually starts off "Calling All Cats." He's the operator.

Feb. Biz Showed Slight Increase

WASHINGTON, April 4.—Percentage of inerease in radio advertising volume, 1.8 per cent for February over January of this year, was a poor gain compared with the pickup scored by other media. Magazine advertising jumped 36.1 per cent and national farm paper income went up 35.8 per cent. Usual seasonal decline, however, also marked news-paper ilneage, a loss shown of 7.1 per cent. cent.

National network income for February was \$4,785.802; regional network was \$92,432, while national non-network business was \$1,940,650. Local business Jushness wars \$1,940,650. Local business was \$1,316,950. Against the same month n last year. February jumped 13 per sent. National non-network business in In list year, restanty jumping to the cent. National non-network business was the best improved classification, jumping 19.7 per cent, but as in the case of newspapers, regional network and local business fell off slightly. Transcription business showed an ex-

relient improvement, both for hational and local business. At the same time, live talent for national non-network advertising made noticeable gains.

"Midnight Flyers" Quits

CHICAGO, April 4 .-- The Midnight CHICAGO, April 4.—The Midnight Fiyers program from the Blackhawk Gafe, originated three years ago as a World's Fair feature, will be discon-tinued after Monday night. Program, which has been heard over WGN, was originally intended to run for duration of the fair but became immensely popular and so was continued. Joe Sanders, who made his sensational come-back at the Blackhawk, will be on the band stand for the closing show Mon-day. So also will Pierre Andre, who was comse there for two years. He will share the boards will the present pilot, Bob the bonors with the present pilot, Bob

Opposition of certain interests is said to have been responsible for discontin-uance of the program.

Van Auken-Ragland Moving

CHICAGO, April 4.—To provide more spacious institutes for their expanding business, Van Auken-Ragland, Inc., ad-vertising agency, will move into larger quarters on May 1 in the Civic Opera Tutidice guarters Building.

The report that orders have been given that the style of writing insofar as

Hearst Relents as Some Columns

Gradually Ease Back in Papers

CBS Gives Up Band Policy; Booking Deal Made With MCA

Agreement made on heels of new NBC band department and word from AFM that networks were offering unfair competition in booking with sustaining wires

president, presiding. At present SPA has no side to choose until rights as authors and composers are infringed, altho it has leaned to-ward ASCAP. The association at pres-ent, it was decided, will sit on the side-lines and wait developments. However, should anything arise where opposition may develop into a detriment with ASCAP, it was said, SPA will fight the

Hershfield and Flamm Sail for California

NEW YORK, April 4.—Harry Herah-field, noted Brondway columnist and humorist, salled today for California on the 8. S. Virghia. Donald Flamm, presi-dent of WMCA, accompanied him.

WFIL Joins Mutual As a Supplementary

As a Supplementary PHILADELPHIA. April 4. — WFIL. NBG basic Blue station, joined the Mutual Network as a supplementary station. WFIL will take both com-mergials and sustainers from Mutual, former less the custoinary MBS commis-sion. Philly station is the second basic station of this NBC network to the in with MBS; WBAL, Hearst station in Bal-timore, having been the first. WGAE. Pittaburgh, another Hearst station. Is also now with Mutual and is a basic Red station on the NBC chain. WFIL starts off with several Mutual accounts. One starting thursday is tho Lit Brothers' store, taking the early morning department store program. Lit Brothers part owners of the station. Other accounts from MBS on WFIL are Feenamint, Whelan Stores, Lady Esther cosmetics.

Competition in booking your statisticating teres

CBS' act in abandoning its band de-partment came as a surprise. Even the hand leaders didn't know about it, ne-cording to the announcement. One re-action was that CBS had never yet given up a department that was financially productive. Meanwhile, financial agree-ment was not disclosed, but believed to be a percentage arrangement giving CBS a piece of any income accruing to MCA from bands going to MCA from Co-lumbia.

from bands going to MOA from Co-lumbia. James Peppe, Midwestern promoter, brought in recently by CBS to head its band-booking department, said that no decision had been made as what the band bookers would do. He said they might be given other positions in the Artists' Bureau, which will "concentrato on individual artists." Bookers are Harry Moss, Norman Campbell, Arthur Michaud and Bruce Powell.

Postal Clerks' Program

Postal Clerks' Program SHREVEPORT, La., April 4. — Much valuable information about the mails is gover KRMID, Shreveport indle station, sponsored by Local No. 418. National Pederation of Post Office Clerks. Brond-casta are in interest of postal service and were inaugurated by J. B. Trapp, editor of Postal Oddities. Trapp rocently received a congratulatory letter from Postmaster-General Parley on "fine re-sults of brondenst, which results in better focling and understanding be-tween the postal employees and the patrons." Hundreds of letters have poured in from business men and aired at 7:45 p.m.

Another Fox Campaign

NEW YORK. April 4.-L J. For, local furrier, is starting a whopper local radio campaign, taking from 35 to 50 minutes daily on three local stations. Firm is going on WMCA, New York: WNEW, Newark, and WHOM, Jersey City, taking from seven to ten five-minute spots on each station. In addi-tion, 10 one-minute announcements have been booked for WAAT. Jersey City. Account, which has been a steady

Account, which has been a steady radio user, is handled by Peck Adver-tising Agency.

Dun Ams Again

DETROIT, April 4. — The R. G. Dun Cligar Company is bringing its amaleur hour back to the air on Saturday, April 11. opening for a half hour on Station WJR. with Larry Vincent as master of ceromonies. Show will broadcast for 13 weeks, according to the preliminary contract, coming from the RKO Down-town Theater. This is the first stage show of any type to go into the Down-town in several weeks. Dun hour was presented last year from the Fox Theater.

NEW YORK, April 4.—First of the fiscontinued radio columns of Hearat New YORK, April 4.—First of the newspapers to be reinstated was The New York American's air column, write of the first to have his column discon-tinued in the wholesale dropping of wednesday (1). This was followed by and the the wholesale dropping of wednesday (1). This was followed by and the the wholesale dropping of wednesday (1). This was followed by and the the state of the followed by and the the followed by and the the state of the followed by and the the state of the followed by and the the followed friendliness towards stations other than those owned by Hearst be changed is untrue, according to information ob-tained in New York. Reid's columns were mainly in the style he has used since he has bad the column. There was a rap at another station, however, and WINS, local Hearst outlet, was given a decided break, more so than in the past. It was stated that Reid's columns represented an experiment to decide what policy the Hearst colum-mists would adopt upon resumption-Published reports were that they would all be back and shim the competitive stations and networks. Nick Kenny, radio man of the New

friendliness towards stations other than

stations and networks. Nick Kenny, radio man of the New York Daily Mirror, has had a column in all the time other Hearst papers were without them, but the bulk of it has been devoted to Tin Pan Alley stuff, plus a few radio notes. These latter have been predominatoly WiNS copy. Lately, however, the amount of radio space has been increasing slowly.

Shepard Station Movements on daily news broadcasts on WEAF and WJZ, effective April 6. Indicate New "Yankee" Setup

Two more outlets reported going to NBC, resulting in entirely new setup, if any, for Yankee net-mostly CBS now, but fall may see complete change in New England

NEW YORK, April 4.—Transfer of WNAC to the NEC Red network away from the Columbia chain is regarded as marking the end of the Yankee Network of John Shepard II in its present form. Transfer of Shepard's Boston station to NBC will be followed by a transfer of his two other stations in Providence and Bridgeport from CBS to NBC's Blue network. Thus the entire New England radio setup, insofar as network advertisers are concerned, changes. NBC, CBS and Shepard are now trying to arrange a three-way deal whereby the transfer of WNAC. Boston, will become effective October 4 of this year. CBS will have WEEI as its Boston outlet instead. Regarded as sure of approval of the Federal Communica-

of this year. CBS will have WEEI as its Boston outlot instead. Regarded as sure of approval of the Federal Communica-tions Commission, since the FCC seldom turns down leasing applications to re-sponsible lesses. Ownership, such as in-volved in the CBS buy of KNX, Holly-wood, is not so easy. Reason for the deal is that otherwise WNAC will re-main with CBS until January, 1937, when the Yankee network might be continued, the trade believes that such continuence will see it considerably changed. Reason is that the Yankee stations are ascup impossible. In addition, it is thought that CBS might tell its stations to cease Yankee ac-tivities on the ground that to so con-tinue will be to play both sides of the fonce. And with Mutual Broadcasting in the picture it would give a third complicating angle making dissociation required. Understood that John Bhepard has no intention of giving up the WNAC —Mutual tieup. Shepard's other two functs will teams allocture it.

complicating angle making dissociation required. Understood that John Bhepard has no intention of giving up the WNAG --Mutual tieup. Shepard's other two stations will change allegiance in 1937 when the CBS contract expires. Proposal wherehy Cherry & Webb, do-partment store owners of WPRO, Provi-dence, were to buy WTIC. Hartford, Conn., and move it to Boston if such approval could be obtained, is now out, it is said. Etore was acting on behalf of CBS in order for CBS to get a station in the Hub. The WEEI deal makes this necessary. Travelers Insurance Com-pany, however, is still said to be look-ing for a new owner of its station, ask-been operated at \$650,000. WTIC has been operated on a high lovel, station seeking to combat opposition network programs with its own and the resulting expenditures resulting in losses.

Coulter To Join CBS

NEW YORK, April 4.—Douglass: Coul-ter, vice-president in charge of radio at N. W. Aver & Son. Inc., will join the Columbia Broadcasting System on April 13. He will not as assistant director of broadcasts under W. B. Lewis, Goulter has been with the Ayar Agency for the past 11 years.

West Coast Notes: "Kay Matinee" Set

6AN FRANCISCO, April 4.—Kay Jew-elry Company, a consistent user of Sunday radio time for the past year, is sponsoring a new type of program on NBC's KPO. It's called The Kay Malinee NBC's KPO. It's called The Kay Matinee and consists of a series of original plays submitted by ambitious dramatists, which are presented by the University of California Little Theater Players un-der direction of Edwin Duerr. Program is heard Sundays at 2:30 p.m., and weekly prizes are awarded for each play broadcast. At conclusion of the first series of 13 weeks a grand prize—chest of silver—will be given for the play judged tho best, dialers helping in the decision.

declaton. John Nesbitt's Passing Parade, spon-cored by Duart Sales Company, Ltd. (cosmetics), and a thrice-weekly KFRC feature for the part several weeks, is slated for the Columbia-Don Lee net-work of 12 stations, starting April 12. Program will continue to cover the usual routine, that of the rambling re-porter who ginness at the romantic. humorous and serious sides of the day's events. events

California Melodies, a CBS-Don Lee network, sustaining for many years (See WEST COAST NOTES on page 17)

GENERAL ELECTRIC CO., direct. starts April 4, news broadcasts. WMCA. P. LORILLARD CO., thru Lennen & Mitchell, one time, hockey broadcast. WMCA. REMINGTON RAND, direct, Monday

HEMINGION RAND, direct, Monday thru Friday, 8:15-8:30 p.m., Sunday, 0-9:30 p.m. *Five-Star Final*. WMCA. LEVER BROTHERS' CO. (Spry), thru Ruthrauff & Rynn, announcements on

WMCA

Cleveland

HEMPHILL DIESEL SCHOOL, thru R. Alber Co., five minute spots. WHK. OLIV-GLO CO., 12 spot announce-ients. WHK. If.

OLIVER WHK. OIL HEATING DEVICES, INC., thru Bayless Kerr Co., announcements. WHK. PROCTER & GAMBLE, direct, an-nouncements. WHK. LEVER BROS. CO., thru Ruthrauff

Ryan. 300 announcements. WHK. CURTIES WRIGHT INSTITUTE. thru R. H. Alber Co., announcements. WHK NASH MOTORS. thru J. Walter thru R. Thompson Co., Chicago, announcements.

Thompson Co., Chicago, announcements.
 WHK.
 C. L. KAUFMAN & SONS, INC., one weekly 15-minute musical show. WHK.
 I. J. FOX, thru Stanley Kaye, 300 announcements. WHK.

West Coast

HELM'S BAKERIES, thru Martin Allen Agency, participation. KNX, Hollywood. AETNA LIFE INBURANCE CO., thru Glasser Advortising Agency, participa-tion KNX, Hollywood. ROMAN MEAL CO., thru Milne & Co., participation. KNX, Hollywood. RELIANCE MANUFACTURING CO., thru Mitchell-Paust, Saturday, 7:15-7:30 p.m. Cowboy songs. KNX, Holly-wood.

wood HELMS BAKERIES, thru Martin Allen Agency, Los Angeles, participating in

Station Notes

Address All Communications to the New York Office

OF

1 -

Address All Communications W PTF. Raieigh, N. O., has started a daily morning series giving gossip about local radio activities. WDNC, Durham, N.C., celebrates its see attalio party is in the making, talent to indiude Al Prover's Orchestra, Ben Thas-ton Goodrieb and Piyler and Les No, has started a remote series from Montgomery County courthouses, a dif-ferent one per day. Mike picks up a different function on each brondcast. KNX, Hollywood, is sending Lee of its news division, to Europe to act as a foreign correspondent for the batton. Bill Lawrence, who used to have the Gossip Glub on KNX, is filling purniture Company aponeoring June and Jerry on KMOX, St. Louis.

New Biz, Renewals

casting Company: STUDEBAKER

NEW YORK. April 4 .- New accounts and renewals on the National Broad-

AMERICA, thru Roche, Williams & Cun-

nyngham, starts May 1 on WEAF and

41 stations, Friday, 10-10:30 p.m., re-

STANDARD BRANDS, thru J. Walter Thompson Co., New York, starts April 18 on WEAF and 27 stations, Saturday, 9-9:30 p.m. Frank Fay and Eddle Kay Orchestra.

BENEFICIAL MANAGEMENT CORP., thru Birmingham, Castleman & Pierce, renews, offective April 14, on WJZ, Thursday, 6:35-6:45, Frank and Flo.

STANDARD OIL CO. OF NEW JER-SEY, thru Marschalk & Pratt, renews,

broadcast until September 25,

1:30 a.m. Himber Orchestra.

SALES CORP.

W GST, Atlanta, has signed a contract with Atlanta Coco-Cola Bottling Co. for broadcasting of Atlanta Bouth-ern League baseball team games play by play when the games are away from At-lanta. . . Lionol Ricau has been added to announcing staff of WWL, New Or-leans. Ricau is making a daily 15-min-ute appearance, imitating Amos 'n' Andy ute appearance, imitating Amos 'n' Andy on a varied-sponsored program. Lynn Morrow, former press representa-tive for KDKA. Pittshurgh, was pro-moted to the post of sales promotion manager for the same station. Kay Barr is now handling the press duties. . Ted Epstein, veteran announcer at WCAE. Pittsburgh, resigned last week to go into the law business.

J. E. (DINTY) DOYLE, for the past year manager for Tom Coakley's Or-chestra and prior to that radio cditor of *The Oakland Post-Enquirer* and fea-ture writer for Hearst nowspapers, has been placed in charge of the radio de-partment of *The San Francisco Chron-*icle. . . . After a trip to Chicago and New York, where he conferred with ex-ecutives of his organization, R. C. Ram-beau, Pacific Coast managor of the Wil-liam O. Rambeau Company, national radio station representative, returned to his post in Gan Francisco last week.

s to the New York Office JOHN REILLY. former engineer at WICC. Bridgeport, Conn. and of late chief engineer at WMFF. Plattsburgh, has resigned to become chief engineer at WELI. New Haven. Conn. He relieves Al McGinn. Who goes in the same ca-pacity at WEAN. Providence. . . WELL, New Haven. Conn. gets a hearing on May 13 before the Federal Communica-tions Commission on its application for full time on the air. At present the station has to sign off at 6:30. . . After 26 weeks the amateur hour from the Loew Majentie Theater. Bridgeport, was the sponsor, and Teet Clare, value-ville m. c., came up from New York weekly to emace the show.

when me, e, came up from New York weekly to emsce the abox. Weyl, Salt Lake City, has a settes pre-sonal, giving lessons in the game over "John McDuffer." ... WHA. Madison, Wis, has been granted a power boost to five kilowatts daytime. Twice as much as before. ... Doc, Curley and Paul, known as the Internationals on WLAC, Nashville, are starting a personal up-pearance tour. Mabel Bradley, dancer, and B. B. Wesley, accordionist, have been added to the act. ... Fred Hor-witz, KDYL, Salt Lake City salesman, is the recent father of a boy. The Yankee Network hegins its annual base-hal service on April 10 when Fred Hocy, baseball announcer of WNAC, inaugu-nof the excitibility games and the Boos season with a description of the excitation game between the Red Sox and the Boos. It will be Hoey's 11th prostances the 1936 season with a description of the excitation game between the Red Sox and the Boos. It will be Hoey's 11th crossy Company and Socony Vacuum. Lat year Kentucky Winnors elgarets had the field to tiself. Kentucky Win ers, however, will sponsor e nightly baseball resume. More than a doz-en union orchostras have been audi-tioning at WELL in preparation for the seaball resume. More than a doz-en union of the start, Kentucky Win ers, however, will sponsor e audi-the field to field its and the local Musielans' Union 234. According to Ar-the orchestra when choosen would work an average of about five hours daily.

Housewives' Protective Period for five weeks. KNX. Hollywood, 3:30-4 p.m. IRONIZED YEAST CO., thru Ruth-rauff & Ryan, announcements. KNZ, Hollywood.

Hollywood. AETNA LIFE INSURANCE CO., thru Glasser Advertising Co., Los Angeles, participating in Housewives' Protective Period. KNX, Hollywood, 3:30-4 p.m. MISS SAYLOR'S CHOCOLATES, thru

MISS SAYLOR'S CHOCOLATES, thru Doremus & Oo., San Francisco, particl-pating in Ten o'Clock Fumily. KNX, Hollywood, 10-10:20 a.m.* POWER SEAL CO., thru Jefferson Wood, Los Angeles. Variety show, Tues-day and Thursday, 9:15-9:30 p.m., and 8:45-9 p.m., for one yoar, started March 24. KNX, Hollywood.

24. KNX. Hollywood, FEDERATION OF CHURCH BROTH, ERHOOD, thru R. H. Alber & Co., La Angeles, Sunday, 9:15-9:45, religious talks, for three months, starting April 15. KNX. Hollywood.

15. KNX. Hollywood. BATTELLE DWYER & CO., thru E. wood J. Robinson, Los Angeles, fire-minute investment talks, Tuienday, Thursday, Saturday, for four weeks KNX, Hollywood. Starting April 17. IRONIZED YEAST CO., thru Ruth-rauff & Ryan, New York, five minute transcribed spot announcements for one month. Started March 30. KNX, Holly-wood.

Chicago

Station WLS reports the following business

business: ELEANOR MARTIN, thru Morenus Advertising Agency, two-minute day-time announcements six days a week ff. FEATURE FOODS, INC., thru Michell-Paust Co., continuation order for 78 45-minute daytime programs. CHAPPEL BROS., INC., thru Rogers & Smith, two-minute daytime an-nouncement.

GILLETTE RUBBER CO., thru Camp & Krasselt Co., continuation order for 3 quarter-hour National Barn Dane programs

FORD DEALERS OF CHICAGO, thru McCenn-Erickson, Inc., six 50-word day announcements. time

ILLINOIS BERL TELEPHONE CO., di-rect, 10 one-minute Sunday morning announcements. ALTORFER BROS. CO., thru Lamport.

Fox & Co., continuation order for 39 16-minute morning programs, GARDNER NURSERY CO., thru North-

GARDNER NURSERY CO., thru North-west Radio Advertising Co., three five-minute transcriptions weekly. COUNTRY LIFE INSURANCE CO. thru Critchfield & Co., increased sched-ulc for 30 five-minute daytime talks. HOOVER LINIMENT CO., thru Wade Advertising Co., 60 one-minute daytime announcements. RELIANCE MFG. CO., thru Mitchell-Buyet Advertision Co. 12 sevente-boly

Faust Advertising Co., 13 quarter-how National Barn Dance programs. HARRY ALTER CO., direct, 78 two-minute Homemakers' Hour announce-

ments.

ments. UNITED DRUG CO.. thru Streth & Finney. 10 15-minute daytimo programs. AMERICAN POTASH INSTITUTE INC., direct. 24 one-minute early mom-ing announcements. AMERICAN GAS MACHINE. thru Grove advertising Agency. 15 one-min-ute daytime announcements. MILES LABORATORIES. INC. thru Wade Advertising Agency. continuation order for 13 15-minute daytime pro-grams. grams.

THOMAS P. GUNNING, thru Commer-cial Broadcasters, nine 15-minute evening ning talks and one 30-minute evening talk

talk. COOK COUNTY DEMOCRATIC CEN-TRAL COMMITTEE, direct, seven 15-minute talks and one 30-minute talk LEN SMALL FOR GOVERNOR, thru Browne & Mathews, three 16-minute talka.

talks ORVILLE TAYLOR, thru McJunkin sency, four 15-minute night-time

Agency, four talks REPUBLICAN CAMPAIGN COMMIT-TEE, thru McJunkin Agency, seven 15

TEE, thru McJunkin Agency, seven 15-minute evening talks. WGN reports the following business: MAC FADDEN PUBLICATIONS, thu Ruthrauft & Ryan, Inc., an MBS com-mercial, The Good Will Court, originat-ing at WOR and taking 9 to 9:30° am. Tucsday, beginning June 2, 1936, for 39 weeks to and including May 25, 1937. WAIGREEN CO., all home sames of the Chicago Cubs and White Sox, a lead commercial, single games at 2:45 pm except Cubs Saturday games, which will start at 1:45 p.m. Double-header games at 1:30 p.m. if no commercial preceding schedule at 1:15 p.m. E. I. DUPONT DE NEMOURS & 00. (See NEW BIZ, RENEWALS on page 18)

(See NEW BIZ, RENEWALS on page 18)

Program Reviews

EST Unless Otherwise Indicated)

Pittsburgh Symphony Orch,

Reviewed Thursday, 8-8:30 p.m. Style —Symphony music and guest artists. Sponsor—Pittsburgh Plate Glass Co. Station—KDKA (NBC network).

Driven by the urge to afford a well-deserved symphony orchestra some na-tion-wide fame as well as to sell more of its products, the Pittsburgh Plate Glass Company, a leader in its line, has added another network program from Pittsburgh thru the Westinghouse Station KDIGA

has added another network program from Pittsburgh thru the Westinghouse Staton KDKA. The Pittsburgh Symphony Orchestra, featured on these weckly programs, is a very strong of the second program will undoubtedly add to its province, for some reason or other, has been lacking in wide recognition. This program will undoubtedly add to its propulation. Conducted in able manner by the veteran Antonio Modarelli, the orchestra is a standout with fits diasio elections and rates high in accompany-ing the weekly guest artists. At this province, was the guest soloist. He of-fered Wagner's Prize Songs from "Die beitersinger." Brah in 's *Hungerian* Dauee and the finale from Mendels-bon's violin concerto. There is no necessity of going into detail of the art-stat masterful ability: it is chough to easy that he stirred the crowded auditori, mat the Carnegie Music Hall where the programs are broadcast. The orchester presented Figar's Pomp funders, from Rimsky-Korsakoff's The smoe Meiden; Habanera, from Victor Herberts Natima, and the Rakoczy argood as many of the widely known presens the rate, the sponsor fully aware the say tak the strong of audiences. The commercial anouncements are program to a stempts to seli the drag of lasteners. In most announcements for in some stalks reach the better of the business establishment and the store of the business establishment and the st

"Answer Me This"

Reviewed Monday, 6:35-6:45 p.m. Style -Talk. Sustaining on WEAF (NBC network).

work). Twice weekly feature put forth by the Federal Educational Radio Project of the United States Educational Office of the Department of the Interior. In other words, "on the cuff." Program origi-nates in Washington and studio audi-ence appears to be of the community type, getting off with a bit of singing by all hands. The conductor of the program mentions the advantage of quick thinking and this is one of the casons for the program. A dozen quesquick thinking and this is one of the reasons for the program. A dozen ques-tions are asked and it is stated that college undergraduates usually average seven out of the 12 answers correctly. This seems to be somewhat below the mentality of a great many listeners, indexed by the somewhat below the Alls Seems to be somewhat below the mentality of a great many litteners, judging by this particular program, since any school boy or girl who had any history or geography at all should answer all of them in short order. Run-ning but 10 minutes, however, the pro-gram is quite entertaining and is dif-ferent than the others, for it does put the listener to work giving mental an-swers.

the listener to work giving mental an-swers. Questions submitted were on Alaska; from whom it was bought and for how much. Is the Klondike in Canada or Alazka? Where was the greatest flood in American history? Name man-made conditions conducive to floods? Pounder of the American Red Cross? Was it Plorence Nightingale or Clara Barton. ete? Why was Switzerland selected for various peace conferences? Country in-volved with Paraguay in lengthy war re-cently settled? Offices held by Benjamin Franklin in service of U. S.? Who dis-covered American continent long before Columbus? Is Alaska bigger than Tex-ns? Who besides George Washington was unanimously elected Precident? Final question is why was other President so elected. Answers are later given with

one exception. This is to be given on the next program and also available in some literature that may be sent for. Next program was scheduled to provide some sociological questions.

Type of program sort of helps the listener entertain himself and is not a poor idea. Seems that it might be adapted in some way as an educational feature by some sponsor seeking an audience of youngsters. M. H. S. M. H. S.

Benny Rubin's Whirligig Revue

Reviewed Wednesday, 8:30-9 p.m. Style-Comedy revue. Sustaining on WJZ (NBC network).

Style-Comedy revue. Sustaining on WJZ (NBC network). Benny Rubin, comedian, is featured. Others include the Showmen Quartet, Harold Anderson Orchestra and various artists, not all of them billed. Debut of this series was not attended with the success that so clever a comedian as Benny Rubin deserves or is capable of achieving. By way of lending moral sup-port and giving him a good sendoff, Ed-die Cantor came to the mike for a few words of greetings and hoped that the fine work he had done in other fields and on some well-known programs (presumably under an allas) should stand him in good stead. Rubin is mas-ter of many dislects and on the stage at least is known to this roviewer as a first-rate laugh getter. Somehow the show developed into a mad jumbled series of skils that seemed to have one head-on collision after another until it was impossible to tell what was what. Whether the fault was in writing, pro-duction or both, fact is that the program sounded just as a blurred out-of-focus picture looks. Rubin failed to give him-self a clean-cut edge on his work and present himself and his comedy so that

gardless of who was playing who or what, it made no difference to the listener, who received the same impres-sion he would when reading into a mess of pled type. There was some enter-takement as to singing and the orchestra, but this is of small matter com-paratively. Fact is comedians are scarce and Rubin is wasting his chances with a production like this one. M. H. S.

Uncle WIP's Round Table

Reviewed Saturday, 10:30-11 a.m. Style —Speakers and music. Sustaining on WIP, Philadelphia.

WIP, Philadelphia, Every Saturday morning Uncle WIP (James A. Willard), station's go-between for the kiddles, presides and introduces the speakers at the "round table" in a program patterned after a collegiato seminar session. Subject matter is of especially intense interest for the younguns and makes for sure-fire listening attention all around should the adult lend an car.

The adult lend an car. Johnny Augustine, physical ed tutor at the Prospect Park High School, sub-bing for Stoney McLinn, WFP's sports commentator, fed the straight stuff on athletics developing the studes phys-ically, mentally and socially. Armand Splitz comes on for shop talk on crime. He's in charge of the Science in Crime Detertion demonstration at the Excepting He's in charge of the Science in Crime Detection demonstration at the Franklin Institute. Talks on the cost of crime and the number of criminals without becoming boringly statistical. Then jumps to finger printing, a cinch for the juves, inviting them to the institute and watching him finger printing monkeys. That's a hard one for the parents to steer clear. steer clear.

Risty and Ginger, the only young-sters in the studio, whose specialty is magic and such, tell how to make a tele-phone from old tin cans and a piece of string. Kids sound like a couple of yets and have plenty of ear appeal to carry on these old boyhood woodshed adven-tures. Cosmo Errant comes in for a short take about his travels around the far-flung corners of the globe. Herb Shatz, mogul among local stainp col-lectors, does a timely bit on the use of

Disk Makers and Pop Music Men

such a measure. Hearings were started this week with H. A. Huebmer for the Brunswick record interests, of Columbia; Richard W. All-scheuler for American Record Company and Isabelic Marks for Columbia. These witnesses took up the tline, aside from that used by committee members in the asking of queations and comments, and the furnishing by request of certain in-formation by Gene Buck and E. C. Mills, on Monday. The agehda for the rest of the week, according to Acting Chairman on Monday. The agehda for the rest of the week, according to Acting Chairman Fritz Lanham, in the absence of Dr. Sirovich, who is ill, called for the ap-pearance of representatives of news-paper, music and library interests.

paper, music and library interests. A looker-on. Monday, was General Samual T. Ansell, counsel for AFM, who said he was not cortain whether the or-said he was not cortain whether the or-mony. Witnesses for the phonograph record interests told the committee of the hard fight which is necessary to the end makers of records have to keep things or the hard fight which is necessary to the end makers of records have to keep things or the hard fight which is necessary to the end makers of records have to keep things of unishing music, the radio and such and that they were mainly interested in the preserving of property rights of unaufacturers, in any copyright lexisla-tion which might be enacted. Advent of electrical transcription records and transfer the extent to which latter Congressman Daly admitted he liked segment provision of English laws. were gone into in detail. Retention of the statutory license provisions as at present was asked, and

Have Inning at Copyright Talk. WASHINGTON, March 31.—With two weeks yet to go as to hearings on copyright bills before it, the House Committies on copyright bills before it, the House Committies on patents is evidencing a keen do which would be of value to it in efforts to be made in executive sessions to flud on write a bill interests affected by unch a measure. up briefly, attitude of the witnesses for the day was that manufacturers of rec-ords in the United States are entitled to protection, and that the only way this might be afforded would be thru retention in copyright law of the statu-tory license as at present and the grant-ing of the right of copyright in the record. During the hearings the ques-tion had been raised by Chairman Lam-ham as to whether phonograph records ham as to whether phonograph records should not be protected under patent rather than copyright law.

Chairman John G. Paine, of the Music Chairman John G. Paine, of the Music Publishers' Protective Association, told the committee he felt he was justified as a representative of the publishers in opposing the bill because of the view it would limit the right of the composer. He sold he opposed a bill in 1925 under which it was designed to take the United States into the International Copyright Datase that America should mean flow States into the International Copyright Union; that America should never join it. He gave considerable time to a dis-cussion of radio and thought the latter had failed to furnish some observations the committee mombers were entitled to have. Radio, he said, depends upon what is created by many men and women who had been in Washington opposing the bill. Paine presented Wil-liam Arms Fisher, president of Boston Music Fublishers' Association, who dis-cussed in considerable detail the differ-ent bills before the committee. He said his conclusion was no one of the bills, as it stands, is satisfactory to American composers, authors and publishers; also that existing copyright law is unsatis-factory and in need of revision, and that entrance into the International Copyright Union should only be made Copyright Union should only be made upon a hasts of full reciprocity.

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stamps for charitable purposes, especial-ly for flood relief.

ly for flood relief. Speeches are broken up by Uncle WIP's Midget Band Interluding with Pop Goes the Weasel (theme). Old King Cole, Tom Tom the Piper's Son and the like. Band is an old combination of instru-mentalists from the house craw led by Clarence Fuhrman and sounds rippy enough to please everyboity. Altho the station carries this one as a sustaining. Uncle WIP plugs the children's mer-chandising sale at Gunibel Brothers, de-partment store housing the station. Of-fers to play the role of an Easter Santa. Kids writing in what they would like in the way of Easter finery, getting a school companion for the effort. In all, the way of Easter finery, getting a school companion for the effort. In all, program is well constructed and runs smoothly for the half hour. ORO.

WEST COAST NOTES-

(Continued from page 16

from KIJJ. Los Angeles, is scheduled to bow off the airlance to muke way for Claude Sweeten's musical feature. Salon Moderne, which goes transcontinental from KFRO on April 11.

from KFRO on April 11. Roy Burkhead, baritone and Univer-sity of San Francisco student, has been given a weekly spot on KGGO, winning the borth in a recent amateur contest. Arnold Oren, pianist and well known here, is his accompaniat. Herb Wikson and his Arizona Range Riders, who are Johnny Daves and Bill Austin, are hill-billying over that station on Thursdays at 8:18 p.m. Ted Maxwell NBC dramatic star, who

Ted Maxwell, NBC dramatic star, who Ted Maxwell, NBC drainatic sur, who has been written out of Grif Alone and other network offerings originating in Chicago because of illness, is in towu visiting his wife, Bobbe Denano, a mem-ber of the web's local dramatic staff.

Lucille Kittley, former NBC soprano, has a twice-weekly spot on KYA. She's featured in Operatic Revue on Monday nights and is also heard on the Saturday night Organ Moods broadensts

day night Organ Moods broadensts. Mercdith Willson, NBC Weatern di-vision musical director, will be the guest conductor with the San Francisco Sym-phony Orchestra at a special afternoon concert in the War Memorial Opera House here April 19. The well known to radio listeners the country over, the presence of Willson on the podlum as guest with the San Francisco Symphony Orchestra will be his first appearance before a concert audience as conductor of a full symphony. Feature of the program to be given

Feature of the program to be given will be the world's premiere playing of his Gwn symphony—Symphony No. 1 in F minor-which he has just completed.

Los Angeles

LOS ANGELES, April 4.—Now that the sudden change of ownership of KNX has been affected, reports are making the rounds of local radio circles that Guy Earl, who sold KNX to CBS for \$2,000-000 hast week, will buy into KMPC, Beverly Hills. Altho denied all around, it is understood that Earl is interested with Dick Richards, Detroit and Clove-land operator, in a partnership.

Richards holds an option on KMPC, which expires in July, and Earl is said to be talking turkey with him with the object of using the Beverly Hills station as key in a network of Southern Call-fornia independents.

fornia independents. KMPO is a part time outlet, operating on 500 watts and shares time with WOR. Newark. Columbia made a bid for the station when initial necotlations with Earl for KNX hat year fell thru. F. W. Thring, operator of 3XY and head of Effice Film Productions. Mel-bourne, Australia, is in town making the local radio rounds for possible business and talent. Kay Van Biner continuity writer is

Kay Van Riper, continuity writer, is suing for \$18,000 for damages sustained as result of an automobile accident which took her away from her typewriter and microphone.

and microphone. Bob Sherwood rcturns to the air this week with his Voice of the Globe com-ment on KHJ. . . Pauline Holden back on local alrwaves via KEHE . . Lesile Hewett, former chief angineer at KFWB, has returned as supervising engineer after session as sound mixer in pix studios. . . Office Boy Freddle Siegel at KNX has been promoted. Now car-ries title of Junio Arnnouncer . . what-ever that might be. . . Same station takes on Bill Lawrence to cover for Loc Cooley while Cooley vacations in Fu-rope. . . . Daughter born to Mr, and Mrs. Owen Dresden (KHJ manager) has been named Patricia Marguerite.

Air Briefs

By JERRY FRANKEN

SIGNING to a four-year contract of Kon Murray by Ruthrauff & Ryan, with a similar deal for the writers of his show, Ken Riglund and Mabel Al-bortson, is taken as a good sign for the development of radio talent and by the biggest users—advertisers. It means that if Murray is successful and is built into a bendline name draw the secony into a hendline name draw, the agency and sponsors will have made a real bar-gain buy. On the other hand, if the buildup for the comedian fails, then there still is no real loss with no offune meant to Murray. Agents consider this policy, if extended at all, a decided break for them. It will mean that it will no longer be necessary to have only names under tow that in agent will be able to sell potential star talent without having to go thru the torture of first building that talent.

Basing to go thru the torture of first building that talent. Another important factor is that in market, located on farms and in small with a star, for it is these markets that by demand of advertised product. Thus is to actual population size and as to establishing a seller. This, it is ad-stablishing a seller. This, it is ad-stablishing a seller. This, it is ad-placet - Sample - Hummert. Latter approximation of these business that approximate the stablishes the titles and of these shows may any other, builds comparatively inex-pensive shows, but establishes the titles and of Lace, American Album of Pop-mot over rate in the commercial radio markets and sell plenty of products. Thus, if a set of writers, a title and star

are established, it's cheaper and just as effective

the Ann Honevcutt resigned from CBS program department, as assistant to W. B. Lewis, last week. She is tak-ing an European vacation and may open ing an European vacation and may Open her own production office when return-ing. . Freddle Rich setting up an audition for Lucky Strike this week. . Bert Lebhar, sales inanger of March of Time last week whon he was told ut 5 p.m. that the Canadian rights to the hockey semi-finals had been sold and that his station had to sell the American rights or cancel their sched-uled broadcast. Lebhar sold the game to Old Gold ciggles before an hour had elapsed. Nice work. Ravelli. . . Jim-my Fidler fades from the air the end of April. . WHN sold the Early Bird to Giennan Bakerles, Charles Windsor April. . WHN sold the Early Bird to Generata Bakeries, Charles Windsor and Ann Sedgewiek on the show. Perry Charles, former mahout of the program, was out last week with a dash code.

Mack Millar back from the Coast. . . . Mack Millar back from the Coast. . . . Poley McClintock added to the family last week. A boy. Paul Philipa has left WMCA to become as-sistant continuity director at KMOX. St. Louis. His first show for WMCA. the tribute series, scored very well. . . . The staff of WNEW how getting pep . . The stiff of WNEW now getting pep tatks by way of weekly meetings. . . . Gertrude Niesen starts a new CBS series April 11. . Benton & Bowles already asking the radio columnists what guest stars they want to write the summer vacation columns. . . Fred Allen has been selected by Stage magazine as the outstanding radio comedian of the sea-eon. Motion heartily seconded.

Chi Air Notes By NAT CREEN

ern network; Crane four times a week. Gene Arnold and the Ranch Boys changed from 4:15 over an NBC-WiZ hookup to 12 noon over NBC-WEAF, starting March 30. . . Program, on the air only a few months, has elicited a tremendous response. . Fibber Mc-Gee and Molly are planning a personal-appearance tour of Midwestern theaters in April and May. . Ted Weems and in April and May. . . . Ted Weenes and his orchestra open their new series of commercial programs over WGN and Mutual April 12. . . Program will be carried by WBAL, Baltimore, and WGR, Buffalo, in addition to the regular MBS stations. . . Tumble Weed has left WLS and returned to the West, where he's now a singing guide in Grand Canyon.

baseball camps, is all set to start his minth consecutive season of broadcasting baseball games over WRBM ... Be-fore he starts his baseball broadcasts Pat will on April 9 give WBBM listeners some intimate sidelights of his decade before the mike... Rroadscay Cinder-ells air show is folding for May and June and The Worry Clinfe will move to its time-11:45 a.m. Monday thru Friday... Both shows have the same sponsor... It is rumored Broadway

Cindereila will resume for the summer months. . . Mark Love, basso, heard over WGN, leaves for New York this week for an audition with the Metro-politan Opera Company. . . Love, who used to be a wrestler, acted as judge in the tryouts Saturday for the Olympic wrestling team at De Paul U.

Kiara E. Knecht will again be edu-cational director on the Cole Bros.-Clyde Beatty Circus this season and will fea-ture radio talks. . . She will have a lengthy schedule for most of the Chi-Lurgthy schedule for most of the Chi-cago radio stations. On Sunday night, March 30. Miss Knecht appeared as guest artist on Nat Green's Radio Prevues program on WCFL. Ed-ward Wood Jr. sales manager of WON, is in a local hospital recovering from injuries sustained in an auto accident. The First Nighter leaves the air April 24. With Grand Hotel off. Campana will be out of the air for the first time in many years. Glen LeFard, announcer, on WOOD-WASH. Grand Rapids, has been selected to act as enage at the Blosson Festival queen contest April 13 for the second year. King Bard, sales manager of WOOD-WASH, spent last week in Chi-cago. First 10 clocks of a new WOOD-WASH, spent last week in Chi-cago. . . First 10 clocks of a new legible style developed from designs by Louis McC. Young, assistant chief en-strucer of WBBM, have been placed in aervice in the CBS studios. . . Balph Kirbery, known as the "Dream Singer," is going to Hollywood to make pletures for Paramount as soon as his radio con-tracts evolve. tracts expire.

Jack Hylton and his Continental Re-vue made their inaugural Const-to-Coast We made their inaugural Const-to-Coast NBC brondeast April 5. . . Guin Ryan's amateur show on WGN has been ex-panded to a half-hour show heard on Thiesday evenings. . . Formerly was 15 minutes three times a week. Reinhold Schnidt, bases of the NBO Commodores quartet, is to be heard in a series of weekly solo programs over an NBC blue network, starting April 10. Ray Perkins' amateur hour will be aired from Chicago the week of April 10 while he's playing the Oriental Theater. . . Morgan Eastman had such a rough flying trip to Florida hat weak that he has been convalescing over since. . . . Cyril Fitts still said to be headed

for New York, but won't commit him-self.... Joan Blaine, Mary Marlin star, is to take the Illinois bar examination this week..... Insull chain expects is to take the lilinois bar examination this week. . . Insuil chain expects to be ready to start broadcasting about the middle of April. . . When Jesse Grawford goes to Oklahoma City to play at the dedication of the new studios and pipe organ of WKY. Mrs. Crawford will pinch hit for him on his regular net-work recitais from ChJ. . . Kay Chase. *Painted Dreams* author and actress. back from a vacation in the West Indies. . One of the two new studios to be built by WBBM this summer will be arranged for an audience of 300. . . CBS has the "cx" on broadcasting the Kentucky Derby May 2 for the same cig sponsor as last year. as last year.

NEW BIZ, RENEWALS

(Continued from page 16 thru Batten, Barton, Durstine & n. New York. The DuPont Paint INC Osborn, New Departing a local commercial electrical transcription, taking 8:15 to 8:30 p.m. Tuesday and Thursday, beginning April 7, 1936 for eight weeks to and including May 28, 1930

Salt Lake City

AUERBACH CO., five 18-minute periods. KDYL. PRESTONE, thru J. M. Mathes, Inc., announcements. KDYL, HOME APPLIANCE CO., four evening spots weekly. KDYL. GENERAL MOTORS CORP., announce-mente. KDYL

MOTORS CORF. and unce-menta, KDYL. ELECTRICAL LEAGUE OF UTAH, thru Ad Craftsman Agency, announcements. KDYL.

South

South LOUISIANA SEED CO., Inc., diroct, 15-minute program, Sunday, 1:30 p.m., be-gan March 22, featuring Robert Mo-Gimsey, "The Whistling Scedman." KALB, Alexandria, La, DODGE BROS.' MOTOR CORP., De-troit, thru Ruthrauff & Ryan, Inc., De-troit, tis-minute transcriptions, Dodge AB-Star Revue, started March 10. WDSU, New Orleans. CHEVROLET MOTORS, thru World Brandeasting System, three 15-minute

CHEVROLET MOTORS, thru World Brondeasting System, three 15-minute transcriptions weekly, Musical Moments. WOBC. Vicksburg, Miss.

CARTER'S LITTLE LIVER PILLS, re-news for one year, one-minute spot announcoments six days a week except Sunday. WDSU, New Orleans. Sunday.

Philadelphia

INDEMNITY INS. CO. OF N. A., thru Genre-Marston Agency, starts April 14, ends May 26, 1936, Tuesday and Thurs-dny, 7:45-8 p.m. Dramatic sketches. WIP.

GIMBEL BROS. OS. (department atore), started March 23, cuds

GIMBEL BROS. (department atore), placed direct, started March 23, cuds March 28, daily pirticipation in Trans-radio News. WIP. TYDOL OIL CO., started March 30 for 13 weeks, daily except Sunday, three five-minute and one 15-minute news periods daily. WFIL. CREW-LEVICK CORP. (motor oil), thru Cox & Tanz Agency, renewal, started April 1 for one month, daily except Sunday, 6-6:15 p.m. Sports talk. WF

VALLEY PORGE MEMORIAL CO. (cemetery), started March 22 for 13 weeks, Sunday, 1-1:30 p.m. "Sunday Players," ET. WFIL.

Grand Rapids

GENERAL ELECTRIC SUPPLY CO.. direct, 13 quarter-hour programa, two days a week.

VANDEN BERGE CIGAR CO., direct. spot announcements six days a week thru the baseball scason. REID, MURDOCH & CO., thru Rogers

REID, MURDOCH & CO., thru hogers & Smith, announcements six days a week. 158 times. ANDERSON SHOE CO., direct, 13 five-minute programs, two days a week. WEST MICHIGAN DIST. CO., direct, 26 five-minute programs three days a weak

LABAN SAMPLE FURNITURE CO., di-

rect. announcements three days a week. 150 times

SUN RAY PRODUCTS CO., direct, 15-minute programs (rural schools), two days a week, 13 times.

West Coast

W est Const MILES LABORATORIES. Inc. (Aika-Seltzer). thrn Walter Biddick Co., Los Angeles, starts April 18 for 13 weeks, Monday thru Friday, 8:15-8:30 p.m. (PST). NEC-RGO, KGA, KJR, KEX, KFSD, KTAR, KECA and KLO, Pro-gram, Frank Watanabe, comedy dra-matic serial. Thilort, Edward J, Holden, as Frank Watanabe, and Cameron

Prud homme, as William, retired hard-ware merchant. WESSON OIL & SNOWDRIFT SALES CO., Inc. (Wesson Salad Oil and Snow-drift Shortening), thru Pitzgerald Adv. Agency, New Orleans, renews April 27 for 13 weeks, Monday, 8-8:30 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ and VDVI. Proving Hawborne House RDYL. Program. Hauthorne House, drumatization of boarding-house life. Talent, Pearl King Tanner, Natalle Park, Olive West, Helen Troy, Frank Provo and John Pickard.

MAAS BROS. San Francisco (Trupak Pood Products), thru Emil Brisandher & Staff, San Francisco, started Murch 25 for 13 weeks, Wednesday, 3:15-3:30 p.m. (PST), NBC-KPO, Program, Woman's Magazine of the Air, afternoon varlety show. Talent, Bennie Walkor, emsee, Josef Hornik's Orchestra and guest artiste

TILLAMOOK CO. CREAMERY ASSN., Tillamook, Ore. (checse), thru Botsford, Constantine & Gardner, Portland, Ore. Constantine & Gardiner, Portland, Ore., renews April 3 for 13 weeks, Friday, 3:15-3:30 p.m. (PST), NBC-KPO, KFT, KHQ. KOMO and KGW. Program, Woman's Magasine of the Air, alternoon variety show. Talent, Bennie Walker, entsee; Josef Hornik's Orchestra and guest artist

JAMES GRAHAM MFG. CO. (Wedge-wood Stoves), thru Long Adv. Service, San Francisco, started March 23 for eight weeks, nightly one-minute weather

San Francisco, started March 23 for eight weeks, nightly one-minute weather report announcements, NBC-KGO, WESTERN WOMEN'S CLUB (club), thru Eugene I. Harrington Adv. Agency, San Francisco, started March 17 for 26 weeks, Tuesday, 7-7:05 p.m. (PST). NBC-KGO, Program, Western Women, talks of interest to women, Talent, guest spreakers speakers.

GALLENKAMP STORES CO. 90

GALLENKAMP STORES CO., San Francisco (shoes), placed direct; started March 25 for 13 weeks, Wodnesday, 10-11 p.m. KGGC, San Francisco, Program, *Student's Hour*, amateur ahow. Thient, George Tolin, emsec. CRAZY WATER CRYSTAL CO., San Francisco (mineral water), thru Vande-vort Adv. Agency, San Francisco, startet April 1 for 52 weeks, Monday thru Pri-day, 10:16-10:45 a.m. KYA, San Fran-cisco. Program, Home and Style Forum, TASTE GOOD BAKERLES, San Fran-Claco. Program, nome and spile rough TASTE GOOD BAKFRIES, San Pran-cisco (bakery), placed direct. Starts April 5 for 52 weeks, Sunday, 3-4 pm. KYA. Program, Amateur Shows

South

GODCHAUX SUGARS, INC., New Or-

Cons. thru Fitzgerald Adv. Agoncy, New Orleans. Twelve one-minute spots, be-ginning April 3 to April 29. WWL. ROLLS RAZOR CO., New York, thru Kimball, Hubbell & Powell, New York, begins April 5. Six one-minute spots.

Kimball, Hubbell & Powell, New York, begins April 5. Six one-minute spots. WWL, New Orleans, GENERAL MOTORS CORP., placed thru local agencies, annateur programs, beginning March 31 for week of Auto Show here. WSMB, New Orleans, LIBBY, McNEIL & LIBBY, Ohicago, thru J. Walter Thompson. Three one-minute spots daily except Sunday, be-gan March 26. WWL, DUPONT DE NEMOURS CO., 15-min-ute transcription Friday at 8:15 pm. WSMB, New Orleans. BLUE ROOM, THE ROOSEVELT HO-

WSMB, New Orleans. BLUE ROOM, THE ROOSEVELT HO-TEL. direct: six 15-minute programs weekly remoted from Blue Room. Clyde Lucas and ork and act, beginning April 3, and two 18-minute weekly programs from Fountain Room, Albert Kirst and ork. WSMB.

10 MUSICIANS

(Confinued from page 4

(Continued from page a is not attempting to limit the number of licensed agents in the country. The AFM's license system has not yet been extended to Canada, which hasn't much night club life due to strict liquor much night club life due to strict liquor laws. Most hotel spots book hands direct, and there are less than 30 agencics in all Canada. concentrated mostly in Montreal, Toronto and Van-couver. G. B. Henderson, AFM official in charge of the license system, says a separate system for licensing Canadian agencies may be devised later if the Canadian musicians' locals ask for it at the annual convention in Detroit June 8. The AFM had issued 960 licenses up to Thursday.

to Thursday.



WEEMS ED AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA Now Playing EMPIRE ROOM PALMER HOUSE CHICAGO. ★ HENRY HALSTEAD COLUMBIA BROADCASTING ORCHESTRA ow Playing New Continental Roo Jefferson Hotel, 81, Louis, Me. AND HIS ORCHESTRA. WITH LEAH RAY. Netherland Plaza, Cincinnati, O., **Ouring April**







²⁰ Stations Sign **New Warner Pacts**

NEW YORK. April 4.—Approximately 20 stations have signed Warner Brothers' contracts on the recently offered five-year basis, with many more agreements ready to be signatured. Altho there are about 250 outlets holding Warner Broth-ers' music licenses on the temporary three-month basis of January 1, the date line for those seeking to coupe in on the line for those seeking to conc in on the new deal is April 7 and a last-minute rush is anticipated.

Thish is anticipated. It is understood that Herman Starr, handling the Warner musio interests, is eatisfied that as many five-year agree-ments will be signed as there are now temporary licenses; in fact, he expects more eventually. In many cases minor litens are being worked out with the broadcasters who have already signified a willingness to extend the license for the five-year period. For the present the Music Publishers' Holding Corpora-tion, which is the parent organization housing the various Warner subsidiary music houses, and in whose name the performing rights licenses are issued, will not name the stations which have signed for five years. Within a week; however, a complete signed list will be given out. given out.

Associated Oil Sports Program

SAN FRANCISCO, April 4. —Includ-ing for the first time the Pacific North-west in its schedule, the Associated Oil Company will broadcast more than 25 important Pacific Coast track and field meets this season, which opened last Saturday. Stations to be used for the sportscasts include KWSC. Pullman, Wash.; KGA. Spokane, Wash.: KIRO. Seattle, Wash.: KEX. Portland, Ore.; KSPO, San Francisco, and KMTR. Los Angeles. Sports announcers will include John Carpenter and Leo Lassen, Wash-ington; Rollie Truitt, Oregon; Frank Buil, Los Angeles, and Doug Montell, San Francisco.

More News on WFIL

PHILADELPHIA. April 4. — WFII, is fast becoming the newsicat station in town. Starting the 36th station will have eight daily news periods, 2 hours and 10 minutes in toto. Tydol Oil Com-pany buys three 5-minute and one 15-minute news shot daily for 13 weeks starting the 30th, Station has a daily 10-minute spot for Adams Clothes, and has three 30-minute Classified News Sections with spots, recordings and news. WFIL was the first Philly station to break the press-radio pact and buy In-ternational News Service.

Phila. Station Ratings Being Readied by WCAU

PHILADELPHIA, April 4. — WCAU. local CBS station, expects to publish the ratings of Philadelphia stations accord-ing to a popularity survey recently com-pleted. Station enlisted the services of the Boy Scouts in marking 35.000 house-to-house calls in carchinga for the lis-teners' listening leaders. And WCAU rated number one rated number one.

Results after WCAU as first were KYW, WJZ (New York), WIP, WFIL, WDAS, WPEN and WOR (Newark).

Network Song Census

Reaction Favorable on **Deletion of Crime Items**

SAN FRANCISCO, April 4.—Deleton of all crime from its news and editorial periods has resulted in KGCC, local 100 watter, receiving an avalanche of favorable com-ment from individuals and indorsement from civic and church organizations in the

Sam Francisco bay region. All stories of criminal acts that might lead to the glorification of crime in the minds of youthful dialogs are silminated, according to W. N. McGill, manager.

Big Regional Chain For Pepper-Uppers

SHREVEPORT, La., April 4.—Seven-teen of the larger radio stations south of the Mason-Dixon like, among them KTBS, Shreveport, will be added to the Texas Quality Group, beginning April 5. to carry Dr. Pepper's Pepper-Uppers, The program, a comedy-musical show starring Sugah and her Boy Friends, has been featured on the Texas network for the past year. past year.

The new radio ohnin, largest commer-cial regional hookup in the United States, will be termed the Dr. Pepper-Dixie Network, with broadcasts sched-uled for 26 weeks. Dallas exposition center will be the point of origin for the series.

the series. The Popper-Uppers program recently ranked well up among the leaders in a regional radio poll, which included the NBO and CBS features, proving the popularity it has won in the year ai-ready on the air. "Sugah" is assisted by Jimmy, a rotund comic; Roy, the much-heckled heckler: Butch, the sound-effect impresario, and many others, while music is furnished by Alexis and the Pepper-Uppers Band. There are also a harmony trio and variety of solos. the pepper-oppers hand. Inere his and a harmony trio and variety of solos. List of stations to air program, has not been released as yet, but most of market centers of the South will be included, an official here stated.

General Motors Renews Sunday Night Concerts

NEW YORK. April 4.—General Motors Corporation's Sunday night concerts have been renewed for another 13-week period. This is the first time that the institutional contract has gone beyond institutional contract has gone beyond the 2d-week limit, usually ending at this time of the year. Same Sunday-night period on NBC-WEAF network is retained, and Erno Rapee will conduct the symphony orchestra, and guest solo-ists will be booked for each week.

Coast Ad Club Starts Educational Campaign

SAN FRANCISCO, April 4.—An inten-sive campaign to educate all forms of business which have never used adver-tising as to its value is being conducted by the San Francisco Advertising Club.

by the San Francisco Advertising Olub. Ali media are being stressed. Campaign is under direction of the Non-Adver-tisers' Committee, of which Cy Whit-aker, aales manager MacGregor & Sollie. Inc., transcription producer, is chair-man. Others on the committee are Wilmot Rogers, advertising manager California Packing Corporation; Harold R. Deal, advertising manager Associated Oll Company, and Walter Held, adver-tising executive Standard Oll Company.

Pettey Joins WHN; Heads Sales Force

NEW YORK. April 4.—Herbert L. Fettey, secretary of the Federal Com-munications Commission, has resigned that post, effective May 1, to become a vice-president of WHN, Loew-owned New York station. Pettey will be in charge of sales and sales promotion. Fhilip Whitten, present sales manager, will remain on the station's staff. Pre-viously the station had no sales promo-tion man, this being handled mainly by Whitten. Whitten.

Pettey was previously with Loow's by way of Metro-Goldwyn-Mayer. He left MGM to go with RCA-Photophone, luter going to ROA-Victor and the FCC in 1022

Since Louis K. Sidney was set as gen-eral manager of WHN the station has expanded considerably and is now cut-ting a good-sized swath in the com-mercial field.



20 The Billbourd



PPROXIMATELY 12 years ago radio hopped out of the bassingt, donned knickors and with the brazen braggadocio of youth ramp, ant rolled up its sleeves to display an array of selling muscles which, in short order, com-

pelled American business men to clothe it in iong pants. Gangling, awkward, a trifle self-conscious at first, radio stood alternately prised and damned... but definitely progressive. For even during the depression, when selling mediums were being selected with more

than the usual care, the swing was, day after day, to this new and amazingly active industry. Then came these ckoning....

Used haphazardly in the beginning: considered a novelty, perhaps, when compared with perhaps, when compared with media which had served as the basis of resultful advertising for more than a century, it was soon discovered to be a new sell-ing force to be seriously reckoned with.

Enter the Seasonal Product

Makers of seasonal products

became gradually conscious of the selling power of this precocious child of big business. Long used to the seasonal decline affecting other advertising mediums, they found in radio a new selling power capable of carrying on season after season with but a slight decrease in the vast audience it had built

and to which it was rapidly adding. Later, in an analysis made by Professors Hettinger and Wade, of the Wharton School of Business and Finance of the University of Pennsylvania, it was dis-closed that the mail received from listeners during the



months of June, July, Au-gust and September compared very favorably with the mail received during the peak months of January and Pebruary. In fact, the total mail response for the month of August alone was found to be almost equal to that received during the months of January and February

Reasons Varied

Varied indeed have been the remains offered for this consistent audience re-

Eugene S. Thomas

consistent audience re-sponse during months in which the popularity of other advertising mediums show a steady decline. Strongest, perhaps, is the fact that radio, basically a purveyor of entertainment, offers for the first time something that can be en-joyed with a minimum of physical effort.

This reason grows in strength when we consider the inhabitants of those sections of the country where heat, humidity and generally variable climatic condi-tions have a decided influence on human reaction. It can be readily understood that the ordinary person is more apt to turn on the radio with a twirk of the finger during a lethargic summer day than go to the effort of concentrating on a page of text or indulging in the physical activity required to reach his favorite movie house,

Time and distance, too, mean nothing to the overlengthening tentacles of the radio industry, whereas these elements act as uncontrollable retards to the newspapers and magazines, as well as the theatrical industry and outdoor advertising.

Vacationists Turn to Radio

It is a known fact that vacationists bound for those practically inaccessible spots in the mountains and desert lands will gladly contend with the lack of the more generally accepted mediums of entertainment. but that each year an increasingly greater number depend upon the radio to supply the entertainment essential to long vacation nights and the flow of spot news which keeps thom in constant touch with

an ever-changing world. Also, when considering radio as a seasonal sellor, it abould be remembered that vacations create good moods: good moods make good buyers, ergo, it would be difficult to find a more susceptible target for your product or service during the summer months of sea-sonal decline than the vast audience which looks to the radio for the news and entertainment usually supplied by the newspapers, magazines and movies,

Space limitations forbid the listing of the many seasonal products that have been sold successfully in off seasons over WOR. The two cases that follow will, however, show that the seasonal product, when supported by planned radio advertising, meets with an enthusiastic public response.

Seasonal Products Successfully Sold

Horton's Mel-O-Rol, for instance, a decidedly seasonal product, began its program called The Puzzler over WOR during the first week of March, 1935. No great response was expected during this particular period when the days were still short and there was a

definite winter tang to the city winds. But no soones had the program been released and an offer made than replies began to pour in. So great was the response that when compared with the replies received during the month of July (obviously the peak month for icecream sales) it was found that March listeners topped the midsummer response by approximately 1,100 the replies.

July, oddly, showed the lowest response to The Puzzler during the entire time this show was on the

Radio and the Seasonal

Product

By Eugene S. Thomas

air. March, April, October and November, however.

were months during which the popularity of the pro-gram was domitely registered by the responses re-

ceived and the corresponding off-season increase in

One interesting phase in the responses received in answer to the Mel-O-Rol offer was the type of listeners from whom they were received. A survey revealed that 75 per cent of the returns came from listeners of high-

school age or older. Interesting, too, were the extraordinary results obtained by the International Vitamin Corporation, maker of I. V. C. Pearls, a vitamin concentrate. This program, a participating show, incidentally, and worked into the regular Uncle Don Hour, a con-sistently popular WOR feature, proved again that a seasonal product finds an unusually receptive au-diance support and littlearers.

L V. C. Pearls are primarily intended for winter consumption and act as a resistance builder for the

Eugene S. Thomas' association with the radio industry goes back 11 years. He managed with widely acclaimed success the Atwater Kent National Radio Auditions to

which are indebted for their subsequent fame Joseph Antoine, Donald Novis, Edward

Kane and Carol Dels. Mr. Thomas was also affiliated with Thomas R. Shipp, Inc., and engaged in publicity projects for Atwater Kent and General Motors broad-casts, as well as the National Broadcasting

The proponent of radio as an all-year-round advertising medium for scasonal products served WOR as assistant sales manager before they painted sales promo-tion manager on his office door.

The it was quite apparent to WOR and the manu-facturers of I. V. C. Pearls that the eventual purchase would be made by the purent, the program was def-initely slanted for the child audience. The I. V. C. program, which has been on WOR for the past five years, proves quite definitely once again that radio has the advantage when it comes to selling the seasonal product, for it begins each new schedule of shows year after year carly in September, a time when most whiter products are merely preinaring for

when most winter products are merely preparing for the cold days ahead, and then carries the show on

into the late days of April. If saics results alone are an indication of how suc-

cessful radio is as a seller of scasonal products during times when most seasonal products fail to be bought,

it should be of interest to know that I, V. C. has shown

a steady increase year after year. As a means of assuring advertisers that their in-

vestments in radio time are not wasted there is no greater selling argument than the stories of seasonal

products that have been sold during times when all other mediums evoke little or no response from the

market they endeavor to sell. Altho, psychologically, the mass buying public will

always be a more or less indeterminable audience. radio, thru constant research and delving into the

buying tastes of the public it endeavors to please, is rapidly building up an approach that, in time, may

sales of Mel-O-Rol,

school age or older.

Company.

become foolproof.

dience among radio listeners.

For instance, not so long ago it was thought that certain days of the week were more favorable than others for appealing to the vast number of listeners radio entertains. Now it is generally agreed that all days are good days, providing the program offered contains that required showmanship and basic trait of entertainment without which radio would be a rather ineffectual weapon with which to attack a public that instinctively says "no" even when it invariably means "yes."

9673@C50P

Summer Biz Optimism

P ROBABLY the greatest aid P to chasing the pretest and the pretest of the pre for existence and that he is on a toboggan eventually destined to take him out of the lives of the broadcasters. While it is

national and regional networks and local accounts. It behoves the respective sales and sales promotion de-partments to keep on their toos. But they at least hare more ammunition to fight with as the battle ges along and thus it is definitely a winning one.

It is hardly necessary any more to point out the vast number of receiving sets in cars, the portable set in mearly every summer camp or bungalow and the increased number of sets generally thruout the country, with the average taking good care of the non-urban localities that cannot be accused of being away on intermittent vacations. Most people have forgotten to talk about summer static and the advertiser no longer is conscious of it except perhaps when an electrical storm is actually overhead.

Discounts as an Aid

To some extent the major webs manage to take care of themselves in consistent manner, one aid being the discounts attached to consecutive buying of time; also, there is the feasible plan of retaining a desirable hour and hookup by holding on to it through the summer. Clients with more than one product have no difficulty making a suitable switch if necessary. This season Columbia Broadcasting System, for instance, gets away to an encouraging hot weather start with its newset General Wills, contend and the start with its newest General Mills contract. And it has others. National Broadcasting Company includes additional business from Sterling Products and others. Each summer sees accounts continuing straight thru that heretofore were known as strictly fall and winter cu-tomers. Then there is the inevitable newcomer, sometimes undecided on his length of stay, who gets a taste of rosults and then begins to talk about addi-tional time. And again, as pointed out by Orne Thomas, of WOR, it is not always a question of ad-hering only to such products as are deemed seasonal for summer sales; many sponsors have learned that a straight winter product can pile up potential sales and good will thruout the summor.

July, 1935, Tells Tale

Actually, it was the figures for July, 1935, that definitely revealed the fact that radio had made the greatest gains of any medium since the depression. As to be expected, July itself may be somewhat lower than June; but when July consistently tops the same month for the year before it is its own best salesman

Gross time sales for July, 1935, over indie stations and networks were 32.3 per cent greater than for the same month in 1934, and 49.5 per cont greator in 1934 than for the same month in 1933.

July, 1935, showed national networks having gross revenue of \$3,175,042; the regional webs did \$92,102; national non-network advertisers gave the totaled \$1,297,005, while local business stations \$1,283,795.

Big Gains Shown By All

Comparison with provious years shows that Da-tional network advertising during last July was 27.2 per cent greater than the same period in 1934 and no less than 88 per cent greater than July, 1933. Regional network business was three times the July, 1934. Agure network Dusiness was three times the July, 1934. figure and five times that of 1933 period. National non-net-work advertising revealed a gain of 68.6 per cent over 1934 and an increase of 75.8 per cent over July. 1933. Local broadcasting had a gain hast July of 18.8 per cent over 1934. Electrical transcriptions also showed big gains while live talent more them held its own. It is concerned then this find, will be a start a gain has a start of the set.

It is conceded that July, 1936, will show a gain over July, 1938.

April 11, 1936

RADIO

bucks the generally accepted sensonic bunker not only bucks the generally accepted sensonal difficultics, but the price, 50 cents to \$1 a bottle, lifts it out of tho class of low-priced products . . . and, at the same time, decreases the chances that it will be bought on the spur of the moment.

NIGHT SPOTS-ORCHESTRAS-MUSIC

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

ORCHESTRA HOPES SOAR

Big Summer For Cleveland

Night clubs and hotels planning to use plenty of entertainment

CLEVELAND. April 4. --- Within the pext few weeks most local night club booking agents, managers and operators will begin an extensive search for suit-able floor show and orchestra talent to be used during the approaching summer season. Numerous conventions are billed for this city in the next six months, besides the National Republi-can and American Legion concleves and the 100-day Great Lakes Exposition, opening June 27. Several million money-spending summer visitors are ex-petted. Local bookset

money-spending summer visitors are expected. Local bookers have volced their opinion that high quality talent will have to be used by many of the better-class spots in order to cash in on the anticipated heavy husiness. Mike Spe-ciale, prominent booker, has already completed several eastern trips in the quest of talent, in an attempt to be one jump shead of his competitors when the rush for "repeat biz" acts begins. Practically all spots, whether they be hotel dining room, night club or out-in-the-open beer garden are planning to fight the predicted keen competition with more and better floor entertain-ment. The Cleveland, Statler, Hollen-den. Carter, Gillsy, Allerton and Audi-torium hotels have expressed their in-tention to offer entertainment and or-chestras thruout the usually dull sum-mer months.

London Night Spots

LONDON, April 2.—Prince Edward Ca-eino. with Ciliford Flacher's Folies Parisienne floor show, previously shown at the French Casino, New York, and at Chicago and Minni, and featuring Georges Campo, Rene, Rich and Artini, Ehie Ray, Cloris Gilbert. Lainge and Polly Frank, opened in London April 2. Cover charge together with entertain-ment will be \$3. ment will be as

Wilbur Hall, late solo musical come-dian with Paul Whiteman's outfit, makes his caharet debut at the Cafe de makes his caharet debut at the Cafe do Farls where he registers sensationally with his zany playing on weird instru-ments. Hall hits both as a comic and as a musical novelty and looks like being held over at this spot indefinitely. Same goes for George Beaty, American come-dina and monologist, who repeats at the swanky Ritz. Vic Oliver, American nut comedian, is a holdover at the Mayfair where they go for his crazy monologs and eccentric musical bits on piano and violin in a big way.

go for his crazy monologs and eccentric musical bits on piano and violin in a big way. Savoy Hotel has a fine trio of Ameri-can acts in Hall, Reading and Boyce, a swell acrobatic and dancing trio with a splash of comedy, the internationally famoua Arnaut Brothers with their mu-ical clowning and whistling, and Mary Raye and Mario Naldi, rhythmie and versatile dance toam. Latter act dou-bles into the Berkeley where Gaston Palmer, w.-k. comedy juggler, provides further sockso entertainment. Walter Dare Wall, with Emmett.Old-field, remains as a semaational comedy feature at the Dorchester Hotel. Here's a mirth-provoking "hoke" act that can truthfully be termed "classy."

Shribman's Southern Bookings

Suribman's Southern Bookings RICHMOND, Va., April 4.—Bob Bundy, manager of the Charles Shribman Of-fice's southern branch, located here, has booked Mail Hallett and hand to play southern colleges and special events, mostly one-nighters, thruout the month of April. Also has Boyd Gaylord routed thru Virginia on a month of one-night-ers, Hollywood Debs set for the Charles-ton's Flower Frestival, April 17, and Jim-mie Lunceford and Jan Garber for single dates in Richmond on April 20th and 27th, respectively.

Sheet Music Dealers Meet in Chi July 27

Need in Chi July 21 NEW YORK. April 4.—The 23d an-nual convention of the National Asso-ciation of Sheet Music Dealers will be held in Chicago July 27 to 29. inclusive, at the Stevens Hotel. Meeting will be held in conjunction with the National Association of Music Merchants and the National Retail Musical Instrument Dealers' Association. The discussions this year will center around the accompliabments and aims of the Trade Practice Committee. This committee has been co-operating with similar committees of the Music Pub-lishers' Association of the United States and other organizations. All music dealers are invited to attend the con-vention and present their problems.

After 25 Years

NEW YORK, April 4. — Monte Rosa Restaurant is celebrating its 25th an-niversary by adding a floor show, booked by Tony Shayne. Show com-prises Pola Borgin, Sandy Ross, a line of girls and the Dick Pecoraro Orchestra. sioor show, Show convert

Bookers Expect the Best Summer Season in the Last Five Years

Improvement in general conditions one reason-public interest in dancing another-spots spreading for expected competition-offers way above those last year

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More Bands-Night Club Acts For Michigan This Summer

FOR INICAL State DETROIT, April 4.—A recent survey of the leading Michigan booking offices and night club operators clearly indi-cates that the approaching spring and summer season should be one of the bost in several years. Despite a more than usual early spring hesitation in signed contracts, which can probably be attributed to the severe winter weather. bookers and operators are extremely op-timistic over the prospects of a season with pienty of money in circulation. No important contracts have been signed as yet, althor rumors last week had it that Sammy Kaye and band had been engaged to play thru the summer at the popular Walled Lake Casino. On the other hand, bookers say inquiries have been more numerous than usual

1,000 N. Y. Night **Spots Fire Traps**

NEW YORK. April 4.—Local Fire De-partment has discovered fire hazards in 1.005 of the city's 1.832 cabarets and dance halls. In most instances, drap-eries and decorations had not been fireproofed.

Already 210 spots have closed down. probably because the cost of fireproof-ing was too high to warrant continuing

ing was too high to warrant continuing operating. Of the 1.832 spots, 1.028 are located in Manhattan, Bronx and Richmond, and 804 in Brooklyn and Queens. Twenty-five men under Captain George J. Foster, in charge of the Divi-sion of Licenzed Piaces of Public Assem-bly, inspected the spots under the su-pervision of Fire Commissioner McEl-ligott.

Bimination of fire hazards in night spots has been one of the demands the American Federation of Actors.

Windsor's Dallas Agency

DALLAS, April 4.—Walter Windsor, who has been on the West Coast for the past few years and has produced night club revues in prominent New York nighterics, has opened a theatrical agency here, under his own direction.

agency here, under his own direction. A special night club booking depart-ment will be conducted with Abe Berger, former Dallas newspaperman, in charge. Now in preparation, according to Windsor, is the World's Fairest Beauty Congress, a trade revue of cosmetics, etc., and sponsored by national adver-tisers. Negotiations are also under way with a major oil company to sponsor a one-half hour radio program, featuring a well-known ork.

Night Club Reviews

Alpine Village, Cleveland

This' popular downtown dime-and-dance spot may be truthfully tormed as being "distinctively different," with its clever vari-colored decorative schema-and panelod background depicting scenes of Alpine and Bavarian life. Pic-turceque thald glass panels scattered across the huge celling effectively por-tray old world fables of yesteryear.

Otto Thurn's Band is a real asset and food by Chef Stave Schuckert is okeh. It's a really cozy spot, hoasing an at-mosphere that is delightfully refreshing.

It's a really oozy spot, hoasting an at-maphere that is delightfully refreshing. The lower floor has a seating capacity for the some 300 more. Two bars capa-ing the some 300 more. Two bars capa-bars and balcony will accom-module some 300 more. Two bars capa-ter special service located in the reac-other special service located in the reac-ter and floor serves special parties. The floor show is snappy, tuneful and penty entcritaining. Herman Pirchner, besides doing a nest job of yodeling nu-merous Tyrol Yolk songs. Show is outlined in Alpine costumes. Singers, dincers and yodeling artists follow, infing folk songs. A Bawrian dance, hy four fast stepping lack, comes next. They go about their work with an en-tiler of the deuce spot. Tad and satisfies in the deuce spot. Tad and subsciences with personality and charm inus, follow Tony. Trobably the high spot of the eve-ming is the vocalizing of a youthful

quartet composed of Diek Moorhead, Frank Ames. Fred Lansinger and Devere Engelsach. The lads should really go bearted Men just about stops the show, spot No. 7 finds Herman Pirchner doing bearten and Inciting group singlas antonime and Inciting group singlas bearten and Otto Pirchner. Tyro-fina dancers, received a share of haudits for their presentation of Tyro-band disterpretations of Alpine life bearten then yode and proves to be matter of the arc. A big feature of the svening is the first stourt, accomplished by Pirchner, spin stopper Believe H or Not. Clem Pich, too present popular songs with pica-gen parade of the floor and tables. Somewhat similar to the floor and tables.

The Oasis, Detroit

A single, complete, floor show, begin-ning at 11:30 at night, instead of a evening was recently adopted by the Oasis, resulting in a rapid one-hour presentation. The late show keeps the early evening patrons in the spot, and gives them something to look forward to.

The Oasis has a novelty in the form of Madelyn King, who functions as mis-(See NIGHT CLUB on page 25)

The Billboard

VEN casual observers who have been fre-quenting the better dance emporiums for the past five years or so are noticing the difference. The full-dressed gentlemin at the band stund who smilingly directs his 10 or 12 pieces thru their nightly paces for the pleasure of discriminating enthusiasts of urban dance music is certainly enjoying a ruddy glow, the un-mistakable symptom of a healthier life. When he sits down at your table during intermission he might tell you, in explanation.

that fresh air is responsibleg oo d, clean, unadulterated, rural oxygen, with a low car-bon monoxide content. Exercise may have something to do with it, too, for running to make uncompromising train make and bus schedules improves the heart beat and increases the saxophone section's wind. For the country's better dance the bands, now having discovered that there is gold in the rural hills, have taken to the open road and have found there, if a more, then surely an not

equally abundant life. The orchestra world, in sympathy with New Deal philosophy, has decided in favor of interstate com-merce, recent Supreme Court decisions notwithstanding. Today you can effortlessly win an argument with any hard-beaded, musty-thinking showman who still insists, as indeed everyone else was doing three or four years back, that big names and better music belong to Broadway and Hollywood boulevard, and impoverished country rubes will still vote the Bunny Hug of greater dance popularity than the Lindy. You can triumphantly point to the storn records of the past few seasons which, upon investigation, you will find nicely dotted with sharply ascending comparative graphs and prosperously annotated with well-nourished trial balances.

Specialists in source-and-effect reasoning attribute the new situation, which threatens to be of consider-able significance to all phases of the profession, to one primary influence-radio, 'As in everything else. Marconi's brainstorm has succeeded in equalizing the nation's tastates in music. Now that Hiram, his hands still sticky from coaxing a Holstein's udder into activity, can chuckle at Fred Allen's parodies of rustic community life and is able, immediately thereafter, to be audience to music emanating from the Whiteman or Lombardo direction, it is small wonder Whiteman or Lombardo direction, it is small wonder that he turns up bis suburban nose at Zeke Martin's local string ensemble, even the Zeke proudly an-nounced that he added a jew's-harp virtuese to the combe this week for the lodge's barn dance. Once introduced to better music, Hiram is anxious to continue the sequesintanceship and will, if necessary, contribute a dollar to see Maestro Whiteman or Lombardo perform in person.

Lombardo perform in person. Of course, Hiram's daughter Mandy is even more interested, for she has heard of Ozzle Nelson, and the thought of being able to dance to and sigh at his superior melodies, even possibly get his huto-graph, seems little short of heaven on earth. When it is calculated that there are thousands of Hirams and Mandles' within every rustic radius of 100 miles, it should require no slide rule to confirm the exist-ence of a rosourceful patronage market. Such a market was, of course, not in existence a few years ago, because if radio is now still in its infancy it was scarcely fertilized in the earlier period mentioned. Because radio's influence is so obviously a fact and so easily comprehensible, further verblage

mentioned. Because radio sinfuctions of bottobary in fact and so easily comprehensible, further verblage in establishing an already won argument would seem superfluous. It should be added, however, that the new trend produced by radio's ascendancy has been considerably abetted by the talkies by very much the same token. Whatever radio lacks in creating glamour for its talented personalities the movies possess. Since musical talent in radio and motion pictures is frequently one and the same, the combination of radio's ability to present its tainet consistently before the public and the films' faculty for delfying the very same performers into national idols or emissaries of Gupid would seem to be invincible in building enthusiastic followings, universally. The new market thus developed produces increas

ing affection between outdoor and indoor amusement fields. Expecially in the case of fairs, where live taient is almost uniformly used in one form or an-other, is this axiomatic, for it stands to reason that if orchestria can swell receipts the general pay roll is enabled to mount proportionately. Thus there arises the paratoxical situation wherein radio and the movies, customarily attacked as arch enemies of nll corpuscie talent, act as match-makers in this marriage between outdoor and indoor entertainments.

Most revealing of all the recent experiences in the orchestras' suburban invasions is that of the Canadian National Exhibition held hast summer in Toronto. Rudy Vallee, who contracted to appear for the two-week duration of the event, was soon

NIGHT SPOTS-ORCHESTRAS-MUSIC

hailed as the most signally successful feature of the entire proceedings. The management confidently at tributed the fair's record-shattering attendance t 20 the big-time band innovation. During the 14 days that he was booked, 75,000 people danced to his music in the spacious ballroom, admission to which averaged \$1 a person. In addition to this, several thousand witnessed his two weekly commercial broadcasts, tickets to which were marketed from \$1.25 to 82. Vallee's ratainer was \$40,000, in addition to a

Orchestras and

Ganadian, and the very name-Lombardo's Royat Ganadiane-was an attractive one to 'Torontonians and all Cahadian people. I am convinced that big-name orchestrae will prove to be an attraction on any fairgrounds where a proper setting would per-mit them to work under good conditions. They un-doubtedly will draw a young clientele into an ex-hibition grounds who perhaps would not otherwise be interested in the regular commercial exhibits or ontertainment features usually found at, a fair."

ontertainment features usually found at/a fair." Hamid, whose views, by vir-tue of his long familiarity with outdoor entertainment, can be considered authoritative, looks for continued expansion along the indicated trend. "On the basis of the Toronto experi-ence," he states. "I predict that in five years the majority of fair organizations will construct ballrooms large enough to ac-commodate practically an unwhich will be equipped for broadcasting, motion picture projection and, possibly, even television." Hamid does not delude him.

50 per cent cut in the net profit realized on the matinee performances. Easily calculated figures show that a profit exceeding \$20,000 was earned by the management on the ballroom, hat check and other concessions, and the accompanying increased attend-ance at other features of the fair, the aggregated increment can be safely termed considerable.

By Kermit a. Kahn

The Open Road

It is, of course, difficult to determine what measure of this auccess can be laid directly to Valles, but free from precise computation, it is roughly com-puted by George A. Hamid, who booked the Vagabond

puted by George A. Hamid, who booked the Vagabond Lover into Toronto, at 65 per cent of the increased business over the preceding year. It is not to be thought that the booking of the magic name of Vallee was a radical experiment on the part of Toronto, however. The year before a trio of big timers were bought. Duke Ellington ap-peared on the two opening days. Abe Lyman from for the then block Guit Courbords from Satur Monday thru Priday and Guy Lombardo from Satur-day thru Saturday. Elwood Hughes, the exposition's general manager, sums up his views on name band bookings in the

Sums up name: "All three orchestras were excellent attractions. Ellington did extremely good business as an open-ing feature and Lombardo's success was outstanding. Of course he had the benefit of being a native-born

GEORGE A. HAMID

President of George A. Hamid, Inc., and one of the world's leading authorities on outdoor amusements.



LOOKS for continued expansion of orchestra booking activity in fairs and other outdoor promotions.

self into thinking that the entire outdoor field can be invaded by the orchestras and maintain equal footholds. The fair and the independent ballroom would be more sympathetic to the new influx simply by virtue of their character. The idea of having the idea taken up by circuses, carnivals and the like appears highly improbable to those who are like appears highly improbable to those who are authoritatively familiar with the respective situations. Hamid deprecates this possibility as impracticable and points to Paul Whiteman's appearance in the eircuslike flesta Jumbo, now playing in New York, as an illustration. "Without reflection upon White-man's ability as a musician." Hamid explains, "it is obvious that his costly appearance in Jumbo adds little, if anything, to the production, Circus bands will always be apart from the dance band in nature and, for that reason, the loud quality band, not the and, for that reason, the loud quality band, not the big name band, will continue to be supreme in the circus field." Much the same sentiment was implied in regard to carnivals,

In regard to carnivals. Clovely associated with the new trend, Hamid believes, is the imminent rise of commercially spon-sored orchestras on tour in behalf of a specific in-dustrial interest. In Hamid's opinion, current the-atrical events point to the adoption of the band four by mercantile outlits just as radio talent is now exploited in their interest over the air. In the recent Standard Oll-sponsored tour of Ouy Lombardo the band played to an estimated 150,000 people in two weeks. If these commercially sponsored units were booked into the fairs themselves, Hamid believes the audience would be clower to a million in the case of large fairs than to the recently reported 150,000 in the same length of time.

As much as radio has increased general public appetito for big name bands, it is not to be assumed that the field is yet ready for mything but occasional entrance into the outdoor market. The big reason is, of course, the price demands of the big-time units, which in many cases are prohibitive. This is par-ticularly true with respect to parks and ballrooms. If not so cogent in the case of the fairs, which seem better equipped thru their infrequency and general character to draw heavy patronage. There are two which is to the curstion form the ballword of the set of the second character to draw heavy patronage. There are two solutions to the question from the ballroom operator's standpoint. One-strongly advocated by Hamid as being the most desirable-provides for co-operative organization between competitors in the same gen-eral area and between ballroom operators nationally. The way things operate now necessitates long leaps by orchestras, with the result that they are obliged to zig-zag expensively that all geographical sectors. If, thru eco-operation, same and scientific routing could be agreed upon, thereby obviating costly travel-ing expense and its attendant layoffs, orchestra would be in a better position to discuss prices in reach of the ballroom proprietors, to the advantage of all concerned. This co-operation would also pre-clude cuthroat competition between over-zealous operators, eliminating such common practices as playing the samo orchestra the next night within proving the same orclestra the next hight with the same general region, price slashing and the like. Hamid also suggests the purging of unscrupulous promoters who obtain contracts either by fraud, intimidation or other questionable methods

A second alternative open to the ballroom op-erator is his opportunity of continuing the status quo and making use of big name bands for purely advortising purposes. This is the idea advanced by Charles E. Green, manager of the NBC Artists Bureau's orchestra department, who contends that topnote names have never produced profitable receipts at the gate, and the big money for ballrooms and dance pavillons lies in superior moderate-priced outfits. Green concedes that the musical taste of the country has been improved by radio and films, but asserts that con-

(Sec OROHESTRAS on page 24)

NIGHT SPOTS-ORCHESTRAS-MUSIC

IOVEL

ENRICA and



Roof Spots; Spring Is Here! NEW YORK, April 4.—Spring brings with it the closing of downstains hotel dining spots and the reopening of roof gardens. Already the Waldorf-Astoria announces it will reopen its Starlight Roof Garden May 7. with Orville Knapp's orchestra in until June 1. when Wayne King's band comes in. And the Hotel Biltmore's Moonlit Terraco rc-sumes soon, with Russ Morgan's band featured. The Montclair Hotel will-soon shut its Casino to reopen its roof res-taurant.

only that, but spring means the Not only that, but spring hears the sprouting of sidewalk cafes and the Bro-voort has already announced it will re-sume its open-air dinery. The Gay Nine-tles will have a summer garden. too. And all this also means that the

New Show Printing House

WINONA. Minn., April 4. — Julius Kramer, for several years operator of the Kramer Music Service, local orchestra booking office, announced last week that his new connection with the Leicht Sho Print Company, just organized here, will have no effect on the operation of the ork sceney.

musicians better dust off the white un-forms and performers get out their summery costumes. Not only that, but the many musicians and performers who had developed serious cases of night club pallor during the whiter season will now be able to breather the good clean air again. In addition night such owners wait-

clean air again. In addition, night spot owners, wait-ors, musicians and performers are al-ready thinking of the roadhouses and summer spots that crop up along the roads away from the big cities. The Long Island spots, Ben Marden's Riviera at Englewood and the Atlantic City nighteries are among these already get-ting their first dusting off for the sum-mer. Yes, spring is officially here.

Liquor Board Nixes **Hostesses in New Jersey**

NEWARK, N. J., April 4.—New Jersey night spot operators employing host-eases to "entice" men to purchase drinks will be liable to revocation of their liquor licenses, according to D. Freder-ick Burnett, State Alcoholia Beverage Control Commissioner.

The commissioner approved the action of Hobokon in instituting revocation proceedings against Wellmuth Ellrich on the ground that Ellrich has employed three hostesses, paying them 20 por cont commission on drinks they induced customers to buy.

Sharlie's in Trouble

NEW YORK, April 4.—Sharile's, Inc. which operated a night spot in Jannaica recently, has gone into receivership upon petition filed against it by creditors. Spot was managed by Cliff Hall, former straight man to Jack Pearl.





Elub Chatter Leonard Jans and Donald Mack, opened last Sunday at the Derby Club in Not Springs, Ark.

> FELICIA AND DEL REY are offering a varied routine of ballroom dances at the Club Avalon in Oleveland. Engagement is indefinite. Cook and King. nov-eity dance toam, are doubling between the Blakeland Inn and the Brown Palace

Ladies unit, working Southern theaters. ... Allen and Parker have been spotted at the Mounds Country Club in St. Louis-for a couple of weeks. ... Rudy Bell and his band of impersonators are work-ing San Antonio (Tex.) night apots and theaters. Recently appeared at the In-terstate Theater and tho Twin Palms nighteric. ... Rita Zanc is presenting her deep-sea fantasy dance routino, "Mormaid Princess." in and around Cleveland. O. She recently purchased a smart new Studebaker for transporta-tion. tion.

*=



FOLLOWING A TEN-WEEK SUCCESSFUL HEADLINE ENGAGEMENT AT THE PALMER HOUSE, CHICAGO. Direction-LOU WOLFSON, WILLIAM MORRIS AGENCY. NOTE-Do not confuse this act with others using similar billing. 24 The Billboard



T WAS recently while having luncheon with an observant layman friend that he said: "Tell me, Pomeroy, how do you account for hotel and cafe shows almost taking the place

of our vaudeville shows today?" Well, to begin with, people prefer to patronize cafes and hotels because they seem to feel they get more

for their money. At a supper club a person can have a complete dinner for an average of \$1.50, see an entertaining floor show and dance to good

music afterwards. Patrons also have the opportunity of some-times being seated close to some celebrity, which is a great thrill

to the average person not in show business. When it comes to construct-

ing a show for cafes and hotels the producer is up against an entirely different aituation than when working on shows for theaters. For instance, a vaudeville unit can often be booked to play almost every available theater in the country if it is a good show.

A cafe show is a different proposition, however. I flud it is quite necessary to study the size and shape of the particular room in which the show is to be presented and to notice the type of people the spot caters to and even the menu served. In other words, the show must di into the general atmosphere of the room, the service and the menu.

Such spots as the Hotel Roosevelt Grill and the Park Central Hotel Roof in New York, the Ritz Carlton in Atlantic City, or Ben Marden's Riviera in Fort Lee, N. J., where we have



had the pleasure of pro-ducing shows, cater to peo-ple of the upper strata, usually in evening attire. In such places aristocratic looking girls are very essential to the floor show. It is also important that the girls are costumed in good taste, preferably in long and smart - looking clothes, carrying out lines in the draping and fitting to mold sensuously to the Classical musio is body. appreciated more than jazz in such an atmosphere. The acts must be distinc-

Jack Pomeroy

tive and well groomed. Sometimes it is clever to use an act of the risque type, but one must avoid an out-and-out suggestive act. There is a difference, you

know. In the typical night club, however, we find our-selves in an entirely different satmosphere. A last show, what we term the "hotchs" type, is usually preferred. Such an atmosphere calls for dazzling girls. abbreviated costumes, fast music, sensational acts, etc.

Usually, in such places, Usually, in such pinces, the lighting effects aro poor and the producer often finds himself hav-ing to act up a system of lighting for the management.

Routining ensemble numbers for a floor show is entirely different than for a stage, of course. On a stage you work to the front all the time. On a floor much depends upon the hand and arm work and the formations, so that all girls may be seen from various angles, as the customers may be scated all around the floor and in far-off corners

Conditions are a lot finer for cafe perform-ers today than formerly. During the Prohibition era girls working in floor shows were often forced to mix with the patrons; in other words, act as hostesses between shows. which sometimes resulted in the girls becoming intoxicated. The girls would not work in precision and would often be criticized by some of the patrons.

Today we do not run into that sort of thing. The hotels will not tolcrate girls mixing with NIGHT SPOTS-ORCHESTRAS-MUSIC

uests, as it takes away from the distinction of the dining room.

"One more question," said my friend. "How do you Organization and good business, whether it be show business or any other type of enterprise, is essential.

Our organization consists of various departments, such as our casting and booking department, which is

people, but there are times when we have as many as 20 people working on the show at once. We are all assembled under one roof, having our own rehearsan halls, studios, audition rooms, staff offices and costung departments together and each working in conjunction with one another. Before we actually start on the casting or rehearals

Miss Earl and I first construct our shows theoretically, We get together with our arranger and write the score of the show. We also time each number, figuring out

the formations, etc. This avoids having to cut down the numhers after they are once routined.

April 11, 1936

Either I sketch a design for the costuming or we have our artist sketch the type of cos-tume that will fit with the particular number. Our shoppers then bring samples of materials and colors. When they are purand colors, when any arc pur-chased our costume depart-ment starts on the cutting, Next, our call for girls. We

Next, our call for girls. We often have as many as 100 girls answer the call. We take them thru a two-hour preliminary re-

hearsal and can judge in that short line whether or not each girl is adapted to the work. We then select our groups, for very often we cast and produce as many as four shows at a time.

The easting department is instructed as to the acts to purchase for the various specialty places and the moneys allotted to them.

"What is the average salary for a chorus girl?" is a typical question.

It varies in the cafe business. We have tried to keep a standard price of \$35, but with competition so keen many places have forced it down to \$25, and I can only blame the girls for this. For instance, a cer-tain hotel in the midtown section of New York where tain hotel in the midtown section of New York where we had a show and our girls were getting \$35 told me that they were not going to pay more than \$25, as other producers were offering girls at that price. I told the manager the type of girls we were using could not be bought for that price and refused to consider the cut, which, incidentally, meant not a penny in my pocket. However, thru my trying to hold up chorus relative matter. girls' salaries I lost the spot. The ungratifying part of it, however, was that seven of these girls, whom I and been paying 635 for a six-day work and an exus \$35 for doubling at another hotel for one number nightly, making a total of \$70 a week, left me to go into this hotel for another producer for \$25 a week.

There are many problems in this husiness, not only in trying to keep the salaries up, but in some cases collecting salaries for performers,

This last is something that I have not run into since Prohibition and, to my good fortune, only ran into once during that time. In that instance I paid all salaries myself to up hold the standing of our office; but from then on, if I have been the least bit skeptical of a place not paying off. I have insisted on one

week's salary in advance to be held until the last week. thus assuring payment for both the cast and myself.

ORCHESTRAS-

(Continued from page 22) ditions make it unwise for ballroom owners book exorbitant - priced bands when the same taste ascendancy can be satisfied with accomsatisfied with accom-plished, if less renowned. musicians.

Regardless of the divergent viewpoint on details, however, the pria-cipal issue finds all the authorities united in opinion. National musical taste hus been improved thru the variety of reasons previously discussed. Whether the entphasis is on big names of not is open to conjecture. but the fact that public appreciation of better music has been produced is impossible of disagreement. The road has been paved-only the quality of its travelers is yet to be determined.

ILLUSTRATING types of costumes discussed by Jack Pomercy. On the left Esther Martin wears a sleek gown typical of the costuming of girl performers appearing in the swankler hotel dining rooms. On the right Edith Roark, noted Broadway beauty, models an abbreviated costume of the type extremely popular in the wardrobe of night club per/ormers. Photos by Murray Korman, New York.

-

Jack Pomeroy is one of the successful members of the younger set in the night club producing business in New York. He its better days as a dancer and co-producer of the "Pomeroy-Brewster Revue." About cight years ago he retired from the stage to try out his production ideas in night clubs. He has met with encouraging suc-cess and during his staging career has put on shows for clubs and hotel dining rooms and grills of the key cities in the East and in important South American spots. He and Josephino Earl are partners in the en-terprise known as Jack Pomeroy Produc-tions, Inc. terprise kn tions, Inc.



As told to Paul Denis by Jack Pomeroy

Rubin, with Eddio Howard in charge of the club department and Herb Rubin of the motion picture department. Our orchestration department, headed by Eddle Hahn, with Horbert Bourne assisting, hun-dles the special music and arrangements. We have a costume department, with Julia McGahran and Marie Ludwig in charge. And then, of course, my partner.

Josephino Earl, and myself create the ideas, write lyrics, design costumes, handle the finances and onlire business, besides teaching the routines and super-

vising the entire show. With the increase in business each department takes on as many assistants as it may need to com-pleto its particular work. We have a basic staff of 11

CONTINENTAL Orchestra Corporation, Utica, N. Y., has added CONTINENTAL Orchestra Corporation, Utica. N. Y., has added Red Corino and band to its list and is again handling the bookings for Freddy Kay, currently on tour thru New York. Jan Campbell continues his series of college dates for COC, playing Dartmouth, Col-gate and Williams on successive week-ends. Val Jean, under the same han-ner, is en route from Florida to New England for a one-nighter series, be-ginning April 11. . . . Ken Moyer and band were the recipients of plenty of nospitality recently when they stopped off in Alva. Okla., Ken's home town, for a one-nighter. It marked the first visit home Moyer has made since leaving 16 off in Aiva, Okla., Ken's home town, for a one-nighter. It marked the first visit home Moyer hus made since leaving 16 years ago. The Moyer swing outfit will continue to play thru the Southwest for several more weeks and then head for Los Angeles. . . R. M. Tyldesly and bis Louisvillians continue to play club and private party dates in and around content. Louisville.

LON CHASSY opened at the Green-brier Country Club, White Sulphur Springs, N. Y., April &. Al Nawarro started at the Belvedere Hotel, Balti-more, the same date. Both Meyer Davis units. Basil Fomeen and his or-chestra are at the William Penn, Pitts-burgh. Royal Areadians Dance Orchestra, after a New England night-spot bour, is at the Allyn House, Hart-ford ballroom, Band has added Bernie Melham, trombone, naking an even dozen men. Tom Sagces and Mike Mal-ley are on the vocals. Joe Uricchio is president and George DuBrow secretary. dozen men. Tom Sagese and Mike Mal-ley are on the vocals. Joe Uricchio is president and George DuBrow secretary

S EASONAL changes in the San Fran-cisco orchestra setup are due to S EASONAL changes in the out atmospheric cisco orchestra setup are due to begin next week. Among the Eastern combos scheduled to hit Frisco territory this spring are George Olsen, Ben Bernie, Eddie Duchin, Freddy Martin, Jan Garber, Little Jack Little and Henry wing Eddle Fitzpatrick and his literation. Jan Garber, Little Jack Little and Henry King. Exidie Fitzpatrick and his li-piece band bow out of the Club Denu-ville April 0, Ran Wilde replacing. Paul Pendarvis is next to leave, pulling out of the Faluce Hotel April 12. Will travel cast via one-nighters. Bobby Meeker goes west to fill Fendarvis' shoes at the Falace. George Hamilton's Band and Veloz and Yolanda replace Griff Wil-

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liams' aggregation at the Mark Hopkins Hotel April 23. Henry King follows Hamilton May 11. Williams one-nights Hotel Hamilton May 11. Williams one-nights castward, arriving in Chicago in time to fill a lengthy engagement at the famous Aragon. Tom Coakley, who went into the St. Francis Hotel for a four-week engagement and remained 12. has had his contract there extended again and will continue until June.

again and will continue until June. W INGY MANNONE, playing at the Mickory House, New York, is now doubling, working afternoons at the Stork Club. Since Wingy went into the Hickory House on a return booking business has gone up. He also starts recording for RCA-Victor April 10... Henry King and his orchestra left New York after doing a commercial Thurs-day on Mutual to open at the Mark Hopkins Hotel, San Francisco, ... Jay Mills and his orchestra set for the sum-mer season at the Piping Rock, Saratoga Springs, N. Y. ... Jacques Lubo and his orchestra are in their second year at the Princess Hotel, Bermuda. Lube, formerly a concert violinist and concert orchestra leader, filled in one evening when the regular dance outfit was delayed. Since then he has been held over stendily. ... Never lues to Florida hast week to officinter musically at a society affair. ... Nick lues and his orchestra opened April 6 at the Hollywood, New York, It's the first New York engagement for this re-cently organized and up and coming group. Hollywood, New York. It's the lew York engagement for this re-organized and up and coming cently group.

ID FRANKLIN, who has gone into the Yacht Club, New York, is doing S the FRANKLIN, who has gone into the Yacht Club, New York, is doing his own arranging. Bob May-hew, trumpeter, has joined the Charlie Dornberger Band. Lloyd Huntley and orchestra have completed their see-ond seeason at the Hotel Buffalo, Buf-falo. Have been offered a third season but have not accepted yet. Greye Orchestra Bureau, Hannibal, Mo., placed Joe Williams and band in the Mark Twain Hotel, Hannibal, Mo., placed Joe Williams and band in the Mark Twain Hotel, Hannibal, Mo., placed Joe Williams and band in the Mark Twain Hotel, Hannibal, Mor. Placed Deanne Lavne, vocalist, formerly on the WBIM-WIND Evening Melodies pro-gram. Frankle Masters leaves the Roosevelt in New Orleans this week to begin a three-week Balaban & Katz thentor tour. Opens May 1 at the Edgewater Beach Hotel, Chleago. thenter tour. Opens May 1 at the Edgewater Beach Hotel, Chicago. . . . Word comes from Alkoona, Pa., that a new 21-piece dance band is being or-gamized there. . . Al Bannen's Ver-satilians have moved from the Hotel Carter, Cleveland, to the Mayflower in Akrom. Akron.

B OB FOSTER and band, featuring Evelyn Phipps and Fio Cariton: Fave Jordon and her all-gill band, Joe Robishaux, Marshall Van Pool and Bud Scott are some of the bands playing thru Louislana this spring. Dick Barrie opened April 4 at the Hotel Jel-ferson in St. Louis with a new combo. Unit is composed largely of members of George Kirk's hand out of Sait Lake City. . . . Howard LeRoy, musical direc-tor of the Van Orman Hotel chain and his orchestra concluded a 15-week en-ragement at the Hotel Shawnee, Spring-field. O. April 4 and returned to the Coral Room of the Hotel McCurdy, Evansville, Ind., for a long stay.

T HE Dick Meesner band dedicated its April 3 Mutual Network broad-cast to the City College of New York. Program was the fourth of that type, other schools being covered in-cluding NTU. Columbia and Manhattan. ... "Skeet" Snyder closed a lengtby en-gagement laat week at the Sheraton Hotel in High Point, N. C. . . Arnie Leipold and band will continue indefi-nitely at the Paradise Showboat in Troy. N. Y. ... Carl Diesenberg's aggregation. (See Bands and Orchestras on page 26)

NIGHT CLUB (Continued from page 21)

tress of ceremonies. She is now in her third year here. She varies the program with songs rendered in a pleasing con-traito, and keeps customers interested before and after shows by occasionally doubling in the role of a circus candy butcher.

doubling in the the of a check of a contract Corvino and Yovita do a series of exotic dance numbers on this week's bill. Opening the show with a ballroom waitz characterized by unusual timing.

they reappear several times with varied routines, including an impressionistic Speakcasy Bolero, a Spanish tango num-ber done with modernistic accents, and a sinuous Cucaracha that closes the show. ber done with modernistic accents, and a sinuous Cucaracha that closes the show. The Dancing Sweethearts, Burt and Courtney, do a series of novelty tap numbers, the first being a chain dance, with their feet shackled together. with their feet shackled together, achieving perfect rhythm and an effect of enarmous speed. This effect, per-haps the highlight of the show, is intensified by other tap numbers, all up the same swift pace, tho keeping up the less sensational.

Ken Conroy, tenor, gives a moving in-terpretation of Brother, Can You Spare

terpretation of Brother, Can You Sparc a Dime? and other songs, and Josephine Campbell, "Detroit's only singing check-room girl," sings some specialties. Art Mooney and his band furnish music, with A+ Mail of the band doing an ac-cordion solo from the floor. The Oasis—which deserves a salute as Detroit's first "legitimate" night spot, opening in May, 1932, has just been re-decorated in a mixed circus and desert-paim style, enhanced by a merry-go-round revolving bar. The spot is under the management of the two M. B. Lloyds, father and son. All acts are booked by Val Campbell, of the Gus Sun Booking Office. Reves. Sun Booking Office.

Cocoanut Grove, Park Central Hotel, New York

George Libby's current show, Pook Pook Paree, is among his very best here. It has a liberal sprinkling of comedy, it is tastefully dressed and it presents acts not familiar around bere. Idea is a satire on the French Casino type of show, having the girls on "sear-let women of history" and as coy semi-nudes, while the boy trio sings ditties poking fun at the French. It's a good angle and does much to give the show continuity and to make it a little dif-ferent from the usual stuff.

continuity and to make it a little dif-ferent from the usual stuff. Eight girls in the line are young and spry and work hard in four snappy numbers. Jean McCully, a shapely and lissome blonde, works in group num-bers and also solos with swell tap danc-ing. Her imitations of well-known hoofers and her grace at rhythm tap-pling are something worth seeing. Outstanding act is the Don Raye. Hughle Prince and Les Clark combo, just completing an eight-week run here. Three youths, full of exuberant, fast, hotchs singing and dancing. Their forte is spley ditties, stung with Prince at the plano. Did Anafe's Cousts Fanay, Harry the Hophead and Gonna Clap My Hands in dynamic style, brightening up tho tunes with snaps of hoofing and comedy in dynamic style, brightening up tho tunes with anaps of hoofing and comedy bits.

bits. Also standing out are Jinette Vallon and Dolores and Pedro. Miss Vallon is a petite comely brunet who does a bit of Frenchy singing and then goes into an unusual leg control routine. A pol-ished performer, she made quite an im-pression. Dolores and Pedro, on the other hand, are quite the most senas-tional apache team this reporter has ever seen. Pedro is a tough looking guy who flings his tiny blond partner around with aniazing abandon. His best is the shoulder routine.

with anazing abandon. His best is the shoulder routine. Bill Wynans, a handsome young bari-tone, sang a couple of pop numbers in fine voice, but seems to lack something in delivery. Need of showmanship is obvious. And the same is true with Fuiries and Gloodell, bailroom team, whose work is technically okeh but didn't seem able to sell itself. The girl is a gorgeous statuesque blonde and the boy also has fine appearance, but they lack that extra something to make them boy also has fine appearance. Sure the lack that extra something to make them

boy and the set of the





NIGHT SPOTS-ORCHESTRAS-MUSIC

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(Week Ending April 4)

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DANCE OROHESTRATIONS B top 54, or 17 for 52, or 50 for 55. Complete Poteslar, Hot. Novelly and Rhundiards. NO LINTS. Real Buys. Assorted Tillet. SILVERMAN JOBBERS, 3303 Lawrence. OnLago.

COLORING

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Music News

(Communications to New York Office)

An carnest spring campaign in the interest of the catalog of E. B. Marks has been started by that firm. The iatest numbers include Spending Your Vacation in Maine, by J. Nieburg and Jerry Levinson; There's No Substitute for You, credited to Al Stillman, Lee Gordon and Nelson Ingram. and Lose Went Up in Smoke, a Cuban fox-trot by Ernesto Lecuona; with English lyrice by Messrs, Nieburg and Levinson. These songs are to receive preferential atten-tion by the antire competent staff.

tion by the shire competent stall. That hearty porennial, Every Day Is Mother's Day, a Charence Williams prod-uct, is again to the fore as a best seller. Just a year old it scems to be as much in demand as on the date of its initial appearance. Echoes of Spring, another unusual composition. Is finding new converts with request for copies coming from over the seas. As to Sugar Blues, which is enjoying its third great success since it was originally thrown upon the market in 1914, is being played and hummed all over the country. The strange part of the ditty's hit propor-tions is that it actually plugs itself, something to boast about in these days of fluctuating fixshions in Tin Pan Alley. of fluctuating fashions in Tin Pan Alley.

Eugene West, now in the munic pub-lishing business, is enthusiastic over what he considers a great discovery. He proudiy refers to Russell Duna, who has been attracting considerable atten-tion because of his novel arrangement of The Major Rings the Gong, which West is sponsoring. Dunn was only re-

Florida. He is sporting one of the flu-est tanks seen on Broadway this spring and says that he never felt better. He went away for a rest and got it.

Jerry Vogel Music Company has re-leased a new swing tune entitled Take Your Time, by Oscar Levine and Joe Young. Fred Waring introduced the catchy composition on Friday of last week over an NBC network.

Al Beilin, manager of the T. B. Harms Al Bellin, manager of the T. B. Harms Chicago office, has resigned to take charge of the Chappell, Inc., Chicago office, effective April 16. His new duties will inclue supervision over mat-ters as far West as the Pacific Coast.

That irrespressible duo of songamiths. That irrespressible duo of songsmiths. Harry Warren and Al Dubin, who have been somcwhat inactive lately, have been contracted to write and compose five numbers for the new Marlon Davies flicker, Cain and Mable, to be produced by the Warners.

BANDS AND ORCHESTRAS (Continued from page 25)

(Continued from page 25) out of Cleveland, has been contracted to furnish the Saturday night music for the Trianon Baliroom, Toledo, for the duration of the season... Jerry Monroe has opened in the dining room of the Hotel Boulevard, Union Oity, N., after a lo-week stay at the Varsity Casino in New York.... Herbie Willis and his five-piece swing band are on location at Kibby Klub in Jackson, Mish.... After a loss of two weeks due to flood waters, Aco Brigode and His Virginians open this week on the Island Queen. Cincinnati excursion boat, for the balance of the contract which terminates May 2. On

What's the Name of That Song?

Wah-Hoo Face the Music and Danco West Wind

Alono Every Minute of the Hour Molody From the Sky

217 Film Bidg., ATTRACTIVE Based on reports from leading jobbers and rotali music outlets from Coast to Coast, the songs listed below are a concensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. OLOR to-day fluctuations. Sales of music by the Maurico Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledge-mont is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New Yorks Lyon O Healy: Carl Fischer, Inc.: Camble Hinged Music Company and Western Book and Stationery Company, of Chicago. POSTERS

cently an obscure member of a local band, dabbling occasionally in fitting songs with the proper musical trim-mings. Since the success of his work in the West composition other firms in the West composition his services.

Putting All My Eggs in One Baskef

Lost Goody, Goody? Beautiful Lady in Blue

Lights Out It's Been So Long Let Yourself Go No Greater Lovo

2. 3. 4. 5. 6.

7.

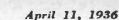
Sammy Fain has gone to the Pacific Coast to restume composing for the films. He was accompanied by Lew Brown, who will furnish the text to sev-eral songs besides participating as asso-giate producer. The twain have been assigned to evolve a celluloid musical for BKO for RKO.

Arthur Piantadosi, familiar with Coast conditions as far as the music publishing industry is concerned, is rep-resenting the Feist company out Call-fornia way.

One of the outstanding firms cater-ing exclusively to popular music is go-ing to try out a new idea in spuring the efforts of the concern's connect men to gain plugs. As an incentive there is to be a substantial bonus at the end of the year for the individual securing the best acore of the week and month with certain oxclusive territories allot-ted to the various members of the staff. By selecting certain sections to work on ted to the various members of the stall. By selecting certain sections to work on the professional manager responsible for the idea feels that this will obviate any chance of the contactor treading on his colleagues toos or landing a pros-pect at the last moment after he has been solicited and on whom one of the "boys" might have been laboring for an ardiaus shell. an arduous spell.

E. H. Morris, general manager of the Music Publisher's Holding Company, is back at his desk following a sojourn in









(Routes are

Barber, Barocas N. Y.

ACTS, UNITS AND ATTRACTIONS for current week who are given.)

Adler & Taubman A Adler, Jerry (Furamouni) MYO 6-9, 5. Adreon, Emilee (French Oasino) NYO, no. Ahi (Leon & Eddlers) NYO, Bo. Allen, Bubbio (Jungle Inn) Youngstown, C.,

Allen, Bobbio (Jungie ini) Youngstown, G., DE. Allen, Jean (Swanee Olub) NYO, no. Allman, Alfreda (Kit Kat Club) NYO, no. Alman, Alfreda (Kit Kat Club) NYO, no. Alman, Fincess (Wiver'sı NYO, re. Alvi, Celesti (Grientai) Chi, t. Ames & Arno (Marbro) Chi, t. Andre, Janice: (Jimmy Kelly's) N. Y. O., nc. Andre, Janice: (Jimmy Kelly's) N. Y. O., nc. Andre, Asiand (Connie's Inn) NYO, nc. Arden, Dorothy (Grosvenor House) London 1-30. De.

1-30, BC. 1-30, BC. Arena & Martinez (Anna Held's) NYO, rc. Armatrong, Maxie (Connie's Ind) NYO, BC. Arnaut Bros. (Globe) Stockton, Eng., 13-

Barrett & Smith (Commodore Olub) Detroit, Bairl, Bebe, Cirls (Boston) Boston d-9, t. Barrie, Kathelten (Weylin) New York, h. Berrika, Olga (Buckingham) NYO, h. Bairry & Whitledge (Hipp.) Toronto 6-9, t. Bartiett, Wayne (Cleani) San Antonio, Tex.,

rownie, Louise (Galovy, rowning, Mitchell & Wilson (Leon & F., 10-NYC, nc. Thuge, Charlle (Roxy) Colfax, Wash., 10-

Brutage, Charlle (Roxy) Colfaz, Wash., 10-Brugge, Charlle (Roxy) Colfaz, Wash., 10-11, t.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Burn, Bruthe, & Dennis While (Hollywood)
 Burnsch, Alter Hashaway (Chateau Moderne) Norse, Alter Hathaway (Chateau Moderne)
 Burnsch, Bc., Three (Earle) Phila G-9, t.
 Bussey & Harpor (Orand) St. Louis, t.

en no dates

Fry. Bob & Virginia (Man About Town) New York, ne. Furman & Lorraine (Oay Nineties) NYC, nc.

Oaby, Frank, Co. (Earle) Washington, D. C.,

6-8. t. Oali-Gall (Radio City Rainbow Grill) NYC. Galvin, Don (Pavilion) Glasgow, Scotland,

Gaiwin, Don (Pavilion) Giasgow, Scotland, 6-11, t. Gemble, Dick (Bradford) Beston, h. Gardia, Louis (Congress) NYG, b. Gardna, Louis (Congress) NYG, b. Gardner, Orani (Colonial) Dayton, G. t. Gurdner, Joan; (Coliege Jin) Philadeiphia, no. Gardne & Joan; (Coliege Jin) Philadeiphia, no. Gardner, Grant (Colonial) Dayton, G. t. Gardner, Grant (Colonial) Bayton, G. t. Gardner, Stratt (Colonial) Bayton, G. t. Gardner, Stratt (Colonial) Bayton, G. t. Gaston & Edouard (Monie Ontiol NYG, c. Gaytine & Edouard (Monie Ontiol NYG, c. Gaytine Sisters (Paljadum) London 1-30, t. Georges & Jaina (Chiengo Chi, t. Geräldine & Joe (Escie) Washington, D. C.

6-9, L. Ghezzi Bros. (Holborn Empire) London 20-

Chezzi Bros. (Holborn Empire) London 20-28, t. Gianta of Rhythm, Three (Connis's Ian) New York, nc. Cibbon, Uriginia (Granada Ian) Atlanta, nc. Cibbon, Virginia (Shubert) Cincinnati 6-9, L. Gibbort, Bob & Florette (Deimonico's) NYO,

Di Michael, John (Casino Venezia) N.Y.O. Be. nc. Dickson. Dorothy (Saville) London 1-30, t. Dimitri & Helen (Chub Gaucho) New York, nc. Dolores & Pedro (Park Central) NYO, h. Don & Doriee (Brown Derby) Boston, nc. Donaidaon. Joe (Ceeil) Maron City, In., 8-9. t. Doner, Kity (Lido) Montreal. nc. Don's Danco Farade (Flymouth) Warcester, Mass., 6-9, t. Doris & Wally (Bradford) Boston, h. Dosh, Freddie (Fahmer House) Chi, h. Dougherty, Marie (Jimmy Dwyer's Rendez-wous) New York nc. Dove, Evelyn (Consie's Inn) NYO, nc. Doyle Bisters, Thiree (Ottumwa) Ottumwa, Ia., 8-9, 4.

Gilbert, Boh & Floretto (Deumonico a) ATEO, Fo. Olibert, Ethel (Gay Nineties) NYO, nc. Gilbert, Oloria (Prince Edward Casino) Lon-don 2-30, ro. Gillord, Jack (Paradisc) NYO, re. Oliri Friends, Three (Lido) Montroal, nc. Olivot, George (Uplowh) Chi L. Gleason, Art, Town Scandais: Ilowa) Pt, Mud-laon, Ia., 0; (LeOlair) Moline, III., 10-11; (Rogent) Kookuk, Ia., 12; (Sirrah) Orco-ton 14, t. Olory, Camille (Broadway Roam) NYO, nc. Olory, Camille (Broadway Roam) NYO, nc.

(Regent) ton 14. t. Olory, Camille (Broadway Room) Olory, Allco, & Walter Lo Nay (Park Con-trai) NYO. B. Olynn. Donuid (Park Onfe) Burlington, Vi., c. Oding, Iolywood (Shubert) Cincinnati 6-9, t. Oonan, Incz (Silver Oloud) Ohi, nc. Oonan, Incz (Silver Oloud) Ohi, nc. Oonanie, August, & Don Hangel (McAlpin) NYO, h. Oordol, Fid (Coloniai) Dayton, O., t. Oraw Family (Orientai) Chi, t. Press Family (Orientai) Chi, nc.

Draper, Paus (Chicz Parce) Chi, ac. Drena & Her Dancers (Lohdon Casino) Lon-don, nc. Drew, Chory (Numbar One Bar) NYC, Ba. Drub Baltimare, cb. Drew, Hotcha (Connte's Inn) NYC, nc. Drew, Hotcha (Connte's Inn) NYC, nc. Druw, Dotty (lisctor's Club New Yorkor) New York, nc. Du Vell, Ginger (Club Bernard) Chi, nc. Du Vell, Ginger (Club Bernard) Chi, nc. Dutfin & Ruth (St. Francis) San Fran-cisco, h. Dutke, Paul (Chieago) Chi, t. Dunn, Bros. (Shubert) Cincinnati 6-9, t. Dunn, Bros. (Shubert) Cincinnati 6-9, t. Dunn, Bros. (Shubert) Cincinnati 5-9, t. Duna, Ade (Empire) Edisburgh, Scotland, 13-18; (Empire) Liverpool, Enc., 20-25, t. Daval, Shiella (New Town Bar) New York, nc.

Gonzales, Agust, & Don Rangel (McAlpin) NYG, h. ugust, & Gondon, C., t. Gray, Henliy (Griental) Chi, t. Gray, Helen (Vorailles) NYG, re.
Gray, Margaret, & Oliver Gardnor (Radio Gity Rainbow Grill) NYG, re.
Gray, Maxine (Pennaylvanis) New York, h. Gregors, Kay (Morrison) Ohi, h. Gregors, Kay (Morrison) Ohi, h. Green, Terry (Park Central) NYG, h. Green, Terry (Park Central) NYG, h. Green, Terry (Park Central) NYG, h. Green, Jack, Co. (Marbro) Chi, t. Gylan, Chentral, Morthang, Co. Hacker, Monty (LeClair) Moline, III., 10-11; (Regent) Keokuk, Ia., 12; (Girand) Creaton 14; (Orph.) Dubinue 17-18, t. Hand, Co. (Morrison) Chi, h. Hail, Chi, (Morrison) Chi, h. Hail, Chi, Woore (Gabriefa) MyC, nc.
Haumond's Pets (Riversido) Miliwaukoe, t. Hardy, Moore (Gabriefa) NYC, nc.

Hamilton, futur (Remoort) Longview, wash. 8-9, t. Haumond's Pets (Riverside) Milwaukee, t. Hardy, Moore (Cherlef's) NYC, nc. Harrington, Pat 1AB State Cluwish, 10-11, s. Harring Dynamic Cluwish, 10-11, s. Harris Twins & Loretta (Scale) Berlin 1-30, t. Harris Twins & Loretta (Scale) Berlin 1-30, t. Harris, Happy Circus (Ornad) St. Louis, t. Harris, Happy Circus (Ornad) St. Louis, t. Harrisms, The (St. Regis New York, B. Haward, Anna & Chas, (Ottumwa) Ottumwa. Ia. 8-9, t.

Is., 8-9, t. Hayes & Ginger (Olub Plantation) New Grleans, BC. Hazard & Hart (Pal.) Blackpool, Eng., 13-18, t.

18, t. Hazard, Hao, & Mary (Pavillon) Glasgow, Scolland, 6-11; (PaL) Blackpool, Eng., 13-

18, t. Healy, Chuck (Torch Club) Canton, C., nc. Healy, Dun (Brosdway Room) New York, nc. Herman, Irving (Man About Town Club) NYO,

Herman, Brung (Man About sown Chap, New Be, Be, Be, Be, Conjecty) London 1-3C, t.
Hill, Pat (Kit, Kat Club) New York, no.
Hiniard, Harriet (Lexington) NYC, h.
Holland & Hart (Radio Oity Rainbow Room) NYC, ne.
Holly Edua Mase (Ubangi Olub) New York, nd.
Holiywood Ambassadors (Cecil) Mason Oity, Ia., 8-9, t.
Vash., t., 8-9, t.
Honan, Helen (Earle) Phila 6-0, t.

Hollywood Hollday (Cecli) Maxon City, Ia., 8-9, t. Honan, Helen (Earle) Phila 6-9, t. Hallywood Horse (Wivclis) NYG, re. Horn, Freddio (Brass Rall) Ogdensburg, N.Y. rc. Hot Freet, Four (Kit Kat) New York, nc. Howard, Harry (Shubert) Chichmail 6-9, t. Howard, Harry (Shubert) Chichmail 6-9, t. Howard, Rartheen (Deauville) New York, nc. Howard, Faula (Barrel of Fun) NYG, nc. Howard, Vivian (Number One Bar) NYG, nc. Howel, David (Archmont Glub) NYG, nc. Howell, David (Archmont Glub) NYG, nc. Howell, David (Archmont Glub) NYG, nc. Huwel, Elsie (All Stars Club) NYG, nc. Humphreys, Faul (Sherry-Netherland) NYG, h. Hutton, Ins Ray, Unit (Farle) Phils 6-9, t.

Jack & Jill (Radio City Rainbow Orill) NYO,

nc. Jackson, Lawrence (President) New York, h. Jackson, Joe (Holborn Empire) London 13-18, t.

Jackson, Joe (Holoorn Empire) Loudon so-l8, t. Jameson, Dixie (Olub Silhouette) Ohl, no. Janis, Jack (Hipp.) Oovontry, Eug., 13-16; (Bhakespeare) Liverpool 20-25, t. Jarrett, Lucillo (Madelsine's) New York, no. Jerry & Jean (Rex) Sestis, Wash., t. Johnson, Jay (Silver Tavera) Ohl, nc. Johnson, Jay (Silver Tavera) Ohl, nc. Johnes, Dick & Dotty (Deimonico's) NYO, re.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organiza-tions or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; ce-country club; h-hotel; mh-music hall; nc-night club; p-amusoment park; ro-road house; re-restaurant; t-theater.

Butterworth, Anne (Lindy's) Boston, re. Byard, George E. (Old Country Club) Phoenix, Ariz., cc. C

Ariz., cc. Calvo, Pilar (El Chico) New York. nc. Campbell, Josephine (Gashs) Detroit, ne. Cappe, Dolly (Ottumwa), Gitumwa, Ia., 8-9, t. Carpon, Booly (Ottumwa) Gitumwa, Ia., 8-9, t. Cardona, Kay (Diusy Glub) NYC, ne. Garteion, Kay (Diusy Glub) NYC, ne. Carlisle. Meta (Loew) Montreal 6-9, t. Carlisle. Meta (Loew) Montreal 6-9, t. Carlisle. Meta (Loew) Montreal 6-9, t. Carlible, Marchon (Jack Dempsoy's) NYC, ne. Carlo, Nita (Bhelton) NYC, h. Carlo, Mita (Bhelton) NYC, h. Carlo, A Marchon (Jack Dempsoy's) NYC, re. Carrol, Jens (Griebours) Chi, ne. Carrol, June (Penibours) Basilmore, nc. Carrol, Mita (Bhelton Houts) NYC, h. Carrol, Jack (Tower) Kansas Ciby, t. Carrol, Jack (Tower) Kansas Ciby, t. Carson, A care (Larue's) NYC, re.

Calinda, Aurelia (Sans Souch Havana, Cuba,

Emmy's, Carl. Dogs (Hipp.) Toronto 6-9, t. Endor & Parrell (Savoy-Plaza) NYC, h. Enos, Ruc. Trio (Shrine Circus) Des Moines.

E Saiva, chiens (rew low bar) hew fort Re. E East, Jack & Betty (Boston) Boston 6-0, t. Easter & Hasleton (Penthouse) Baltimore, na, Eberle. Eleanor (Lido) Monreal, Dc. Efanti, Hida (Anna Heid's) NYC, De. Elaridge, Patsy (Tap House) Elmira, N.Y., Na. Elista, Seborlis (Nini's Fronch Osbaret) New York, e.

Elissa, e. York, c.

Night Club, Vaude and Orchestra Routes must be received at the

Cincinnati offices not later than Friday to insure publication.

DI Michael, John (Casino Venezia) N.Y.C., BC.

Ja., 8-9, and (Desuville) New York, nc. Drake, Condo (Desuville) New York, nc. Draper, Paul (Ghcz Parce) Chi, nc. Drena & Her Dancers (London Casino) Lon-

Endor & Paproll (Shrino Circus) De-Endor & Paproll (Shrino Circus) De-In. 13-18. (Scionini) Dayton, G., t. Porto Don (Golosimo's) Chi, ne. France (Oper (New Town Bar) New York, ne. Errante, Charles "Happy" (Pince Elegante) (Mancoln) NYC, h. Erria, Gypsy (New Town Bar) New York, ac-Errante, Charles "Happy" (Place Elegante) NYC, G., Esquircs, The Three (Lincoln) NYC, h. Escelle & Leroy (French Casino) N. Y. O., nc. Etheridge, Eleanor (Shubert) Cincinnati 6-

9. t. Evans, Rex (Beachcomber Bar) NYO, nc. Evans & Rudie (Roxy) Colfax, Wash., 10-

11, 1. Everett & Conway (Shrine Circus) St. Joseph, Mo., 11-17, Everett, Ruth (Town Casino) NYC, nc.

Paber, Earl (Rembert) Longview, Wash., 8-9, t. Parrell, Frances (Town Casino) NYO, nc. Farrell, Marita (French Casino) New York, nc. Parnum, Frank (Greenwich Village Inn) New York, ns.

York, nc. Farrell, Bill: (Place Elegante) New York, nc. Faso, Eddio (Rombert) Longview, Wash., 8-

9, t. Stuart (Prolics Cafe) Niagara Falls. N. Y. C. Feindt, Cliy (French Casino) New York, Be. Feileia & DelRey (Club Avalon) Oleveland.

Peileia & DelRey (Club Avalan) Gleveland. no. Permin & Mary Lou (El Toreader) N.Y.O., nc. Fields, Benny (Hollywood) NYO, rc. Fields, Irving (Buckingham) NYC, h. Fields, Irving (Buckingham) NYC, nc. Fields, Mario (Hollywood) NYO, nc. Fiske, Dwight (Savoy-Piaza) NYO, h. Fietcher, Tom (Yillage Barin) New York, no. Fietcher, Tom (Yillage Barin) New York, no. Fore, Dany (French Casino) NYO, nc. Forgarity, Alec (Weylin) NYO, h. Foides Conlques (Pal.) Gleveland 6-0, t. Fordham, Louise (Buniber Cne Bar) NYO, nc. Ford, The Mystery Man (Shellon Gorner) New York, no. Francia, The Mystery Man (Shellon Gorner) New York, no.

Pranks, Arie Byskely and Contact, Pranks, Arie Byskely and Contact, Pranks, Pour (A. B. C.) Paris 10-30, t. Pranks, Pour (A. B. C.) Paris 10-30, t. Pranks, Polly (Primce Edward Onsino) London 2-30, Praset, Jack (Bernicci Miami, Pia, h. Pracker, Bros. (Ottumwa) Oitumwa, Is., 8-00 Preday & His Dogs (French Casino) New Wart

8-0, 5 Preddy & His Dogs (Frence, York, no. Freed, Carl, & Orch, (Michigan) Detroit Wachington,

Frome, Milton (Shorsham) Washington. D. C., h. Forsythe, Seamon & Farrell (Gaumont Pal.) London 6-18, \$

Arnaos 18. t. Arnaut, Neille, & Broe. (Lyric) Indianap-olis, t. Avery Band (Arcade) Sallsbury, Md.; (State) Winston-Salem, N. C., 12-14; (Na-Uonal) Orcensbor 15-18, 8, B Chi, Bo, B Bacon, Faith (Colosimo's) Chi, no. Laduc, Ray (New Yorker) NYC, h. Bairy, Bill (Ubangi) NYC, h. Bair, Betsy (Quest House) Easton, Pa., re. Laker, Don (Paramount) NYC, L. Baker, Josephine (Chia Josephine Baker) NYC, Bosenast (Chauvilla) New York NYC. Do. Baldwin, Frances (Doauville) New York, no. Belleff, Nikita (St. Moritz) NYC, h. Banks, Sadie (Old Rumanian) NYC, cb. Banks Sisters (Rembert) Longview, Wash. l, la le & Lamb (College Inn) Chlongo, nc. er, Hal (Parody Club) Chl, nc. cas & Defridas (Tap House) Elmira,

Z. Blair (Waldorf-Astoria) NYO, h. 265 Von Brennecke (Olub Normandie) Darons von Brennöcke (Olub Normandie) NYG, nc. Barren & Lano (Hollywood) N. Y. C., rc. Barret, Shella (Radio City Rainbow Room) NYG, no.

Garey, Dorothy (Rempert) Longview, Wash., 8-0, t. Castala, & Orane (Larue's) NYC, re. Castile, Carmen (Chicago) Chi, t. Gastile, Biby (Connie's Linn) NYC, nc. Catalina, Rose (606 Olub) Chi, nc. Catalina, Rose (606 Olub) Chi, nc. Cavalcade of Laifs (Roxy) Colfax, Wash., 10-11. t.

ne. Ohappel & Drumb: Blackwell, Okla., 6-11, a. Oharles & Barbara (Biltmore) St. Louis, ec. Charles, Ernest (Normandie) New York, nc. Ohalterbox Revue (Ottumwa) Ottumwa, Ia.,

8-9, t. 8-9, t. Oherio & Joe (French Casino) NYC, no. Ohita (Anna Held's) NYC, re. Ohmara, Oregory (St. Morita) NYC, h.

Ohristine, Bobette (Ohsteau Moderne) NYO.

ne. Ohuck & Ohuckles (Connie's Inn) NYO, nc. Clara Donna (Kit Kat Club- New York, nc. Olare, Phyllis (St. Regis) NYO, h. Olarches & DeLores (Rex) Seatile, Wash., t. Olaudet, Marguerite (McOurdy) Evansville. Ind., h. Conseitus (St. Desits New York h.

Berrina, Olga (Buckingham) NYC, h. Barry & Whitledge (Hipp.) Toronio 6-9, t. Barty & Whitledge (Hipp.) Toronio 6-9, t. Bartiett, Wayne (Gleani) San Antonio, Tex., Bealgean, Pierre (Buckingham) NYC, nc. Beil, Stragen (Buckingham) NYC, nc. Beil, Jerry (Colosimo's) Chi, nc. Bellas, Julia (Tap House) Kinlies, N.Y., nc. Berne, Jonne (Densono, S. C., 14; (Strand) Shibury, N. C. B. Berne, Jong Kinlies, NYC, nc. Bergen, Edgar, (State-Lake) Chi, t. Bergen, Edgar, (State-Lake) Chi, t. Berne, Dobby (Biltmore) NYC, nc. Berne, Bea, & Greh. (Pox) Washington. Derne, Bea, & Greh. (Pox) Washington. Berne, Deve, Chile (Club Sharon) NYC, nc. Berry, Robeit (Buckingham) NYC, nc. Berry, Robeit (Top Hat) Union City, h. Blanche & Ellioti (Top Hat) Union City, h. Blanche Ke (Haliy Normande) New York, h. Berts, Jac, C. Biancher, Terry (Normande) New York, nc. Biancher, Terry (Normande) New York, nc. Biancher, Terry (Normande) New York, nc. Biancher, Terry (Chilb Elegante) NYC, nc. Boue, Jack (Barrel of Fun) NYC, nc. Boue, Jack (Barrel of Fun) NYC, nc. Biancher, Terry (Allass (Bararouni) Spring-Held, Mass, 6-3, 4. Budier, Amateurs (Paramouni) Spring-Held, Mass, 6-3, 4. Budier, Amateurs (Paramouni) Olaudet, Marguerite (McOurdy) Evansville, Ind., h.
 Oodolban, Cornelius (St. Regis) New York, h.
 Comedor Stars of Hollywooid (Rex) Beattle, Wash., t.
 Cometord, Marie (New Yorker) New York, h.
 Comatord, Marie (New Yorker) New York, h.
 Condos Bros. (Marbro) Chi, t.
 Connois Jr., Chuck (Tin Fan Alley) New York, me.
 Conti, J.can (Meurice) NYC, re.
 Continental Gavalcade (Lyrie) Indinapolis t.
 Connullie, Frank (Riverside) Milwaukee, t.
 Conce, Mac (Edison) New York, h.
 Cordsy, Ka LaMonte (Jungie Inn) Yougstown, G., no.
 Cordey & LaMonte (Jungie Inn) Yougstown, Gornell, Wes (420 Club) Chi, ne.
 Corver, & Reed (Hollenden) Cleveland, h.
 Coverta, M. & Toin (Hickory House) NYC, nc.
 Coverta, M. & Goravenor House) Londen 1-Gono, Bachero, Linnek, Churges London, h.

Covey,

30, Grone, 1 Roberta (Jungle Inn) Youngstown,

O. no. Oropley & Vlolet (Grand) SL Louis, t. Gropper, Rey (Wellington) NYO, h. Oross & Dunn (Versailles) NYO, no. Cucat, Garmen (Waldorf-Astoria) NYO, h. Ougat, Xavier, & Greh. (Chicago) Ohi, t. Chi, t. Shano (Chuk Avalon) Cicveland, nc. Bradiye, Akno (Chuk Avalon) Cicveland, nc. Brady, Bill (Vorsailles) NYO, rc. Bredwiks, Three (French Cashoo) NYO, no. Brent, Romey (Wyndiam's) London 1-30, & Briefer, Gertrude (Holy) London 1-30, & Bring, Lou (Cafe Venezia) NYO, nc. Brooks, Margaret (Hipp.) NYO, t. Brown, & Ames (Loew) Montrenl 6-9, t. Brown, & Ames (Loew) Montrenl 6-9, t. New, Arthur: (Hector's Club New York) New, Arthur: (Hector's Club New York) New, Arthur: O

Dae, Donna (Roosvelt) New Orleans, h. Daley Maryon (Chesteau Moderne) NYO, nc. Daley Maryon (Chesteau Moderne) NYO, nc. Dalton, Jack (Athletic Gub) Milwaukee, c. Danton, Jack (Athletic Gub) Milwaukee, c. Dantell, Bebe, & Ben Lyoa (Boston) Boston G-0.5, dill Troupe (American Music Hail) NYO, nut)

Brown & Arthur: (Rector's Club Myw New York, nc. Brown, & Brown (Anna Held's) NYO, BC, Riswn & Brown (Anna Held's) NYO, BC, Riswn, Yarns (Red Onbics' Indianapolis, Bc. Brown, Jaabel (Club Richman) NYC, BC. Brown, Troy (Rit Kai Club) NYO, hc. Browne & LaVelle (Rex) Beattle, Wash, & Browne Louise (Galety) London 1-30, t. Browne Louise (Galety) London 1-30, t. Browniac, Mitchell & Wilson (Leon & Eddie's) NYC, nc. Danwill Troupe (American Musio Hail) NYO, mh, Dav, Rills (Ohlo Gaucho) New York, nc. Davis, Eddle (Leon & Eddle's) New York, nc. Davis, Eddle (Leon & Eddle's) New York, nc. Davis, Lew (Lang's) Abany, N. Y., h. Decamp, Roonie (Old Rumanian) NYC, ob. Decamp, Roonie (Old Rumanian) NYC, ob. Decamp, Roonie (Old Rumanian) NYC, cb. Decam, Gorge (Gay 50s) Chl, nc. DeMarco & Caborce (Olus Pichman) NYO, nc. DeWarco & Caborce (Olus Pichman) NYO, nc. DeWarco & Caborce (Olus Pichman) NYO, nc. DeWarco & Caborce (Olus Pichman) NYO, nc. DeWard Wrins (Village Bara) New York, nc. Dewitt, Millcent (600 Club) Chl, nc. Denizon, Helen (Lyrio) Indianapolls, & Denizon, Helen (Lyrio) Indianapolls, &

Johnny & George (Commodore) NYO, h. Johnnon & Desn (Consle's Inh) NYC, nc. Jordan & Orace (Tower) Kansas City, t. Jordan, Sylvis (Old Rumenian) NYO, eb. Joyce, Jack (Grand) St. Louis, t. Julienne (St. Moritz) NYC, b.

Kalser & McKenna (Frolics) Niegara Fells, N. Y. C. Kalmus, Bee (Commodure) NYC, L. Kalosh (Connie's Inin) NYC, B. Kanos, Three (State-Lake) Chi, L. Kantor, Lee (Nut Club) New Orleans, nc. Kartor, LeBaron, Co. (Gaumont & Rex) Paris 14-37, L.

Kantot, Lee (Nut Club, New Orleans, mc. Kantot, Lee (Nut Club, New Orleans, mc. Karte, Lee Barton, Co. (Gaumont & Rex) Paris 4-3, t. Kauff, Benn (Place Elegante) New York, mc. Kay, Belatice (Tony's) NYC, nc. Kay, Belatice (Tony's) NYC, nc. Kay, Still (Village Nut Club) NYC, nc. Kayo, Don (Capril Lawrence, Mass., rc. Kedrova, Lill (S. Moritz) NYC, nc. Kedrova, Sill (Village Nut Club) New York, nc. Kedrova, Sill (Village Nut Club) New York, nc. Kennedy, Miny (Buticr's Tap Room) NYC, nc. Kenned, Jane (Irardy Club) Chi (D. d., nc. Khimara, Gregory 181, Moritz) New York, h. Kimg, Dert (Sheiton) NYC, h. King, Law (Oay '900) Chi, m. King, Lew (Oay '900) Chi, m. King Sesters (Mino C Paris) Paris 1-30, t. King Sesters (Canto) Contis) Paris 1-30, t. Kramer, Dick: (Cacha) New York, rc. Kramiserjevska, Elena (St. Moritz) NYC, h. Kramer, Dick: (Cacha) NyC, ns. Kramer, Dick: (Cacha) NyC, ns. Kramer, Dick: (Cacha) NyC, ns. Kramer, Dick: (Cacha) NyC, ns.

Laffeur, Arthur (Hipp.) NYO, t. La Falomas (Deauville) New York, no. La Falomas (Deauville) New York, no. LaRue, Hobby & Kenn (Derby Chib) Hot Springs, Ark., nc. LaVerne, Jean (Jungle Inn) Youngstown, O.,

ne. Labsito, Paddy (Barton's Paradise Club) LaMae, Trizie (Buller's Tap Room) NYO, ne-LaVoia, Don: Kansas City, Mo.; St. Joseph 13-16, C. LaZellas, Aerial (Shrino Circus) Des Moines, La, 11-18, Laise (Prince Edward Casino) London 2-30, res.

Lambert, Edide, Co. (Plymouth) Worcester,

Muss. Colley, Co. (r), induity Workers, Muss. Colley, Co. (r), induity Workers, Lambert, Helta (Man About Town) NVC, nc. Lamberton, Onarlatte (Hollywood) NVC, nc. Lamont, Marguerta Hichman) NVC, nc. Lamont, Jean (Jungle Jian) Youngstown, O., Donner, Jean (Jungle Jian) Youngstown, O.,

Lamont, Lester (Club Richman) NYC, ic. Lumont, Jean (Jungle Inn) Youngstown, O., BC. Larc, Lillian (Dizzy Olub) New York, BC. Lang, E. (Elickory House) New York, BC. Lang, E. (Elickory House) New York, BC. Lang, E. (Low The General Chil, A. Lang, S. (Low The General Chil, C. Lang, S. (Low The General Chil, C. Larky, S. Andre, Revue (Orientail) Chil, L. Laskys, C. (Low Child) NYC, C. (Lew Free, Dorothy (Club) NYC, BC. Lawrence, Loudin 13-27, L. Lawrence, Loudin (Swance) NYC, B. Lawrence, Loudin (Swance) NYC, B. Lawrence, Loudin (Swance) NYC, B. Lee, Bob (Wirel's) NYC, re. Lee, Jos & Louis (Locy) Montreal 6-9, L. Lee, Jos & Betty (Bilkmore) NYC, h. Lee, Jos & Betty (Bilkmore) NYC, h. Lee, Jos at Hold Biltmore) NYC, h. Lee, Bun (Adephil) London 1-30, L. Lee, Jos and (Adephil) London 1-30, L. Lee, Jos (Pennsyliwal) Phills, h. Leedow (Elize Elegante) New York, ne. Leedow (Penns (Pennsyliwala) Phills, h. Lenti, Steve (Place Elegante) New York, ne. Leroy & Pais (Roxy) Colfas, Wash, 10-11, L. Leonard, Jaet (Liknonin) NYC, h. Lesile, Alleer (Silver Tarern) Chil, ne. Leroy A Pais (Roxy) Providence, R. L. 76. Pais (Mindmill) Philapurgh, BC. Hasile Steve (Place Arthur) Providence, R. L. 76. Pais (Di Min Sharis Corand) Lightan.

Lesile Sisters (Port Artnur) Providence, R. L. re. Lev., Paul (Windmill), Pittsburgh, nc. Lev., Paul (Windmill), Pittsburgh, nc. KY, P. (Pinzan, Anbeille, N. C., 10-11; (Osplich an Kit Kat Ciub) and N. C. nc. Lewis, Sunny Jun, (Kat Ciub) NYC, nc. Lewis, Sunny Jun, (Kat Ciub) NYC, nc. Light Brighde (McAipin) NYC, né. Light Brighde (McAipin) NYC, né. Lilley, De & Harold Woodali (Number One Bar) NYC, nc. Liptous, Schura (St. Regin) NYC, h. Liptous, Schura (St. Regin) NYC, h. Liptous, Schura (St. Regin) NYC, h. Liptous, Schura (St. Regin) NYC, h.

Little Schurg ter, & Oren. 1400, Little Jack, & Oren. 1400, Lodijensky, General (Sherry - Netherland) NYO, h. Hyperody Glub) Chi, nr. Hyperody Glub) Chi, nr.

Lodjensky, General (Sherry - Netherland) NYC, h. Lolita (Parody Club) Chi, nc. Long Jr., Nick (Adelphi) London 1-30, t. Lopez & Anila (Brill's) hewserk, N. Y. no. Lorente, Bill, & Ed Purman (Oay Ninolics) WYC, he. Lorente, June (Broadway Room) NYC, nc. Lowers, Fred (Anhassador) New York, h. Lubina, Ada (Bt. Morila) New York, b. Lubina, Ada (Bt. Morila) New York, b. Lubina, Louise Dudley (Stork Club) NYC, nc. M

M

M McCobe, Sara Ann (Blitmore) NYO. h. McCoy, Elens (Ghateau Moderne), NYO, no. MacDonald, Orace & Oay (Leon and Eddle's) New York. ne. McColl, Billie (Wonder Bar) Ownsso, Mich.,

ncon, Binle (Wonder Bar) Ownsol, Mich., nc. Monkaron & Adelaide: Tampico, Mex., 4-9; Monkercy 11-17, L. (Oriental) Ohi, t. Macka, Sentational (Granada) London 13-18, L. Pasnacz (Gwan Bart) New York h

16. 1. Maddus, Frances (Savoy Plaza) New York, h. Nieganie, Charlie (Waldorf-Astoria) NYO, h. Najor, Jack (Michigan) Detroit 0-0, t. Malina, Luba (Hollywood) New York, re. Maliory, Mickey (Old Rumanian) NYO, cb.

Mangcan, Hazel, & Girls (Pai.) Manchester, Eng., 13-18, t. Malvey, Hul (Olub Avalon) Hot Springs, Ark.,

nc. Mandell, Kitty (New Yown Bar) New York, nc. Manders, Jean (Golonial Village) Peorla, Ill.

Manders, Jean (Golonial Village) reuin, and lic. Manhattanites (Hipp.) Toronto 6-9, t. Mann, Sid (Mon Paris) NYG, nc. Minnors, Ocne, & Berbice Lee (Paradise) NYG, re. Morio, Dan & Ann (Roxy) Colfax, Wash, 10-Manya & Drago (Palmer House) Chi, nc. Marae & Drago (Palmer House) Chi, nc. Marae & Berbico (Jimmy Kelly's) N.Y.O., no. Maravellus Troupe (Oriental) Chi, t. Marco & Rouka (Nut Chub) New Orieans, nc. Marco & Rouka (Aut Chuc) Chi t. Marco & Rouka (Aut Chuc) New Orieans, nc. Marguerite & Arthur (Embassy Club) Toroh-Lo, Do.

Marco & Rodka (Nut Glub) New Orleane, ne. Narguerite & Arthur (Embassy Glub) Toron-to, ne. Marle, Rose (Orlental) Chi, t. Marlo & Ploria (Ambassador Hotel) NYO, h. March, Gaviya (Russian Kretchma) New Marlowie, Owen (Village Nut Glub) NYC, ne. March, Gardiya (Palladium) London 1-30, t. Martin, Karlou (Palladium) London 1-30, t. Martin, Marton (Hollywood) NYO, re. Martin, Muriel (Dizzy Club) New York, ne. Martin, Bob (Uptown) Chi, t. Mason, Jack, & His Playboy Revue (Glub Idehman) NYO, ne. Mason, Jack, & His Playboy Revue (Glub Idehman) NYO, ne. Master, Chaz, (Locw) Montreal 6-0, t. Masters, Chaz, (Locw) Montreal 6-0, t. Masters, Chaz, (Locw) Montreal 6-0, t. Matthew & Cordoba (Envoy-Plaza) NYO, h. New York, ne. May Boby (Bocion) Boston 6-0, t. Marde & Meeres (Adelphi) London 1-30, t. Med & Meneres (Adelphi) London 1-30, t. Med & Meneres (Adelphi) London 1-30, t. Med & Meneres (Adelphi) Sharon, Pa., ne. Meller, Yi (Commodore Hotel) NYO, h. Meller, Se. Metares, Flying: Nashville, Tenn., 6-11, Mich & Homodore Meie, VI (Conmodore Vork Bc. Vork Bc. Metzers, Flying: Nashville, Tenn, 6-11, Mercedes, Eilern (Gallente) NYG ne. Merrorf, Mary (Ilickory House) New York, re. Merrorf, Benny, & Orch, (Met.) Boston 6-9, t. Michel & Hero (Hansa) Hamburg, Oermany, 1-30, t. Michel & Anita (Monte Carlo) New York, c.

Mchief & Acita (Manas) Manifolis, Commission, 1-30, 4.
 Miller, Joan (Jimmy Kelly'a) NYO, na.
 Miller, Joan (Jimmy Kelly'a) NYO, na.
 Mills, Tammy (Place Eleganta) New York, na.
 McMark, C. McMark, NYO, na.
 Monson, Mildred (Radio City Rainbow Room) Monigomery, Anne (Brill's) Newark, N. Y., na.
 Monst, Paul (Man About Town Club) NYO, no.

Ress. Jack (Normandie) New York, ne Ress. Jack (Normandie) New York, ne Rens. C. Trancis (Troitas) Washington, Den Rens. & George (Town Gasho) NYC, nc. Rhodes, Doris (Faradisei NYC, re. Rhythm Boys (Weylin Hole) NYC, n. Richarda, Charlie (Bowery) St. Lauis, ne. Rindarda, Charlie (Bowery) St. Lauis, ne. Rimacs, Ciro (Adelphi) London 1-30, t. Roart, Edith (Yacht Club) NYC, nc. Rimacs, Ciro (Adelphi) London 1-30, t. Roblins Family (Paradise) NYC, re. Robeits, Dave & Juns (Bat Gormley's) Lake Charles, La., Ec. Roberts, Whitey (Colonial) Daylon, O., t. Robinson & Martin (Hipp.) London 1-30, t. Rocky Twins (Versailles) NYC, re. Rodrigo & Francine (Park Plazs) St. Louis, h. Rodrigo & Barlow (Oriental) Chi, t. Rogan & Barlow (Oriental) Chi, t. Rogers, Jiminie (Mon Paris) NYC, nc. Robinson, Mind (Leon & Eddle's) NYC, nc.

Motity, Paul (Man About Town Club, Arto, no. Motens, Conselves Inn) NYC, no. Morens, Consuelo (El Chico) New York, no. Morria, D. Vulnt (Okarici's, NYC, no. Morria, D. Vulnt (Okarici's, NYC, no. Mosrian, Earl (Colonial Village) Peoria, II., nc.

nc. Mura, Corinna (Waldorf-Astoria) NYO, nc. Mura, Corinna (Waldorf-Astoria) NYO, h. Murah, Mimi (Meurice) NYO, rc. Murahy, Edna (New Yorker) New York, h. Murand & Oirton (Roxy) Golfax, Wash., in-11. t.

Mufränd & Olrton (Roxy) Golfax, Wash., Am-II. & Mufray, & Alan (Del Monico's) NYC, re. Mufray, Arthur, Dancers (Vanderbill, NYC, h. Mufray, Betty Jimmy Kelly's Village Ren-dezvous New York, ne. Musici Hail Boys (Rt. Moritz) New York, h. Musical Manisza, Three (Galentei NYC, De. Musical Rogues, Three (Essex House) NYC (De. Musical Rogues, Three (State) NYC (De. L.

Nyth (thinks) Chickson NN NYC 6-9, t. Nadine & Oirardo (Biltmore) NYC 6-9, t. Nashe (Mortisca) Chi, b. Naylor, Mariorie (Hickory House) NYC, nc. Nedely, Phil (Hsilywood) NYC, rc. Nebbi, Evelyn (All-Star Club) Chi, nc. Nebbi, Evelyn (All-Star Club) NYC, nc. New Yorkers, Three (Stork Club) NYC, nc. New Yorkers, Three (Stork Club) NYC, nc. Newl, Bobble (Brass Rail) Oxdensburg, N. Y. 16. Neshit, Every-New Jorkers, Three (Stork Olup) New Jorkers, Three (Stork Olup) New Jorkers, Three (Stork Olup) New Jorkers, Three (Brass Rail) Octensburg, New Jorkers, Clifford (Olub Normandie) NYC, New Mas, Harry (Beverly Bar) NYO, na Niles, Noma (Bwance) NYO, Bc, Noble, Leighton (Waldorf-Antoria) NYO, Bc, Noble, Leighton (Waldorf-Antoria) NYO, Bc, Noland, Nancy (Radio City Rainbow Orilly Nolard, Nancy (Radio City Rainbow Orilly Nolard, Nancy (Cafe La Rouge) Brooklyn, Waches-

Bc.
Nawman, Harry (Beverly Bar) NYO, na Niles, Noma (Swance) NYO, nc.
Noble, Leighton (Waldorf-Astoria) NYO, nc.
Noland, Nancy (Radio City Rainhow Orilli NYO, nc.
Norman, Karyl (Onfe La Rouge) Brooklyn, N.Y. nc.
Norton's Bpredeter Revue (Chateau) Roches-ter, N.Y. nc.
Noros, Paniasia (El Toreador) NYO, nc.
O'Connor Pamily (Tower) Kansas City, t.
O'Connor Pamily (Tower) Kansas City, t.
O'Connor Pamily (Man About Towar Club) O'Net, Mckiss (Hollywood) NYO, re.
O'Connor, Train, 12-16.
O'Net, Ana, 12-16.
O'Rein, Bob (Keno) About Towa Club) O'Net, Aniz, ti-12; Tueson 13, t.
Oakley, Bob (Keno) About Cowe, re.
Oidel, Chy (Jack Dempsey's) NYC, h.
Original Rhythm Boys (Weylin) NYO, h.
Ortons, Pour (Paliadium) London, t. Busé, Ray, (Finshury Park Empire) London 13-18,
Schloss, Ohick (Silver Cloud) Ohi, nc.
Scott, Mapel (Ubangi Olub) NYO, nc.
Scott, Mapel (Ubangi Olub) NYO, nc.
Scott, Virsie (Ubangi) NYO, D. C.
Scal, Spud (Getil) Mason City, Ia., 8-0, t.
Seed, Dave (Hipp.) Coveniry, Eng., 13-18; (Bhakespeare) Liverpool 20-25, t.
Schley, Roy, Co. (Oriental) Chi, t.
Schlawn, Jackk (Club Royal) Makhen Tos., nc.
Sherwan, Hai (Bostoni Boston 6-9, t.
Shipsind & Johason (College Inn) Chi, nc.
Simon, Aricite (French Casino) NYC, nc.
Simon, Cari (Fox) Phila, t.
Skidmore, Kay (Hotel Piccadilly) NYO, h.
Sky Rider: Revue (Rembert) Longview, Wash., 5-9, t.

lo-is, t. Original Rhythm Boys (Weylin) NYO, h. Orions, Four (Palladium) London, t.

Orions, Four (restruction), boncord, a Pady Twina (Tap House) Eindra, N. Y., nc. Pageno, Paul (Griols Terrace) Debroit, nc. Page, Posti, Environ (Gutern S.), Elicitato Page, Posti, Environ (Gutern S.), Elicitato Page, Posti, Granada Dedford 20-25, t. Pairce, Relen (Delmonico's) NVO, re. Paimor, Kay (Vanderbill, NVO, h. Partons, Kay (Gay Ninetica) New York, nc. Patsons, Carl March Ching State State

ne. Paul, Danny & Gene (Howard) Boston, 1.

Paulin, Richard (Ambassador) NYC, h. Pearock, Melvin (Linger Bar) Sheboygan,

April 11, 1936

Spelle, Mary Lou (French Casino) NYO, nc. Spirits of Rhythm. Six (Jack Dempsey's) NYO, rc.

Bhritis of Rhythm. Bix (Jack Dempsey's) NYO, re. Biadler & Rose (Bannas) Hamburg, Oermany, 1-30, t. Bianley Bros. (Bhubert) Oincinnait 6-0, t. Bianley Bros. (Bhubert) Oincinnait 6-0, t. Bianley, Toni & Mas Pour (Scala) Borlin 1-30, t. Bianley, Toni & Mas Pour (Scala) Borlin 1-30, t. Bianley, Toni & Mas Pour (Scala) Borlin 1-30, t. Bianley, Toni & Mas Pour (Scala) Borlin 1-30, t. Bianley, Toni & Mas Pour (Scala) Borlin Bianc, Caltas & Dikubi (Marbro) Chi, t. Biearns & Dean (H-1iat Oub) Chi. ne. Biearns & Dean (H-1iat Oub) Chi. ne. Biearns & Dean (H-1iat Oub) Chi. ne. Biearns, Jiamw (Osaisi Detroit, ne. Stewart, Jambles, & Slaters (Empire) New-eastle, Eng. 13-16, t. Stewart, Larry (Leon & Eddle's) N.Y.O., ne. Bieawart, Bisters (Dizzy Club) NYC. ne. Bieawart Bisters (Bizzy Club) NYC. ne. Bieawart Sisters (Bizzy Club) NYC. ne.

nc. Stone, Al (Paddock Club) Gleveland, nc. Stone, Beralce (Savoy Holei) London 13-26,

ne. Stone, Harold (Chatsau Moderne) NYO, nc. Stone, Nell (Howdy Club) NYO, ns. Stone & Kane (Ocel) Mason City Ia., 2-9 L Stone & Vernus Poursome (Michigan) De-

Etone, Nell (Howdy Club) NYO, m. Stone & Kane (Ocell) Mason City, Ta., 8-9, L. Stone & Vernon Poursome (Michigan) De-troit 6-0, L. Stoner, Percy (Barrel of Fun) NYC, ne. Stretch & Strain (Junction Inn) Mountain Sure, Lyda (Bluit-Lake) Chi, t. Sullyra, Bobby (Swance Club) New York Me, Buter, Ann (American Music Hall) NYC, m. Suton, R. Patrick (Rex) Seattle, Wash, L. Swann, Evelyn Eppee (Btork Club) NYC, ne.

Button, R. Patrick (Rex) Beatlic, Wash., L. Swann, Evelyn Eppee (Stork Club) NYC, Inc. T Table Tooners (Chateau Moderne) NYO, Inc. Tanner Sisters (Chateau Moderne) NYO, Inc. Tappa Georgie (Paradiae) NYC, Inc. Tappan, Maxine (Ambassador) New York, h. Taylor, Peggy, Co. (Wintergarken) Berlin 1-30, 4. Michael (Number One Bar) NYC, Inc. Tegani, Michael (Number One Bar) NYC, Inc. Tegani, Michael (Number One Bar) NYC, Inc. Tegani, Michael (Number One Bar) NYC, Inc. Ternil, Prank (New Yorker) NYO, Inc. The, G. Joe (Favillon) Liverpool, Eng., 13-Is, G. (Michael NYC, re. Thasis (Nut Glub) NYO, Inc. Theis Quartetie (American) NYO, Inc. Theodores, The (Cher Parce) Chi, Inc. Thomason, Kay (St. Regis) NYC, Inc. Thompson, Kay (St. Regis) NYC, Inc. Tien, Toc and Toc (Paradise) NYC, Inc. Tien, Tou (Old Rumanian) NYC, Inc. Tiffany, Charles & Virginia (Lobus Tavorn) Longview, Wash., Inc.

Longview, Wash., no. Longview, Wash., no. Tint, Al (Gave) Newark, O., nc. Toota & Al (Kt: Kat Club) NYC, n. Toropova, Nadina (St. Moritas) NYC, h. Torranes, b. Orleans, h. Orleans, b.

Orleans. h. Tranger, Don (Olaridge) St. Louia, h. Travera, Jane (Versailles) NYC, ne. Trent, Tommy (Hipp.) Toronto 6:0, t. Trepes & Violeta (El Toreador) NYC, ne. Tripps, Billy (Parody Olub) Ohi, ne. Tropical Tunesters, Three (Otlumwa) Ottum-

Tropical Tunesters, Three (Ottumwa) Ottum-wa, Ia., 8-0, 4. Truckin' (Chez Josephine Baker) NYC, nc. Tscherkassy, Alezia (St. Moritz) New York a, Turry, Dorothy (Chatcau Moderne) NYC, hc. Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

NYC, nc. 'U Uncle Ezra Jones Barn Danice Frolics (Fitt) Greenville, N. G., 6; (Wilson) Wilson lo: (Carolina) Rocky Mount, N. C., 11; (Biallo) Danville, Va., 13, t

Danville, Va., 13, t. V Valada, Club de Lisa) Chi, ne. Valeacia, Magda (Club Gaucho) New Tork, nc. Valere, Armaud (Town Casino) NYO, nc. Valer, Vivian (Club Normadius) NYC, nc. Valora, Two (Hipp.) Brighton, Eng., 13-18, t. Van, Gues (Cluez Parce) Chi, na. Van Loon, Willem (Chez Josephing Baker) NYC, nc. Veloz & Volanda (Ambassador) Los Angeles, M. Vernille & Donaldson (Vormatiles) NYC, nc. Verrill, Uriginia (Hotel New Yorker) NYC, nc. Vistor, Tony (Chateau Modorne) NYC, nc. Vilano & Lorna (Savarin Club) Buffalo. N, Y., nc.

Vestoff, Pforia (Broadway Room) NYC, nc. Vistor, Tony (Chateau Moderne) NYC, nc. Viliano & Lorna (Savarin Club) Buffalo. N. Y. nc. Viniegra. Fermin (El Toreador) NYC, nc. Vorhas, Julian & Leon (Lido) Montreal, ne. Wages, Johnny (Ambasandor) Cleveland, Lc. Waldman, Ted & Al (Riverside) Milwankee, L Waldran, Darize (Goff Club) Chi, ne. Waldran, Darize (Frmina) Vienna, Austria, 1-33, 5. Walter, Buddy (Club Sharon) NYC, nc.

Waiters, Darlene (Femina) Vienna, Austria, "ad, a." Waiker, Buddy (Club Sharoa), NYC, ne. Waiker, Kirby (Illekory House), NYC, ne. Waiker, Clubar, Bell (Colony, Club) Chi, ne. Waiker, Clubar, Bell (Anbassador), NYC, ne. Waish, Eastra, Bell (Anbassador), NYC, ne. Waish, Eastra, Bell (Anbassador), NYC, ne. Waish, Eastra, Bell (Steifer, Tag, Ne. Waish, Clubar, Statis, Cameo Club, Cleveland, ne. Waish, Clubar, Statis, Cameo Club, Cleveland, ne. Ward, Area, Kitkan Oash, Pittsburgh, MYC, ne. Wayne, Marcia (Commodore), NYC, ne. Wesk, Kee, Band (Rember), Longuier, Wesk, Kee, Band (Rember), Longuier, Wesk, Lee, t. Wesh, Astra, Clubangi, NYC, ne. Wesh, Astra, Clubangi, NYC, ne. Waith, Jack (Boangi, NYC, ne. Waith, Jack, Clubangi, NYC, ne. Waith, Jack, Clubangi, NYC, ne. Waith, Jack, Clubangi, NYC, ne. White, Jack, (Broadway Room), NYC, ne. White, Jack, (Broadway, Room), NYC, ne. White, Jack, (Ba

ROUTES

F

NYC.

Peacotk, Melvin (Linger Bar) Bickeboygan, Wei, Bc.
Wei, Bc.
Wei, Bc.
Weis, Bc.
Pepper, Jack (Zerie) Phila 6-9, t.
Pepper, Three (Kit Kat Glub) NYC, ne.
Perper, Three (Kit Kat Glub) NYC, ne.
Periet, Rose (Hipp.) Brighton, Eng., 13-18, t.
Perce, Midred (Cecili, Mason Cily, 1a., 8-9, t.
Perce, Midred (Cecili, Mason Cily, 1a., 8-9, t.
Perce, Midred (Cecili, Mason Cily, 1a., 8-9, t.
Perce, Midred (Cocili, Mason Cily, 1a., 8-9, t.
Perce, Ville, O.A., 9-16; (Pal.) JacksonWille, Pia., 12-13; (Lyric) Waycrosa, Ga., 14-15; (Rits) Brunswick 16, t.
Picer, Jack (Lyric) Indianapolis, t.
Pierre & Harris (Hoffwood) New York, nc.
Pierre, Jacques (Oriental) Chi, t.
Pirota (French Gesimo) NYC, ne.
Piaut, Jerry (Dizy Club) NYC, ne.
Piaut, Girls (Avaion Cilub) Chi (Lovaland, BC.
Barney (Mason (Cule) Cocaland, BC.
Barney (Mason (Cule) Cocaland, BC.

& Thompson (American Music Hall)

Fope & Thompson (American Music Hall) NYC, mh. Potter, Lisa (Club New Yorker) NYC, nc. Powell, Claire (Paddock Club) Chi, nc. Pripor, Roger (Pox) Detroit 6-9, t. Purl's, Marle, Say It With Ladles (Capitol) Atlanta, Oa, (Bijou) Savannah 13-15; (Royal) Columbus 16-15, t.

Raiph & Teddy (Rembert) Longview, Wash., Pop. 4. Pop. 4. Pop. 4. New State of the state of t

Roheckast, Marianne (Club Normandie) NYO, ne. Rolph, Wynne (Wivel's) New York, re. Romer, Bill. Orch. (Down) Pf. Madison, Is., B: (LeClair) Moline, III. 10-11; (Regent) Keokuk, Is., 12; (Strand) Greston 14, L. Rosmero & Julistic (Monte Carlo) NYO, ne. Ross. Edwards (Loew) Montreal 6-9, L. Ross. Pierre & Schuster (State-Lake) Chi, L. Ross, Pat (Cafe Loyale) NYO, re. Ross, Pat (Cafe Loyale) NYO, re. Rosse, Pierre & Schuster (State-Lake) Chi, L. Rousseur, Jaime (Radio City Rainbow Orill) NYO, nc. Rowe, Dorothy (Hossert Orill) NYO, nc. Roya, Hawalians (Dizzy Club) NYO, nc. Roya, Rawalians (Dizzy Club) NYO, nc. Roya, Rawalians (Dizzy Club) NYO, nc.

Royai Hawalians (Dizzy Olub) NYO, nc. Royac, Ray (Lyrie) Indianapolin, L. Ruzaina Choir (Bherry-Netherland) NYO, h. Ryan, Rosy (Black Diamond) Scranton, Pa.,

Sadovakaja, Lidia (Sherry - Netherland)

Sadovakaja, Lidia (Gueray - Antonio NYC, h. Bac, Letty (Minerya) Boston, h. Bialas Bros, & Pezeri (Gocil) Mason City, Ia., 6-9, b. Salana, Andrø (St. Moritz) NYC, h. Salato, Francie (Barrel of Fun) NYC, nc. Sally, Joc & Bobo (Roosevelt) New Orionas, h. Saddno & Fairchield (Firenze Resiaurant) Sandello, George (Hotei St. Regis) NYC, h. Santeil, George (Hotei St. Regis) NYC, h. Santos & Eivira (Jimmy Kelly's) N. Y. C., nc. Sargent, Konny (Radio City Rainbox Room) NYC, nc.

Bargent, Konny (nauso or, NYC, no. NYC, no. Savage, Jean (Southern) Ballimore, h. Sawyer, Bobby (Gabriel's) NYC, nc. Suze, Ray (Finsbury Park Empire) London

Bimpson, Gari (1793) (Thin, 5)
Bidmore, Kay (Hotel Piccadilly) NYO, h.
Sky Rider: Revue (Remberti Longylew, Wash, 5-9, 6.
Bmall, Frank, Revue (New Yorker) N.Y.C., h.
Sinart Bet Four (Radio Gity Rainbow Orilli NYO, nc.
Smith, Bessie (Connie's Inu) New York, re.
Smith, Ciubby (Swance Olab) NYO, nc.
Smith, & Sully (Diszy Club) NYO, nc.
Smydr. Ally (H-Hat Club) NYO, nc.
Smydr. Billy (H-Hat Club) Ohl, nc.
Souder, Garguerite (Hetel Shejion) N.Y.O., h.
South: Garguerite (Hetel Shejion) N.Y.O., h.
South Sea Strollers (After the Showl Ohl, nc.
Special, Johnny (Tower) Kunsas City, t.

Queens. Three (Colonial) Dayton, O., t. Radio Aces (Morrison) Chi, h. Rafael (Sherry-Netherland) NVC, h. Ralph & Teddy (Rembert) Longview, Wash.; Williams, Dorothy (Jack Dempsey's) NYC, re. Williams, Dorthes & Ohio (Jackhammer Olub)

Williama, Dorthea & Chie (Jackhammer Olub) Indio, Gall., ns. Williama, Jane Rowene (Commodore) NYC, h. Williama, Jerry (Man About Town Club) New William, Robert (London Casino) London, no, Wills Frances (Bhubert) Cincinnati 6-6, L. Wilson, Rickettake) Chi, t. Wilson, Browning & Mitchell (Leon & Eddle's) NYC, nc. Woods, Johnny (Billinore) NYC, h. Wright, Charlie (Motel Weylin) NYC, h. Wright, Charlie (Motel Weylin) NYC, h. Wright, Charlie (Motel Weylin) NYC, h. Wright, Edythe (Lincoln) NYC, h. Wright, Edythe (Lincoln) NYC, h.

Wright, Mae, Foursome (Century) Data 6-9, t. Wynn, Natalie (Olub Desuville) NYC, nc. Wynton, Victoria (Dizzy Club) NYC, nc.

Yost's Varsily Eight (Penneylvamis) NYO, h. Young, Itwin (Valhalla) NYO, nc. Youngblood, Gene (Nut Club) New Orleans, 7

Zalazar, Carlos (Chicago) Chi, t. Zay, Freddy (French Casino) NYC, nc. Zudella (Subway Grill) Detroit, nc.

BANDS AND ORCHESTRAS outes are for current wee are given.)

Abbott, Vince: (Otub HiMae) Chi, nc. Abrama, Al: (Arcna Bar) Miami, Fla., c. Adama, Johnny: (Oreyhound Lines) Dayton, O, re. Adama Sugary (Oreyhound Lines) Dayton,

Sugar: (Cotton Club) Cleveland, Adams, Sugar: (Cotton Adams, Miss., h. Miss., h. Adcock, Jack: (Yorktown Tav.) Elkins Park.

Alver, Jack; (Yorktown - -----Pa., nc. Alvin, Danny: (Gold Coast Emhassy Club)

Cubana: (Chèz Josephine Haker) Antoba MYO, EC. Arias, Ramon: (Gtis Tunnel) Chi, c. Armstrong, Mrs. Louis: (Silver Grill) Buffalo,

Ashman, Eddle: (Sharon) New York, ne.

Aven, Al: (GreyBound) New York, B. Bandger, Harwood: (Alliler's) Marion, Ind., rc. Bannon, Al: (highfower) Akron, O., h. Barnett, Jinimy: (Stables) Webster City, In., T; (Arnory) Beitson, Minn. 8; (Eagles) Preeniont, Neb., 9; (Auditoriumi Milligan, Ncb., 11; (Oity) Snyder, Neb., 12, b. Barron, Blue; (Paradise; Rochester, N. Y., rc. Barron, Blue; (Baradise; Rochester, N. Y., rc. Batter, Dube; (Magon Wice)) Nashville, no. Eatkin, Alex; (St. Moritz) New York, h. Boker, Bubbles; (Sir Walter) Ruleight.

N. O., h. Pender, Val: (Antoine Club) San Francisco, Bettson, Ray: (Chez Josephine Baker) NYO,

Berger, Jack: (Astor) New York, h. Berkeley, Duke: (Honkey-Dory) Stamford.

Setleier, Duke: (Honksy-Dory) Stamford, Conn., ne. Berale, Ben: (Fox) Washington, D. C., t. Betstor, Don: (Mt. Royal) Montreal, A. Biasti, Art. (Grayatone) Detroit, b. Biasti, Art. (Yachi Club) Detroit, ne. Biasti, Art. (Yachi Club) Detroit, ne. Batta Charlie: (Olub S-X) Chicago, ne. Frandwynne, Nat; (Stork) New York, ne. Brrees, Louis; (Wey)nn New York, n. Briede, Ace: (Steamer Island Qucon) Qu-chunat:

-inur Bring, Lou: (House of Morgan) New York,

ne, Brooks, Billy: (Hill Aug Tex., Re. Brooks, Bobby: (Weylin) NYC, h. Buccaneers: (George Vanderbilt) Asheville, Wassie) NYC, ro.

N. O., N. Alex.: (Russian Engle) NYC, Fo. Burkhordt, Johnny: (Brown Pal.) Denver, h. Buske, Henry: (Chez Parce) Chicego, nc. Caceres, Emilio: (Villa D) Detroit, nc. Galifornia Collegians: (Pennsylvania) NYO, h. Carloon, Merle: (Rishbow) Denver, h. Carloon, Merle: (Rishbow) Denver, h. Carloon, Merle: (Rishbow) Denver, h. Carlon, Duke: (Club Nightingale) Wausau, Wia, nc.

Wis, net. (Old Algiers) NYO, re. Caruso, Benz: (Old Algiers) NYO, re. Caruso, Benz: (Old Algiers) NYO, re. Caruso, Benz: (Orcenheiter) White Gulphur Chasay. Long. (Greenheiter) White Gulphur

Ceruso, Ben: (Old Algiers) NYO, re. Cavanaugh, Ocorge: (Webster Hiall) De-troit, h. Chasay, Lon: (Orcenbrier) White Sulphur Springs, W. Va., ce. Christie, 900.; (Glub Billhouette) Chicago, ne. Clifton, Don: (Southern) El Centro, Callf., ne. Coskley, Tomi (St. Francis) Ban Franciaco, h. Code Edder, (Panama Cafe) Ohi, ne. Cole, Edder: (Panama Cafe) Ohi, ne. Coleman, Emfl. (St. Regis) New York, h. Collins, Harry: (Ballroom) Grand Junction, Colo, bd

Helen, & Bryn Mawr Orch: (State)

Cola, b. Compton, Helen, & Bryn Mawr Orch: (Sta NYC, t. Oorfad, Judy: (Tower) Kansas City, t. Continental Gypsies: (L'Aigion) Chicago, e Continental Gypsies: (L'Aigion) Chicago, e Contreres, Manuol: (Mayfair Casino) Cic Contreres, Manuol: (Mayfair Casino) Cic

Controres, Manuel: (Mayfair Casino) Olcve-land, nc. Cornelius, Pául: (Oluh Joy) Lexington, Ky., nc. Couriney, Del: (Bal Tabarin) San Francisco, nc.

nc. Covert, Mike: (Sencca) Rochester, h. Orosa, Maury: (Mayfair Casino) Cleveland, nc. Cugat, Xavier: (Chicago) Chi, a.

Curst, Martier (Martier Cashio) Chevenhol, hc. Curst, Martier (Chicago) Chi, L. D Dailey, Frank: (McAdowbrook) Geder Grove, N. J. ne. Denniste, Ell: (84: George) Brooklyn, h. Denny, Jack: (Blimmer) NYC, h. Delman, C. (Whichhier Hall) Detroit, nc. Delmar, G.; (Whichhier Hall) Detroit, nc. Disert, Banmy: (French Gasino) New York, cb. Disert, Banmy: (French Gasino) New York, cb. Dickerson, Carroll: (Sunset Gnfe) Chi, ne. Dickerson, Carroll: Sunset Gnfe, Chicago, ne. Dickerson, Carroll: (Sunset Gnfe) Chicago, ne. Dickerson, Art: (Char Unickerson, Ne. Dickerson, Act: (Char Unickerson, Carrolli, Chicago, ne. Dubrow, Att: (Char Unickerson, Carrolli, Chicago, N. Yu.

Dubrow, Art: (Chop House) Hartford, Conn., nc.

Duchin, Éddie: (Plaza) NYO, h. Dugoll, Benny: (Cormaine) Niles Center, III., c.

ROUTES

Emerson, Nel: (Ten Eyck) Albany, N. Y., h. Engles, Charles: (Marquette Glub) Chi, nc. Ergle, Val: (Maxim's) New York, h. Eslick, Jay: (Paul's Inn) Son Diego, Calif., re.

Parmer, Willie: (Leon and Eddie's) New York.

no. Perdimando, Angelo: (Great Northern) NYC, h. Pielda, Shep: (Ambaasador) Los Angeles, h. Fiddler, Max: (Towne Club) Pittsburgh, ne. Pinch, Preddie: (Club Paramount) La Galle,

Finch, Freddis: (Giub Fatance, M. Ha, no. Fio-Rito, Ted: (Levaggi Boston, h. Fio-Rito, Ted: (Levaggi Boston, h. Foncher, Art: (Dutch's) Ohi, c. Foncher, Basil: (William Penns) Pittsburgh, h. Four Acces: (Roary Glub) Chi, nc. Franklin, Sid: (Yacht Club) NYC, no. Fray, Jucques: (Montmartre) New York, ne. Freed, Carl: (Michigan) Detroit, t. Freeman, Jerry: (Paim Island Oastno) Paim Freeman, Jerry: (Paim Island Castno) Paim

Freed, Carl: (Michigan) Deiroit, t., Freeman, Jerry: (Paim Island Casino) Palm Island, Pla. Prisco, Sammy: (Tuite & Dean's) Chi, c. Freitas' Hawaijans: (Thelma Todd's) Sants

Freitas' Hawailans: (Theima Todd's) Santa Monica. Calif., re. Fuicher, Charlie: (Ciub Casine) Greenville. Miss., ne. Funk. Larry: (Oriole Terrace) Detroit. nc. Funk, Wash: (444 Club) Chicinnaii, ne. Fury, Wendell: (Showboat) Jacksonville, Fla., ne.

Gardner, Dick: (Lord Baltimore) Baltimore, h. Gaspatra, Dick: (Bavoy Pisza) New York, h. Gandy, Hill: (Colonial Inn) Tranton, N. J. Gaylord, Boyd: (Tantilla Oardens) Richmond, Va. BC. Grandwidt, Henry: (Grandi T.

Va., nc. Gendron, Henry: (Guyon's Pafadise) Chi, b. Gilberto, Don: (Toreador) New York, nc. Gill, Emerson: (French Casino) Miami, Fla.,

Dc. Oitlin, n. Irving: (Pierre) New York, h. en, Nell: (Queens-Terrace) Woodside, I., N. Y., cb. on., Gray: (Lookout House) Covington,

Gordon

Gordon, Gray: (Loosave Lasse), Children, Ky, no. Ky, no. Graham, Eddle: (Nut Olub) New York, nc. G Besch, nc. Gray, Olen: (Rainbow Room) NYO, nc. Green, Johany: (Paramount) NYO, t. Greer, Bobby: (Noble) Blytheville, Ark., nc. H

Hageiston, Charles: (Post Lodge) Larchmont,

N. Y., 10. Hall, Ocorge: (Taft) New York, h. Helstead, Henry: (Jefferson) St. Louis, Mo., h. Mo., h. Hamilton, George: (Casino Gardens) Los An-

geles, re. Hamp, Johnny: (Peabody) Memphis, Tenn., h. Handelman, Phil: (Fillh Avenue) NYO, h. Hanson, Eazl Barr: (Mismi Biltmore) Mismi, Fla., h.

Fia, h. Honson, Lleyd: (MarcusWhitman) Walls Walls, Wash, h. Hargraves, Bobby: (Kit Kat Club) NYC, nc. Hartley, Hai: (Pairmount) Hull, Que, Can.

cc. Harris, Claude: (Joey's Stables) Detroit, nc. Harris, Phil: (Netherland Plaza) Cincionati, h. Haynes, Prank: (Congress) New York, cb. Herbeck, Ray: (Multomah) Pensauken, N. J., nc. Heesborger, Georget (Old Heidelberg) Milwau-kee, ro.

kce, rö. Hill, Harry: (Ingleterrs) Peoria, III., b. Hill, Teddy: (Ubangi) New York. nc. Hins, Earl: (Graud Terruce) Chi, nc. Holst, Ernle: (MiBorocco) NYO, nc. Hopkina, Josh: (Broad St. Tavera) Fawtucket,

R. I. Cen: (Bluer Tavern) Ohl, nc. Howard, Ben: (Sliver Tavern) Ohl, nc. Hudson-DeLknge: (Coronado) Houston, nc. Huiwi, Billi (620 Olub) Minnespolis, nc. Hummel Family: (Stouton Beach) Slippery

Rock, Pas, b. Hylton, Jack: (Drake) Chicago, h.

Junis, Freddie: (Parody Club) Chicage, nc. Jeleanik, Eugene: (Hollywood) New York, ob. Johnson, Charlie: (Small's Paradise) New Janba, richiganei (Hollywood) Verdisel New Johnson, Charlle: (Smäl's Pardise) New York, merry: (Kenmere) Albany, h. Johnson, Johnny: (Commodore) New York, h. Jourdan, Bill: (Wooden Shoe Club) Chi, C.

Jourgan, Mill: (Wooden Shoe Club) Chi, c. Kane, Allan: (Brevoort) Ohlcago, h. Kave, Sammy: (Cabin Club) Chicago, h. Kaye, Sammy: (Cabin Club) Cleveland, nc. Kellor, Jack: (Westchester Biltmore) Rys, N. Y. Co. Eerwin, Gene: (After the Show Club) Chi-cago, nc.

Kerwin, Gene: (After the Show Glub) Chi-cago, nc. King, Jeck: (Bon Air Q. C.) Wheeling, III, e. King, Juck: (Bon Air Q. C.) Wheeling, III, e. Kirkan, Don: (Biskeland Inn) Denver, nc. Klein, Jules: (Statier) Detroit, h. Knapp, Orville: (Waldorf) NYC, h. Korbin. Van: (Madison Cashino) Chicago, c. Kountz, Buzzy: (Webster Hall) Pittsburgh, h. Krauss, Edds: (Occoanut Qardens) Chi, nc. Krumin, Costys: (Russian Bear) New York, re. Ramos, Ramon: (Porge Chub) watant, Int., and al. Jay: (Paim Island Casino) Miami, Rambin, Bud: (Normandie) Cincinnati, Fc. Rapp. Barney: (Book-Cadillae) Detroit, b. Raedel, Arthur: (Oldenbach's) Bochester, N. Y. no. Readel, Herbie: (Fort Mioniague) Nassau, B. W. I., h. Redell, Herbie: (Casino) Ohicago, c. Redman, Don: (Connie': Inn) NYO, Bc. Regis, Del: (Anchorage) Phila, Bc. Regis, Del: (Anchorage) Phila, Dc. Reichman, Joc: (Sintier) Botton, b. Ricci, Al.: Showboat) Bouth Bend, Ind., Bd. Ricci, Al.: Showboat) Bouth Bend, Ind., Bd. Richards, Barney: (Limehouse) Chicago, c. Richards, Barney: (Limehouse) Chicago, c. Richards, Doc: (Francis) Monroe, La., h. Robbins, Ted: (Club Rajah) Chi. Bc. Robtins, Ted: (Club Monarchi Boston, Bc. Rodriguez, Jose: (LaRue's) New York, B. Rosen, Tommay: (Wisteris Oarden) Atlants. Da., H. Wark, Markin, Markin, Sant, Coll.

Kyser, Kay: (Trianon) Ohl, h.

Kyser, Kay: (Trianon) Ohl, b. La Marr, Frank: (Arcadia) NYO, b. LaGrorte, Jos: (Lombardy) New York, b. Lagman, Bill: (Glub Trianon) Mobile. Ala, nc. Lang, Lou: (Bonsert) Brooklyn. N. Y., b. Lang, Byd: (Hiellat Glub) Chi. New York, h. LaPorto, Manay: (Manna-bar) Ardmore. Pa. E Salle, Frank: (Wivel) New York, nc. Le Roy. Howard: (McCurdy) Evantylle. Ind. h. Lang,

Lane, Eddie: (Governor Clifton) New York, R. LaPorte, Managy: (Mannabar) Ardmore, Pa.
 LaPorte, Managy: (Mannabar) Ardmore, Pa.
 LeRoy, Howard: (McGurdy) Evansville.
 LeRoy, Howard: (McGurdy) Evansville.
 Line, Allan: (The Parm) White Plains, N. Y. ro.
 Lee, Alan: (Edison New York, h.
 Leijold, Arnie: (Paradise Showboat) Troy.
 N. Y. nc.
 Lehamas, Al: (Pershing) Chi. b.
 Leyna, C. Trianon) Aberdeen, S. D., 11. b.
 Levant, Folic. (Horaline Showboat) Troy.
 N. Y. nc.
 Levant, Folic. (Morrison) Chi. h.
 Light, Encori: (McAipin) New York, h.
 Lishon, Henri: (Roysle Frolics) Chi. Bc.
 Lishon, Henri: (Foysle Frolics) Chi. Bc.
 Little, Little Jack: (Fox) Phila. f.
 Livingston, Jimmile: (Club Chalfonte) Pinchurst, N. C., me.

Lombardo, Ouy: (Roosevelt) New York, h. Lond, Mort: (S. S. Zeel Chi, nc. Lopez, Antonio: (Tampa Terrace) Tampa. Fla. h. Lopez, Vincent: (Ambassador) New York, h. Lopez, Billy: (Arcadia Int'n' House) Phila.

The Billboard

Schneider, Bol: (Old Rumanian) New York, re. Scholl, Jack: (Coronado, St. Louis, h., Schreiber, Osri: (Oriental Gardena) Oht-cago, c. Schulman, Julius: (Veney Park) St. Petera-burg, Fiz., h.

Simmonds, Arife: (Giaridge) St. Louis, h. Simmonds, Lanny: (Nut Club) NYC, nc. Einger, Lou: (Three Little Pigs) Hollywood, Galit., Be. (Coppler Pizza) Boston, h. Smith, Bacenh C.: (Versailles) New York, cb. Smith, Suff: (Onyx) NYC, C. Solari, Phil: (Bath Club) Nimeni cc. Sorey, Vincent: (Rene) New York, nc. South, Eddie: (885 Club) Chi. nc. Spatch, Karl: (Marco's Grill) Detroit, nc. Sierney, George: (Plaza) New York, h. Sicone, A.: (Leghorn Farma) Trenton, N. J., rb. Studiand, Steve: (Sliver Cloud) Chi. nc. Sweehey, Bud: (Winter Cloud) Buffalo, N. Y., br.

Terry, Ron: (8t. Morils) New York, h. Thurn, Otto: (Aipine Village Hofbsau) Oleve-land, re. Timaley, Bob: (Colosimo's) Ohlesso, nc. Tompkins, Tommy: (Normandie) Boston, b. Topps, Ali (Nut House) Ohlesso, ne. Toimey, Bob: (Cesa Loma) Boutif Bend, Ind., no. Toscuns, Tommy: (All Stars) NYC, nc. Trask, Clyde: (Oibson) Oinfinait, h. Travers, Vincent: (French Casilso) NYC, nc. Traster, Vincent: (Gioria Faiast) New York. ob.

Turner, Al; (Bachelor's Oluh) Pittsburgh, Bc.

V Van Duzer, Roçer: (Larchmont Gasino) Larch-mont, N. Y. 70, Vell, Tubby: (Bruns' Falm Garden) Ohi, G. Wagner, Buddy: (Iray) Mismi, Fla., nc. Wallace, Roy: (Avenue Tavern) Indinapolis, and

BQ.
 Watis, Kenny: (Dicky Walls) Ha'lem, New York, nc.
 Weeka, Anson: (College Inn) Chi, nc.
 Weeka, Ken: (Rembert) Longview, Wash., &
 Weeka, Ranny: (Occoanut Grove) Boston, rc.
 Weems, Tcd: (Paimer House) Chicago, h.
 Weikiy, Wee Willy! (Columbia, Columbia, N. J. h.

Winegar, Prank: thous, Mich., b. Wolfe, Paul: (Mcrry Go Round) Miami, b. Woods, Howard: (Robert Treat) Newark, b.

Young, Sterling: (Mission Beach) Los An-geles, b. Yuhazz, Johnny: (Durant) Flint, Mich., b.

Zarin, Michael. (Waldorf-Astoria) New York, Zatour, Joseph: (Blitmore) New York, h. Zeusay, Jene: (Town Gasino) Phila, no. Zwilling, Sid: (Bellevics) Belleaire, Fia., co. Zwolin, Ted: (Moulin Rouge) Detroit, e.

INDEPENDENT BURLESK

Beauly Parads: (Howard) Boston 6-11; (Wor-oester) Worcaster 15-18. Corio, Ann. Show: (Lyrie) Alleniown, Pa., 13-14; (Orph.) Reading 18. Flying High: (Empire) Newark, N.J., 8-14. Follies of Pissure: (Gayety) Baltimore 6-11; (Ory-ety) Washington, D. G., 13-18. High Jinks: (Werba) Brooklyn 6-11; (Re-public) NYG 13-18. Jolly Girls: (Hudsoul Union City, N. J., 6-11; (Werba) Brooklyn 13-18. Legs & Laughter; (Trocadero) Phila 6-11;

Jolfy Ohris: (Hudson) Union City, N. J., 6-11; (Werba) Brockyn 13-14. (Variety) Pittaburgh 13-18. Melody Maids: (Gayety) Washington, D. G., 6-11; (Empira) Newark, N. J., 13-18. Merry Whirl: (Republic) NYC 6-11; (Bijou) Phila 13-18. Rounders: (Howard) Boaton 13-18. They're Off: (Worcester) Worcester, Mass., 6-11; (Hudson) Union City, N. J., 13-18.

DRAMATIC AND MUSICAL

At Home Abroad: (Grand) Ohi. Boy Meets Girl; (Selwyn) Ohi. Ohildren's Hour: (Bilimore) Los Angeles

Boy Meets Chil, Gelwill, Chilmore) Los Angeles Gallins, Bour: (Billmore) Los Angeles Gallins, Jona Children, Walter: (National) Washington, D. C. 13-16.
Her Week-End: (Erlanger) Phila 6-11.
Nashnovai (Melba) Dallas Tex. 8; (Worth) Ft. Worth 9; (Schrine Aud.) Oklahoms Oily, Oklas, 10; (Convention Hall) Tulias 11.
Night of January 16; (Shubert) Boston 6-8.
Old Maid: (Auditorium) Memphis, Tenn., 9; (Nigh School Aud.) Little Rock, Ark. 9.
Personal Appearance: (Royal Alexandrab Toronto 6-11.
Three Men on a Horse: (Casa) Detroit 6-11; (Hanna) Cleveland 13-16.
Tobacco Road: (National) Washington, D. O.
Winterset: (Hanna) Cleveland 9-11.

Birch, Magleian: Cochran, Fla., 8; Vidalla, Oa., 9; (Fal.) Satannab 10-11. Bragg Bros: Bhow: Barnet, Vt., 6-11. Cairo, Magician: Richmond, Va., 6-11; Meri-den, Conn., 13-18. Eaniel, 2-10, Magician: Glasgow, III., 6-11. (See ROUTES on page 43)

Winterset: (Hanna) Oleveland 9-11. MISCELLANEOUS

Boy Meets Ohildren's

Travers. V Tremalue.

schulman, Julius: (Veney Park) St. Pere burg, Pla., h. Scoggin, Ghie: (Jefferson) St. Louis, h. Seiter, Evring: (Disrie) New York, h. Simmonds, Arlie: (Claridge) St. Louis, h. Simmonds, Lanny: (Nut Glub) NYO, nc. Simger, Lou: (Three Little Pigs) Hollywo

29

nc. Lubo, Jacques: (Princess) Bermuda, h. Lyon, Bab: (Commodore) Valcouver, B. C.,

Can., cb. M McCarn, Grace: (Chinese T Gardens) Detroit,

McGoy, Clyde: (Roseland) NYC, b. McGill, Billie: (Wonder Bar) Gwasso, Mich.,

nc, McKenzie, Red: (Pamous Door) NYO, nc. McRae, Jerryt (Edgewater Gulf) Biloxi, Misz., Austin: (Harry's N. Y. Cabaret) Chi-

Cago, C. Johnsy: (Olsson) Cincinnati, h. Maitiand, Johnsy: (Olsson) Cincinnati, h. Mann, Milton: (Village Barn) New York, no. Mannone. Wingy: (Hickory House) NYO. mc. Mantes, Ous: (Birch Gardens) Abasy, N. Y.,

nc. Manuti, Al: (Man About Town) Naw York, ré. Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., Rc. Marsice, Al: (Club Mirador) Homestcad, Pa.,

nc., hi (Gollevue Stratford) Fhila, h. Marshall, Bill: (Bellevue Stratford) Fhila, h. Martell, Gus: (Block) New York, nc. Martin, Freddie: (Aragon) Ohl, b. Martin, Ted: (Childs' Paramount) NYO, Fe. Masters, Frankle: (Rossevcit) New Orleans, h. Masters, Frankle: (Belmont Grill) Bridgeport, Copm. re. Cons., re. Meadow, Frank: (Barrel of Fun) New York,

ne, Harvey: (Gayety Village) Ohl, 6. Meir, Harvey: (Gayety Village) Ohl, 6. Meo, Jimmy: (Noyale-Prolica) Chicago, no. Meroff, Benny: (Met.) Boston, 5. Messner, Dick: (Fark Central) NYC. h. Messner, Jack: (Club New Yorker) New York, no.

DC. Middieman, Herman: (Nixon) Pittsburgh, c. Miller, Russ; (Edgewood) Treton, N. J. Miller, Walter: (Breakers) Palm Beach,

Mohr. B. Mohr. Bob: (Deauville Club) Santa Austra-Calif., cc. Monroe, Jerry: (Boulevard) Union City, N. J., h. Mooney, Art: (Oasis) Detroit, no. Morgan, Russ: (Bilimore, NYO, h. Moser, Jinks: (Braidan) High Polat, N. C., h. Moyer, Ken: (Ringside) Ft. Worth, Tex., no. Murphy, Dick: (Columbus) Miami, h. N N Rosen, New York,

RC. Navarre, Ted (Roseland) Brooklyn, N. Y., br. Navarro, Als (Belvedero) Baltimore, h. Naylor, Oliver: (Anchorage) Phila, re. Nelson, Oczie: (Lacington) New York, h. Newman, Ruby: (Rainbow Orill) Rocketeller Center, N. Y., ne. Niebsur, Eddie: (Casino Moderne) Chicago, ne.

nc. Norris, Joe: (Eastern Siar) Detroit, nc. Norro, Red: (Dempseys) NYC, rc. Ohman, Frauk V.: (Pavilion Club) Miami Beach. Be. Olaon, Walter: (New Jullus) Oardenville, N.

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h. h. (Deauville Club) Santa Monica,

Conducted by EUGENE BURR-Communications to 1564 Broadway, New York Olty.

Summer Stock Rules Made; WPG Biz Iniproves 250% Since Split With CBS Spots Cut in Two Classes

Class A spots pay minimum, can try out new shows and get protection-others can deduct room and board from salaries, but must stick to revivals—other rules

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charged players as BigB as \$35 a week for room and board, deducting it from the "sainries." Non-pro supers can still be engaged by the summer theaters, but only if the spot is not within commuting distance of New York. If non-pros are hired, they cannot play for more than two weeks in succession nor more than three weeks during the entire season. If they play more than that they must become Equity members and get the minimum wage.

wage. Actors who are called out of town for one-week engagements are to got free board and lodging for the week of re-bearsals preceding the week of the en-gagement. Managements will be required to make

meansals preceding the week of the en-gagement. Managements will be required to make applications and to fill out extensive questionnires, and will then be cata-loged in classes A and B. Equity can, of course, pull out its members if con-ditions (as above) in the summer con-tracts are not fulfilled. About 500 Equity members played 42 summer spots last year. This year, ac-cording to indications, the number may be materially reduced, with the cow-barn theaters seemingly on the wane. Usual food of March announcements was entirely incking this year. Few be-yond the well established spots have sig-nified their intention of operating, whereas during the summer theater peak there were long lists already in by this time.

Ten-Dollar Angels Finance New Plays

CHICAOO, April 4.—The Studebaker Theater will be relighted Enster night with From Out of the Darkness, now being directed by Roy Hilliard, well known dramatie stock director and father of Harriet Hilliard. The play is by a local author, Paul Salvatori, who has financed the production by selling 910 certificates to his friends and ac-quaintances. Leads will be played by Jay Romano and Jolista McGready and the cast comprises Jack Griffith, Antoi-nette Rochte, Jimmy Worsley, Gylin Hickman and Harry Buchanan. Bond has already been posted at the local Equity office.

'Co-Respondent' Plagiary Suit

NEW YORK. April 4.—Thomas Del Vecchio, court reporter for the New York City Newa Association, last week entered a plagiatism suit against Haroid Gold-man and Mildred Harris, authors of Co-Respondent Unknown, on the ground that sequences and situations in the play were lifted from a script of his own entitled Tonight I'll Dream.

ATLANTIO GITY, April 4. — Proof that Radio Station WPG is a valuable publicity asset to the resort is shown in report that since station was taken over from Columbia Broadcasting Sys-tem last July and put under city man-agoment business has increased 250 per cent.

In report compiled by General Man-ager Norman Reed it was pointed out that altho station has not to date made itself self-sustaining, it is nearer that point than ever before in its his-tory. He added if the business im-proves within the next six months at same rate as hast siz, the station will come into its own, Funds for operation to present are before form gene come into its own. Funds for operation at present are being taken from gen-eral advertising and publicity account. WPO will use WOR and the Mutual System during the summer to broadcast local programs to a wider area.

"Horse" Clicks Down Under

MELBOURNE. Australia, April 4.— Alex Yokel's Three Men on a Morse, pro-duced in association with J. C. William son, opened to encouraging press notices in Melbourne March 21. Five American actors, including Gay Beabrook and Jon-athan Hole, are in the play, which seems assured of financial success. The some of the artitles objected to a few of the situations, the men from down under greatly reliabed the proceedings as a whole. MELBOURNE, Australia, April

From Out Front

The Dramatists' Guild has for a long while now scemed both aristocratic and autocratic in its dealings with other branches of the theater. The occasions upon which the playwrights have refused to join their brethren in causes for the com-non good have been legion. The first to come to mind—and one of the most important—was during the agitation several years ago for a state-controlled cen-sorship of the stage. The theater, at last galvanized into action by such a threat to its freedom, its self-respect and its adult standing, formulated a self-censoring plan so there and workable that it staved off all threats of outside interforence, at least for the time being. And even now, when outside censerbip is threatened, that plan can be indicated as a safeguard of public morals and a very cogent reason for disregarding the fooliahness and superfluity of outside meddling. All groups of the theater united in the formulation and passage of that plan-

reason for disregarding the foolishness and superfluity of outside meddling. All groups of the theater united in the formulation and passage of that plan-except the playwrights. Actors, managers, stagehands, musicians, everyone con-nected with the theater supported it—but not the playwrights. The playwrights, it seemed, were against censorship in any form, even self-censorship, so in righteous indignation they withheld their support. It was a perfect example of the dunderheaded intellectualism that has marked their organization, a perfect illus-tration of the difference between intellectualism and intelligence. If that plan had not been presented and passed, the chances are that an outside censorship are would have been imposed. The theater's plan made provision for judgment by an impartial and intelligent jury; the effects of outside censorship are too well known to need discussion. Yet the playwrights, enthroned snuckly on their card-board Parnassus, refused to compromise, it is not their fault that their plays are not, even now, being slashed, hasked and ruined by a politico-religious censorship machine.

bonrd Parnassus, refused to compromise, it is not their num time time time time, pro-not, even now, being slashed, hacked and ruined by a politico-religious consorship machine. Much the same attitude, it access to this corner, is shown in the new contract which they drew up and expected the managers to sign. That contract reduced the managerial share in picture rights to a fraction of its former amount, and in effect sounded the economic death knell of any manager rash enough to sign it. Without doubt the playwrights were, in the abstract, right; the plays are their own brainchildren; the managers merely furnish physical production; surely the writers are entitled to the major share of secondary rights. But, as usual, the dramatists went about bliesfully blind to the world around them. While it is perfectly true that they are the creators of their plays, it is also true that the producer very often is the direct cause of more than half of the amount of the film offers. It is, in many cases, his production a which bring the tremendous plays, offered small amounts in their pre-production days, which brought young fortunes from films after they were produced. And in certain cases the manager adds more to the play than does the author. Take the example of *Dead End*, a primitive, naive, cheap and childish melodrama, which received so magnificent a production that it actually, for a moment or two, appeared to be an important play. Or take the cases of fine plays which demand a great deal of belief, bravery and out-and-out idealism from Guther McClintic, who presented it—yet Winterset, produced, was worth many times what it would have been if it had forever remained in manuacript. Surely Mr. McClintic is entitled to a good share of the amount he added to the play's film price thra his horesty and courage. Playwrights, by killing off producers—or middlemen, as they are sometimes

to a good share of the amount he added to the play's film price thru his honesty and courage. Playwrights, by killing off producers—or middlemen, as they are sometimes called—are killing, literally, a source of great income to themselves, even at the old 50-50 share in the film rights. The one encouraging thing about their recent demand has been that it tended to the the managers together, making of the League of New York Theaters a strong and unified managerial body. If the managers could get together, once and for all, in a powerful group, strong enough to keep members rigidly in line, it would be one of the best things that has happened in many years, both for the managers and the theater.

Robert Garland, of *The World-Telegram*, recently contributed one of the fun-niest critical comments on record. He objected to the award of the critics' palm to *Winterset*, and said that his brethren had voted rather for Burgess Mercdith's performance than for Maxwell Anderson's play. Mr. Garland himself had voted for *Idfot's Delight*, Robert E. Sherwood's confused and ineffective setting for a song-and-dance session from Alfred Lunt.

Nominees Set For AEA Slate

Committee picks administration ticket for council -opposition, maybe

NEW YORK, April 4.—The nominating committee which was elected at the last Equity general meeting met this week to draw up the regular state of candi-dates for election to council posts, the elections to be held at the annual meet-ing, which will take pince late in May or early in June. Since the adminis-tration managed to elect the nominating committee, the regular ticket is again the administration sinte. Whether or not a rival set of nominees will be offered by the opposition has not as yet been made known. been made known.

been made known. The nominating committee chose the following to run for the regular council posts, 10 of the 50 councilors being chosen each year for five-year terms; Beverly Bayno, E. J. Blunkall, Robert T. Haines, Maida Reade, J. Matcolin Dunn, Richard Storling, Clyde Fillmore, Reed Brown Jr., Robert Keith and Bretaigne Windust, the first six being incumbents. As alternates the committee Chose Katherine Warren, Dudley Clements, Richard Whort and Lily Cahill. Since opposition alates have in the

Richard Whort and Lily Cahili. Since opposition slates have in the past been defeated by administration candidates, it is expected that even the an opposition list enters the field the regular nominees will be elected. At the election of the noninating committee there was a bitter fight, with the ad-ministration people winning out. Oppo-sition leaders objected to the fact that the names of administration tandidates were handed out at the door, while those favoring the opposition were not allowed to speak. Frank Gillmore, Equity president, replied that names of oppo-sition candidates had been handed out the previous year, and refused to allow discussion, basing his decision of prec-edent. edent.

Ancient English Play Given

LONDON, April 4. — Henry Medwell's Fulgens and Lucrece, first performed in 1407 before a group of Flemish ambas-sadors to London, and regarded by some students as the first English comedy. was produced in London March 23 by the Group Theater. The manuscript, lost for about 400 years, was found in 1919 hidden away in a salesroom. It is the property of the Huntington Library of San Merino, Calif.

Three Theaters on Block

Intel incluers on Dioca NEW YORK, April 4. — A foredasure action calling for the sale, some time in April, of the Bijou, Astor and Morosco theaters on 45th street west of Broad-way was okched March 28 by Philip J. McCook, justice of the New York Su-preme Court, City Investing Company-which holds a second mortgage of 81.-250.000 on the three houses, ontered the proceedinga. Metropolitan Life Insur-ance Company holds the first mortgage of \$1.000.000. Change of ownership is not expected to inconvenience any shows which might be playing the theaters when the auction takes place. Defend-nuts are the Astor. Bijou, Morosco Real-ty Corporation, Walter Reade, Cora Har-ris and the 245 West 45th Street Cor-poration.

"Road" Plays Utica Date

UTICA, N. Y., April 4.—On the advice of Corporation Counsel Bartle J. Gor-man, city officiuls of Utica, including Mayor Corrou and Public Safety Com-missioner Harry R. Beebe, agreed to let Tobacco Road be shown Tucsday at the Majestic Theater. Corrou's hesitancies were based on protestations made by religious organizations, whereas those of Gorman hird to do with failure on the part of the theater management to take cognizance of Fire Department regula-tions.

Critics Present

"Winterset" Prize

NEW YORK. April 4.—Presentation of the first annual award of the New York Drama Critics' Girelo will be made to-morrow night at the Hotel Algonquin, where Maxwell Anderson, author of Win-terset, will be given the silver plaque that represents the honor which the critics voted to confer on his play. Also present will be Guthrie McClintio, producer of Winterset; Jo Miclziner, who did the sets; Burgoss Mercdith and Misrgo, who play the leads, and Henry Varnum Poor, designer of the plaque.

Variation Poor, designer of the phaque. After the dinner, which will open the festivities, the proceedings will go on the air, being broadcast starting at 10:30 over the NBO Blue network. Among those taking part in the broadcast will be Anderson, the two phayers (who will do several scenes from the play) and Brooke Atkinson, *Times* critic, who will present the plaque.

OUT-OF-TOWN OPENINGS

"On Your Toes" (BOSTON)

Musical comedy by Rodgers and Hart and George Abbott. Froduced by Dwight Deere Wiman, Music and Jyrics by

Deere Wiman. Music and Jyrics by podgers and Hart. Staged by Worth-ington Miner. Choreography by George Balanchine. Settings by Jo Mielziner. Costumes designed by Irene Sbaraff. Opened at Shubert Theater March 21.

Cast: Ray Bolger, Luella Gear, Ta-mara Geva, Doris Carson, Monty Wooley and others.

and others. A satire on the ballet, On Your Toes seems to possess all the qualities that go into successful productions. Here to be polished up before making its New York debut, the new Winnan musical is clicking to good business and the customers like it. Approxi-mately four scenes have been out from the opening show, but these minor eliminations in no way defract from the enjoyable hokum.

enjoyable hokum.

men

for Bolger

enjoyable hokum. Perhaps it is too early to judge the hit possibilities of the song numbers. Only one secned to register strongly with the first-week audionces and that was Small Hofel. Others that may epring to popularity are *its Got To Be* Low. On Your Toes and Quiet Night. Weak spot in entire show is lack of Suitable voices to put over the songs. First honors must go to Ray Bolger, No sever worked harder. His rendition of Slaughter on Tenth Abonus could sep the vitality of the most hearty of men.

Sep the vicinity of the most many of men. Lucilla Gent delivered a superb per-fermance as the promoter of a WPA ballet. Her wise-cracking remarks clicked from her first appearance and she had the audience with her thrucut. Tamara Geva's buflesque of a ballet queen in the Primers Zenobia scene is one of the highlights of a show packed with comedy. Additional honors go to Monty Woolley, who turns in an admir-able piece of work as the Russian ballet director. Sengel Alexandrovitch. Doris Carson aupplies the romantic interest for Bolger.

for Bolger. Story concerns Phil Dolan, the Srd. Whose mother and daid were hoofers whon the Keith circuit was in its hey-day. Ma and Pa Dolan decide their boy mixt quit the stage and go to school. Scene shifts from 1920 to 1936, which finds Dolan a tencher at Knickerbooker University — WPA extension. He is dragged quite innocently into the builtet and from there on the sequences offer material for bilarious satire on the business of producing ballet. It's hokum satire and the audience goes for it in a big way.

hokum satire and the audience goes for it in a big way. The sets are elaborate but not too gaudy, costumes designed with care to at the situations and dance routines produced with skill without overlooking the comedy touches. Show is here for 18 days. POWELL.

NEW YORK. April 4 .- Alfredo Sal-

NEW YORK. April 4.—Alfredo Sal-maggi. whose plans for pop-priced grand opera at the Warner Theator recently did not go thru, goes into the Brooklyn Academy of Music week of April 13. Price range is 24 to 99 cents, elnimed to be the lowest tleket scale for grand op in the world. Luisa Franceschi (Louise Frances Bickford) makes her American debut April 15 in Lucía.

Salmaggi Opera Again

The New Plays on Broadway

BROADWAY RUNS

Performances to April 4, inclusive.

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ho has furnished a series of opisodes who has furnished a series of opisodes that can be nearly divided into tenor solos, duets, recitativi, chorus interludes and quartets in the best opera tradition, and by Cleon Throckmorton, the de-signer, who has furfished a villago square that is unfortunately reminis-cent of Gaualieria Russicana at the Met.

Four of Gavalleria Rusitena at the Met. The acting, too, is somewhat expansive in the best operatic tradition, with Albert Van Dekker, as Berardo. Inying it on a bit thick. Lill Eisenlohr Valenty, who was driven from Germany by the Nazi horror, plays the submerged heroine with great attention to detail, thereby appearing an actress who is quite obviously trying to be an inarticulate peasant. The result is that the char-actor emerges as not entirely distinct from Hattle, the village gal whows mind never quite grew up. Some of the others give excellent performances, among them Lee J. Cohb. Vincent Sherman. John Boruff, Manart Kippen, Prank Conlan and Frances Bavier. The Thea-ter Union, however, has indulged in some of the worst makeup yet seen on twiskers being plastered on so thickly and obviously that the proceedings take on accasional tinges of Murder at the Old Red Barn.

Alviene SCHOOL Theatre

 (Stock Thratte Appearances While Learning.)
 Orddustici Lee Tracy, Fred Askinfe, Pegry Bhan-mon, Una Markel, Zita Johann, Ele.
 ORAMA, SPEECH, MUSICAL COMMCOY,
 Real preference in the state of the state of the state presenting its students a wreak in each play, plus Talking Pictures and Technical State preference.
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DUTIES OF A COMPANY MANAGER AND ADVANCE AGENT, by PHIL YORK, teaches all you need to know to mained company of go also price, st. 00, Postpala, THE LINDNER CORP., PUBLISHERS NEW YORK. 200 West 724.

Fontamara preparing leaflets of their own. This should, without doubt, be excit-ing theatrical material, but it is so only in part. Chiefly, the fault seems to be that Mr. Wolfson has disregarded the theater's demands for flesh-and-blood people as the pivots of emotional reac-tion. Berardo emerges only in the last act as a strong and interesting figure-and by then it is too late. Previously, Interest is dispersed by a series of group incidents, most of them too disconnected to obtain full theatrical effect. The to obtain full theatrical effect. The play switches sharply in midcareer from the story of the diverted stream to the story of Berardo's heroism; and the frac-ture leaves it with a dramatically cleave here.

ture leaves it with a dramatically gimpy log. Also, despite the interest in the plight of uncducated peasants as they are as-saulted by the demands of vague "progress" taking place around them, the theatrical terms used are both simple and naive. Mr. Wolfson making his drama obvious and annoyingly predict-able. It all seems just too bad. The direction of Jacob Ben-Ami does little or nothing to help, turning the second act into something that seems strangely like an opera without music. In this he is helped by Mr. Wolfson,

"Fencing Master" Gets Brace Of Trial Showings at Jolson

NEW YORK. April 4.—Reginald de Koven's The Fencing Master, a relia of the swashbuckling school of operetta, was presented for two performances this week at the Jolson Theater by the New York Light Opera Guild, under the direc-Uon of John Hand. Outht is organized to give a chance to young hopefuls who want to be heard, with the additional hope that its productions may go in for runs if the returns on the original per-formances warrant. Chances of a Feno-ing Master run are slight. Music is pretty and lifting, but rem-

ing Master run are slight. Music is protty and lifting, but rem-miscent of light operns that went before, particularly several in the Savoy series. The plot is all about a lass who swash-buckled around Venice in tights, only to be revealed as a gal when she swooned in the last act. It's to be noted that tights, in most light opera instances, do more to reveal than to disguise the gender of the wearer. As for the taient, it was in general a pleasant surprise, some nice volces and onne excellent stage personalities being unearthed for future reference. As a matter of fact, the three companies which are at present announcing Gilbert and Sullivan repertoires for the near future (with the same singers being an-nounced for each company) could do

CIVIC REPERTORY Beginning Monday Evening, March 30, 1936. **BITTER STREAM**

orcanera Josurdo Michel Zompa Della Croce Baldissera Elvira Borardo Teofilo Maid Lisabetta The Promoter's Wife Scarpone Don Abacchio

Scapone Vincent Sherman Don Abacchie Makcelin Lee Beggs Promoller Lee Beggs Promoller Stanza Lee J. Cobb Blackshirt Jorry Sylvan Fillipe Stranger Franklin Heller, Harry Levian Inspector Franklin Heller, Harry Levian Inspector Maron Berler, Harry Levian Pre Stranger John Boruff Blackshirt Sidney Packer Sante Carlo Conte Resalia Millicent Green Angolina Marjorie Wood Goriana Marion Billicent Green Angolina Marian, Billy Dunkley, Normund, Paul Marian, Billy Dunkley, WOMEN OF FONTAMARA—Regina Kahn, Lizzle Cubitt. The action of the play takes place in Italy

The action of the play takes place in Italy during the first decade of the Fascist regime, during the first decade of the Fascist regime, ACT I—Scene I: The Square of Fontamara. Evening, Scene 2: Promoter's House at Fucino. Next Day, Scene 3: An Alley at Avezzano. Later the Samu Day, ACT III—The Square of Fontamara. A Few Days Later, ACT III— Scene I: The Prison at Fucino. That Evening, Scene 2: The Same. The Next Morning, Scene 3: The Same. A Few Days Later, Scene 4: The Square of Fontamara. Some Time Later,

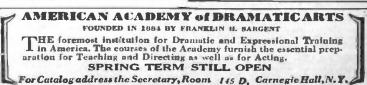
It is a strangely disappointing play that Victor Wolfson has made from Fontamara, Ignuzio Silone's indignantly anti-Fascist novel. Under the title of Bitter Stream and the aegis of the Thea-ter Union, it came to the Civic Repertory Theater Mondoy night with much of its Indignation muffled and all of its stirring emotionalism lost.

stirring emotionalism lost. That in itself is not necessarily strange; the queer thing is the sense of disappointment coupled with the many dofinite ments that Mr. Wolfson has woven into his script. The play con-tains pathos and humor—a great deal more humor than the average crusading drama; It has interest; its excitement occasionally sears hot across the minds of the spectators; it attacks with less special pleading than might be expected a strong and evil force that surges thru

Worse than to consider some of the taient that appeared at the Jolson. That would at least prevent the some-what starting spectacle of Herbert Waterous heaving his bulk into the part of Proh-Bah in three separate theaters in the same evening.

in the same evening. Julie Travers playod the bc-tighted heroine pleasantly, giving an uneven performance, but one that was in gen-oral quite charming. Daniel Harris showed off an excellent baritone, while Robert Phillips did well in the tonor role. Renee Norton, in addition to pos-sessing an excellent and well handled mezzo-soprano, also possessas a canny stage sense and a great deal of per-sonality.

John Hand conducted the orchestra, Performances were given Tuesday and Wednesday nights, EUGENE BURE.



the world today. Above all-and this is surely an unexpected asset in a Thea-ter Uulon production—it sings no obvious pacana in praise of this or that particular left-wing movement, content-ing itself with depicting a horrble condition and sketching in, just sketch-ing in, the outlines of a possible cure. Yet, despite all that, its total effect is disappoliting lia Cal Cbi Co De Yet, despite all that, its total effect is disappointing. The action concerns itself with the villagers of Fontaniara, driven from their little farms by the Fascist idea of ef-ficiency and strongly contralized control. Their plight is pitiful, and it is made even more so when the government de-cidea to change the course of the little stream which waters the few remaining gardens. They go in protest to the town and are there shunted about until they become unvilling and unknowing participants in a demonstration to II Duce. Eel Fu tette Late Lib 310 Mul One Fea participants in a demonstration to Il Duce. Later an agitator for an "underground union" comes to their villago and leaves some tracts, which are later found by officials in the hunds of Berardo, a recalcitrant farmer. Berardo and the agitator go to jail, and there the or-ganizer tells the simple peasant about the union, and fills his head full of the things that he must do when he gets out. But Berardo, his head spinning, decides that the agitator can do more than he, so he makes a false confession, olearing the other man and implicating himself. He almost breaks under the strain of repeated torturing, but when a government official shows him an-other leaflet, headed "Bravo Berardo!" he goes bravely to his death. The final scene shows the people of Fontamara preparing leaflets of their own. Rus Tol

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MOTION PICTURES

Communications to 1564 Broadway, New York City

April 11, 1936

"MOONLIGHT MURDER" (MOM)

TIME-68 minutes.

RELEASE DATE-March 27.

PLOT-A famous Italian tenor singing in the Hollywood Bowl dies in the midst of a performance. A brash young detective, with the aid of the nicce of the doctor, who has been the tenor's best friend, solves the case eventually thru practically no fault of his own. Many people, as usual, are implicated thru various possible motives for the crime. Before the solution the dancer who has been the tenor's inamorata, is also killed. No fair printing solution, but it may be remarked that opera in the Hollywood Bowl is evidently sung thru a mike-and they still call it opera.

GAST-Chester Morris, Madge Evans, Leo Carillo, Frank McHugh, Benita Hume, Grant Mitchell, Katherine Alexander, H. B. Warner, J. Carroll Naish, Duncan Renaldo, Leonard Ceeley and Robert McWade. All okeh.

DIRECTOR-Edwin L. Marin. Lacks pace.

AUTHORS-Screen play by Florence Ryerson and Edgar Allen Woolf, from an original by Albert J. Cohen and Robert T. Shannon. So-so.

APPEAL--- Mystery addicts

TIME-60 minutes.

EXPLOITATION-The central situation.

"SNOWED UNDER"

(WARNER)

RELEASE DATE-March 28.

PLOT-George Breut, a playwright, is working on a third act of a show and must get the script in on time. Hiding away in his Connecticut home, the peace he needs so much is disturbed by the unexpected arrivals of his first wife, his current alimony-seeking wife and a young girl neighbor. The sheriff and the alimony lawyer come up, too. There ensule farcical situations, winding up finally with the lawyer and the girl in each other's arms, the playwright and his first wife reconciled and the script finished in time.

CAST-George Brent, who is okeh. Gencvieve Tobin, who ateals the show with her swell characterization of the first wife. Glenda Furrell and Frank McHugh are good at comredy relief, of course. Patricia Ellis, John Eldridge, Porter Hall and Helen Lowell are okeh.

DIRECTOR-Raymond Enright. Did a nice job with light material. AUTHORS-F. Hugh Herbert and Brown Holmes, adapted from The Liberty

Magazine serlal.

COMMENT--Very light farce. Unpretentious, but amusing right along. Your customers won't rave about it, but neither will they demand their money back.

APPEAL-General.

EXPLOITATION-Liberty Magazine is the only special exploitation angle.

Film Consensus

Below are listed the films reviewed in lest 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, Mo-tion Picture Daily, Mction Picture Herald, Hollywood Reporter, Picture Husiness, Box Offee, Harrison's Reports. Daily Varlety, New York State Ex-hibitor, Film Curb, Showman's Round Table, Varlety and The Hillboard among trade papers. Not all of the papers are used in each tabulation, be-cause of early trade showings, conflicting 'publication dates, etc.

| Namo | | Unfa- vorable | | n Comment |
|---------------------------------------|------|------------------|---|--|
| The Milky Way | 19 | 0 | 0 | "One of the season's ace at- tractions."—M. P. Daily, "Brim- ful of fun thruout,"—Picture Business, |
| Sutter's Gold | 4 | 7 | 3 | "Rambling and unimpressive." —Herald-Tribune. "Lacks gen- eral appeal."—Showmen's Trade Review. |
| Preview Murder Mystery (Paramount) | 15 | 0 | 2 | "Unusually entertaining."Film Curb. "Thrilling murder mys- tery."-Box Office. |
| Everybody's Old Man | 12 | 2 | 5 | "Eniovable entertainment." |
| Brides Are Like That | 12 | 5 | 2 | "Hilarious comedy."-Box Of- fice. "Limited box-office possi- bilities."-Variety. |
| Every Saturday Night (20th-Fog) | . 13 | 1 | 3 | "Pleasant family entertainment." -Harrison's Reports. "Brimful of fun."Pleture Business. |
| It's a Great Life (Paramount) | 0 | 2 | 4 | "Cood enough supporting." |
| Doughnuts and Society | 2 | 3 | 3 | "Nice bit of entertainment." |
| Western Courage | . 2 | 1 | 0 | "Nothing to this one but the horso."-The Billboard. |

News of the Week

Officers of MPPDA, without exception, were re-elected March 30 at the organ-ization's yearly meeting in New York. It was expected that some changes would result owing to the recent shake-up in the executive department of the association. Chief officers continue to be Will H. Hays, president; Frederick L, Herron, treusurer; Carl E. Milliken, acc-retary, and George Borthwick, assistant secretary. secretary.

Hays, in his annual address, reported very favorably on the talent and standards of the motion picture industry.

Before Nat Levine, president of Re-public Prod., Inc., left for a vacation at Honolulu last week he scotched rumors to the effect that he contemplated re-signing from the company. This is parto the effect that he contemplated re-signing from the company. This is par-ticularly so, he sold, in view of the fact that he owns a 50 per cent interest in the organization. According to his statement. Republic is very gratified over recent progress in both production and seles. and sales.

The Ambassador Theater in St. Louis, a house which figured prominently in the recent St. Louis imbroglio invoiving a charge of restraint of trade by the government against major companies. has been reopened as a second-run house after having been shut for two days. Funchon & Marco interests de-cided on this action when notified by the controlling property interests that unless operation was resumed the lease on the Ambassador and the New Grand Central, also an F. & M. house, would be declared invalid.

A meeting at the Waldorf-Astoria Ho-tel. New York, March 30, attended by Nat Levine, W. Ray Johnson and other executives of Republic Pilms, elicited the information that 26 features are planned for next season. Other activities call for the assembling of a stock com-pany and a lookout for new stories.

Now that Joc E. Brown, of Warners, will be able to work for Loew some time around the end of the summer, David L. Loew, recently arrived in New York from Hollywood, will conclude plans for distribution of those features which will star the comedian. Current arrange-ments call for a series of six productions to be finished in two years.

The \$444,000 conspiracy action brought by State Theaters, Inc., of Lin-coln, Neb., against Universal, MGM, Warners, Paramount, RKO, United Ari-ista, Twentieth Century-Fox and Lin-coln Theaters Corporation will open april 27 in the Lincoln Federal Court. The litigation was begun by G. L. Hooper, who is the chief stockholder of the plaintiff company, and the Monce family, managers of the house. It is understood that Carl Bard, an executive of Independent Theaters, Inc., who was responsible for producing much of the evidence in the case, will file a suit of the same ground against the identical defendants some time after the present tangle is ended. tangle is ended.

By a vote of 32 to 26, the New Jersey Legislature defeated the tax bill provid-ing for a 4 per cent lovy on gross receipt of theaters and other places of amuse-ment. The bill has come up four times in various forms and is probably knocked on the head for good.

Spyros Skouras, of Fox Theaters, has completed a contract with Parameun whereby product of the latter company will be released thru Skouras houses for the seasons of 1936-'37 and 1937-'38.

Last work at Albany three measures of interest to the motion picture in-dustry failed to get out of committee. They are the Moran Bill, which sought to place a tax of one mill on each foot of film; the Grews Bill, which provided for a rest day for firemen and engineers in theater houses, and the Dix Assembly Bill, calling for a half-minute film showing the location of fire exits.

Walt Disney, with Singer's midgets as characters for Mickey Mouse cartoon will begin a two-week tour for Fanchon & Marco, beginning about the middle of April. Current plans call for a two-bour show under a one-ring top, the tour to begin on the Coast.

Exhibitors' Organizations

Some time around May 1 MPTOA will choose representatives of its organiza-tion to meet distributor men in New York for a discussion of trade practices Non to meet distributor men in New york for a discussion of trade practices and ethics, according to a statement shated to come up in the contab are the statement of local authorities with power to air complaints; an increase in the contab are the power to air complaints; an increase in the contab are the power to air complaints; an increase in the contab are the power to air complaints; an increase in the contab are the power to air complaints; an increase in the contab are the power of local authorities with power to air complaints; an increase in the contab are the power of a local authorities with power to air complaints; an increase in the contab are the power of a shorts to the power of a short of

Altho members of ITOA's board of di-Altho members of ITOA's board of di-rectors at a meeting recently held in the Notel Astor elected Harry Brandt to run for president once more, he has attact that he will not do so. According to Brandt, his refusal is motivated by the fact that distributors, producers and exhibitors somehow cannot get together and recognize the work done by ITOA.

A campaign against collection of score charges has been initiated by MPTO af Eastern Pennsylvania. Southern New Jersey and Delaware with a letter to George J. Schaefer, United Artists' ex-ecutive, in which the practice is pro-tested and labeled as a policy of retro-gression. Other notes were sent to dis-tributors, asking them to co-operate by protesting to U. A.

ITOA, thru its legal counsel, Messra. Weisman, Quinn, Allen & Spett, has be-gun its battle against the distributor practice of forcing exhibitors to con-sent to take shorts in order to secure features. The case which brought mat-ters to a head and precipitated the soundble involved and the secure sent to take shores in order to secure features. The case which brought mat-ters to a head and precipitated the equabble involved a claim of \$61 brought Dy RKO Distributing Corporation against the Ridgewood Amusement Company, operator of the Star Theater. Brooklyn. The defendant, in filing its answer, alleged that it had been obliged to take the short as the only method of securing features, and further charged that other major companies, notably MGM, Fox, Paramount, Warners, Uni-vorsal and Columbin, used the same tae-tics. According to TTOA coursel, viola-tion of the State anti-trust and monop-oly laws is involved. It is anticipated that proceedings against major ex-hibitors will soon be opened by a federal court action. court action.

MGM's request that 10 of its films in-cluded in the 1985-36 program be can-celed from the contract in return for eight others has been okehed by North-west Allied. Most exhibitors around Minneapolis and St. Paul have already acknowledged their willingness to co-operate. S. G. Løbedeff, vice-president, stated that the quality of the substi-tuted films would probably be as good or better than those withdrawn. Among the latter is included The Great Zicg-jeld. feld.

Northwest's convention is scheduled for April 20 at Minneapolis.





The Theatre Field offers big oppor-tunities for trained men as a bub-bees or profession. Kine years of successful home-study training methods have silved 'hundrydis. Cat-alog free. THE ATHE INSTITUTE. 307 Weshington St., Elhnica, N. 7.

"BOULDER DAM"

"BOULDER DAM" TIME-70 minutes (WARNER) RELEASE DATE-March 7. PLOT-Rusty Noonan kills his boss, a garage superintendent, in a fight, and escaping, goes west. While he is starving at Lax Vegas, he is befriended by Ann Vangatick, a night club singer, who takes him home to her family, where he is made right at home. Her father is a boss on Boulder Dam, and Rusty, under an assumed name. Itles to get a job there. It seems, tho, that the employment window is always closed in his face; he resolves not to try again, but gives in because of Ann, which person he would like to marry. Boon after he does get a job he saves 100 men and considerable work by saving a runaway dynamite truck. Later he rescues a rival for Ann's hand who had perviously confronted Rusty with his past and threatened exposure. To-gether they tell the construction chief of the murder and all ends happily as lawyers are brought up from the rear. CAST-Ross Alexander. Fatricin Ellis, Lyle Talbot, Eddic Acuff, Henry O'Nell, Fgon Brecher, Fleanor Wesselhoeft, Joseph Crehan, Olin Howland, Ronnie Cosby, William Pawley, Oeorge Breakaton, Alexander miscast as the would-be tough and cyblical mechanic. Reat so.so. DIRECTOR-Frank McDonald. Average job. Direction dida't do any-thing to stop the story from sending a telegram after the first 15 minutes. AutHORS--From a story by Dan Templin. Ecreen play by Sy Bartlett and Raiph Block. Formula stuff. ConiMENT--Warner ability to take a news subject and make a good yarn of it didn't work this time. APPEAL--Men. EXPLOITATION-The Dam.

TIME-58 minutes.

APPEAL-Men. EXPLOITATION-The Dam.

"SONG OF THE SADDLE"

(FIRST NATIONAL)

RELEASE DATE-February 29.

PLOT-Seems the boys in Hollywood arc unable to conjure up anything new in Western yarns. This one is another tale of revenge wherein Frank Wilson Jr., played by Dick Foran, returns to the West to square accounts with the villain who killed his father some 20 years back. The situations are worked out well with plenty of good bandits, action and a few songs aung by Foran thrown in.

CAST-Dick Foran. Alma Lloyd. Charles Middleton. Addicon Richards. Eddle Shubert, Monte Montague, Victor Potel, Kenneth Harian, Myrtle Sted-man, Gorge Ernest, William Desmond, Julian Rivero and Bonita Granville. Latter, the kid who clicked so tremendously in These Three, in a minor role here. DIRECTOR-Louis King. Thoroly adequate.

AUTHORS-Story and adaptation by William Jacobs. A few pleasing tunes by Jack Scholl and M. K. Jerome.

COMMENT-A good one of its kind.

APPEAL-Surefire for the fans, and possibly some outside draw.

EXPLOITATION-Difficult in that a routine job will not do it justice.

"FIRE TRAP" (EMPIRE)

TIME-60 minutes.

TIME-65 minutes.

RELEASE DATE not given.

TIME-60 minutes. RELEASE DATE not given. PLOT-Young Farnsworth, building inspector for a fire insurance com-pany, notices while looking over his reports that his employer, Mr. McIntyre, has falsely appraised a warchouse-jacking up the previous year's report hy a couple of digits. McIntyre's partner in crime is Mr. Marshall, an importer of perfume and father of Betty, whose dog Farnsworth has saved from death in a burning building. McIntyre, sensing that Farnsworth is aware of his illegal operations, is persuaded by Marshall to treat the young fellow with great consideration. He is invited to parties and spends a few days with the McIntyre-Marshall circle at a country estate. Farnsworth rebuffs all efforts to luil bis conscience into asquiescence, and further complicates matters by failing in love with Betty, to the annoyance of McIntyre. Latter finally sets fare to the warehouse, and is pursued by Betty and Parnsworth; who are nearly burned to death in attempting to prevent the configration. MoIntyre is ap-prehended by the police, thus removing the last obstacle in the way of tho loving couple. The plot, however, forgets about Betty's father, who is im-plicated also. CAST-Norman Foster, Evalyn Knapp, Sidney Blackmer, and "Corky," a

Full. DIRECTOR—Burt Lynwood. Excluing fire sequences toward end. AUTHOR—Screen play by Charles F. Royal. What's happened to father? COMMENT—Routine effort. APPEAL—Ceneral.

APPEAL-Cleneral. EXPLOITATION-Fire-bug angle supported with the better shots.

"THE JESTER KING"

(CAPITANI)

RELEASE DATE not given.

PLOT-A bistorical bit showing Ferdinand II as a jocular 19th-century King of Italy. For some reason not very clear, in view of the amiable char-acteristics invested in the screen version of the monarch, the Carbonari of Naples decide to dethrone him. Foremost among the plotters is the beautiful daughter of a man killed years ago by order of the King. Ferdinand discovers the intrigue, but does not punish anyone because the developments of the plot bring him to a realization of the future greatness of Italy. (Mussolini is now a movie magnate.)

CAST-Armando Falconi, a good comedy actor, as King Ferdinand. Luisa Ferida, Diane Lante and Maria Denis, three attractive Latins, as the women conspirators; and Mario Pisu, Luigi Pavesi and Luigi Cimara.

DIRECTOR-Enrico Guazoni. Light touch, and better technique than usual in Italian films.

COMMENT-Fair entertainment. Production is supposed to have cost \$1.000,000.18

APPEAL-English titles should account for some American draw.

EXPLOITATION-Touted as the first of a series of pictures intended to establish Italy as significant motion picture producing entity.

"COMIN' 'ROUND THE MOUNTAIN"

"COMIN' 'ROUND THE MOUNTAIN" TIME-55 minutes. (REPUBLIC) RELFASE DATE not given. PLOT-Gene Autrey, pony express rider, earrying money needed by Dolores Moreno to pay taxes on her ranch, is knocked out and robbed by bundits. Autrey suspects the men to be cohorts of Matt Ford, breeder of thorobred horses and suitor for the hand of Dolores. Ford, making a deal with Cald-well, supervisor of the pony express, for the sale of a quantity of thorobreds, is prevented from consummating the confract when Autrey offers to prove the superiority of the wild mustangs on Dolores' ranch to Frid's horses. Despite erooked tactics on the part of the Ford riders. Autrey wins the race with EI Diablo, a mistang reputed to be a killer, but tractable when ridden by Autrey who had once saved the animal from wolves. The stolen money is recovered when one of Ford's men falls during the running. Dolores gets the contract for supplying the express with animals, Ford goes to jall and the principals marty.

CAST-Gene Autry, Ann Rutherford, Smiley Burnette, Roy Mason and

CAST-Gene Autry, Ann Rutherford, Smiley Burnette, Roy Mason and Champion, a horse. DIRECTOR-Mack Wright. The horse yarn and other elements of the plot never fuse well, but accent on the animal sequences easily lifts the pro-duction out of the usual run of Westerns. AUTHORS-Screen play by Oliver Drake and Stuart McGówan, from original story by Oliver Drake. COMMENT-Film contains one of the best horse races you are likely to see for a long time. APPEAL-Properly exploited ahould draw considerable average trade in addition to horse-opera fans. EXPLOITATION-Racing shots.

"LUCKY TERROR"

(DIVERSION)

TIME-61 minutes.

RELEASE DATE not given.

PLOT-Lucky Carson meets an itinerant medicine show and is persuaded to join the troupe as a markaman, when he learns that Miss Thornton, one of the members, is about to run into foul play in her efforts to secure a mine and goid left by her brother. Lucky is accused of various crimes, including the murder of Thornton, and breaks juli before the court passes sentence. He learns of his acquittal in time to circumvent the criminal activities of the villains. With a posse in back of him lending nothing but moral support, Lucky renders the bandits null and void one by one. Uusual ending.

CAST-Hoot Gibson, Lona Andre, Charles Hill, Art Mix and Wally Walcs.

DIRECTOR-Alan James. Spotty, but a few sequences nicely done, par-ticularly those in which the medicine show spicier figures.

AUTHORS-Screen play by Alan James and Roger Allman.

COMMENT-Contains the average amount of nonsense, but is enlivened here and there with touches of humor more genuine than that seen in most films of the type.

APPEAL-Horse-opera devotees.

EXPLOITATION-Med show angle may help regular routine.

"THE MYSTIC MOUNTAIN"

(LENAUER)

TIME-79 minutes.

RELEASE DATE not given.

PLOT-In the Alps a German kills a Frenchman's dog, so the Frenchman, in revenge, abducts a German girl and carries her to his village. There he falls in love with her, and she, in order to get vengeance of her own, pretends to reciprocate. She gets the village idot to set first to the town, and the idiot, finding her in her captor's arms, locks the door, sets the building afre and reciprocate. She gets finding her in her ca leaves them to burn.

CAST-Dita Parlo, G. Vital, N. Sibirskaia, Lucas Gridoux, A. Boverid and others. In general the minor characters do better than the two leads, tho latter are okeh, too.

DIRECTOR -Dimitri Kirsanoff. More interested in pictorial beauty than in development of plot.

AUTHOR-Screen play by Benjamine Fondane. Could have been a poig-nant peasant tragedy, but lacks all deeper implications, sticking only to surface melodrama

COMMENT—One of those foreign efforts in the "almost" category. Just misses artistic success, partly because of its overwhelming interest in the pic-torial. Never had a chance for popular appeal, particularly on this side. Dialog is in French. APPEAL—Little or none for American audiences. An in-and-outer for the scattered foreign art spots. EXPLOITATION—Some of the beautiful shots.

TIME-88 minutes.

RELEASE DATE not given.

TIME-88 minutes. RELEASE DATE not given. PLOT-Using a flash-back technique, this Italian film shows Gaby Doriot, screen actress, re-living her life while physicians administer ether preparatory to an operation intended to save her life after she had attempted suicide. Her beauty was the cause of a series of domestic tragedies, heginning with her schooldavs when a professor descreted his family on her account. The next development shows her with the Nanni family, presumably as a domestic. Leonardo and Roherto, father and son, become infatuated, and mother Nanni-an invalid, does her hit by committing suicide. Gaby and Leonardo ave seek to forget by traveling, but Leonardo is jailed for appropriating his firm's money. When freed years later, he sees Gaby's name in electric lights, and is fatally injured by an auto while repeating her hame. Gaby learns of this and sends for Roberto. When she finds he is married she commits suicide. Operation was unsuccessful. CAST-Isa Miranda, Memo Benassi, Tatiana Pavlova and Federico Benfer. Well done, but the constant misery pails. DIRECTOR-Max Ophuls. Must have taken a lot out of him. AUTHOR-Based on novel by Salvator Gotta. COMMENT-No relief from a mood so somber that it becomes monotonous. ADEFAL. Exclusion titles unbich can be added easily should dray some

otonous. APPEAL-English titles, which can be added easily, should draw some he morbid, in addition to Itelian trade. EXPLOITATION-Her fatal beauty. of the

(NOVELLA)

"EVERYBODY'S WOMAN"

BURLESQUE

Burlesque Reviews

April 11, 1936

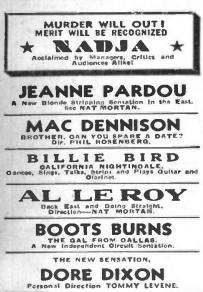
Indie Circuit Sets Plans For Bigger Third Season

Hirst reveals Midwestern offers of theaters-Somerby says Howard, Boston, continues with Indie-comics to have scenes protected—other circuits still rumors

NEW YORK. April 4.—Despite the rumors of other circuits, principally the reported Max Wilner-Sam Scribner venture and more recently the rumored circuit plans of Ed Ryan, the Independent Burleek Circuit so far continues to be the only actual circuit. Going into its third season, the Indie wheel has additional plans for the new season, with members of the wheel expecting it to embrace the Western territory. Elaborate plans are being laid for next season, plans entailing optimistic outlook for the circuit was expressed by Issy Hirst, president of the circuit: Al Somerby and Harry Brock, who met here Tuesday. Hirst revealed that both Brock and

who met here Tuesday. Hirst revealed that both Brock and himself, who are partnered in several theaters, have been offered several Mid-western thesters for operation them-selves, in addition to other theaters which desire to be a part of the wheel. Furthermore, that it appears evident that all of the present members of the venture will continue on for next scason also. Somerby definitely stated that his Howard, Boston, would continue with Hirst and there was no plan to make it any part of the runnorad Ryan chredit. One of next season's plans concerns

Hirst and there was no plan to make it my part of the rumored Ryan circuit. One of next season's plans concerns des to protect material. It is Hirst's ownics and their material. It is Hirst's with the season's plans concerns the season's protect material with which when comics are engaged next season to protect material with which when comics are engaged next season to season to the season of the season will be expected to submit their reenes, and if known Ao be their estab-ber will be permitted to do them, wither to bring in new material. The Indie shows will stop roing deponding on the summer about May 1, epond for the summer about May 1, epond for the summer about May 1, epond for the summer bout May 1, brooking: Empire. Newark; Howard Booking: Empire. Newark; Howard Booking: Concester, Worcester; Gayety, Washington, D. C. Gayety, Baltimore, ned Rudson, Union City. Also, two pennsylvania one - nighters Allentown deced by the flood, will reopen April 12, while the other one-nighters affected bulance of the season.



LILLIAN DELMAR Always & Show Stopper.

MARVIN

Dancing Juvenile

A HIT ON THE INDEPENDENT CIRCUIT

DIRECTION-PHIL ROSENBERG



Record; Gets 3 More Weeks

PHILADELPHIA, April 4.—Life Begins at Minskys wound up its week at Fay's Theater here Thursday night with about a \$9,000 gross, a house record. As a result of its showing, the former Miami Beach burlosque show has been given three more weeks of vaude.

The show will go into Reading April 11 for a week and then into Norrolk. week of April 24, and Riehmond, week of May 1.

Minsky's Gaiety, New York (Reviewed Monday Evening, March 30) This is the eighth week of Abe Minsky operation and business is swell. House is doing four a day and five on Satur-day, and the past couple of weeks has added an extra show on Sunday, Packed

WOOD SISTERS (Virginia and Mary) left for the Coast Saturday to open this Saturday at the Burbank, Los Angeles, on a run for Popkin & Ringer. . . Dave Cohn agented the deal. . . . Joe Wein-

Due Credit

NEW YORK, April 4.—Commenting edi-forially on the death of Paul McCullough, The Sun last week revealed that most of the newspaper accounts made no mention of the burlesque background of Clark and McCullough. Terming this a serious omis-sion, tor it was in this field that they were seen at their best, the editorial remarks that burlesque's contribution to legit has been an important one, and that no come-dians who came from the field had a better light to premotion or transfer than Clark and McCullough.

Variety, Pittsburgh, Reopening

PITTSBURGH. April 4.—Rehabilita-tion work at the Variety Theater here has been under way since the flood waters receded. Progress has been slow, the working crew handicapped for two weeks by lack of heat and light. Man-ager Dave Hamili hopes to get the house ready for reopening April 12, with Anin Corio's show as the initial attraction.

Burly for Grand, Canton, O. Burly for Granud, Canton, O. CANTON, O., April 4.—Burlesque will be revived here April 11 after an ab-sence of almost a year when a burly stock company takes over the Grand Opera House. Folicy will be two shows duily, with a midnight show every Sat-urday. Featured comedians will be Max Coloman and Harry Bentley. Hazel Mil-ler will head the femine contingent. A line of 16 girls will be featured.

blond, strip, singing and even some next tap dancing; Joan Dare, siender redhead, singing and strip, and Jewel Sothern (Ocorgia's sister), buxom red-head, expert strip and toase. Miss Dare and Miss Carnyle also did good work



ESTA ALJA. now at the Gayety, De-troit, next to Buffalo and then to New York, was not forgotten by Detroit burlesque fans. First time back there in leaque Ians. First time back there in two years when she principaled at the Loop, the Avenue and the Clayety, the customers accorded her heavy applauac at every performance during the first week of stay.

BETTY BROWN, of former burlesque days, still a patient, now in the Veter-ans' Hospitul, Fort Bayard, N. M., under the family name, Unity Ledbetter.

BORDINE AND CAROL, dance team, with the Wilners for a long time, in their fourth week at the New State The-ater, Buffalo, where George Pronath, ex-burly producer, is putting on stage presentations. They are held over four more weeks.

DIANE JOHNSON onjoying one of those held-over record stays at Minsky's Gotham, New York.

MARIAN BAUM, mother of the Lee Sisters (Joan and Marjorie), partnered with Anna Fink, former burleaque ace on the Columbia wheel, in a restaurant concession on West 45th street. New York City.

EVELYN MYERS returned to the Apollo. New York, last wock after a fortnight's engagement in Buffalo, and Mae Brown left for her summer home in Lake Hiswatha, N. J.

DANNY MURPHY. in Saranac Lake for a long spell, back to New York look-ing fine and fit. Whispers of a possible radio engagement. His 20-year-old daughter is a model and Mrs. Murphy a supervisor in a big department store.

BOBBIE MASON and Marcelle Lordan, late of the Eltinge stock, New York, now doing dance specialties at the Green Gables Cafe, Druins, Pa.

MIRE SACHS in receipt of a wire from his daughter. Bella, informing him of a one-year marriage anniversary celebra-tion via a second honeymoon in Ber-muda, where she and husband aro Bella and Barney Gauner.

SAM PUTERAN, ork leader at the Apollo. New York, suffered a few hun-dred dollars loss the other day when he found his car. parked outside, stripped of all accessories.

JEAN DELMAR, of the People's, New York, twice gifted by admirers last week with a diamond ring and a bouquet of

DAILEY TWINS. Eugenie and Evelyn, doing double strips and dance specialties in a downtown New York stock theater.

PAULA LIND or Mrs. Thomas, tempo-willy off stage and at her home in (See U-NOTES on opposite page)

EW-NEW-NEW DYNA (MITE) DELL The Hill-Billy Grooning Stripper "VIRGINIA" WOODS The Golden Girl With the Golden Volca. New in the East. MARY WOODS THE VERBATILE SENSATION. Now in the East. TOMMY RAFT ECCENTRIO COMECIAN. Also Plays Instruments, Sings and Cantes. JEAN DELMAR The Million-Oollar Personality Stripper. NELLIE CASSON Stripping, Binging, Talking, on the Indio Cirk-Oir, PHIL ROSENBERG EDDIE LAMARR JUVENILE BARITONE.

"ESTA-ALJA" SINGING STRIPPING TALKING. Direction OAVE CONN.

AL SOMEREY. AL SOMEREY. of Boston. came into New York to attend Monday night's testimonial dinner to film business' George J. Schaefer at the Hotel Astor. . He stayed over and saw Kasy Hirst on Tuesday. Elta Zane is now working night spots around Cleveland. featuring her new deep-sea fantasy. The Mermaid Princess. She recently hought a new car. . Dolores Leland. Jack Rosen, Mile. Convey and Dorothy Lawrence replaced by Billie Bird. Nazar-(See BURLY SRIEFS on opposite nace) (See BURLY BRIEFS on opposite page)

head, expert strip and tense. Miss Dare and Miss Carnyle also did good work in the comedy scenes. Herbie Faye, from vaude, did a swell job. Knows how to handle comedy lines and situations. Other veternas who had no trouble holding up their end were Charlie MoNally, with his effective tramp style, and Bert Marks, with his amusing Hebrew character. Loon Devoe was capable in straight roles and cspe-cially in the White Cargo bit, while Herbie Barry was oken an juvenile-straight and Bobble Burns provided a pleasant tenor voice in scvaral scenes. The five-plece pit band did good work thruout the show, which moved along without stage waits, thanks to Phul Cohen's managing backstage. Lighting was effectively used, too. Harold Minsky supervises all shows. Carrying out the policy of using a novelty act with each show, eurrent one has the Minsky Quintuplets, five heavy-weight girls doing an antusing song and dance. Charlie Lauk now managing the house, day, and the past couple of weeks has added an extra show on Sunday. Facked house when caught. The reason is undoubtedly in the good shows that Billy Koud has been turn-ing out. Doubling from Minsky's Gotham. Koud is putting on shows that are pleasing in every way. True, the cornedy is often old stuff, but produc-tion and speed do much to cover this up. Froduction numbers show some im-agination. The leg number is good, the staircase scene is easy on the eyes and the burlesque on White Cargo is okeh. Contumes are neat and the line of 16 girls is worth watching. The girls are young and energetic and some even step out for specialties. Among them are Jerry Devere, doing a waitz elog; Pat Lee, soft shoe; Betty Lee, buck; Ann Bergin, cooch, and Marian Bell, toe veil dance. Principal women are Mary Woods, nice seng and tease; her sister, Yirginia, smooth show-stopping teasing? Trene Austim, redhead, singing and pleasing strip; Madge Carmyle, gorgeous platinum Charlie Lauk now managing the house. PAUL DENIS. strip; Madge Carmyle, gorgeous platinum

Burly Briefs

stock returned to New York from Miami Beach Tuesday night..., NTG has been after Annette to put her into his vaude unit, planning to have Sannay Gluck stage some dances for her..., Annette, tho, bas deferred this deal in favor of going on home to Miduni for a while... Issy Hirst kidded Nat Mortan about his property in Red Bank, N. J., asking if he could build a theater on it. Dawn De Lees opened at the Eltinge. N. Y., with Billie Bird exiting to go into the Galety.

LAWLER

MARJORIE LEE opens at the Rialto, Chicago, April 10. . . Dorothy Dabney opened at the Capitol. Toledo, April 3. . . Linda and Driko and Paul Niles opened at the Gayety. Minneapolis, April 4. . . Milt Schuster traveled to Gleveland over the week-end to confer with George Young, manager of the Roxy Theater, regarding a new cast, . . . Mitch Todd opens at the State, Buffalo, April 10, booked by Milt Schuster.

35

Tab Tattles

C HARLES (KID) KOSTER, who has just concluded a 28 weeks' scason in advance of Dodswork, starring watter Huston, culoyed a visit from Bob vind Gus Sun Jr., of the Sun office, dur-ing the show's closing week at the Taft, Greinnati, last week. Koster may be seen in advance of a Sun attraction sont. . . Prankie Pairbanks, well-known the and burly chorine, is now kicking in the merry-merry with Jack Know's troupe at the Empress, Ginein-nati. . Bessie Belt, well known in Cincinnati tab circles, is again working club and banquet dates after nearly a year of inactivity due to the illness of her daughter, Dolly. . The A. B. Marcus show is slated to sail for South America some time in May for an ex-unded our of Mrs. Owen Bennett, who presented her hubby with a daughter at the Baptist Hospital, Memphis, Tenn. April 2, is reported as only fair. A card or letter will do much to hasten her recovery. her recovery.

her recovery. A MUSIGAL tab is being organized for a stock rum at the Empire Thester, St. John, N. B. Troupe will do three a day, with a change of program twice weekly. ______Bert Emith jumped from Haulton, Ont. to Athan-tic City last week to visit with his mother for a fow weeks. _____For the second year in succession Ohiok Myers and his company get the Easter week engagement at the Capitol Thester, At-lants. Chick's show this year will be sugmented by 40 juvenile performers from the Reese Personality School, of Atlanta, which will stage a special Easter prolog. ______Geneva Phillips, popular isb and burlesque chorine, is confined at General Hospital in her home town. Washington, Pa., where she recently inderwant a serious operation. For a time it was nip and tuck as to whether the doctor believes the worst is over, altho she is still very ill and will be confined for some time yet. Her friends are urged to drop her a line, care the show hospital. ______Earl Meyer, poyed at Chiedmanti, will again have his gitl in Chelmanti, will again have his girl attraction with the Gooding Greater Shows this season. It will mark his sixth season with the latter outfit.

E DDIE B. COLLINS, who for many venue operated his own tab known as Etidie Collins' *Big Recue* and low working at the Folice Theater, Los Angeles, is doing the role of Dopey in Walt Disney's first full-length feature. Smathite and the Seven Ducar's. Col-lins was selected out of nearly 100 ap-plications for the part. At this writing Disney has directed Collins in more than a down comedy sequences. islent shows, with headquarters in Comming, N. Y. . Jack and Peggy Nation, who formerly operated their own take and who of into years had their fird shows on various carnival attrac-tions, are now working with the PWA theatrical project in Dayton, O. . Billy Steed, comedian, until recensly manager of the Rialto Theater on Gin-chunalis Vine street for Tom Relly, is now working as singing waiter at the Old Heidelberg Cafe in the same neigh-borhood.

PAUL RENO is back at his head-quarters at Russells Point. O., after what he describes as a "tough win-ter senson" with his tab revue. Reno will again put on the shows for French will again put on the shows for French Wilgus at the latter's Wooden Shoe night club on Indian Lake at Russells Foint this aummer, opening May 22. Reno will use 20 girls in line, a 12-piece band and from five to seven nets each week. His wife, Maxine, will again serve as bostess at the spot; Paul will have charge of production and the band, and Dotty Strickland will produce the chorus..... With the Casino in Fitts-burgh hack to a temporary policy of Wilgus and Dotty Structures . With the Casino is a chorus . . . With the Casino is a chorus of double features. Charles V. Turner has resigned as house manager and plans to hit the road ahead of some circus again this senson. . . Oliver Kight and wife.

U-NOTES

(Continued from opposite page) Youngstown, O., awaiting the arrival of the stork.

BILLIE BIRD'S fads hetween shows the Star, Brooklyn, are the movies and the breeding of Persian cats.

DICK KIRSCHBAUM. former bur-lesque press agent and advance man. now conducting an aviation column for *The Neurark Epsening News* when he is not at his city or country home playing with his city or country home playing with his twin juniors.

ERMA VOCELEE tripling at Minsky otham, New York. in strips, acr Gotham, New York. in strips, acro dances and talk scenes with the comics.

BILLIE BERNARD, costumer in chief for the Minsky houses in New York and Brooklyn, a big winner on Michigan Lad, her selection in a horse race recently.

MARIAN BELL chorine at the Gatety, New York, and Lou Mannes, movie ma-chine operator at the Riviera, further uptown, lucky sweepstake ticket holders. with a consolution prize money (#3.600) going to the former and a first choice money (#32,000 uct) for a fourth part of a ticket to the latter.

WILLIAM (BIFF) CLARK, old-time burleaque show owner and operator, seriously ill at the Hotel Van Cortlandt, New York.

BETTY SHARON, recently a new Philly-Bijou stock stripper, made her debut in New York at the People's March 27. replacing Ann Mitchell.

BURLY BRIEFS

(Continued from opposite page) ro Hallo and Harry Bentley at the Star. Brooklyn. . . Madge Carmyle switched from the Galety to the Apollo. New York, with Gladys Fox doing vice versa.



Bert Marks closed a long run at the Galety. New York, also returning to Minsky's Gotham' further uplown. Lou Devine replaced him at the Galety. ..., Jack Ryan, Charles McNally and the Woods Sisters were other exits from the Galety. from the Onlety.

ROB FAYE and Wait Stanford re-turned to the People's, New York, Pri-day, succeeding Cress Hillary and Exidie Hill. . . . Helen Greene and Minit Lynn Hill. Helen Greene and Minit Lynn are new principals at the Irving Pince. New York. Evelyn Murray left the house Last work. Erma Vogelec New York. ... Evelyn Murray left the bouse last wock. Erma Voycelec closed at Minsky's Gotham. New York. Thursday night. ... New show opening at the National. Detroit. last week in-cludes Tommy Miller. Preddis Walker. George Schiller, Russell Trent, Wilbur Rance, Estin Alja, Grace Gordon, Lillian Murray and Bebe Tobin. ... Cast at the Gayety in that oity includes Sammy Weston. Sam Mitchell, Jack Heath, Vic-tor Grafe, Cynthia Michel, Kitty Eills, Evelyn Cushway and Honey Duval.

Saranac Lake By BETTY HUNTINGTON

Helen O'Reilly, former patient of the NVA Lodge (when in the heyday of its ty), has established a reliable less here in town in women's ap-NVA Lodge (when in the heyday or its dignity), has established a reliable business here in town in women's ap-parel and known as the Hollywood Shoppe on Main street. Thru courtesy of Manager Tony Anderson, Helen was able to stage a fashion show hast week. Some of Baranac's smart set noted as models, displaying the new spring styles in "what the well-dressed women will wear this sonson." The show was

models, displaying the new spring styles in "what the well-dressed women will wear this senson." The show was put over in great styles and was received by a large and enthusiastic audience from Saranao Lake and vicinity. A new disthermy machine has re-cently been installed here at the Lodge. It is for the treatment of arthritis and rheumatism and is under the personal supervision of Rudy (X-Ray) Plank. George Wicks, Oscar Davis and Milton Pollak were discharged has week with ökch papers. Eddle Ross and Tommy Kerns have gone, too; Tommy for a visit and Eddle to Bellevue Hospital for a few stages of the "Th." Jackle (Kliti) Boberts, ex-NVA pa-tient and now Mrs. Ted Cook, of Scheneetady, N. Y., blew in town for a brief visit and checkup. Jackle is do-ing fine and expects to return to Sara-nac Lake this summer with her hubby. Ted Cook, orchestra lender, who will fill an engagement at one of the clubs here. Hazel and Monroe Coleman numbers an engagement at one of the clubs here

an engagement at one of the clubs here. Hazel and Monroe Coleman, members of the NVA staff, can hold their own in any bridge contest. Last week at the Charity Fund Bazaar held at the Sara-nac Hotel they walked off with first prize and high score. It's the Colemans and the Culbertsons now. Hey! Hey! Ruth (Davis) Hatch has given up her Position in New York for a much-

Ruth (Davis) Hatch has given up her position in New York for a much-needed rest. Ruth left the Lodge about a year ago in apparently good health and will return to Saranac for the summer months. Pauline Turniky is our latest arrival. She halls from Wilmington. Del., where she was formerly employed at the Ar-cadia Theater in that ofty. Place oheck on your health to avoid "the cure" and write to those you know in Saranac Lake.

in Saranac Lake.



The Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele But-ler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hvlan, Marion Hylan, Fred Holmes, Incz Murray, Dor-othy Meilor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Carolyn Russ, Lois Style and Lottie Tilsen.

We cannot repeat too often the im-portance of notifying the Chorus Equity portance of notifying the Chorus Equity before going into rehearsal. Recently a chorus rehearsed one nill week before the office of the Chorus Equity knew whout it, and then the report was not made by any member of that diorus. There was no bond up to cover them. During the negotintious for the bond the entire chorus was let out. Had they notified us in the beginning we would have insisted that the bond be posted before they went into re-hearsal and one of two things would have huppened—either the producer would have found the money for the bond and the chorus would now be

working or he would have been unable to find the money, in which case they at least would not have wasted their time.

Just as soon as a production goes into rehearsal a manager, technically speak-ing at least, enters into a financial obligation to his chorus. While it is true that he may dismiss individuals within the first seven days without pay-ing them anything, it is also true that if he goes juto rehearsal and then if he goes into reheavisms, it is also true that abandons the production within seven days he owes the entire company one week's salary. If he ubandons it after seven days it is two weeks.

Seven days it is two weeks. If a production goes into rehearsal without a bond, and if that production is abandoned within the seven days, what is Equity to do with the claim for one week's salary? Generally speak-ing the producer abandons the produc-tion for lack of money. If that is the case, and if there is no bond, from where is Kuilty to get the week's salary?

where is Fullty to get the week's salary? Pay for rehearsals starts on the eighth dny of rehearsal. Since all rehearsals do not start on Monday, and since the contract states that all rehearsal paycontract states that all rehearsal pay-ments must be made on Saturday if gen, erally happens that the first payment is not for \$15, that is for a full week. If the eighth day of rehearsal fell on Thursday that management, for the first Saturday, would owe threa-sevenths of \$15 to those chorus members who started on the first day. Frequently there is a dispute on that first Saturday as to just when each individual memas to just when each individual mem-ber started rehearsing. If you haven't reported at the office it is rather dif-ficult for us, in such a dispute, to es-tablish your first day. Help us to protect you. Notify us before going into rehearsal.

Alabama Tax Considered

MONTCOMFERY, Ala., April 4.—Ad-ministration forces in the State Legis-lature are advocating a lo per cent levy on unusement admissions in addition to a one-quarter of one per cent tax on gross receipts of sales, expecting this new revenue to bring \$1,500,000 into State treasury annually. However, Perpresentative Clint Hariton admin-New revenue to ming \$1,300,000 into State treasury annually. However, Representative Clint Harrison, admin-istration floor leader of the House, said if prohibition is repeated and liquor taxed there ought to be enough money coming in without the admission tax. is in without the summary new sects of a referendum on any new acasure were not abandoned despite that Supreme Court opined that that could not delegate its because a suprement of the people. Prospects fact Legislature revenue-raising authority to the people.



WANTEO FOR TENT SEASONI (1.2 Night Blands) Clever Modern and Hilbilly Wuderline Acts. Profer-uces given filmes who sins and double B and G. Toby Commission with Need Standshifts. Venastic Musi-taning Combination Bland — people musi here order. Youth, taking and the season of the season of the car musi-post. Barner Man, were with car musi-post. Barner Man, were with car who knows inthey opts. Needed Man with set the set of the set

REPERTOIRE-STOCK

Rep Ripples All Set for Tour **Billy Young** Launching Two

Oclains Ville, Okia, April 4.—Billy Young, manager of Toby's Comedians for the last 20 years, will have two shows under canvas this season. Both stiractions are now rehearsing here and play teritory which has been covered by the Young show for the last 20 years. Roster of the No. 1 show includes Billy Young, manager Dollie Jean Young, Belie Young Jr., Dollie Jean Young, Belie Young Jr., Dollie Jean Young, Leola Ewart, Biddie Oswald, Master Me-Donald, Mrs. Joe Applegate, Ray Ewart, Bob Owald, Robert McDonald, Joe Applegate, Jeas Stund and Bobble Os-wald, Burl Francis is boss canvusman and Wade Saunders electrician. No. 2 show includes Helm Blake.

No. 2 show includes Helem Blake. Alyce Southern, Ardyce Dexter, Warda Magoon, Roy Blake, Verge Lexter, Sonny Dexter, Tom Blake, Kenneth Magoon, Gene Paah and Bud Blake. Blackle Gildden is boss canyasman and Jess Glidden is boss ca Baunders electrician.

Avon Players in Middle West

KANSAS CITY. Mo., April 4.—Avon Players, Shakespearean repertory com-pany under the direction of Joseph Sel-man, who have been playing colleges and universities in the East, have in-vaded the Midwest for a tour of edu-cational institutions. In the cast are many names familiar to repertoire folk. At present the company is offering Romen and Juliet, Hamlet and Othello and is meeting with success. Roster in-cludes Joseph Selman, managor-director; George Colbert, Robert Selman, Jack George Colbert, Robert Selman, Jack Vinson, William Henderson, Ans Frazler, Eugenie Dubois, Florence Peyton, Thayer Roberts and Frederick Holm.



SHOWBOAT FOR RENT OR SALE

Well equipped; good Stage, open air Audito-rium seating 500: Living Quarters for 25, Kitch-en, Electricity, Hot and Cold Running Water, Showers, Room 105, 12 W. 44th Sr., N. Y. C. Van, 3-2233.

NEW PLAYS CIRCLES A Life at Stake, 5.8; Lend Ma Your Baby (fast area), 5.8 or 4; Life ha Like Ting, 5.8; Jekyt and Byte (new version), 4 or 5.8; Monter Leve, 5.4; Bon't Count Your Clickein, 4.3 - All oute set, Fail-ing in Laro, 5.4 2; Cost of Love 4.3 2, All pant-itedy new; 20 others, Bend for complete list, Lover profiles. NEW UNITY PLAY COMPANY, LILLIO Neck, N. Y.

WANTED General Bitalness Team to double orchestra and specialites. Also single transfa and plano. Many cowert. BitLY BLYTHE PLAYERS, this weak Monkton, Md, week of April 13. Weakinisater, Sid.

AT LIBERTY Gen. Rus. Man, parts as cast. Thoroly experienced. Noralty Specialties. Aspenance, wardwhe and abil-fty. Reliable. Aspenance acadels advance agent. Have

LEE ORLANO, Raisigh Hotel.

THE PELLETTES, Chic and Estelle, will be back with the Frank Smith Players this senson. Chic, who has been spending the winter at his home in Lake Helen, Fla., will join the show in Tennessee. Estelle is at present in Detroit with their son. Jack, who is attending law school there.

ROY BUTLER postcards from Hous-ton under date of March 28: "Just missed W. I. Swain but hope to see him soon. Saw a great show and a beau-tiful outfit hers—the Monroe Hopkins Players — and another real rep — the Jimmie Hull show—in Humble. Tox. Both ahows doing great business. We are heading eastward and hope to see the Milt Tolbert, Billroy, Hefiner-Vin-son and a number of the other shows soon." 500p.

F. D. WHETTEN and Mell Post. vet-eran rep managers, will open their kid-dies' circus under canvas at Leesburg. Ind., April 11. Outfit is being repainted and placed in tip-top shape at winter quarters in Syracuse. Ind.

NORMA GINNIVAN left her home in Dayton, O., last week for the Ginnivan rhow headquarters in Fayette, O., where she joined her son and his wife to be-gin preparations for the 1036 tent sea-son. A new tent and new scenery have been purchased. Miss Ginnivan reports. Many of the people who were with the show last season will be back this year.

THE FAVORITE PLAYERS, operated THE FAVORITE PLAYERS. operated by Mr. and Mrs. Hollingsworth, are pre-paring for a swing thru Eastern Illinois, playing the same towns they have made in the past. New faces will be seen in the Favorite personnel this season and new canvas is being built for the show at the O. Henry Tent Company. Chirago. A new semi-trailer has been added to the motor fleet. Mr. and Mrs. Hollings-worth have been operating a sweet shop in Palestine, HL, since closing their cir-cle stock in Eastern Illinols.

RUSTY AND DOT WILLIAMS and their two daughters. Wilma and Billle-are in the South with the Odeli White Show. Rusty is doing nicely after his recent illustra recent illness

ROSA AND EDDIE PHILLIPS are at home in Sidney. O., after closing a 21-week run on the Al Kirby Show. Ed-ward Bertach Phillips, aged 4, made his stage debut this season with his tap dancing. The Phillips will bit the road again after a few weeks' vacation. MRS. RAYMOND SHORT reports that ill health will prevent her from taking out the Short Players this season. She has sold all her show property. Includ-ing wardrobe, scenery, seats. trunks. trucks, tent and light plant, to Ellis T. Beebe, whose all-girl revue. Marveis of 1936, is slated to move from theaters to tent soon.

NARRY GILBERT was slated to open s "opry" in Hazlehurst. Ga., April 3. his

Skip Dean Back With M. & M.

LINCOLN, Neb., April 6.—After laying out of the biz for a year Skip Dean, vetoran tent rep entertainer, announces that he will start his 20th season with the Mitchell & Mitchell tent organiza-tion when it leaves the South Sloux City (Neb.) winter quarters early in May. The M. & M. show will make its usual tour of South Dakota, Wyoming and Northern Nebraska. Skip, besides beverpertenced. Northern Nebraaka. Skip, besides bc-mobe and abii. Ing the show's principal comic, handles easent. Har proces on the jumps. Skip and wife are Obicaso, III. in the hotel business here.



PARSONS, Tenn., April 4. — Quarters of the Bisbee Comedians here is the scene of much activity these days, with the crew of five whipping things inte-shape for the new season, which hegins in another week. Entire outfit has been repainted with a color scheme of silver and black prime the outfit beth flash repainted with a color scheme of silver and black, giving the outfit both flash and class

Two new trucks were added last week

Two new trucks were added last week and a new top, purchased last fall, has just been completed. J. C. Bisbee, owner and manager, plans on handling his own advance this season. Alian Wishert will produce and di-rect. "SenBee" Hayworth, who will take care of the comedy, arrived here this week. Band and orchestra will again be produced by Clyde McWhirtor. Banners go to Gladys Aikins. Clyde and Gladys Aikins are on for their fourth consecutive season. Others already in quarters include Al Martin, Johnnie Bisbee. Leonard Alkins. Charlie Crafton and Zeke De witt, the Inter also in his fourth season with the Bisbee show. Mahala, magleinn, is

Uniter also in his fourth acased with the latter also in his fourth acased with the Bisbee show. Mahaha, maglelan, is also back with five new acts of made and illusions. Show will carry 25 people in all.

From reports here and there, approxi-mately 20 tent shows will start out from this territory this senson.

Wright Comedy Players **Begin Under-Canvas Trek**

BLANCHE. Tenn., April 4. — John Wright Comedy Players commenced their tent senson here this week. Busi-ness suffered as the result of the rain and cold weather, but the outlook for the senson looks good. John Wright Sr. reports, Show carries 21 people and is completely motorized. Tent is a 100-foot Fulton Bagger. An 18-foot starge is mounted on a semi-trailer. Tillie Short is in charge of the recently com-Short is in charge of the recently com-

In the Wright roster this season are "Snowball" Rimmer, black-face come-dian; Enri and Ola Weatherford, magle and akits; John Ed Short, dancer and guitar; Willie Wright, bass canvasman: Etta Mae Wright, singer and conces-sions; Ella Wright, bass canvasman Waldie, reserves; Jerry, Evelyn and Oay-lord Vaughn, singing, dancing and mu-sleal specialties; Emmott Lee Heath, hillbilly fiddler and singer; John Wright, manager, doubling stage; Luther and Caste Tribett, advance. Show is a one-nighter and will play Tennessee, Virginia and Maryland. In the Wright roster this season are Snowball" Rimmer, black-face come-

Carey Plans 12 Weeks of Summer Stock in Flushing

FLUSHING, L. I., N. Y., April 4.— Charles O. Carey will operate his North Shore Summer Theater at Flushing this year. A 12-week season will get under way the middle of June and will in-clude four new plays and eight recent Broadway successes. A resident company will be augmented by guest stars. There also will be a student group. This is Carey's fourth Long Island season; he was at White-stone for 12 weeks last year and at Sea Cliff the two preceding summers. The North Shore Summer Theater is

The North Shore Summer Theater is the nearest one to Broadway (only 10 miles) and the only summer theater in New York City proper.

Roberson Players To Tour Wisconsin

CINCINNATI. April 4. — Roberson Players will launch their canvas season around the middle of May. Company will play three weeks in Northern Illi-nois before swinging into Wiscousin for the balance of the summer. Bhow will carry complete motor equipment and two light plants and will work under a new Baker-Lockwood top, with seats for 1.400 people. Roberson organization will play mostly week stands in its established territory, with a stock date under can-vas planned for a large Indiana city early in the fall. A number of former company favorites have been engaged for the new season.

Kansas City Jottings

KANSAS CITY, Mo., April 4 .--- Hill and

KANSAS GITY, Mo. April 4.—Hill and Dale Players, who have been in opera-tion for many years in Iowa territory, will open the tent season carly in May. Jack and Nona Hart, who will open their tent show April 13 in Arkansas, were visitors on the Herbert Wulters Show in Oklahoma. Connie and Dollie Show hus moved into Arkansus and will head north for its regular summer season. George and Ethel Adkins, who for-merly operated their own circle in Mis-souril, have signed for the season with the Silver Comedy Company for its regular tour of Iowa. Mr. and Mrs. Bob Leefers are closing with B. L. Diekson's Chicago Players, who have heen circling in South Dakota, to join the Hill and Dale Players in Iowa.

Iowa. Pup and Dot Shannon have signed with the Jack Kelly Show for the sum-mer run under canvas in Allchigan. Gien and Donna McCord have joined the Ralph Moody Pinyers in Nebraska, Oscar Howland is a recent arrival. He will vacation here for a week and then rejoin the Frank Smith Pinyars, who go into rehearsal soon. Keith and Edua Gingles have signed with the Justus-Romain Show for the summer.

summer

with the Justus-Romain Show for the summer. Freddie and Lilyan Poole have signed with the Tilton-Guthrite Players, who will begin rehearsals soon in Iowa. Mr. and Mrs. Tudié Manley have joined Herbert Walter's Comedians, trouping under canvas thru Okiahoma. King and Hazel Felton have signed with the Hila Morgan Company to pre-sent their feature maric and illusion act for the summer run under canvas. Bob and Gladys Pesgin are slated to close with the Tilton-Guthrie Players. Happy Jack Vinson is now with the Avon Players. Slakespearean company, playing colleges and universities thru Missouri and Kanass. Grace Bradley has signed with the Jack Hart Players, now rehearsing at Forman. Ark.

Forman. Ark. Harvey and Eleanor Brandon have closed with the Billy Auton Comedy Company and were seen on the local (See KANSAS CITY on page 38)

Kinsey Company Ends Record Run

CANTON. O. April 4.--What is be-CANTON. O., April 4.—What is be-lieved to be an all-time record for permanent stock run in this section of the country is claimed by the Kinsey Players. 40-year-old Ohlo dramatic troupe, which concluded an engagement of 30 consecutive weeks at the Grand Opera House here Monday night. The run, which started last October, was not interrupted during the more than seven months, with performances every uight and three matinees weekly. Ac-cording to Charles Miller, manager of the company.

cording to Charles Miller, manager of the company. The stnck encagement lighted Can-ton's only dark theater, provided steady employment far a crew of union stage-hands and a union pit band, in add-tion to many weeks of work for vaude-ville acts, which were used from time to time between the regular acts of the bill. A packed house greeted the com-pany on the closing night. Members of the company will rest for two weeks before beginning rehearsals for the annual tour under canvas, which starts late in April.

starts late in April.

Rosewall-Terhune Company Begins Rehearsal April 20

Degins renears a April 20 LEXINGTON, Mo., April 4,--Rosewall-Terhune show will begin, rehearsal April 20, with the show slated to open May 1 in a Missouri spot. The equipment is all new and a pub-lic-address system has been purchased Royaity plays will feature Abe (Slick) Rosewall, who will also direct the snows. A seven-piece orchestra will be under the direction of the Biohi Sisters. Cast will also include Cleve Terhune, manager: George Corwin, June Elizabeth Mast, Gleo Madsden, Wallace D. Morrow. Benton and Clark and Hershall Cayton



TENT SHOW HEADQUARTERS SINCE 1805





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the neurotic desire of unnerved America constantly seeking change. * * * We saw the screen tied up as closely to the stage as a trotter to a two-wheeler. We saw this as clearly as a foxhound scents his quarry in the inky blackness of a moonless hight. We saw radio harncased securely to a program of conservation: radio sparing the patience of its audiences by regulation of advertising pother: radio leaning on the stare for thient and the reversal of the process, too. We saw radio, too, as a force working for the exploitation of the stage: the stage, us of the days of radio's emergence from the chrysalis of experimentation, supplying radio with its enduring personalities. We saw, too, thru the strands of effortlessly gathered wool, a solid front of the theater's creative workers and craftsmen. Marching together exuitantly with firm, steady tread. Working for the advancement of their group unhampered by internal strife-and meeting the mcn who finance, project and execute enterprises on an equal footing and with a unity of purpose that defies selfash, bullying opposition. We saw managers, also combined in a brotherhood for the weifare of their calling. Managers who regard their calling with pride, who seek a fair profit but have left be-blind them without regrets the days when their business was a shrewd gamble at best. And we also saw, in more revealing form than when the light of reality shines on them, figures of today's news. The filogieal man of song who, on the eve of one of the most phenomenial comebacks in stage history, besmirches a name he has spent years to build up by bidding under the ignominious cloak of bankruptcy. A few months of his carning shills of mobilistion as sucred as hife itself. He chose instead, this well-meaning child of emotion, the path suggested by his shallow-brained advisers. To whom bankruptcy actually represents a dope-ladon beadache powder. This man of the hour, once a regular powerdie, too, to a pitiful specimen of stale ham. * * *

And then came dawn. Without the defant call of the chanticleer but with Pat, a scamp of a whre-haired fox terrier, jumping up to lick his master who fell acleep at the switch with two appointments that were already cancelled by "Jinx." a tactful secretary.

The Broadway Beat

By GEORGE SPELVIN

<section-header><text><text>

Chicago Chat

By NAT GREEN

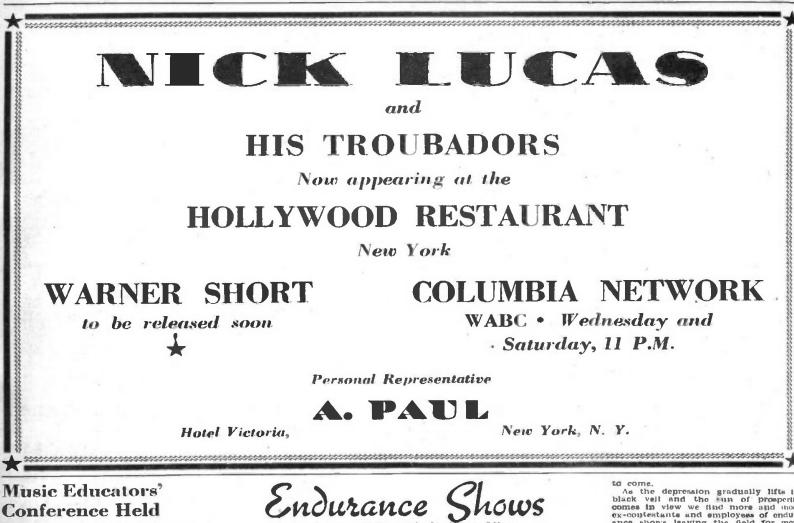
By NAT GREEN PROSPERITY NOTE: One of the big mail-order houses whose catalogs survey that reveals an increased interest in State and county fairs. As a result of the survey they have decided the time is ripe for an extensive advertising campulen by means of exhibits at leading fairs. They are only one of a number of large merchandising firms awakening to the value of the fair as an advertising methandising firms awakening to the value of the fair as an advertising methandising firms awakening to the value of the fair as an advertising methandising firms awakening to the value of the fair as an advertising methandising firms awakening to the value of the fair as an advertising methandising firms awakening to the value of the fair as an advertising methandism. The old submarine that has lain at the Michigan avenue bridge since close of the World's Pair has left its Ohicago filver moorings and is on its way to filverind, where it will be one of the attractions at the Great Lakes Exposition. Adolph Zukor, chair-man of the board of Paramount, spent some time here conferring with the Balabans before going on to Celifornia. Sam Ward, publicity man, on his way to Mexico City, where Abe Marcus opens his revue shortly. "Harry Baugh writes from the Circus Room of the Cumberland in New York: "A line in your Chicago, Chirt asks what became of Bird Millman. I heard of her indirecity this winter and my informant said she was living in Canon city, Colo. You are right—she was 'n grand wire-walker." ... Louis G.

Covan, well-known publicity man, has opened offices in Willoughby Tower. When Phil Wrigley took over the March of Time air program last week he dropped the news finshes that have been heard on WBBM. It was a wise move, for the advertialing coupled with reports of important, often tragic, news drew much adverse criticism. The campaign bands clutter-ing up Loop streets get plenty monotonous when one happens to be so located that he's in the center of the racket district all day, but at least they furnish temporary employment to several score musicians. Eddie Guest, who is supporting the G-mon campaign to persuade law-abiding citizens to be finger-printed as a matter of record, had his own finger prints recorded the other day. Louise Bonnett, who used to be heard singing over WGN, took a screen test recently at the suggestion of Haroid Lloyd and Lewis Milestone, movie director, and has been signed by Paramount. Louise, who is 22 and pretty, has her name changed to Louise Shanley for screen purposed. Herb Jones, editor of The Spotlight, new St. Paul entertainment mag, has been in Chi arranging for news-stand distribution. Locah Ray, whom we used to hear warbling with Phil Harts' orchestra, is under contract to Twentieth Century-Fox Pictures. Loah was one of the inspirations for the newest book of poems by Phil Davis, Acid and Honey-Phil being one of those follows who require a lot of inspiration.

From inquiries being made by the legal department of a big food manu-factuiting concern there acems to be some question as to who can use the name "Aunt Jemima." . . . We haven't any idea just how long it has been used in vaudeville, but Tess Gardella has had that tag for many years. Discreet inquiries also are being made as to literature pertaining to Little Expt as the time draws near for the local showing of *The Great Zieyjeld*. . . . Seems there is little information uvsilable on the famous 1893 World's Fair character at the Chi public library. . . . Woman's Symphony Orchestra will be one of the feature attractions at the Women's Pageant of Progress on the Navy Pier April 18-26. . . Ann Preston (Shaindei Kalish) and Henry Hunter (Arthur Jacobson). both former Chi radio players, have the leads in Universal's What Price Parole?

GENERAL INDOOR

April 11, 1936



<text><text><text> Leedy mark pany.

KANSAS CITY-

(Continued from page 36) main stem this week. Brandon states that he intends to launch a circle in Colorado territory, which he has played for many years. Nona Nutt. of

None Nutt. of the Frank Smith Players, is visiting with friends and rela-tives here while waiting for the show

Monte Montrose, formerly with Allen Bros, Comedians, has signed with the Neil Schaffner Players for the canvas

Jack O. Bell, who formerly operated bis own circle, has joined the Jack Hart Players at Forman, Ark.

NOTICE PROMOTERS Hat Rose, Walter Tithbotta, Ininian, Crockett, Havden and all others inferented in good locations, communicate by Westorn Falon at once. Have three good spots. Next immediate financial as-ZEKE YOUNGBLOOD. Atlantic Olty, N. J. Endurance Shows Conducted by DON KING, Cincinnati, Office

LUMAN J. BEFEDE and Florence stopped over in Cincinnati for a few days' visit with friends last week. From Cincy they drove to Tukcola. II., and from there they will set out for the farm near Warren, N. H. where they expect to spend the greater part of the summer. L. J. says that if conditions in Germany are right they will proba-bly go across for the Olympic Games later in the summer.

FRANK ZAK, having recently finished the Frank Cook Torrington, Conn., show is staying on, working at The Grill, Frank was trainer on the show, which was won by Nora Branch and John Sharkey.

ALTO LOCKE, endurance emsee for the past six years, has completed 16 weeks as emsee at the Green Room. Mobile. Als., bright spot. He would like to hear from Hal Ross, Pop Dunlap. Red Long and Charles Noltimier.

KENNY (DOC) FOSTER writes from Okinhoma City that he is now training with the Okiahoma City ball club.

HARRY LEVY, publicity director for W. E. Tebbetts, cards from Newark, N. J., that he would like to bear from Walter E.

BLACKY KIRBY, Torrington, Coan... wants 'em from Peter Frank, Bill Har-ris, Harry Levy and Ray (Pop) Dunlap.



Spring is here and operators are hurrying here and there trying to find spots.

At the same time I wish these operatora could read some of the letters I have received of late - letters from

parks and operators of large buildings. parks and operators of large buildings, pleading for endurance shows but re-luctant to contact the operators they know, afraid to do so because of the trauble they may have to go thru. But they do want REAL operators and REAL shows. Which proves—WHAT?

Answering the several queries re-garding Wisconsin, may I point out that the show siready conducted there by S. M. Fox and his associates is not a test show to test out the Wisconsin law. It is an attempt to run within that law.

law. Some of these days an operator with money will test that State law. And when he does I feel certain that the State law will be declared invalid. Ditto for Indiana. California and many similar laws in other States. Mean-while, we wait until the lighter comes along.

And some of these fine days the public will be regaled by a walkathon female floor judges. It's going to be different and will brighten the entire show. The operator who is going to present the feeture has his plans complated.

Queries are coming in droves from various parts of the country regarding the new type of show mentioned in this column several weeks ago by the writer. Everyone is curious. But it will be presented and put over ONLY when the RIGHT operator comes along.

What's Charlie Hayden doing? That question has been asked 50 times dur-ing the last few weeks. He's enjoying life in California and his future plans appear to be hasy. He is miking no move toward opening another show tho; by the time this is read, he may have changed his mind again. I don't blame you, Charlie, that farm of yours should be enough to attract you away from the endurince field for some time

to come. As the depression gradually lifts its black vell and the sun of prosperity comes in view we find more and more ex-contestants and employees of endur-nnce shows lasving the field for more slaple employment. More than 100 en-durance workers have left the fold dur-ing the pust six months and are now engaged in business. Good enough. Meanwhile, we like to hear from all ex-matathoners who are out of the field and are employed in 'other lines. Write and tell Don King what you are doing. News of what's going on in the matathon world is always welcome. DO YOU WANT THIS COLUMN

DO YOU WAN'T THIS COLUMN TO CONTINUE? Then support the endurance page of The Billboard. Subscribe to The Billboard Use The Billboard whenever you can This column will stop when the en-durance "game" in our opinion is dead. And it's in a vory dangerous condition right now, believe it or not. What do YOU operators think about the present situation?



A WALTER PICKER Walkathon

39

Billroy Show On 12th Tour

Weather bad, but business okeh at opening — show misses Cordele twister

VALDOSTA, Ga., April 4.—Biliroy's Comedinas, Billy Weble, manuger, opened their 12th annual tour here wednesday night in what is probably the largest and most modernly equipped tent theater in the country. Initial performance draw a comfort-ably filled house in the face of inclem-

(See BILLROY SHOW on page 41)

Stagehand for Bank Night

Stagehaud for Bauk Night 1:08 ANOELES. April 4.—Demands have been served on Pox-Weet Coast chain here by stagehauds' local 33, In-ternational Association of Theatriani stage Employces, that a union stagehaud be used in all circuit houses within the jurisdiction whenever Bank Night or other giveaway stunt is staged. Carl Cooper, businers hand for union, and Charles P. Skouras, of the chain, have been trying to work out a deal. Around 35 F-WC houses in local area are affected. Same terms will be asked of warner houses and Indie theaters as shon as F-WC arrangements are com-pleted.

nieted

Hostesses 1st on NBC **Personnel Cut List**

NEW YORK. April 6.—In keeping with the retrement policy instituted by President Lenox R. Lohr, National Brandcasting Company has disponsed with the services of 18 hostesses and reception clerks. The girls averaged 825 per week and will be replaced by page boys at lower salaries. John Carey, has been given a three months' leave of obsence.

Letout of the hostesses has been in the wind for the past two weeks and ad-ditional personnel cuts are expected here

Fire Injures Three At Louisville House

LOUISVIILE, Ky., April 6. — Gaysty Thester here, housing Fred Hurley's burlesque company, was atruck by firo saturday night, seriously injuring three performers and gutting the stage and backstage areas. First five rows of the uudiorium were also damaged. Loss is estimated at \$40,000. Jec Kilch, straight man, was most seriously injured, sustaining had burns about the face and arms. Danny Jacobs, producer, suffered bruises and burns on legs, arms and face, and Billy (Boob) Reed, comedian, sustained burns on the arms.

on the arms Fire is all

Fire is alleged to have started from the linsh of a prop pistol, which ignited a backdrop. Scenery is a total loss, and all the chorus wardrobe was also con-sumed by the farman sumed by the flames.

WANNTED AT ONCE The series of the series of

WANTED QUICK

Clever ACTIVIT for wome Loads and General Busi-ness, dentifier Plano, Nag, Hanja, er B. & G. In-rement, Also vant Truck Beschnefte Workinau. Opening song North Georgia. Name low, sure sai-77. No alvance, Par your view, ROE NERO, Gen, Oct., or Western Union, Niemi, Fia.

HIGH-CLASS STANDARD ACTS WANTED Ore-night Vauderille' Bhow, May 22. Cincinnati, State all in Brit. BOX D-958, Billboard, Ointi. O.

WANTED

Med. Show Pe

Med. Show Proceeds all lines. Those doubling Orches-KATEX MEDICINE OC. Macon. Gs. WANTED For Test Rep. Plane Player, Puting useful Team Thereins Man Also EOB DEMORAST. Int. Ochurth. Ga.

Chi Opera Season Set

CHICAGO, April 4.-Jason F. Whit-ney, president of the Chicago City Opera Company, and Paul Longonc, general manager, have been in New York ar-ranging for the appearance of several noted stars for next season.

The company has announced that the opening performance of the 1936 season will be on Saturday. October 31, and the season will run six weeks.

Robert Hall McCormick has been elected vice-president of the company. Anna Fitzu is secretary and Charles S.

GTE Hearing Date Is Set

WILMINGTON, Del., April 4.—Chan-cellor Joslah O. Wolcott in Chancery Court here hast Wednesday set April 28 as the date for hearing on the petition of the reorganization committee of Gen-eral Theaters Equipment, fno., asking an order for the sale of assets and prop-erty of the company and receivership.

erky of the company and receivership. The reorganization committee, the petitioners, are acting under the plan of agreement and reorganization of Au-gust 31 last. The sale of the assets and property of the company and of the receivership estate should be ordered and offered in such parcels as may ap-pear appropriate after the hearing, they state. state.

state. United States Senator Daniel O. Hastings, of Delawage, receiver for OTE under the committee's proposal, would subsequently report on the sale to the court, whereupon the action would be heard generally and at which time the court might determine all further mat-ters relating to the consummation of the sale, termination of the receiver-ship, discharge of the receiver and con-summation of the plan and agreement of reorganization.

of reorganization. Chancellor Wolcott approved the ac-tion taken by the depenture holders' committee constituted under a deposit agreement, dated Rebriary 10. 1832, re-lating to the 10-year 6 per cent con-vertible gold debentures of GTE and by the reorganization committee on Novem-ber 20, 1935, in declaring the plan op-erative. erative.

Rip Van Winklers Set

NEW YORK, April 4.-NEW YORK, April 4.—The Somersot Players, a group affiliated with the Reperiory Players, operators of the Rip Van Winkle Theater in the Catakills, plan a stock tour for the coming stim-mer. Under the direction of Gregory Deane, who directed the Broadway play Fens Are Chosen, opportunity will be given to new players by letting them work with professional actors. Plays by authors not yet produced will be given special attention. Offices are at 1500 Broadway. The Somerset

Lambert Resigns As KAO Counsel

NEW YORK, April 4.---Major I. E. Lambert has resigned as counsel for Keith-Albee-Orpheum, effective April 10. This understood that he will immediate-ly engage in campaign work for Gov. Alf Landon of Kansas, potential Repub-lican nominee for the Presidency. Lambert joined KAO about two years ago, coming from ROA Photophone.





ALA Hopes Blasted By Split in Ranks

HOLLYWOOD. April 4. — A bomb-shell was thrown into the intense cam-paign to unionize all writing organiza-tions under the Authors' League of America here late last week when 64 top acreen writers dispatched a telegram to the chairman of the patents committee of the House of Representatives, in which they blasted apolesimen of the League for statements made at the Duffy copyright hearings in Washington. In the measures the writers stated

In the messages the writers stated they repudiate John Howard Lawson (former president of the Screen Writers' they (formor president of the Screen Wilters' Guild) as a spokesman and his stato-ments concerning conditions in Holly-wood. At the same time it was learned that a aerious rift had begun in the ranks of the Writers' Guild, starting more than a year ago between the so-called "conservatives" and galaed im-petus recently thru the action of leaders in requesting members pat to action the determine the start of the start of the determine the section of the determine members pat to action the determine the section of leaders in requesting members not to attend the Academy awards banquet.

It is understood that the conservative (See ALA HOPES on page 41)

Hedgerow's 13 Years

PHILADELPHIA. April 1.—For its thirteenth anniversary play the Hedge-row Theater in Rose Valley will pre-sent Behold Your God. an economic satire by Richard Houghton Hepburn. brother of Katharine Hepburn. The play is the 115th in Hedgerow's tenertory's play is repertory.



MIND READING AND ASTROLOGY ACT WANTED

Must be High Class, Send Photos. APOLLO CAFE, INO., 17 No. Hilnols St., Indianapolis, Ind.

Original Floating Theater Wants Plana Leader with 12t Hand Experience that can Arranco, Alto and Tenor Max that Double Charinet or some other instrument. Must be single. Jon't wire, write, Rohsanals April 20. We par

OHARLIE MUNTER, Wilmington, N. G.

WANTED Young general business toam, young leading man houble tuba, baritone or cornet. All to do aveclatities, if you booze, don't answer, Wask stand reo. FAVORITE PLAVERS, Palentine, III.

AT LIBERTY **XYLOPHONE ACT** Piat Bingle, Flash, Showmanship, Ability, Flosh Instrument, Warihobe, novilnes, novellies, Peri Irail, Review, Act or Bend, Double, Pient fast noview, Act or Bend, Double, Pient fast noview, 2005 Mar. 19 Pract, Mitmauker, Wis.

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Magic and Magicians

By BILL SACHS (Communications to Clincinnati Office)

CHARLIE HOFFMAN, known as the "Doctor of Deception," who recently concluded an engagement at the Brown-Palace Hotel, Denver, opened March 28 at the Continental Room, Hotel Stevens, Chicago, for an indefinite stay. He is headlining the bill and features his magic bar. magic bar.

ROY HOWARD AND COMPANY are featured in the second WPA vaudeville unit in Pittaburgh, which opened thero last week. The show will tour Allegheny Countys for the next four months.

WALLACE THE MAGICIAN, of Dur-ham, N. C., is keeping his not booked those days, making up for time lost during the recent cold weather. The impressable roads had Wallace marooned in Durham for more than a month.

LESTER LAKE (The Great Marvelo) turned Boy Scout Tuesday night of last week to do a good turn for his friend Calvert the Magician. The latter was opera house in the city building at Lebanon. O. Monday and Tuesday nights. He worked the spot with his hypotic turn to half a house Monday night. He worked the spot with his hypotic turn to half a house Monday night. A few hours before the show on Tuesday night Calvert received word to return to his home in Harrison. O. as his wife was about to present him with a "bundle from heaven." Calvert con-tacted Lake, who was in Clicitmati, Atho totally unprepared, Lake gave a dightful 1%-hour program of magic

ANNUAL NIGHT OF MAGIG, pre-sented by Knights of Magie at the Mo-Alpin Hotel, New York, last week drew more than 400 people. Those who en-tertained were Leo Cassaro, John Gooper, Al Baier, Matin Barnett, Charlie Nagel: LeRoy's Juveniles, including Poter Birch Cooper, Al Baier, Matin Barnett, Charlie Magel: LeRoy's Juveniles, including Poter Birch and Helen Luther: Grace Andrews, Poo Ling You and Company, Jean Parker and Max Holden. Com-mittee in charge comprised Murry Berke, president; Jess B. Hirsh, vice-president and chairman, and Paul Cottlow, secre-tary, William S. Cacsar was plano-ac-tomponiment. John Mulholiand was tary. William S. Cac companiment. John among those present.

FRAN-KLINT is presenting his cig-aret tricks at the Petit Casino in Paris.

ERNESTO, magician, has a show at the street fair in Paris.

BEVERAL NEW WRINKLES in magic were worked out recently in Louisville. Ky, when Theodore H. Arnold, who for-merly did a mental act in vaudeville, and Harry Biackstone got together for prolonged sessions. Several years have elapsed since the two, who are friends of long standing, have had an oppor-



AMAZE AND MYSTIFY YOUR FRIENDS! Cat the crowds with Mastel Abore two books ex-plain and describe hundreds of smaxing TFleks for Pocket, Parfor and Bace. Thu raw do ham easily Cards, Goine, Escapes, Mindesadino, 600 Hi-hastrations, house under Largest Mindesadino, 600 Hi-hastrations, house under Largest line of Magical Appretur and the in the Nouth. CYLE COUGLAS, Station A-9, Dailas, Tex.

THE DUOTION OF INFLATED MALLOONS PRODUCTION OF INFLATED MALLOONS OWNERS THEO, OWNERSTER, A Semational Theorem Price, Ownerster, S.C. NEW GIANT THE OLDAR, S.W. Jong, Can be used as many theorem wanted. Huwe Jacuch-Ostler, Fries, Soc. News If the fire our have interface Cataloute. SSG 6814000. Hend I fe for our inter SEO. KRINOG, New York, N. Y.

CLEVAH!

How to roll a Cigarette with one hand. Iteal secret now revealed. No practice. Be the talk of the lown. Price \$1,00. ORANT'S STUOIO, 45 Hawthorne Ave., Pittefield, Mose.

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Large Professional Magic Catalogue, 25c MAX HOLDEN, 220 W. 42d BL. New York Olty.

tunity to visit with each other. Packed houses greated Blackstone at every per-formance at the National, Louisville, March 20 to 23, inclusive. The papers March 20 to 23, inclusive. The papers gave much space to the attraction and the reviews were ionid in their praise. Arnold, who had a severe heart attack last November, was confined in St. Joseph's Infirmary, Louisville, for more than two months. He is now in Louis-ville recuperating and has spent much of his leisure time in perfecting several new effects. He expects to go east after the running of the Kentucky Derby and will probably spend the summer at one of the resorts on the Atlantic Coast.

LEONARD KINGSTON has been working in and out of Detroit for the last five weeks. Among the spots played by him are the Book-Cadillace Hotel. Hotel Webster Hall. Detroit Leiand Hotel and Wenster Hall, Detroit Lenand Goee and the Onsis Club. Ho has been working recontly with Paul Page, tap artist, now appearing at the Oriole Terrace. Detroit. "Had the pleasure of meeting Don Greenwood, who hails from the Weat Coast." Kingston pens. "He is proving bis unique manipulative ability in the class spots here."

MAGRUM, youthful magic worker, has covered 25,000 miles in the last 13 months. Tour took him thru the Da-kotas. Nebraska, Kanasa. Missouri, Minnesota, Iowa, Wisconsin and Illinois. Ho played schools, clubs and auditoriums.

HADJI BABA (Leonard) is doing an eight-minute pantomime illusion act, with two girl assistants, in Mardi Gras Nights, a Wilbur Cushman unit,

THORNTON CLARK is with Hall Skelly's unit, working the Cushman time out of Dallas. He is doing his clover watch routine, assisted by his

DR. HOFFMAN. West Coast magus, 18 currently holding forth at the Stevens Hotel, Chicago.

GIOVANNI, pick-pocket entertainer, is at the Palmer House in the Windy City.

LE PAUL opens this week at the Bismarck Hotel, Chicago.

W. C. (DORNY) DORNFIELD is working the food shows in Springfield. Ill.: Omsha and Tulsa.

JACK GWYNNE AND COMPANY, ap-pearing this week at the Marbro Thea-ter, Ghicago, open April 10 at the Mny-fair Casino, Cleveland, for a fortnight's stay. Gwynne turn is set at the State-Lake, Chicago, week of April 25 and the Tower Theater, Kansae City, Mo. week of Mny 8. From the latter stand Jack and his helpers expect to return to the Morrison Hotel, Chicago, for a run prior to picking up his fair dates for the Hamid office. Gwynne is plauning to take in both the IBM and SAM conven-tions. tions.

THE FRENCH ASSOCIATION OF MA-THE FRENCH ASSOCIATION OF MA-GUDIANS. Association Syndicale des Artistes Prestidigitateurs, has moved in-to new quarters at 44 Rue Saint An-toine. Paris, and 'has elected the following officers: President. Henri Maurior: vice-president. Abel Blanche: eccretary. Pierre Tessier; assistant sec-retary. Henri Guimard: treasurer. George Albert: assistant treasurer. George Gali-lard. lard.

MAX TERHUNE, the well-known ma-gleian, mimic and vent artist, pencils from Sault Ste. Maris, Mich., under date of Maroh 27: "Last week in Cen-tral Missouri; this week just across from Capada. Snowing here tonight. trai Missouri; this week just across from Capada. Snowing here tonight, and in Missouri the gardens were heling planted. Great time with magicians in St. Louis and others along the route. We're 900 miles north of where we played hast week."

RUSSELL SWANN, who opened re-RUSSELL SWANN, who opened to cently at the New Montmartre Club. New York, has had his engagement there extended indefinitely. He is ap-pearing nightly. Eddle Garr and Elsa Maxwell are on the same bill.



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.

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 thea-ters and other amusement spors 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 RADIO

DOROTHY THOMPSON - Hewspa-DOROTHY THOMISON - newspar per woman and foreign correspondent, who hus been heard intermittently on various programs as a guest speaker. Would make a good bet for a show pioneering with a woman commentator on hews of the day-a femme Boake Carter or Edwin C. Hill.

SIDNEY MARION-vet vaude come-SIDNEY MARION—set value come-dium, beak known for his dialect work but equally good on straight lingo delivery. Seems the type of funny man radio needs, having plenty of experience and fresh material. Buit-able either as comic on a varlety type show or as the lead in sketches.

For VAUDE

DAVE TOUGH-tympanist (drum-mer to you) caught recently at the Famous Door, New York, where he played us guest, assisting Red Mo-Kenzle and his band. Can juggle the sticks like nobody's business-not



DOC SAMEON, the ministrel vet. type-writes from his quarters in Richmond. Ind.: "Continental Revue has just fin-ished a return date at the Indiana Thea-ter here. Jack Sweetman and Dell Smith, ex-ministrel hads, are still with it. Recently met Reckless Recklaw and his wite. They're still making it on the bleycles. Haven't heard anything from bleycles. Haven't heard anything from Kid Long recently. Sandy Morrison writes me that the gang is still meeting in front of the Woods Building. Chi-cago. Just received a card from Eddle Shore. He's on a little farm near West-field. Ind. Says he's going to have a good band just as soon as the chickens learn their notes. Come on gang: let's hear from you. Samson says he has some bookings in Ohlo for one of the better known magicians, starting this month, with other time to follow. bicycles Kid Lo

"HI-BROWN" BOBBY BURNS pens from Louisville: "Looks like there will be several minstrels on the road next sea-son. I hear regularly from Max Trout. He has plans for a big one in the fall. He has capital interested and plans a 40-people unit. I never hear the Al Tint-fam Gill controversy any more. Mavbe they really got tegether on that double act they mentioned."

JOHN (JACK) KANE. formerly a well-known minatrel man. is now a mail carrier in Bridgeport, Conn.

MINSTREI, MEN-Shoot in the news on yourself. Let your old minstrel friends know what you are doing and how you are faring.

THE OUVIER PRESS CLUB, Cincin-THE GUVIER PRESS CLUB, Gincln-nati. has organized a minstrel company comprised exclusively of club members. Doe Howard, former Cincinnati booker, is directing the group, which makes its debut at the Cuvier Press auditorium April 16. Those who will take part in the show are Ollie Grimm. Rodney May-tum Charles D. Clemons, Louis Schwartz, Frank Cowperthwaite, Babe Priedman. George Wuest, Tommy Orifith, Fred Reinere, Walter Bridge. Harry Niemeyer, Cecil Hall, William

frenky visual stuff, but the hottest sound effects ever. Halls from Chi. Would sock over in vaude if featured in a band built around him.

For LEGIT

DRAMATIC

COMENTIALITY OWEN LAMONT—recent graduate of the American Academy of Dramatic Arts who impressed excellently in the series of student shows. Has ver-satility, usurance, stage presence and a good technical foundation—plus ex-cellent talent. Scored well in widely different roles, chiefly in the lead of *The importance of Being Earnest* and as Bramwell in Moor Born.

STRELSA LEEDS---pretty and tal-ented lass who has just graduated from the American Academy. His looks, fine stage presence and showed a surprising maturity of interpreta-tion for a youngster. Also has a def-nite and pleasing personality, which should aid in getting a pro job. Looks then a real comerlike a real comer.

Hyman. Nick Cimaglia. Ralph Cur. Harold Mason, Cliff Brennan. George E. Conver, and Joseph R. Weiss, interlocu-tor. A number of the members have appeared on the professional stage.

AL TINT writes from Ohio's capital city under date of April 1: "Arrived in Columbus March 30. Saw many min-strel boys I trouped with, among them Bobby Goesans, Harry Freeman, John W. Vogel and others. What's the matter with Sam (Fish) Gill? Did he cun Bobby Gossans, harry Freeman, Jun w. Vogel and others. What's the matter with Sam (Fish) Gill? Did he cun out of material and postal cards, or did the news stands run out of Billboards? Come on. Fish, send in an answer to last one. my

PROF. AND MRS. WALTER BROWN LEONARD are back home in Glens Fuls. N. Y., after an extended pleasure trip which took them thru 23 States and into Ganada anti Mexico. "Hated to leave Sam Griffin and San Francisco." Leonard postcards.

WALTER REDHILL, of the former partnership of Redhill & Bradford, who launched the Al G. Field Minstreis five years ago, which folded after only a few weeks' tour, is now working on the PWA theatrical project in Cincinnati.



By BOB EMMET (Cincinnati Office)

8.-

The Forum

This denatiment of The Billboard is consucted as a clearing incuse, where readers may capters their last concerning current annuannamic matters. Opinions reparding particular shows or scie will not be con-need. Naiher will attention be given on the last of an annual shows of science in the start output the signed with the full many and address of the and should be written or be idde of the paper. These not exceeding 300 words are preferred. Send computations of the forum.

Boston. For the better interests of show busi-ness and for the sake of the performers in the business who are really infor-ested in their profession. I am writing with the hope

Cites Type of Act That Hurts Show Business

with the hope that this will find a place in *Billy*-boy, thereby show-ing up only a few of the conditions

Show Business of the conditions that are being ex-perienced around "Beantown" and the type of performers that are hurting the business in gen-eral. Commencing March 23 an act worked a local restaurant under an that are hurling the business in gen-eral. Commencing March 23 an act worked a local restaurant under an assumed name. While playing this date they made it their business to contact other acts around town for a "Theatrical Night" held covery Thursday at hotel (in reality an 'audition), and at the same time stated that they were work-ing that hotel the following week and were doing it for their room and board only. That week, incidentally, had al-ready been booked for another act, but when the manager of the hotel found out that he could book an act for their room and board, he immediately can-celed the original act booked in. In order to cover up themselves and toget a salary anyway, this same act had themselves booked into another local spot, thereby working one date and get-ting paid and doubling to another for their room and board and putting one act "out in the cold." If it weren't for acts of this type show business would be where it originally was. It is such were and the a forther and putting one act "out in the putting performers on WPA protects. It is hought these forther one and and putting performers on be where it originally was. It is such acts that are putting performers on WFA projects. It is hoped these facts will find room in *The Billboard* and shaw up acts of this kind to the other members of the profession, and at the same time let the local booking offices knew why it is so hard for them to put acts into the local spots. JACK MACOMBER.

Fond du Lae, Wis. I have enjoyed the Endurance Depart-ment of The Billboard for the last two years and I would like to continue en-loying it, but right now it looks an if I wont, be able to

| Endurance Fan | If the walkathon operators do not |
|-----------------|---|
| Urges Action To | do something im- mediately, in an- |
| Save Walkathon | other year there will be no endur- ance shows and |

with thons will be washed up. Why don't operators get together, as Mr. Kap-ian muggested? The only way to save the game is for the reliable operators to do this. The present walkathon con-dition is not due entirely to the oper-ators. The ennees, trainers, judges and contestants who have not joined the NS-tional Endurance Amusements Associations. The embees, trainers, judges and contestants who have not joined the Na-tional Endurance Amusements Associa-tion are not fault. If all had joined the association would be powerful today. There are hundreds of walkathon fans such as I living in States that have been closed to walkathons, hoping that something will be done so that they will be able to see a good walkathon again. In Wisconsin I am sure there are many towns where a good promoter could make a profit operating a show. So haw abouit getting together for another meeting. Mr. Rosa, Leo Seltzer, Hugh Talbott, Daddy Fox, Charley Hayden and the rest of you legitimate promoters? A great deal of praise should be given to The Bilboard, Don King and Richard Kaplan for trying to keep the walkathon game from dying. CHORDE MILLER.

Minneapolls.

Altho it is some months since I have his does not in reading it mean that I have not been reading it regularly nor does it mean that I have

Data Lacking About Benders, Author Reports

been idle on the research about contortionists. There are still a few benders who seem to evade me insofar as any information

photographs are concerned. or photographs are concerned. I won-der if any renders can offer any data on the following real oldtimers who made wonderful history in the contor-tion world: William Harbeck, Jerome and Alexis, Amazon and Nile, Grent Nor-man, Athol, Borani Brothers, Carl Charles, Marsh Craig, Don Fabian, Dracula, Will Perry, Tom Genaro, Charles Inman, Rose and Martin Julian, Olivio and Walter Wentworth. I wish to thank Chester Kingston for his photos, as well as Albert Sylvester and those who loaned me some rare photos of cur beloved Dad Whitlark. BURNS M. KATTENBERG,

the year of 1897 with Hummell-Hamilton & Sells Shows. Jimmic

I agree with Thaddeus H. Gerig that Willie Sells was the greatest promoter that the circus world has ever known. I happen to know how good a promoter be was, for I spent Cleveland.

In "Good Old Days" Wilson

Days" Wilson Was With 'Em Hammon & Jimmie McElroy was Wil-lie Seila' right-hand man. If I am not mistaken the show closed very unexpectedly in Morgan City, La. that fall and the performers were led to be-lieve that the show was to play New Orleans the following day and instead it was routed over the Illinois Central Railroad. The train was stopped about 10 miles north of New Orleans and every man that was not needed to put the Laintoid. The train was stopped about 10 miles north of New Orleans and every man that was not needed to put the show away was red-lighted. Then the show away was red-lighted. Then the winter quarters was set up on Carthage Fairgrounds. In 1898 the show opened under the tille of the John F. Hummell Colosed Shows. Charles Arnold and Rud K. Hynieka were the owners, with John F. Hummell manager. That show closed in East St. Louis that fall very early. I was with it two sensons, one of the lucky ones. When the show came into Carthage to winter the owners sent me on to the Cooper Circus, X. Y. Z. Hennesey, owner, with Babe, the ele-phant, and a resin-back that Alex Lowande used on the Cooper show. I also took four young llons to the Cooper show with me. The next spring the Cooper show atranded in St. Louis in the coliseum and left all the people in their Cooper show stranded in St. Louis in the Coliscum and left all the people in their rooms or on their trunks. That was some of the things that happened in "the good old days." CAPT. CURLEY WILSON.

Anaheim, Calif.

Annheim, Calif. There have been severil letters in The Forum concerning the old Norris & Rowe Circus, and I can add that Tom Myera anki the writer had the red ticket wagon on the Sells-Floto Show and the year that we went into quar-

He Was in at He Was in at The Finish of Norris & Rowe

INDOOR further, there being daily attachments and no payday for anyone. A paper house finally closed us and the train and entire show was moved to Peru. Ind, and stored on the Ben Wallace tracks. This left namp people stranded in Peru. Including peoplemers, mu-sleins and department hends. Myers and I lived in the sleepers for about a second stranded with the AI G. Barnes and I connected with the AI G. Barnes and I connected with the AI G. Barnes and I connected with the AI G. Barnes and I did too. Mr. Rowe used to come forum of March 21, Mr. Gerig wrote of well, I did too. Mr. Rowe used to come to the wagon and look at the ticket house by the ticket rack and not by the seats. None of Mr. Rowes' family house by the ticket rack and to they have a private err and trouped that was fine man to work for, despite the was fine man to work to be we and by a borris & Rowe was a big loss, I undershand he died in chiteago ever was a fine was bed the in chiteago ever was a fine was to be and to be any and was a fine was to be any any start in the any any any was fine man to work to be we and was a fine man to work to bow any was a big loss. I was a big loss. I was a big loss. I was a several sensore. Rowe and the was a big loss. I was a several sensore. Rowe and was a big loss. I was a big loss. I was a big boy and to boy and big a bow and was a big boy and big a bow and was a big boys. I was a big boys and was a big boys. I was a big boys and was a big boys. I was a big boys and was a big boys. I was a big boys and was a big boys

BILLROY SHOW-

(Continued from page 39) ent weather. Oanvas, stage settings and costumes are resplendently new and give the show a striking appearance. Opening show went thru without a hitch, the Hillibilly Trio scoring the big-gest hit. The Billroy organisation just missed the big twister which wrecked Cordele. Ga., Thursday morning, causing numer-ous deaths and heavy property damage. Portunately, the Billroy trucks had not (Continued from page 39)

Fortunately, the Billroy trucks had not yet arrived in Cordele, the Thursday stand, when the tornado struck at 7 am. The show suffered no damage whatoo-ever, but Manager Wehle canceled the

The show suffered no damage Winkad-ever, but Manager Wehle canceled the date. The roster this season includes the following: Executive staff-Billy Wehle, owner-manager; Harry R. Perkina, as-sistant manager; Daisy Murphy, secre-tary-treasurer; Gladys Duncan, Vivian Voll, Betty Rawlinson. Iris Hurley, tickets; Amos McHenry, Charles Patter-son, front door; Faye Crider, wardrobe; Red Early, props; Roy Heavy, stage car-penter; Evidie Mellon, lot auperintend-ent, with a crew of 27; Ted Harvey, me-chanie; Ralph Woods, electrician, and Mayo Holland, bus driver. On the advance are Don and Della Palmer, contracting agenta; Sid Lovett, in charge of billing brignde, with Si Sowsh, Tom Gunnels and Roy Stevens ar alds; Edythe Farley, 48-hour agent, and the cast are Harry Rollins, produc-er and emsee; Marion Roberts (Mrs. Billy Wehle), fem leads: Ray King, Johnny Finch, Oarl Brown, Rhody Jor-dan, Cal Weat, Bonnie Mack, Mary Wag-ner, Lillian Chaplin, Helen Reed, Gretchen Nicholson. Cora Mary Davis, Rosaline Marco, Edith Ivey, Helen Swain and Virginia Stelvey.

Comprising the Palais Royale Orchea-tra are Gus Schultz, piano leader; Glenn Fye, basa; Ernie Barthel, tenor sax; Bob Heidelbergh, alto sax; Ray Werner, third sax; Archo Farley, drum; Russeil Dun-can, trombone; Al Peterson, trumpet, and Bob Wendy, guitar. Specialties are presented by the Hick-ville Trio, Rollins and Wagner, Marion Roberts, Johnny Finch, Cal West, Bon-nie Mack, Lillian Chaplin, Helen Reed. Gretchen Nicholson and Wendy, Russell and King. Cal West and Daphne (?) are the concert features, assisted by all members of the company. members of the company.

Stage and the tent interior are bril-liantly and effectively lighted. Two public-address systems are used, ma-terially bettering the natural acoustics.

ALA HOPES

(Continued from page 39) element will go into the Guild's May 2 annual meeting to demand a complete new setup, armed with propared resig-nations, and will leave the organization in a body unleas assured of a new execu-tivé arrangement and method of opera-tion. The 64 who signed telegrams each referred to two events instruct for which tion. The 64 who signed originals each referred to two recent picture for which he had written acripts to establish their bons fides. The telegrams read, in part: "Not one

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The Billboard

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dress should give former as well as present address. DISPLAY ADVERTISING—Prifty Cents per Anato Line, Whole Pere, SBO; Hail Pace, S1785 Ouarter Pace, SE7.50, No display advertisement memory and the second second second second method the second second second second second No televanified advectisament accessible unless re-mittance is the argument of a second second second method methods and second second second second second listent of the second second second second second second televant reserves the right to edit all advec-tising corp.



of us has ever been asked to write a word of smut for the screen. Mr. Lawson's assertion that we are treated like office boys is abaurd." office

office boys is absurd." In his testimony recently John How-ard Lawson, as spokesman for the Dramatists' Guild, was quoted as saying important writers were treated like office boys in Hollywood studios and that mo-tion picture producers are to biame for indeceucy in films. As a result of Law-son's statements before the House com-mittee the chances of the merger of writers' organizations getting a ratifica-tion from the Screen Writers' Guild are now said to be definitely affected. Fifty-eight of the 64 signers of wire sent House committe last week repudi-ating John Howard Lawson's statements dispatched a second wire to Washington this week.

this week.

Wire read: "Nothing in our previous

Whe read: "Nothing in our previous telegram repudiating John Howard Law-son's remarks about conditions in Molly-wood is to be construed as our support of the Duffy Copyright Bill to which we are unalterably opposed." Copy of the message was sent to board of directors of the Screen Writers' Guild by Howard Emmet Rogers, Horace Jack-son. John Lee Mahin and James Mo-Guilnnes, aponsors of the first Wash-ington wire.

Chicago Lodge No. 4, TMA

CHICAGO. April 4.—The TMA Oni-cago Lodge No. 4, announces its removal to new quarters in Fraternity Halls, 19 W. Adams street.

W. Adams street. At the regular meeting held March 25, the following efficials of the Chi-cago Moving Picture Operators' Union were initiated: Peter Shayne, president: Glen Sweeney, vice-prosident: Neal Bishop, secretary-treasurer; Frank Glif-ford, business manager. Among others initiated were Martin Johnson. C. Rob-inson and Arthuf Strunk. Brother Thomas Rategan. 20, a member in good standing for 51 years, gave the candi-dates a speech of welcome. A lunch was served under the direction of Sister Peersl Darling. Thru the untiring efforts of the mem-

Thru the untiring efforts of the mem-bership committee, composed of Broth-ers Geia, Mazzone, Galluzzo, Burn and Lubin, the membership drive is fast assuming large proportions. Acting President E. J. Geis, in the absence of President H. W. Shraut, who is ill in the Speedway Hospital, stated at the last meeting that due to the co-operation and efforts of the members, it is con-fidently expected that 300 new candi-dates wil be enrolled shortly.

ANDERSON-James K., 66, former circus exceptive. March 27 at Findlay. O. Body was taken to Columbus, O., after functal services in Findlay and burial was in Green Lawn Centerry there. Son of a circus man. Anderson was bed known a former was for the services of a service service and the services of a service service of the service of th there. Son of a circus man. Anderson was best known as former general man-ager of the Barnum & Bailey Circus and during his career was identified with Ben Wallace, Adam Forepaugh, John Ringling and 'James A. Balley, Sur-viving are his widow, a son and two sisters, all of Columbus. ALBINA — Frank, 74, vet English trapeze artist, who performed in Eng-lish, American and Continental circuses March 18 at Brighton, Eng.

March

March 18 at Brighton, Eng. ARMSTHONG-L. E. 76, president of Fort Dodge Exposition Park Amusement Company and organizer of Hawkeye Company and organizer of Hawkeye Pair and Exposition there, at his home in Port Dodge, Ia. after a brief ill-ness. He was active in bunking and gypaum and clay products industries. Survived by his widow, a son, two daughters and a bothor. BABCOCK-Edward Samuel, 73, father of Muriel Babcock, film writer for Uni-versal Service and The Los Angeles Ex-underse March 28 of his house in Los

with a threat aligned. But a list of a first a second seco View Memorial Park, Glendale, Calif, Besides Miss Babcock, he is survived by his widow, Mrs. Jennie W. Babcock: a son, Edward W., and another daughter,

son, Edward W., and another daughter, Mrs. F. T. Allen. BANKS—Frank E., 62 brother of Sam J. Banks and the Inte Charley Banks, circus press egents and execu-tives, in New York April 1 after a prolonged illness. As superintendent of canvas Frank Banks had many years of experience with circuscs. Among shows he had traveled with were the Charles Bracks cultured book Mit Carbould Buf-Sparks railroad show, Kit Curson's Buf-falo Ranch Wild Wast Sparks railroad show, Kit Curson's Bui-falo Ranch Wild West and the old Frank A. Robbins and Sig Sautelle outfits. Funeral April 4, followed by burial in the family plot at Seneca Palls. N. Y. BARNES - Teddy, 74, noted English rudeville and concert harpist, March 17 at Curlot Eng.

vnudeville and concert harpist, March 17 at Oxford, Eng. BRYAN—Shearon A., 43, district clerk of Cooke County, Texas, at his home in Gainesville, Tex., March 23. He was manager of the Gainesville concert band and a member of the board of directors of the Gainesville Community Circus. Survived by mother and a brother, Aus-tin D. Brunn of Martford Conn.

BUCKLAND-William, 72, well-known
 BUCKLAND-William, 72, well-known
 Buglish fatha concessioner, March 14 at
 Oxford, Eng., following a long illness.

CLAUNCH — Paul, 23. concessioner with the Silver State Shows and for-merly with the Western State Shows, March 26 in General Hospital, Hobba, N. M. of pneumonin. Burial in North Cemetery, Hobbs. CLAYTON — Harry, well-known Eng-lish showman, at Oldham, Eng- on March 16.

March 16. COAKLEY-John H. 55. Metro-Gold-wyn-Mayer scenic artist, March 26 in Guiver City, Calif., as the result of a 20-foot fall from a scaffold. CORRIGAN-Arthur Francis, 46, well-

known New York newspaper man, who as a reporter for the New York City News Association made many friends in News Association made many friends in show business thru his covering of the Times Square district and the West Side Court, April 1 in Polyclinic Hospital, New York. Corrigan, who began his career as an office boy with *The New* York *Times*, reported every important story in his territory. Survived by his widow, Mrs. Alice Desmond Corrigan; a doubter, Migning, a brother and sister daughter, Virginia; a brother and sister COURTAULT-Paul, well-known Eu-

COURTAULT—Paul, well-known Eu-ropean circus artist, related to the Amar and other circus families, in Paris March 17.

Percy Ames

Percy Ames, actor, known profes-sionally in this country for 40 years. sionally in this country for 40 years, and secontly seen on Broadway in the Ed Wynn production "Alice Takat," and recontly seen on Broadway in the Ed Wynn production "Alice Takat," died March 28 in New York, as briefly mentioned under Late Ocaths in tast fissue. He was 62, Ames mado his debut in England, where for some time

debut in England, where for some time he appeared in plays with Lily Langtry and other stars. Among New York plays in which he had roles were "Peg o' My Heart," "Seven Days' taave." "The Cohan Re-vue or 1916," "Soul Fire," "Thou Desperate Pilot," "Quarantine," "The Silver Fox" and "Something Cay." He is surived by three sisters and his widow, Mrs. Sybil Comins Ames.



DE HALL-Candis, 67, once known 34 DE HALL-Candis. 67, once known as the "largest tattoord lady" and in pri-vate life the wife of Percy L. Stovens. Coney Island (N. Y.) strong man, in New York March 6. De Hall had a varied career in carnivals and circuses. EDWARDS-Hilda, 62, former dancer and contortionist, of spinal meninglits March 22 at Cook County Hospital. Chicago. Burial was in Oak Gien Ceme-tery, Chicago. Mrs. Edwards' only liv-ing relative is a sister residing in Fond du Lac, Wis. Lac, Wis. du

FELLMAN-Mrs. Helen, wife of Harold Fellman, well-known Pittsburgh con-cessioner, in that city March 23, Sur-vived by her husband and a daughter. Marie. Services at St. Patrick's Roman Catholic tholic Church, Philadelphia. GLAZOUNOW — Alexandre,

Catholic Church, Philadelphia. GLAZOUNOW — Alexandre, 71, cele-brated Russian composer and musician. in Paris March 21. GUENSTE-F, F., 74, motion picture actor, in Glendale, Calif., March 28. Mr. Guenste had been in films for 18 years and was known as the "grand old butler." He went into pictures from the New York and Pittsburgh stages to appear with the late Rudolph Valentino in The Four Horsemen, His latest film an The Four Horseman. His latest film was A Night at the Opera. HALLSTROM—Carl K. Jr., 55, stage manager of the Orpheum Theater, Salt

manager of the Orpheum Theater, Salt Lake City, March 26 at his home in that eity of pneumonia. He was an active worker in the Mormon Church and a member of local No. 09. IATSE. Surviv-ing are his father: two sons. Carl Jr. and Wayne, both of Salt Lake, and a bleter, Mrs. Gwendolyn Roscil, of Ogden. Utah. Funeral services in the Liberty Ward of the March 20 Under

Funeral services in the Liberty ward of the Mormon Church. March 20, under the direction of Bishop A. B. Kesler. HILBERT-Robert. 11-month-old son of Mr. and Mrs. Roy Hilbert, March 23 at Children's Hospital, Detroit. of double pneumonia. Burlal in Oakview Cemetery, Detroit. HOWARD-Otto 67 many years active.

Cemetery, Detroit. HOWARD—Otto, 67, many years active for the Champaign (O.) County Fair and several years director of the fair associa-tion, at his home in Urbana, O., March 24. He was county commissioner at time of death.

24. He was county commissioner at time of denth. KANE-Edwin Vincent. 47, screen and faction writer, March 26 in Beverly Hills, Calif., of a heart attack. KANE-James P., 65, in Bridgeport. Conn.. March 25 after a short illness. He was the father of John (Jack) Kane, former minstrel star and now a mail carrier in Bridgeport, Conn. KELIS-Mrs. Frank. widow of Frank H. Kells, veteran theater manager for-merly of North Adams, Mass., March 11 at the Albany Hospital, Albany, N. Y., of pneumonia which she contracted while attending her husband's funeral a few days before. Survived by two brothers. Cran C. Donda. Schenetardy, N. Y., and Floyd L. Fonda, Hudson, N. Y. Burial in Albany Cometery, Al-bany, N. Y.

Y. Burnal in Albany Cometery, Al-bany, N. Y. "XELLY-John Francis, 40, of Corning, N V at the Edward Hines Hospital, Hines, III. roccutly after a lingering illness. He was stage carpenter for many vaudeville acts and also toured with various attractions over tha old Mannheim burlesque elrcuit. Deceased was the owner of Kelly Field, the lot used by carnivals and circuses in Corn-ing, and he had a host of friends among outdoor showmen. He Was a member of the Elks and American Legion. Burlal in Corning, N. Y., March 31. Surviving are his father and One Surviving are his father and one

brother. KETTERING -- Mrs. Cors - T. Kettering. KETTERING — Mrs. Cora H., 76, mother of Ralph T. Kettering, play-wright and former theatrical manager and producer. April 2 at her home in Chiengo. She was the widow of Ferdi-nand Kettering. Surviving her are her son and a sister. H.,

KINCAID—Thomas I., father of Perle Kincaid, at the Santa Fe Hospital, Topeka, Kan., March 19. Interment at

Topeka, Kan., March 19. Interment at Sterling, Kan. LA MAR—Emil Armbruster, 88, veter-an band leader, at one time with the Yankee Robinson Cirouis, March 26 at his home in Kansas City, Mo. He was the father of the La Mar Sisters-Laura, Alice, Florence and Jewell—well known in vandeville. Burlal was made in the Okt Soldiers' Home plot at Leavenworth, Kan., March 30. Survived by his daugh-

and his widow, also formerly FL ters trouper.

LAWTER-Fred, technician for Para-LENNON-Bert, 66, who toured the ajor vaude circuits for 40 years as a major

major vaude circuits for 40 years as a character impersonator. In Chicago Murch 20, Lennon, whose right name was Elijah II. Bowen, retired from the stage eight years ago. He made his home in Chicago for the last 25 years and previous to that resided in New York. Deccased was a member of the NVA and the Eagles. Body was shipped to Hamilton. Ont. for burial in the family plot in Hamilton Cemetery March 23. Survived by his widow, Val-bourg Jacobson. Chicago, and two sis-ters, Mrs. Edward Carroli, of Toledo, O., and Mrs. George Watson, of Hamilton. Ont

LOYAL-Albert, member of one of the

LOYAL—Albert, member of one of the best known clicus families of Europe and brother of G. Loyal, ringmaster of the Cirque Medrano, in Paris April 19. MCNEILL—Neill, 30, musician, March 28 at Nashville, Tenn., us a result of injurics sustained in an automobile accident, Body was sent to his former home in Orlando, Fla. MAHAN—John B., 35, accountant for Paramount Public Corporation, at his home in Jersey Oity March 28. Survived by his widow, father, two children and two sisters.

by an analysis of the second s career as critic began in 1882 with a job on The Pall Mail Gazette, clited the second edition of Grove's Dictionary. known as the definitive standard reforknown as the definitive standard refor-ence work in English dealing with music and musicians. He is also credited with playing a large part in the revival of the English folk song. Among his published books are works on Schumann. Brahms and a translation of Spitta's Life of Bach. He was a member of the council of the Royal Conservatory of Music. NELSON-George E. 47. musician. March 27 in Hollywood. He had been a member of the Los Angeles Symphony Orchestra for the last 'o years and a member of American Federation of Mu-sicians for 20 years. RACICOT-Henry E., 71, employed for

RACICOT-Henry E., 71, employed for many years with the Tarren & Voughil Organ Company, Northville, Mich., March 30. Professor Racicot studied inusic in Boston and was for 38 years organjst and musical director of St. Potor and Paul Cathedral choir there. Ho was an organizer of the Catholio Choral Club, one of Detroit's first choral societies, of which he was director for several years. Survived by a son. RAMSAY -- Cromwell J., 87, retired raliway conductor and father of Earl H. Ramasy, Nebraka theatrich manager. at his home in Greenville, Pa., March 29, READY--Michael H., 80, film actor, in Los Angeles March 26. ROBINSON--David, 26, vaudeville comedian of Providence, R. I., in Darien.

comedian of Providence. R. I., in Darien. Conn., April 3.

ROONEY - Annie, 56. audeville comedienne. 50, noted English rudeville constellenne, who retired from the profession some 20 years ago, at Manchester, Eng., March 17. She was mariled to Jack Coogrove, of the Eng-lish vaudeville team of Cosgrove and Westwood.

ROSS-Don W., 34, in recent VOB13 nanager of a Loew theater in Bridge-port. Conn., and formerly manager of Loew's Regent Theater, Harrisburg, Pa., at Bridgeport March 15. After leaving at Bridgeport March 15. After leaving Harrisburg Ross managed a Warner bouse in Philadelphia for a time. Sur-viving are his widow and son, Don viving are his W. Jr

SAMPSON-David L. 85, secretary of Hamilton County Agricultural Society, sponsor of Carthage Fair, Cincinnai, for 40 years, in Bethewda Hospital, Cincin-nati, April 4 from injuries received when struck by an automobile on March 29. Amputation of his right leg below the Amputation of his right leg below the knee had been necessary because of a compound fracture, and he failed to rally. He had long been known as the oldest fair secretary, in age and point of service. In Ohio and probably in the United States. He is survived by his widow, Emma, 86, who was taken April 11, 1936

b the hospital success the news of the socident. SCHENK-Winifred, 18, ballet dancer, Schester, N. Y., March 30. to the hospital suffering shock after the

BCHENK-Winffred, 18. Gallet dancer, in Rochester, N. Y., March 30. SUCII-Herbert Granville, 60, who had appeared in America with the Holman Opera Compuny and many musical com-edy and minatrel shows and whose Englash carcer included appearances with his father and mother at Saddler's Wells for merical theorem. Wells and imperial theaters and the Drury Lane Theater, in New York March 25. Such, who was born in India, was lately connected with the piano indus-try in New York. Survived by a daugh-try on each Duriel in Bernaulif Cama-

try in New York. Survived by a daugh-ter and son. Burial in Perneilif Ceme-tery, New York. SUPERVIA — Conchita, 37. Operatic and concert singer, who had appeared with various European opera companie, with the Chicago Opera Company and on concert tours in the United States, at a becauted in Yondon Nearch 20. Sec. at a hospital in London March 30. She

at a hospital in London March 30. She had gone to the hospital expecting the birth of a child. Survived by her hus-band. Ben Rubenstein. WELD-J. Edward, 76, retired ne-torney, whose studio at 55 East 56th street, New York, was a rendezvous for actors, writers and musicians, April 2 in Bellevue Hospital, New York. Services were hold April 4.

in issuence room in the second second

MARRIAGES

DANGERFIELD-SEMMENS Beníamin Manners Daugerfield Anne Semmens, Pittsburgh Wellsburg, W. Va., March 21. and Allee dancer, in

DAVIS-SLESINGER-Frank Davis, associate film producer with MGM, and Tess Slesinger, novelist and film writer, at Yuma, Ariz., March 29 by Justice of the Peace Earl A. Freeman.

ELLINGER-SINGER - Edgar Ellinger Jr., non-professional, and Sally Singer, NBC vocal star, in New York, March 37.

FOLK-STOUCH — Col. Plummer D. Folk, manager of Marquis the Magleisa, and Lois M. Stough, of the Marquis ad-vance department, at Rock Island, Ill. March 28

GREEN-PRIDDY-Doyle Green, member of the orchestra at the Ousis Club. Fort Worth, Tex., and Vera Priddy at the club March 28.

JANNEY-PEPPER - Leon Janney, movie juvenile, and Jessics Pepper, showgiri, at Armonk, N. Y., March 27.

LOWE - KAUFMAN — Esimund Lows, movie actor, and Mrs. Rita Augusta K. Kaufman, nonpro, at Town Hall, Ar-monk, N. Y., April 2.

LUTZINGER-WARD-F. R. Lutzinger, nonpro, and Madge Ward, secretary to A. H. Blank, head of Tri-States Theaters and Central States Theaters, April 1 in Moines

MORTIMER-WHITNEY - L Morth MORTIMER-WHITNEY - Lee Mou-mer, Brondway reporter, and Patrida Whitney, chous girl at the Paradise Res-taurant, New York cabaret, secretly last November 27 in Jersey City. MULLINS-SBERTOLI-Henry Mullins.

MOULLINS-SBERTOLI-Henry Multis, known on the stage as Henry Hile, of Lowe and Hite, and Anita Sbertoli, of Chicago, at Springfield, Mo. Mullius, 22 years old, is seven feet nine inches tall, while his bridg is five feet three brokes in heichet

tall, while are provided in height. RAMSAY-LLOYD — Frank Ramsy, RAMSAY-LLOYD — Frank Ramsy, short subjects producer, and Norma Lloyd, serven actress, in Riverside, Calli, March 28.

RICH-MITCHELL-Freddie Rich.

RICH-MITCHELL—Preddie Rich. of-chestrn leader, and Uin Marlene Mitchell, of Chicago, by Justice of Pence Julius A Raven at Armonk, N. Y., March 28. WARD-CLEMONS—Ed Ward, owner and manager of the Princess Stock Com-pany, and Lucille Clomons. his leading woman, March 28 at Mk, Ida, Ark. by the Rev. Mr. Husley, of the First Baptist Church. J. Richmond Rof acted as best man and Ida May Roy as matron of honor. Mae Evans sang I Promise You. Mr. Ward has owned and operated the honor. Mae Evans sang / forested the Princess Stock Company in Missouri and Arkansas for a number of years.

COMING MARRIAGES

Bert (Bud) Barnes, former burlesquer, radio announcer and now a member of the federal theater project at Bridge-port, Conn., to Marion Beimout, of Stamford, Conn., former director of the Heckscher Players, New York, and now also a member of the federal theater project in Bridgeport. Margaret Layton, radio singer at KMTR. - Hollywood, and Etward L. Bert (Bud) Barnes, former burlesquer

McLarty, nonprofessional. in Santa Monice. Calif., May 16. Rian James, RKO scenarist, to Ann Andre. English sorcen actress, in Reno

Rian James, RKO scenariat, to Ann Andre, English sorcen actress, in Reno April 18. Mel Venter, anniouncer at Station KFRO. Ban Francisco, to Betty Lou Davis, nonprofessional, of Honolulu, in Sacramento, Calif., next fail. Harry Peterson, Cole-Beatty lithogra-pher, and Lucille Van Hoof, West Palm Beach, Fla., dancing school instructor,

Beach, Pila, daffering sensor instructor, April 14. Richard Coffeen, first trumpet player with Harry L. Hill's Orchestra at the Ingleterra Ballroom, Peorla, III., and Alarion Harvey, singer, of Peorla, some ume in June.

BIRTHS

A five-pound six-ounce boy to Mr, and Mrs. Frank Alian in Kniekerbocker Hospital. New York, March 27. Child has been named Edward Carl. Father has a slide-for-life and human-torture act

Willby Jr., recently to Mr. and liby A. Golf at Newport News, A 500. A son, whiley Jr., recently to Mr. and Mrs Willby A. Oolf at Newport News, Va. Parents were members of "Scaboe" Havworth's Broadway Novelties several esmons ago. At present Mr. Goff is an almouncer on the staff of Station WGH, Newport News. To Mr. and Mrs. Cliff Karns at Tri-

Newport News. To Mr. and Mrs. Cliff Kurns at Tri-gtata Sanitarium. Shreveport. I.a.. March 28 a girl weighing 9 pounds 3 ounces. Mother is Gerturic Karns. featured in her husband's Pat Family Show with United Shows of America. Father and his brother. Edward, were billed as Jack and Jill, fat boys, years ago, and lator as Karns Brothers with outdoor shows. 1.a.. 3

ago, and later as Karns Brothers with outdoor shows. • To Mr. and Mrs. Owen Beanctt at Baptist Hospital. Memphis, a seven-pound daughter April 2. Father is owner-manager of the Vanifiés of 1936 unit and the mother is featured ac-cordionist with the company. A 7% -pound daughter, Madren Ann. to Ebern and Bolis Calvert at Harrison. Mark 31. Enther is thown profess-

O. March 31. Futher is known profes-sionally as Calvert the Magician, Mother

sionally as Calvert the Magician, Mother works as an assistant in the show. A six and three-quarter pound girl. Alexandra Jeannette, to Mr, and Mrs. Kip Frazer in Traverse Oliy, Mich.. March 21. Father is an orchostra leader. An eight-pound boy to Mr. and Mrs. Hal Weiner in Hollywood March 30. Father is a film publicist.

To Mr. and Mrs. Raymond G. Fern-strom an eight and one-half pound boy in Hollywood. Father is research expert on color films.

DIVORCES

Mary Manley Colby from George Col-by, dancer and entertainer, in Cincin-nati April 2.

Hazel Agness Ito, dancer, known pro-fessionally as Hazel Wright, from Michio Ito, Japanese dancer, in Los Angeles

Ito, Japanese dancer, in the argument April 1. Jose Antholo Reachi, known profes-sionally as Ramon, of the dance team of Ramon and Remita, in Miami recently from Louise Hanrick Reachi. Ethel Leiding Willis, Pittsburgh model, filled suit against Allen Willis, trom-

Ethel Leiding Withs, Fittsburgs moust, filed suit against Allen Willis, trom-bone player, in Pittsburgh March 28, Al Ford, concessioner, recently from Ann Ford at Benton, Ark, Marin Shelton, film actress, filed suit Marin Shelton, film actress, filed suit March

March Shetton, film actress, filed allr March 28 against Kenneth Polimer. Scent, in Los Angeles. Dorothy Lébaire Gering filed suit March 26 in Los Angeles against Marcio M. Gering, screen director.

Jones Show Leaves For Opening Stand

FOR UPERING Stand AUGUSTA, Ga. April 4.-With its minimum and the second stand stand out of the second stand stands and stands of the second stands and stands and stands of the second stands and stands and stands of the stands and stands and stands and stands of the stands and stands and stands and stands of the stands and stands and stands and stands of the stand stands and stands and stands and stands of the stand stands and stands and stands of the stand stands and stands and stands and stands and stand stand with the stand stands and stands and stands of the stand stands and son, Harvey, Dr. Jack withon, Arthur Atherton will officiated in the office wagon as secretary and water Davis as director of press rela-tions.



April Showshop

A DVERTISEMENT: This Way to the Big Show, the life of Dexter Fellows, witten by himself, will be off the Viking Press May 20. Mr. Fellows hus been on the publicity stiff of the Big Show (Burnum & Bailey, then Ringling-Barnum) since 1006. His book tells all about the people he has met, including a processional of the great names in newspaperdom. Thousailds of the au-thor's friends are anxiously awaiting the strivial of it written by himself, will be off the g Press May 20. Mr. Fellows hus arrival of it.

Manhattan Transfer: After having maintained a downtown New York ad-dreas for years. Henry Bartels, noted animal dealer and importer, hus joined Frank Buck's zoo out on Long Island. Mr. Burtels makes animals regret that they were brought back alive. Manhattan Transfer:

Colliope Capital: Take it from Joseph Ori, Newark, N. J., which is his real-ence, is still the country's calliope E dence, is center. O center. Or i claims the country's cantope invention. Originally an accordion player with side shows, he saw how cuminvention bersome the steam calliopes were and decided to toy with a compact air in-strument. He toyed so much and well that hs finally was successful.

All-Time Favorites of GEORGE PHILLIPS

S. W. CUMPERTZ. John RINGLING, Tom MIX, W. T. JOHNSON, Jess ATKINS, Zack TERRELL, Charles SPARKS, Dukke DRUKEN, BROD, Will ROGERS,^o Dexter FELLOWS. of REUBEN NORMAN

JCIS ADKINS. JIMMY ALBANESE, AI CUR-TIS, Doc SPRINGER, Frank ORMAN, Frank SIEBERT, Ralph J. CLAWSON, Ralph WOODWARD, East LINDSAY, Nick CARTER. Dereased.

Send in your list of 10 favorite showmen, ling or dead, to Leonard Traube, New York office.

Aside to Billie Williams: A letter ad-deessed to you, care of Hotel Havlin, Chein-nati, has been returned. You owe this column one more name, as you selected Aside to Billie Williams only nine people.

HISTORY REPEATS: In 1922 Dod-son's World's Fair Shows, skippered by the late Wilbur Cherry, made its first invasion of the East. Mr. Cherry had been with Rubin & Cherry before end since, but the 1922 season found him with a terrific mad against his part-ner. Rubin Gruberg. The situation was later patched up, straightened out and filsed, but that is neither here nor there. The invasion of the effecte East met

The invasion of the effete East met with results that may immediately be described as disastrous. The records show the same. The outfit wound up the season by wintering in the Baltimore shinwards shlovards

In 1923 the Dodson show had an opening in Baltimore, being intent on beating the Johnny J. Jones Exposition opening in Britmore, being intent on beating the Johnny J. Jones Exposition into Washington before trekking to the Middle West, where it remained until last summer. Mt. Jones had always played the lot on 18th and H streets. Northwest, and his local front man was none other than Lawrence Phillips. Known as the human trumpeter or something like that, for the gentleman used to toss his voice all over the base-teall grounds of the Washington Sena-tors as officiator on home plate. Mr. Phillips was entitled to the rank of front man because the newspaper ads themselves read "E. Lawrence Phillips presents the J. J. Jones Exposition." In addition to practically dominating the Jones outfit, Mr. Phillips induged in the ancient military habit of types In addition to practically dominating the Jones outfit. Mr. Philips indulged in the ancient military habit of tying up lots, the inference being that Mr. Phillips was trying to protect the good name of the nation's fair capital by not permitting shows into town which in his judgment were not worthy of blat-ting D. C's escutcheon. In abort, if you wanted to play the town. Mr. Phillips was the man to see. Mr. Phillips did not figure on the O'Brien boys, who are from Baltimore.

and therefore practically native D. O'era. The O'Brien boys were composed of Wil-mer Jay. Mack Brandon and William Jennings O'Brien. Being somewhat par-tial to the Dodson show, they descended on Wishington and discovered a lot (no pun intended) which Mr. Phillips missed. They discovered a site in a fashionable neighborhood and landed a committee and started a promotion campaign, including a highly remunerative contest.

Mr. Jones. Wintering in Orlando. Fla., got wind of all this and issued his cele-brated ultimatum to the effect that Jones follows nobody into Washington— they follow Jones instead. He sent in they follow Jones instead. He sent in to Mr. Phillips such men as Alonzo Hugh Barkley, general agent; the late Charlie McCurren, second man, and a grand old one at that: Charley Beasley and Jack Lyles, special agents. Even the late Abe Jones, lot man, was rushed in to try to heat the breach. Abe Jones always looked picturesque as he chulked off lot spaces while mounted on his trusty mule. Abe Jones did not have his mule with him this time. A flock of promoters are in town aft-He sent in as Alonzo

A flock of promoters are in town sit-ting on the Dorlson lot, the promoters being the O'Briens. The auspices are firing the O'Briens. The auspices are firing the cannon balls and Johnny Jongt is pulling his hair and cracking something about letting "those punks" put it over on his supreme staff and "what in 'H' are you going to do about it, anyway?"

Mr. Jones becomes very upset when he learns that nothing can be done about it. He is in Gainesville, Fia., as D. G. is littered with "Johnny Is Com-D. G. is littered with "Johnny Is Com-ing" paper. He then makes a momen-tous decision which meant in effect that if he couldn't beat the Dodsons and the O'Briens he would at least the 'e'm, by golly. What does he do but cancel his next two towns. Charlotte, N. C., and Richmond, Va., where paper is already hanging, and makes a railroad move, said to have cost \$4,200, amack into Washington, thus day and dating the Dodsons. Docisons.

You turn to 1936 or this current year You turn to 1936 or this current year of grace and find that Dodson la again in the East, is playing the capital, a lot being reopened for them by the same suspices they had 13 years before, two of the same promotion staff sitting on the town (Jennings and Mack OBrien) and a contest campaign building the in-terest and furnishing the advance salad dressing dressing.

Of course you know the finish. Mr. Fhilips owns the current Jones show. He has the same lot, at 15th and II, with Mel Dodson sitting tight on another one.

The repetition of warfare is nothing if not interesting and I sincerely hope that both organizations gather in a lot of coin. It would be cruck indeed if they did not make money after going to the trouble of trying, each one of them to get in first.

Dixie Exposition Is Again En Tour

ARAGON, Ga., April 4 .- Dixle Exposi-MAGON, Ga., April 4.—Divic Exposi-tion Shows opened their new season Monday night here. There was favor-able weather for Monday and Tuesday nights and business was satisfactory. Wednesday had rain all day and at night there was a halfstorm, which did some damage to tents and in some places on the midway water was more than a foot deep. Thursdey, with the sunny weather, showings were resumed.

showings were resumed.
Staff: C. D. Scott and Joe Hampton, owners: Bob Page, advance: George Coots, second agent: W. F. (Buddy).
Braden, legal adjuster: Mrs. B. M. Scott, treasurer: Mrs. A. O. Scott, secretary;
F. B. Scott, superintendient: the writer, Mrs. F. B. Scott, mail and The Bill-board; C. K. Kelley, master transporta-tion: Shorty McCampbell, electrician.
Free acts, Dulyal's Attractions.
Shows: O. K. Kelley: Contury of Prog-

Shows: O. K. Kelley's Century of Prog-ress, Billy Arnte's Minstrel Show, Alloen-Allen: Ralph DuVall's "Smallest Mother and Baby" (mother monkey and babe); Kokomo Suilivan's Athletic Show.

Ferris Wheel, Mixup, Rocket, Rides: **Kiddie Ride**

Concessioners: Earl Gilligan, five: B. M. Scott, three: Jean Roberts. one; Goldie Buckhanon, one; R. Richardson, one; A. C. Scott, one; Dinny Moore, one; E. B. Kaw. one; — Buckhanon, two; W. S. Noren, one; Chayton Downes, one; W. S. Noren, one; Chayton Downes, one; M. S. Earl, one; Tonia Ke Lone, one

Gooding Interests' Dates

COLUMBUS, O., April 4.-The P. S. Gooding Almusement Co. has been awarded contract for Merry-Go-Round, No. 16 Elt Wheel, Lusse Auto Skooter and Heyday rides at the Great Lakes Exposition at Cleveland, which event is scheduled to run 100 days starting June 27.

27. Gooding Greater Shows have contracts for fairs this year at the following places: Caro, Jackson, Hastings, Hart-ford and Centerville, Mich.; Tri-County Fair, Delphos, O.; Connoraville Free Fair, Waraaw Free Fair, Franklin Free Fair, Gibson County Fair (Frinceton), Dear-born County Fair (Lawrenceburg), and Hartford City Fail Festival, all Indiana

Sterling With World Mirth

CINCINNATI. April 4.—Frank Sterling the would have three attractions with West's World's Wonder Shows was erro-neous. States that he will be with World of Mirth Shows and is leaving New York City for winter quarters of that organization.

ROUTES-

(Continued from page 29)

Drasen & Purcell Cirgus: Pokin, III., 8-9; Canton 10-11. Harlan Med. Show: Brenjen, O., 6-11. Hoffinan, Maglelau: Blackwell, Okia, 6-11. Lucy, Thos, Elmore: New Sharon, is., 10-18; In Kausas Oliy, Mo., 14; Wheston, Kau, 16-In

Rausas Olly, Mo., 14: Wheaton, Rai, 16-10. elroy, Maglican: Eureka, Kan., D; Junction City 10; Abilene 11; Minneapolis 13; Balinas 14. NG (

14. Rayaltos Concert Co.: Rochester, Ind., 6-11. Ricton's Show: Dacula, Ga., 6-5; Oakwood 9-11.

REPERTOIRE

Billroy's Comedians, Billy Weble's: Ofeen-wood, S. O., 8: Greenville 9: Boartanburg 10: Nowberry 11: Columbia 12: Sumer 14. Bishop Tent Show: Berkeley Springs, W. Va.,

10; Newtow, Bishop Tent Show: Borkony op.... 6-11, Eighte Players: Monkton, Md., 5-11, Ginnivan, Norma, Dramatis Co.: Fayette, O., 5-11, O., 5-11, Discourse Stock Co.: Greenwood, Ark., 5-11, Discourse Stock Co.: Greenwood, Tex., 6-11,

CIRCUS AND WILD WEST

CIRCUS AND WILD WEST Barnes, AI O.: 41111 & Washington lett Los Angeles. Colif. 3-9; Mollywood 19-12; Saith Monica 13; Pasadena 14; Olendale 15; Wentura 16; Banta Harbara 17; Ban Colifornia (Statium) Chicago. III, 11-May 3: Pearly: (Skatium) Chicago. III, 11-May 4: Pearly: (Skatium) Chicago. Shelby, N. C., 11 Mirk Tom: Palo Allo, Calif., 7; Santa Grua 8; Watsonville 9: Monitery 10; Satiuma 11; Los Banes 12 Polack Bros.; Alt Joseph, Mo., 11-18. Ringling Bros and Barnum 4: Shelby: (Madi-son Bg, Garden) New York April 8-May 2:

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

CARINITYAL CUTITI ATTILEO (Roules are for current week when no Cates are given.) Alame: Crumps Park, Macon, Os. Alame: Crumps Park, Macon, Os. Barten, Ann. Co., Weletka, Okla. Burth, C. Russolithi, Jokasonville, Pla. Burth, J. P.: Wadesboro, N. C. Brues: Tailadega, Ala. Buck, O. C. Yonkers, N. Y., 16-18. Bunki Greater: Oreat Falls, S. C. Byers Bros.: Kennett, Mo. Campbell United: Fairmont, N. C., 11-18. Creater 20 Big: Sas Diego, Oally, Tat 15-18. Creater, 13-18. Pater Expo.: Reine, Oa.; South Pitkaburg, Tetan., 13-18. Codid Medali (48th & Gravola) St. Louis. Mo. 6-18. Oolden Eaglie Erie, Kan., 11-18. Goiden Kate: Lompec, Oall; Yentura 14-19. Goiden Eaglie Erie, Kan., 11-18. Greater American: Byringfield, Mo. Greater Junited: San Pedro, Galif: Los Angeles 13-10. Huderbrand United: San Pedro, Galif: Los Angeles 13-10. Hurdy Pros.: Bhannon, Ga. Hurdy Pros.: Bhannon, Ga. Hurdy Pros.: Bhannon, Ga. Hurdy Browland Drumright, Okin. Jors, Johnny J., Expo.: Clainfolte, N. G., 11-18. Jors, Javiand: Drumright, Okin. Jors, Johnny J., Expo.: Clainfolte, N. G., 11-18. Mutherbrand Vallerer, Morenboro, Ky., 11-18. Mutherbrand Vallerer, Morenboro, Ky.,

Jones, Johnny J., Expo. Cliariotte, N. 11-18. Kausi New Bern, N. C. 13-10. Kelley Greater: Owensboro. Ky, 11-18. Landes, J. L. Abliene, Kan, 11-18. Leitip, Capt. Charleston, W. Va., 13-18. Liberty National: Eddyville. Ky.

(See ROUTES on page 122)

43

Barnes More Spectacular Than in Previous Years

Program one of best ever offered by management—Bert Nelson, Cristianis, Mabel Stark among features - has fine tieup with exposition at San Diego, Calif.

SAN DIEGO, Calif., April 4.—The Al. G. Barnes Circus fully measures up to the advance promises that this year it would be newer and greater. The idea of Manager H. L. Cronin to soil the show to the California Pacific International Ex-position worked out well. The premiere idea, meationed in last week's itsue, was masterly showmanship. The local papers, handled by Bernie Head, gave the show fine publicity. Not only was this hookup with the exposition good for the Barnes show, but it stimulated a lot of interest in the exposition. At the premiere, night of March 27, there was an im-mense audience. The house was sold out at advanced prices. This year the show is more spectacular —new specs with javith displays of At Colo Chi Engragement

out at advanced prices. This year the show is more spectacular -new specs with lavish displays of feminine beauty and all new wardrobe, trappings for elephants, horses and lead stock; nifty dance numbers arranged by George Cunningham, Hollywood ballet master, in rings and center atage; a new music score for singers and interpolated dance numbers. The soloiats are Char-lotte Hoffman, soprano; David Craig, tenor, and Del Pugo, baritone. More than 500 people are in opening spec, which is a riot of color. Mounted corps of women trumpeters head the pageant, then Sylvia Weiss, the "Golden Girl," on an elephant. Girls are beautifully cos-tumed. There are 20 elephants, all in new trappings; the usual lead stock, and opechily noted was the excellent band of Eddle Woeckener. For the formal opening matince, March 28, ideal weather prevailed and there was a strew house.

specially noted was the excellent band of Eddie Wockcner. For the formal opening matinee, March 28, ideal washer prevailed and there was a straw house. Straw alko was used at night. Occupying parts of two sections of the star-backs. Bonham Bros. presented the junior and senior bands, 245 men, under direction of Jules Jacques. They split the one-hour concert preceding the per-formance with the band of Wockcener. Bert Nelson scored a tremendous hit with his large mixed group of lions and finish, wrestling with lion, are fea-tured. He sells his act has a showmanilike manner. The Cristiani riding act had the large audience alert every moment oplauding this remarkable number, Waiter McClain's herd of elephants is fast working: the time consumed for thes act from entrance to long mount. (See BARNES MORE on page 49)

Bockus-Kilonis Open April 30

MANCHESTER. N. H., April 4.—April 30 has been set as the opening date of the Bockus & Kilonis Wild Animal Cir-cus, Engagement will be for three days under auspices of the Milk Fund. Three press agents will be in advance, George Atkinson, Harold Rodman and Louis Ganz, with F. Percy Morency back with the show. It has been definitely decided to use a 25-cent general admis-sion the entire season.

decided to use a 25-cent general admis-sion the entire season. Among acts will be Captain William Schulz Animal Unit, with Marion Knowiton, who will be billed as Lady of the Lions; Leo and Mae Jackson. Harry Barrow Unit, DeMario and Mar-lette, Raymond and LaFrance, Freeborn Trio and Ted Merchant, cowboy screen ster with 10 people and eight head of story stock

stock. The science start includes Curtis L more security at an include Curtis L more security and the security of the The executive staff includes Curtis L.

At Cole Chi Engagement

CHICAGO. April 4.—There will be no menagerie and no Side Show at the Chicago engagement of the Cole Bros.-Clyde Beatty Circus. These features will be picked up when the show leaves for its road tour. Local engagement is for 23 days, closing May 3.

Billing was started Monday, William Backell being in charge of the advertis-ing ear. The publicity men. R. E. Hickey, Floyd King and Ora O. Parks, have been at work for a week and the dailies have already carried a number of stories. Hickey has some nice shorts set for one or more of the rotogravure sec-tions. tions.

For one of more of the fotogravite sce-tions. Feature of the show will be Clyde Beaty and his "cats." He will work one group of 34. His wife, Harriet, also will present an animal act. A new riding act direct from Europe, the Zavatta Troupe, is announced, also a European acrobatio act, the Zoeppe Family. Com-plete program has not been announced, but among the acts to appear will be the Imperial Illingtons, Bob Eugene Troupe, Florescu, high pole act; the Gre-tonas, the Clarkonians, Albert Powell, the Millettes, Esma Wilson, Edwards Sisters, Gyae O'Dell, Jean Evans, aerial-ist; the Belfords, the Reynolda-Done-gan roller skating girla, Dennie and Edna Clarks, and a number of others. Jumbo II, African elephant, also will be one of the attractions at the Stadium.

Tom Mix Honored By Taft Kiwanis

TAFT, Calif., April 4.—When the Tom Mix Gircus was here March 26 the Kl-wania Club gave a funcheon at Hotel Fox in honor of Tom Mix, with Arthur M. Keene, publisher of The Daily Mid-usy Driller, officiating as host. At the guest table were E. C. Emmons, mayor of Taft: Fred Mitchell, Mix, Keene: Rob-ert A. Shelbourne, president of the Kl-wanis Club; Dr. Al Burgeols, Jack Munds, who as mayor of Dewey, Okin, appointed Mix chief of police in 1900; Harry A. Hopkins, chairman of the Cali-fornia Highway Commission, and J. D. Peterson, past president of Kiwanis Club.

The Fighting "Colonel" In the Harry-Anna Home, Umstilla, Fla., is a young crippled boy, "Colonel" Linard Jones, who loves the circus and likes to hear trom showfolk. He is suffering from luber-culosis of the spine and has been bedfast most of the time for ning years. He is 12 years old, but one would judge him to be

culoris of the spine and has been bedfast most of the time for nine years. He is 12 years old, but one would judge him to be about seven. I. Tracy Mager, of Eustis, Fla., is one of those very much interested in the chap. He says that if one had asked Ed Baker, super-interested in the chap. He says that if one had asked Ed Baker, super-interested she would have positively an-swered no. When Baker went to the home, Dr. Frank Fort, one of the specialists, fold him that nothing could be done for the "Golonel." However, to send him from the home and give his bed to a kid who could be helped would have been a definite "dath warrant" for him. In The Billboard of August 24, 1935, komard Traube in his Out in the Open col-umn gave quite a bit of space to the "Golonel." Which resulted in a flood of let-ters, all kind and encouragine. One from a woman well known in circus business fold how interested she is in liftle boys, having no children of her own, and that she would itere she whote that her sister also was re-membering him. Several other women also wrote similar letters. In nearly every letter her scelab size has been ordered for the liftle fellow and an effort will be made to the the four and an effort will be made to the the to by Is Goroge Lux, of the eric Lithographing Company, Erle, Pa.

Fine Opening For Harry Haag

MOBILE, Ala., April 4.—Harry Hang's three-ring circus organized here at the old Arlington fair grounds, with Mohlie capital with Harry Hang as general manager, opened here March 30. Show was given on Bradford avenue and Government street lot under auspices of Maple camp. Woodmen of the World. Tent was three-quarters filled at mati-nee and show had conscity at night. The show opened with a pageant

nee and show had capacity at night. The show opened with a pageant composed of the performers, ponies, dogs, a trick mule and clowns headed by a 10-piece band. Dogs and ponies and aerial acts are featured. For the opening, the circus had Maxine, ele-phant, owned by W. C. Richards. He and his wife are operating a tourist camp near Pensacola, Fia. The elephant (See FINE GPENING on page 49)

Three R-B Pygmy Elephants Arrive; Pub. Campaign Starts

NEW YORK. April 4.—A principal feature of the Ringling-Barnum Circus from which much is expected is three pygmy elephants brought over from Africa by Howard Bary, Ringling scout, who introduced the long-neck women from Burma two seasons ago. Bary ar-rived with his touted charges on the (See THREE R-B PYGMY on page 50)

Rail Show For Jones

Quarters established at North Warren, Pa.-opening latter part of April

NORTH WARREN. Pa., April 4.-E. H. Jones, of this city, has established win-ter quarters here and will launch a rail-road diccus, opening approximately April 25. He is a brother of the late Augustus Jones and is a veteran at handling rail above shows

shows. It has not yet been decided on how many cars the show will move. Jones is buying all kinds of circus property, elephanits, wild and domestic trained animals, camels and other lead stock. Baggage and sleeping cars are being whipped into shape by experienced de-partment bosses. D. C. Hawn, who was general agent of the Cole & Rogers Circus for Jones, has been signed and is lining up his de-partment.

partment.

Wheeling Lots In Bad Condition

WHEFLING, W. Va., April 4.-Circus agents will be dismayed when they view the old spots on Wheeling Island this Vear.

Several circuses were here last spring If they want an early Wheeling date.

The spacious parking grounds north of the West Virginia State Pair park now has the appearance of "No mun's land." It is strewn with tons upon tons of debris.

of debris. The inside of the race track on the old fairgrounds, where circuses were formerly held, is hard to find. There are other spots, but none as large as these two. The State fair association is in receivership and unless the WPA cliena up the spots in the next two weeks they will be n. g. for the big tons. tops.

K. C. Advance Guests of Show Club in Rochester

ROCHESTER, N. Y., April 4-Per-formers Club of Rochester, composed of circus, vaude and other oldtime kinkers, hast week entertained Joe Siegrist and other members of forthcoming Enights of Columbus Circus, scheduled for the K. C. auditorium. Party, held in the Moose Club, brought out upward af 50 people, many of whom entertained, top-ped by excerpts from oldtime vauderille sketches and chairacterizations. Club wiss organized in 1931 by Hank Adams, juggler, and was originally called the Old Timers Club. The next year Adams and Sam Kellar, another oldie, changed the club to its present name. Object is to further the interests of en-tertainers. One of the most active mem-bers is Ruth Hanson, who was known in vaude as Jolly Ruth. Max Cohen, local amusement altorney, is club's counsel. ROCHESTER, N. Y., April formers Club of Rochester, cou -Per

Denver Shrine Show

Best in Four Years DENVER April'4.—The fourth annual Shrine circus, presented in the city auditorium by the E Jebel Shrine, grossed heavier than any of the previous three. Managor Lew 9. Parsons said the Shrine would put the show on again next year. Patrons this year bought the expensive seats more freely than any other year.

Harry Sells With Eddy Show

OXFORD PA. April 4.—Harry Sella, veteran boss canvasman, last scason with the Hunt Circus, will again be under the Hunt banner as superintendent of canvas with the new Eddy Bros.' Circus. He is now at quarters at Trenton, N.J.

Monroe With Lewis Bros.

CANTON, O. April 4 .-- "Red" Monroe will be boss canvasman with Lewis Bros Circus. He served in the same capacity with the show during the fag end of last season. He came here this week to assist with the Shrine Circus at the Auditorium Auditorium

Extra Show for Rice Opening;

Ray Brydon Buys 10 New Trucks JACKSON, Tenn., April 4.—With the expectation of an unusually large crowd here April 11 for the opening of Rice Bros. Circus. Arrangements have been made to give, in addition to the citwo regular performances, an extra show at 10 a.m. especially for children. The city and county school superintendents are co-operating and the tickets for this special show are being sold at the special show schools.

Lillian Navarre (Mrs. Champ Simpand has been engaged as prima donna for the spectacle *Piesta Days* in Spain. Mifford H. Smith, of Fulton Bag Com-pany was a visitor at quarters.

The big top goes up today with re-hearsals starting Monday. Merchants' exhibits housed in a large tent at en-trance to the big show will be on dis-play thruout the week. The Musical Fredericks drove in. The advance

brigade has started on the job with plenty of paper. Ray Marsh Brydon is on a trip into Illinois and will refurm with 10 new Chevrolet trucks. Mrs. Brydon and daughter. Rue, ate expected shortly. Jack and Leona Halligan visitors: "Doc" L. B. Ford busy making talks at schools. Juck Walsh getting everything ready for his new cookhouse. Curley Chaplin, assistant big top boss canvas-man, is till in Memorial Hospital with pleurisy. pleurisy.

JACKSONVILLE, IIL. Apr 4. — Ray Marsh Brydon and drivers left the fac-tory of the Ell Bridge Company Thurs-day night with a 24-foot horse trailer, enroute to winter quarters of Rice Bros. Circus, Jackson, Tenn. and with a 20-foot elephant trailer to Rochester, Ind. to obtain several elephants at the Cole-Beatty quarters.





irsit-Class Yonts, Roady To Ships 7x7, 7x9, 1, 12x14, 12x19, 14x24, 16x26, 20x30, 2, 20x50, 24x50, 30x45, 30x50, 30x60, 0, 40x70, 50x50, 60x90, 60x120, 60x150, 150. Write us what YOU want. 250.

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BARTELS CO. 72 CORTLANDT ST., NEW YORK, N. Y.

SPANGLES LBERTIS CO., 140 West 424 St., New York Olty.

Wild Animal Biz In Terrific Boom

NEW YORK. April 4,—Practically every animal dealar in the metropolitan dis-trict is importing, more wild stock than in eight or ten years, with demand from

animal dealar in the metropolitan dia-trict is importing, more wild stock than in eight or ten years, with demand from circusses, carnivals, lobby ballyhoos and brokers, being tremendous. Winter preparations for coming season have shown that a record number of carnivals are going in for animal shows of the trained and untrained variety. About half a dozen accredited carnivals have either converted themselves into animal eircuses or combo eircus-carni-val, which represents a modern trend. Dealers and importers einewhere, not-sbly the West Const, Central States, various mountain districts. Midsouth and Southwest, the country's leading nimal centers, are getting steady calls for animal kingdom stuff. There are more than 150 so-called indie people all over who are marking up their best pre-season ales in years. These hear of prospects and immediately arrange for buys either thru importers or dealers or with animal trainers and showmen who with to give up their charges for im-mediate cash.

Even some parks are going in for the jungle items.

Riddle Opens April 11

POPLAR BLUFF, Mo., April 4.—Jack Riddle's Society Circus will open next Saturday. A new loudspeaker unit has just been received, alko all new rope and new center poles. The Rozina-Riddle troupe, featuring Materine Rozina, tight-wire number, will close act with a blindfold jump of five feet without umbrelia without umbrella.

without umbrelia. Leo Baliman has arrived, replacing Jack Shafer. Annetta and Bernice Riddle are having special examinations at school as regular term is not over until-last of April. Lois Riddle has made all new costumes for wire act. L. E. Collins, Woodrow Ballers and Jerome Poe are working on diown numbers. Aerial muthe stonged of an route to St. Louis Woodrow Dallers and Jeromo Poe are working on dlown numbers. Aerial Smitha stopped off en route to St. Louis. Chief Rolling Cloud and wife had Ma Riddle, 70, at their quarters for dinner. Riddle met Mr. and Mrs. Bean, of high-pitch fame, here last Thursday. They pitch fame, here last Thursday. They had a nice day, collecting a double saw buck.



accepted standards of the outdoor advertising craft and the show world for half a century or more. This year they represent the greatest value ever offered: many improvements and the lowest of prices. All brushes carried in stock. Mail or wire your order to:

stock. Mail or wire your order to: Heliott was breaking a bear set for regular Sunday farm matinees when at-tacked by "Himmy," 750 pound bear.

Bill Pollack Real Fan

BUFFALO, April 4.—H. William (Diffi Pollack, owner of the Pollack Show Print Company, has "purchased" Tuesday night at the Moston-Hamid Circus for Ismailia Shrine Temple during the week of the show hore. It is the first time Bob Morton can remember that the owner of a show print company has gone so far as to buy the entire house. the ontire house.

the ontire house. Pollack brought the first indoor circus to this city for the Shrine during the time he was Potentate and Morton had the plasure of having his show under his di-rection in 1934. It has since become a permanent institution and it is an annual event for Morton during Easter Week. The advance sale is so large that it appears as if extra shows will have to be staged.

Peru Pickups

PERU, Ind., April 4.—Mrs. Bessie Heiser Gardner, visiting son in Chicago, received a telephone call at 10 a, m. in-forming her to work menage and trained ponies here. She made 180-mile trip to farm in little over two hours. Was given a big hand for working several groups. Charles Young has been purchasing agent for a number of large shows the past month. Stated that he is con-tracted with Cole-Beatty show. Momital nations are Calvin Blanken-

Hospital patients are Calvin Blanken-ship, recovering from amputated leg, and Charles (Getz) Wellbrooke, bedfast the last aix weeks, intestinal aliment.

Big attendance at farm last Sunday. Big attendance at farm hast Sunday, Animals and troupes, worked by as-alstants hast weeks, were put thru paces by veteran trainers. Charles Brown, easi trainer, was back. 'Concession stands, supervised by Jack Campbell, with in-door unit in charge of Eddle Babel, and outside. Una Merkel. Among visitors were Ernie Clark and troups, en route to Rochester, Ind. to join Cole Bros.

Victor, Alice and son Chester, hippos, one of the biggest drawing cards at farm, were leased to Detroit Zoo for one yenr.

Jess King has been handling publicity for matinees at the farm. Shated that Mrs. Pauline will be operating calliope at future dates. Stated that John Ed (Dad) Copeland is in menageric depart-ment of James M. Cole Circus at Penn Yan, N. Y.

Firnest White arrived from Chatta-nooga. Tenn., and renewed acquain-tances with Fred (Aerial) Young. He was given a party at Young's Jockey Olub.

Macon, Ga., Joitings

Macon, Ga., April 4.—Willie Wilken, story man with Downle Bros. Circus is busy getting his material ready. Theresa Morales and husband, Jimmy Bater, have left to join the Scila-Stor-ling show at Macon, Mo. Dinty Moore, with headquarters in Macon, has sent most of his units. Oold Diggers, to their starting points. He will leave approximately April 5. Joe Oilligan and wife have returned from a fishing trip in Florida. Joe is master of transportation and wife, Isa-belle, is still connected with the George Hunneford riding act with the Downle show.

The Ocorge Hanneford family arrived

The George Hanneford family arrived with a new house car and new stock. Jack Hoxie and Dixle Starr are ex-pected from the Broken Arrow Ranch in Arizona next week. The Butters Troupe of wire artists will arrive soon as they have finished their western tour. Carlos Garren. Bert Wallace and Irvin Arnold have done fine work with the Downle hore acts. Marion Shuford and the other metisge riders are rehearsing daily. Act will consist of 18 horses and riders.

The wardrobe for the opening number has been okayed by Mrs. Charles Sparks and she says its the finest the show has ever displayed.

John Helliott Improving

PERU, Ind., April 4.—John Helliott, veteran wild animal trainer is improving. Was furnished by circus management with a pair of crutches and it was stated by Dr. S. D. Malouf that all traces of pasturella, had subsided and that the patient will be confined to hospital several weeks upore, under ob-servation. servation.

April 11, 1986

Canton Shrine Show Has Fair Opening

CANTON, O, April 4.—The third an-nual Ganton Shrine Indoor Circus opened Monday night in the City Audi-torium to fair business. Promotion was in charge of Paul M. Lawin, owner-manager of Lewis Bros. Circus, and it is the first tims that the show appears to be a winner. Two hundred and sigty-one banners were hung in the building. Advance licket sale was reported double that of former years.

The opening performance when caught by The Billhoard representative ran less than two hours. Altho not as preten-tious as some indoor shows here in re-sent years, the performance as a whole offered pienty of circus and scored with the audiences.

The program; Tournament; comedy acrobata, Dardenello Trio; ponies, dogs and monkeys, Mac Lewis; Texus Joe and Marion, whip crackers; swinging ladacrobate, Dardenello Irrio; ponies, doga and monkeys, Mae Lewis; Texus Joe and Marion, whip crackers; swinging lad-ders. Cora Oraybor and Phyllis Btanway; 12 trained dogs in a anappy routine, Dorothy Lewis; Silvers Johnson and his elowns; Roman rings, Grahams and Mal-loys; small ponies, three. Mile Lewis; elowns; single traps, Fred Wilbur, Nancy Darnell, closing with muscle grinds, and Eddle Morria; six Liberty ponies, Mas Lewis; Carmen and Crowley, comedy uc-robats; cradle parch, the Wilbur; trained goats, William Oswald; double balancing traps. Mae and Eddle Marine; jungle beaste in steel arona. Jerome Smith; tight wire. Evelyn Kelly; loop trapeze, Phyllis Stanway; elephants, Bar-bara Campbell; teetor-board, Morree troupe. Jerome Smith was equestrian director. director.

the pand of 15 was under direction of L. E. Walcutt. Arnoid Sussnell handled the banner promotion. News-papers here and in Massilion, Dover, New Philadelphia and Alliance gave plenty of stories, especially at Massilion, where K. C. DeLong, circus fan, assisted with the publicity. The band of 15 was under direction

Finishing Touches To Cole-Beatty Show

ROCHESTER, Ind., April 4.—The in-ishing touches are now being given. both to rehearsal of nets and check-up of props, preparatory to movement April 7 of the Cole-Beatty show to Chicago. Baggage and ring stock are in prime condition.

Drime condition. Great proparations are being made for Indiana Press Day. April 6. when pib-lishers and representatives of the Hoos-ier Daily List. Chicago newspaper rep-resentatives and newsreel mon will be given a dreas rehearsal of animal mon-nge. Liberty and elephant acts.

green is berty and elephant acts. Newsreel men representing Universal, Heurst-Metrotone, Fox-Movietone and Paramount were on hand at quarters March 28 for shots or the Beatty act, presented in outside arena. Mrs. Beatty was given much film, working the cuts in all paces, with and without assist-ance from her husband. Harry Atweil, Chicago photographer, gave the audience a bit of comedy when he consented to enter the arena for shots, but developed a nervous tempers-ment when "Bruno." Beatty'a new findle ion. left the pedestal and moved ab-ruptly in Atwell's direction. Pleasant weather the last fow weeks has brought many out-of-town wisitors

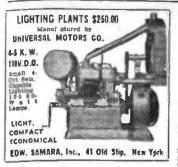
has brought many out-of-town visitors to quarters. The new elephant-lion-tiger act, to be

worked by Mrs. Beatty, has been whipped into shape with assistance of W. F. Bernard and Bob McPherson. It will procede the Beatty act in the arens.

Circus Acts in "Jombo"

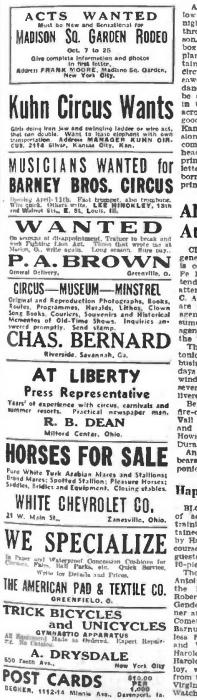
EAST LIVERPOOL. O. April 4.—The new Jombo stage unit show, premiered here, is made up largely of standard circus acts.—the Riding Rooneys, with Charley Rooney acting as equestrian di-rector during the presentation of the circus features; Felix Morales, head side: Violatta Rooks Iron tay: Senorita circus features; Felix Morales, head slide; Violeta Rocks, Iron jaw; Senorits Conchita, aerialist; Toto Ivy on the sliver loop; Emunuel, tight wire: Le Verna Sisters, double traps, and Pape and Conchita.

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SEILS-STERLING **CIRCUS WANTS** PEOPLE IN ALL DEPARTMENTS

PEOPLE IN ALL DEPARTMENTS. Costs and Walters, write Whitey Carroll Working Bin, Scottle Dunn; Big Show Musicians, Prat. Art Helder Side Show People, King Balls, Gan vs Jass Blower, Impelerism, Act. Midget, Side Show, Celevad Muddant, Prof. Willis Mayog Candy Success, O. K. Zabel, Cling Bhow can use one more Success, O. K. Zabel, Cling Bhow can use one more Busineen, O. K. Zebel. Ein Bhow can use one more Wire Act. 5HOW OPENS APRIL 15th. COOK HOUSE NOW OPEN. Address all mail JEFFERSON HOTEL, MADON, MO.



Dexter Fellows (CSSCA) Tent Tattles By FRED PITZER

NEW YORK, April 4.--P. Darius Ben-bam, who celebrated his 44th birthday anniversary April 1, was all a-twitters

milliversary April 1, was all a-twitters recently when zomeone telephoned and asked him to give a 15-minute ourous talk over one of the popular stations. . . . The good ship Morrissey, we are informed, is being readled to make its annual trip north with Capt. Bob Bart-lett. . . Clyde E. Pungborn is making or completing preparations for a world flight and will fake the Tent's flag with him to be sold to the highest bilder when it is returned. . . . Dexter Fellows' new book is to be called *This Way to the Big Show*, and talking about Dexter he displayed real enthusiasm recently when failing about meeting the boat the other downing that was docking with its hed of miniature elephants for the Garden opening. Even this press tho Garden opening. Brea this press agent couldn't hide his boylah fervor over the receipt in New York City of these pocket edition pachydermites.

As this is being read the Dexter Fel-low citizens are preparing for their gala might in the Garden when the Big Show throws open its doors for the 1936 sea-son. The Tent has taken most of the box seals and after the show has planned a hot-dog beer party to enter-tain the artists and executives of the circus. And this will be done in the eawdust of the center ring. We will dance on the two stages and beer will be served There will also be pretzels in the shape of some of the working acrobats and potato chips. All of those goodies are to be provided by Preddle Kanen, who has charge of the affair is headed by Ray Schindler and the printed matter, consisting of a snappy letterhead, was worked up by Orson Kil-born and printed by Charley Parkes print shop. At this is being read the Dexter Fel-

Al H. Oake Ill At Clovis, N. M.

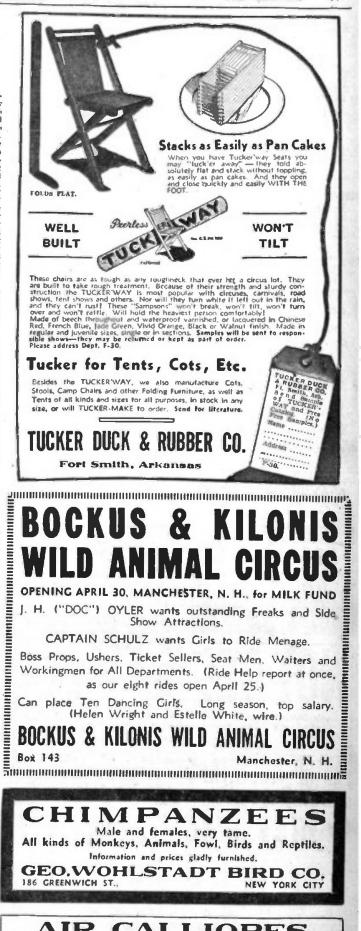
CLOVIS. N. M., April 6.-Al H. Oske, general director of Balley Bros.' Circus, is confined to his room at the Santa Fe Fred Harvey Hotel here. He is at-tended by a nurse for an allment which Actional of a nurse for an allment which attendants have been unable to dispnose. C. A. (Dud) Lawrence and Cash Williake are doing the contracting and general agent's work until Oake is able to re-sume his duties. Lawrence was general agent and Oake contracting sgent on the Tom Mix Circus hast scason. The show which generat at say Are.

The show, which opened at San An-tonio five weeks ago. is clicking, and business has been good. Has lost two days occasioned by terrific New Mexico wind storms. Show travels on 26 trucks, seven new Chevrolets having been de-livered recently.

livered recently. Ben Mouton is owner and does a high fire-dive as free attraction. George Du-Vall is general manager: Cash Wiltiste and William Snider, legal adjusters; Howard King, hanner solieitor; William Durant, advertising manager. Animals include elephants, tigers, bears, monkeys, apea, horses, dogs and ponies.

Happy Hunt's Party

Happy Hunt's Party Brown of the provinger who have been of aerial performers who have been the provinger of the provinger of the performers who have been the provinger of the provinger of the performer was enter the performer was even of the filler of the performer was even of the proving the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even the performer was even of the performer was even



AIR CALLIOPES Our Instruments have been in use by the Ringling-Barnum Show continuously for 23 years. Immediate Delivery-Steaight Key Board-Also B-Flat for Band. PNEUMATIC CALLIOPE CO. (Jos. E. Ori), 119 Central Ave., Newark, N. J.

Under the Marquee

By CIRCUS SOLLY

HAROLD HUNTER will have charge of candy stand on Exidy Bros.' Oircus.

LLOYD SENTER and Webb's Circus Revue are playing theaters and promotions in Southern States.

DALE BOTT will join Rice Bros." Circus as a member of the commissary department.

MCCUNE GRANT TRIO, comedy horizontal bar act, are with Schell Bros. Circus.

D. H. (BERT) DORS, of Bloonington. Ill, well-known circus performer, has taken over the management of Shalain Park in that city.

HERBERT A. DOUGLAS of W. Chester, Pa., recently visited winter quarters of Reo Bros. Circus and met his old friend, Walter Reo.

J. (SPUD) SLOVENSKY advises that he will be with Eddy Bros.' Circus as band leader, also handle mail and The Billboard.

A. H. WESTFALL, former contracting agent of the Walter L. Main Circus, is located on San Fernando road, Los Angeles.

BILL HTLLIAR has obtained 500 inches of free publicity for Ray Marah Brydon's Rice Bros. Circus in Jæckson, Tenn. dailies this spring.

JIMMIE CAMPBELL'S Glengarry Lissies, Scotch entertainers, will be with Al F. Wheeler in the Annex with Eddy Bros." Circus.

WALTER L. MAIN Circus will open at



All Candy Butchers engaged for Cole Bros.-Clyde Beatty Circus report at Chleage Stadium April 9. E. TUCKER.



Rock Hill, S. C., where it has wintered. April 9 and also play there the following day. Will be under American Legion auspices.

JAMES LIVINGSTON, veteran circua performer of wagon-show days, is presenting a musical program—violin solos and songs — in schoolhouses in Penasylvania and New York.

TAD TOSKY paid his final spring visit to the Chicago offices of The Billboard a few days ago before leaving for New York to join the Ringling-Barpum Circus.

THE LEVINES (Harry and Charlotte) will be one of the feature aerial numbers at the Tail Cedars of Lebanon Circus. Trenton. N. J. Will present perch and double-trapeze acts.

AERIAL LaZELIAS, after a winter of night club and theater dates around Detroit, were at Shrine Circus, Canton, O., last week, and will play Shrine Circus, Des Moines, Ia., and St. Louis Police Oircus. Will again be at fairs this summer.

HARRY VILLEPONTEAUX. aerialist and contortionist with the Purcell Stage Circus. will do a loop-walking act, also parachute jumps from a balloon this beason.

THE SHIP, a slub situated near tho wharf and headquarters for the Circus Saints and Simers at Wheeling, W. Va., practically "sank" in the flood, but has raised its head above water.

The Great Kozak (the Man from Moscow), who has completed 24 weeks in vaudeville, will be with Rice Bros.' Circus He spent a week's vacation in Ohicago, and also a couple days at home in Northeren Wisconsia.

PAT VALDO, of Ringilng-Barnum Circus, has bought o residence at Sarasota, Fia, In purchasing his home there, Valdo joins many other circus officials and performers in making Sarasota their permanent address.

There will be another railroad show in the field this season, that of E. H. Jones, who is organizing at North Warren, Pa., story of which appears in another column. The other rail organizations for the 1936 tour are Ringling Bres. and Barnum G Bailey, Cole Bres.-Clyde Beatty and AI G. Barnes.

WILLIAM PURTILL postcards that the old Noyes avenue circus lot in Westerly, R. I., is again available for circuses. A part of it was occupied by an oil company, its lease having expired. Lot is in center of town, Westerly did not have a circus last year.

A LARGE "finger ring" measuring about two inches in circumference was recently dug up in Savannah, Ga. The band of metal is in the shape of a signet ring, and in the oval provided for initials is the name of J. G. Tarver, Texas giant. Tarver has been a circus side show feature for years.

THE LABELLE-RAY Troups will be with Eddy Bros. Circus, presenting ring and acrobatic acts, and Merwyn Ray filing the position of producing clown. They open with the Eddy unit at the Tall Cectars Indoor Circus at Trenton, N. J.

TOMMY BUTLER, electrician, last season with Lewis Bros. Circus, infos that he will not be with show this season. He is an operator at Strand Theater, Battle Creek, Mich., a W. S. Butterfield theater. Butler carries an IATSE card, Local No. 172, Jackson.

DRESSEN & PURCELL Circus will close winter tour at Canton. Ill., April 15. Dressen is at Chillicothe, Ill., getting ready to open outdoors April 25. The show had the best winter season in four years. Flying Howards will artive from Florida approximately April 21.

FLORESCU and H. G. Spinks. his property man, are back in Chicago after playing the Denver Indoor circus. Floreacu will play the Stadium engagement of the Cole Bros.-Clyde Beatty Circus, then go to Dallas for an engagement at the Texas Centennial.

PROF. AGNEW, who has petrified man exhibit, arrived at Rochester, Ind., last week from Florida. He had to detour more than 700 miles account of flood waters.

JOHN P. DUBCH, band leader, who has been absent from the white tops for mine years, is back in the game and will lead the band of Rice Bros. Circus. En route to join the show at Jackson. Tenn., he stopped off at Cincinnati and visited *The Billboard.*

HENRY T. ZAENGER, veteran mail carrier at Perrysville, O., retired March 31. Prior to carrying mail he was the owner of the Perry Billposting Company. His hobby is the circus and theatrical business.

MUSICAL JOHNSONS will conclude their indoor tour with the engagement at the Tall Cedars Indoor Circus at Trenton, N. J., after which they join Al P. Wheeler's Annex with Exidy Bros." Circus.

CLIFF MeDOUGALL enught the Barnes show at San Diogo. Calif. Says that on Narch 28 show had the folks on straw to rings in afternoon and at night on atraw at the ends. The Cristiani family loceived a beautiful horseshoe of white gardenias. five feet high. from Yacopi troupe in New York:

KEITH AND LOUISE BUCKINGHAM, of Eimira, N. Y., recently visited the quarters of the James M. Colo Circus the Penn Yan, N. Y., and state that they were much impressed with the layout of the new show, Keith adds that Ben Holmes will be ahead of the Bishop show.

J. WARD CLARKE visited Bailey Bros." Circus, Ben Mouton, owner, at Clovis, N. M., biz being good. Among those with show are Raiph Noble, Side Show manager: Joe Holland, boss cauvasman: Sam Jones. pitchman: George Duvall, William Snyder, Connors Trio, Robert and Mary Atterbury, Tige and Teen McCue: Lawrence Cross, principal clown.

FRANK WALTER. Houston circus man, recently presented an animal act-Shetland pony. dog and llon, in the hanquet room of a Waco, Tex. hotel There was a slight mishap when the lion leaped on top of the pony, clawing and chewing it. Walter, however, managed to get the lion away before it could do any real damage.

CHARLES BERNARD'S circus history research, the size of his collection and the rapid growth of his mail order trade has justified the erection of a new building and grounds of his Riverside home at Savannah, Ga. to be used as his office, for display and storage of collection and stock carried. It is nearing completion, will be equipped and Charley expects to occupy it in the near future.

A PORTION of the long-pending legal battle concerning taxation of paintings in the John and Mabel Ringling Museum of Art, at Sarasota, was ended March 28, when the State Supreme Court handed down a decision affirming and sustaining a provious ruling of the Circuit Court in holding that the paintings and objects of art housed in the Ringling museum were not subject to taxation.

HY NICHCLS, returning from England in charge of two troupes of Chinese performers, mot three Singhalese elephant men aboard ship who presented the bulls before the passengers. Nichola states that they acted as if they had papers for Manchester, N. H. and apoke of a new elrous springing into being at that point. (Editor's note—The Bockus & Kilonis Circus is in quarters at Manohester).

BILLY LORETTE. clown cop, continues to improve in health at American Hospital, Chicago. Mrs. Lorette asks that it be made plain that Billy was not at the indoor circus in Denver a couple of weeks ago. An item concerning the circus carried the name of Bill Lorette, but this evidently was an error. He will be in the hospital for some time, but Mrs. Lorette says she expects him to be back in the game by early fall,

UNDER THE LEADERSHIP of Tom Smith, Circus Fans of Petersburg, Va. entertained the Ketrow Family at an elaborate dinner, March 27. The family has wintered at Petersburg and is preparing for the commencement of the annual tour of Kay Bros. Curcus, which this year will be literally, bigger and better than ever. The family has endeared itself to the people of Petersburg, and is highly regarded by the leading citizens.

DURING THE ENGAGEMENT of the circus at the Shorehum Hotel, Washington, D. C., Dr, William M. Mann, director of the National Zoo, entertained the following performers at luncheon: itarold Powers and wife, wire act; Mr, and Mrs. Fauli Pallenberg, bear and dog trainers; Bubbles Ricardo, single trapeze Kataros, Risley; Charlie Young, rocking tables; Randows, clowns, and Will Hill, of Hill's Elephants. Dr. Mann took the group on an inspection tour of the zoo following funcheon.

LIPPINCOTT, the magician. writes from "Tiddlin Switch. Tein.," "I see in The Billboard that the One. Horse & Upp show followed me into a certain town in a southern state. and I disagree with your correspondent as to the rates at the one hotel there. It's one dollar per day single. I do a 'One-mun show' and in order to make the natives think I had a large troups while billing the town. I engaged all the roms in the hotol (six). After playing the date it cost me two dollars more than I took in to settle the room rent."

MORE THAN 20.000 attended the Los Angeles Department of Water and Power Carnival in Pan-American Building night of March 21. Only department employees and their friends were admitted by tloket. A circus was held in south end of the building under direction of Bill Hoffman, former trouper, Eddie Gamble booked the acts, and also did the, announcing. Due to large crowds, four performances were necessary, Included in program were Pina family; Wally, juggler: Snooky, trained chimp; clowns. Bimbo, the tramp on tables; Phil Escalante, wire act; Marie and her pete; Escalante trapeze act.

RECENT VISITORS at Circus Room, Hotel Cumberland. New Yolk, were: Hawley Oefinger, CFA, W. J. Hudson, Josie LaFrance, Emma Raymond, Mrs. Mabelle Kidder, Stanley Wilkes, Casey Novik, Jack V. Lyles, Frank Cest, Frank Sterling, Tex Sherman, John T. Miller, E. E. McEddy, Baltzer Bisters. George Phillips, Pete Berrynan, Frankie Packard, J. Raymend Morris, John J. Cousins, H. M. Kilpatrick, Jane Bolsad, Cora Wilson, Gener Deckar, Frank Meredith, Mr. and Mrs. Joe Cann, Max Linderman, Hal Corbett. Jack McDonough. Norman, the Frog Man; Abe Adelman, Mr. and Mrs. H. V. Baugh and Anne Bednar,

SHOWMEN'S LEAGUE circus noies: Larry Benner, side show mail lecturer, magician, and almost anything else usful around a circus, could not withstand the charm of the American circus. He had to return to troupe this year with one, or the other, of two shows with which he has been in former years. Larry ended a five months' "vacation" in the Hawaiian Islands when he dropped in at a recent meeting night to "mit" the boys around the League. He reported a fine outing, said that he had grand treatment, but in the Islands he missed the aroms of sawdust, hence his return to the field of the American Big Rag World. . . Al Humke, tieket soller, etc., of the circus world, seems to be anchored for the time being. He is at San Diego with the Exposition, second colition, and the white tops may Bo' know him this season, unleas it be about the time the boys in clown alley begin to say "a cold winter is in prospect." and look forward to saving the kopets of the late months to combat King Boreas as Rex Ingis moves southward. . . Kenneth Peck, of Downie Bros, Circus, dropped in to the League rooms to meet did friends, thusly mixing pleasure with business on his visit to Chicago.

Everette to Haag Show

HOUSTON, April 4.--T. F. Everette, who has owned and managed cafes here since leaving the white tops several years ago, is closing out his interests and will be with the Haag show this season.

First of the Christy Bros.' Oircus units will leave here shortly for Des Molnes. Iown. G. W. Christy returned from Fort Worth, where he was in a huddle with Billy Roso. Meyer Schlom was a recent visitor at quarters.

FINE OPENING-

(Continued from page 44)

talks or grunts. Elephint is handled by Zinder T. Ingram. After the Mobile performance, the bull was shipped by truck to Berney Bros.' Circus under here for the second

truck to Berney Bios. Circus under lense for the season. Acts are: nerinlists, Aleta Brooks, Rogas duo, Silverlake duo; Ollie B. Lamb who does single iron jaw; Bel-lenti Bros., horizontai bars; dogs and

lenti Bros., horizontal bars; dogs and ponies. "Ginger" diving dog. The Side Show opened in full after the show treached Biloxi, Miss., April 1 and is in charge of Harry Hurris. At-tractions are Mrs. Hurris and Ethel and is in charge of the street Atkinson; William During Atkinson; William During idy. C. J. McDouner is a The Kid Show carries ing Jerry Atkluson; Punch & Judy. C. J. the front. The Kid 14-pice colored band.

14-piece colored Dand. The circus morea on 25 trucks and will tour Mississippi and then head for Tennessee and Indiana. Show is oper-ated by a company headed by Robert C. Schwarz, president: Som Schwarz, complete the Structure Source State aten by a company heated by Robert C. Schwarz, predident: Sam Schwarz, secretary-treasurer; Harry Haag, general manager; R. C. Schwarz Jr., office and tickets; Bert Schwarz, electrical illumi-nations and trucks; Glenn H. Ingle, general agent with two advertising cars in charge of Bill Cates, Guy Smith and Wille Clark; concessions, Harry B. Atkinson, superintendent; grease stand, "Red" Everett; pass box, George Silver-hice; clowns, Sig Bonhomme, Brownie Silverlake, Charles Ernest, Jr., Raymond Duke; asistant electrician, Mose Frank; tickets and banners. Dick Keno with four assistants; band leader. Westley Floyd with following musicians; Dave Thin basistentic, Gand leader, wetting Ployd with following musicians; Dave Seibert, Hudeon Graham, Joe Ewton, cornets: Manifred Haughton, trombone; Domingues Cueto, baritone; Tom Wat-son, base horn; Frank Langham, drum-mer; Bob White, caliope; J. T. Kyle, Search barn; J. W. Gauth, elastractive son, bass horn; Frank Langham, drum-mer; Bob White, caliope; J. T. Kyle, Prench horn; J. H. Gavin, clarinet; with additions to be made later; boss cauvasman. Harry Bender; publicity, Terry Marshall; cookhouse, Joe Ewton; Mit Hudson, chief of ringmasters, with George W. Mashall, announcer. Presi-dent R. C. Schwarz announced that the show would employ 90 model. The bir

dent R. C. Schwarz announced that the show would employ 90 people. The big top is 80x40 with two 30s. This is the Lhird scason that Schwarz Bros. have taken out shows origi-nating in Mobile, the others featuring dogs and ponies.

BARNES MORE-

(Continued from page 44)

inutes. Mabel Stark, with her received her usual big round of aps. Capt. Terrell Jacobs has a six minutes tiver handelaps. fast-working lion act. Liberty anappy, anappy, fast-working lion act. Liberty act is in all rings, with 40-horse tab-leau in center. The Waltiers, aerial bars, classy, received a big hand. The per-formance, as a whole, is one of the best ever presented by a Barnes show and re-flects great credit on Manager Cronin: Bob Thornton, equestrian director, and his assistant. Fred Ledgett.

The Program

maugural pageant titled The Spirit of

US. No. 2—On track, highly gaited saddle-brd horses: the riders, Ova Thornton, Alma Taylor, Diane White, Marguerite Gormar-a classy number, Lotus, big bip, to florni car, driven by Mary St. John. A new animal stunt, "Joey." Orang-utan, leading Ruth, huge pachy-dem, both playing month horne. Trained Valig-utan, leading Hutsi, nuge point derm, both playing mouth harps. Trained by Walter McCluin. No. 3-Ring 1. Albert Pearson, skilled

ferm, both pinying by Walter McCluin. No. 3-Ring 1. Albert Pearson, skilled English artist. juggling and equestrian act: center, Jacbos and his lion group: Ring 3. Ottavio Ganestrell, juggling on back of galleping horse. No. 4-- Special announcement. All Ben Ami carried in mouth of elephant.

No. 4-Special announcement, an Even Ami, carried in mouth of elephant. No. 5-Ring 1, frene Ledgett and Shet-land ponies: center, Mabel Stark and her ligher group; Ring 3, Maxino Woeckener, working pony group. No. 6-Ring 1, Miss White, with

NO. 6-Ring 1. Miss White, with trained horse, pony and dog, very pleas-ing: center, La Verne McClain. Bengal Uger riding elephant, got a big hand: Ring 3. domestic naimals, worked by

None S. domestic maintaile. Volta Solution While and Alma Taylor. No. 7-Special announcement by Mel Sinth-Bert Nelson and 28 lions and

Sinth-Bert Nelson assa tigers: a big hit. No. 8-Rhing 1. comedy juggling. hats and small objects. Cash and Carry: cen-ter, the Cristianis, acrobatic number, ter, the Cristianis, acrobatic number, the single Cristianis, acrobatic number, with finish, double somerssuit by one of troups from testerboard to chair catch troups from testerboard to chair catch on pole balanced by one of the troups: Ring 3. Ross Bros. Trio, comedy equili-brists, on toppling tables. No. 8-Forty-horse Liberty act, rings

and track, with tableau finish; trained and performed by Roland Simpson, Fred Ledgett and John White.

No. 10-Novel handling of aerial num-No. 10-Novel handling of aerial num-ber, singing giris on swinging indders, with David Graig and Del Page soloists. Ring I, indders. Hazel Moss. Golda Hig-don, Lorraine Wells. Peggy Marshali: Ring 2. Golden Girls on Golden Whirl, Babe Thomassen, Mayme Ward. On Ind-ders arranged to work in threes. Helen Wright Dolly Jucobs. Marie Wolf, Bertte Youden, Vernis Mitchell, La Verne Mc-Clain: Ring 3. swinging ladders, Lorraine Wells. Glovani Canestrell, Marguerite Gormar, Dinne White, Betty Baker, No. 11--Ring 1. principal aet. Mise

Gormar, Dinne White, Betty Baker, No. 11-Ring 1. principal act. Miss Cosette: Ring 2. principal act. A. Bell-monte: Ring 3. ladies' principal. Miss Machaquita. Concert announcement by Mel Smith, appearance of concert peo-ple, cowboys. Indians and girls from the 1936 Hollymood Rerue. No. 12-Ring 1, scals. by Joe Belovne-key, Hazel Moss: center, the Dazzling Durbans, excellent juggling: Ring 3. seals, by Lorraine Wells. No. 13-Ring 1, the Florenz troume.

Means, by Lorraine Wells. No. 13--Ring 1. the Plorenz troupe, tight wire; center, the Webber Trio, dancing acrobats on tight wire; Ring 3. the Canestrellis, tight and slack wire; No. 14- Ring 1. Kling Brothers on revolving ladder; center, on high trapeze. Misses Thomassen, E Cristiant, Hazel Moss. Haht

reconstructions trappeze. Misses Thomason Hazel Moss. No. 15-Big clown number in rings track. of posing girls.

and on track

16-Three groups of posing girls, horses and dogs, presented by ward. In center, all in bronze; No. 16-Three groups of posing girls, white horses and dogs, presented by Mayme Ward. In center, all in bronze: in end rings, all white. In display are Shirley Baron. Helen White, Pauline Hell, Myrtle Stanley, Cookie Hamlin, Marlon Bendixen, Ruth Paulette, Eliza-heth Lawhon, Gene Stafford, Sylvia Weiss, Bettle Excelante, Maryon Darling, Grace Aber, Narquerile Gormer, Golde Grace Asher, Marguerite Gormar Golda Higdon. Marcelle Le Flores. Second con-cert announcement. No. 17-00 track, leaping greyhounda

and racing English whippets, with series of high leaps, presented by Jack and White. 18-Special announcement of

Anna White. No. 18--Special announcement of the Cristiani Troupe, in great horsemanship, featuring Lucio Cristiani, a marvelous rider, somersaults from horse to horse and twisters thru hoop, horse to horse, and the four men jumping simultane-ously from ground to back of rapidly vumbing horse, slighting standing, were special features in an act that received tremendous applaise. No. 19—Clowns on track. No. 20—Big herd of slephants, trained by Walter McClain and presented by

by Walter McClain and presented by Irene Ledgett in Ring 1: La Verne Mc-Clain, in Ring 2, and Shirky Baron, Ring 3. Fast working act with several tricks in routines. new

Ring 3. Fast working act with several how tricks in routines. No. 21-Ring 1, Angelo Troupe, acro-batte feats: center, the Canestrella on unaupported ladders; Ring 3. first ap-pearance in United States of the Weirs. Hungarian acrobatic act of great merit. No. 22-This is a very pleasing num-ber, high-school horses ridden by Ova Thoraton, Alma Taylor, Dolly Jacobs. Thora Lillian. Constance Dunn, Giovani Canestrelli. Maxine Woeckensr, Helen Wright, Bertie Youden, Diane White, Myrtle Williams, Golda Higdon, Dixie Dunbar, Georgia O'Dell, Peggy Marshall, Hazel Moss, Lorraine Weils. Vernis Mitchell, Betty Baker, Lillian Dean, Flo Masters, Marguerile Gormar, La Verne McClain, Ifene Ledgett. Marle Wolf, Joun Moran, Alfreda Ames, Trixle Peters, No. 23-Clowns in novelty display. No. 24-Special announcement, the Walters on high aerial bars, deterous

Waltiers on high aerial bars, dexterous feats, with some very clever clowning. No. 25-Hippodrome, Roman standing. dexterous

gentlemen's jockey, tandem racea, racing greyhounds, pony races with monk rid-

The closer, The First Americans, in all rings and on track, all Indian dress. topees, dances, nicely presented. The Indian musical numbers arranged by Eddle Wo lowns are Fay Wolcott. Frank

The clownk are Fay Wolcott. Frank Cash. Fred Carry. Robert Gilbert, Andy McCoy, Ralph Miller, Homer Goddard, Pred and Doodles De Marrs. George Rearick, Mike Garner, Sam King, Billy De Voe. Toots Marion, Ottavio Canestrelli, Arthur Burson, Chick Daile, Ross Bros. Trio, Mill Taylor, Boppo, Red Kirk, Harty Martin, Ricardo Canestrelli, Pat Kling, Prank Cherry, Toby Tyler, Bill Kling, Lefty O'Neal, Toots Papke and Harry Adsit. clowna The concert will- be covered in the

next lesue. The Staff

S. L. Cronin is general manager; Arthur Hopper, general agent; Theo Forstall treasurer; Jack Youden, secretary; W. H.

Colp. legal adjuster: Lee McDonald. lot adjuster: Ed F. Maxwell, local contractor: John J. Brassil, manager Car No. 1; Frank Mahery, manager Car No. 2; Bernie Head and Jack Orimes, press representatives: Earl De Glopper, contracting press agent: Allen J. Lester, checkerup; George Lowe, boss billposter: Pevry Plank, bauner Alten J. Lester, checkerup: George Lowe, boss billposter: Perry Plank, banner puller; J. W Peterson and Dan Dix, 24-hour men: Leonard Karsh, auditor, front door: Duke Drukenbrod, 'manager Side Show: Chester Pelke, superintendent Show: Chester Pelke, superintendent concessions: Robert Thornton, eques-trian director, and Fred Ledgett, as-sistant: Eddie Waeckener, leader big abow band; H. Allen Browne, leader Side Show band: Capitaln W. H. Curths, gen-eral superintendent: G. H. (Blackie) Wil-Hamson, superintendent props: Mike Tschudy, boss hostler: Juid Hullock, trainmaster: Edward Versteeg, chief elec-Eddie trician: Trees superintendent i: Eddie Trees, superintendens erie: Walter McClain, elephants; Rittenour ring stock; George King, menngerte: Merle Grahnun, warground Grahnun, Wakeling, wardrobe: Margaret Graham mistress: Leonard (Winnie) mistress: head porter and superlitendent dining cars; Jusk Fencion, special officer; Ralph Carson, backyard office; Jersey Schanek, superintendent Side Show canyus; George Tipton, steward; J. O. (Red) Forbes, chief thechanic; Charles (Waxey) Olsen, har-Thechnic: Chrifes (Waxey) Olsen, har-ness maker: Pete Ebert blacksnith: Turner Thomassen, tinekeeper: James Thomassen.cashier candy stands; Mel H. Turner Frommer Thomassen, cashier candy stanue, Smith, announcer, press agent back, radio and director public relations; Bill Bush and Percy Merrell, in charge of tractors: Al Weir, official chaffeur: Mark Kirkendall, in white wagon; Dan Parker, uptown ticketer Howard Y. Bary, adver-lising banners; Jake Posey, forage Jake Posey. Harry agent: Harry Levy, admission taxes; Harry Bert, superintendent inside tickets; Al Moss, chief usher; Joe Brown and Johnny Myers, litho and banner pickup men; George Penny, barber; C. Y. Clif-ford, candy floss.

The Side Show

The Shole Shole Sterling (Duke) Drukenbrod is man-ager; Jack Eikina on Box No. 1; George White, Box No. 2; Art Chency, Box No. 3; Don Webster, Box No. 4. The show is a beautiful flash, with 14 new full-size banners, 12x10. Doc Campbell is inside lecturer and attractions are Capt. Gass, giant: Sonia, midget woman: Major Small, midget man: Esau, leopard man: Chet Cain, fattooed man; Virginia But-terfield, mentalist: Deris and Thelma, Albino twina: Chief Keyes and Company. Indian kulfe throwers: Mahouf and Yai-Cher Calli, including him, and The Albino twins: Chief Keyes and Com Indian knife throwers: Mahouf and off, Hindu wonder workers; Katuala Troupe, Oriental entertainers; Monya Podras, anake enchantreas; Jolly Josie, very corpulent lady; Senor Diaz, sword swallower; H. Alan Browne's Harlem Re-vue. In band, H. A. Browne's Harlem Re-vue, In band, H. A. Browne's Harlem Re-Creine and Edw Thompson, trumpets; Walter Cox and Thomas Reid, clarinets and sax; Will Brown, sousaphone: Charley Johnson, bass drum; Elfan-bath Rohmson, Caupalle Rohmson, Mary Hindu wonder er workers; Kaluala entertainers; Monya Charley Jonson, Daks drum; Richard Rideout, traps and anare drum; Eliza-beth Robinson, Gaynelle Robinson, Mary Lee Devis, Ellen Carston, Dixle Warren, Mary Lee Washington and Billie Davis, entertainers. It is very pleasing enter-tainment. Duke and his boys are tire-less workers. Business has been very good.

The Big Show Band—Eddie Woeckener, leader; Ellis Zoe, Leon Darrow, Toni Bal-son. Harry Shell. trumpets: Antone Tonar, Frank Tonar, clarinet and Sax son. Harry Bhell, trumpels; Antone Tonar, Frank Tonar, clurinet and sax; Harry Fairbanks, Andy Granger, Fred Bowman, trombones; Clarence Carr, Joe Flore, baritones; Harry Cutting, Dallas Davis, basses; Albert Yoder, bass drum; Ray Brownell, snare drum and traps; Lew Friebe, air callope. The band, re-spiendent in natty uniforms, presents a striking appearace. striking appearance.

The Concessions-Chester Pelke, auper-intendent: Arthur Stahlman, assistant and purchasing agent: James Thomassen, Intendent, and purchasing agent; January Cashler, novelty department, Sherman Cowen, Charles Johnson, Harry Ooraack; No, I stand, Homer Goddard in charge; hainburger stand, Murdoch Cook; No. 2 stand, Kenneth Mapes In charge; seat salesmen, Agee, Corless, Clements, Cal-hour, Darr, Dodd, Eckfeldt, Frank Hayes, Mindel, Landon, McDaniel, Morria, Herman r bun. ent: James 1... department. Sherman ohnson. Harry Corack; oddard_in_charge; oddard_in_charge;

Dining Department—George Tipton. steward: Pat Parent. assistant: Herman Walther, chef; Tom Longthorpe. second cook; Charley Gadera, third cook. Tommy Dining De eward: Pat cook: Charley Cadera, third cook: Tommy Thoma, baker: John Murphy, Harry Saders and James (Red) Morgan, cooks: Benny Lopez, cook at steam wagon: John McGinky, "pearl diver." Charley Land, engineer at steam wagon: Porrest Van Vlock, head butcher: Bill Beresford, com-missary wagon clerk; ahort-side walters (Prank Richards, staff table), Jerry Mc-Coy, Jamea Russell, George Monroe, Pred Wilson, Harold Urseth, Harold Smith. James Auburn. Roy Bentley, Lloyd Trit-ten: long-side waiters. Joe Karpus, James Hyden. Bert Perkins. Joe Dixon, Harold Kirk, John Kobziff, William Mechkoff, R. McCaid, Richard Grace, Clauds Bau-din, Edward White, Eugene Stilabower, Willie Stone, James Lee, Tom McKenzle, Fred Gates, Dan Hines. New dining top is 50x130, and check at cookhouse showed 597 being fed.

The Front Door-Leonard Karah, audi-tor: William M. Matlock, exchange desk; doormen, Arthur Miller, William M. Mul-ford, Jack P. Robinson, Clinton E. Owen, However, for the San Diego dates, door-men were supplied by the exposition, with Karah in charge Karsh in charge.

Ticket Department-Harry Bert, super-Intendent inside tickets; Al Moss, superboxea, J. A. intendent of ushers; on reserv boxes, J. A. Jones, Bill Monroe, reserved-seat Eddie boxes. J. A. Jones, Bill Monroc. Eddie Grady. Frank Scott. Charles Cunning-hain. Elmar Myers. The ushers, J. Beils, assistant to Al Moss: C. Bauleau, J. Bishop, R. Copeland, S. W. Furmer, E. Greham. R. Hunt, W. Huntley, J. Ladd, T. Dew, R. McKillop, E. March, F. Miller, R. Moore. F. C. Owen, D. Phillips, F. Rick, M. Stanfield, F. Thompson, F. Wag-ner, M. Wartser, Tex Wilson,

Horse Department-Mike Tschudy, boss hostler; M. Warner, first assistant; Jack Malone, second assistant; Jake Posey, Jake Poney superintendent of forage: Jimuy Gould, medicins chest: Vinton Hemphill, in charge of feed pile: eight-horse drivers, Rau Eldredge, John Smithy, Nelson charge of feed pile: eight-horse drivers. Rau Eddredge. John Smithy. Nelson Benns, Spot Eliot; on six ups, Jim Lit-tle. Baldy Brown, Jim Hill and "Mare" Slim; four ups. Stanley Enait, John Lewis: on pullover, Joe Gannon, J. Hill. Edward Engle: on pullup, Forcet Blakes-ice and Jim Kenrney. There are 88 head of baggage stock. On stock, Mcrie Rite-nour, superintendent, with J. S. Fetters amistant. There are 67 head of ring stock. Smithy, N stock.

On Props-B, H. (Blackie) Williamson, superintendent; Whiley King, assistant, with 33 men; George McDermott, chief of riggers

Notes of the Opening

At the premiere, night of March 27, ore noted executives of California Pacific International Exposition, Frank G. Belcher, president: Wayne W. Daillard, oxcoutive manager; Elwood T. Bailey, executive secretary; Fred Masters, pub-licity director; Oscar Kantner, superlicity director: Occar Kintner, super-visor of publicity and special activities; Fred W. Fox, special publicity man handling the circus, rodeo and inidway publicity for the exposition, and who did a siand-out job, with Bernie Head on publiciting the Barnes ticup. The purchase of tickets to the circus ad-mitted holder to the exposition grounds.

The setup on the lot made it tough to get the canvas apread set up. However, Cuitis did the job, the show in part dutside of exposition grounds, with j cages and cookhouse inside the gr Officials of the exposition were j of part o pleased with the hookup and both the circus and exposition will have a fine profit.

charley Murray, guest of the Mr. and Mrs. Ken Maynard, Among Beerv. Beery: Charley Murray, guest of the Cronins: Mr. and Mrs. Ken Maynard Helene Bertell, William Molnnis, Louise Kelso: M. D. (Doc) Howe, of Fanchon & Marco: Dorothy Lamour, star of NBC: Billy and Beverly Bennis, Peter the Her-Billy and Beverly Beinis. Peter the Her-mit, Morris Penter, Caroline and Dorothy Horton, Eddie Bherman and family, George McCarthy, Charles Dodson, Joe Olacey, Scotty Thomas: Nardoni, essape artist, the feature of the John Hix Strange as It Scems Show; Louise, the Girl From Toronto, mentaliat of same show. Harry Foster and Matt Howard handled 2,000 orphane, who attended as guests of the exposition officials.

IN THE 50 Years Ago column, Los An-geles Herald and Express lowne of March 27, appeared this paragraph: Frost & Co's Van Amberg Circus is announced to exhibit in Los Angeles March 30 and for the remainder of the week. Their tent will be pitched on Main street, near Fourth near Fourth

HORSE AND PONY PLUMES FOR STREET PARAGES, AGTS AND AC-VERTISING PURPOBES, Write for Catalog. H. SCHAEMBS 10414 89th Avenue, RIGHMOND HILL, N. Y.

JOE B. WEBB CIRCUS WANTS OUICK Owing to disapportment, organiset Wild Weet, Clowna and Ground Acta, Pay Your wires mine. Onfraville, Kan, Bthi Independence, 10th) Columbus, 11th.

The Corral

BY ROWDY WADDY

HORN CLANCY'S column of g the winners" and other com-in advance) in the daily news-FOG FOG HORN CLANCY'S column of "guessing the winners" and other com-ment (in advance) in the daily news-paper. Port Worth, Tex., was some novel stunt. Several writers have compli-mented it. According to report. Fog mented it. According to report, Fog Horn batted about 75 per cent in his #11065CS

ALBANY. N. Y.—The National Rodeo, of Manhattan, with a capital stock of \$20,000, has been incurporated to con-dust amusement features. The stock-holders include Cariton Z. Solomon. Abraham Sperber and J. Sidney Bern-stein of New York City.

AT PRICE, Utah, the local American Legion post recently decided to organize a Rodeo Association to sponsor a Rodeo-Pair next fail. Val C. Cowics, local publisher, was appointed chairman of committee to lead in organizing th the association.

DAKOTA ED AND SALLY BOWMAN and Red Billingsley have worked thea-ters and night clubs in and around Miami the pist winter, also a Relief Fund show, with ropes, whips and shoot-ing. Bowman lafes that they will be with McMillan Bros. Circus this season trick riding added to their stunts.

SAN DIEGO, Culli.-Frontier Days and International Redeo being staged at the California Pacific International at the California Pacific International Exposition (April 3.4 and 5), with Hugh Strickland as arena director and Larry Beiger, rodeo manager, is being held under rules and regulations of the Rodeo Association of America, Among the participants are Bill McFarland, Irvin Collina, Fox O'Callahan, Leonard Ward, Everett Bowman, Robert Bowne, Homer Holcomb, Andy Jauregui and Lloyd Saunders. Abe Lefton, announcer,

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OCTOBER 7 to

and stock furnished by Cun Burrell. Results in a later issue.

CIRCUSES

NEW YORK .- Herb Maddy, of Harris-Eskow Rodeo, who was here on business, denies a report in the issue before last denies a report in the issue before last (not in The Corral columns) that com-pany's show at Duquene Carden, Pitts-burgh, has been postponed indefluitely because of the flood. Maidy states show will be held as scheduled, starting middle of this month. Tex Sherman, last two seasons on Hagenbeck-Wallnee Circus press staff, has been engaged as publicity director. Sherman recently bublicity director. Sherman recently came from Florida and spent a few days in New York, including visits with Frank Moore, manager local Garden rodeo: Charlie Aldridge, veteran stock man and ex-bronk rider, and others.

SAN FRANCISCO. - Selection of two members of the California Board of the members of the Chilfornia Board of the Rodeo Association of America, was made here recently at a meeting in the Whit-comb Hotel, at which rules for events to be held this year were also discussed. Charles H. Sooy, San Francisco attorney and president Grand National Livestock and Horse Show, and Roy Hubbell, serre-tary of the San Bonito County Rodeo and Home Show Association, were elected California representatives. A third mem-ber to be named by these two. Meeting was attended by 10 representatives of California rodeos, and was presided over by Judge Maxwell McNutt, president of the RAA. Fred McCargar, secretary of the RAA, also attended the meeting.

THE MUSKOGEE DAILY PHOENIX recently carried cuts of the three highest ranking officials (on horseback), of the Mounted Treops of America, headquar-ters of which has been moved from Tulaa to Muakogee. Okin. They are Alfred C. (Alf) Ellis (he's of the Ellis-Todd Rodeo Compuny), president; John A. Guthrie, re-elected mational secretary, and Ray-mond Cook, re-elected national sponsor. Incidentally. Cook founded the young-sters' organization in March, 1927. The boys are scheduled to stige a number of shows in the Southwest this year. By the way, such prominent persons as the late Will Rogers. Maj. Gordon W. Lillie (Pawnee Bill) and Ken Maynard have sponsored their shows in pust years. Many of those boys will later become top-notch contestants. THE MUSKOGEE DAILY PHOENIX

"PICKUPS" FROM HOLLYWOOD-Fritz Truan, a top bronk rider of Holly-wood, received a broken leg at a recent rodeo in Arizona when a horse fell on rodee in Arizona when a horse fell on him. . . Cherokee Alcorn has put a sound system on his new Cadillac enr, and he and John Dalles, Buck McPar-lane and Red Sublette will make rodeos, beginning at Dallas and on up to Can-ada. . Picture compunies are making Western pictures, using pienty of horses, so many of the cowboys are working and new autos are common pround the "Water Hole." . . Hank Darnell has built a regular ranch bunkhouse behind his two nifty homes, and it's a darb-lanterns, grub box in wall, suddle racks 'n' everything. . . Lloyd Baunders and Cadillac ent

25. Inclusive

famous buildogr land is driving Calif. . . Burta working On Parlane is in Burton Brown lis. Catalian Island. ... Bill McParking on a hospital in Arizona-was injured dur-ing the making of the Under Two Flags ing the

JUST SO there will be no misunder-standing: The Billboard is a weekly magazine, flewspaper and trade paper that is affiliated with every branch of professional enlettainment—indoor and outdoor. As pertains to The Corrai de-partment, this column—particularly bepartitions, this column—particularly be-cause of the vast scope and circulation of the paper—is not confined to any one or more classifications of cowboys' sports and similar entertainment— whether rodeo, one-night-stand Wild West, and Wild West with a carnival or playing independently at fairs and other events, or any other shows in which "westerns" have a part. During the last 20 years, rodeos and their participants have been to the fore (inclusive of, for many years, urging—veritably begging— for an association to govern such for an association to govern such events), because of rodeos being out-standing. Many rodeo people and wild west show performers play vaudeville, indoor circuses, fairs, parks and other Indoor circuses, fairs, parks and other ensagements, independently or thr u buokers; all of which branches of enter-tainment ars contained in the news and advertising columns of *The Billboard*; hence The Corral could not wonfined to one or several of the classifications.

80.1 ANGELES .- There ie activity around the headquarters of the Riding Actors' Association of Hollywood, spacious quarters on Santa Moniea Boulevard, of which E. F. (Buck) Mout-ton is president, and Buck Bucko, vice-president: Lon Sowards, treasurer and Harry D. Axe, secretary, Buck told a representative of The Billyboard that he used to send in notes to Billyboar when he was with the Charley Tomp-kins Wild West. Recent visitors noted at the headquarters were: Joe (Slim) Balch. Sid Jordan, Sliver Tip Baker and the missus, and Ken Maynard. Jews Kell stated that he had contracted to clown six rodeos with his mule. C. W. Osten is breaking a new stoer, called Red Cloud, Johnnie Judd has pur-ahased a small ranch near North Holly-Riding Actors' Association of Hollywood, spacious quarters on Santa Monica Osten is breaking a new steer, called Red Cloud, Johnnie Judd has pur-dhused a small ranch near North Holly-wood. Booger McCarthy and Vern Goodrich left to join the Ringling-Bar-num Circus. Thin McCoy is finishing a picture and soon leaves to join the Big Show. Al Slaughter out of hospital and will soon be ready for work. Stated that he has become poet and expects to publish his latest poetic impulse, dubbed "Bronk Ride of Life." Ocorge William has joined the Ken Maynard forces, breaking three yoke of oxen for that show. Augie Gomez working in pictures and playing dates with his knife act. There are a number of the well known members of Riding Actors' Association working around the studios. among them, Sam Vess Pegg. Vern Tant-linger. Sam Garrett, Ben Corbett and Yakima Canut. Chuck Baldra is in Chicago. It's reported that Rose Smith and Nick Nick Nick Nick Nick States and States with his Chicago. It's reported that Rose Smith and Nick Nicoll will join the Tom Mix Circus. Madie and Ray Blatherwick. back from a tour of the Antipodes, tell back from a tour of the Antipodes, tell of having had a successful trip, and are visiting Ray Blatherwick Sr., in Holly-wood. Hank Durnell said he was in the old rocking chair, but would make some of the shows this summer. Eddis Cobb all smiles, busy at the studios.

Poodles Hanneford To Play In Detroit for J. M. Cole

DETROIT, April 4.—Poodles Hanne-ford and his troupe will come here for the Detroit engagement of the James M. Cole Circus, starting April 17. The shows will open May 1 at the Stadhum in Clevelund for a 10-day run under auspices of the Civil Service Em-ployees' Association. Si Semon, general agent, is in Cleve-land handling advance arrangements.

Rooney Stock at Canton

CANTON, O., ADril 4 .- Charles Rooney. OANTON, O., April 4.—Charles Rooney, who is with the Jombo stage unit, said here this week that his riding act was out of the show temporarily and the stock and props. together with the truck used to move the act, has been quar-tered here for several days. Mrs. Rooney is in Columbus, where she expects to engage a woman rider for the act. Mr. Rooney continuing with the show. Rooney said his plans for summer season are indefinite as yet. The stock is under the care of Raiph Peters, Can-ton showman, who maintains a ring barn here.

Gainesville Acts "Shot"

GAINESVILLE Acts "Shot" OAINESVILLE Tex., April 4.—For five hours performers of the Gainesville Community Circus worked before a bat-tery of cumerus Suriday, and practically every act in the show was shot from all angles for publicity purposes and for the souvenir program, 50,000 copies of which will be printed next month. Recent visitors to quarters included J. W. Bender and Harry W. Lewis, of Dallas, and Johnny Jordan, brone rider, who formerly had the Wild West con-cort on George Christy's-Lee Bros.' Circus.

Circus.

THREE R-B PYGMY-(Continued from page 44)

Excalibur, but tragedy stalked when it developed that two of an original here of five had perished. Two girnffes also in the nut periahed. Two girnifies also died. Another highly promising attrac-tion is an imported wire-walking quintet composed entirely of females, four of whom work on one wire and the fifth somersaulting and tumbling on a wire above.

Roland Butler, general press repre-sontative, and Dexter Fellows and Frank Braden, story men, launched the pub-

Braden, story men. hunched the pub-licity campaign early this week under ierrific handlcaps, the greatest being the Bruno Richard Hauptmann atay of execution and the Vera Strotz murder case, but they nevertheless received their usual chare of the space. An attache of the show said that the Big One will play many more East-ern stands this year, picking up a good many played by the shelved Hagenbeck-Wallace Olrous. In addition, there'll be an extra week in Texas, which will be played late in September and early October. highlighted by an appearance on the scone of the Dalhas exposition, a fast which is prominently noted on a full page in the colored magazine throw. fuct which is prominently noted on a full page in the colored magazine throw-away heing distributed by R-B as well as the expo.

A new director of radio activities has been signed in Ralph A. Gram. the orig-inal "globe trotter" of Heirst's Metro-tono News and before that narrator on

Inal "globe trotter" of Heirst's Metro-tore News and before that nearator on Fox Movietone News. Gram is from Wisconsin but got his radio start on a small station in Waterloo, Ta. He will also do announcing on the road, but may test his lungs on the Garden run, sharing that function with Clyde In-galls, skipper of the Side Show. Tim McCoy will be in charge of the Wild West Show, being new at the Oarden as he joined on the road hat season. He's being billed in the ads. Mayor F. H. La Guardia lenged into the ploture with a resounding reversal of a decision made by a member of his solute, License Commissioner Paul Most, who ruled that the show could not be granted a license to appear in Brooklyn because of complaints by residents. The mayor, who has attended many tuncheons of the Circus Saints and Sinners' Club and not long ago was initiated as a member under the club's famous "Full Guy" method, di-rected the commissioner to Issue S permit.

permit. Show train set out from Sarasota winter quarters on Thursday and is scheduled to arrive in the Mott Haven yards tonight. S. W. Gumpertz, gen-eral manager: Pat Valdo, personnel chief, and most of the other back-with-show executives were on it as it neared the city inte today. Carl inthaway, superintendent, and his crew will start from Florida quarters in time to set up shop for the Brooklyn engagement, which starts on May 11 following a week in Beston. In Boston.



HO will "glorify" the stars of the circus? Pause at any news stand — gaze upon its gayly decorated shelves, bright with "fan magazines," glorifying, yes, almost eulogiz-ing the stars of Hollywood, of the net-works and of the legitimate stage. Millions of fans read each month of the exploits of Joan Crawford, Clark Gable, Rudy Vallee, Bing Groeby, Greta Garbo, yes, oven of Tiny Twikkistoes, istest sensation from Copenhagen—Utah or Iowa— to hit the silver screen with a smash or to crash thru one of

amash or to crash thru one of Major Bowcs' programs into the limelight of radio publicity. But try to find a magazine

But try to find a magazino dealing with circus stars. Hunt in vain for a newsy article about those daring young men and women of the white tops. Certainly it is not that the press departments of the

screen, the air and the stage are more efficient or of greater cus, for there exist nowhere today the superiors in the art of publicizing to such men as Dexter Fellows, Roland Butler,

Frank Briden, Bob Hickoy and the other press agents of the circuses. Columns upon columns are written of and about the circus itself. No theatrical attrac-tion, no "million-dollar" screen spectacle, even when bearing the magic name of De Millo, has ever been able to obtain one-tenth the amount of publicity given the circus upon its arrival in town or in ad-vance of that arrival. For the circus is news and most managing and city editors are circus fans. Dexterously and cleverly the circus publicity pryers



weave their tales create each year and new yarns to enthrall and enthing whon a circus star is given a real story. In Boston one enthu-

sinstic gentleman of the press, George Beal, of The Boston Post, has, it is true, written many stories of favorite stars, and entire pages of the magazine section of his widely circulated news-paper have carried these well - illustrated stories. Another Boston news-

L

Floyd L. Bell

paper man, Harold Ben-nison, has written many clever news and feature stories of the circus and its people, and still another Bostonian, this time a tiny dynamo hamed Katherine Bartlett, has each year written highly entertaining stories of the animals and, too, of the performents. Eutoutside Boston, only New York scems to provide stories of the performents themselves. In almost every city the circus story is of the show itself, which, of course, is in the main the correct thing for, after all, it's the show that attracts.

Field Is Wide Open

But the field for glorifying the individual star is wide open. Some day, somewhere, someone will create in the minds of the reading public just as great a desire for and enthusiasm about stars of the wide sawdust circle as is now given the stars and alleged stars of those other forms of entertainment.

What a fund of material is at hand! Could anywhat a fund of material is at name count any-one be more interesting than a Dorothy Herbort, a Con Colleano, a Mabel Stark, an Alfredo Codons, a Jennie Rooney, a thousand other stars of today and yesterday? Certainly the interesting lives they lend, the sinches there have not active on the avnet the sight strey have seen and still see, the experi-ences of their earlier days in learning to become the stars they now are, the very routine, if routine it may ever be termed, of their daily lives, can be made just as interesting as what sort of bath saits a Holly-wood star uses or what type of shaving cream Bing Crosby uses-when and if he shaves.

Radio, quick to learn, was even more alert than the picture magnates and within a very short time after our cars had first been assailed, then attuned to the programs of the air, we began to learn much of the habits, complexions, hobbies, follies and foibles of our radio stars.

Page upon page has been written of the stars of the stage and screen and when all of it was boiled down a good city editor might have found room for a stick of matorial in some small part of it, the perhaps the greater part of the stuff would have speedily found its way to the waste basket. Every metropolitan newspaper today has its movie pages, each Sunday paper is filled with stories of the screen stars, while on other pages appear claptrap and hoosy about tadio stars.

Circus Has Advantages

But did ever one see a page devoted Sunday after Sunday to clicuts stars? And yet these stars of the circus attract each year millions of persons who go to applaud and remain to worship.

True enough a circus has so much more to offer than has any other form of entortainment. There's the glamour and the lute of the circus itself, an atmos-phere to be found nowhere olse in the world. The

were surrounded with a bit more glamour and color and given the individual publicity they deserve! Press and great have themselves been hampered by the old unwritten law of the circus that individuals must always be subordinated and kept well in the background. Perhaps the circus magnates, great as their success has been in most instances, have been forgetful of the fact that without these stars their shows would become dreary, monotonous affairs.

It would be just as possible, and just as profitable,

to make national and international figures of the circus stars as it has been of radio and screen stars. There are no more clever shownen in the world than the circus managers. If they cannot bring their stars into this as green promised into just as great prominence as has been given these other stars, then truly there must be something wrong with the system which has kept concealed

its stories of the stars, a glinpse into their own lives, a tale of their own experiences, such a magazine will a tale of their own experiences, such a magazine will not only sell but it will actually aid the circus itself. Some day, likewise, when the circus comes to town, there will be fans standing outside the doers await-ing the appearance of these stars, eager to obtain a glumpse of them, seeking their autographs just as the signatures of the Hollywood pseudo stars are now soucht. sought.

A Contrast

Not so long ago we witnessed a scene in Boston when one Buddy Rogers came to a theater there for a "personal appearance." The street at the singe door was so jummed with fans that it was necessary to route traffic the other way, around the block. Shouting at the tops of their voices, these fans, and they were of all ages, clamored for a view of their pet. Here was a young man, fresh almost from the wheat fields of Kinsas, who had come into prominence mainly because of his widely press convict and wheat fields of Kinsas, who had come into prominence mainly because of his widely press-agented person-ality; certainly not even Buddy would claim it was because of unusual histrionic ability. That same week the circus played in the Boston Garden. It did a capacity business, its walls were crammed with cager circus fans. But did anyone among them seek a view of Lillian Leitzel as she loft the Garden? Did anyone seek the autograph of Con Collenno or Alfredo Codona? These stars of the circus world for greater anyone seek the autograph of Con Colleans or Alfredo Codona? These stars of the circus world, far greater as performers and far superior as showmen to the choma star, came and went, ate in restauranta, walked thru hotel lobbles without attracting attention. But a restaurant in which young Rogers sought to cat a steak was mobbed and he was hurriedly es-corted to safety, snatched from the very arms of feminine-and some male-admirers.

Why? Lillian Leitzel was the greatest of all circus why? Lillian Leitzel was the greatest of all circus stars. There probably never again will be a Leitzel. Among real circus funs her name remains forevor enshrined as the acme of circus greatness. Yet Leitzel in all her glory never was obliged to seek police protection from admiring crowds nor battle bet way they formed traffic caused by refused of her way thru jammed traffic caused by refusal of her public to "move on." Yet Leitzel-and all other circus ctars—gave much more to the art of attaining her degree of perfection than any movie or radio star ever dreamed of giving.

Circus Star's Day Coming

Perhaps it's because circus folks are such "regular folks." They live and love their work, their art, but it becomes so routine to them that they laugh away attempts to actually glorify them as individual stars.

Yet some day that process of glorification will work its way to success and one will be able to find data and stories of his favorite circus headlinors and to hear them spoken of in the same awcsome, worshipful terms as are these overnight stars of other entertainment branches.

The show is still the thing, the circus itself is greater than any individual, it will live forever and will forever hold its appeal to old and young, but some time we will hear the stars of the big top and read of their exploits just as now we hear and read of Franchot Tone or Fred Astaire's latest model car or the sort of food with which these stars satisfy their palates in daily life.

Hall the circus star-long live the circus!

The Billboard

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Hail the Circus Star --Long Live the Circus! By Floyd L. Bell

jects for long and interesting stories. The very arrival of the circus, the unloading, the setting up of the vast array of white tops, the thrills and oven the noise of a circus provide in themselves stories which are different from those which may be written of any other style or form of entertainment.

But, we reiterate, the circus star himself, or herself, has never been properly publicized. Of course every circus fan knows well the Colleanos, the Codolias, the Beattys, the Rooneys, the Bradnas, the Yacopia, the Reiffenachs, the Wirths, the Wallendas and so on ad infinitum. But what fan knows anything of interest about any one of these stars? And yet every one of them, we are very certain, could tell tales, and true oncs, which would make the stories written of radio and sercen stars seem like kinder-garten rhymes. And best of all there would be no

Floyd L. Boll is a widely known news-paper man and publicity purveyor. Not so many years ago he was on the staff of the Ringling Bros. and Barnum & Bailey Circus as one of its pross men and served for several seasons there. Later he was press agent in Boston for Paramount-Publix for four years. Mr. Bell also has acted as contact man for the Brockton, Mass., Fair of late years. In February and March of this year ho handled the press for three sportsmen's shows in the East and all of them went over in a big way.

scandal, no wild stories of divorce and dissension, nothing but clean, wholesome material and would make spiendid reading for circus fans of whatever age.

World travelers, these circus stars. Children of many lands and many tongues. With an experience which makes the life of the average man seem hardly worth the living, with actual experiences which would make the tales told by returning South Pole ex-plorers seem like a trip from Boston out to Concord and return.

Sit down in the backyard of the circus, any cir-cus, at the tent of one of the stars, or perch yourself upon a trunk in clown alley and just listen, that's all. Without bombastic speech, without egotism and with a direct simplicity these circus stars will tell in casual conversation of happenings in every clime. an class which, woven into being around their own personalities, would be as interesting compared to the inane things written of movie stars as would a true life detective story be as compared with one of the dime alleged thrillers of youthful days.

What a fund of stories could be written about such a star as Con Colleano or his pretty wife, Win-nle; about May Wirth and her experiences in every civilized land! And these are not singled out—they nierely come to mind as one writes. There are at least 100 such stars of today whose lives and experiwould furnish material for as interesting ences stories as ever were written.

Press Men Hampered

Of course, there has been a reason. The circus folks have been taught from earliest infancy that "the show's the thing"-and so it is. But how much greater it would become if its stars and its near stars

radio magazines greet one on every side. And with lite stories of the stars of the animals of the menageric form of themselves subPARKS-RESORTS-POOLS

Conducted by CLAUDE R, ELLIS-Communications to 25 Opera Place, Cincinnati, O.

PRICE RISE TO BE GRADUAL

Any Sudden Boosts in Charges Frowned on by President Baker

Head of the NAAPPB forecasts a steady increase in fees in keeping with improved facilities and better timeswarning is against quick raise to former levels

NEW YORK. April 4.—Drastic cuts in admission prices during the depression period and how they will affect the future of the park business depend entirely on the nature and method of tactics used in cutling, is the opinion of Harry C. Baker, president of the National Association of Anusement Parks, Pools and beaches. Bracketing types of admission decremes into groups. Mr. Baker singled out the parks which have cut prices to new low levels for special days. "Every ments to stimulate trade," he said. "This is, of course, in the nature of price cutting. Likewise, during the period of conomic distress he has been affected by his margin of profit was the lowest by which he could survive." President Baker believes that the

by which he could survive." President Baker believes that the merchant, in offering to his publie a re-duction, has done so with dignity and an ever-ready persuasion that it has been done at great sacrifice to himself and his business, but he makes it known thas his offer is one of appreciation for previous business relations.

Some Will Need Tact

"In returning to higher prices he does so gracefully and without a show of fear for the outcome. His actions (See PRICE RISE on page 68)

Atlanta's Lakewood To Open Season With Spring Festival

ATLANTA. April 4.—Lakewood Park will open with a Spring Festival on April 19-26 in conjunction with first an-nual Atlanta Dogwood Festival. Lucky Teter and his Hell Drivers will appear on the two Sundays, with a gate charge on those days; remainder of week a free gate. Rubin & Cherry Exposition will be the midway attraction, show opening its season here, where it has been in winter quarters.

Plans are on for a big season in the park, with Foster Stewart in charge of promotions and with new rides being engaged for summer. Casino has been leased to Morris Israel, operator of Teenie Weenie lunchrooms, who will have nichtly deness and carve area. have nightly dances and serve meals.

President Mike Benton and Secretary Virgil Melgs are readying a schedule for the season.

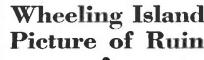
Name Bands at Enclid

CLEVELAND, April 4.—Euclid Beach Park will return to its former polley of playing name bands. Park will be open ings during April. Renovating shid re-modeling will be completed before official opening. New amusement devices had concessions will be in operation this season and executives predict a banner year. Special school days are being ar-ranged, augmenting industrial, business and fraternal organization days. Sum-mer camp and cottage area has been in-creased.

Pierre Venner Working On Woodcliff Excursions

NEW YORK, April 4.—Pierre Venner, who recently took a two-year lease of Woodeliff Park, Foughkeepsie, N. Y., from Nicholas Dyruff, Brooklyn Inwyer who operated the spot two years, hus been at work in park's local office book-ing picnics and excursions, with a dozen already closed, he stated.

Mr. Venner is operating under Venner Holding Company, Inc. and has been connected in an executive capacity with Luna Park, Houston; Whalom Park, connected in an executive clanacity with Lunn Fark, Houston: Whalom Purk, Fitchburg, Mass: Atlantic Beach, Atlan-tic Highlands. N. J., and other places. He's at the park on Sundays supervising activities now, with four men assigned on repainting.



Flood loss heavy in State Fair Park-\$100.000 Stadium is to be rebuilt

WHEELING, W. Va., April 4.—Wheel-ing Island, called the largest inhabited river island in the world, with 10,000 population, and West Virginia State Fair grounds, once known as "the gar-den spot of Wheeling." now are the butt of a parody as "The Isle of Debris." because of the recent floods.

because of the recent floods. Damage to State Fair Park amuse-ment equipment has been estimated at between \$20,000 and \$25,000. To re-place the park probably would cost \$50,-000. Damage to grounds is estimated at \$25,000. Dance hall, spacious second floor of the \$100,000 exposition hall, is ruined. Race track is still difficult to locate and the huge grand stand is badly damaged. Former Congressman Carl G. Bachmann, federal receiver for the State Fair grounds, is in the East and (see WHEELING ISLAND on page 60) (See WHEELING ISLAND on page 60)

New Road to Pontchartrain

NEW ORLEANS. April 4.—With 168,-000 feet of new lumber in the boardwalk and concessions and rides painted. Harry Batt. operator of Pontchartrain Beach. Batt, operator of Fontchartrain Beach, is ready for opening on May 3. He will present acts and a band in the casino. A new inkeede concrete highway opened will greatly aid transportation to the beach. A visitor last week was Richard J. Lusse, Philadelphia.



HENRY WAGNER, shown above in HENRY WAGNER, shown above in his latest photo, general manager of Eastwood Park, has been in anuxe-ment business in Detroit 30 years. This marks the ninth season of East-wood Park at Eight-Mile and Gratiot avenues. Many changes have been made, with a new world's fair fan-front on the ballroom, a new foot-ing foor and modernistic pylons in-side the ballroom. The fan-front is lighted both indirectly and by neon string. strips.

Locations at Coney Are Selling Rapidly

CONEY ISLAND, N. Y., April 4.— Choice and lesser spots here are being grabbed at a fast clip. Boardwalk is practically all sold out, with showmen, concessioners and commercial agencies now concentrating their orbs an Surf avenue, the Bowery and other show alleys. Resort experts figure this as in-dicating a boom season.

Another harbinger of the good old days to come is the fact that at least two showmen are leasing more than one space under the Boston Hotel. Surf and 12th, for a side show, retaining his lo-cation at Surf and Stillwell, next to Nathan's, the hot dog king. Buster Castle will assist Mr. Rosen at the latter emporium. Another double-producer is Fred Sindell. Mr. Rosen's brother-in-law and competitor, who has leased two Surf avenue sites, one to be billed World's Fair Side Show and the other Park Circus Side Show. With Sam Wag-ner and Louis Newman resuming their (See LOCATIONS AT on page 60)

Rush on Risk Extends Force

April 11, 1936

Applications for NAAPPB's liability insurance cause inspection staff expansion

CHICAGO. April 4. — John Logan Campbell, who is handling public lia-bility insurance coverage under the new plan sponsored by the National Associa-tion of Amusement Parks. Prois and Beaches, reports that applications for inability coverage during the 1936 scasson constitute a directory of leaders of the industry. He also reports that many emailer operators of pools and beaches thruout the country are falling into line. according to Secretary A. R. Hodge of the NAAPPB.

"Pool operators who at first were slow in responding due perhaps to the fact that their opening dates fail later than do those of most amusement resorts are now manifesting intense interest." he said.

New Ones Coming In

"All in all, the response has been so tremendous from all sources as to nece-state an expansion of the inspection force so as to assure all operators clearance in time for openings."

clearance in time for openings." Secretary Hodge said that parks, pools and individual concessioners who never before had manifested an interest in the association, despite countless efforts to arouse them in organization, are now applying for the insurance benefits. Almost without exception, applicants for this new economical insurance in an outstanding company declars that this opportunity afforded by the NAAPPB marks its greatest achievement in its service to the industry. service to the industry

May 1 Now Deadline

In the last issue of The Billboard April 15 was given as the tentnire deadline, but because of rush of applica-tions around April 1 and expansion of the inspection staff the time has now been extended until May 1 and thou-sands of letters were mailed by the (See RUSH ON RISK on page 60)

Ohio Beach Sold by Sheriff

BUCKEYE LAKE, O., April 4.—Millers, port Baak Compuny, as trustee for Millersport Bank, People's Bank of Thornville and Perry A. Bowers, has pur-chased Summerland Beach at Buckeye Lake. Purchase price constitutes two-thirds of appraisal of the property, set at \$25,000. It was sold in Lancaster, O. by a sheriff in a mortgage forecleasure action against Summerland Beach Com-pany, former owner. Property involved includes a 40-room hotol, dancing pavil-ion, dornitory, bathhouse, several rides, bathing beach and a number of small concession buildings.

Disagreement Over 'Walk **Games for Atlantic City**

Games for Atlantic City ATLANTIC CITY. April 4.—Word from the prosecutor's office is that Prosecu-tor Altman will "censor" all Boardwalk sames. The Boardwalk has been the police department and the prosecutor's office for some time, with a compromise the city police in full charge of games. However, the prosecutor's office now has decided to take a hand, and the ety police according to the "grapevine." are words, an operator with an oken from the prosecutor inght be raided by div police and vice versa. Several operators who dropped in from Miami have de-cided to locate in adjoining resorts. Madio and Fortune, in addition to the several sportlands with coln machines

Gravatt Readies Record Steel Pier Program, Seeing Better Conditions

ATLANTIC CITY April 4 .--- With ATLANTIC CITY, April 4.—With a more ambitious program planned than ever before in its history, enlargements of Ocean Stadium, a submarine deck and additional thousands of feet of floor space, not to mention an entire new "front" and lobby for its block-long en-trance, Steel Pier this week went into the business of summer preparation with a view with a vim.

President Frank P. Gravatt is on the President Frank P. Gravati is on the scene, personally directing activity as he gets ready for what he termed the greatest season Atlantic City ins ex-perionced in years. Basing his predic-tions on hotel and convention bookings, payment of the bonus and many other signs of money lossening. Mr. Gravatt feels that the amusement industry is in for a very profitable season.

He announced signing of the Ford Motor Company exhibit for the entire 1936 season, with an elaborate and costly design by Walter Trague architect, one of the principal attractions of which will be the disappearing of a girl and automobile illusion.

Several thousand dollars will be spent network in the set of Ocean Stadium, seating more than 5,000, at extreme end of the pier, more than guarter of a mile out over the ocean, with bookings for this spot double that of last senson. Mr. Gravatt plans pres-entation of an entire elreus performance in this stadium, with high wire and ground acts from this country and Furope. Returning will be Carver Div-ing Horses, High Diving Colleginss and Hawailan divers. with comedy end handled by Charles Hart and a new troupe of players. All routines of re-turn acts will be new, including the high pole act of Lotte Witt.

Center of the stadium stage will be occupied by Capitaln Proske and a new lion and tiger act, his second season for this spot, having been a hit here two years ago. Great Oyro, Upside-Down girl; Three Frwingos and a water circus are among other acts aircady signed, with (See GRAVATT READIES on page 68)

PARKS-RESORTS-POOLS



1936 WATER-SKOOTER BOAT

Smart, speedy and beautiful lines, sturdy construction-stronger than many boats several times its size. The hull is constructed so that it will withstand hard abuse, yet glide with the utmost ease, giving the appearance of a sleek speedster. It will give many years of dependable and carefree service. All boat fittings are of brass and chromium plated.

Some-INSTALLATIONS

WEST VIEW PARK, PITTSBURGH, PA. WESLEY LAKE, ASBURY PARK, N. J. WILLOW GROVE PARK, PHILADELPHIA, PA. JANTZEN BEACH, PORTLAND, ORE. WOODSIDE PARK, PHILADELPHIA, PA. BEAR MT. PARK, BEAR MT., N. Y.

AND MANY, MANY OTHERS LUSSE BROS., Inc., 2803-5-7-9 N. Fairhill St., Philadelphia, Pa., U. S. A. LUSSE BROS., Ltd., Central House, 45 Kingsway, London, W. C. 2, England

THEY ARE the two superior DRIVE-IT-YOURSELF Rides that patrons cannot resist.

THEY ARE the LEADERS of ALL RE-PEAT RIDES.

THEY ARE the first rides in any location to open and the last to close. THEY ARE the recognized champions in

appearance and performance.

THEY ARE the two depression-tested rides which have made their patrons SMILE and REAPED PROFITS for the OPERATORS.

THEY ARE the two popular attractions which pay BIG DIVIDENDS on a SMALL INVESTMENT.

INVESTMENT, THE WATER-SKOOTER HAS BEEN IN-STALLED IN VARIOUS BODIES OF WATER, SUCH AS LAKES, BAYS, LA-GOONS, RIVERS, WINDING CANALS AND ARTIFICIAL CONCRETE POOLS AND OWNERS WERE REWARDED WITH HANDSOME PROFITS.

We can convince the most SKEPTICAL that the Auto-Skooter and Water-Skooter are by far the most modern, practical, attractive and profitable de-vices that are possible for you to install.

SEND FOR ILLUSTRATED CATALOGUE, PRICES AND PARTICULARS. NO OB; LIGATION.



Designed with streamlined body, richly decorated, chromium-plated radiator shell, front wheel drive with transmission enclosed, free wheeling, cushioned axles, steel faced bumper, electrically lighted cowl lamps, deep cushioned upholstery, soft rubber steering wheel.

The only Car which can rightfully boast of all these EXCLUSIVE FEATURES.

IN 1936 LUSSE AUTO SKOOTERS WILL BE FOUND OPERATING EXCLUSIVELY AT BOTH THE DALLAS CENTENNIAL CENTRAL EXPOSITION AND CLEVE-LAND GREAT LAKES EXPOSITION.

The Billboard

HEN THE PROFITS RUN OUT THE PROPH-ETS WALK IN. Years of depression with income more than cut in balf and no corresponding reduction in fixed charges-on

responding reduction in fixed charges—on every hand new competitors bidding more or less successfully for popular favor—a faster and faster change in the structure of society as a result of the quickening of our inventive ingenuity—these are the conditions we have recently lived with. Is it aur-prising that many a park man, bewildered, has fallen for the doctrine of calamity and, if only for a moment, he-liver the function

lieved the familiar principles overthrown, the amusement park a thing of the past? Things have not worked out

according to these gloomy pre-dictions. In the world at large dictions. In the world at large a majority of business concerns have survived the depression and a majority of individuals retained their economic inde-pendence. The principles upon which the amusement park is founded have not been changed by depression and those parks which are well founded in principle, intelligently alert to the fashions of the day have as good a chance of survival as has any other busic enterprise.

Principles of the Amusement Park

Romance and surroundings of natural beauty, thrills and novelty, dancing and swimming, carefree fun and conviviality—these needs are us ageless as humanity. In every era there have been specific humanity. In every era there have used op-responses to them. In our day, the world over, peo-ple have found refreshing fun in amiseinent parks. Not every park has rightly



sensed the principles upon which its appeal is founded. Not every park has identified itself with the dominant straightforward life of its community. Consequently some parks have been passed by and forgotten because their offering was tame and forgotten ber offering was tasteless, son tasteless, some because they played to the fickle minority seeking rowdy; off-color entertainment,

Harvey J. Humphrey

I cannot help talking shop. Euclid Beach is the park I know. I have grown up with it, lived with it

every step of the way since its founding nearly 40 years ago. At Euclid Beach we were privileged to prove up certain of the principles of park manuse-ment now generally accepted. At all times we have been in the game up to our cars, experimenting. venturing, making mistakes, often laughable ones as the venturesome do, getting the common experience in which the modern park has developed. Let me tell what I have seen at Euclid Beach. We cannot any of us have been long in the park business without noting the unity which underlies all our experiences. The fashions in entertainment grow not in one locality or in one institution, but in-the common oconsciousness of the people, very much in the man-ner of folk-songs and folk-tales. So anything I say of Euclid Boach might, with minor variations, be said of any of the large, successful parks.

At the turn of the century Euclid Beach Park was dragging to the end of a precarious existence under the old policy of operation. Our family, headed by my father, D. S. Humphrey, had come to Cleveland In y lather, D. S. Humphrey, had come to coverant after the sheriff had sold us off our Huron County farm in the local depression of 1890. First we took the pop-corn concession at the park. Everything seemed to favor the location. It was a choice and ample property with a beautiful beach lying within the city limits. Everything seemed to be wrong with the management. When we arranged on a shoc-string to take over the park we set about establish-ing a radically new policy. Down came the old board fence. Out went drinking and gambling, skin-games Formerly it had cost a double fare to and fakes. ride out from downtown. In consideration of the free gate the railway company agreed to haul passengers to the park for 5 cents.

Those were colorful days, full of action. At first it was not easy to convince the drunka and rough-They'd show us, they were not wanted at Euclid Beach. They'd show us, they said, that this was a free coun-try and that no one had any right to keep them out. A saloon opened across the street. We mounted out. A saloon opened across the street, we mounted a searchlight on the main gate. Anyone seen could out of the saloon stayed out of the park or was thrown out. Many were the pitched battles, more than a few being carried to the courts. We were upheld in our contention that the was a public park and thus we had a right to make the rules under which it should run. Lots of our sparring partners came back to shake hands. The great majority of

Clevelanders were glad to revise their notion of an Already a losing husiness park. amusement headed for success.

Development of the Modern Park

On this foundation and with, the slogan. "One fare, free gate, no beer," we went to work-mand I mean work. We graded and drained the park, plunted hundreds of trees and seeded and fertilized acres of sod, for shade, grass and the lake were the prime

attractions. The old dance hall was too small,

attractions. The old dance hall was too small. We cut it in quarters, moved the ends apart and filled in a large section in the middle. At first there were not many amusements—the bathhouse and theater, one of the original switchbacks, a pony track, a Merry-Go-Round and a few small concessions. In 1907 we bought the Log Cabin, then the Forestry Building at the Pan-American Exposition at Buffalo. fore if down and reassembled if low hy log at the

Building at the Pan-American Exposition at Buffalo. tore it down and reassembled it. Ing by log, at the beach. Ever since it has been the headquarters and private dance hall for the large organization pichles, probably accommodating more parties than any other building in Cleveland. We set out to give the or-ganizations the kind of acrvice they wanted—a private headquarters, plenty of space for their games and races, tables in shaded groves for their picnle meals. Clessiondary knew that no drinking or rowdviam was

Clevelanders knew that no drinking or rowdyism was allowed in the park, that their wives and children were as safe there as they were at home. They were perfectly willing to allow them to go to the park in the afternoon, unescorted, while they joined them at supper time. This policy accounts for the fact that

Harvey J. Humphroy can write with authority on amusement parks. For more than a third of a century he has been active in every branch of park manage-ment, has seen Euclid Beach Park, Cleve-land, grow from a small picnic park to a great complex institution. By nature an A-1 engineer and mechanic, Mr. Humphrey has helped build and personally run every device installed in the park. He is still the ultimate "fix-lt" man to whom every-one turns when a mechanical problem gets too tough.

too tough. Succeeding his father, the late D, S. Humphrey, as president of the Hum-phrey Company at the most critical phase of the depression, he has proved a keen observer and sound, progressive man of action. His hobbles are young people, aviation and radio. He owns and flice

action. His hobbles are young people, aviation and radio. He owns and flics his own ship and has more than 1.000 hours of flying time to his credit. His short-wave stations. W8NV and W8APY, operate on all amateur bands and have been heard around the world.

any afternoon in the season you will find a crowd at

One by one the various amusements were added-the switchback-"all the way over and all the way back for 5 cents"-was replaced by the first of our continuous Coasters, the Figure Eight. In 1902 the Aerial Swing was added and soon after the roller rink. In 1906 the Scenic Railway, cable driven, a mile-long ride, was the last word in speed. It is still doing service today. Ten million kids must have had a thrill out of what seem to us now to be

The world theater (moved, like the Log Cabin,

from the Buffalo Exposition) burned to the ground in 1907. After emergency performances in a tent

painted black, showing of vaudeville and illusions was

noved to the old theater building, which in the meantime had housed a carousel. In the same theater a radical experiment had been made. Spoor and Anderson, pioneers in the motion picture industry.

Anderson, poners in the motion picture industry, were producing their first films in Cleveland. Strango and wonderful they were. We showed them, I be-lieve it was the first time a complete show exclusively of movies had even been publicly given. At the

One by one the various amusements were added-

too tough.

Euclid Beach.

its very gentle dips.

time it seemed to be just a casual experiment. In 1013 came the Racing Coaster, our first big ride, With its premendous capacity it did more business in its peak year than any ride we have had before eince. or

The easy-money days immediately following the war saw the park doing an incredible volume of busi-ness with only a fraction of the present amusements in existence. On the heels of this inflation we put in three new rides, the Mill Chute. American Racing

Derby and Dodgern, followed in 1922 by the Thriller, the im-mediate and long-lived success of which seems to indicate that people don't get tired of a really

April 11, 1936

people don't get lived of a really fast, smooth ride. With this equipment we went thru the Coolidge boom. Spending was wild. Wages and prices were high. Economy was looked upon as treason. We earned with the rest, plowed in the prefer part of live the rest. in the profits and, like the rest, borrowed on the golden future. The ensuing deflation found us with millions of friends, all hit like ourselves and faced

The Good Park Will Go On ... And Why By Harvey J. Humphrey with the problem of paying of in dear dollars debts contracted in cheap dollars. It was a tough experience for us and all our asso-ciates. We all lived thru it and paid off. We main-tained our safety standards and thrucut the depression years kept the park out in front of the rapid technical advances being made in the world of amusement, adding in 1930 the first of the big Flying Turns, in 1932 the Laff in the Dark and last year the walk-thru Surprise House.

Camping as Help to Park

Today there are the lake attractions-bathing, boating, fishing, a pler and water front promonade, boating, fishing, a pier and water front promenade, ample ballroom, roller rink and first-class restaurant overlooking the lake. All kinds of wholesome re-freshments are sorved in various parts of the grounds and there is table space under cover and in the groves for 10,000 pieniskers. The largest crowds can find shelter in a shower. There are a score of major al-tractions—coasters of all kinds, round rides, dark rides, a walk-thru furthouse. Kiddles have choice of a pony track, seven miniature replicas of the large rides and a realistic miniature railway whose appeal is as much to grownups as to youngsters. For large is as much to grownups as to youngsters. For large organizations the headquarters buildings are provided, also platforms for speaking and contests, running courses and ball diamond.

Executing to auccess of the park is the more than 50 acres of parking space for 10,000 cars, On big days we need every inch of it. The gate is free. All these years we have kept parking and picnic tables free. The relatively increased burden of taxation may force us to make a parking charge. We hope not

A camp ground was part of the original park. A camp ground was part of the original par-families from the Cleveland area and near-by Stutes, tourists from all over the Union would come back summer after summer. It was always a pleasant place, the camp, with a relaxed social life of its own. Visitors could have all the privacy and seclusion they wanted: they could enjoy the lake with its bathing, boating and fishing or, when they chose, they could mix in the gay conviviality of the park, all this within a short run by auto or street car from the center of town. Today's camp does not look much like the town. cown. Tours camp does not look much the to camp of 30 years ago. Gone are the great can'es flies, tent pegs and ropes. Gone the hectic rush and bustle every time a squall of wind came up. Today the camp cottages have permanent roots, acreent, gas and electricity. Modern security and convenience have moved in and settled down on good terms with the old carefree informality. In midsummer the loads thru camp are as pretty a sight as one would wish to see. Each family has its own idea of heaul-fication. By day flowers brighten the summy spots in the well-shaded lawns. In the long evenings there is warm lamplight on the screened front porches. The summer camp colony and the tourist camp are rery much a part of present-day life. Theirs was no muchroom growth. We have seen and perhaps had a part in guiding the slow steps of development. It is certainly true that no harm has been done to the park by having 1,000 to 2,000 friendly visitors living inside the grounds. inside the grounds.

New Conditions Being Faced

I have spoken in detail of the development of the park and cataloged in some detail the universal fea-tures of the present-day big amusement park. I think this is essential if we are to forecast with any certainty the future of the park business. The feature tures of the present-day park are tried and proven their appeal is deep in the heart of the people. Sone, like dancing, bathing, camping, plenleking and fab-ing, are in themselves universal interests, satisfied alike inside and outside amusement parks. Some of alike inside and outside amusement parks. Some a the most familiar amusements in the park salidy universal desires which he overyady life the average individual has no chance to gratify. The thrill, the (See THE GOOD PARK on page 56)

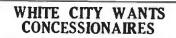
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PARKS-RESORTS-POOLS



Lakeside Park... Dayton, Ohio Game concessions available for season 1936. Reasonable rents. Write GERALD NIERMANN Box 554, Dayton, O. **Opening date**, Saturday, April 11





All contracts expire, overything open. Exclusive b ests, 8 games. Fig. rosts or percentage with Show and acts without of the Ekdes. Show and acts without Show Bid Ekdes. antee only. N. F. HOBBS. While Oisy Park, Poliville, Pa.

PUBLIC ADDRESS EQUIPMENT & MILES REPRODUCER CO., 114 West 14th St., EL 1923, New York.

FOR SALE or LEASE POWER DAM AMUSEMENT PARK. POWER DAM AMUSEMENT PARK. Denchus, Rka DEFIANOE, OHLO. Innse, Two Modern Lines, 80 Acres. Batasis. Pricet to set. MRB. MYRTLE KERBHNER.



W.F. MANGELS CO. CONEY ISLAND.N.Y. LOOP-O-PLANE HORIN REED. Box 237. Salem. Ora.

MECHANICAL PITS and DISPLAYS

"Synemonical Circus," for Kiddyland. PHIL SAPP, Eufenia, Ala.

HAVE POP CORN CONFECTION STAND

PARIS Exposition, 1937 For Amusement France. 1937 Concessions. Address, 34 Boulevard Bonne Nouvelle, Paris-

American Recreational Equipment Association By R. S. UZZELL

Jumbo, which will close a month car-lier than was intended at the Hippo-drome in New York City, was a bold dash which made the Hippodrome live again. A combination of musical com-edy, circus and extravaganza under a magical name, we emphasize the prin-ciple of it and recommend it to parks which want to attract attention again.

It must be novel or have news value It must be novel or have news value to pass editorial blue pencils. Frank Buck had it when he put the little red hen in the lion's cage with the big cat. She stayed all night unchaperoned and the big male was not "henpecked." When the Humane Society protested he re-moved the little red hen. When that big crowd of the curious stopped at the wild animal farm to see what it was all about the little red hen was in the lion's cage but he was gone, said to have died of a broken heart as he could not live without the little hen. Marvelous publicity that got results! Why? Buck is a live wire.

Park Color Changes

Park Color Changes Park men can do something as good. Watch for them this spring. One man has a good one. Watch for it. We can-not name him now. That would be telling. It is his idea, so he is entitled to the break without it having been used elsewhere. Editors read the papers, too, and have elippings from them. Don't try to fool them. They have memories, too. Just get a new one if you would please them and get the space.

space. As this column reaches the readers winging Bros.-Barnum & Bailey Circus Will have arrived at Madison Equare Garden, New York, conclusive evidence that spring is here. Cold weather and foods have retarded spring cleaning, painting, repairs and new installations, but soon the sound of the hammer will be heard in the parks and the change of color will be under way. More paint is going to be spread this year than in any two years since 1020. Flooded parks will repaint in entirety. A calam-ity, but an excellent time to change the whole color scheme.

Pittsburgh Digging Out

Pittsburgh Digging Out Among other losses this spring we must note the demotion of 17.000 Ken-tucky Colonels. It has been decreed that a Colonel is such only during the administration of the governor making the appointment. The present governor has made no such appointments since he took office. Perhaps he exhausted himself in making 700 appointments while serving at lleutenant-governor, Each governor could and a way out by reappointing the 17,000 Colonels who have been demoted. It would give pres-tige to an administration to show that it could use so many "military" men. Perhaps some new way of conferring honor will be found. We may be shy on colonels in the amusement business.

on colonels in the amusement business. For genuine heroism, watch Pitts-burgh dig out of the mud and silt. They went about with miners' lamps and candles when the electric lights failed. Under great handleaps and hardships they carried on. They manifest tho spirit which made Pittsburgh great. They do honor to their ancestors, in-cluding that youthful George Washing-ton who carried on after General Brad-dock's defeat and saved the outpost. Fort Duquesse, the humble beginning of America's foremost industrial city.

Return of Casassa

Return of Casassa Andrew J. Casassa, formerly mayor of Revere, Mass., and president of a bank, stopped in New York on Saturday, when he made it known that he is go-ing back into the amusement business. The has some well-located property at Revere Beach which he thinks of oper-ating on his own account unless he finds a desirable tennat. He will become a bank president again and expects to run again for mayor of Revere. He has been in the Internal revenue department in Washington. He was the first president of the New England Park Men's Associa-tion. This Harvard luwyer is an asset to the anusement profession.

Prank De Rice, the hot-dog king of Canada, was in New York to inform us that he added Skee-Rolls to his way-side stand at a fine material advantage. He is now planning larger amusement devices for the same location.



H ERE'S fun for your cus-tomers—and new profits for you. Wherever there's water enough to float on, there is a rendy demand for these water-riding air rafts that bring new thrills to children and adults alike!

and adults all Re! Ocean, lake, swimning pools everywhere and water-craft of every description lake to these colorful air rafts as they, in thin, take to water. They bring new thrills to the thousands that love water-sports—and they bring new profits to sporting goods dealers, concessionairs, pool own-ers, and beat-supply houses.

CONSTRUCTION Made from extra bears jeans manually rubbertool and vulcanised. Colorith, permanent design strabiled with special rubber inta-land the micheled at raite terrelis pump or mouth initiation. When inflated, analiest Fundate nan aup-port was adults, larger sizes first or or mure with malets. Send for Catalogue

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SCOOTA BOATS Bring a field of fresserily and Posicially These boats a struct approximately 81.000 per boat in a field of 0, the third year in our structure and the field of 0, the third year in our structure and the structure of the structure of the structure wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, metal or constrate of outly 18 inches of wood, and structure pool. Full Mouse, Danse in a structure of the structure of the structure metal water constrates of the structure of the structure and structure. The structure metal structure of the structure of the structure have for outlet allo or what your the require

R. S. UZZELL CORP.

130 W. 42nd St., New York City





The Billboard 56



ARK owners and managers have been reading articles for several years telling how to make parks more profitable. It is only thru the exchange of ideas that we can rapidly increase our knowledge of efficient methods of operation. If we had to experiment all the time and try out every thought we would find it too expensive. By an exchange of ideas we can profit by the experience of others and put tried and proven ideas into operation. You go to the annual conven-tion of the NAAPPB for this

vory purpose, to exchange proven ideas and gain new knowledge. Perhaps I can offer a few suggestions gamed from my association with the amusement park business during the past 46 years. Any ideas I may be able to suggest will have to do mainly with amusement rides, and some of them may prove of benefit. Courteer of the

Courtesy and friendliness are two great assets in any line of business, and they are espe-dally important in the opera-tion of an amusement tion of an amusement park. No business comes in more di-rect contact with the public than an amusement

park, personal contact that can be capitalized upon. I have in mind several park owners who know most of their patrons not only by sight but also by name. and who are always ready to stop along the midway and extend a welcome hand and a friendly smile. and extend a welcome hand that a lifelity since. It may take a little more time away from the office, but it will pay big dividends in the end. Children especially react to this personal interest, and chil-dren are the ones whose wishes are given first con-sideration. If a child likes your park you can be sure



you have a real booster in that family. When it comes to a decision as to where the family will go for an ofternoon that booster may decide a family to go to your park rather than take an auto ride.

Featuring Appeal to Kiddics

A few years ago a fam-ily would go to a park and they might have \$5 to spend. Last year that same

John Wendler family had from \$1 to \$2 available. These figures have been proved by several different park owners When the family had \$5 to spend a part last year. of it was spent for hot dogs, soft drinks, billoons and miscellaneous articles, but there was still a large and miscellaneous articles, but there was atill a large percentage loft for amusement fides. During the past few years a reduction of spending money has meant a much larger proportionate drop in the receipts of amusement rides. It is very noticeable that adults today will give the children a few rides and deny themselves, and this is largely responsible for the increase in popularity of kiddle rides. Some parks which formerly found kiddle rides unprofitable are today establishing a group of two or three kiddle rides entirely separate from the larger adult rides. Many of these parks have found it advisable to place Many of these parks have found it advisable to place these kiddle rides near the picnic grove.

This attitude of courtesy and friendliness can be most profitably extended to every employee of the park, especially to ride operators and tleket sellers. A park caters to the same people week after week a park caters to the same people week after week and any little courtesy on the part of an operator, no matter how trivial, is remembered, and a good patron may easily be lost. Neatness of personal ap-pearance is essential. An operator may be courteous and friendly, but the public likes to see him neatly shaven and attired in a clean uniform. People de mand cloupliness in a restaurant or eating place and they appreciate it just as much in the personal appearance of the operators with whom they come in contact.

A ride operator can make or break a ride. He can make it a success or a failure. Amusement rides represent many thousands of dollars of cash invested, and to produce a profit they must be run increased, in to produce a product she must be run to capacity. A ride operator should be puld a rea-sonable wage, a wage large enough to attract the type of main who is both a skilled mechanic and a courteous operator. Every ride requires a certain amount of maintenance, but that maintenance may be kept to a low point by an efficient operator who is a good mechanic and who takes an interest in keeping the ride in first-class condition. A good op-erator can spend several hours every morning going over his ride and keep it free from an accumulation of grease. A grease spot on a new dreas can over-come the effects of a good impression otherwise gained. Rides that are kept in first-class mechanical shape and present an attractive appearance are the rides that will be found doing a maximum business.

Bonus System for Operators

There should be some incentive for an operator to make an effort to increase the business of bis particular ride. There are many ways that a bonus system could be put into operation, but an operator should be remainerated according to his ability to make anoney. I am personally convinced that you will find it profitable to offer your ride operators wage plus a bonus, which will give the in-

placed in a certain part of the kiddle ride section and did only fair business the first year. The second year it was moved out where it could be seen more plainly and business was nimest triple that of the first year. In this day and age we seem to grow tired of the same thing very quickly, and it is well for the park owner to remember this and give patrons something different from time to time. Sometimes a little shift-ing around will give an entirely new effect,

There are ways in which an old ride may be

modernized and made more attractive. Possibly your present ride 'is not well illuminated. There is not were intuminated, There is not were intuminated to can improve its appearance; new types of flood lights will modernize it. Other ideas can be worked out to increase the appeal. I have in mind par-ticularly one owner in a park in the Middle West who was facing increased competition from another Merry-Go-Round in a newer park less mile distant on the located in

located in a newer park less than a mile distant on the same lake. Both Merry-Go-Rounds were practically the same size and style. This Merry-Go-Round had used a common ring-catcher and given free rides to the one who caught the brass ring but had abandoned this idea a number of years back. When free with the committion of the new back. When faced with the competition of the new Merry-Go-Round he developed the idea of making a new-type attractive ring-catcher, and I designed a lion which was placed on a pedestal, crouching ready to spring. This lion had the ring slide built inside the body. The rings were fed in from the middle of the back and the riders grabbed them from the open mouth of the lion. In the hollow interior of open mouth of the hold. In the holdwin high of a the hon there was mounted a Klason horn and the current supply to this horn was interrupted by a flash button in the light socket. The lion thus emitted loud growls which were very realistic. This one little idea provided an entirely new appeal for man's Merry-Go-Round and increased his reccints greatly

Ride Tickets and Advertising

Advertising may be accomplished in many ways. Money can be spent in newspaper ads or in hand-bills, each of which has its place. Road signs direct people to the park, but I find from experience that many owners have found none of these methods as effective as the use of a quantity of free tickets properly placed in the right spots. On a trip to the Pacific Coast a number of years ago I talked with a man whose park was especially well patronized and who was personally known thruout the entire section from which he drew. He told me that he spent pracfrom which he drew. He told me that he spent prac-tically nothing for newspaper advertising or hand-bills, but that he would give away a considerable number of free ride tickets each day. These tickets were placed with lodges, Sunday schools and any reliable organization where they did good. By giving a few tickets away he brought members of these or-ganizations and their families to his park and ac-quainted them with the facilities he had to offer. s a result he invariably got that organization's picnic for his park.

In order to attract people and keep them interested it is also necessary to add something new and novel as often as possible. I realize that in the past three or four years it has been impossible for a great many parks even to consider the purchase of new ride equipment, but conditions have improved greatly and every indication is that this year will see greatly and every indication is that this year will see a further decided improvement. Every park goes to considerable expense in the spring to paint up and make necessary repairs, but people look for more than just that when they come to your park in the spring. They look around to see what is new and if they do not find something they are disappointed. Now is a good time to add a new ride, something new, up-to-date and thrilling that will appeal to new, up-to-date and thrilling that will appeal to both young and old, not forgetting the smaller chil-dren. Possibly your park has well-developed plenic grounds where the addition of a new kiddle ride would prove most profitable. I know of many in-stances where a good kiddle ride hus made more money in proportion to the amount invested than any other ride on the midway.

THE GOOD PARK-(Continued from page 54)

speed of consting-everyone enjoys them, but not everyone can go to Lake Placid nor even take a trip on the now popular snow trains. For a nickel a dime or 15 conts in a park you can coast down breath-taking dips and around hair-pin banked turns preath-taking dips and around hair-pin banked turns comparable to the internationally famous bob runs. On eity streets you can't crash into your neighbors car or tell the traffic cop what you think of him, but on the Dodgem or Scooter you can do all the crazy driving you like; it's all in fun, but satisfying (Sce THE GOOD PARK on page 62)

April 11, 1936

My Dea of Operation of Park Rides By John Wendler

centive to do the best work possible. This bonus can be figured in several different ways, but I would suggest that it be a percentage over and above a The average gross could be stipulated average gross. stipulated average gross. The average gross could be determined by taking an average for that period from the previous year. This would give him some-thing definite to work towards, would increase the receipts of the ride and would stimulate a much greater interest on the part of the operator in his ride and in his treatment of the public. He would put forth a much greater effort to keep the ride bright and shining and in good operating condition, in order to attract more riders and thus get a larger bonus.

We all know that empty rides have no appeal. but that a ride running at good capacity attracts crowds. There is a certain psychology in sceing a waiting line. For some reason people would prefer to stand in line and wait to get on than to walk up to an empty ride where they can get immediate service.

Another suggestion I might make would be in re-gard to grouping of rides. Several rides might be grouped together and a "strip ticket sold at a re-duced rate, which would allow the purchaser to ride on each one of the rides in that group for less money than he would pay if he rode each one individually. People today are looking for bargains, especially

John Wendler says he has been "going round and round," building Merry-Ge-Rounds and other rides for 46 years, with round Rounds and other rides for 46 years, with "plenty of ups and downs but still going strong." As a young man he started work in the point shop of the old Armitage Herschell Company in 1889, being pro-moted after a year to foreman of the painting department, which post he held until 1900. The Herschell-Spillman Com-pany being organized in that year, he joined it in the same capacity, continuing until 1911. He was superintendent of the Merry-Go-Round department in 1911-'15. He was one of the organizers of the Allan Herschell Company, Inc., in the fall of 1915 and was vice-president until 1935, when he was elected president.

women, and they can be induced to buy a strip ticket for, say, six fides at the price of four or five single rides simply because of the bargain it offers. Out of the auggested group of six rides that same person might not ride more than one or two if purchasing individual tickets. In this way you can include some of the poor producing rides with the better producers, and increase the receipts on the poor producers. The number I suggest is an arbitrary number. A park having a larger number of rides could group them in different ways; likewise the park with a small number of rides could possibly put them all in one group. The point is that the strip-ticket idea will build up receipts of a weak ride without cutting receipts of the good good producer and the total on all rides in the group will be very greatly increased.

Location and Modernization Stressed

Location of a ride is very important. Perhaps your rides have been in their present locations for a number of years. It may be a good idea to chauge some of these rides, putting them in different lo-cations and possibly changing the appearance of the front. One ride may do well in a certain location, another may do very little in that same spot. This applies to both adult and kiddle rides. I know of one particular instance where a kiddle ride was

7

PARKS-RESORTS-POOLS



58 The Billboard

16.44

PARKS-RESORTS-POOLS

April 11, 1936

An International Institution The Pool Whiel STRATOSPHERE MAN IN AMUSEMENT PARKS KEE POLL 9 HALL SCOTS THE WORLD OVER

The Perfect Set-Up for FAIRS and CARNIVALS

The Three Dimensional Bowling Game everybody can play and enjoy.

Entirely automatic—the player docs everything himself, SKEE ROLL requires no ballyhoo, The set-up and the players furnish the flash that draws the crowds.

LegitImate in every way—9 balls for 5c gives every player his money's worth.

Wherever people play ----There SKEE ROLL Davs.

Size of Alley: 14'x235' wt. 355 lbs.

SKEE-ROL

Amusement Parks that have in-stalled SKEE ROLL testify to its drawing power, its player-appeal, its earning capacity. Patrons look for SKEE ROLL when they come

Into your park. Send for Latest Catalogue

SWIMMING POOL.

ORDER NOW FOR EARLY DELIVERY

SKEE-BALL CO. NATIONAL CONEY ISLAND, NEW YORK

WOODCLIFF PARK Poughkeepsie, N. Y., **Opens May 23**

WANTED Two more Rides that do not conflict. Will sell exclusive on Merchandise Wheels and Drink Stands, Walk-Thru Shows, Palmistry, Photomaton, Scales, Novelities and Frozen Custard.

FREE ACTS DAILY Booked for entire season thru Rutan Amusement Com-pany. Fireworks—Bank Nights—Amaleur Nights, etc. Communicate at once with PIERRE VENNER, Manager, at Park or New York Office, S51 Fifth Avenue,

LAST CHANCE 1936 SEASON

Several good Concession locations, Connoaut Lake Park, Pa. Good bookings. Will sell 1 Caterpillar Rido cheap. Wire via Western Union, or write W. A. KLEEB, General Manager, Hotel Conneaut, Inc.

DREAMLAND PARK FREYLINGHUTSEN AVENUE, NEWARK, N. J. New Jersey's Most Popular Playgeound. Drawing Popularion Over 3,000,000 Radius of Flye Miles. In the Heart of Two Cifics, Newark and Elizabeth. Have Opening for Concessions of Every Description. What Maye Tou? Two Choice Locations for Ridds. FREE Cate, FREE Auto Parkings. FREE Plenic Groves. VICTOR J. BROWN, President and General Manager.

RENT CONCESSIONS EXCURSION PAVILIONS, DANCE HALL WITH BAR.

SKATING RINK. RIDES.

EATING AND DRINKING STANDS, GAMES, VERT LIBERAL RESTRICTIONS. KEANSBURG AMUSEMENT CO.



By NAT A. TOR

(All communications to Nat A. Tor, card of New York Office, The Billboard.)

Spring Beaver

There is another thing I'd like to get across, and the Spring Special issue seems a most appropriate place for such a discussion. That is for operators of outdoor pools to get started now for the senson. Too many outdoor pool men wait until the first week of May to re-decorate the tank or to do other things preliminary to opening the senson. The entire month of April seems to mean nothing to them.

nothing to them. There is a class of pool owners, how-ever, who from the very first day of spring work like beavers to get their pools opened properly, and, as might be expected, this group almost always has a successful season. Even now, as you read these lines, these wise pool opera-tors are around their open-air tanks every day getting things in shape so that when the senson begins they'll be off on the right foot.

off on the right foot. The others are still vacationing. They don't start thinking of their pools until May 1; some even not until the middle of May. This class won't see salesmen or anybody concerning pool business until that time. All of which, of course, means that they're so busy those few weeks in May that they almost always open late, and when they do it usually takes them until the Fourth of July to get their staffs into the swing of things. Be a spring beaver if you aren't one already and get started on that outdoor pool. Don't wait until it's too late and don't try to cram things all in two weeks pool. Don't wait until it's too late and don't try to cram things all in two weeks which should take five to six weeks. If you do don't expect any sympathy from at least one pool observer when you can't open on time.

Help Wanted

Many more life guards than were em-ployed last year on the beach at Far Rockaway, L. L. are wanted by the pool and beach men in that area. Boro Prez Harvey of Queens has been petitioned to provide more life guards and to clean up the beach front. The Ostond Civic Association, the local pool org, asserts a great deal of refuse was dumped on vacant lots during the winter and is beginning to constitute a health menace.

Hi-Di-High Diving

The following high divers have written The following high divers have written in requesting entry blanks for the forth-coming world's championship contest but have yet to return their signed blanks: Captain Dan Cherry. Pampa, Tox.; Harald Arias, Germany; Captain G. E. Craig, Miami; H. (Buddy) Siegel, Wichita, Kan.; Ray Woods, St. Louis; Billy Ritchey, Cumberland, Md.; Paul MoDowell, Philadelphia; W. B. Wecker, St. Louis; Wayns Anfrews, Wichita, Kan.; Bill McNulty, Boston; Bob Rodgers, Philadelphia, and J. B. Spencer, Coffey-rille, Kan. ville, Kan.

This we have already been re-ceived, but to make this competition a real world's championship I'd like most of the high divers to compate. Then there will be no kick coming after the competition has been held. Whoever wins will be the official world's cham-pion. Everyone has the same oppor-tunity to compete and there's no entry fee, so there's no reason why everyone shouldn't enter. I dislike, too, to see well-known high divers who would have a chance for first prize kept out of the competition because of the closing date. There's only a month left to send in entries, so if you have already received your blank send it back signed imme-diately. If you haven't gotten your entry send for it today.

Crying for Astoria

Crying for Asloria Olympic tryouts this summer, which naturally will get carloads of publicity, will be staged at the new mammoth municipal tank in Astoria, L. This tank hasn't opened yet, but they tell me it's a beauty, and from the plans I'vo scen competing commercial pools have plenty about which to cry. It's a shame that the AAU, which gets most of its support from commercial natstori-ums, gave a competitive city-owned tank the valuable champs almost for a song. the valuable champs almost for a song. But then, I long ago stopped worrying



PARK MEN ATTENTION a new, modern, all-alcetric Frozen Custard to place in a lively, park. Will pay good DALE THOMA 1412 Superior Avenue LOOP-O-PLANE FOR PROFITS. ROBIN REEO, Box 237, Salom, Ore.



about the AAU and the things its officials do.

Lost and Found

Will Waiter Codons, Jessup, Md., please communicate with the writer im-mediately, giving his complete street address, as there is some correspondence on hand to forward to him?

on hand to forward to him? Al Ooldberg has been signed to handle publicity again this summer for Joe Day's Manhattan Beach, New York, which foatures three pools. And they say Al signed the national outdoor championships for his swim projects this year for half of what he paid last summer. summer.

PITTSBURGH—Amos and Andy, two black bear cubs, have been added to Highland Park Zoo, coming from Philadeiphia.

Long Island By ALFRED FRIEDMAN

FROM ALL AROUND: Real nice weather, with remakably heavy traffic on Sunrise highway and Merrick road... Looks like five-cent beer is not likely to be as popular around Island as it first appeared, from the retailers' standpoint. ... Too high a tax to make it profit-able. Nickle hot dog scems to be okeh, the. tho.

tho. Pavilion Royal hits its real spring stride soon. Laying out summer plans. . . . Lako Ronkonkoma, largest inland waterway in local area, hit new peak in high water, rising so high it importiad near-by bathing spots. . . . Seems to be a lack of enthusism on part of public efficials on the '39 World's Fair, set for rlushing. The never-to-be-discouraged Mr. McAneny, fair generalizsimo, is ploughing right ahead, obstacles or not. He has declared that, if the State and eity fail in their promise to give pledged support, he will muster up private interests to put across the expo. It must be said that with all the bank-ers who have been showing interest in ers who have been showing interest in the projected fair, it will not be want-ing for financial support.

Max Rosner is going ahead with some enterprising plans for Dexter Park, Rich-mond Hill. Spot is the largest Island assembling location, outside of Madison Squore Garden Bowl. Rosner is aiming to smash the place across thru the use of baseball, but he will use other means d permotion too. he has indicated. of promotion too, he has indicated ... Speaking of Long Island City Bowl, more popularly Madison Square Garden Bowl, it wouldn't be a surprise to hear plans announced to salvage the spot.

plans announced to salvage the spot. ROCKAWAY BEACH: Local gag of the week is about the beachcomber here-abouts, who is supposed to have found a signet ring and thrown it away bo-cause it didn't have his initials. . . Frozen custard'll vie with bot dogs for popularity on Boardwalk. . . Clancy, Sesside artist, is doing plenty sign-painting for concession troupe. . . . Gus Bobellackis, restaurant mogul, has his Chrystal in ship-shape for season. . . . Sidney Weiss, pin-game glant, dressing



DONALD T. HANKINS SOUND SYSTEMS 55 Long Lane, Upper Darby, Pa. (Philadelphia) Bales Service-Rentals.

FOR SALE -:- TILT-A-WHIRL Wowlerful buy for some park owner. THEO, M. TOLL, 728 Brunder Bide, Milwaukee, Wis.

PINEHURST PARK FOR SALE OR LEASE Beautiful Pine Grove. Daueing, Bowling, Batbling, Lunch, RefreshmentA. 2.000.000 drawing capacity, U. B. Route 3 be-tween Boston and Lowell, J. J. McMUOM. Bilterice. Mass.

WANTED Six feet of space for Huttered and Carmelcoin in Ensy and Carmelcoin in Ensy 2809 5th Ava., Chicago, III.



It Helpt You, the Paper and Advertisers to Mon-tion The Billboard.

PARKS-RESORTS-POOLS

his Arverne spot up for Decoration Day opening. . . Tom Thumb, miniature kiddle park, will be the only spot of its is prepping for the scasofis start and his place behind the bar. . . Cornaga Grill's doing a bang-smash biz, with space at a premium every night. LONG BEACH: Ed. Caine's old school teacher was on a recent Major Bowes program, and to hear the popular Long Beach concessioner tell about the sur-prise to hear her sing, is a treat. . . They'll be working on Long Beach boardwalk right thru summer, and to think that everyone was talking about how soon it would be completed! . . . Most of the concessions are rented, but things haven't been too good with other real estate thus far. . . Most humili-ating of all the experiences that Long Beach has had in recent years was tho move on the part of the QueenaBroo Electric Company in shutting off one-third the service because of deficiency in arrears payments.

Singing Tower To Center Broadcasting in Eastwood

DFTROIT, April 4.—Erection of a singing tower in Eastwood Amusement Park will allow broadcasting of music to all parts of the park, being piped to the tower from the ballroom. A new kiddle auto ride is nearing completion and monkeys have been ordered for Monkey Island.

Monkey Island. Workmen have been engaged for weeks in putting on gallons of paint, enlarging rides and rendying the park for official opening on April 17. Weather permit-ting, an Easter Sunday preview will be baild held

neid. Cocoanut Gardens has been turned into a year-round spot with a heating and cooling system, and east end of the garden has been raised to allow patrons the same view of the dance and stage floor as patrons at ringside tables.

Doss Takes Spot in Illingis

BLOOMINGTON, Ill., April 4.-Bert Doss, widely known as member of a dir-cus flying act, has taken over manage-ment of Shalain Park, just outside the limits of Bloomington, his home town. It comprises 33 acres with a four-acre swimming lake. A dance pavilion, 100 by 60 fect, is being srected. Free al-tractions will be used on week-ends.

Prospects Bright For Park Island

LAKE ORION, Mich., April 4.—Based on conditions in the territory and un-precedented list of picnic bookings, Doughas Glazier, president and general manager of Park Island Amusemento Park, which will open on May 29, is confident of a good seaach. Crews have been repainting and slicking up: some features will be open before the formal opening and special pienics have been booked by some schools which close carly. Industrial outings are to the fore (Sce PROSPECTS BRIGHT on page 93)



LEFT TO RIGHT: Morris Apner, Mrs. Simon B. Green, Mrs. Apner and Mr, Green, concessioners in Dream-land Park, Neumerk, N. J., and Olym-pic Park, Irvington, N. J., snapped on verandu of the home near Lake wood, N. J., presented by Mr, and Mrs. Green to the newlyweds, their dayahter, Henricta, and Mr. Amer. daughter, Henrietta, and Mr. Apner.

3 MEN FOR 1

With an RCA Victor Sound System, every musician can be heard in three places at ance—ar as many more as you have RCA Victor laud-speakers. Rich, mellow production draws and holds the public to the park. System can be used for records, radio, ballyhaa. Available for permanent installation, or partable. Casts na more than haywire apparatus. Write for information.





130 E. DUVAL ST., GERMANTOWN, PHILADELPHIA, PA.



KOHR'S FROZEN CUSTARD MACHINES Buy a Kohr and Get the Best. Write KOHR CUSTARD MACHINERY CO. 935 E. Market St., York, Pa. ITED

SLIDES, RIDES, MERRY-GO-ROUNDS, Etc. On percentage basis only-for Norfolk City Bathing Beach, one of lear negro beaches in country. More than 200,000 attendance last season: Big year ahead. Communicate FLOATING HOTEL AMUSEMENT CORP., Care Cocs-Cola Bottling Works, Norfolk, Virginja,





Cable Address "BAKHAR"

The Billboard

PITTSBURGH, April 4.—Kennywood Park, opening for week-ends on April 18, should have a highly successful sen-son, said Manager A. B. McSwigna. Ex-tensive improvement work has been un-der way for weeks. George Bakker con-structed a Nonh's Ark, and a Loop-o-Plane ride has been added. Dance floors have been remodeled and there will be (See KENNYWOOD MAKES page 101) **Dayton's Lakeside** Makes Big Outlay

Atlantic City

By WILLIAM H. MCMAHON

Makes Big Outlay DAYTON, O., April 4.—Lakoside Park will open on April 11. with Tommy Tucker occupying the band stand in the balloom. Following Tucker will be stand Jones for one night on April 22. May improvements have been made fractically everything and new eat and drink stands will be seen. New scene shots with many stunts have been added to the Old Mill. Boats have been been front of Hilarity Hail was lowered and new scene put on. Ballroom is being redcorated and a new band shell is bo the Andw we expect the largest sen-booked, and we expect the largest sen-pairs and improvements will two get a hereak in weather. This should be our president and general manager of takes and the provements will the our the hardest senson since 1923 and, if we get a hereak in weather. This should be our president and general manager of takes and the provements will the our the sheat sensor of the sheat sensor sense is sheat sensor of the sheat sensor of the sheat sensor sense is sensor sense is sheat sensor sense is sensor sensor sense sensor sense is sensor sensor sensor sensor

Fred Ponty Eying Spot In Saratoga Springs, N. Y.

NEW YORK, April 4.—Fred II. Ponty reports from Miami Beach, Fia., where he is finishing as manager of the Miami Million-Dollar Pier, that he has decided to come north and is interested in a spot in Saratoga Springs. N. Y., on Sara-toga Lake, formerly known as Kaydeross Park. Mr. Ponty states

Mr. Ponty states he is associating him-self with the owners of the property and that an opening has been set for May 30.

RUSH ON RISK-

(Continued from page 52) secretary last week announcing this to

secretary last week announcing this to the industry. Those not acquainted with the details of the new public liability insurance plan should communicate immediately with the secretary's office, addressing A. R. Hodge, secretary. National Association of Amusement Parks, Pools and Beaches, Suite 317, Hotol Sherman, Chicago, and he will gladly forward particulars with-out delay, it was announced.

RACINE, Wis.—A red raccoon has been presented to Racine Zoo by Paul Voelzke, Hartland, Wis. It is planned to add a pair of black 'coons shortly.

WHEELING ISLAND

(Continued from page 52)

(Continued [rom page 32) could not be reached for a statement as to rehabilitation of the summer spot. Wheeling Bladium on Wheeling is-land, near State Fair Park, built at a cost of \$100,000, is a picture of ancient ruin, Gigantie stone and brick walla collapsed, and it will cost between \$25,-000 and \$50,000 to restore it. This is to be accomplished by the board of educa-tion with WPA funds.

Water Is Down in Cincy

Water Is Down in Cincy International and the second states of the second second states of the second solds, will provide dance music and floor show states will give passengers a chance to many states.

(Continued from page 52)

(Continued from page 52) World Circus Side Show, Island will have at least five freakerics. Fem shows are practically taboo. Commencing with the Easter season a good many spots will operate week-ends, including Steeplechase Park. Luna will out of a Dependence Park.

get off on Decoration Day.



FULLY EQUIPT BATHING BEACH Including Boats. The Only One Within Many Miles of FLINT PARK, FLINT, MICH. Where Business Within city limits. Paved streets. City street car, bus service direct to park and beach. Will give good lease to responsible, experienced enterprising Beach man. References.

THE GOOD PARK-

(Continued from page 56) Not everyone can own a plane or fun. Not everyone can own a plane or take instruction in flying. Everyone can ride the Aerial Swing and get some-thing of the experience of flying in the various trainer planes to be found in the park. Novellies—so long as we re-main human these will have an appeal to us. On this shifting quicksand the walk-thru and ride-thru funbouses are likely to support a pretty long life. fun.

walk-thru and fide-thru fullhouses are likely to support a pretty long life. In the past 30 years we have seen radical changes take place in our world, all of them directly affecting the amuse-ment park. Thirty years ago the street car was practically the only conveyance in the city. We have seen the automo-bile catch up with the street car and puss way beyohd it as the conveyance of amusement seekers. How much more opportunity the public has for education today: how much greater is the choice of recreation. Whether or not he is able to assimilate it, every citizen is given in school an introduction to cul-tural values: the movies and news-reel, the popular magazines bring the world into his home community. With a little ingenuity and planning he may use the new facilities of travel and him-self go out into the world.

Within easy reach of home are basewithin tests, a good municipally operated swimning pool, pay-na-you-go golf courses and public riding academics, na-ture traits, public beaches and picnic grounds.

consequently it is to a vasily more in-formed and experienced public that the anusement park has to appeal today. Any old thing wort do. That's what makes the present challenge such an inmakes the present challenge such an in-teresting, such an exacting one to meet. The present park won't stand still. It has to grow in response to changing do-mands and it will continue to do so. The intelligent park man will have to be a better guesser than he has been, quick to detect a real new attraction, quick to use the latest discovery in art and science in the service of fun.

Latest Thing Is Demanded

Latest Thing Is Demanded This point is worth stressing. The purpose of the park is not to educate but to amuse, but where the showmanship is keen and the understanding sound the work may have a real educational value. I think the people should rightly expect to find in the amusement park the latest developments of lively interest in the community. Park men have sometimes been criticized for not foresceing and sharide by the World's Fair. We did foresee it. In 1930 all plans were made for a Fall Fair at Euclid Beach, to ex-hibit a great variety of local products to a large crowd of people. The times were then replity getting bad and we had to abadon the project. The park man who pave his taxes and meets his obligations is not in a position to put on anything is not in a position to put on anything but self-sustaining entertainment. Civic groups feel they have a freer swing. Of that more later. more later.

At present a number of suitable projects suggest themselves. For ex-ample, one of our schools in a district where the struggle for existence is very Where the struggle for existence is very hard has made a couple of scale models. one of the district as it is, the other with the aid of a civic-minded architect of the district as it might be. I hope the board of education will allow us to give these models the prominence they de-arrow **ACT VE**

Nerve. Beauty is one of the main appeals of the park. We do not need to stress the difficulty of ambitious architectural changes in these times but certainly this can be done. We are expanding as fast as possible the use of modern design and modern lighting with good results. The interest in gardening is growing year by year. What betto: place could be found for trying out the new kinds of plant material, to latest and well-proven tech-nique of garden design and mainte-nance, all this in co-operation with the garden clubs? A couple of years ago we made the first

WANTED RIDES LAKEWOOD PARK, ATLANTA, GA. New Rides, Lindy-Loop or Hey-Dey, Rideo, Loop-o-Plane, Kiddle Rides, Summer Season Opens May 1, to Sept. 15. Southeastern Fair Association, Atlanta, Ca.

Chair Scales, one logitimate tioncession, Also will tate Gries, Mich. Auto Bide. PARK ISLAND.

comprehensive use of ultra-violet light and with luminous paints obtained very good effects in the Laff-in-the-Dark. Last good enects in the Lan-in-the-Dark. Languest year we stole a march on the electrical industry by introducing in the new Sur-prise House a control device which relied on no physical contact or light beam. The public enjoyed being mystified by the new invisible operation. The coming years will make no change in some of the fundamental policies of the good park-the policy of catoring only to the clean-cut majority, making it plain that the drunks and the rowdies are not

wanted. Safety is essential first, last and always, Balety is observing inter, nat and aiways, We have invariably found it necessary to build or rebuild our amusements doubly strong for safety and dependable operation. Every winter the whole plant is overhauled and every day during the operating season experienced men inspect every inch of the coaster tracks. Good-intured, intelligent service plays an im-portant part that makes a visit to an amusement part a pleasant experience. People can be mighty unreasonable and crasperating, but our park personnel has to be able to handle every situation. In the key positions seasoned men con-tribute their judgment and experience. The rest of the force is made up mostly of students just out of school or in col-lege, young people of intelligence and character. The money they carn in the summer helps them in their careers. In later years the local Who's Who could largely be compiled from the park alumni. operating season experienced men inspect

alumni, More than ever, careful management and sound salesmanship are needed fin the park business as they are in all successful business in this competitive time. There are no easy-money days in prospect. The park has something to learn from the present success of the automotive industry, radio industry and motion picture industry and from retuil trade. Our values must be comparable with theirs. No amount of organization can compensate for lack of responsive industry from oblivion. **Group Outing and Forum**

Group Outing and Forum

Group Outing and Forum Now and for years to come the amuse-ment park is the ideal place for all kinds of group outings, church and school gatherings of Jews and Gentiles, Catho-lics and Protestants, service clubs, pa-triotic and fraternal orders, commercial and industrial organizations. The social value of these outings, with their op-portunity for carefree good-fellowship, cannot be exagerated. The growth in popularity of the commercial and indus-trial picnic is one of the most distinct and understandable trends of our day. The amusement park, with its facilities for competently handling every kind of crowd. Is naturally to be looked upon as the open forum of the community in which every shade of opinion may be exwhich every shade of opinion may be ex-pressed, subject to the rules of good order and consideration.

order and consideration. I would like to stress one point of great importance, one which is not always recognized, the common interest of the amusement park and the community at large in social betterment. Whether or not the park has a free gate, the park has a stake in a general high standard of living, a high standard of education, of behavior and taste. No park ever pros-pered as a result of general ignorance or lack of opportunity. It is very much a part of our business as park mon to co-operate with the civic groups in pro-viding facilities for a sound social life in our localities, to do everything in our power to meet the problem of employment pated of negatively by increasing debts and the dole. and the dole.

and the dole. On the other hand, the community should recognize the social value of a good park. The good park provides serv-ices which no other agency can provide. There is a tendency at the moment for promoters to get the city into the park business in connection with civic expo-sitions. Expositions are a fine thing. A proper standard of recreation is a fine thing. Neither is unfair competition to the parks, but when the city sponsors park amusements it is going into de-structive competition with tax-paying enterprise. For a momentary and in most cases illusory gain it is selling out its own people to outsiders. In this article I have spoken of tho

In this article I have spoken of the In this article I have spoken of the things in my direct experience. Euclid Beach and the big-city park. We all know of several quite different types of parks, well founded and ably managed, which have every bit as firm a popular standing as the very large park. As far ahead as we need try to see, all good parks, may look forward to usefulness and prosperity.







FAIRS-EVENTS Conducted by CLAUDE R. ELLIS Communications to 25 Opera Place, Cincinnati. O.

CLEVELAND BACKING HEAVY

Business and Trades Pledging Support for Great Lakes Expo

Publication heads attend booster meeting at Chamber of Commerce-lighting will be emphasized, with notable engineers as consultants-amusement men seek locations

<text><section-header><section-header><section-header>

Amusement Zone Bigger

Frank R. Hines. director of entertain-ment, announced July 18 and 19 as Great Lakes Exposition Regatta Days. Events will include outboard and sul-(See OLEVELAND BACKING on page 65)

Tri-County Circuit Formed By Eastern Pennsy Annuals

PHILADELPHIA. April 4.—Tri-County Pair Association of Eastern Pennsyl-vania has been formed by Flourtown, Spring Mill, Barren Hill and Kimberton, In previous years each town has held a fair, but dates have clashed. To over-come this the new circuit has been formed formed.

formed. The following acts have been booked. thru the George Hamid office: Barren Hill, Red Brady and Joun; Spring Mill, Raco's Sensation; Kimberton. Billy Ritchey's Water Circus; Flourtown, Cimse Sensation,

Michigan Annual Comes Back

LUDINOTON, Mich., April 4.—Mason County Fair Association will revive the annual fair here, dropped some years ago when it was considered that the site had become too small. New grounds, 185 acres about a mile from the city, will cost about a fillo do, figuring WPA fundis and local contributions, suid Secretary Fred O, Lagesen. It is to be fair grounds and airport combined, buildings and midway for a fair in August to be centered between a half-mile regulation race track and a land-ing field.

ALEXANDRIA, Minu.—Secretary R. S. Thornton, with Douglas County Fair more than 15 years, and vice-president of Minnesota Federation of County Fairs. sees hig prospects for the August fair this year, at which will be featured live stock and 4-H Club exhibits, horse rac-ing and efreus acts.

EL REY SISTERS, who were at Dan-ville (Va.) Legion and Mcrehants' Auto Show and Exposition, directed by George S. Marr, report having been contracted for Illinois State Fair, Springfield.

What! No String-Savers?

STOCKHOLM, March 30.—City of Ystad is proparing a novel exposition for this summer, a Leisure Times Exhibition, at which every sort of hobby or pastime will have a place. Thumb-twiddlers are invited to send in action photos of their favorizo pastime. Big space is reserved for gossip-mongers and back-biters.

Rochester's Midway Only Pay Attraction

ROCHESTER, N. Y., April 4.—Roches-ter Exposition will inaugurate a now policy this year, an admission fee of 35 cents and no other charge inside the grounds except for midway shows. All grand-stand scats will be free day and night, with fireworks displays nightly. Hobby Show, incepted two years ago, will be enlarged, says General Manager William B. Boothby, as it has outgrown the quarters formerly occupied. Show has been assigned Industrial Building No. 4.

No. 4. Dodson's World's Fuir Shows have been booked on the midway. Event is dated Labor Day week.

SOMERSAULTING with a stock auto is one of the sensuitonal stunts per-formed by the "Hollywood Stunt Cirl," a feature of Hinck's Congress of Dare-Devils, booked for Thrill Day at Illinois State Fuir. Springfield, and Ionis (Mich.) Free Fair by Barnes-Carruthers.



FAIR OFFICIALS, ATTRACTIONS MEN AND CARNIVAL MANAGERS at FAIR OFFICIALS, ATTRACTIONS MEN AND CARNIVAL MANAGERS at the recent Florida Fair, Tampa, Left to right, front row: P. T. Strieder, gen-eral manager, Florida Fair; J. Alex Sloan, auto races: Charles A. Nash, general manager, Bastern Stoles Exposition, Springfield, Mass., Elvood A. Hughes, general manager, Canadian National Exhibition, Toronto: Lee Warner, Minne-sola State Fair; J. W. (Paily) Conklin, Comklin's All-Canadian Shows; rear row: Max Linderman, World of Mirth Shows; Charles W. Green, sceretary, Nissouri State Fair, Sedalia; Weiman Boyle; E. Lawrence Phillips, Johnny J. Jones Exposition; Frank P. Duffield, Thearle-Duffield Fireworks Campany; Raymond A. Lee, secretary, Minnesota State Fair, St. Faul; Frank H. Kingman, secretary, Brookton (Mass.) Fair; Jim Malone, publicity director, Florida Fair.

High Premiums, Reserve Funds Put Up to Connecticut Managers

A warning against maintaining pre-mium scales that are too high and a suggestion that reserve junds be set up whenever possible were included in an address by State Commissioner of Agri-cuiture Oleott F. King before the 1936 convention of the Association of Con-necticut Fatrs in Hartford, excerpts from which follow: which follow:

which follow: "In attending many of your fairs and approving your financial statements I have bad occusion during the past three years to note what seems to be a healthy situation. When your State appropria-tion was reduced in 1933 many of you made a closer study of your activities with an aim to reducing expenses, but very few cut premiums to any material

extent. In 1933 28 or all the fairs re-ceiving State aid paid premiums totaling \$13,582.25. As a reimburaement from the State these fairs received \$5,000. This was the first year that the reduced State appropriation went into effect and if your reimbursement from the State had been figured on the for-mer basis of 50 per cent of the pre-minms you would have received \$5,098.82. In other words, the reduction of the State appropriation meant a total net loss to 28 fairs of less than \$1,000. \$1,000.

"In 1034 27 fairs received State ald, paving a total of \$12.962.65, for which they received \$5 000 reimbursement from (See HIGH PREMIUMS on page 69)

Beat Schedule On Dallas Job

Early visiting crowds angur well for attendancerumors of '37 show denied

DALLAS, April 4.—Texas Centennial Exposition work was well under way, with a 10 days to two weeks' lend on all construction, on April 1. On Sunday, March 29, 80,000 people visited the grounds as the expo held last "open house" until the show opens on June 6. Rapid improvement of the last month in all phases of building won admiration of crowds which gathered from Dallas, many other parts of the State and Okla-homa. Arkansas, Louisiann. Exhibitors and concessioners checking crowds were pleased, as present interest indicates good paid attendance. Wire services, chain papers and lead-fing publications, as well as networks, are taking copy and pictures on the \$25,000,000 show to a greater extent than from previous expositions, according to experts who have been checking for the authority on Elizabethan drama, arrived on Thursday to okeh plans for the old Globe Theater and Englisb Village and to address Dallas Shakespeare Club, which will sponsor players at the ex-position.

Another \$100,000 has been made avail-Another \$100,000 has been made available for The Gavalcade of Texas to in-sure perfection of the production, mak-ing the show one of the costlict ever-staged with \$250,000 capital. Cant will number 500 to 700 with nearly 300 horses. maules, oxen and cattle.

Plan Only One Period

W. A. Webb, managing director, donied rumors that the expo will be continued in 1937. Pointing out that reason for the exposition is celebration of a cen-tury of freedom in Texas, he declared (See BEAT SCHEDULE on page 69)

More Cash for Paris Expo

PARIS, March 30.—Chamber of Depu-ties has voted an additional credit of 22,000,000 francs (\$1,466.666) for the Paris Exposition of 1937. Of this 18,000,000 francs (\$1,200,000) will be for construction of a permanent Palace of Discoveries for scientific exhibits and balance for construction of a model farm and an exposition of tourist promotion methods. Plans are being drawn for a permanent Rudio Palace, to be com-pleted for the opening.

Brown on Ft. Worth Job

FORT WORTH, Tex., April 4.-J. Ed. Brown, appointed has week manager of concessions and shows for the Frontier Centennial Celebration to be held here Centennial Celebration to be need need for 15 weeks, opening on July I, having come from San Diego, where he had the same post at California Pacific Inter-mitional Exposition has established offices and statted booking attractions in the brief period left to accomplish the big undertaking.

Secretaries in Mississippi Not To Meet Till Next Year

COLUMBUS, Miss., April 4.—Mississippi Association of Fuirs did not hold a 1996 meeting of secretaries because the state secretary was incenpacitated by an auto-mobile accident, said Henry M. Prat. Columbus, president of the association "However," he added, "the associa-tion is still active and a meeting will be held early next year, due notice of which will be given."

HASTINGS, Mich .-- L. E. Barnett, genreal chairman of Contemplation Conformation eral chairman of Contemplation Conformation, announced that there will be no activities in Haailness Centennial Gele-bration until the last of July.

The Billboard 63

Booker for All Outdoors

Hamid Supplies Anything from a Circus to a Freak

This is the fifth of a series of stories about those figures of American life who unite artist and audience to their own profit.

> By DOUGLAS GILBERT World-Telegram Staff Writer

If you want anything from a Hottentot war chief with ninety dagger-dancing wives to a full two-act musical for outdoor entertainment George A. Hamid is your dish. Mr. Hamid, known from here to Tokio as the top "outdoor" man of the world, controls more freak and novelty acts than any other agency.

Give Mr. Hamid a fortnight and he'd put on a World's Fair. Last year his agency booked more than 300 fairs, 200 celebrations, 35 amusement parks, together with homecomings, civic carnivals and circuses, for a total estimated audience of 30,000,000 people.

The outdoor season is just ahead and right now Mr. Hamid and his office staff at 1560 Broadway are busier than the Republican National Campaign Committee. (To carry on the political note-local organizations of both parties are negotiating with him now for elephant and donkey acts.) Our own World's Fair committee is in conference with him, and currently he's messing around with Pittsburgh's coming Jubilee.

Mr. Hamid digs up acts from all over, has representatives throughout Continental centers who in turn have their agents in the interior. Some guy out in Kamchatka, say, can run seven at three-cushion billiards with his nose instead of a cue. Presto! Mr. Hamid's agent hears of it, takes a look at him, and presently the billiard wonder is playing Mr. Hamid's fair circuit.

Incidentally, he says European talent is pretty scarce now: The good acts won't come over because of the 59cent dollar. This, and other factors, have stimulated American talent in this unusual line. Developed by the Hamid agency are Helen Reynolds and her roller skating won-He says he'll match ders. Reynolds against Sonja Henie, who, by the way, he booked at Playland, Rye, before the little blonde grace of the ace ever heard of M-G-M.

The Hamid office last year booked the Canadian National Exposition, the largest annual outdoor affair in the world. As a new stunt he induced Rudy Vallee to appear at this festival, and, Rudy, skeptical, went. Rudy liked it so much he has signed up with Hamid for outdoor booking this summer. Other major attractions Mr. Hamid has recently undertaken are the United States Marine Band, Goldman's band and a portable stage show unique of its kind.

The above, representing a few extracts' from The New York World-Telegram of March 20, appeared as a five-column account, with a threecolumn pencil sketch of George Hamid, superimposed on a four-column action photo of a high-wire act. The headlines are reproduced exactly as they appeared. Its position was the first page of the feature section, one of the most widely read in the metropolitan district and syndicated by Scripps-Howard Newspapers. Reprinted by permission of The New York World-Telegram. • after five months of conscientious endeavor—or the period between the closing of fairs and current preparations at amusement parks—george a. hamld, incorporated, is pleased to announce a rosy-looking set of books on its contract shelf

• as a matter of fact, these books reveal a record number of contracts negotiated, but it is not in a spirit of boastfulness that we point, with pardonable pride, to our achievements In the direction of talent purveying

• indeed, if acknowledgments are in order, they belong, with deep appreciation, to the enterprises which have shown practical confidence in george a. hamid, 'incorporated, by arranging for what we honestly believe are the best buys on the entertainment market

did we hear someone say that we are bound to be prejudiced in our own favor?
 to be quite frank, we like our own stuff tremendously
 it would be a very sad state of affairs if this house were to descend to that awful level known as loss of enthusiasm for and excitement about its own affairs, which, in a direct way, are the amusement affairs of the north american continent
 it would be a very sad state of affairs if the enterprises which do business with us were to diminish their enthusiasm and excitement

• it is enthusiasm, ardor, excitement and conscientious endeavor, exerted in kind by those to whom we cater, which make it a pleasure to continue, thru the years, to do our utmost in scouting and furnishing the most gilt-edged and magic-touched acts, units, troupes, productions and attractions—domestic and imported—available throughout the globe—we mean the western and the eastern hemispheres and we don't mean maybe

• based on facts in our records, we sincerely believe—and this is a prophecy—that the 1936 outdoor season will approach the boom days so closely—for everyone in the amusement business—that the difference will be too slight to be visible.

• secretly, we think this current year of grace will not only put up a good, clean fight but will probably kayo what an eminent journalist has termed the "era of wonderful nonsense" • no doubt you have all heard that kid depression is not even on his last legs • he has, as a matter of fact, taken a good sock on the Jaw, is down for the count, and his manager, known in boxing circles as "squawk till it hurts," has been merciful enough to throw in the sponge, thus permitting his charge to leave the ring without prolonging the brutal struggle and adding to the disgrace of both of them

George A. Hamid

1560 broadway, new york city • other offices in boston • london • paris • berlin • tokio • pittsburgh • brussels

The Billboard 64

2

EFORE discussing night fairs. I feel that credit should be given to The Billboard for its continued support of fairs everywhere.

To continue to give more free space in the Fair News Section than the advertising ro-ceived justifies certainly places a burden on fair men everywhere to co-operate with their only publica-tion. Any fair man who studies its columns over a period of time and follows this up with correspond-

period of time and follows this up with correspond-ence and personal visits to the limited number of fairs which he can attend is giving himself the best fair education possible. These col-umns are practically a text-

I believe that too many fair men overlook or incorrectly evaluate fundamentals, and before we can discuss a night fair we must prove that there

is a reason for having onc. It is very unfortunate that the fairs on this continent do the fairs on this continent do not have a national organiza-tion with a full-time staff, whose duties would include the compiling of data. Fairs very often need this information to use with their Legislatures, as well as to use in test-

ing their own policies. Statements in this article might be entirely reversed if more data were avail-

It is a truism in business that a true statement of all of the facts generally points to one decision. I believe that practically all large fairs can operate a successful night fair. Most large fairs have a night fair at present and from the statements in our file. practically all of them are successful.



Because of insufficient evidence. I would hesitate to recommend that all small fairs have night shows, except that the principles underlying the operation of all fairs are the same, and if reasonable judgment is exer-cised, 1 can see no reason why they should not be successful.

Some Reasons for Night Success

Frank H. Kingman

There are a number of reasons why a night fair should be held and why it First, the attendance prob-

should be auccessful. I think it is a true statement that at a majorlem. ity of our largest fairs many patrons attend at night only, and I think this is especially true of those who live in the city or suburb of the city in which the fair is held. Attendance figures at many fairs show that a larger percentage of parons who attend at night will pay again at the grand stand than those who attend during the day. I presume this is natural because those attending during the day have natural because those attending during the day have so many more things to see that many of them never get as far as the grand staud. If this is true it places a greater burden on fair managements to produce a top-notch show at night because the night betrons attend mostly for that show. Those who at-tend during the day in all probability will see some-thing at the fair which pleases them, and, if the management does fail down on its grahd-stand show. they will probably still feel that they received their money's worth. To express it another way, our patrons who attend only at night are our most critical group, and our evening grand-stand show must be as group, and our evening grand-stand show must be as nearly perfect as we can make it.

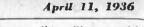
There is also the extra revenue derived from the day patrons who, to a very large extent, will stay to see the night events if they are sufficiently differ-ent to attract them. I believe that one reason why ent to attract them. I believe that one reason why we don't receive a larger percentage of our patrons at the evening grand stand is because they feel that the show is the same, and in a large number of cases I think this is a fair criticism and is one place where we are weak. I realize that a totally different show at night is probably impossible, even at our greatest fairs, but we can present some new things and very often it is some little inexpensive attraction which here our the here. Forthurstely for its in the a cengoes over the best. Fortunately for us, up to a cer-tain point the public cannot compare values between, for instance, a feature which costs \$150 and one which costs \$450. In other words, it is not always sary to spend a large sum to get something entertaining.

Also, from the attendance angle, we must con-sider the working man who a few years ago was making sufficient money so that he could take one or two days off to attend the fair but who now must curtail his expenses, and if he is fortunate to be able to mark during the the mode he will make be able to work every day in the week, he will prob-ably do so and at the best attend our fair at night.

FAIRS-EVENTS

Extra Costs and Increased Receipts

Second, the expense of the night fair. In considering the cost of operating a night fair we must analyze two groups of expense items, those of over-head and attractions. Practically all of our over-head is labor and in a great many cases this does not mean large increases, because many persons are paid on a weekly basis. Concraily, acts are paid for the week, so that the evening grand-stand show



of a background. Compare this with your night show, when some of the things mentioned above are not present, and when Mother Nature furnishes a background of darkest night, and with powerful lights burning a spot of intensity on your stage, all of these things combining to draw your eyes to the act.

Increase in **Evening Grand Stands**

There is no question from your carnival stand-point but that light produces sales. I believe it would be a fair statement to say that the midway generally

is much better lighted than any other part of the grounds at night and, therefore, the majority of our patrons may be found on the midway, ex-cepting those, of course, in the grand stand.

Sixth. the effect of the automobile. The introduction of the auto has increased the number of hours a patron can spend at the fair and still arrive home late in the evening. From the standpoint of large fairs, the best evidence we have of the evening grand-stand at-

tendance are the actual figures presented to the In-ternational Association of Fairs and Expositions. We submit typical examples. Practically every large fair last year had an increased attendance at outside gates, and notice the figures for the grand stand;

| | Increased Galo | Afternoon Gd. Btd, | Evening Od. Std. |
|--------------------|-------------------|-----------------------|---------------------|
| Kansas Free Fair | . 40% | 65% | 47% |
| North Dakota State | . 80% | 10% | 00% |
| South Dakota State | . 53% | 55% | 65% |
| Kansas State | . 12% | 18% | 38% |
| Nebraska State | - 41% | 136% | 354% |
| Iowa State | . 31% | 53 % | 38% |
| Minnesota State | . 18% | 28% | D % |
| Indiana State | . 43% | 60% | 35% |
| Cumberland, Md | . 3% | 5% | 25% |

and notice what the averages disclosed-

over year 1034.

Afternoon grand stand at 26 fairs increased 28.9 per cent over the year 1934.

per cent over the year 1934. Evening grand stand at 29 fairs increased 37.9 per cent over year 1934. At the Brockton Fair we believe that good attrac-tions and a night fair have caused whatever suc-cess we have had. The most definite way to prove this statement is to give you our figures before and after introduction of the night show in 1919:

| - Receipts | Espense | Profit | Loss |
|---------------------------------|---------------------|--------------------|------------|
| 1914 8102,614 | 8 95,093 | \$ 7.521 | \$ |
| 1015 83,182 | 84,223 | | 1.041 |
| 1916 109,306 | 82.070 | 27,235 | |
| 1917 106,103 | 89,214 | 16,880 | |
| 1918 No fair. | | | |
| 1019 171.619 | 120,736 | 50,882 | |
| 1920 237,756 | 147,324 | 90,432 | |
| 1921 275,794 | 215,725 | 60,068 | |
| 1922 322,878 | 234,392 | 88,286 | |
| | Total Receipts | Total | Profit |
| Four years, 1914-'17 | \$ 101,205 | \$350,800 | \$ 49,564 |
| Four years, 1919-22 | 1.007,847 | 718.177 | 289,668 |
| | Average Receipts | Average Expense | Profit |
| Four years, 1914-'17 | | * 87,650 | \$12,391 |
| Four years, 1010-22 | 251,981 | 179,544 | 72,417 |
| To produce these | results lar | se auma | of money |
| | year is th | | |
| grand-stand show for lowing: | 1927, when | a we spen | t the fol- |

| Acts | | | | • | • | | | | - | | | i. | • | | • | | | | - | .\$18.850 |
|---------|----|---|---|---|---|---|-----|---|---|---|--|----|---|--|---|---|--|--|---|-----------|
| Firewor | ke | 5 | | | 2 | | | | | • | | | | | • | • | | | | . 8,000 |
| Auto Ra | AC | e | 8 | | | | | | | | | | | | | | | | | . 5.800 |
| Harnesa | 1 | 2 | ถ | ç | 1 | n | 1.5 | 5 | | | | | | | | | | | | . 35,633 |
| | | | | | | | | | | | | | | | | | | | | . 28,800 |

\$05.082

Good Acts and Public Response

These attractions were supplemented by running

These attractions were supplemented by fulning races, whippet races, balloon accension, track and field meet, pony polo and others. Brockton Fair from the beginning has had attrac-tions in the infield which could be seen from the grand stand. The policy has been to present these attractions like a circus with at least five different things being on at the same time. This is an ex-pensive setup and for the last three years we have back to remetil but for 1000 we hall the a reference. pensive setup and for the last three years we have had to curtail, but for 1936 we shall try to repro-duce our previous shows. A description of our physical setup may help to create the picture. We have had two large stages opposite our grand stand in the infield; at the outer side of each stage we have had two horse-show rings; at the back half of the infield our cinder track is used for the track and field meet, football games, etc., and the north end of infield is used for horseshoe-pitching courts and balloon ascensions. balloon ascensions.

(See GOOD ATTRACTIONS on page 72)



extra cost would he for music, fireworks and electric current.

I am firmly convinced that these extra costs can be more than met by the increased receipte. In addi-tion to the revenue at the outside gates, some of which would never be received during the day, there is the extra revenue at the grand stand, plus re-ceipts from the midway, which can run into a sub-

stantial sum with a good carnival. Third, exclusive night attractions. Fortunately. for those fairs that have a night show, there are at least two important features which can be held only at night. fireworks and revues. I believe that a good fireworks show has more universal appeal than any one other thing seen at night fairs. Practically all of the serial part of it appears and disappears so rapidly that it is impossible to remember from one fair to another what they looked like and the patron returns his general impression only. If I had money enough for only one night attraction I would place fireworks at the top of the list. During the last few years a larger number of the

During the last lew years a larger humber of the bigger fairs have been playing rownes at the evening grand stand and, judging from the financial state-ments as a whole, they have been successful. One big advantage of having a rowne is the setting it offers. The best act in the world without proper setting and proper lighting is handleapped. In the last few years there have been numerous spectacular musical pictures and a revue at least offers the op-

Many fair officials twice his ago have not had the experience in the field. either in years or varioty, of Frank H. Kingman, who has been secretary of Brockton. Mass., Fair four years. He has been active in fair work 18 years, having been, aside from his Brockton service, manager of Connecti-cut State Fair, Hartford, three years; man-ager of New England Fair, Worcester, Mass., three years: assistant secretary of Iowa State Fair. Des Molnes, and office manager of Eastern States Exposition, Springfield, Mass., eight years.

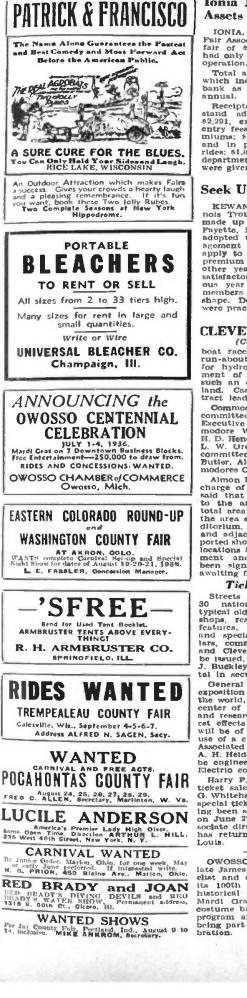
portunity to present something of a similar nature. In connection with the revue we may take advantage of the radio and screen industries' work by adding a radio or screen star to the program.

Fourth, exhibitors and concessioners: Revonue derived from the sale of space to merchants and concessioners generally is expressed in substantial figures. The four or five extra hours at night mean a lot to a merchant because, in the last analysis, he is buying circulation or people past his booth. I know of many examples of merchant exhibitors doing more business at night than they do all dur-ing the day. From the standpoint of the conces-sioner, a night fair gives him two big meal periods instead of one. figures. The four or five extra hours at night mean

Fifth, eye appeal. Almost everything we look at appears differently under lights. Lighting is making rapid strides and there is plenty of evidence that good lighting results in sales. Almost everything at a fair appears different under lights. Compare, for instance, as act. In the alternoon it appears on the stage without any background, the actors being silhouetted perhaps with automobiles back of them in the infield, or other actors waiting to go on. Patrona are distracted by plance overhead, race horses coming onto the track and a host of things too numerous to mention, but every one of them tending to pull the eyes away from the act. I think all fulls are weak in not trying to set up some sort Fifth, eve appeal. Almost everything we look at

FAIRS-EVENTS

65



Ionia 1935 Profit \$5,302; Assets Placed at \$215,412

IONIA, Mich., April 4.—Ionia Free Pair Association had a profit on its 1935 fair of \$5,802.28. The association has had only three deficits in its 21 years of operation.

Total assets are placed at \$215,412.76, which includes \$13,727.51 on deposit in bank as working capital for the next annual.

Receipts were \$25,097.15 from grand-stand admissions: \$8,780, concessions; \$2,291, exhibition space rentals; \$603, ontry fees; \$2,054.90 from State for pre-mlums; \$7,796.64 from advertising space and in percentages from shows and rides; \$1,893 was distributed in the cattle demonstrates the located manufacture department, where the largest premiums were given.

Seek Uniformity in Illinois

KEWANEE, Ill., April 4.—Central Illi-nois Trotling and Pacing Association, made up of Mercer, Bureau, Henry, La Fayette, Morrison and Knox fairs, has adopted uniform rules governing man-agement of member fairs. Rules will apply to racing programs and draft of premium books to avoid conflicts of other years. Efforts will be made for satisfactory dates and a more prosper-ous year is anticipated. All of the members weathered depression in fair shape. Debts incurred during lean years were practically wiped out last year.

CLEVELAND BACKING (Continued from page 62)

(Continued from page 62) boat moces and mees for cruisers and run-abouts. A feature will be an event for hydroplanes with engine displace-ment of 225 cubic inches, first time such an event has been run in Cleve-land. Cash prizes and trophics will at-tract leading drivers. Mr. Hines said. Commodore E. E. Noble heads the committee of yacht clubs in this district. Executive committee also includes Com-modore Wilbur J. Wright. Commodore H. D. Hendricks, A. J. Oliver, Commodore L. W. Greve and Arthur Hess. Events committee includes E. A. Brooker, D. G. Butler, Alexander Winton Jr., and Com-modores Oliver and Wright.

modores Oliver and Wright. Almon R. Shaffer, associate director in charge of anusements and concessions, said that seven acres have been added to the amusement zone, bringing the total area up to 43 acres, not including the area surrounding the municipal au-ditorium, underground exposition hall and adjacent territory. Mr. Shaffer re-ported showmen eager to secure preferred locations Shaffer stated. Several amuse-ment and concession contracts have been signed and numerous others are awaiting final signatures, he said. Ticket Cool 1 000 000

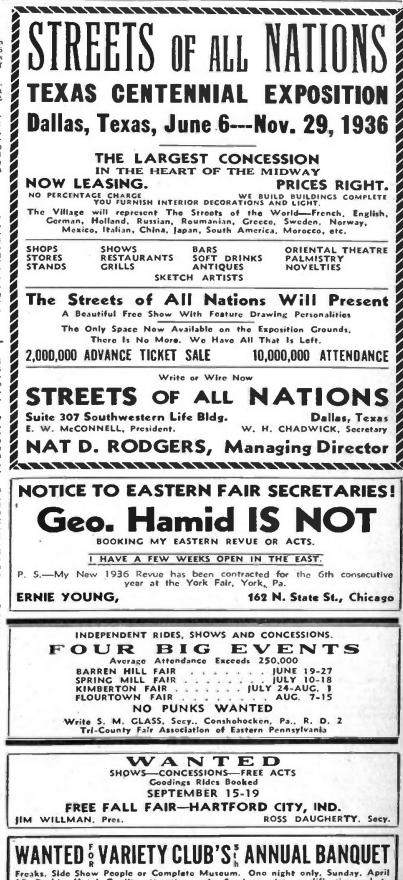
Ticket Goal 1.000.000

Ticket Goal 1,000,000 Streets of the World, to house somo 30 nationality groups, will present typical old world cafes, beer gardens, gift shops, restaurants and other colorful features. United States postage stamps and specially-designed silver half dol-lars, commemorative of the exposition and Cleveland Centennist are soon to be issued, United States Senator Robert J. Buckley, Cleveland, being instrumen-tal in securing the issues. tal in securing the issues.

General Manager Dickey declares the exposition will be the best lighted in the world, as Claveland has long been a center of the electric lighting industry, and research laboratories will offer newand research laboratories will offer new-est effects in lighting science. Current will be of sufficient capacity for normal use of a city of 80,000, Mr. Dickey said. Associated with Expo Lighting Engineers A. H. Heidenreich and F. R. Ritchie will be engineers of Neia Park and General Electric company as consultants. Harry P. Marrian director of special

Electric company as consultants. Harry P. Harrison, director of special ticket sales, and his teammate. George G. Whitehead, have gone into action, the special ticket sales promotional goal hav-ing been set at 1,000,000 before opening on June 27. Peg Willin Humphrey, as-sociate director in charge of space sales, has returned from a flying trip to St. Louis.

OWOSSO, Mich.-Owosso, home of the late James Oliver Curwood, fumolis nov-elist and conservationist, will celebrate its 100th anniversary in July with a historical parade, pagennt of progress. Mardi Gras on eight business blocks, costume ball, sports, rural participation program and other features, the event being part of Michigan Centennial Cole-bration.



(which will be returned) and lowest salary. Working time 7 to 8 p.m. Address ROBERT NELSON, 198 S. Third St., Columbus, O.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

The Billboard 66



VERY business, if it is successful, has adapted itself to serving its community and patrons in a satisfactory manner. Its success is proof of this, and fairs are no excep-Its suc-

tion to this rule. Like any other business. a fair to prosper must have satisfied patrons, exhibitors and concessioners because it is fundamentally a co-operative enterprine requiring for success the efforts, good will and support of thousands of individuals. This means that all of these ele-

ments that have a part in the fair must feel repaid for their contribution, whatever it may have been. Favorable accommodations for exhibits and competent judging are as important to exhibitors as prize moncy. Concessioners must money. Concessioners must have a chance to make money sufficient to pay them for their outlay and efforts and, in addition, fair treatment, if they in turn are expected to treat visi-tors honestly and courteously. The patron who provides the "sinews of war" must feel re-paid in enjoyment and enter-tainment for his expenditure

of money and time and leave the fair a booster. if he is to be a real uset. When all of these elements pull together for a fair, it must and will be a success. Fairs need not and should not be all cut to one pattern. The type of agriculture and industry and the proportion of urban and farm population peculiar to the home territory of the fair should covern its development. The management of each has ample

opportunity for individuality and initiative. Present-day fairs may be considered as the modern development of the early



W. A. Linklater

stress the educational value of fairs, but the entertainment features are

fundamental. Olean, high-class amusements, well presented, will draw attendance. If advertised. The combination of attractive, clean grounds, buildings and exhibits, good entertainment and courteous treatment will make boosters and repeaters out of vieltors,

The fair editor of The Billboard has asked this writer to give a brief account of the development of a successful fair at Puyalup, a town of 6,000 people, in the State of Washington. This fair is somewhat unique in that it has been conducted and expanded without the aid of public appropriations. It has had to operate strictly "on its own." It is not the thought that the plans and policies of Western Wash-ington Fair will be applicable to fairs in general, but rather that perhaps the story may be interesting and some parts of it useful to readers who are identified with fairs.

Some facts and figures must be given to provide background and understanding of the plaus and policics of the management of this institution. Agri-cultural products of Western Washington are largely

marketed by producer-owned co-opera-tive organizations. The first of these co-operatives was established in the Puyallup Valley 45 years ago to market berries, and the leaders in this berry-shipping association were the prime organize s in 1900 of the fair.

This fair association is and always has been a privately owned, non-dividend-paying institution. The corpora-tion includes about 100 stockholders; total outstanding stock, 3,600 shares at par value \$1. Twelve trustees. servat par value 31. Twelve trustees. serv-ing three-year terms, with a full-time sularied manager, conduct the business. This fair association pays taxes like any other business. It is out of debt, owns 55 acres of land, has reasonably adequate but cheap wooden buildings having a combined area of about eight acres, a grand stand seating 10.000 and total property rated by public appraiser at \$300,000. Attendance in 1935 was 255,000 in seven days, the income \$163,000 and the operating costs \$114,500. This fair has been con-sistently operated at a profit except

FAIRS-EVENTS in 1933, when the weather man meted out four days during fair resulting rain week, deficit of \$3.500.

af. Sum of \$105,000 of the 1935 income came from general admissions, grand stand and auto parking: 511,775 from space rentals, \$12,500 from concessions and \$3,850 from miscellaneous sources. Adminiatrative and related expenses amounted to \$17,000; maintenance and preparation of fair plant, \$16,000; special fair-time employees. \$13,500; prize money and

Making a Fair Pay Out

Without the Aid of Public Appropriations

By W. a. Linklater

department expenses, \$23,000; amusements, \$23,000; publicity, \$15,000, and taxes and insurance, \$8,000.

population 400.000, the softwork for the fairgrounds. The radius of attendance, however, extends over 150 miles. At least half of the annual visitors are residents of cities and towns and this fact is fully recognized in organiz-

The Setup

W. A. Linklater, president and man-ager of Western Washington Fair, Puyallup, who has made a notable success of that annual district event, spont the first 23 years of his professional life in agricultural college work.

college work. He was dean of agriculture and pro-fessor of animal husbandry at the A. G M. College, Stillwater, Okla., in 1908-13, and served as superintendent of the Western Washington Experiment Station, Puyallup, in 1913-26. Since 1926 he has given his full time to the management of the fair in Puyallup, working up extensive ex-hibits, developing a creditable amusement zone and laying out a successful financial policy.

one day the past season. Most of the buildings are connected, so that visitors can move about comfort-ably even in rainy weather. All buildings, except barns, have concrete floors, and all are whitewashed inside and out, annually if necessary, and trimmed in

red. Well-kept lawns and flower beds occupy all available open space, including the field inside the third-mile track. All walks, including the alseways in

the barns, are covered with bright fir shavings, with fresh applications every night. Everything is as fresh and clean-looking the last morning as on the first morning of fair week. Bright straw for bedding is

furnished free for all live stock, including race horses.

Grounds and Buildings: The grounds are small. really overcrowded by 56,000 people who attended on

ing the exhibits and entertainment features,

Puvallup, home town of this fair, is 10 miles from Tacoma, population 100,000; 35 miles from Seattle, population 400,000, and some 750,000 people live with-

There is no excuse and none is accepted for not keep. ing the airy, white barns clean and bright. Extra men Fair trucks are hired to assist in having this done. begin hauling litter from the barns at 5 a.m. and must be finished by 9 a.m., when the outside gales are shut for the day against all auto and truck traffic. It is just as pleasant for visitors to go thru the barns as thru any of the other departments of the fair and, thru any of the other departments. as a consequence, they do go there. Departments: This fair embraces all of the usual departments, including the

best art exhibit in the Pacific Northwest, an outstanding flower show, wild game and fish display and juniors' hobby fair, the whole of sufficient range and variety to offer many things outstanding of interest to old and young, whether from city or farm.

Carnival - Fairway: As the Garnival - Fairway: As the fair opens the third Monday in September, rides and conces-sions from parks are available. Many permanent rides have been installed by concessioners, been instatute by concessioners, including Roller Conster, Oid Mill. Tumble Bug, also Fua House, Red Bug and Skooter, but portable rides and shows are also contracted. Al

games and similar concessions are in buildings erected by the concessioners. The basic rate charged is 30 per cent of the gross. Miscellancous concessions, such as peanuts, pop corn, drinks, etc., pay 30 to 40 per cent, restaurants from 15 to 20 per cent. The Fairway has been entirely satisfactory to the management, concessioners and the public. It is highly popular and profitable.

Public and Concessioners: The rights, convenience and comfort of the public are considered paramount. All concessioners must keep within the booths as-signed to them. Sellers of balloons and novelties and similar salesmen cannot set their stands in the alaleways to obstruct the movement of fair visitors.

So far as possible, exclusive concessions are con-This fixes responsibility and reduces com-and annoying rivalries. The interest of the tracted. plaints and annoying rivalries. The interest of the concessioner is conserved by limiting the number of concessions. Such legitimate businesses are given cooperation and protection. The off-color operator is considered a liability and an effort is made to exclude him

Amusements: The location of this fair, distant from major amusement conters and in a district withfrom major anuscent centers and in a district with-out a well-organized fair circuit, has made it neces-sary to utilize and develop local entertainment fea-tures but of professional caliber, such as log-rolling and other woodsmen contests and Indian parades. dances and shows. At least 50 per cent of the grand-sland events feature horses because they are popular and also because they can be put on in the rain. The fair advertises "rain or shine" and has not canceled a program in 10 years. Running horse races, using of-ficials from standard tracks, but without pari-mutuel betting, altho legal, are featured afternoon and night. Naval or military drills and exhibitions are slwars included, A group of high-class circus or free acts is interspersed, the whole giving a three-hour afternoon and a two-and-a-half-hour night fast-moving, di-versified entertainment, supported and carried along by a competent how bard by a competent show band.

Publicity

This fair spends about 10 per cent of its gross in-come on advertising and uses all standard mediums-biliboards, newspapers, a half - dozen radio sia-tions, the covers, counter-cards, etc. In this connec-tion competent publicity men who can produce stories that newspapers will print, are always worth what they cost,

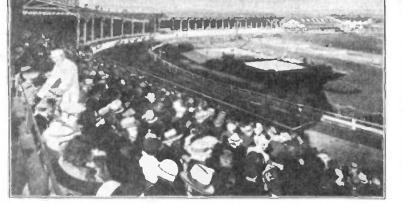
Advance ticket sales have an important advertis-ing-publicity value. They are sold for

They are sold for two weeks immediately preceding open-ing of the fair and thruout the "trade" territory. Six 25-cent coupons, ex-changeable for car parking, idmission and grand stand, are sold for 81. Thirty-three thousand dollars' worth were sold to 1035 and 39 and an east and and and in 1935 and 98 per cent wore recipened. For 20 years general admission has been 50 cents; grand stand, 50 cents, and 75 cents for reserved seats.

Representatives of local service clubs Representatives of local service clubs visit other clubs in the interest of the fair for a radius of 50 to 75 miles. The majority of neighboring cities and towns doclare holidays and send cara-vans to the fair. This indicates general good will and co-operation. Tacoma and Seattle compete annually for an at-tendance prize based on total paid ad-missions on Tacoma Day and on Seattle missions on Tacoma Day and on Scattle Day. In addition there are other community attendance contests.

Passes

Weekly passes are issued to em-ployces, exhibitors and concessioners (See MAKING A FAIR on page 72)



THEY LIKE THEIR grand-stand ottractions at the Western Washington Fair, Puyallup

April 11, 1936

FAIRS-EVENTS



67



By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Barnes Show Has Sellouts

Circus turns 'em away as three-day feature --- better gate changes exhib hours

EAN DIECIO, April 4.—Thousands of visitors poured into the exposition grounds last week on Friday. Saturday and Sunday before and after perform-ances of the Al G. Barnes Circus, the feature attraction during the three days. Launched with a gala premiere Friday night with a full house, the circus played to packed shows, with thousands boing turned away from every par-formance because all scats were sold. Gales at the evolution gamed at 10

formance because all scats were sold. Gates at the exposition opened at 10 a.m. on Saturday and an hour later streets were lined with men, women and children awaiting the colorful parade, first circus parade seen in San Diego in 14 years. When circus opened at 1 c'clock, they were besleged by a clam-oring army of buyers. Half an hour later the "sold out" sign was hung up, and the cushters closed their wickets. While most of these people expressed keep disappointment at being unable to get into the mainee performance. the keen disappointment at being unable to get into the mainee performance, the majority of them turned back into the exposition grounds, attending the ere-ning performance. Reservations, mean-while, were pouring in for the night and funday performances. Manager S. L. Cronin and other oldtimers with tho abow declared it one of the greatest at-



FOURTH OF JULY CELEBRA-TION, QUINCY, MASS.

Attendance last five years over 90,000 persons ecch day. We are looking for all kinds of Rides, Carnival and Fair Attendance to LEO M. BRAULT, Chairman, July Farth Com-mirtes, Quincy Post 95, American Legion, 245 Panklin St., Quincy, Mass.

tendance records in the history of the circus,

circus. Following the circus performances, the throngs entered the exposition fun zone to take part in many gala events and special parties celebrated at various places on the grounds. It was a record-breaking attendance this year at the ex-position on the fun zone, palisades area and plazas and one of the biggest Satur-day turnouts of visitors since the expo-sition opened. It was a signal success and a brilliant augury of the many big attractions being planned for the expo-sition during the season by General Manager Wayne W. Dallard.

Pageant Is Colorful

<text><section-header><text><text><text><text>

Bank Night a Feature

Bank: Night a Fediure More than 10.000 WPA. FWA and SERA workers and families were guests of the exposition last Wednesday on WPA-Federal Music Project Day. Mem-bers of relief groups were admitted on their registration cards. Entertainment by musical organizations included the Federal Civic Band under direction of Federal Civic Band under direction of C. F. Stoddard and Foderal Civic Negro Dance Band. A program of Yugoslav music and en-

A program of Yugoslav music and en-tertainment was feature of a reception Sunday afternoon at the Yugaslav Dom in the House of Pacific Relations. Enter-

Sunday afternoon at the Yugaslav Dom the House of Pacific Relations. Enter-thing Petrasich. Guest of honor was prace Drugan, executive secretary of the sector. Mer feature. Exposition Bank Night, will be introduced every Thursday to the Bank of the Source of the House of the Source of the Source of the the the Source of the Source of

SE AND CHEER AMERICA The Greatest Musical Show Under the **STARS AND STRIPES**

MOST PRONOUNCED ENTERTAINMENT INNOVATION IN OUTDOOR AMUSEMENT HISTORY

conceived and

produced

by the leading Specialists in the open-air amusement business

SEND FOR COMPLETE CATALOG OF ACTS, RODEOS, BANDS, LARCE AND SMALL REVUES AND "THRILL DAY" FEATURES FOR FAIRS, PARKS AND CELEBRATIONS



Permanent Address, 2509 Webber St., SAGINAW, MICH. PLAYLAND PARK, AYE BRACH, N.



Daring and Dainty Miss CALVERETTA on the Flying Trapezc. Now Combined in one big dis-play of grace and daring. Booked through the GEORGE A, HAMID Office, New York City. CALVERT, 164 Averill Ave., Rochester, N. Y

hours to the daily schedule. These hours do not affect the anusement area or cafes and restaurants, which will remain open until midnight on week nights ex-cept Saturday, when they remain open two hours later.

Dicker for Musicals

Globe Theater Players gave their first public performance of The Merry Wiees of Windsor on April 1. with Carl Ben-ton Reid in the role of Faktaff. Other bills in the week's schedule: As You Like It, The Taming of the Shrew, Macbeth, The Comedy of Errors and A Winter's Tale.

General Manager Dallard announced (See BARNES SHOW on page 98)

Fifth Annual Legion Races PAIR GROUNDS. HAMILTON, MO., AUGUST 24 TO 28.

one and only act to do this trick, considered impossible.

If you have a LARGE CARNIVAL, it will pay YOU TAKE ALL ON SHOWS AND BIDES. Concessions VERT REASONABLE. R. O. HENDREN, Chairman, Hamilton, Mo.

Wanted-Carnival-Rodeo FREE ACTS SHOWS, dith Annual "Dars of 49," August 15, 19 and 20. Mile Long Parade Each Morning, Large Growds Guaranteed, Writs SECRETARY, Manover Busincss Mon's Club, Man-over, Kan.

Thank You for Montioning The Billboard.

Stale Methods Of Exhibiting

By A. B. DAVIS-

Manager of Panhandle South Plains Fair Association, Lubbock, Tex., taiked on this subject before the Texas As-sociation of Fairs' convention in Dallas and below are extracts from his address:

I take it for granted that most fair I take it for granted that most fair secretary-managers admit, realize, un-derstand and know that our present methods of exhibiting are stall; that we need new ideas for ways, means and methods of exhibiting; that our fairs are going backwards in interest, value or service, and attendance or income; and going backwards more rapidly from now on than they have been in the past, unless we do adopt new methods.

At least, that is my very deliberate judgment and the testimony of a dot of secretary-managers I have talked with and written to. Some of their ex-pressions are:

with and written to. Bome of their ex-pressions are: "People are getting tired of seeing the same products displayed in the same way year after year." "We must have new and novel ways of presenting exhibits or suffer a tre-mendous loss in attendance." "We must keep up with the times and make changes accordingly." "Most people know in advance what they are going to see in the agricultural exhibits. As a result only a vory small percentage take the time even to go to the agricultural buildings. We are going to lose attendance if we don't change." "We must get away from the uniform

to lose attendance if we don't change." "We must get away from the uniform and standard exhibits. We have had too much of the same thing over and over. When a person has looked at one booth he has seen the whole show." "We are worse than the railroads of the country. We haven't changed our types and styles of exhibits in 20 years. "Experie" draw all the premium money." "Must Varue the Acte³⁹

"Must Vary the Acts"

I could give dozens of other quota-lons from secretaries and man-gers, agricultural workers, farm magamantions editors and from hundreds of fair patrons.

patrons. It seems that we all realize that our setup is wrong, that something must be done about it or we are going to auf-fer tremendously. But we are not doing anything about it, either because we don't know what to do, or perhips a more logical reason is because a lot of us are trying to serve in dual or more capacities—as secretary of a fair and of

W-A-N-T-E-D ALL MAINE FAIR ASSOCIATION Wrets July 13th-September 7th-October 19th. 100 WASHINGTON ST...

INDEPENDENT RIDES BOOKED FOR OUR FAIR. 8HOWS AND CONCESSIONS WANTED. DATES-JULY 27-51. 0. 0. DATMAN, Secondary, Newton, IH.

WANTED CARNIVAL

ATH OF JULY WEEK, MAIN STREET, FLOR-ENDE, KAN., Under Business Men's Club.

H. F. MCGREAOY, Box 36, Florence, Man.

WANTED Good, clean Carnival to play Rockport, Mr., Juns 39 to July 4, Inclusive, Give ritalis in nost letter, the amount of Rides, Shows and Concessions. Amer-ican Lagson 4th of July Celebration, Large crowds gasured. Write O. A. LOOMIS, Weakport, Mo.

WANTED CARNIVAL Or Shows and Rides, July 4 and 5 Celebration. ROBSUTH COUNTY PAR, ALGONA, IA. E. VINCENT, Secretary.

DOUGLAS COUNTY FAIR ALEXANDRIA, MINN., AUGUST 27-58-20, Problem Concessions and Rivers Independently, Lavo-trate Researching, Write R. S. THORNTON, Becretary, Alexandria, Minn.

WANTED July 4th. 30,000 attendance OHAB. M. STORER. Hilladale, Mich.

Ridres, Concessions, Shows, Atorrican Lecton Cole-braitme, July 4 and 5, Preigerline, Wis, Write 5, 7, Willserth,



a chamber of commerce and perhaps many more jobs or taskmasters. But we are facing a serious problem, perhaps more scrious than some of us may realize, and we had better begin to do something about it. We have still got the same old three-ring circus, but we had better paint up the front and change the name and vary

the front and change the name and the the nets a little or we are going to wake up one of these days to the fact that our fairs have failed. The large number of fairs that have failen by the wayside, that have gone out of existence year by year should convince us that old ago and death may be arceping up on us. That is the "fear psychology" and it be-hooves us to think very seriously from that angle.

New Ideas Demanded

But we should also consider the won-derful opportunity that we have of mak-ing our fairs of more real value to more people; of assuring their future success and continuance, and of getting more money as a result to help us do a worth-while job in a worth-while way. The sit-uation ought to make us stop, think and act.

and act. I am tremendously interested in more said better fairs all over the county, be-cause the more and better fairs there are, the bigger and better fairs there in have. I can get better exhibits, attrac-tions and concessions and a better car-nival, the more and better fairs there are over the country. The big thing necessary is for us to attempt to solve this problem and better the situation by adopting new methods, ways and means of exhibiting.

Fair Elections FRANKLIN, Ky.-Simpson County Fair

Association elected Judge J. W. James, prosident; T. L. Neeley, treasurer; Cyril D. Duncan, secretary-manager.

WARTRACE, Tenn.--Wartrace Fair As-sociation re-elected T. Lynn Dawis, pres-ident; W. A. Hoyle, vice-president; J. P. Bramblette, scoreiary-treasurer.

McMINNVILLE Tenn.-Warren County Fair Association, which has named a special committee to supervise rebuild-ing of the grand stand damaged by storm, re-elected E. W. Walling, pres-ident. Other officers are J. D. Elkins, Billoat Brown, vice-presidents; John W. Neims, secretary; H. S. Walling, treasurer.

ESSEX JUNCTION, Vt.—C. H. Mower was re-elected manager of Champlain Valley Exposition. President Paul D. Raine named these committees: Execu-tive, Paul Raine, H. A. Thompson, H. I. Stanhope, Dr. J. A. Rust, H. J. Mercure, Clark E. Brigham, entertainment, H. I. Stanhope, H. J. Mercure, J. S. Grow, G. E. Brigham, P. D. Raine; budget, Thompson, H. H. Drury, Grow; grounds, Drury, Mercure, E. M. Hoag; advertising, Thompson, Drury, Dan M. Johnson; ad-vance sale, Grow, Brighum, Dr. Rust; exhibits, Drury, Mercure, B. C. Hawley; racing, Frank Pine, R. C. Miles, Dr. Rust.

WEST POINT, Miss. — Clay County Fair Association re-elected Scoretary-Manager John Crawford Jr., and named T. E. Douglas, president: Sam Dexter, vice-president; J. T. Buble, recording Secretary.

HAZLEHURST. Miss.—Copiah County Fair Association voted to increase pre-mums and elected C. A. Roper, chair-man; G. L. Hales, general chairman; J. V. Long, secretary-manager: Elise Thomas, home demonstrating; R. S. Hill, prizes; J. L. Watson, premiums; J. D. Wise, advertising; William A. Long. prizes; J. L. Watso Wise, advertising: publicity.

LUDINGTON, Mich. -- Mason County Full Association elected A. E. Houk, president: T. H. Fisher, E. M. Briggs, vice-presidents: Fred O. Lageson, Secre-tary; Fred Schoenherr, treasurer, and 25 directors.

ANN ARBOR. Mich. — Washtenaw County Fair Society elected F. W. McLane, president: C. D. Finkbelner, George Cooper, vice-presidents: R. H. Alber, secretary: B. E. Prycr. treasurer.

OIL CITY, La, Officers of Caddo Parish Fair Association, which selected Oil City as site for the 1936 annual, elected George W. Thacker, Oil City, president; Earl Williamson, last year's president, vice-president; Mrs. Pugh

Wilkinson, secretary-treasurer, manager, re-elected.

VANCOUVER, B. C.-Cyril Roberts, Sardis, was elected resident of Chilli-wack Agricultural Association at the an-nual meeting and dinner in Chilliwack, succeeding Guy Curwen, president for three years. Directors elected are T. P. Knight, Arthur Menzles, A. F. MacDon-nid, R. L. Ramsay, F. A. Matheson, Guy Vurwen, C. A. Barber, Lorne Mislcolm, Mrs. George Maurer, Mrs. Arthur Gra-ham, W. S. Preston, W. N. Crankshaw, W. S. Annis, J. J. Andrews, H. W. Ger-man, H. G. FitzHerbert, Ian Hepburn, Count A. F. Van Rechteren, Miss Ruth McKenzle, Mrs. Ed Chadsey. Statement showed a balance of \$1,151.

Fair Grounds

KINGSTON, R. I.—A. N. Peckham has been made general manager of Kingston Fuir by Washington County Agricultural Society to stage the 1935 fair. Annual is more than 65 years old and recently members of the society paid off all in-debtcdness, so that the year could be started with a clean slate.

OIL OTTY, La .-- Caddo Parish Fair OIL OITY, La.-Caddo Parish Fair As-sociation directors have selected Oil City as site for 1936 fair. Treasurer's report showed the association has more funds on hand than in 1935. Association de-clined to accept a resignation of R. T. Douglas as director.

CLARRSDALE, Miss.-Exchange Club. CLARRSDAIE, Miss.—Exchange Club, Cleveland, Miss. has joined with Bolivar County board of supervisors in plans for a Deita-wide Centenniai to be held in Cleveland, possibly in July. Numerous other North Mississippi counties havo signified that they will join in a cele-bration. A Bolivar County Fair, first in many years, is expected to be tied in.

SAN DIECO, Calif.-Liberal cash awards to attract arhibitors to the 22d Agricultural District Fair in Del Mar in October are contemplated by a premium committee of Directors Fred W. Mitchell, Frank G. Forward and Robert Ornham. Einborate displays of every product in San Diego County are being collected, said President Franks, of the district areconstitue. nasociation.

FREMONT. O.-Auto racing will be held at the 1936 Sandusky County Fair here for tho first time in many years, said Secretary Russell S. Hull,

ANN ARBOR, Mich.—Directors of Washtenaw County Fair Society an-nounced a free fair here in September, the change having been considered for some time. A free fair has never been tried here, but directors are impressed with success of Ionia. Mich, free fair.

LEWISTON, Me.-Fifty horses are al-ready in spring training quarters on Maine State Fairgrounds here and appli-Maine State Fairgrounds here and appli-cations for barn space come daily. Jimmy Jordan, Illinois reinsman, is latest arrival. Indications are that Maine will have the greatest season of harness racing in its history, and fair screetaries are highly optimistic that 1936 will aniply replenish coffers.

HARLINGEN, Tex. - Pending further study of financing the project, action on recommendations for improvement of on recommendations for improvement of buildings in Fair Park was deferred by directors of the Chamber of Commerce and Mayor Sam Botts and D. E. Ewing were named to study condition of buildings in the park and report.

Jackson, Miss., Enlarging

JACKSON, Miss., April 4.—Thru WPA many basic improvements are under way on Mississippi State Fair grounds. One of the greatest changes is enlargement and modernizing of the midway, being constructed in the form midway, being constructed in the form of a loop with a much wider street, Mnyor Walter Scott pointed out, All buildings are being enlarged and reno-vated, drinking fountains installed, parking grounds enlarged and electric lighting modernized.

GREAT CALVERT will have a partner this season. Miss Calveretta, making a two-people actial wire act, and opening early in May under the George Hantid banner. Doing back drops and swinging toe-hangs on flying trapeze, she will work without a net or mechanical device, he says.

PRICE RISE-

April 11, 1936

CONTINUED FORMULAE (Continued from page 52) have the appearance of being a matter of matural course." he added. "The park manager who has followed this method of price cutting has noth-ing to fear from the ruture. I believo the majority have had the foresight to visualize the future when prices were cut on special days." Treaident Baker frowns on the prac-tice of cutting prices on standard 15-cent and 10-cent rides to 5 cents and cven 3 cents.

tice of sutting prices on standard 15-cent and 10-cent rides to 5 cents and cven 3 cents. "I have never approved of this and believe it will require considerable tact and diplomacy to overcome," he declared. "In the first place, it was done to get more people into our parks. We all know, from past experiences, that a crowd will spend more money per capita than just a few stragglers. Unfortunately, we have cducated that crowd to believe we can operate with proft at a smaller price of admission. The fact that we have sur-vived is evidence in itself. The public e quick to discern that the return of good times will bring larger crowds will increase carnings, so why the increase in prices? The public docs not know of the strug-gles and hardships you have suffered to survive." When Public Won't Argue

When Public Won't Argue

Don't be too quick to raise prices to old levels, Mr. Baker warns, figuring that It is better to operate another year at depression prices to increased attend-

depression prices to increased attend-ance. "That in itself will bring additional receipts. Then, when the opportunity presents itself wherein you can renovate your park or paint it or change some setup on a ride, then and only then will the time be logical to increase. It may even be necessary, in extreme cases, to advertise a new or rebuilt park in order convincingly to give a reason for the return to higher prices," he said. "One thing is certain. When Mr. John G. Public once again errors a decemt pay.

Q. Public once again earns a decent pay, he is going to become amusementhe is going to become amusement-minded. He's going to revisit our parks. He's going to spend money without ar-guing over prices."

GRAVATT READIES

(Continued from page 52) more to be signed within a week. The president size revealed that he has signed the greatest array of orchestras ever to appear in the resort for the ball-room, which will be redecorated. At ore to append in the redecorated. At ocean end last senson was erected a model bungalow, compicts with garage. Mr. Gravatt plans to double it this year and work has already started on a two story model home planned by Architect William F. B. Koelle, Philadelphia.

New Submarine Deck

New Submarine Deck One of the greatest changes will be the submarine dock, under the main deck of the pier and extending out al-added to include a big array of mechani-new deep sea exhibit, sungle show, new baunted eastle and several other attrac-tion are yet entirely set. Thom, which has been removed, will be aspecial collection of hats of all nationa. The special shows for ohlidren in an additional theater and grand opera over

additional theater and grand opera over A flower garden will be planted on one side of the pler with a fountain and tropical Bah, where all kinds of tropical plants will grow over the roli-ing waves beneath. Several well known plant authorities are arranging this. Baby animal zoo will also be returned. Frank Elilott's Minstrels, will new fusces and routines, will return to the stars are said to have been signed. "I think show business in general will make a decided comeback this season with plenty of work around. Theater and amusement managers should look ahered and see the silver lining, as its were," said President Gravatt. "Down here I expect a big season and I am pre-paring big, practically doubling every thing I ever attempted before. I feel the country as a whole is deeldedly on ness should keep in step."

LES CATTIERS, acrialists: Regnall and LES CATTIERS, aerialists: Regnair and Carver, double fire dive, and radio names have been booked for Selinagrove. (Pa.) Pree Carntval and Night Fair In July, sponsored by D. H. and L. Fire Company. **FAIRS-EVENTS**

The Billboard

.69

MARCHING ALONG TOGETHER

With the Leading Fairs, Expositions and Celebrations throughout the Nation

Headed for the Biggest Year in Our History

THEARLE-DUFFIELD FIREWORKS, INC.

624 So. Michigan Ave., Chicago, Harrison 3252

FAMOUS WORLD'S FAIR FIREWORKS

Displays and Spectacles for Every-Occasion Everywhere

Cushman Shows for Fairs

LINCOLN, Neb., April 4.—Wilbur Cush-man's unit circuit has withdrawn from the Orpheum here for the vaude season, but his general representatives, Vince Markee, said the circuit intends to keep the shows lither as much as possible for fair dates thru summer and fail. Free acts and lines of girls will be added to the shows. Several Cushman time shows worked last fail thru Barnes-Carruthers.

Texas Data for Arkansas

LITTLE ROCK., Ark., April 4.—J. Gil-bert Leigh, vice-chairmann of Arkansas Centennial Commission, returning from Texas Centennial officials in Dallas, said Dallas is ready to turn over \$300,000 worth of research work compiled by the Texas group for use of Arkansas officials, thru an interchange of research, pub-licity and other material between the states.

BEAT SCHEDULE-

(Continued from page 62)

Continued from page 62) that 1037 would be just another year with there would be no excuse for an ad-the there would be no excuse for an ad-state of the second of the second second the second second second second second second Britistic American show, backed by which Byrd, Dallas off nam and first outsine of several of Byrd's expeditions. The technical management end. Weitors to the expo will find all build-mentage and many spots will keep tem-ter the second second second second the second second second second second second second second the second second second second second second the second sec

To Start Crime Show

David S. French, Chrysler executive in charge of that exhibit, is here and expects installation to start soon. Ford and General Motors people are on the lot, and the show is 100 per cent on schedule with many structures now ready for installations. Guide book for the exposition, to be

sold at 25 cents, is now in process of complication. Clinton Bolton, of the ex-position publicity department, is editor, Harry Oliver, builder of San Diego's Gold Guich, is to arrive scon to super-vise construction of Stanley Graham's showboat music hall. Dutour and Rogers will start building the new big Warden Lawes Crime Show shortly and John Sirigo is readying for the Animal Stars of Hollywood act he will import. To date no deal has been concluded be-tween the exposition and John H. Mc-Mahon for a Streets of Paris sctup. He is in Chicago but will return shortly.

HIGH PREMIUMS

(Continued from page 62)

the State. This made a total reduction in premiums over the preceding year of only \$619.00. In 1935 30 fairs re-ceiving State aid paid \$18,345.38, for which they received from the State equal shares of \$5,000. This meant that last year your promiums were increased

equal shares of \$5,000. This meant that last year your premiums were increased over 1934 by \$282.73. "I think it is a wonderful record for Connecticut fairs to go thru the depres-sion and, in spite of decreased State ap-propriations, continue to pay premiums on a pur with these of better days. It certainly speaks, well for your manage-ment and conclusively proves you have the interest of your communities at heart hy offering premiums on a scale that will bring out the best in your community.

Question of Awards

"I am especially glad to know that this situation prevails in Connecticut due to the fact that I know of a situation in a near-by State where the interest of local fairs in the matter of premiums has reached the point where they are no longer jealous of their local individuality and independence and are willing to let longer jealous of their local individuality and independence and are willing to let the State shoulder practically all respon-sibility for furnishing premium money. I know that all of you want and most of you need all the help you can get from the State, but it is encouraging to know that you who are running the fairs of today have the same courage and backbone as those who organized the fairs and hended them toward their cen-tury mark of continuous service in Con-necticut.

"It is perfectly proper to continue paying high premiums if you are mak-ing sufficient money, but the question you are bound to face sooner or later is whether it is possible or good business to maintain present premium scales. An analysis of rout appendic states to maintain present premium scales. An analysis of your financial statements shows that the 30 fairs drawing State aid this past year showed a total net profit of only \$12.57. In other words, after all obligations have been taken care of, including donations to specific organizations, your cash on hand was only slightly greater than at the end of 1934.

of 1934. "The reports also show that those fairs which lost money are somewhat greater in number than those which made a profit. This last year, figured atrictly from the cash on hand, shows that 16 fairs lost money. 12 made a substantial gain over 1934 and two do-nated all profits to Grange building funds with the result that the fair as-sociation never has any cash balanco on hand. Consequently, while 16 fairs lost, money, we can assume that the other 14 made a profit greater than the lost.

Consider Lean Years

Consider Lean Years "You fair officials realize that the financial success of your Yairs depends to a large extent upon weather condi-tions and so are bound to have a certain amount of fluctuation in weather, which affects individual fairs. Those who made money this year may love it next and likewise who lost money this year on ac-count of poor weather, conditions can be hopeful that the law of averages will give them a good break in 1936. With this condition repeating itself from year to year, it might be well for local fair associations to consider setting up modest reserve funds to take care of lean years. lean years.

"In the final analysis, the success of "In the final analysis, the success of your fair depends upon whether the public is attending and benefiting from the exhibits for which you are offering large premiums. The only figures we have to guide us are those submitted in your financial statements and from these it would seem that the 16 fairs which have been operating each year since 1930 have not only been holding their own but, in fact making slight gains in attendance.



FAIR SELRE: Have few dates upon on proten box-office at-tractions, such as ZOHINNE AND HER NUDER TEFVER TXAR COWNOY UNIT MUDICATE TEFVER OF 1930." Write for and "VARIETIES OF 1930." Write for and "VARIETIES OF 1930." Write for and "VARIETIES OF 1930." OHICA00.





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CARNIVALS

NEWSPAPER HITS OPPOSITION

Conducted by CHARLES C. BLUE- Communications to 25 Opera Place, Cincinnati, O.

DefendsShowing At Florida City

Lake Worth Leader praises work of carnival to raise funds for victims of flood

LAKE WORTH. Fla., April 4.-Relative to opposition encountered by the Elks' committee and its local co-workers and the producers of the Elks' Fratival held here has week, proceeds to go to the American Red Cross to aid relief of flood sufferers, for which an organized com-pany, Metropolitan Shows, management of Sam Lawrence, furnished-smuse-monts. The Lake Worth Leader on Wednesday had a featured article on its front page.

Wednesday had a featured article on its front page. The heading to the article was "Elka" Festival To Aid Flood Victims-Expect To Secure City Queta Fund Thru Car-nival-Tonight Will Be 'Newsboys' Night' Grounds at Corner Lucerne and J: Rides Free-Picture Theater Man Is 'Having Fit' Over Carnival Attraction-Sparks Theater Doing Nothing Them-selves To Aid Suffering, Would Stop All Others." The article follows: "The Elka' Festival at the corner of (See NEWSPAPER HITS on page 86)

Foster Bell Special **Agent Strates Shows**

CINCINNATI, April 4.—Foster Bell, of this city, was engaged this week to be special agent and probably also handle publicity with Strates Shows Corpora-tion. He was wired by Manager James E. Strates to report at Portsmouth. Va.. April 0 to take up his duties. Winter of 1934-35 Bell did press work with the Thurston (maglelan) show, also for a few weeks last fail, until the sud-den illness of Thurston, after which Bell went with the Sally Rand road show. Early last season he was with the Johnny J. Jones Exposition and was formerly with various outdoor shows.

Winchell With Hotels Chain

TAMPA. Fla., April 4.—Frank Winchell recently resigned his position as press ropresentative for Rubin & Cherry Expo-sition, with which he was employed several outdoor show seasons, to accept a year-round position as publicity di-rector for the Florida-Collier Coast Hotels, with his headquarters at the Tampa Terrace Hotel in this city. Dur-ing the past winter Winchell was en-gaged in publicity work for the hotel chain, a part of the time located at St. Petersburg.

Hennies Bros. in Mississippi

MERIDIAN, Miss. April 4.—Hennies Bros.' Shows have contracted to play the 1036 fair here, Al H. Yeomans, general manager of the fair, announced this week. This is Hennies' first Mississippi appearance, and show will also play dates at Tupelo and Laurel, with Meridian sandwiched

Carleton Collins to Marks

Carleton Collins to Marks CINCINNAT, April 4.—A communica-tion from Carleton Collins, well-known press representative, informs that he will be with Marks Bhows this year as director of publicity and general as-sistant to John H. Marks. Collins plans to join the show at Richmond, Va. during its engagement there, but prob-ably not in time to be at its opening on April 11.

RICHMOND. Mo., April 4.—Roy Gold-stone, who owns and operates 25 conces-sions with Crowley's United Shows, which he transports on four motor trucks and one semi-trailer, has placed an order for new tents with the Fulton Bag and Cotton Mills. This will be Goldstone's jourth season to have con-cessions with Crowley's Shows.



'TWAS A "HAPPY BIRTHDAY" for Cliff Kurns-Fat Show with United Shows of America. On his own notal day Mrs. Karns, the smiting little (7)-woman abed, presented him with a fine girl, whom he is proudly holding in his arms. To the extreme right is Annu Lee, two-year-old daughter of Mr. and Mrs. Karns. Two nurses are also in the picture.

3 Shows Make Season's Bow

West Coast at Oakland, Calif.

LOS ANGELES, April 4, —According to information received here, the West Coast Amusement Company had a good opening engagement at Oakland, Calif-leat area last week.

For transportation the show has three railroad baggage cars and 12 trucks and semi-traiters. There are 9 rides, 6 shows and .33 concessions.

Shows: Circus Side Show—Frank For-rest, manager: Lif Verne, in annex; Hal Williams, armiess wonder: Hunian Heart Bruce; Dainiy Marie, human corkscrew; Mitzle Fitts, iron-tongue girl; El Diablo, magician; an electrical setup and illu-sions; Eddie Siwert, talker; John Simp-son and Ai Kajanzer, tickets, "Bare megician; an electrical setup into inte-sions; Eddie Sivert, taiker; John Simp-son and Ai Kntanzer, ticketa. "Bare Factz of Life"—Presented by Frank For-rest, featuring Fifi (Rose Westlake); Wallace Reese in charge, assisted by Willie Spirtus and Sally Keith; Curley Un Pose on front. Crime Bhow—Charley Un Pose on front. Crime Bhow—Charley Whito, manager; assisted by George Lewis. Girls of the Moulin Rouge— Jimmy Hurd, manager; the girls, Marlon Roberts, Julie Wood, Aliela Akee, Gloria May O'Brien. Rozette D'Arcy, Flaine Moulineux: Ray Thorpe, Willie Terreli and Margaret Sellers, musicians; Joe Adge, front; John Deedus, ticket taker. Athetle Areins—A. D. Herman and Louis Andros in charge: Joe Webere, bover; "Siny 'Em" Kincaid, "Judge" Lanos and Ade Turley, wrestlers; Mrs. A. Martin, tickets. tickets.

dides: Ferris Wheel - Mrs. Harry (See WEST COAST on page 85) Rides:

Wallace Bros.' Shows At Covington, Tenn.

MILAN, Tenn., April 4.—Wallace Bros.' Shows. playing here this week, had a profitable opening engagement at Cov-ington, Tenn., altho some inclement weather was encountered, and many loads of sawdust were required to place the midway in favorable shape.

The midway in favorable shape. All rides and other paraphernalia were given a thoro overhauling and painting, and present a gala appearance. Staff: E. E. Farow, owner-manager: Jack Oliver, business manager: Margaret M. Miller, secretary: A. R. (Rube) Wad-loy, general agent; Charles Noel, special (See Walf Ace PROS' (See WALLACE BROS.' on page 85)

Keyes Joyland at South Hill, Va.

SOUTH HILL, Va., April 4.—Keyes Joy-land Shows started their season here Monday, the week's engagement under auspices of Fire Department, the loca-tion on Main street. The opening was originally scheduled for last Saturday, but Manager Keyes was delayed a couple of days because of a flood in Maryland, which did great damage to his home. The midway has a free gate and with

The midway has a free gate, and with mostly favorable weather, business has averaged fair.

Mike Zeigler recently arrived from his home in Pennsylvania with all his riding devices repainted and looking neat. All

(See KEYES JOYLAND on page 85)

Ballyhoo Bros.' Circulating Expo. a Century of Profit Show 1923

By STARR DeBELLE

HAWK EYE, N. C. Week ended April 4, 1936.

Dear Charlie: The greatest show publicity ever given a show wasted in this spot. Altho not an airplane in the entire county, a new municipal airport had been built. Think-ing that it might attract planes passing overhead. Beside keeping the city modern. General Agent Lem Trucklow con-Dear Charlie:

General Agent Lem Trucklow con-tacted the airport promoters and con-

vinced them that it should have a dodi-cation day and the show to furnish the midway. When signing contracts he promised them every kind of a plane and dying dovies ever invented. All to be furnished by the show. Even left his imagination go we far as to promise them a flying army tank. Almost everyone be-ing air and war minded at the time, made it an outstanding attraction. Our paper read. "The Greatest Invention our (See BALY VIOD on mage Sci)

(See BALLYHOO on page 86)

Sol Quarters **A Busy Scene**

Preparation of two organizations has been under way at Carnthersville, Mo.

Al Carithersville, Mo. CARUTHERSVILLE, Mo., April 4.—The winter quarters of Sol's Liberty Shows, at which the new organization, imperial Showa, has also been under process of building and assembling, has been a seene of intense activity, especially the last few weeks. The work is fast nearing completion. Only the finishing touches to be applied. Manager Sim Bolomon is optimistic regarding this year's tour. A show-letter of the Imperial Shows appears elsewhere in this issue. Sol's Liberty Shows are scheduled to leave here on April 8 for their opening engage-ment at Cape Girardeau, Mo., which starts April 1. Mr. Solomon informed that all new show tents and other canvus was ordered for both units and quite a number of additional motor trucks for themperial Shows will be partly motorized and part railroad. Many of the booked attractions have arrived at whith Gold Medal

Allen With Gold Medal

Alleri with Gott Head FAST ST. LOUIS. III., April 4.—H. (Doc) Allen, who recently signed as general representative for Bloom's Gold Medal Shows, returned a few days ago to Manager Oscar Bloom's headquarters in St. Louis from a successful booking trip thru Illinois. While here Allen pur-chased from Charles Goss, of Standard Chevrolet Company, a 1936-model Chev-rolet aedan. rolet sedan.

Fred Sims Adds Ride

FTECI SIMIS AGGIS RADE HAMILTON, Ont., April 4.—Pred W. Sims, owner-general manager Sims' Greater and United Shows of Canada Combined, has added another riding device to his equipment, a Tilt-a-Whiri. The winter quarters of the show is a scene of activity, Frank W. Rome, man-ager, having the crew busily preparing equipment for opening on April 25 at Windsor.

Mr. and Mrs. Wright on

Mr. and Mrs. Wright on Trip Thru Central States GINCINNATI, April 4.-Mr, and Mr. J. D. (Jack) Wright Jr. spent a few hours here early this week while on a trip to cities in the Central States. The hustling veteran general agent co-worker—the missus—are back in the carnival field this season after being active last year in their own special-event promotions, in which they for merly occupied themselves for some consecutive years. They are looking forward to 1935 being a boom year for outdoor amusements. ouldoor amusements

Changes Opening Stand OWENSBORO, Ky., April 4.—Kelley's Greater Shows have changed their open-ing stand from Evanswille, Ind. to this city, the date remaining the same April [1. J. Weaver has been appointed legal adjustes with the show.

PARIS, April 4.—The first important street fair of the Paris season opened recently along the Boulevards Paster, Garibaldi and Grenelle. At least 300 shows, rides and concessions spread out along the midway. Ideal weather open-ing week brought out big crowds.

PETERSBURG, Va., April 4.—Kaus Ex-position Shows. Inc. maximum capital of \$10,000, was recently chartered to operate expositions and shows. C. P. Lauterbach. of Petersburg, is president.

CARNIVALS

The Billboard



The Billboard 72



AM not dictatorial and have no axes to grind, but I have been in the indoor and and if in any way I can be of help to ad-

vance it it would afford me great pleasure. I have seen them come and I have seen them go. They all had different methods. All were not success, ful. You hear some say. "Oh. those good old days," but there are just as good days now as there were then. I have been thught to move forward and not backward. They had their troubles then as we have them

now

An important question to-day is: Shall we play under auspices or still?

In the old days, as the dear brothers say, "We got a 'bonus' to play towns," which was all okeh. When the idea of traveling amusement shows came into being you could do those things with such companies as Gaskeil & Mundy, Seeman-Mil-lican, Dan R. Robinson, J. lican. Dan H. Roberts. Now Frank Hatch and others. Now you have trouble keeping out

of one another's way. The business has moved forward in some respects. Where there were a few hundred people then there are thousands now who are interested in and depend on this branch of show business. Some departments have advanced 1,000 per cent, Others have not and are still back in the "good old days."

Let's look back-even not very long ago-just to 1010—what with nerve and perseverance one could do. I will relate a true story: A certain friend of mine was in a town, without money, but not down-



out money, but not down-hearted. A party said to him: "There is a little show at —, broke and can't move." My friend said, "Let's go and buy it." The other fellow said. "I have no money." to which my friend replied. "You have as much as I have-I have four cents." I have four cents."

In some manner they In some manner they both went to the little town. My friend bought the show for \$200, gave notes for same. employed the former owner and booked everyone with it to

Harry Dunkel go with him. They were all broke and had no place to go. Now, he had the show. Night came and he had no room. He stayed with a couple of conces-aloners who in inter years became owners of one of the largest shows in the business. He left the cookhouse up until everthing along was then down aloners who in inter years became owners of the of the largest shows in the businers. He left the cookhouse up until everything else was taken down. Hie went to the agent of the railroad and ordered in three baggage cars and one coach. In came the cars and soon they were being loaded. Everything in the cars—and no money to telephone! He went to the agent and asked. "Do you have telephone connections with the main office?" The agent said. "Yes, sir." The showman said. "Get me Colone! —..." "Why," asked the agent, "do you know Colone! —..." "Personal friend of mine." was the answer, and the ice of the agent immediately started to melt. "Yes, sir, I will get him at once for you." My friend said, "Hello, Colonel, how are you? I have my show here ______ to this taking?—This is ______." Then followed a long story and payment of the pailroad move was -Who is this talking?-This is ----, " Inter followed a long story and payment of the fallroad move was "stood off," and the showman asked the Colonel not to get off the wire until he told the agent to give him the tickets. All the people were told, "Don't leave the station in the town that we are going to," When the train arrived he went uptown to book it, and came back and said "Okeh." None of the people and came back and said "Oken." None of the people had a dime. My friend could not pay the transfer man in the last town, so he brought him along. At the news-stand he met an old "pai" in the lobby of the hotel and borrowed \$10 from him. Now he felt better-he had a "sawbuck." He opened up on Satur-day night, for seven days, under the auspices of the the delay the following Threaday he noid fire department. On the following Tucsday he paid off all of his debts, including railroad, sont the transon all of home and had money in his pocket. But if he had not played under the auspices and had not the support of its members-well, we would never have gotten to first base. But that was years ago.

Auspices Lack Interest

Getting to the main subject matter of this article. during late years there has been outstandingly notice-able, relative to many carnival engagements during shows' dates other than fairs, a lack of advance in-terest and activity on the part of auspices among their townspeople, particularly the whole or a major-ity of the memberships of sponsoring organizations. As we all know, even committees (especially when there is "guarantee" of agreed-upon sums) have sometimes been "lukewarm" instead of doing their utmost to inspire their fellow townspeeple to look forward to a "week of festivity" instead of just "another show coming to town." The exceptions have been

what a great pleasure to showfolks when they arrive in a town and find that members of sponsoring organizations have themselves entered into the feative spirit and effervesced it among the eitizenry! Immediately there is a revival of interest among the showfolks. One finds them imbued with new fife. showfolks.

Better Carnival Promotions

Stirring Auspices to Greater Action

intimate that they "have the biggest show in the country." Then in comes the show-three baggage cars. One committeeman said, "I thought you traveled on your own trails?" said came the answer, "That is our train-we lease the cars." I have dono "That is our train-we lease the cars." I have done the same thing myself, years ago, but I have found a new wrinkle—I tell them the truth. In fact, many committees have come to me and said "You told the truth." You know and I know, generally speaking, committeemen are mostly local business men, and

many of them do not know the ways of the show business, and few understand the contract. But some of them are "sharper than steel traps." Explain it to them clearly and you will have a better feeling. They are our a better feeling. They are our partners for the week (we are playing their town). so let's treat them as such. In my opinion. we should always have committees. Many times they do not give any help, but it is sometimes our own fault. We should put ourselves in their place and try to think as they do. Maybe we would get a different light on this impor-

Érying Need By Harry Dunkel Everywhere, on the lot during the erection of attractions. In hotels, restaurants and other local business establishments there are smiles prior to the and other local showings. Multitudes of people flock to the "amusc-ment zone" (they have been inspired by their fellow nented encouragement show, ride and concession operators and their assistants work with renewed

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Harry W. Dunkel, thru his contacts and associations during many years in show business, has become known to thousands positions, has become known to incomposite of showfolk, civic officials and show-going people. He was born at Beaver Falls, Pa., and has acted in many capacities in both indoor and outdoor branches of the

both indeer and outdoor branches of the profession. Dunkel started as a billposter with John Elister at the Opera House, Pittsburgh, on September 1, 1884. He has operated his own shows and for 14 years was with Marry Copping Shows. Of late years he has been general representativo for the Cetlin & Wilson Shows.

All is for mutual benefit-to the auspices, to vigor. the show company and individual showfolks, and, in fact, the masses have a week of merriment, having been prepared in advance to look forward to it

been prepared in advance to look forward to it. Now for the contrast: A show arrives in a town (for a weck's engagement) where several members of a sponsoring organization "net" (that word quoted intentionally—it should also have a "?") as a com-mittee. The committeemen and their co-workers have done practically nothing toward local-interest aid in advance of the show's arrival. The citizens, having noticed the sluggishness and absence of in-terest of the local committee and other members of terest of the local committee and other members of auspices, are found in the same mood-sluggish.

While the attractions are being erected the at-taches do not work with feelings of encouragement. taches do not work with feelings of encouragement. There is a lack of spirited preparation for the week's showing. On opening night there is likely to be a "just-looking-around" majority of visitors to the nuid-way (granting that there are exceptions), whereas, had there been wholehearted aupport and activities of the auspices' members during preceding weeks they would be, psychologically, expecting meriment and be in a mood to patronize the attractions, really en-joy themselves and become enthusiastic word-of-mouth advertisers. mouth advertisers.

Using an imperative phrase, there is now a "ery-ing need" for better advance promotions, particularly local-atmosphere interest; a stirring up of auspices (not just the committeemen) to greater, more ener-getic action among their townspeople. Committeeestic action among their townspeople. Committee-men should be inspired and they in turn pep up their fellow organization members to talk a "gala week" in the offing among the eitizens.

Any lack of local-atmosphere promotions during late years could not be hald solely to general agents. second agents, special-event promoters or show man-agements. Instead, it has been a sort of combined laxity. The urgent need now is systematic co-opera-tion by and between managers and advance executives

of comparies. With properly promoted engagements, in advance, there will not only be less "bloomers" but a notable revival of interest and progressiveness in the traveling collective-amusements field.

Overselling Shows

Some agents and promoters, too, oversell their shows and orcate dissension among committees. They

tant subject. Many a good committee has been rulned by someohe who does not know enough to "come in out of the rain." It is up to the owners and managers of shows to instruct their agents and

and managers of shows to instruct their agents and promoters on these important matters. Agents and promoters get blamed for all the "bum" towns. The same old cry as many years ago. A man once came to the office wagon and said. "Your man sold me a banner and he said it would be on the Ferris Wheel and I can't find it anywhere." We don't have to do that. We should not promise nything unless we intend to do it. It is ruining to someone else that comes to the same town. Remem-ber, you are not the only one in the show business. There are others and they, too, want to live, so in-stead of killing it let us all try to uplift it.

My opinion is not always correct. I can be as wrong as anybody else. I am giving my opinion. I am not aiming at anyone, and I do not want to hurt anyone in this business. But we are in a busi-ness-omusements--that goes back forther in the business of the model then the inter Weild of China ness—amusements—that goes back farther in the history of the world than the great Wall of China or the Roman Empire. The amusement field that we are in is a wonderful business. It is to chase dull gloom—make people smile, forget care and be happy. When we do that our mission is fulfilled. It is the life's work of all of us. There are millions of dollars invested in the carnival business and there are many very brilliant and fine people in it. In my opinion, committees are needed by all shows in playing cities and towns. General agents, special agents, promoters, press agents, etc., are car

special agents, promoters, press agents, etc., are et-sential. In fact, everyone around a show is neces-sary, otherwise should not be there. We must re-member that we cater to the masses—they are our customers. But we are due the energetic support of our auspices.

MAKING A FAIR-

 MAKING AFARA

 (ontinued from page 60)

 at about 5,000 single admissions, in pairs, to city out the part of commerce, press, etc.

 State of thildren and their teachers are admitted free on Monday without teachers are assessed to all teachers are admitted free on Monday without teachers are assessed to all teachers and pupils of schools that close to come to the fair. 75,000 pupils of schools that close to come to the fair. 75,000 pupils of schools that close to come to the fair. 75,000 pupils of schools that close to come to the fair. 75,000 pupils of schools that all teachers and pupils of schools that all teachers and pupils of schools that all teachers are used to all teachers and pupils of schools that all teachers and pupils of schools that all other teachers and pupils of schools that all other ways an effort is made to the fairway or carnival school. Bines school children in such large humbers are guests of the fair school and their ways an effort is made to be everything wholesome and clear.

 A non-profit-making. Privately for wheeter Wash fait can acquire more free-will service and correct for school schools and their reasons the plans and possible to prosper may not be applicable to prosper may not be applicable to prosper and y not be applicable to prosper and y not be applicable to prosper and y not be applicable to private that is by necessity compelied to be up to prosper and y not be applicable to prosper and y not be applic

GOOD ATTRACTIONS

(Continued from page 64) (Continued from page 64) This means that our grand stand patron is pre-sented a spectacle which is bigger than the biggest wide, with a variety program made up of attractions which, in the main, he cannot see at any other place and in such volume. To keep up-to-date we are adding a thrill show each day, and the biggest most spectacular revue over presented to fairs at night. We believe in good attractions and feel con-fident that the public will respond.

April 11, 1936

CHEVROLET TRUCKS lead all trucks in their price class for **PULLING POWER**





Chevrolet trucks prove stamina and record-breaking economy in amazing coast-to-coast run

| Look at this great record |
|---|
| Location of Test, Los Angeles to New York |
| Distance Traveled |
| Running Time |
| Average Speed |
| Gasoline Used |
| Gasoline, miles per gallon |
| Oil Consumption |
| Cont of Fuel \$57.59 |
| Cost of Oil \$.67 |
| Fuel and Oil (cost per mile)\$.016 |
| Average cost per tin mile\$.00328 |
| Water Consumption, |
| No moclassical failures |

Entire test conducted under supervision of A.A.A. Contest Board —Sanction No. 3300.

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No other truck in the entire low-price range equals the Chevrolet 1^{1/2}-ton truck for *pulling powerl* And yet this is just one of many advantages contributed by the Chevrolet High-Compression Valve-in-Head Truck Engine. It offers unmatched economy of operation—high gasoline

mileage and low oil consumption. For dependability it is unsurpassed by any truck in its price range. That means low maintenance cost, too!

Perfected Hydraulic Brakes—the kind that are always equalized—give great and reliable stopping power. The Rear Axle is of Full-Floating design—rngged and durable in construction. And the Cah is Full Trimmed—designed for real driver comfort.

Chevrolet trucks are the world's thriftiest high-powered trucks. Give them a trial—with your kind of loads. Your Chevrolet dealer will arrange such a test at your convenience.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

GENERAL MOTORS INSTALLMENT PLAN-MONTHLY PAYMENTS TO SUIT YOUR PURSE



Shooting Gallery Operators!

Kant-Splash .22 Short Cartridges were designed especially for shool ing galleries. They are being suc-cessfully used by some of the country's largest galleries and have satisfactory and popular with operators.

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HAPPY DAYS SHOWS, Inc., ¹⁰ New and Novel Rides, 8 High-Class (no grift), two Bands, Calliope and 4 Sensational Free Acts. Will Increase all departments for Fairs and Celebrations. (Committees and Fair Officials, don't be disappointed; come and see us.) Have new 40x60 Exhibit Tent and Mr, and Mrs. Russell Hill to conduct and work contests, exhibits, etc. WANT Motordromo, Wax Show, Working World, Freaks, Acts and Front Man for 10-in-1. Snake Show, Penny Arcade, Bowling Alley, Fishpond, Pitch-Till-U-Win, Bumper, Scales and Merchandise Wheels (all ex.). Murfreesboro, this week; Old Hickory week April 13; Cookeville, 20; Lebanon, 27; all Tennessee. T L DEDRICK Gen Mar. T. L. DEDRICK, Gen. Mgr.

W. G. WADE SHOWS

Opens Saturday. May 2, at Detrolt. Monroe, Mich., Spring Festival and Highland Park Merchants' and Manufacturers' Industrial Exposition follow. Can place Shows, Rides and Concessions that do not conflict. Our routes includes a long list of fairs and celebrations. M. Miller can place Ball Game Agents. Address W. C. WADE, 289 Elmhurst, Detroit, Mich.

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LOOP-O-PLANE POR PROFITS. ROBIN REED, Box 237, Salem, Ore

B. & V. Opening, Wallington, N. J., May 2d. Want Shows and Unnessions, all oren. 5 Westminiter PL. Gardeld, N. 4.

Cunningham's Expo. Shows

Cunningham's Expo. Shows NEW MATAMORAS, O., April 4.— Things are starting to hum around winter along the Ohio Valley have some-what hampered activities. Mr. Cunning-ham has just retuined from New York, where he took his Merry-Go-Round to be repainted. The show is scheduled to open May 2, with not less than 4 rides, 8 shows, 30 concessions, and the Fisher & Graham free act, and will enter the new season larger than in past years. The following concessioners have veri-fied their intentions of being with the show: Joe Rumphrey, Harry Huffman, Austin Winnes, Mr. and Mrs. Bpott Joly, Mr. and Mrs. Doc Stantor. Mr. and Mrs. E. L. Nichols and daughter, Diorts Nichols; Mr. and Mrs. W. H. White, Mr. and Mrs. Charles Larson, Mr and Mrs. Alferd Taylor, W. H. Haycook, and Big John, who sent hiformation that they will have all their equipment ready for the opening date... DOROTHY CUNNINGHAM.

the

West Circus and Indian Congress, credited to Harry B. Chipman, and Leo Hagerty; Louis S. Keller, credited to John T. Beckman.

Account of members to be guests of Al G. Barnes Circus there will be no meet-ing on April 6.

Sick reports: Henry Emgard, at Ante-lope Valley Samtorium, reported as not improving rapidly. John Stanley Lyons' condition reported as improving. J. D. (Jack) Reilly recovering after an oper-ation in a local hospital. Dr. Ralph E. Smith to examine Chief Sky Engle and if necessary have him removed to General Hospital and, incidentally, a vote of thanks was given to Dr. Harold Perry, in charge of Unit 205 at General Hospital— he a former trouper and has shown many kincinesses to showfolk who had to have hospital treatment. Doc Hall back in town for General Hospital clinio—condition favorable—left for Wil-mar, Calif., and will go north to handle mar, Calif., and will go north to handle some contracts.



THE LEAD



ASTRO FORECASTS AND ANALYSES

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Midway Confab

By THE MIXER

SO FAR it's a "warmer spring." if Ol' Jup, Pluy, just behaves! Now

CONGRATS to those dandy fat folks. Mr. and Mrs. Cliff Karnes-another baby.

Let the homefolks A new-season resolve: hear from you frequently.

W F BAILEY (Rattlesnake Bill) adw. E. BALLET (Investormate and) are vises that he will have his own attraction with the Art B. Thomas Shows, with new top and banners, and plenty of flash.

B. H. (BILL) NYE (agent) after about 10 months with Mohawk Valley Shows has resigned to engage in other activi-tics for the spring and summer months.

A DUO of Detroiters, John Viznis and Bill Dewey, have signed cookhouse, pop corn and photo gallery with Rosco Wade's Joyland Shows.



JACK DADSWELL, peteran news-paper man, who is entering his third season as director of publicity for Royal American Shows. In syndicate and mag circles Jack is known as "Norman Frazier."

J. A. HAWKINS, formerly with Bunts Greater Shows (Arcade), is at his father's home at Sutherland Springs, Tex., and will not troupe this season. the first he has missed in nine years.

WORD FROM Dr. R. Garfield that he and Tom Scully had contracted their Hall of Science with Mighty Sheesley Midway. Says will have a 20 by 100 top, with a 130-foot banner line.

AMONG RECENT VISITORS to winter quarters of United Shows of America, at Bhreveport, La., were Mr, and Mrs. Dave Stevens and Mr, and Mrs. Tony Martone, of Kansas City.

Harry Dunkel wrote some crackerjack pro-grossive points into his special article in this issue.

MR. AND MRS. TONY MARTONE and Mr. and Mrs. Dave Stevens are in Hot Springs, Ark., where they expect to stay for another several weeks before return-ing to Kansas City.

'MR. AND MRS. W. D. DURHAM, who had shooting gallery with McClellan Shows last season, have purchased a new gallery and have been successfully play-ing oil towns in Oklahoma.

KRAUSE GREATER SHOWS has the midway contract for Kingdoin of the Sun Fait, sponsored by American Le-gion and mainaged by Sam Burgdorf, at Ocala, Fia.

DOC SCANLON, herpetologist, will re-turn this season to Verno Soule's reptile attraction with Beckmann & Gerety's

AGAIN: Keep tab (weekly) on the Shows. for which a novel bamboo front Letter List! ______ been constructed. Scanlow spent the winter at Miami.

FROM JACKSONVILLE. Fla., came brief report that Mrs. Fred J. Thomas, formerly of Mighty Sheesley Midway, was in St. Luke's Hospital at that eity for an appendix operation and was said to he doing nicely.

wilbur PLUMHOFF, human pin-cushion, who spent a great part of the winter in Detroit, left that city last week for Atlants, Ga. to again be with Rubin & Cherry Exposition, his third season there.

PRINCE ELMER infos that he has changed his plans from being with Bar-ney Bros. Circus, as an executive for Tom Atkinson's interests, to be emsee and do his turns in Topsy Gooding's Midget Village with C. F. Zeiger United Shows Shows,

A. C. VAN WALKENBURG and the missus will soon shart their 21st year in concession business. Booked with Dixle Belle Atfractions, with corn game, pop corn and country sbore. Mrs. J. Rawson, after a three years' absence, will be with them on corn game.

THE JOHN R. WARD SHOWS are slated to play two weeks on lots at Mem-phis. Tenn.. before taking the road. Owner Ward was on the sick list for a



DICK O'BRIEN, formerly with va-rious amusement organizations, late of Dodson's World's Fair Shows, this season is general agent and serving in other executive appacities with Snapp Greater Shows.

while but at last report was able to get around. Secretarial duties were recently turned over to H. G. Starbuck.

JOHNNY KISHI, whistler and sketch artist with Rubin & Cherry Exposition, received some good newspaper publicity in Atlanta in connection with his carly life and also his finding his motion while showing in Columbus, Ga., after a separation of 25 years.

GEORGE CONRAD SEIFERT, conces-GEORGE CONRAD SEIFERT, conces-sioner with the Rubin & Cherry last reason, is out of the American Theatri-cal Hospital, Chicago, where he was suc-cessfully operated on by Dr. Max Thorek for gall bladder trouble. He is resting at present but expects to get back into harness about the middle of the summer.

A "Fer East Ride" is to scale outstant. Johnny J. Jones Exposition this year. Not a mechanical device, not stationary and self-pro-polling. It's Mena, claimed the largest female elephant in captvity and owned by E. E. Cole-man. Incidentally, while mentioning Mena (a pleture of her taken with Jack Pearl appeared in a meant listic), the thought strikes The Mixed that many showfolks do not know that for years ahe was a companion on sha old M. E. Olark Gircus to the monstor pachydown mationally known as Tusko (died a few years apc)—but on the Glark Circus named "Need,"

WHEN LAET HEARD FROM James (Jimmie) Simpson (general agent), who recently underwent an operation for eyes trouble, was getting along nicely. Was





tan on addition own of these fides to your present upperfit. The North Large season, book more than the North Large Statistic canacity. Is chi-rea. Weight about 2,000 line. Airplance are stually driven by the speed of the profibility, it's the ghildren, the impression of triling to a real driva. Weight norm, seed of the propetters, ga-settailly driven by the speed of the propetters, ga-ing the children the impression of riding in a ret have. Description and prices upon request, SMITH & SMITH, Springville, Frie Go., N. Y.

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HIGH DIVER AT LIBERTY DARE-DEVIL OLIVER, World's Premier Hich Diver, at liberty for 1938. Address 2811 834 Are.

100 to 3000 Cards BINGO Pada and Cards, Lap Boards, Parer Mariners, Marie Shurn, Look-Bards, Reoks, X. Rays, June Carda, S. V. Madio, 180 Eddy, Providence, R. I. Carda, S.Y. Madio, 180 Eddy, Providence, R. I. told by eye specialist that he was "doing 100 per cent good." But being confined indoors has become tiresome to Jimmie. Ho can be addressed care of Molton Ho can be addressed (Hotel, Birnlingham, Ala,

Some press agents and other writers of show letters for publication some-times surely wax warm in their en-thusiasm. In fact, so sizzling hot that some of their statements get "burned out" before getting into

Gross exaggerations develop, figurhively, into boomerangs-do more harm than good-a few false state-ments discredit other (facts) statement

Without giving names of writers or Without giving names of writers or shows, following are some examples; "When the 50-car train was load-ed," etc. The show had 30 cars, "Twelve abows and 10 rides on tho midway." There were six shows and

tive rides.

referred to weighted about 450 pounds. "General Agent — brought back — (giving an attractive number) of fair contracts." Many of these. The news value is in giving the readers the titles of fairs and where located. "Every inch of carms on the show is new this season." That is possible. Does it mean that every concessioner had to have a new top before getting space on the midway? "The biggest and finest — ex-tant." That is possible. But one should qualify by seeing and studying all of them (everywhere) before mak-ing such statements. "One of the." etc. (if justifiable) reads better in most cases. most cases.

RITA AND DUNN advise that they will open the season for their high-wire free act with Greater Exposition Shows on May 11.

FRANCIS M. McFARLAND, a part of st season on front of Illusion Show th Dodson's World's Fair Shows, forlast season on with Dodson's With Dodson's world's Fair Shows, for-merly with Marks Shows, recently ended a stay of several months in Marine Hos-pital at Louisville. Ky, and accepted a position with a boat line on the Ohio River. Was in Cincy last week and stated that he would return to the hos-nial for further treatment. pital for further treatment.

Hold It Down

By Roll Down Shorty

We've come to the end of the winter. The sun's on both sides of the fence. Which means the North's carnival scanon

Is just about due to commence.

You've decided to stay in this season. For you "can't make a dime at the game." You're all washed up with the business, But it's really yourself who's to blame.

If you roust all those high-powered Agente

Who constantly page Mr. Long. And lay off that gigging and gouging. The proceeds will show you were wrong.

Play the ice to those wise-cracking duke-ins. They don't get you anything but grief: The best you get grabbing and snatch-

ing

Is one long. continuous beef.

New that's the whole thing in a nut-Shell.

And you know in your heart that it's true:

Don't try to depend on the business. For the business depends upon you.

HOUSTON PICKUPS-Big State Shows. HOUBTON PICKUPS-Big State Shows, according to an exce, are "having a good time and also making a little money" on ward lots here, including the Wash-ington avenue lot. . . . Ita Burdick's All Texas Shows continue their Houston Disying to "satisfactory business.". . Doe Waddell arrived recently and took up his duties with Big State Shows.

What a break! On March 31, on a day when people through the United States and in Canada with greatly augmented Interest read (and many will keep) newspapers, be-caute of the Mauptmann case, in an Associated Press dispatch that went hither and yon Rubin & Cherry Exposition was accorded antable monthen (including in The Cincinati Enquirer), slong with Ringling Brothers and Barnum & Bailey Combined Circus, with Cen-eral Manager Sam W. Cumperts quoted, and

Downle Bros," Circus, with Owner Charles Sparks quoted as saying that he leaked for a "great" season. But, about Rubin & Cherry: Sparks quoted as saying that he reaked for a "great" season. But, about Rubin & Cherry: President Rubin Gruberg was quoted enten-sively. The story, featured with a board heading, was relabile to the shows mentioned and their forthcoming seasons. By the way, Walter D. Noaland immediately got busy on his arrival to take up his duties as press repre-sentative for Rubin & Cherry, in Georgia.

BOTH The Shreveport Times and Journal carried front page four-column Journal carried front page four-column pictures of Mrs. Gertrude (518) Karna, heavyweight mother, when she recently gave birth to a girl in the Tri-State Hospital. Shreveport. Frees syndicate also had picture and story in many newspapers, and Walter Winehell men-tioned it in his Sunday evening radio broadcast. broadcast,

BEFORE RETURNING to winter quar-ters of Johnny J. Jones Exposition at Augusta. Ga., to oversee getting her Nocky Road to Dublin and Arcade ready for the season. Mrs. Bertha (Gyp) Me-Daniel visited with many nequaintances in the Southcast-following her visits in the North and at Gibsoniton, Fia., which have previously been mentioned. Her visits included: With Tom and Belle Martin, at Mayport, Fia.; Mr. and Mrs. Roy Hoofer, of Port Stalley, Ont., at Melbourne, Fia.; Mr. and Mirs. Roy Hoofer, of Port Stalley, Ont., at Melbourne, Fia.; Mr. and Mirs. Roy Hoofer, of Port Stalley, Ont., at Melbourne, Fia.; Mr. and Mirs. Roy Hoofer, of Port Stalley, Ont., at Melbourne, Fia.; Mr. and Mirs. Roy Hoofer, of Port Stalley, Ont., at Mustin, S. W. Brundage. During her stay at Miami the Bartletts entertained a number of acquaintances at their palatial home. One of the functions was a birthday dinner in honor of Mrs. Max Shaffer (ister of Mrs. Barlett). The attendance, besides Bill and Ruby Bartlett and Mrs. Shaffer and her hus-band, included: Dorothy Bartlett, Bryan and Billie Woods. "Mother" Lee. Berthan McDaniel, Frank and Anne Reid, After the dinner a dance and other festivities, and others joincd the party, among them Fope and Anne Hudins, Max and Sadle Goodman. Hazel (Rocco) Ford, Eisle Glevenger (sister of Mrs. Ford). Minule Simmonds, Curly and Deloris James, Jack and Lottle Gilbert, Mas Barrett, Ernie and Jean Delabatte, Philip Moreno. BEFORE RETURNING to winter quar-

World's Exposition Shows

ROXEORO. N. C., April 4.-Work at ROXEORO. N. C., April 4.—Work at winter quarters is in high speed, with more thun 50 men getting the biggest show of this organization's carcer ready for its opening engagement at Greens-boro. N. C., April 18. The management is pleased with the route of dates that General Agent Percy Martin has con-tracted. Manager Max Gruberg also recently returned from a successful booking trip. The shows will have new fronts, de-signed by Whitey Hewitt and painted by Robert Wieks, E. B. Braden and the missus have arrived and are now located in Greensboro. Art Eldridge will be

missus have arrived and are now located in Greenshoro. Art Eldridge will be assistant to the manager this year and is here aiding Mr. Grüberg in carrying out his auspicious plans. A number of new attractions have been contracted. All of the rides have been repainted and rewired. Show will use more lights than ever before. George Kerestes, super-intendent of rides, is on a trip north. buying new ride equipment. A com-plete roster of the show will be given later. All of which is from an executive of the show.

World of Mirth Shows

RIGHMOND, Ya., April 4.-Humming from the second sec RICHMOND, Va., April 4 .-- Humming





RIDEE-O FACTS FROM RIDEE-O OWNERS RIDEE-O FACTS FROM RIDEE-O OWNERS: "Crossed \$1,885.95 first flue days of operation." (1935) "16,000 customers in 9 hours Sunday." "Was topped all other rides. I am mighty pleased." "Grossed 5508.15 Saturday, 52,807.05 for 6 days." (1934) "It has a large repeat patronage—It is absolutely safe." "Ridec-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 Rides-o-wost popular ride." st popular i "I predict it will be a long time before a flashier, better-paying ride is built." "Very easily to gilly—loads readily on two frailers." MR. PARKMAN - MR. SHOWMAN

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Philadelphia

PHILADELPHIA, April 4.—Mike Zeig-ler left this week for Virginin, where he will open the senson and then play some still spots ion his way north to operate in this vicinity during the summer. Leo, magician and sword swallower, appearing at the Eighth Street Museum, while practicing some new stunts with

Leo, hingle in and sword swartower, appearing at the Eighth Street Museum, while practicing some new stunts with swords accidentally injured himself in-ternally. For several days he was in a serious condition but has recovered suf-ficiently to work again. Harry Heller was a visitor here from Newark and Paterson, N.J., during the week, will shortly open his Acme Showa and is looking forward to a good season, C. Jack Shaffer came in for a day looking up some material he will use during the coming season. Will have several attractions with one of tho shows operating in New Jersey. Ike Friedman, old-time carnival gen-eral agent, was in the city during the week Expects to be with a carnival for the coming season.

the coming season.

S. A. Kerr. representing the Art Lewis Shows, came to the city for a few days looking up some matters in connection with the show he represents. Says is well booked for the season. Opens in Connecticut April 13.

E. J. C. Shows

E. J. C. Shows ST. VITAL. Man. April 4.—Manager A. Casey will start the season on May 2. A this city, a suburb of Winnipeg 2. A this city a suburb of Winnipeg 2. A this city a suburb of Winnipeg 2. A this city of westward, having prom-sing engagements lined up, including worther part of Manitoba; Rainy River, and other spots in Saskatchewan. Show will travel by trucks (where it can) and the road and he is looking for a bumper season this year. Have not done much painting yet. The weather building about April 1. All of which is room an executive of the show.

Heavywsicht cards, black on white. Wood mark ere printed two sides. No duplicate cards. Par up in the following size sets and prices: ap in the toleving size scis and prices; 35 sardi, \$5,255 56 cards, \$0; 75 cards, \$6,80; 100 cards, \$10; 150 cards, \$12,50; 200 cards, \$15; 250 cards, \$17,50; 360 cards, \$20, Re-maining 700 cards sold 106 cards sash, \$7,

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Note 5 a T. THIN BINGO CARDS Bingo cards, black on white, nizo 5 a T. Thin cards such ab traced in theatra. etc. They are 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in plasmic and thus diverceded. 12.330 or purch cell in the diverceded of the di

up) Bingo Record Sheats, 24,39, 20 for 2.00 Neud for free sample cards and price list, We pay postace and laz, but you pur C. O. D. expetire. Instant delivery. Ny checks accepted.

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American Carnivals Association. Inc.

By MAX COHEN

ROCHESTER, N. Y., April 4.—Several weeks ago we mentioned in this column that Senator George B. Kelly had intro-duced a bill in the State Senate placing

weeks ago we mentioned in this column that Senator George B. Kelly had intro-duced a bill in the State Benate placing the manufacture and sale of frozen des-serts under the control of the Depart-ment of Agriculture and Markets. A copy of the bill has been obtained by the ACA office and for the informa-tion of our members we give herewith a summary of its provisions so far na applicable to the carnival industry. It should be borne in mind that legis-lation has been on the statute books of New York State since March 1, 1933. controlling the manufacture of frozen custard and similar desserts. The new bill repeals the old provisions and extends its application to frozen custard specifies the ingredients which may and may not be used in the manu-facture thereof. For those of our mem-bers who are interested in the direct statutory requirements of the same, we shall be glad to supply a copy of this portion of the bill. In addition to extending the provis-ions of the present laws by definition. Senator Kelly's bill also abolishes the exception which previously obtained in favor of manufacturers of desserts to be sold by the manufacturers of frozen to ture their own products to be sold to patrons. It is this exception which will bring the manufacturers of frozen cus-tard is not pestion which will bring the manufacturers of frozen to be sold to patrons. It is this exception which will bring the manufacturers of frozen cus-tard in connection with carriivals under jurisdiction of the State Department.

bring the manufacturers of frozen cus-tard in connection with carnivals under jurisdiction of the State Department. In addition, each manufacturer who sells at retail, and hereto the application will be to the carnival industry, a two-dollar licenae fee will be charged. The bill provides that all fees received from licenses shall be credited to an enforce-ment fund and used for the enforcement of this law. of this law.

of this law, Shows contemplating playing New York State who are interested in the possible effect of the legislation are asked to communicate with us promptly. The ACA office is in receipt of an in-

teresting communication from Sol's Lib-erty Shows, one of our members, in which Manager Sam Solomon informs us that both of his units are booked solid

which Manager Sam Bolomon informs us that both of his units are booked solid for the coming season. The New York State Assembly has ap-proved a hill which would permit the sale of alcoholic beverages in connection with amusement enterprises. This bill is sponsored largely by New York City theaters, but there is serious doubt as to whether the Senato will pass the bill, primarily because the State Liquor Au-thority is generally opposed to it. An odd development has taken place in the railroad transportation altuation, which is gleaned from the fact that many of the Eastern carriers have an-nounced a pickup and delivery service commencing April 1. Obviously, this ad-ditional service, without charge, is for the purpose of better competing with motorized carriers. Incidentially, we are informed that many of the railroads are now acquiring control of various inter-state trucking lines and are asking per-mission of the Interatate Commerce Commission to set up new truck subsid-laries. It has also been noted that some of the ruliroads have made investments in the larger bus lines. Insofar as the carnival industry is con-

of the railroads have made investments in the larger bus lines. Invofar as the carnival industry is con-cerned, this is a clear manifestation that the railroad carrier is coming to the realization it must meet the competition of the motorized carrier and indications are favorable indeed, that when the matter has reached a more certain status, the relief demanded by the car-nival industry will be granted.

Midwest Shows

Midwest Shows INDIANAPOLIS. April 4.—The equip-ment is being prepared for the coming season, which is slated to start April 25 at Kokomo. Ind. The roster will in-clude Merry-Go-Round (Alian Herschell three-abreart). Big Eil Wheel, Chair-plane, Jack Adams' Athletic Show, Cap-tain Eils' high dive, Frank Merker's band and free act, Charles Davis' cal-liope: Al and Fray Fromuth. cookhouse: Clea Kent, crackerjack; R. L. Daily, photo machine; Ben Williams, corn game and other concessions; Jack Hiley, palmistry: Stucky, electrician; Jack Doty, legal adjuster. BESSIE HARRIS.





Added to seasoning, so t when popeors is kettle-poin it comes out a delicious it comes out a delicinus and appointing golden yellow. IN-ORFLAREN NALES. Cost very small, for it goes so far. Rend name of dealer, and ONE-OUNCE TRIAL POTTLE will be mailed on receipt of 100 cash or stamps to cover han-difing aspense.

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MINER MODEL SHOWS—Grand Spring Opening Saturdar, April 25th to May the 2d, Hoyertown, Pa., in the best of Lown, using streets and lot. Will play tawns not hit by floods. Want Loop-O-Plane and Merry-Go-Round and Gne Plat Ritle. Can book a few more Concessions at fifteen per week or two for twenty-five dollars, with the X. Have opening for tex more shows with or without outflue. Canden do-flex more shows with or without outflue. Canden do-tex more shows with or without outflue. Canden do-flex per week and there all mail to P. M. MINER. 181 Chamber St., Phillipsburg, N. J.

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1719 N. W. 32d St., Oklahema Giy, Olk. Cunningham's Expo, shows (Opening Mey 2, 1938) WANTED: Cook House, American Tsalasistry, Look Rappe Gallerz, Piteit-Till-U-Win, Rumper Joint, Scales, Prozen (Lutard, Penny Arcade, Data, Can Rack, Olothes The, Duck Pond Shows with Penn Rack, Olothes The, Duck Pond Shows with Pinn Insuperialized: Thusion, Mechanical Olds, Th, Mouter, Merganese, Individual Automy, Ministrid Show, Ten-th-fue Show, or any other show except Old Show, Address: NEW MATAMORAS, O.

C. H. TOTHILL'S ATTRACTIONS New booking Concessions, Shows with awn autifut 167 WASHBURN ST., LOCKPORT, N. Y. WANTED Circus or Carpival Location for fit Mounted on Ford V.8 Track. Fielder of Con-fit Mounted on Ford V.8 Track. Fielder of Con-1412 Superior, R. E., FOR SALE 1 Kingery Popcers Purser fittor, OSEN, 198-28 33rd Ave., Baysido Weit, Long Ialand, N. Y.

April 11, 1936

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CARNIVALS



CARNIVALS

April 11, 1936



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OWS AND CONCESSIONS. Everything open except Wheels, P. C., and Athletic Show. May 2. Playing three and five-day spots on Iron Range. Yes, we have the Paul Bunyan Ex-bilion at Brainerd again, the only Nationally advertised spot in the Northwest. Good proposifor Gook House. Address: 626 Fitth St., N. E., Minncapolis, Minn.

ELLIS WINTON, Manager, Manchetter, Tenn



ATLANTA, Ga., April 4.—Rubin & Cherry Exposition is preparing to in-augurate the 23rd season of Rubin & Cherry with the largest and fancst array of attractions ever presented by Rubin Gruberg, president and general mana-ger. The show will open here, April 18, as the midway attractions of the Dogwood Spring Festival to be staged of a week at Lakewood Park, for which Mike Benton, president Southeastern Fair week at Lakewood Park, for which Mike Benton, president Southeastern Fair Association, assisting in the arrange-ments. President Gruberg and his able helpmate. Mrs. Annie Gruberg, have-spent money lavishly in preparing tho equipments for new shows, massivo showfronts, new tents, rides, paint, gold-leaf and silverieaf, varnish and other necessities. Local business men havo profited by the show's winter stay in Atlanta. Work at quarters is under the supervision of Mr. Gruberg and Joe Bed-ding, manager. P. J. McLane, train-master, has the 40-car train in readlness —painted in white enamel with gold-leaf trimmings will consist of 26 flats. 4 box and baggage cars; 9 Pullman sleepers and 1 dining car. Twenty-four shows and 17 rides will be on the spring midway. Cleo Hofiman arrived from San Francisco to take management of "Lady in Red." musical comedy revue. The Godino "Slamese Twins" arc here and will be a steliar attraction. The Royal Russian (Chapalinaki) Midgets, Zeke Show are among the many other at-tractions. William É. Cain, chief elec-tridian, and his assistant, Eidie Ed-wards, have the lighting system in readi-ness, housed in three huge electrical Benton, tractions. William E Cain, chief elec-tridian, and his assistant, Eldie Ed-wards, have the lighting system in read-ness, housed in three huge electrical ways with a total capacity of 450 k.w. and are installing the new indirect lighting system of beautiful designs. Louis (Peazy) Hoffman, special agent, is here and handling the outfoor adver-tising. Capt. Frank J. Lee, veteran agent, joins this week with his sound trucks and will handle the billing, ad-vance radio broadcasts and thoups. Gue Woodhall has overhauled the palatial dining car. The Four Sensational Jacks is enroute from the West Coast as free met. Mrs. Charlie Blue is the guest of Nrs. and Mrs. Harry Coffin, her daughter and son-in-law, for a brief visit. Capt. John Sheesley, Morris Miller and Max Goodman were recent visitors. Arthur Sharpe, treasurer, again in the offloe wagon, and Frank S. Reed, secretary, is starting his 23rd consecutive year with the show. Bert Minor is on job as lot superintendent. J. O. McCaffery, gen-erial agent, is North on a business trip. Rubin Gruberg Was interviewed Mon-day by Robert Bunnelle, staff writer of the Associated Press. The executive staff will have three the Associated Press.

Rubin & Cherry Exposition

CARNIVALS

The executive staff will have three office wagons, the main office, a new car for Mr. Gruberg's personal use and a new press wagon just out of shop. Entire color scheme of the show-wagons and other equipment is a radical de-partire from old ideas Entire coust and other equipment is and other equipment is a parture from old ideas. WALTER D. NEALAND.

Miner Model Shows

PHILLIPSBURG, N. J., April 4.—Work at winter quarters will be started in a few days: William Goodrich will be on hand to get the rides in shape, along with Bill Davis, Harry Mutchler and a with Bill Davis, Harry Mutchier and a crew of 10 helpers. Everything will be spick and span when the show makes its opening at Boyertown, Pa., April 25. Show will play New Jersey, Maryland and Pennaylvania. Its first fair will be in August at Abbottstown. Pa. Among the concessioners having signed up are T. A. Owens, two: Frank E. Walker, two: Leroy Krauss. four; Raymond Parker, one; Meyer Pimentell, one; E. O. Brown, two; E. Straburg, two; Otak Santell, two: Bob Gillroy, two; Charlie S. Cole, one; Lee Colts, two. Show will carry four or five rides, six ahows and about 30 concessons. R. H. MINFR II.

Zimdars Greater Shows

Arkadelphia, Ark. Week ended March 28. No auspices. Weather, storm Mon-day night. Business, fair.

tay night. Business, fair. The storm on Monday did very little damage but the show lost that night's exhibiting. There were a number of showfolk visitors but the writer did not get their names. Harry Zimdars added two more International trucks to the outfit. F. Waldron building a nifty new midway cafe. Ray Wheelock added one more concession. "Tiger Bill" joined with ball rack. OHARLES SEIP.



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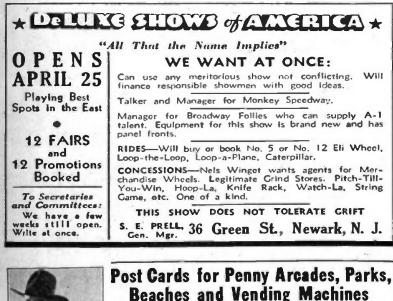
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CHICAGO, April 4. — Vice-President Jack Nelson presided at a very interest-ing meeting Thursday. Meeting well at-tended and interesting subjects were up ____ Vice-President for discussion.

Brother Felix Charneski still in town. slowly recovering from his recent acci-dent and just wuiting the call to start

The season. Larry Benner seems happy to be back. Drops in almost every day for a call. Brother Bill Kaplan still in Florida, and report is that Brother Harry Ross went by plane from Miami to Boston.

Just a few weeks and regular visitors will be few. Those contamplating leav-ing in a short time include A. R. Coina. Al Kaufman, Peter Pivor, Paul Olsen. Pinkey Blitz and Ray Oakes.

Pinkey Blitz and Ray Oakes. Brother Dave Tennyson still in town but expecting to leave soon. Advised that Brother Denny Howard was in town for a day but neglected to run up for a visit. Brother Harold Becker announces the arrival of an heir. And is Harold proud? Interesting letter from Brother Low Dufour says they are bursy with their plans for the Dallas centennin!.

H. (Tubby) Snyder still hitting on all four and seldom misses a meeting.

four and seldom misses a meeting. Callers at the rooms during the week included Zebbie Fisher, Joe Miller, Sam Bloom, Lee Berrington, Peter Pivor, Dave Tennyson, Juck Benjamin, A. R. Cohn, Julius Wagner, Irving Malitz, Sam Kap-ian, Frank Ehlerz, Max Brattman, J. C. NicCaffery, John Lorman, Howard Closs, Sol Alper, Sam Tessler, Lou Leonard, Jackie Leonard, Joe Foote, George Terry, Charles Owens, John Saladin, Finkey Biltz, Paul Oksen, John Fritchard, Ray Charles Owens, John Saladin, Finkey Biltz, Paul Oksen, John Fritchard, Ray Oakes, Lerry Benner, James Campbell, Larry O'Keefe, Rudolph Singer, Max Hirsch, Lew Keller, Lzy Steler, E. H Parker, Charles Hall, John Lempert, Tubby Snyder, Walter F, Driver, Charles G, Driver, Beverly White and A. D. Porter, President Patty Conklin is ex-pected in for next week's meeting.

Lou Leonard going to the Royal American Shows for the season,

Dues for 1936 still coming in. Per-aps yours has been overlooked. Better hape

haps yours has been overlooked. Better attend to it at once. Members of the League have been in-vited as guests at the opening perform ance of the Cols Bros.-Clyde Beatty Cir-cus. Get your requests for tickets in early, as all admissions will be by ticket only.

only. A number of the brothers gathered to pay their last respects at the burial of Brother Frank Leslie. Brother Patty Ernst atill at the American Hospital. Improving alowly

American Hospital. Improving alowly but expects to be up and about soon.

Brother Col. F. J. Owens is confined to his home. Feeling as well as on be expected. Gets down to the meetings whenever he can make it.

LADIES' AUXILIARY

CHIGAOO, April 4.—The Ladies' Aux-iliary of the Showmen's League of Amer-ica has made notable progress during the winter and early-spring season as to increased membership and augmented interest in its social and business activ-ities. The alternating of regular and social meetings for the weekly assem-blages has mot with favor among the members. members.

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With the new outdoor senson at hand for some of the members and soon to start for others, those traveling (as well as those located) are requested to keep in close touch with the auxiliary.

It behooves all to keep in mind the 1036 membership drive. Applications can be had by addressing the secretary; Cora Yeldman.

Cora Yeldman. An error appeared in a recent issue relative to the date of the big forewell party. It will be held April 25 instead of March 25. Tickets are out and mem-bers are working diligently to sell them. This will be the big affair of the year. Fresident Frances Kelley request that reports on the drawing books be sent in as early as possible. President Kelley presided at 'Thurs-day's meeting, which was well attended. Mirs. Ida Cook will be hostess at next week's social gathering.

Corey Greater Shows

CRESSON, Pa., April &.—The flood which hit the winter quarters city, Johnstown, Pa., tilis spring did more property damage than the flood of 1880. Mr, and Mrs. E. S. Gorey and George H. Ammon, who resided with them. were driven from home and waded in water to their knees to the Elks' Rome nearby -climbed a ladder to the first floor of the building and got in thru a window. Were there all the night of March 17 and until the following day at 11 a. m., when the water had recorded enough for them the water had recorded enough for then to get back home, which they found uninhabitable, due to the silt, mud and filth left. Soon after enter-ing the house an alarm was given that when the water had recoded enough for them to get back home, which they found uninhabitable, due to the silt, mud and filth left. Soon after enter-ing the house an alarm was given that the Quemahoning Dam had burst and they were told to fae to the fills, which they did. Altho the dam had not burst, they were not allowed back into the town. After many delays and difficul-ties, Manager and Mrs. Corey arrived in Cresson, where they will remain until the allow opens. Portunately the show's paraphermalia was stored in a stone building en Pine street and nothing was lost or damaged except for mud, as only a foot or so of water got into the build-ing. The Loran Fire Company's show grounds, at the end of Ohio street, where the show is scheduled to open, was out of the flood area. F. A. Short, who is wintering in Philidelphin, has con-tracted his two shows and will arrive here April 27, he advises. William (Bill) Glilliand, Mrs. Ruth Glilliand. Constance (Chuck) Jones are expected soon to con-dition their rides, shows and conces-sions, which are stored near here. C. L. Shilling, of Fhiladelphin, has booked his Monkey Circus. Goorgie Spears, Jr. 19-year-old dancer and contortionist, who has been playing roudeville, advises that he will visit his home in Lansing. Mich, before arriving for the opening date. George P. Milliken stopped off at winter quarters while enroute to Pittsburgh and slated that he and the missus would arrive several dayse ahead of the opening. Ben Davieson, manager of the No. 2 unit, advises from the South that he bas been successful in booking dates in Vircibia. North and South Caroling and clearcia. he has been successful in booking dates in Vireibia. North and South Carolina and Georgia. Eugenc Beegle will super-intend building new fronts for the Plantation, Hill Billy and Illusion shows. Enmett Moule, concessioner, who is in the produce business during winter in Johnstown, fost a truckload of apples during the St. Patrick's Day flood. Word was received that Mr. and Mrs. Jerry Swisher are enroute to winter quarters from Miami. ED. BHOADS he has been successful in booking dates

ED. RHOADS

Western States Shows

Corpus Christi, Tex. Week ended March 28, Auspices, American Legion. Location, circus grounds. Business.

The first carnival ever to show on The first carnival ever to show on The first carnival ever to show on the show of the show fair. The first carnival ever to show on the circus grounds. Shorty Norton has about completed painting all the fronts, with the exception of the Wild West Show. Mrs. Bill Williams has charge of Monkey Speedway and getting her share of the business. Ciyde Davis and his diad, Mike, have the Hawalian Show and photo gailers. Sophie and Larry Mullins with it again. Sophie handling front gate ticket box and Maude Wright are putting on weddings en Friday nights. Faul Klotz has fin-ace on wheels." Joe Rosen still talk-ing about birds and that the "wrong paople have the money." Bill Wil-liams, who does all the buildings on the show, has completed a finshy fence for Pony Ride and platform for free act. Visitors were: Mr. and Mrs. A. Obedal. Mrs. Ben Block, formerly with Dodson's Shows and who, with her husband. Ben. Antonic, Slim Havis and wite. Jim Harper and wife. SOPHIE MULLINS.

Larkin Shows

BATTLE CREEK, Mich., April 4-Everyone around headquarters is getting ready for the new season. Show had figured on opening carlier, but owing to unusual weather conditions a later date has been selected. C. W Sr. and C. W. Jr. (Larkins) have just returned from a successful booking trip. The outlook for the coming season better than it has been the pust six years. All of which is from an executive of the show. All of wh the show,

Crafts 20 Big Shows Calcatico, Colif. Week ended March sources shouprounds. Business, good. The engagement as usual brought out have erowed of Mexican patrons nights better the Prank Lontin Side Show as well as the Motordrome, Arcade and Karl Miller's Scandals practically guyed out the back end of their tents on Karl Miller's Scandals practically guyed out the back end of their tents on karl Miller's Scandals practically guyed out the back and of their tents on hand nightly, but Sceretary-Trans-while the riding devices paid 30 cents on a peso when a ticket was purchased. The office had plenty of Mexican money on hand nightly, but Sceretary-Trans-with the currency as well as the lan-fine of Mexican beyo when a control of Mexican beyo was ac-been of the Noris & Rowe Circus Several of the concession boys attended in the land of "Hot Tamales and hammles." Spot paid all his help offi mightly in Mexican peso, Cene Bake-ster and the missus serving the boys and heft for the San Diego expositions and Mrs. Roy Ludington seen at the ham Miss. From Hamson enter-tion Mrs. Joe Krug, Mis, O. N. Crafts paid Miss. Roy Ludington seen at the ham Miss. From Sinta Barbara, calif. with a dinner in Mexicail. John in Miss. Boy Ludington seen at the ham Miss. From Sinta Barbara, calif. with a dinner in Mexicail. John in Miss. Boy Ludington seen at the ham Miss. From Sinta Barbara, calif. with a dinner in Mexicail. John is how is uniformed special officer, hat he would from Walter Capps, the show's uniformed special officer, hat he would from Walter Capps, has how is uniformed special officer, has the would from Walter Capps, has how is uniformed special officer, has the would from Walter Capps, has on we having out the lot in how maker mechanic, Roger Warm, have more of the show and doing a good how any Ed is of the old school Sam hison, master mechanic, Roger Warm, have man the show is and doing a good how any Ed is of the old school Sam hison, manager, placed the fact of the who says Ed is of the old school. Sam Hinson, master mechanic; Roger Warren, superintendent utilities, and Wee Mack Doman, manager, placed the flect of trucks all in readiness for the toughest jump of the season over the Jacumba Pass and down the mountain roads into San Diego-this trip to require about two days in transit. Prize laugh of the week: Colored boy applied to Manager Roy Ludington for a job. Roy referred him to Frank Lentini, the three-legged man, who has the Side Show. "Na sah," replied the youth. "Loc dawn't care boot workin' fo' no three-legged man. replied the youth. "Isc dawn't care bout workin' fo' no three-legged man. Last job ah had a man wid two legs give ms two swift kicks." ROY SCOTT.

Frederick Amusement Co.

CHICKABHA, Okla., April 4.—With lo men working the last two months the show is almost ready for the opening, May 6. The rides have all been repaired May 6. The rides have all been repaired and painted. The Merry-Go-Round has been rebuilt, with new outside creatings and inside scenery. The creatings have been used in decorating. The color scheme is lvory and gold. The Ferris Wheel seats are white with gold-color irimmings. Four new platform shows have been built on trucks and trailers with solid panel fronts. Hundreds of mirrors have been used on the fronts. together with wood carvings. Fronts are 16 feet high and 30 feet long. New fronts will be built for the Athletic and Minatrel shows. New main line light cables have been purchased, and George Frederick is purting in new plug-in con-Prederick is putting in new plug-in con-nections and getting the light plant in shape. All trucks and trailers will get new paint before the show goes out. Color is bright red and silver. Will open here and move north. Will have size rides and eight shows to start the seahere and eight shows to start the sca-son. All of which is from an executive of the show,

B. & V. Amuse. Enterprise

D. G. V. AMUSC. Enterprise GARFIELD, N. J., April 4.—Work in winter quarters is well under way toward having everything in readiness for opening at Wallington, N. J., on May 2. Work on the Carousel panels is about finished. Work on all of the trucks will be started in a few days, the color scheme to be red bodies and black chassis with gilt lettering. A special truck was made hast fail for the Carousel horser, thereby doing away with crates. Lou Riley, who was with Gorman Circus last season, has signed his custard and pop-corn machines. Vince Rustnen has been engaged as foreman of the Car-ousel, his third season. All of which is from an executive of the show.

Snapp Greater Shows

JOPLIN. Mo., April 4.---With the open-g of the show drawing near and the rival at quarters of several of the ining of arrival dependent show managers and owners, the workshops are seeking with activity. The concessioners already here are get-ting their equipment in shape for the opening date at Picher, Okla Abe opening date at Picher, Okla. Abe Opening date at Picher, Okla. Abe Openic completely overhauling and en-larging the cookhouse, to be better able to bandle the increased personnel of the show. Ada Meyers busily relearsing her big Colored Revue. Pat Hogan building two additional compositions which will to handle the increased personnel of the show. Ada Meyers buelly rehearing her big Colored Revue. Pat Hogan building two additional concessions, which will bring his string up to six. Henry Walls-worth building a new trailer. Henry again will have charge of the Mörry-Go-Round. On account of lack of room in quarters Curley Reynolds has leased himself a garage where he is rebuilding his concessious and also a portable Pony Track—will carry 14 ponies, 10 aircady having been delivered. Dick O'Brien re-ports the following additional fairs con-tracted: Brown County Fair at Green Bay, De Pore, Wis.; Manitowoc County Fair, Manitowoc, Wis.; Columbia County Fair, Mentowoc, Wis.; Columbia County Fair, Manitowoc, Wis.; Columbia County Fair, Mentowoc, Wis.; Carlson Hotal to 11 so far contracted, Mrs. Snapp is enlarging her corn game, and wild its new green top it will add to the flash to the midway. This season the corn game will be equipped with loud-speakers and illuminated flash number board. William Snapp and Dick O'Brien went to Springfield to look over the ad-ditional trailers built there for the show; are due for delivery in a few days. Scen in the lobby of the Keystone Hotel here: Larry Hogan, general agent Beckmann & Gerety Shows; Carl Sonitz, general agent Pollack Bros.' Circus; Dick O'Brien, Bill Snapp, Judd Caulkins. Curloy Reynolds and John Morton and others of the Snapp Shows, Switzer Shows and Tucker's Circus. The mounted publie-address system is set and ready for its advance publicity tour, and will leave for Picher in the next few days. It will be kept a week aheadi of the show dates. MARK BRYAN.

Beckmann & Gerety Shows

SAN ANTONIO. Tex., April 4.—Roy Dessercau, who will have the Iliusion Show this season, advises that he has left Moridian. Count, for winter quarters. Verne Soules advises from Miami that he is leaving there shortly for San An-tonio with his mammoth smake exhibi-tion, all framed up with a novel bamboo front. H. D. (Doc) Hartulck, with his Deep Sea Diving Show; Jimmle Lim-baugh, with his new idea, "Creation," and Mr. and Mrs. Heggeman, with the Two-Headed Baby, are putting the fin-ishing touches on their attractions, Harry A. Smith has been signed as ape-cial agent for this sexison and starts work at Joplin, Mo., next week. Harry Elilott, of funbouse note, has arrived to take charge of Humpty Dumpty and is buy overhauiling the struction. chil agent for this senson and starts work at Jopin Mo., next week. Harry Elliott, of funhouse note, has arrived to the senson and starts work at Jopin Mo., next week. Harry Elliott, of funhouse note, has arrived to the senson and starts of the senson and start of the senson and sen

EDGAR T. NEVILLE.



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SHOWS

OPENINO ABOUT THE MIDOLE OF MAY. CAN PLACE icilianas Convessions that juit onto the sale openny Arcado, American Palmisi, Noot-im Galley, Gook House. Will, HHOR Kildle Hido or any Ride that dies not conflict with Merry-Ge-tomed. Wheel and Chairpiano. Trefer those with own outfits. WANT Electronics. Trendommer cur-rent. Address all mall to W. S. OURL. DAY 27 London C W. S. OURL, Box 27, London, O.



For Opening A. 25, Morganisers, W. Var, Part Rhig, Tiltes thin, Loop-o-Plane, WANT Promena for Perris Weel, Mitte La sober und re-liable. Good opening for Spake Show, Will furniak remeine wanted. All mail to JOS, GRAMER, Car Hotel, Pittsburgh, Pa.

Dallas

DALLAS, April 4.—Mike and Mabel Wright, prominent Kanaas Cityans and formerly with prominent carnivals of the Middle West, spent several days here early this week. They have been on a motor tour of the South, a combination busiaess and pleasure trip. Herman Rudick was a visitor here for several days late last week. Spent his time making contracts for novelties con-cession in the Midget Village at the Centennial. Jack Lucas, who spent years with car-

Jack Lucas, who spent years with carnivals in this territory, is connected with the Stanley Graham attractions at the Texas Centennial.

Ruth Martone Toney and spent night in the city while on a trip to San Antonio, Tex. Denny Pugh is back after a few days

In in San Antonia, where he was called because of the filnes of Paul Hunter.

because of the illnes of Faul Hunter, prominent concessioner. J. George Loos, manager Greater United Shows, was confined to a hos-pital in Marlin, Tex, the greater part of the last two weeks, but is now again with the show. Jim Patterson, of Bill Hannes Shows, passed thru the city last week, enroute to Marlin, Tex. for a visit with the personnel of Greater United Shows, Flui Little who has seven concessions

personnel of Greater United Shows. Phill Little, who has seven concessions with Greater United Shows, spent sev-eral days with the show last week at Marlin, where he reported his conces-sion; and the show had a very good business. Little's concessions are under the wavegreater of Groupe Show

business. Little's concessions are under the management of George Shaw. Jack Stanley is spending a great deal of time around Fort Worth and in all probability will be connected with the Frontier Centennial to be held there for 15 weeks, commercing July 1. Bert Willoughby's Sport-A-torium, lo-cated on Industrial boulevard, within 15 blocks of downtown Dallas and Oak Cliff, heavily populated residential district, provides the ideal location for events, with an enormous lot.

district, provides the ideal location for events, with an enormous lot. Catherine Oliver, who wintered in this city and who will be leaving within the next few weeks to open her show in Arkansas, singed a farewell party last week for her friends in and around Dallas.

Eddie Brown, concessions and shows director of the Frontier Centennial, Fort Worth, is a frequent visitor here and hobnobs with Centennial executives nd showmen friends. Doc Goodier of Universal Laboratorics

Loc Goonier of Universal Laboratorics, who was seriously injured in his plant several weeks ago, is able to make ap-pearances at his office occasionally and within a week he will be able to re-sume active duty.

Greater American Shows

Greater American Shows Fort Smith, Ark. Weck ended March 28. Location, 18th and North O streets. Weather, cold. Business, fair. T. C. Clapp joined with his Eli Wheel, making a total of three Ferris Wheels booked for the season. R. H. Kerar has booked his Pony Ride for the whole season. This makes a total of 11 riding the foined with their diggers. Spirks has apent a for of money on his or assistant manager. Tom Brown, wife il during the week but managed to berg has added greatly to his Audi-torium of Frenks and now has 15 working acts — he has one of tho strongest side shows on the road. Jean Jean's Joined here. She is to be carried as a free act, working over the local maision of the radio team "Bob and yeak a tree act, working over the local as a free act, working over the local stations and over the loud-speaker ingit. This gives the show four free system on the midway, one program a negation, the work buy, one program a state stations and over the loud-speaker ingit. This gives the show four free system on the midway, one program a state stations and over the loud-speaker ingit. This gives the show four free system on the midway, one program a state stations and over the loud-speaker ingit. This gives the show four free system on the midway, one program a ston, vocalist. The Fort Smith Tribune, Roy Vanee editor-in-chief, really cosion, vocalist. Roy Vance sion, where editor-in-chief, really co-operated with the show while in Fort Smith. A special children's matince was given in conjunction with The Tribune on Saturday afternoon. The turnout was large, and all shows and rides had a very wonderful afternoon. With the exception of Saturday after-With the exception of Saturaly fitter-noom, cold and dustatorins kept the people away, and it was close to im-possible to hold crowds on the midway any length of time. Ocoper Herndon, show artist, is busy each day keeping

all rides and abow fronts looking their best. Al Sanderson, of Cincinnati, hun-dles The Billboard and mail for the show this year. Al is up early each morning and has the mail delivered direct to the different hotel rooms.

Imperial Shows

CARNIVALS

Imperial Shows CARUTHERSVILLE, Mo., April 4,— With just a few days before the open-ing, work is being rushed at quarters here. Final arrangements are being made to move to Cairo. III., for the initial engagement, starting April 11. The management has not spared time nor money to make the show outstand-mer Encitedly executions is new The nor money to make the show outstand-ing. Practically everything is new. The crews have been day and hight putting on the finishing touches. Two new 24-foot semi-trailers will arrive from the Eli Bridge Company and two new tractors from Virl C. IIII. The color scheme on all trucks is tangerine and black. New canvas for the shows ar-rived last Friday from Baker-Lockwood Company. J. T. McClellan has his rides all painted, his trucks have been all gone over and he is "raring to go." Edward A. Bock has purchased another motor unit for his concessions, also new Edward A. Hock has purchased another motor unit for his concessions, also new canvas. The show will start out with eight rides and six shows-Merry-Go-Round, Twin Ferris Wheels, Tilt-a Whirl, Glider, Loop-a-Plane, Kiddie Merry-Go-Round, Kiddie Ferris Wheel and Kiddle Auto Ride, Circus Side Show, Barnyard Circus, Dog and Pony Circus, Birnyard Circus, Dog and For Circus, Singer Circus, Circus, Circus, Side Show, All the cutors of the 1036 season. Will play Illinois, Minnesola, Wiscon-sin, Iowa and Missouri, R. MERVIN,

B. & M. Shows

B. & M. Shows Davis, Okla. Auspices, American Legion. Weather, favorable. Business, good. With four shows, four rides and 12 concessions on the midway, everyons had a nice week's business. Rides: Fer-ris Wheel, John McKee, owner; Chud Wadworth, manager; George Beaver, necond man. Mixup, John McKee, owner; Bill Crawford, manager; Shorty Craw-ford, second man, Merry-Oo-Itound, D. L. Templeton, owner and operator. Baby Ride, Eborn Templeton, owner and operator. Shows: Athletic Show, Mrs. Harry N. Badger, owner; Shorty Thomp-son, manager; Lou O'Brien, inside. Huin Show, Mrs. Harry Badger, owner; Birdie Harris, manager: Pit Show, Mrs. Nadger, owner and manafger; Roy Collins, tickets. Concessions: Sam Wells, two: Mrs. Lottle Templeton, two: Mrs. Harry N. Badger, three: Mis, Florence Hinekley, one: D. A. Dale, ohe: J. A. McDaniels, one: Buddy Pole, one: — Briggs, two: Sim Laphan, three. The staff includes: John McKee, manager; the writer, Harry N. Badger, general agent; Carl Davis, lot Laphan, three. The staff includes: John McKee, manager; the writer, Harry N. Badger, general agent; Carl Davis, lot superintendent; Sam Wells, electrician. The show will stay in the oil fields of Okiahoma until warm weather breaks in the North

Al C. Hansen Shows

At C. Hummen Shows Sheffield, Ala. Week ended March 21, Auspices, American Legion, Location, center of town. Pay gate, Weather, cold and rainy. Business, fair. Mur-freesboro, Tenn. Week ended March 28, No auspices. Location, circus lot. Pay gate, Weather, rain all week; business, accordinglu.

No duspices, Locaton, one business, accordingly. At Sheffield: Wonderful location, one block from the main street and the public eager for outdoor anusements, but bad weather retarded attendance until Saturday, when the skies cleared and gratifying business was the result. Nearly 4.000 people passed thru the front gate from early afternoon until closing. Gladys Hansen here on week-end vaca-tion from St. Cecilia Acsdemy at Nash-ville. Tonn. Mr. and Mrs. Joseph M. Petty came over from Decatur for a short visit. Mrs. Mary Klein received telegraphic advice from Williamsport, Pa., Unat her mother had loat her home as a result of floods in that torritory. At Murfreesboro: Constant deluge of Ph., Unit her mother mu and territory. At Murfreesboro: Constant deluge of rain from Monday until Friday placed this engagement on the wrong side of ledger. Skies cleared Friday for rest of week but the public had lost interest. Unwise factics of out-of-town opposi-tion did not help but did prove a boomerang. Manager AI C. Hansen away on business and the writer, Waiter B. Fox, back on show here during his ab-sence. Mr. and Mrs. Al Johnson and Mr. and Mrs. L. D. Morrow over from Nashand Mrs. L. D. Morrow over from Nash-ulle on a short visit. Harry W. Lamon ville on a short visit. Harry W. Lamon spent two days on the show as the writer's guest. Other visitors included

United Shows of America

SHREVEPORT, La., April 4.—Activities at the fairgrounds winter quarters are in full swing as new arrivals are checked in daily. Fully 200 of the folks here and all waiting anxiously for the open-ing. Among the new faces are Sam Mil-ler, Bill Harris, Harry Bernard, of Good-man's concessions; Mr. and Mrs. Clint Nogle, who are readying their Arcade for their fourth consecutive year; Irving Ray, secretary; Ed Loftin, auditor; Al-bert Sexton; Mrs. Towne, mother of C. L. (Boston) Towne; the Karns Fut Fam-ily: Mr. and Mrs. Earl Hays and Mr. and bert Sexton; Mrs. Towne, mother of C. L. (Boston) Towne; the Karns Fat Fam-ily; Mr. and Mrs. Earl Hays and Mr. and Mrs. Williams, of musical comedy note. Hirsch. Castle and Lohmar are working unceasingly toward getting the extensive unceasingly toward getting the extensive building and construction program fin-ished before leaving for the first ex-hibition stand. One of the largest con-struction programs in the history of outdoor show business is being carried out by these progressive showmen. In-cluding eight new attractions being built in their entirety. Tom Adams, chief electrician, and three assistants are working 18 hours a day with T. A. Cutler, designing electrical engineer of the Dailas Centennial, in proparing the new lighting system which will use four wagons. With this progressive move-ment in midway llumination the show new lighting system which will use four wagons. With this progressive move-ment in midway illumination the show will use 675 k. w. In fact, over 600,000 wagts will be used in making the mid-way as bright as day. The new 250-foot Side Show is nearing completion, and the list of entertainers will be an out-standing one--20 acts will be used. Max Goodman, whose concessions will again grace the midway, and Dr. Freedman. of "Life" note, arrived and are getting their equipment ready. Site Dyer ex-pected here this week-daughter, June, will remain in California until closing of school. Miss Mac Duffy and Joe Monseour, of Louisians State Fair office force, lending valuable assistance to Mr. Hirsch in his advance work for the show. A complete new line of pictorial paper has been ordered, with the red, white and blue color scheme again being used for the background. ROY B. JONES.

Big State Shows

Houston, Tex. Week ended March 22. No auspices. Lot on La Porte road. Weather, chilly nights. Business, fair.

Houston, Tex. Week ended March 22, No auspices. Lot on La Porte road. Weather, chilly nights. Business, fair. Attendance beyond expectation. Fuy gate proved financially beneficial. Mid-way now has 8 shows, 6 rides and 20 concessions. Publicity department in new office wagon formally opened Sat-urday. Kindergarten "school" for kid-dies (10 of them) started by Mirs. Ruth Oray Young. Mrs. Jease Wrigley enter-tained with dituer Friday evening hon-oring her brother, Jack Ward, airpiane McCinnahan, wife of A. H., ham and bacon concessioner, 11 with flu. Final wook in Houston, scheduled for lot in 4000 block on Washington avenue, Fly-ing Vietins, proving a paying magnet frawing patronage. Visitors: Hon, John N. Wisner, Tom Norris, Col. Charles L. (Waddell) Hollowcli and family, Martin and Mildred Roswell, Mr. and Mirs. Joc King, Dr. James O'Connell, Tony and May Nolsch, some people from Hennies Bros.' Shows, Burdlek's Shows, George Grav, director general, looking over and wife, accompanied by mother of Mirs. Bess Gray, to arrive enry in April Louis Bright's .secretary-treasurer de-and wife, incompanied by mother of Mirs. Bess Gray, to arrive enry in April Louis Bright's .secretary-treasurer de-and wife and official painters, with storeroom for paints and brushee mer idea for motorized shows—is finished. Bilposters getting ready for road trips. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. New line of canvas put up for first lime. Net con

G. H. Spaulding, of New Deal Shows: Cotton Ellis, Roy Loliar and William Robbins. Madeline Williams on sick list as this is written.



April 11, 1936

CANES:

29 East 10th St.

and George Burns, walters,

-Mra, Rilh Walpert, Lewis Beckwith and Murray Grone, agents. Harry Meyers, two concessions—Bill Mesalina, George Dalley, Texas Red and Bud Eiliot, agents;

two concessions—Bill Messina, George Dalley, Texas Red and Bud Eiliot, agontes; Charles Walpert, four-Earl Monty, Jim Burleson, Charley Blair, Percy Blair, Bob Gibbons and Bob Lee, agents; William Grimm, one—Mickey Garrison, agent, Harry (Polish) Fisher, one; Ollis Polk, one; Lee Manos and Gene Lucero, one; pop corn and candy floss, Mr, and Mrs. Christenson—A. Chantas and Prank Asgla, agents; lee cream and soft drinks, Shorty Cocos—Tony Soarcs, agent; ahooting gallery, Bert Chausen—James Miller, agent; Boots Ladd, one; Happy Jack Yenger, one—Loo Schwartz, agent; L. H. King and E. S. Fitzgerald, two; Sam Albright, one; cigaret shooting gal-lery, Mr. and Mrs. W. T. McNeese—C. W. Beale, agent; Mrs. Terella, one; picture gallery, J. A. Sylvia, one; Rose Fer-ris, one; Mrs. Bert Chausen, one; high striker, Mr, and Mrs. Guy Osburn; Texas Jack, one; Harry Jones, two; Mrs. Bes-sie Polk, one.

Staff: Mike Krekos, general manager: W. T. Jessup, general representative; Louis Leos, treasurer; Marie Jessup, sec-retary; Ralph Deering, chief electrician; Al Kanjan, lot superintendent; Nick

Krekos, trainmaster; Andy Kocan, man-Kemp, advertising agent: James Hurd, banner man; Charles Walpert, manager

concessions. Among visitors were Paul N. Branson and E. L. Conroy, of Tom Mix Circus; Mr. and Mrs. M. D. Holland; Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Frank Downie, of Los Angeles; Mr. and Mrs. Jake Davis, San Francisco; Art Butler, Portland, Orc.; Jack Lewis, of Foley & Burk Shows; Mrs. Charles Curran. Mr. and Mrs. Al Copeland, Arthur Blanchard, Walter Kamp, Joe Zotter.

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Corn Game

ance C. O. D., SEND \$2.00 FOR COMPLETE SAMPLE ALL 1936 NEW MODELS.

85

Cetlin & Wilson Shows

Cetlin & Wilson Shows GREENSBORO. N. C. April 4.-When his is published the time will be near aggement, which starts at Reideville, N. C. April 11. Everyone connected with the show is anxious to get going. Work has really been done in winter quarters ishing touches and getting all in readiness for the opening. However, iters will still be plenty of work to do after the show gets out, as Celtin & will be constant to the finan-pletic overhauled and repninted the Caterpillar ride. Carl Pontaine has re-phase is building a new front for the Giggle Shoppe-will be 40 fect. Speedy Notordrome-red and aluminum the biotodrome-red and aluminum the biotodrome-red and sile. The Merry-Oc-panel on each side. The Merry-Oc-panel on each side. The Merry-Oc-bits of the speen will have then then the set whiter. George Harms inde the past winter. George Harms inde the past winter. George Harms inde the set dise Red will start to winkle has been busy rebuilding and and the past winter. George Harms inde the past discorder Haresters inde the past discorder Haresters inde the past dis

Keystone Shows

FOXBURO, Pa., April 4.--Fortunately the floods in Pennsylvania did not dam-To Alborot, Fa., April 7.—Fortunately the floods in Pennsylvania did not dam-age this show's equipment, as it is in the hills, and O. B. (Nick) Toy has in-formed that everything was okeh. He has enlarged his crew in winter quarters and will have the show ready for open-ing here April 13. Mr. Hartzberg wrote from Punta Oorda, Fia. that we was pleased that his shows, rides, etc., were safe from the high water. He also in-formed that his Keystone Shows, would carry 10 shows, 10 fides, 30 concessions and 2 free acts. Show will move on Mr. Hartzberg's 20 trucka and will be twice as inge as inst year. W. C. (Bill) Mur-ray, special agent, is hitting the ball, booking towns, fairs and celebrations. The show offreed its light plant, tops, etc., for the flood refugees. J. T. (JIM) FOWLER.

Christ United Shows

SPRINGVILLE, N. Y.. April 4.—The management of the show is making ex-tensive preparations for the new season. At winter quarters, at Norwalk. O., Max Rutter has a crew of men painting and fixing up the paraphernalia for the opening, which will be April 27 at Ash-land, O. The show this spring will in-clude 6 rides, 8 shows, 20 concessions. high-dive free act and calliope. Harry A. Rose, general agent, has been on a successful booking trip the last few "ecks. All of which is from an execu-ve of the show.

WALLACE BROS.-

(Continued from page 70)

(Continued from page 70) agent: Martin A. Wirth, electrician and publicity: Ross Crawford, lot superin-tendent and merchants: outpons; James Wilson, master mechants: Shows: Circus Side Show-Johnnie webb. manager: Mary Webb, talker: Dud Neal, inside lecturer: Dan Underwood and Chuck Hulsey, tickets: Johnnie and Mary Webb, fat folks; May Hulsey, half-lady illusion: Irma Sothern, serpent girl; Saller Frank Cook, tattoo artist; Richard Watson, Kongo Village: Madame Cok, mentalist; William Smith, human yokane, Lucille Anderson, sword box; Joe Shane, in annex, assisted by Dad Neal; Jael: William, boss canvasman; Tommy Thomas, steward; James Thom-as, cook. Marie's Burlesque Revue-Charles Russ, manager; Marie Russ, Amelia Waliace, Pauline Lacey and Vida Pegram, dancers; Billy Davis, comedian; Jack Fox, atraights. Girl In The Moom-Charles Russ, manager; George Tilpp, lickets; Caroline Ross and Betty Wooden, anaers, Nudit Colony-Charles Russ, manager; Linden West Show-Jaines Doran, manage. Michel Biows, Lickets, Cock

boran, manager. Minstrel Show-J. L. Reed, manager; Lois Reed, socretary; J. H. (Mess-A-Round) Brown, stage manager; Slim

Lewis, tulker and tickets; Hambone Jones and Kid Stopper, comies; Leona Banks, blues singer; five dancers; eight-plece band under leadership of "Stack of Dollars." Leona Lee's Dog, Monkey and Reptile Show-Leona Lee, manager; Sid Grane, tickets; featuring Hoover and Snow, trained dogs. Athletic Show-William (Brownie) Peyton, manager. RIDES: Big Ell Wheel, James L. Reod, foreman; Kiddle Auto Ride, C. L. Arm-strong, owner - manager; Merry - Go-Round, George Harris, foreman, Kiddie Airplane, Raymond Syx, foreman, Char-plane, Harry Zimmerman, foreman. Conceasioners: include: Ben Wolfe, two; Milton McNeace, two; Mac McChu-ley, one; Virgil Morse, one; Jack L. Oli-ver, one; Gipan Osborne, two; Jack Hol-ston, three: Margaret Miller, one; Evolyn

ver, one; Giann Osborne, two; Jack Hol-ston, three: Margaret Miller, one; Evelyn Wirth, one; Jack Davis, two: Eurl Dun-can, one; William Wallace, cookhouse; Harry Cohen, with Bartlett's diggers; and several others, the names of whom were not obtained by the writer, Martin A. Wirth

Several Others, the matter of mathematical and the writer, Martin A. Wirth. Among the visitors noted were William Bowon. Mr. and Mrs. Charles Drill, Mr. and Mrs. Jimmie Disalvo. New Torti, and Frank Woods and family.

KEYES JOYLAND (Continued from page 70)

(Continued from page 70) show fronts were overhauled and re-painted. General Agent G. Miliken and the missus arrived, and Miliken had a successful booking trip in Pennsylvania. Larry Oeborne's midway cafe and cus-tard have been doing good business. The color scheme of this show is red and white, with a lighting system out of the ordinary. A great deal of the equipment is new. The shows include Harlem Hot Shots,

The shows include Harlem Hot Shots, 18 people. Walley Blair's Parls at Night. R. Spence's Mickey Mouse. Athletic Arena and Woods' Pive-In-One.

Concessions: L. Oebone, cookhouso nd custard, M. Hanaha, one; J. Polsa, c; J. Smith, four: A. Mitchell, three: Morgan, two; G. Miliken, two; E. and one; T. Morgan. Webber, onc. Rides: Mo

Webber, onc. Rides: Merry-Go-Round, C. Wright, foreman. Førris Wheel, J. Hodges, fore-man, Chairplane, Bill McCoy, foreman, Staff includes: Charles Keyes, owner-manager; O. Miliken, general agent; John Polsa, electrician; Whitey Davis, lot superintendent.

lot superintendent. The show will play thru Pennsylvania, Virginia, Maryland and West Virginia.

WEST COAST-(Continued from page 70)

(Polish) Fisher, tickets; J. E. Sogrin and Roy Sullivan in charge. Merry-Go-(Polish) Misher, tickets; J. E. Sogrin and Roy Sullivan in charge. Merry-Go-Round-Angelo Terella, foreman; Don Copley assistant. Mirs. Bobby Grimm, ticketa, Whip--Larry Ladd, foreman; Al Singer, assistant. Henry V. Cathey, tick-ets. Baby Airpiane-B. B. Flora, fore-map; Ed Dacey, assistant. Mrs. Frank Yaşlar, tickets. Baby Autos-Bill Smith, foreman; Ellen Starkey, tickets. Glider -Joe Chettero, foreman; Lee Olson as-aistant. Mrs. Helon Messina, tickets. Loop-o-Piane - Larry Perris, foreman; Tom Keven, assistant. May Loew, tick-ets. Ponies-Richard Baker and Frnie Lloyd. Llovd.

Concessions: Midway Cafe — Shorty Cocos, manager; Mike Pieri, chef; Charles Manos, griddleman; Ous Ages

in a number of elever trieks; Mayfield. fire - eating demonstration; Bhackles, with handcuffs and log irons; Leo. illu-sionist: Antonio Brucci, accordionist: Posce Pinstique; Princess Zeida, mental-lat; in the annex, dancing girls and Mary Morris.

Mary Morris. South Street Museum continues John-son Colored Revue in the center Dit; Don McIvor, maglelan; Baby-Face Joe, fat man. Capt. Sig, tattooed man, and Mmc. Verona, mentalist, on the plat-form. Dancing girls still in the annex as special feature.

Dan Sullivan's, Worcester

WORCESTER, Mass., April 4.—Danny Sullivan, who has operated here for several seasons, has a museum at 178 Front street In the lineup are Jolly Dolly: Chester Dolphin, sword swal-lower; Capt. Louis Burke, fre-ester and ring act; Rose Richards, snakes; Master Chester, magic; Prince Arabin, dencer; in annox. La Chappelles, La-Zara and Bentico



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WAX FIGURES BRUNO HAUPTMANN, OLLINGER GANG. 100 Other file Slow Nummies. W. H. J. BHAW BT, LOUIS, MO.



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Museums

concessions.

Dime, Newark, N. J.

NEWARK. N. J., April 4. -- With weather good and a strong show busi-With weather good and a strong show busi-ness good this week. The bill has plenty of variety and was very well received by the patrons over last week-end. Lincup le as follows; Sealo the Seal Boy-second week: Big Jack, fat man-second week: Big Jack, fat ner colored revue, featuring Safety Pin, comedian and eccentric dancer; Pete Robinson, skeletom dude; Zends, men-value; Orlental Berna in the anney still hoomson, sace of dute; Ledus, ment thist; Oriental Revue in the annex still popular. Bill Kerr, general agent for Art Lewis Shows, was a visitor over last week-end. GEORGE E. MOORE.

Philadelphia Houses

PHILADELPHIA. April 4 .- The weather has been very good for the museums here during the past week and business is excellent at both houses.

Eighth Street Museum's bill this week has Capt. Hanson with his trained dog

Rinks and Skaters "Ind stunt skating. Hallfax Skating As-sembly sponsored the pageant. Bill and Marjorie Bonnell appeared in comedy skating.

By CLAUDE R. ELLIS (Cincinnati Office)

EIGHT ROLLING LADIFS, roller-skat-ing girl flash, are on tour with the Finder Circus in Prance. Two Jeweks, roller skaters, are at Eldorado Casino in Lyons. Harald Ryle Company, roller skaters, are at the Wintergarten in David Berlin.

STADIUM RINK, Moncton, N. B., has been closed for the ice season by Honry White, who is in his first year as lessee and manager of this large artificial ice rink, owned by the city of Moncton. His hookey team won the championship of the maritime provinces, being elimi-nated in Ottawa when it sought to pene-trate the preliminaries for the Canadian title. Indications are that roller skating, with roller hockey, will be installed in the Forum by May 1.

JUST 57 years after he had made his debut as a fancy skater. G. Wilford Campbell, St. John. N. B., went thru exactly the same program, first at an lee skating carnival in Fredericton. (N. B.), Rink, second in Forum Rink, St. John. Mr. Campbell, 75, has cut his figures from 36 to 22, but has no intention of cutting out skating. He was figure-shat-ing champion of the maritime provinces and a racer when a young man. He attributes his ice skating each season to a desire to keep young and has succeeded. He is also adept on roller skates and daims to be the oldest active fancy skater.

"A NOVELTY in this rink." writes Bill Henning from Arcadia Gardens Roller Rink, Chicago, "are bike races with roller skaters hanging on behind and in relay form, with girls and boys. Girls hang onto the rear ends of the riders' scats and go two laps and then boys relay and take the rear of the wheels for four laps. Henry Park Wheelman's Club held its second event here hight of March 30 and the crowds wanted more, so every Nionday night the club will ride here on 16-inp track, going over the course at top speed."

ONE rink in Chicago is managed by a former meer and a booster of skating. Belpark Roller Rink, 2927 North Cicero nvenue, owned and managed by M. P. (Bud) Peyton and Vic Frash, Vic being holder of many records. While the rink is small, they are doing good buisness, skating nightly except Monday, which is reserved for private parties, writes Wally Kiefer. A small rink on the Northwest Side is Montolare Roller Rink. Business is reported good in Ohicago rinks and it is possible that at least two will re-main open all summer.

A RETURN engagement in Forum Rink, Helifax, N. S., was played for two days and nights by Chandler and Mapes, fancy skating team, featuring Evelyn Chandler. Ice program, including a pageant, "The League of Notions Ice Fete," was arranged by Nova Scotia Exhibition Commission, rink being part of Halifax Fair plant. E Frank Lordly, secretary-manager of the commission, is also rink manager, Chandler and Mapes use rink manager. Chandler and Mapes vorked together and in sole in fancy

On Rollers in England By CYRIL REASTALL

By CYRIL REASTALL Since my last notes I have been visit-ing a few rinks. On March 7 I accom-panied the Derby All Greens roller-hockey tesm up to Savoy Rink, Great Harwood, Lancashire, and played for them, Harwood eventually winning. 5 to i. The Mercer family, who run the rink there, say business is fair and are open four nights a week at prescut. While up north I visited my friend Mrs. Sharples, who is financial supporter of Accrington roller-hockey team, and had a look in at the Bwiss Skating Club, Accrington, owned by Edgar Sharples and opened the previous night. Floor space is small but, taking everything into consideration, would say it is one of the cozlest little rinks I have yet seen. seen.

Also visited Empress Rink, Burnley, Also visited Empress Kink, Burnley, in same locality, where skating and dancing are being run on alternate nights. On March 14 I traveled south, by way of a change, and spent an hour with W. G. Gipson, manager of Brixton Skating Palace, London. Gipson, has

by way of a change, and spent an hour with W. G. Gipson, manager of Brixton Skating Palace, London. Gipson has been in charge there since 1912 and cer-tainly knows how to run a rink on businesslike lines. When I called on him an afternoon session was in progress and I was in-formed that 800 skaters had paid to use the floor; everyone seemed to be having a good time, music being pro-vided by a military band localed near conter of floor. Floor at Brixton is an exact square, racing track being hid out at 14 laps to the mile, largest in Lon-don. Actual skating area of main floor measures up to 14.000 square fect. Same night I journeyed on to Herne Bay, Kent, where I arrived just in time to see New Derbians, champion Midland roller-hockey team, turn out against whitstable Alberts. Kent league leaders, in semi-final of the national champion-

semi-final of the national champion-

White table Alberts. Kent leagts leaders, in semi-final of the national champion-ship. As everyone expected, the Southerners again proved too good for the Northern boya, result of an excellent game being 8-2 in favor of the Alberts. On the following morning the Derby team played three friendly games, drawing 3-3 with Hernie Bay United hut losing 8-3 to Herne Bay and also losing 6-2 to Herne Bay United, second team. The team to represent England in the forthcoming European tournament is still uncertain. Teddy Bown, last séa-son's enptain, is a doubtful starter, and Jack Cornford, our greatest goal scorer, cannot travel. Bob Hulme, the widely known Derby player, has been appointed skipper, with Pete Walters, Herne Bay, second in command, a very popular se-lection.

second in configuration lection. The team may be Corbin (Herne Bay United), Walters (H. Bay I). Hulme (New Derbians), Sutton (Whitstable Al-berts) and B, Newbury (Alexandra Pal-



BROTHERS WARE THROUGH thirty odd years of scientific research and conscientious offorts have perfected ideas and patents which assure the Public the highest type of Quality Products. Write for Catalog and Prices.



Garden, New York, Sunday night, March 22, was one of the finest skating carni-vals I have ever witnessed. Only fault I found with the great display of talent and beauty was that they forgot to bring the lady. Mrs. Cheever Porter, to the and beauty was the lady. Mrs. Cheever Porter, to the center of the ice and introduce her to the 20,000 people in the Garden to see her great show. I was disappointed, for I would have liked to see this little lady who directed and produced the

her great show. I was disappointed, for I would have liked to see this little lady who directed and produced the huge event. Opening was a skating scene in Cen-tral Park of years ago, with Occar L. Richard as soloid. I seem to have a faint memory of having seen this youngster skate some 40 years ago. At any rate, whether he is the same Rich-ard or not, he was excellent and played his part to perfection. "Taking the Buby for Air" number was a great laugh. Nursemid takes tot for air in park, dons her skates, puts the baby carriage on a sleigh and skates around, giving the baby a ride. Spies a park policeman flirtation follows, when sud-deniy the 3-year-old kid slips out of the carriage and aktes toward abore. Very funny and well acted. "Tango Moon." by Miss Prantel and Mirs. Secord, of a skating club of New York, showed how much better and more artistically the tango can be danced on ice than in a baliroom. Robin Lee. American boy thamp.

artistically the tange can be danced on ice than in a ballroom. Robin Lee, American boy champ, is a fine skater. I suggest that this lad take dancing and acrobatil lessons. He will have bet-ter timing in his stunts and better tempo. He will be heard from in future world championship contests. Miss Maribel Vinson and E. B. Itill are paur skaters par excellence. How they lost the Olynpics pair-skating championship is a mystery to me. The "Top Hat" number was a honey, with little "Honey" Peppe at her best with her eight boy friends. "The Pete of Regency Garden," a ballet, was so impressive and artistic that it far overshadowed the stage bal-lets seen day in and day out in le luxo theaters. lets art. theaters.

theaters. But the knockout came when six beautiful dolls from Toronto, swanlike, aktinned over the los with such dignity and grace that they were called out for many encores, making their appearance from a large champagne bottle. Artists in this number were Caley Sisters, Mrs. Gooderham, Mrs. McDougail. Miss O'Mear and Miss Wilson, all of Toronto Granite Skating Club. Guy Owen, Minto Club, Ottawa, Canada, gave an exhibi-tion that stopped the show again, being one of the most graceful skaters I over

Glub, Ottawa, Canada, gave an exhibi-tion that stopped the show again, being one of the most graceful skaters I ever have seen. Roy Shipstead, professional "Human Top," did his stuff to another show-stop. After Roy had finished his routine of every kind of spin and comlo sprend-eagle. Sonja Henie, the star at-traction, came upon the ice. The former amateur champion fancy skater of the world is now a profes-sional. The edge scemed completely taken off what little Miss Henie did in the way of fancy skating. After a few bowed off after a few seconds more than a minute: 20.000 people had come to see the ice carnival and Sonja Henie. To say the least, comments all around where I was sitting indicated without a dubt that the little display of skill by the champion was a disapointment. If Miss Henie, who has commanded as much free publicity as any other athlete during the past few years, intends to not the \$200,000 in three weeks from the time of this writing, touring the ice rinks, and who is guaranteed \$100,000, according to *The New York Daily News* of March 18, I suggest that she im-prove her reperioire 1.000 per cent over her first American appearance since winning her third Olympics if she fig-ures on taking heck to the Land of the Midnight Sun that kind of jaek.

BALLYHOO-

BALLYHOO (Continued from page 70) the Day." World's Only Flying Tank. "Even went so far as to promise them an "Eclipse of the Sun." Busees limmediately ordered every show, ride and concession operator to buy a nying device of some kind or leave the show. The office then bought a sixty-plane squadron and a correspondence-school course in flying for our tractor drivers. Each show, ride and concession manager had 50,000 handbills printed for his or her attraction.

manager had 50.000 handbills printed for his or her attraction. Monday afternoon 450 planes, balloons, senplanes, blimps, gliders and zeppelins bombarded the ety. White hand bills and coupons to the number of 50,000 were thrown from each plane at one time, while a mile high. Natives thought it was a snowstorm. All ran inside and

built fires to keep warm. This kept them home for the first night.

them home for the first night. The big day. Tucsday, 2.000 free list attended. Show was good but com-mittee insisted on seeing the flying tank or the show to forget the \$10.000 de-posit. Our chief mechanic saved the day. He put wings and a propellor on our ten-ton caterpillar tractor mounted with a Civil War cannon borrowed from the next and coard overhead Verhead with a Civil wir cannon borrowed rom the park, and soared overhead. Yes, "Necessity is the mother of invention." Bhow had ordered 500 gross of smoked glasses to sell to the spectators. These were blanked out. It was a cloudy day.

The dedication over the rest of the week a blank. But everybody put mm-lature parachutes on their trunks and sultcases. MAJOR PRIVILEGE.

NEWSPAPER HITS

(Continued from page 70) Lucerne and J streets will entertain lo-cal newsboys tonight. All Carriers are asked to assemble at *The Leader* office and will be escorted to the grounds by Sergeant Harry Cohen, who will conduct them thru all attractions and rides free.

"With Palm Beach County reported lagging in raising a quota of \$600 for the American Red Cross, the Lake Worth Elks' Lodge undertakes to raise at least one-sixth of this amount thru the festival.

"Differences as to city licenses and permits were straightened out this morning when the Elks' ammrement committee, together with a special com-mittee, met informally with city com-missioners. The legal license fees were with in each paid in cash.

"Souawks came from P. P. Peeler, "Squawks came from P. P. Peeler, manager of the local Sparks picture the-ater, it was stated. The Sparks Com-pany requires its employees to investigate all kinds of shows, serving as an 'intelli-gence bureau,' it was said. These local managers raise severe objections when any other forms of amusement come to towns in which they operate. The want it all. it all.

"Here in Lake Worth the Sparks The-"Here in Lake Worth the Sparks Ine-ster conducts a lottery every Tuteday, blocking traffie on the main street, and runs its shows wide open on Sunday in violation of written laws; secure the fa-vor of local officials by issuing passe-even to preachers-and can't see any mote in its own eyei

mote in its own eyel "They are doing nothing to ald flood or any other class of sufferers and have the gall to try to binder others in charitable work. "The public is requested to patronize the Elks' Festival, have a good time, and assist the Elks' enarity fund in raising cash to send those in need at this time along the swollen rivers of the North. These people are estimated foday to number 400,000 men, women and chil-dren. "Sam Lawrence, manager of the fes-

dren. "Sam Lawrence, manager of the fes-tival, has announced a special children's matinee Thursday afternoon. All rides at 5 cents."



ALABAMA

ALABAMA Alexander City-Satt Alabama Pair Assn. Oct. 13-17. Lewis H. Denn, Autone-Linestone Co. Pair Assn. Sept. 21-28. I. V. Legs. Hinninglusm-Alabama State Pair. Sept. 23-Oct. 3. P. T. Strieder, gen. mgr. Piorence-North Alabama Sistle Fair. Oct. 5-10. E. R. Braly. mgr., Lewrenceburg. Tenn.

Tenn. Huntsville---Madison Co. Fair. Sept. 22-26. Marie Dickson. Tuscumbia---American Legion Fair Assn. Sept. 7-12. James DiRago, chairman. Prescott-Northern Aris. State Pair Assn.-Prescott Promiter Days. July 2-3. Graco M. Sperkes. ARKANNAM

ARKANSAS

ARKANAAS Biytheville-Misstssippi Co. Fsir. Sept. 29-Dot. 4. J. Meil Brooks. Candon-Pairview Community Pair Assn. Oct. Candon Pairview Community Pair Assn. Catter pine Bluti-Five-County Fsir Assn. Latter part of Sept. Thos. A. Hill. California Auderson-Shasta Co. Fair. Sept. 24-27. S. A. Roycroit.

Anderson-Shasta Co. Fair. Sept. 24-27. S. A. Royerolt. Caruthers-Caruthers District Fair Assn. Oct. 8-10. C. L. Walton. Perndais-Humboldt Co. Fair. Aug. 26-30. Dr. Jos. N. D. Hindley Pre-uo-Pre-no-Madera District Pair Assn. Sept. 29-Oct. 5. Merced-Bist Date for T. A Dodge Jr. Merced-Bist Annese J. Fair. Oct. 1-4. Proceed-Bist Annese J. Fair. Oct. 18-Oct. 6. Affinitherauth. Sept. 18-Oct. 5. Affinitherauth. Signo-Balta Clara Co. Fair. Sept. 18-Oct. 5. A Minchauth. San Jose-Banta Clara Co. Fair. Sept. 21-29. Truema Letcher. Santa Maria-Santa Rarbara Co. Fair. July 22-26. Jesse H. Ohambera. Suchta Structure Co. Fair. Aug. 29-30. Mrs. Suchta Scheren Co. Fair. Sept. 20-30. Mrs. Suchta Scheren Co. Fair. Sept. 20-30. Mrs.

Wood. -Tulare Co. Fair. Sept. 22-26. A. J. Tulare Elliott.

Tuisre-Tulars Co. Fair. Sept. 22-26. A. J. Elloki.
Turlock-Staniblaus Co. Fair. Aug. 3-0. Dr. A. J. Rousse, mgr.
Vrntura-Ventura Co. Fair. Aug. 3-0. Dr. COLORADO
Neutra-Ventura Co. Fair. Aug. 19-21. R. E. Fisher.
Cortez-Montezuma Co. Fair & Rodeo. Sept. 15-18. George A. Melstrell.
Greeley-Weld Co. Jr. Fair Assn. Aug. 19-21. L. V. Toyne.
Lougmont-Boulder Co. Fair Assn. Probably last week in Aug. Frank Wadsworth.
Pucho-Colorado State Fair. Aug. 24-28 itentative). Fair Clark. mgr.
Stefling-Logan Co. Jr. Fair. Aug. 10-21 itentativel. Mark Belle Daring.
Stefling-Logan Co. Jr. Fair. Aug. 10-21 itentativel. Mark Belle Daring.
Stefling-Logan Co. Jr. Fair. Aug. 10-21 itentativel. Mark Belle Daring.
Stevling-Windham Co. Agr. Soc. Sept. 22-24. Marshall J. Frink.
Sonbury-Danbury Pair. Oct. 3-10. G. M. Nevins.
Orne-Coshen Agrl. Soc. Sept. 7. Edith W.

Goshen Agrl, Soc. Sept. 7. Edith W.

Cooke. Cooke. Oranby-Granby Orange Fair. Sept. -, Ea-win H. Shattuck, Guilford-Guilford Agrl, Soc. Sept. 30. L.

Northfield

conn. Somers-Union Arrl. Sne. Sept. 30, B. R. Grant, Melrose, Conn. South Woodstock, Woodstock Agrl, Soc. Sept. 15-16. Preeman R. Nelson, Pomfret Center, Conn.

Li.18. Freeman R. Nelson, Poinfret Center, Con. Terryville-Terryville Pair, Bept. 20. Mariou O. Matioon, Pigmouth, Conn. Wolcott, ness Waterbury-Wolcott Arril. Soc. Bept. -- M. E. Pierpont, Waterbury, Conn. DELAWARE Hartineton-Kent & Sussex Pair. July 28-Aux. 1. Ernest Rauxhley. Altanta-Routheastorn Fair Assn. Oct. 4-12. Virgil Meigs. Decatur Oo. Fair. Week of Oct. 15. T. E. Rich, Octington-Newton Co. Pair. Oct. --. Harry Odum.

Odum. Pitzerald-Ben Hill Co, Pair. Oct. - Homer Water

Waters, Josephen-Clayton Co. Pair Asan, Oct. 14-17, W. J. Ested Jr. Leibyrife-Walker Co. Fair Asan, Oct. 12-24, W. Wheeler, Miscon-Georgia State Expo. Oct. 19-24, E. Reis Jordan,

C. W. Wheneler, State Expo. Oct. 19-24. E. Mass. Georgia State Expo. Oct. 19-24. E. F. Langler, County Agent.
Bartelia-Gobb Co, Pair Assn. Scott. 30-Oct. 30-Oct. 31-0.
T. G. S. Chapman.
T. T. T. T. T. S. C. G. Fair & Scott.
T. T. T. T. T. Marker & F. Scott.
T. G. S. C. Martina.
T. G. Martina.
T. G. S. C. Martina.
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1936 FAIR DATES

LISTS

Carrollton-Greens Co. Fair Asan. Sept. 1-5. H. C. Beatty. Chicago-International Live-Stock Expo. Nov. 22-Dec. 5. B. Li Heide, Union Stock Yarda, Chicago. Du Quoin-Du Quoin State Fair Asan. Sept. 7-12. W. R. Mayes, gen. mgr. Furrilad-Wayne Co. Fair Asan. Aug. 26-29. U. F. Johnson.

U. P. Johnson,
Parmer City-Farmer City Fair. Aug. 24-28.
E. R. Rinelhart,
Colconda-Pope Co. Agrl. Soc. July 22-25.
Phillip Schoettle. Brownield, III.
Orcenup-Orcenap Cumberland Co. Pair Assn. Aug. 11-15.
J. J. Green, D. Green, Sch. Springlield,
Knorville-Knox Co. Pair Assn. Aug. 11-14.
John D. Patton.
Leelistown-Pulton Co. Fair Assn. Aug. 11-14.
McGennsburg-Millemsboro Pair Assn. Oct. 6-11.
K. McMark, McLeansboro Pair Assn. Oct.

E. O. Gillam, McLeansboro-McLeansboro Pair Asan. Oct. 6-13. H. Mend. Marion-Williamvon Co. Fair Asan. Sept. 1-6. Ray Miller, Marahall-Marshall Community Fair. Aug. 19-22. Chas. L. Blundell Jr. Mason-Grundy Co. Agril. Fair. Sept. 4-7. G. E. Meilson, Modesto-Macoupin Co. Agril. Fair. Sept. 4-7. 17. Albert Love. Mones-Macoupin Co. Agril. Fair. Sept. 15-17. Albert Love. Mones-Monope District Pair. Sept. 9-11, Harry J. Conrad.

Monce-Monze District Feir. Sept. 9-11, Harry J. Contrad. Monticello-Fiat Co. Fair Assn. Aug. 31-Sept. 4. R. C. Smith. Mount Carmel-Wabsah Co. Pres Fair. Aug. 24-28. Pete Ruvenstell. Mount Vernon-Mit. Vernon State Fair Assn. Sept. 21-25. Martin Henn.

Newman-Newman Community Fair. Sept. 1-4. W. C. Booton, pres. Newton-Jasper Co. Fair. July 27-31. C. O.

Newman-1-4. W. C. Booton, pres. Newton-Jasper Co. Fair. July 27-31. C. G. Batman. Olney-Richland Co. Fair Assn. Sept. 8-11. A. C. Roberta. Pectonica-Winnebsco Co. Pair Azan. Aug. 20-33. Arthur Woodruff. Petone-Will Co. Fair Assn. Sept. 2-4. Mrs. Elimer Barton. Petersburg-Menard Co. Act., Fair. Sept. 9-11. Lloyd W. Ohalcraft. Princeton-Bureau Co. Pair. Aug. 25-28. Bathal

11. Lioya ... Princeton-Bureau Co. Pair. G. P. Seibel. G. P. Seibel. Resculla-Warren Co. Fair. Aug. 25-28. F. H. Kirkpatrick. F. H. Kirkpatrick.

Joseph.-Champaign Co. Pair, Aug. 25-28. vereit R. Peters, dwich-Bandwich Pair Asan. Sept. 2-4.

Sardwich O. L. S Sardwich-Bandwich Pair Asan. Sept. 2-4. O. L. Stinson. Sinert Randolph Co. Fair. Sept. 1-4 Rilen McConachie Springfield-Hilinois State Fair. Aug. 16-23. E. Twin. gen. mgr. Stronghursh-Henderson Co. Pair Asan. Sept. 2-4. Raiph Butler. Taylorville-Christian Co. Agrl. Pair Asan. July 27-31. O. C. Ruuter. Vienna-Jotnson Co. Pair. Aug. 18-21. George Gray. Warnen-Warren Fair. Sept. 1-4. J. W. Richardson. INDIANA

INDIANA

Akron-Akron Agri, Fair Asin. Sept. 23-26. F. M. Fultz.

July 26-31. Ward McClelland, Pairmound-Grant Co. Agri, Fair. Sept. 1-4. John R. Little. Preskfort-Clinton Co. Pair Assn. Aug. 10-21. Will O. Ross, Franklin-Johnson Co. Prec Pair. July 13-18. Nell R. Godwin. Ooshen-Elkhart Co. Fair. Sept. 1-5. W. C. Manrow.

Ochem-Elkhart Co. Fair, Sept. 1-5. W. C. Manrow. Greenfield-Hancock Co. Agri, Assn. Aug. 3-7. John B. Hinchman. Hartford City-Farmerz & Merchants' Agri. Assn. Pree Fall Fair, Sept. 15-19. Ross Daugherty, Huntingburg-Dubois Co. Fair Assn. Aug. 10-15. J. F. Overbeck. Indianapolis-Jadiana State Fair. Sept. 5-11. M. Olifford Townsend. Commissioner of Arriculture.

Agriculture, andativille—Kendallville Pair, Aug. 17-21.

Agriatiure, Agriatiure, Rendativire, Sendativire, Rendativire, Rendativire, Agriative, Rendative, Sendative, A. M. Schuha J. Forte-La Porte Co. Fair. Sept. 14-18. A. M. Schuha J. Borte-La Porte, Co. Fair. Assn. Aug. 25-20. James A. Terry, Lawrenceburg, Dearborn Co. Fair. July 27-Aug. 12-15. Lexte Snith. Logansport-Cass Co. Fair & Exhibit Show. Aug. 12-15. Lexte Snith. Logansport-Cass Co. Fair & Star. Aug. 11-14. Lyons. Lyons Fair, Stock & Dog Show. Sept. 16-19. Lex Edwards. Montpelier-Mancheller Speed Assn. July 22-24. H. L. Kelley. Muncle-Muncle Pair. Aug. 1-7. P. J. Ciny-pool.

pool. North Vernon-North Vernon Free Fair, July 28.31, Fred H. Nauer. Osgood-Ripley Co. Agtl. Assn. Probably Aug. 5-8. G. A. Triplett.

The Billboard

Orange City-Sioux Co. Agtl. Assn. Aug. 24-27. Gerrit Van Strylaud. Osage-Atltshelt Co. Fair. Aug. 17-21. C. E. Juhl.

Juhl Oskaloza-Sauthern Iowa Fair. Aug. 17-21. Roy E. Rowinnd. Postville-Big 4 Fair. Sept. 11-14. J. C. Welhe.

Weihe, O'Brien Co, Stock Show & Agri. Asun Aug. 24-25. M. G. Birlingmair. Rock Rupids-Lyon Co, Pair. Sept. 1-6. W. G. Smith. Rockwell City-Rockwell Ulty Fair Asan. Aug. 12-14. E. B. Trickel. Sac City-Sac Co. Pair. Aug. 23-27. W. A. Cohb.

Colb. Sibley-Osceola Co. Live Stock Show. Sept. 8-11. A. J. Salland

B-11. A. J. Suilaue Bpencer-Clay Co. Fair. Sept. 14-10. L. C. Dalloy, Vinton-Benton Co. Fair. Aug. 18-21. C. D. Moore, Urbana, In

Dalley. Vintoin-Benton Co. Fair. Aug. 18-21. C. D. Moore, Urbana, Is. Waterloo-Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel. Watwork-Allamakee Co. Pair Assn. Sept. 8-1. A. M. Monserud. Harpers Perry. Is. Watwork-Beromer Co. Pair Assn. Sept. 14. Claude E. Wylam. Webiter City-Hamilton Co. Expo. Sept. 7-11. L. L. Lyle. West Liberty-Union District Agrl. Soc. Aug. 22-26. J. M. Addieman. West Union-Payette Co. Agrl. Soc. Aug. 24-26. Fd Bauder. What Cherr-Kcokuk Co. Fair. Aug. 24-27. F. P. Lully.

24-28. Ed Baudor. What Cheer.-Kcokuk Co. Fair. Aug. 24-27, F. P. Laliy. Winfield-Winfield Pair Assn. Aug. 25-28. J. Russell.

KANSAS

J. RUSEN, KANSAS
Anlhony-Anthony Fair Asan. July 14-18. O. F. Morrison,
Barnes-Washington Oo. Banner Pair. Sept. 9-11, D. Lina Livers.
Relleville-North Contral Kausan Free Pair. Aug. 31-Bept. 4. Tudor J. Charles. Republic. Ran.
Bir Spring-Douglas Co. Live Stock & Agrl. Pair Asan. Sept. 2-4. Pete Bahnmaler. Lecompton.
Biue Rapids-Marshall Co. Pair Asan. Sept. 29-061. Z. M. O. Lishfrap.
Burdon-Eestern Gowley Co. Fair Asan. Sept. 26-28. Dick Alexander.
Burdon-Eestern Gowley Co. Fair Asan. Sept. 21-25. John Redmond.
Caldwell-Bunner Oo. Pair Asan. Sept. 30-Oct. 2. Ororge W. Marray.
Chanute-Neosano Co. Pair. Sept. 7-12. T. P. Morthon.

Clishult — Neakno Co, Fair, Bept, 7-12, T. F. Morrison, Clay Co, Free Fair Assn. Sept. Stat. W. F. Miller. Official W. F. Miller. Co, Fair Assn. Sept. 34-Oct. Schontgomery Co. Fair Assn. Bept. Glby-Thomas Co. Fair Assn. Aug. 18-21. Glby-Thomas Co. Fair Assn. Aug. 18-21. Glby-Thomas Co. Fair Assn. Joint

J. B. Kuska. Columbus — Cherokes Co. American Legion Free Pair. Aug. 24-20. R. C. Osterhout. Cottonwood Pails—Chase Co. Pair Asin. Sept. 30-Oct. 3. H. U. Slack. Delphos—North Ottawa Co. Pair. Sept. 2-5. Floyd Dowall

30-Oct. 3. H. U. Brach Delphos-North Ottawa Co. Pair. Bept. 2-14. Floyd Powell. Dighton-Lane Co. Fair Asan. Ang. 12-14. W. J. Matthias. Dodge City-Southwest Pair Asan. Week start-ing Sept. 7 (tentative). George Shuler Jr. Effingham-Atchison Co. Fair Asan. Aug. 18-21. C. J. Hegariy. Girard-Crawford Co. Pair Asan. Aug. 18-21. Mrs. Ella Schnolder. Olasco-Cloud Co. Pair. Sept. 6-12. R. M. Sawhill.

Mrs. Euro Cond. Co. Pair. Sept. over Sawhill. Goodland-Northwestern Kanzas Dist. Pres Fair Assn. Aug. 25-28. M. R. Shimeall, Orensburg-Kiowa Co. Froe Fair Asan. Week of Oct. 7. M. Hemphill. Dather Co. Fair Asan. Aug. 31-

Nardhare-Barber Co. Fair Asan. Aug. 31-Ecpt. 4. J. M. Molz Hurper-Marper Co. Fair Asan. Oct. 20-23. R. E. Dresser, Co. Fair Asan. Oct. 20-23. R. E. Dresser, Marino Co. Fair Asan. Oct. 6-0. Leon M. Harms.

Leon H. Harms. Hugoton-Estavens Co. 4-II Achilevement Pair. Approx. Oct. 15-17, H. E. Brown, pres. Hutchinson-Kanasa State Fair. Sopt. 19-23. H. W. Avery. Diam-Alien Co. Agril. Soc. Aug. 24-28. A. M.

F. J. Faulkner,
P. J. Faulkner,
Oltawa-Franklin Co. Free Fair. Sopt. 1-5.
E. Lister,
Overland Park-Johnson Co. Fair. Aug. 26-29.
W. D. Fleming:
Parsons-Tri-Sitake Fair Asan. Aug. 10-14.
J. R. Rockhold.
Richmond--Richmond Free Fair Asan. Aug. 20-21.
John H. Rockers.
Rush Conter Rush Co. Agrl. & Fair Asan.
Aug. 23-26.
L. E. Dizon.
Russell Co. Fair Asan. Bept. 29-Oct. 2.
A. L. Boyd.
Sulina-4-H Club Fair. Bept. 9-12.
S. L. Boyd.
Sundergard.
Sondergard.
Sondergard.
Walker W. Booth.
Maurice W. Jeneks.
Winontown-Bourbon Co. Fair Asan. Aug. 4-7.
W. Booth.
Waltesmey-Trepo Co. Free Pair. Aug. 25-26.
Willy S. Spitsmaugle.

P. O. BOX 792. DANVILLE. ILL.

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Portland-Jay Co. Fair Assn. Aug. 10-14. Mike Ankrom. Princeton-Gibaon Co. Fair Assn. Aug. 31-Sept. 3. IL W. Reluliari, Renasciaer-Jasper Go. Fair Assn. Sept. 1-4. George M. Reed. Reynolds-Reynolds Fuir. Sept. 10-12. Albert Geire. Robertin-Barke Co. Fair. Aug. 25-28. Wal-Geire. Parke Co. Fair. Aug. 25-28. Wal-Silem-Washington Co. Fair Assn. Aug. 18-31. Chas. R. Morris. Sherbyylin-Shelby Co. Fair Assn. Aug. 10-15. George A. Perriah. Terre Haute-Wabash Valley Fair. Aug. 29-Sept. 3. Paul Joab. Thorntown-Thornbawn Fair. Sept. 21-25. H. 8. Spencer.

B. Spencer. Wursaw-Koselusko Co. Pair Assn. Sept. 22-26. Wm. Chinworth. IOWA

Adel-Dallas Co. Pair. Aug. 24-26. Joe T. Beving, Barrie Co. Fair. Aug. 24-26. Joe T. Beving, B. Orlifan, B. Orlifan, Alugana-Kossuth Co. Agri. Assa, Sept. 7-11. E. L. Vincent. Aler Vincent. Butler Co. Fair. Sept. 8-11. A. H. Allison Werner, Alta-Burna Vista Go, Agri, Soc. Aug. 18-21. C. J. Baing, Audubon-Audubon Co, Fair, Sept. 14-18. W.

P. Hoyt. Aurora-Aurora Agri, Soc. Sept. 1-3. E. D. Matteron, Lamont, Ia. Avoca-Pottawariamie Co. Pair Assn. Aug. 24-27, Edwin K. Harris, Bedford-Täylor Co. Pair Assn. Aug. 24-29. James Salter.

Bedford—Taylor Go. Pair Aasn. Aug. 24-29. James Saiter. Bloomfield—Davis Co. Pair. Aug. 18-21. I. O. Jenkins. Boons—Doone Co. Achievement Show. Aug. 24-36. Hatley Walker. Burlington—Burlington Tri-State Pair. Aug. 10-13. A. L. Biklen. Central City—Walpsie Valley Pair Assn. Aug. 4-7. F. O. Sater. Cinrida—Page Co. Fair. Aug. 20-22. Melvin Roye.

Rope Columbus Junction-Louisa Co. Fair. Aug. 18-21. E. H. Wiegner. Coun Rapids-Prur-County Agri, Assn. Sept. 23-Oct. I. Gerald E. Johnston. Corning-Adams Co. Fair. Sept. 14-18. A. L. Gauther.

Coon Act, 1. Gerald E. Sonner, 14-18. A. S. Gauthier, Adams Co. Pair. Sept. 14-18. A. S. Gauthier, Corydon-Wayne Co. Agri. Assn. Aug. 24-20 M. E. Donelson, Agri. Soc. Bept. 1-4. John G. Meder Co. Agri. Soc. Bept. 1-4. John G. Meder Co. Agri. Soc. Bept. 1-4. John G. Meder Co. Fair. Aug. 19-22. J. Peg Pearson. J. Peg Pearson. J. Perby District Agri. Assn. Bept. 6-11. L. W. Snook. Des Moines-Jone State Fair. Aug. 26-Sept. Des Moines-Jone State Fair. Aug. 26-Sept.

Moince-lowa State Patr. Aug. 26-Sept. A. R. Oorey. anelison-Lee Co. Fair. Aug 35-28. A. D.

Krebill, agle Grovo-Eagle Grove District Junior Eagle

Fagit Grovo-Eagle Grove District Junior Pair. Aug. 24-26. John Donhowe. Eidon--Wapcilo Co. Agri. Fair. Aug. 24-27. L. W. Hall. Eliota-Mardin Co. Agri. Soc. Aug. 18-21. George W. Haynes. Elkader--Eikeder Pair. Aug. 18-21. Thomas Thomas

Elkader-E Thomsen

Thomsen. Pozda-Pocahontas Co, Fair. Aug. 11-14. L. M. Ruck. Pert Dodge-Webster Co. 4-H Achievement Fair. Aug. 24-26. Amos Kaudson. Gerner-Hancock Co. Fair. Aug. 21-22. S. J. Cherkanser.

Onrarer-Moncock Co. Fair. Aug. 21-22. S. J. Oberhauser. Orcentield-Adair Co. Fair Asan. Sept. 8-11. Prank A. Gatch. Orundy Center-Orundy Co. Fair. Sept. 7-10. C. S. Macy. Outhrie Center-Outhrie Co. Agri. Soc. Sept. 21-25. Martin Branson. Hamplon-Franklin Co. Fair Asan. Sept. 14-18. Oliona D. Craighteon. Harlan-Shelby Co. Pair Asan. Aug. 18-21. H. Dowling. Hubold-Water. Vietor Friter. Josephan-Water. Josephan-Water. Ustor Friter. Josephan-Co. Pair Asan. Aug. 18-21. Vietor Friter. Josephan-Co. Pair Asan. Sept. 30-Oct. 1. O. H. Benedict. Scosnuga-Van Buren Co. Pair. Sept. 1-4. A. J. Secor.

A. J. Secon

Kcosnuque-Van Buren Go, Pair. Bept. 1-4.
A. J. Secor.
Lorimor-Lorimor Agri, Pair. Aug. 24-27.
Mra. Roy Hamman.
Manchesier-Delaware Go. Fair. Aug. 11-14
E. W. Williama.
Manson-Calhoun Go, Fair Assn. Aug. 20-23.
H. H. Trumbull.
MarabalHown-Control Iowa Fair, Sept. 14-18.
R. B. Glinkon Go. Fair Assn. Aug. 24-23.
MarabalHown-Control Iowa Fair, Sept. 14-18.
K. B. Glinkon Go. Fair Assn. Aug. 24-23.
MarabalHown-Control Iowa Fair, Sept. 14-18.
K. B. Glinkon Go. Fair Assn. Sept. 8-11.
Frank C. Burke.
Monticelio-Jones Go. Fair Assn. Aug. 25-23.
L. E. Hoag, pres.
Mount Pleavant-Henry Go. Agri. Assn. Aug. 16-21.
Frank Price.
Movilla-Clayton Go. Agri. Assn. Aug. 17-22.
Norton Bloom.
Northwood-Worth Co. Pair Soc. Sept. 4-7.
Northwood-Worth Co.

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Wakalleid-Wakariem Free Pair, Oct. 5-9. John Koerner, Washington - Washington Co. Fair Assn. Sept. 9-13. A. O. Ful Distict Free Fair, Sept. 9-13. J. C. Thampson. Weimore-Weinnere Free District Fair. Sept. 33-25. E. J. Woodman. Winfield-Cowley Co. Fair Assn. Oct. 6-9. O. B. Woodell. **KENTUCKY** Alexandria-Alexandria Fair. Sept. 5-7. J. W. Baw, 335 York st., Newport, Ky. Bedford-Trimble Co. Pair Assn. Sept. 11-12. C. R. Barnes. Michany, 335 York 58, Acad. Sopt. 11-14.
W. Shaw, 335 York 58, Acad. Sopt. 11-14.
C. R. Barnes.
Gorlisle-Nicholas Co. Agri. Fair. Approx. first week in Oct. 8. G. Vaugha.
Ewing-Fleming Co. Agri. Fair. Aug. 20-22.
Fearce West.
Franklin — Simpson Co. Fair. Sept. 23-26.
Cyril D. Duncan.
Germantowa-Germanicowa Fair. Aug. 26-29.
O. Asbury, R. I., Augusta, KY.
Greensburg-Green Co. Fair. Aug. 27-29.
S. J. Simmons.

Greensburg-Green Co. rain. Aug. 2. J. Simmons. Outhrie--Kenluoky-Tennessee Fair. Aug. 26-29. T. Kimbrough. Harrodsburg--Mercer Co. Fair Assn. July 27-31. B. F. Norfleet. Hartford-Ohio Co. Fair. Aug. 27-29. H. M.

Porter. Lawrenceburg — Lawrenceburg Fair, ausp. American Legion. Aug. 19-22, Prank Routi. Lexington-Lexington Golored Fair Ason. Aug. 10-15, John B. Caulder. Louisa-Lawronce Co. Fair Ason. Aug. 30-Sept. 5, H. H. Roberts. Russell Springa-Russell Co. Fair. Aug. 6-8. W. W. Owens. Porter.

W. W. Owens, Scottzville--Allen Co Farmers' Free Fair, Aug. 27-29, E. T. Meador, Somerse--Pulacti Co. Pair Assn. Week of Aug. 24, Beecher Smith Jr. Vanceburg--Vanceburg Fair, Aug. 10-12. Mrs. Nell Kimble.

Vanceburg-Va Nell Kimble,

LOUISIANA regard Parish Fair Asan. Oct. Nell Kimble. LOUISIANA De Ridder-Beauregard Parish Fair Asan. Oct. 13-17. Ruth Oalvert. Denaidsonwille-South La. State Pair. Oct. 11-38. R. 8. Vickers. Eunice-Tri-Parish Pair Asan. Oct. 22-25. J. O. Keller. Jennings-Jeff Davis Parish Pair. Oct. 29-Nov. 1. Alfred Maund. Jonesboro-Jackson Parish Pair. Asan. Oct. 6-10. W. T. Holloway. Lessville-Vernon Parish Fair Asan. Oct. 7-10. O. E. Maeris. Loranger-Tampipahoa Parish Fair. Oct. 4-6. E. Full. New Roads-Fointe Coupe Parish Fair Asan. Oct. 2-4. J. Wade LeBeau. Olis-North Central La. Fair. Oct. 6-10. H. Vinyad.

Oct. 2-4. J. Wade LeBenu. Olia-North Central La, Fair. Oct. 6-10. H. St. Francisvillo-awest Felicium Parian Col-ored Pair. Oct. 2-3. J. E. Ringgold. Shrewport-State Fair of I.a. Oct. 2i-Nov. 2. W. R. Hirsch, mgr. Subhur-Calcasteu-Cameron Pair. Nov. 2-7. Mest. A. H. Lafargue. Telluiah-Louislana Delta Fair Assn. Oct. 6-9. P. O. Benjamin. West Mooroe – Oucchita Vailey Fair Assn. Oct. 6-9. George H. Dierlaman. MAINE

MAINE Athens-Wesserunset Volley Fair Assn. Sept. 29-30. W. A. Dore. Bangor-Eastern Maine State Fair. Aug. 24-29. Jos, Steward. 29. Jos, Steward, Bluchill-Bluchill Fair. Sept. 7-9. E. G.

Williams, Cunton-Androscoggin Valley Fair Assn. First week in Spt. C. D. Orient, Cornish-Cornish Agri, Assn. Aug. 4-7. Leon

Cornish-Cornish Agri, Asan. Aug. 4-7. Leon M. Ayer. Damarish-Cornish Agri, Asan. Aug. 4-7. Leon M. Ayer. Damarish-Cornish Agri, Asan. Aug. 4-7. Leon M. Ayer. Doret-Forcroit-Piccataquis Valley Agri, Soc. Aug. 20. Frank A. Pierce. Exeten-Penohacot & Piscataquis Pair Asan. Sept. 1-4. A. W. Hill, 64 Third et. Bangor, Parmingtom-Pranklin Co. Agri, Soc. Oct. 5. Barbor, Prank Z. Knowlon. Prypburg-West Oxford Agri, Soc. Oct. 5. Morn Kimbal, Leeds-Leeds Agril, Soc. Oct. 6. Mrs, Allee L. Russell. Lewiston-Maine State Pair. Sept. 7-12. J. J. Jacubools, Auburn, Me. Monthiss-Washington Co. Agril, Soc. Sept. 13-45. J. L. Andrews, Jonshorov, Me. Monmoub-Cornevan Agril, Asan. Sept. 7-9. Bit-Northern Maine Fair. Sept. 7-10. Glayton H. Steele. South Priss-Oxford Co. Agril, Soc. Sept. 19. Stanley M. Wheeler, Jonaham-Topham Pair. Oct. 13-15. E. O. Patten.

Bisniey M. Wheeter,
Bisniey M. Wheeter,
Toraham-Topsham Pair. Oct, 13-15. E. C. Patten,
Toraham-Topsham Pair. Oct, 13-15. E. C. Patten,
Waterville-Kanashee Oo, Fair. Bept, 1-4. Edgard, J. Brown,
Waterville-Kanashee Oo, Fair. Bept, 1-4.
Edgard, J. Brown, A. Manley, ccf., ingr.
Prederick Charles Co. Fair. Probably Sept.
25-26. Bergen Brown,
Thonium-Maryland State Fair & Agri, Soc. of Baltimore Co. Sept. 7-12.
MassAohusertts
MASSAOHUSertts
MASSAOHUSERTS

MASSACHUSETTS Blandford-Union Agri, Soc. Sept. 7-8. C.

R. Riploy. Bridgewater--Plymouth Co. Agrl. Soc. Sept. 5 and 7. Lillian W. Baird, R. F. D., Whit-man, Mass. Brockton-Brockton Agrl. Soc. Sept. 14-19.

Brockton-Frank H. Brockton-Brockton Agrl. Soc. Sept. 14-10. Frank H. Kingman. Cummington Hillide Agrl. Soc. Sept. 29-30. Leon A. Stevena. Great Barrington -- Housatohic Agrl. Soc. Sopt. 30-Oct. 2. Edward T. Janney. Greenfield-Pranklin Co. Agrl. Soc. Sept. 14-16. Whitman B. Wells. Hesth-Heath Agrl. Soc. Aug. 20. Homer S. Tenner S.

Sept. 30-Oct. 2. Edward T. Janney. Oreenfield-Franklin Co. Agrl. Boo. Sept. 14-Resh. Hasth Agrl. Soc. Aug. 26. Homer 8. Huntington-Littleville Community Fair Asan. Buntington-Littleville Community Fair Asan. Huntington-Littleville Community Fair Asan. Huntington Community Fair

Wakefield Wakefield Free Fair. Oci. 8-9.
Joha Koerner.
Washington - Washington Co. Fair Asan.
Bept. 17-19. A. C. Fulirken.
Weat Mineral-Mineral District Pree Pair.
Topsfield-Eastern States Expo., Sept. 3-12 (tenta-tivo). Raiph H. Co. Fair. Sept. 9-12 (tenta-tivo). Raiph H. Co. Fair. tivo).

LISTS

MICHIGAN

MICHIGAN Adriam-Lenawee Co. Pair, Sept. 21-20. F. A. Bradlah. Aliegan-Allegan Co. Agrl. Soc. Sept. 22-26. E. W. DeLano. Alpena-Alpena Co. Agrl. Soc. Sept. 7-11. Ray J. Bushey. Ann Arbor-Washtensw Co. Fair Soc. Sept. 1-4. Robert H. Alber. Buckley. Buckley.

Buckley

Buckley. Caro-Tuscola Go, Fair Asan, Aug. 24-28. Cari F. Mantey. Centerville-St. Joseph Co, Pair Asan, Sept. 22-26. S. O. Hagenbuch, Three Rivers, Nucl.

Ontil 1. Marker, Janeph Co. Pair Asn. Bept. 23-26.
O. Hagenbuch, Three Rivers, Mich.
Mich.
Oharioite-Eaton Co. 4-H Agrl. Soc. Sept. 2-4.
Hams E. Kardel,
Detroit-Michigan State Fair. Sept. 4-13.
George A. Proteott Jr.
Eccanaba-Uppor Peninsula State Fair. Auc. 17-23.
Robert G. Ayrl. Soc. Sept. 15-18.
Jahn O. Kemmis.
Hartston-Clare Go. Agrl. Soc. Sept. 15-18.
Jahn O. Kemmis.
Hartstong-Barry Co. Fair. Sept. 4-13.
G. E. Wyckoff.
Hartstong-Barry Co. Fair. Sept. 8-11.
G. E. Wyckoff.
Hartstong-Barry Co. Fair. Sept. 15-19.
Paul F. Richter.
Hasting-Barry Co. Fair. Sept. 8-12.
Maurice Foreman.
Ice Foreman.
Reliey.
Ireis-Lapser Go. Fair. Sopt. 14-18.
Prink Rathsburg.
Ireis-Ionia Free Fair. Aug. 87-22.
Fred A. Crandell. Oaro, Mich.
Marquette-Marquette Co. Agrl. Soc. Aug. 26-29.
Mitor G. Spencer.
Marghahl Co., Berner. Co., Fair. Assn. Aug. 26-29.
Mitor G. Spencer.
Mitord-Onkland Co. Fair Assn. Aug. 26-29.
Mitord-Onkland Co. Fair Assn. Aug. 12-15.
W S. Lovajoy.
Marghan O. Kanof.
Marquette-Marquette Co. Junior Expo. Sept. 15-18.
Marghan O. Fair. Sept. 4-7.
Artshall-Caliboun Co. Fair. Sept. 4-7.
Mitord-Onkland Co. Fair Assn. Aug. 12-15.
W S. Lovajoy.
Marghan O. H. Knopf.
Nerway-Dickingon Co. Fair. Sept. 4-7.
Artshall-C. H. Konpi.
Marghan Dickford District Pair. Sopt. 2-4.
John H. Wilse.

Mich, Pickford-Pickford District Pair. Sopt. 2-4. John H. Wise. Saginaw-Saginaw Fair. Sept. 13-19. Wm.

John E. John Fair, Ospy. F. Jahako, Stalwart. Stalwart Agri, Soc. Oct. 1-2. R. O. Crawford, O. Crawford, The Stalwart Mich. Fair Assn.

G. Crawford. raverse Oily-Northwestern Mich. Pair Assn. Aug. 31-Sept. 4. Annell Engstrom. MINNESOTA

Norman Co. Fair. July 2-4. A. O. Adeederse

Pederson. Aitkin-Aitkin Co. Agrl. Soc. Aug. 24-25. W. F. Murphy. Albert Les-Preeborn Co. Pair. Aug. 24-27. Andrew O. Hanson. Airsandria-Douglas Co. Agrl. Assn. Aug. 26-29. R. S. Thornton. Auoka-Anoka Co. Agrl. Soc. Approx. Aug. 10-13. George W. Greeb. Appleton-Swift Co. Pair Assn. Aug. 19-23. C. Anderson.

Appleton-Swift Co. Pair ASSL. Aug. 19-43. J. O. Anderson, Arlington-Sibley Co. Agri. Asan. Aug. 20-22. O. S. Verta. Austin-Mower Co. Agri. Soc. Sept. 2-5. B. J. Huseby, Adams, Minn. Bagloy-Clearwater Co. Agri. Soc. Aug. 22-25.

B. J. Huseby, Adams, Adams, B. J. Huseby, Adams, Ag. B. J. Huseby, Adams, Ag. Backy-Olcarwater Oo, Agri, Soc. Aug. 20-20. P. L. Renne, Rarnezville-Olay Co. Fair & Agri, Assn. June 18-20. F. O. Solum. Agri, & Indust, Assn. Aug. 35-27. Barnum-S. J. A. John F. Giark. Raynorts-Washington Co. Agri, Soc. Aug. 21-23. A. L. Sjowall, Stillwater, Mina, Berndift-Reitrami Co. Fair Assn. Aug. 20-22. F. M. Taylor. Bird Island-Renville Co. Agri, Assn. Sept. Bird Island-Renville Co. Agri, Assn. Sept.

Bemiddi-Freiträmi Co. Pair Asan, Aug. 20-22. P. M. Taylor. Eird Island-Renville Co. Agri, Asan. Sept. 14-16. M. W. Nielke. Eitue Earth-Farlbault Co. Agri. Soc. Bept. 2-4. Everett Werber. Caledonia-Mouston Co. Fair Asan. Aug. 24-27. Ed Zimmerinkil. Cambridge-Isanti Co. Pair. Sept. 2-5. L. O. Carlson Canby-Yellow Medicine Co. Pair. Aug. 24-26 J. H. Thiesen. Cannon Falls-Cannon Valley Agri. Asan. July 2-4. Carl. O. Olson. Cinton-Big Stone Co. Agri. Soc. Sept. 2-5. F. W. Watking. Dassel-Dassel Free Fair. Oct. 1-3. O. E. Linguitz.

Linquist. Detroit Lakes-Becker Oo, Fuir A520. Aug. 27-29. E. E. Burnham. Elk River-Sherburne Co. Agrl. Soc. Sept. 27-29. E. E. Burnham. Elk River-Sherburne Co. Agrl. Soc. Stept. 2-5. O. E. Stower, Agrl. Soc. Stept. 14-16. H. O. Nolte. Parlbault-Farlbault Fair Assn. Aug. 10-12. Carl Hansen.

Paribaum-restructure
Carl Hansen.
Parmington-Daitota Co. Agrl. Soc. Bept. 23-26. T. J. Grove
Pergus Falls-Older Tatl Go. Agrl. Soc. & Pair Agan. Aug. 20-27. A. W. Tomhave.
Pergus Falls-Older Tatl Go. Agrl. Boc. & Pair Agan. Aug. 20-27. A. W. Tomhave.
Preston-Northwestern Minn. Agrl. Assn. Aug. 27-20. H. Algenard.
Garden Olty-Hiue Earth Co. Agrl. Boc. Aug. 24-26. A. D. McCormack.
Glenwood-Pope Go. Fair Assn. Bept. 14-10. W. H. Engobretson.
Orenod Rapids-Linata Go. Agrl. Assn. Aug. 28-36. Allen J. DOREN.
Hallock-Kittson Go. Agrl. Boc. June 25-27. Duffle Larron. Co. Agrl. Assn. Sept. 2-5.

Duffle Larson. ernian-Grant Co, Agrl. Assn. Sept. 2-5.

Jackson-Jackson Co. Fair Assn. Sept. 4-7. George B. Peterson. Jordan-Scott Co. Good Seed Assn. Sept. 17-19. George B. Stratt. Kasson-Dodge Co. Fair. Aug. 24-27. O. A. Krickson. Verberger LeSueur Co. Fair. Aug. 14-16. W.

April 11, 1936

Prairie Home-Cooper Co. Agri. Soc. Aug. 12-13. Dr. A. L. Meredith. Sedaila-Missouri State Fair. Aug. 22-29. Chas. W. Green. Sheiblina-Sheiby Co. Pair. Aug. 25-28. Ernest E. Key. VONTAVA

E. Key. Baker-Fallon Co, Fair Asan. Sept. 17-19. Keith Sime. Billings-Midland Empire Fair. Aug. 10-15. Harry L. Fitton. mgr. Colmock-Blaine Co, Fair. Sept. 5-7. James Cartfin.

Griffin.

Chappell_____

Griffini, Rooseveit Co. Fair Sept. 57. James Griffini, Rooseveit Co. Fair Assn. Sept. 4-6. A. W. Warden. Dodoon-Phillips Co. Fair. Aug. 28-30. S. Kodalen. Porgth - Roosbud Co. Fair. Sept. 14-16. Ralph D. Mercer. Ford Beaton-Chauteau Co. Fair. Sept. 11-13. L. R. Loundagin. Great Fails-North Montana Stato Fair. Aug. 3-8. Harold F. Depue. Havre-Hill Co. Fair. Aug. 23-27. Earl J. Bronson.

3-8. Harous, Fair, Aug. 43-44. Haves-Hill Co. Fair, Aug. 43-44. Katapell-Makhead Co. Pair, Sept. 14-12. Miles City-Restern Montana Pair, Sept. 10-12. J. H. Bohling, Milsoula-Western Montana Fair, Sept. 1-5 Milsoula-Western Montana Fair, Sept. 1-5 Milsoula-Western Montana Fair, Sept. 7-9.

Bidney-Richland Ca. Fair Asan. Sept. 7-9. Jack M. Suckalorff.
 NERRASKA
 Arlington-Washington Co. Agrl. Soc. Sept. 1-4.
 Howard Rhes.
 Aithur-Arthur Co. Artl. Soc. Sept. 3-5.
 Ira E. Sage.
 Gon E. Codington.
 Aug. A. Control Co. Agrl. Soc. Aug. 21-28.
 H. E. Torfillon OS. Agrl. Soc. Aug. 21-28.
 H. E. Torfillon OS. Agrl. Soc. Aug. 26-20.
 Carl O. Wacebert.
 Bioomfield-Knox Co. Iris Asan. Aug. 26-20.
 Carl O. Wacebert.
 Bioomfield-Knox Co. Iris Codington.
 Beyet. 1-15. Henry F. Kuhl, Plainbier, Neb.
 Broken Bow-Cuater Co. Agrl. Soc. Sept. 2-4.
 P. G. Richardson.
 Burwell-Oarfield Oo. Prontier Fair Asan.
 Aug. 12-14. F. W. Manasir.
 Chappell-Double Forthers.
 Sept. 1-24.
 Bork Forther Co. Agrl. Soc. Sept.
 Chappell-Double Forthers.
 Chappell-Double Co. Fair Asan. Sept. 2-4.
 E. Olson.
 Clay Center-Olay Co. Agrl. Soc. Sept. 2-4.

Fopt. 3-11. Ciair Grimes.
Chappell-Deuel Co. Fair Assn. Scpt. 2-4, 8.
E. Olson.
Ciay Center-Olay Co. Agrl. Soc. Bept. 21-23.
H. H. Harvey.
Dexhiar-Thayor Co. Agrl. Soc. Aug. 25-23.
E. J. Grape.
Go. Agrl. Soc. Becond week
Grape. Fillmore Co. Agrl. Soc. Bept. 3-11.
Alphoneo Lammers.
Hemingford--Dox Butte Co. Agrl. Soc. Bept. 3-11.
Alphoneo Lammers.
Humboldt--Richardson Co. Agrl. Soc. Bept. 1-3.
R. M. Morrisoz, R. J. Loomis, Neb.
Rumboldt--Richardson Co. Agrl. Soc. Bept. 1-2.
I. Ta R. Ashley.
Kimball-Kimbol Co. Agrl. Assn. Aug. 24-38.
Kimball-Kimbol Co. Agrl. Soc. Aug. 25-37.
V. B. Cargilli Co. Agrl. Soc. Agrl. J. D. Wurdeman.
D. Wurdeman.
D. Wurdeman.
D. Wurdeman.
D. Wurdeman. Bett. Soc. Bept. 1-1.
J. Perry Reed.
Matk R. Mallett.
Jincoin-Mebraska State Fair & Expo. Sept. 6-12. Perry Reed.
Matlabel-Madison Co. Agrl. Soc. Bept. 1-4.
O. F. Metschke.
Nelth-Anti-Boot Co. Agrl. Soc. Bept. 1-4.
O. F. Metschke.
Nelthe-Antichastic Co. Agrl. Soc. Bept. 1-4.
Nelthe-Anticolog. Co. Agrl. Soc. Bept. 1-4.
Nelthe-Mather.

Madison-Madison Co. Agrl. Soc. Sept. 1-4. O. F. Metschike Mitchell-Scotts Bluff Co. Agrl. Soc. Sept. Nell-Scotts Bluff Co. Agrl. Soc. Sept. Nell-C. D. Evend Agrl. & Fair Assn. Sept. Nelson-Nuckolls Co. Agrl. Soc. Sept. 16-18. Madison Sage. Norden-Keynpaha Co. Agrl. Fair Assn. Sept. 9-11. L. G. Evens. Orallala-Keth Co. Fair Assn. Aug. 19-22. R. E. Searle. Omaha-Ak-Sar-Den Live Stock & Horse Show & Rodeo. Oct. 10-18. J. J. Isaneson. mer. Oracala-Heirin Co. Jr. Phir Assn. Aug. 19-23. Jay Bastings. Pierco-Pierco Co. Agrl. Soc. Aug. 25-28. W. A. Boche. Scribner-Scribner Stock Show. Sept. 16-10. W. H. Hasebroock. Stanton-Stanton Co. Agrl. Soc. Sept. 14-Stanton-Stanton Co. Agrl. Soc. Sept. 14-10. Ervine F. Pont. Soc. Agrl. Soc. 19-12. Fride P. Matter, Co. Agrl. Soc. Sept. 14-10. Stockells-Frontier Co. Agrl. Soc. Sept. 14-27. Robert Moore, Co. Agrl. Soc. Sept. 14-28. Stockells-Frontier Co. Fair. Aug. 24-27. Rolph E. Lidgard. Tecumeen-Johnson Co. Agrl. Sc. Live Stock Valentine-Cherry, Co., Agrl. & Live Stock

Stockvilles-Funkting
 Ralph E Madgard,
 Tecumach-Johnson Co. Fair. Sept. 14-15.
 T. J. Current.
 Valentine-Cherty Co. Agrl. & Live Stock Assa. Sept. 8-11. W. E. Haley.
 Wahoo-Bounders Co. Agrl. Soc. Aug. 26-28.
 R. G. Anderson, Co. Pair. Soc. Aug. 26-28.
 Waterloo-Douglas Co. Pair. Bept. 16-19.
 Robert Herrington. On Pair. Bept. 16-19.
 Red M. Baumann.
 Winnemucca-Humbold Co. Fair Assn. Scpt. 5-7.
 W. ANTSHIRF
 Center Sandwich. Town & Orange Pair Assn. Oct. 12. Chas. B. Hoyt. mar.
 Deerlicid-Deerlicid Phir Assn. Probably Oct. 7-8.
 B. Herrey, R. F. D., Oossville, N. H.

Tes, E. B. Herrey, R. P. D., Goswine, N. H.
Lancaster-Ocos & Ensez Agril. Boc. Sept. 5-8. Garroll Houghton.
Rachester-Rechester Fair. Sept. 29-Oct. 3.
Ralph E. Came.
NEW JERSEY
Egg Harbor Oity-Atlantic Co. Agril. Fair. Sept. 2-5. A. G. Vautrinot.
Flemington Agril. Pair Asm. Bept. 1-7. Major E. B. Alten, mgr. Howard S. Sutton.
Trenton-Tereiton Fair. Sept. 29-Oct. 3. J.
Fred Margerum, gen. mgr.
Woodstown-Baire Co. Aug. 445.
Howard Harris Jr.

12. J. H. Bohlug. Missouls-Western Montana Patr. (subject to change). Chas. Kein Sidney-Richland Co. Fair Asan. J Jack M. Suckstorff.

Little Falls-Morrison Go, Fair. Aug. 22-24. A. I. Stone. Littlefork-Northern Minn, District Fair Assen. Aug. 13-16. George Dahl. Long Prairie-Todd Co, Agrl. Soc. Aug. 24-26. L. Langeson, Clarissa, Minn. Luverne-Rock 120. Tri-Biate Fair. Aug. 27-30. George W. Fried. M. Borge W. Fried. M. Bart, Ang. 1999. Mankato-Mankato Fair & Blue Earth Co. Agrl. Assn. Aug. 15-10. Roland E. Olson. Marshall-Lyon Co. Agrl. Soc. Aegt. Lot. Res. M. Williams. Monteview Co. Agrl. Soc. Aegt. 1-410. A. M. Falkenhagen. Marie-Stevens Co. Agrl. Soc. Bept. 1-4. R. W. Williams. Monteview Co. Agrl. Soc. Aug. 22-30. Marshall-Lyon Co. Agrl. Soc. Bept. 1-4. R. W. Williams. Monteview Co. Agrl. Soc. Aug. 22-30. Marshall-Lyon Co. Agrl. Soc. Bept. 1-4. Noteview Co. Agrl. Soc. Bept. 1-4. R. W. Williams. Monteview Co. Agrl. Soc. Bept. 1-4. New Harle-Stevens Co. Agrl. Soc. Bept. 1-4. New Harle-Stevens Co. Agrl. Soc. Bept. 1-4. New Chas. A. Smith. New Um-Brown Co. Agrl. Soc. Aug. 27-30. W. S. Schming St. Northfield-Rice Co. Agrl. Boe. Aug. 27-29. W. F. Schilling St. Northome-Koochieling Co. Agrl. Boe. Aug. 10-23. G. A. Tincher, Co. Agrl. Boc. Aug. 10-23. G. A. Tincher, Soc. Agrl. Boc. Aug. 42-24. 20. O. W. Lotterer. Pernam-Perlam Agrl. Soc. Approx. Aug. 24-26. A. C. Larson. Pernam-Perlam Agrl. Soc. Approx. Aug. 24-26. O. W. Lotterer. Pine Eliver-Cass Co. Agrl. Asan. Aug. 24-26. Alles Henry.

MeEachern. Pine River-Cass Co. Agri. Asan. Aug. 24-25. Alice Henry. Pipestone-Fipestone Co. Fair. Aug. 20-22.

Pine Eliver-Gass Co. Agrl. Assn. Aug. 24-26. Alice Henry.
Pipestons--Filpestone Co. Fair. Aug. 20-22. Roy Maloah.
Pininview-Wahasha Co. Fair Assn. Aug. 27-30. R. L. Irish.
Pretom--Fillmore Co. Agrl. Soc. Aug. 27-30. Chas. H. Utley.
Prinction-Mille Lass Co. Agrl. Soc. Aug. 27-30. Chas. H. Utley.
Princton-Mille Lass Co. Agrl. Soc. Aug. 21-23. A. J. Sundquide.
Redwood Falls--Redwood Co. Agrl. Soc. Sept. 36-29. Louis W. Stolle.
Protor--St. Louis Co. Fair Assn. Aug. 21-23. A. J. Sundquide.
Redwood Falls--Redwood Co. Agrl. Soc. Sept. 36-06. Li. W. A. Hauck.
Rochester--Oimsted Co. Agrl. Assn. Aug. 11-18. J. G. Devila. mgr.
Roreau-Ressau Co. Agrl. Soc. July 22-24. Christ. Christianeo.
Ruth Olty--Chisage con. North Branch, Minn. 51. Courd-Brinden Co. Agrl. Soc. Aug. 21-23.
Frank L. Smith.
24-26. E. O. Veltum.
St. Paul-Minnesia Biate Pair, Sept. 5-12. Raymond A. Lee, Binte Falterounds.
St. Peint-Mice Co. Agrl. Soc. Sept. 4-6. J. J. Olifford.
South Conter-Measure Co. Agrl. Soc. Aug. 51.

Thief River and Aug. 4-7 (tentative). Robt. J. Latto. Two Harbors-Lake Oo. Agrl. Soc. Aug. 19-22. Frod D. W. Thias. Tyler-Lincoln Oo. Fair Assn. Aug. 27-30. Jens S. Bolles The Oc. Agrl. Soc. Aug. Wadens-Wardens Co. Fros Pair. Aug. 17-20. Whitney Murray. Warren-Marshabi Oo, Agrl. Assn. Juhe 22-24. J. A. Orindeland. Wasees-Wazees Co. Agrl. Soc. Sept. 1-3. F. H. Smith.

St. Paul. Willmar-Kandlyohi Co. Fair Asan. Sept. 10-19. Wm. O. Johnson. Windem-Gottoawood Co. Agrl. Soc. Aug. 31-Sept. 3. Phil G. Redding. Werthington N.bles Co. Fair Asan. Aug. 31-Sept. 3. Agnes Hansen. Zumbrota-Goodhue Co. Agrl. Soc. Sept. 18-19. Lewis Scofield.

II. Lewis Schlord. MTSSTSSIPPI Mazichurst-Copiah Go, Fair Asan. Oct. 8-10. Wm. Long. Juckson-Mississippi State Fair. Oct. 19-24. Mabel L. SHTC. Kosciusko-Attaia Go, Fair. Oct. 8-10. Jopes

Kosciusko-Attala Go, Fair, Oct. 5-iv. source-Woodward. Louisville-Winston Go, Fair. Oct. 12-17. Mrs. R. W. Boydrun, Tupelo-Miss.-Ala. Fair Assu. Oct. 6-10. F. A. Henderson. Yakoo Oity-Yakoo Co. Fair Assn. Week of Oct. 6. D. Wolorstein, Yakoo Oity-Takno Negro Fair Assn. Oct. 12-17. R. J. Pierce. MISSOURI Turner Garder Co. Artl. Soc. Sept. 2-4. T.

MISSOURI Albany-Gentry Co. Agrl, Soc. Sept, 2-4. T. C. Hazelrigg. Caruthersville-American Legion Fair, Oct. 8-11. George Oray, gen. hugr. Faston-Buchanan Co. Agrl, Soc. Sept, 9-12.

Henry B. Iba. shoka - Clark Co. Fair Azan, Aug. 4-7.

Heinry D. 108. Kahoka — Clark Co. Fair Azan, Aug. 4-7. Lynne Gregory. Kanzas City-American Royal Live Stock & Manzfeld-Ozark Summil Expo. Aug. 5-8. James H. Davis. Mountain Grove-Tri-County Fair Assn. Oct. 1-8. W. A. Hoffarth. Poplar Diuff-Buller Co. Fair Assn. Sept. 14-19. Maskell S. Bloodworth.

NEW MEXICO Roswell-Ematern N. M. State Pair. Oct. 7-10. Myron S. Prager, willard-Totrance Co. Fair Asan. Oct. 7-9. Miglon. Miglon. Ashley-Ashley Fair. Aug. 6-8. Miglon. Altera-Athens Co. Arri. Soc. Aug. 78-28. NEW YORK Afton-Afton Fair. Aug. 18-22. Harry O.

Horton. Abion-Albion Fair, Aug. 5-8. Wilbur W. Mail. Angelica-Allegany Co. Agrl. Soc. Sept. 2-5. Mail Angelica-Allegany Co. Agrl. Soc. Sept. 2-5. L. L. Stillwoll. Bath-Steuban Co. Agrl. Soc. Sept 15-10. John M. Farr. Boonville-Boonville Fair Assn. Aug. 3-8.

John M. Farr. Boonville-Boonville Fair Assn. Aug. 3-0. R. H. Ryder. mgr. Brookfield-Brookfield-Madison Co. Agrl. Soc. Sept. 7-10. Dean M. Worden, Caledonia-Caledonia Fair. Aug. 11-15. O. H. Cullings. Chatham-Columbia Co. Agrl. Soc. Sept. 5-9. Wm. A. Dardess. Cobleskill-Cobleskill Agrl. Soc. Sept. 21-25. Wm. H. Golding. Dundec-Dundee Fair Assn. Sept. 22-24. Dunder-Dundee Fair Assn. Sept. 22-24.

Wm. H. Golding. Dundec-Dundee Fair Assn. Sept. 22-24. R. Maunter Dunkirk-Chaulsuqua Co. Agrl. Corp. Sept. T.I. A. L. Pfleeger. Emirsa-Chemung Co. Agrl. Soc. Aug. 31-Emirsa-Chemung Co. Agrl. Soc. Aug. 31-Soida-Montromery Co. Agrl. Soc. Gept. 7-Io. Edward Roilmeyer. Tribes Hill, N. Y. Hamburg-Eric Co. Agrl. Soc. Aug. 31-Sept. J. C. Newton. Henlock-Memlock Lake Onlon Agrl. Soc. Chas. A. Smith.

Lockport

-Tompsting Co. Agri. Asen. Aug. 24-- Ningara Co. Agri. Asen. Aug. 24-- Z. Peste, mgr. - Lewis Co. Agri. Soc. Aug. 25-28. eville Lo

Lowville-Lewis Co. Agri. Soc. Aug. 20-2n. M. M. Lyman. Malone--Franklin Co. Agri. Soc. Aug. 25-29, H. B. Kelley. Middietown--Orange Co. Agri. Soc. Aug. 17-22. Alan O. Madden. Naples--Naples Agri. Soc. Sept. 10-13. Orion

22. Also V. Nationalis, Agri. Soc. Sapa. L. Emory. Nation-Marsau Pair. Sept. 15-18. Chas. O.

Nassau-Nassau Pair. Beys. Poyneer. Norwich-Olenango Co Agril. Soc. Sept. 1-4. R. D. Case. Rockland Co. Agril. Assn. Sept. Nuck. N. Y.

Norsich-Ohenaaro Co. Agri. Soc. Sept. 1-4.
R. D. Case.
Orangoburg-Rockland Co. Agri. Asen. Sept. 2-6.
W. J. Killott, West Nyack, N. Y.
Owego-Tioga Co. Agri. Soc. Aug. 31-Stpt. 4.
Edward II. Foster, Box 76, Barlon, N. Y.
Palmyra-Pelmyra Union Agri. Soc. Sept. 23-26.
W. Ray Converse.
Rhinebeck-Duiceness Co. Agri. Assn. Sept. 7-12.
R. Barnan Backelson Strop Asen. Sept. 7-12.
Schaphitoke-Reinselser Co. Agri. Soc. Sept. 30-71.
Tob. Farnam P. Caird, Tray, N. Y.
Stracuse-New York State Pair. Soci. 6-12.
Dr. Albert L. Brown, dir.
Walkins Glon-Schuyler Co. Agri. Soc. Sept. 16-18.
Milo Biltabicock, Odesan, N. Y.
Westport-Evster Soc. Agri. Soc. Aug. 25-28.
Dr. W. D. Way.
Whitey Point-Frome Co. Agri. Soc. Aug. 4-7 (lentative). Ransom Franklin.
NORTE CAROLINA.

Willing Point-Broome Co. Agrl. Boc. Aug.
4-7 (tentative). Ransom Franklin.
NORTH CAROLINA
Ashebor-Randoiph Co. Pair. Sept. 29-Oct.
M. Hayworth. Pair. Oct. 12-10.
Carlinge-Moore Co. Agrl. Poir. Week of Oct. 12. Paul H. Waddill.
Clinten-Sampson Co. Pair. Oct. 26-31. Norman Y. Chamblis, mgr., Raieigh, N. O.
Curham-Durham Co. Pair. Week of Sept. 21. N. V. Lawrence.
Gastonia-Gaston Co. Pair. Sept. 20-Oct. 3.
F. A. Whiteside.
Code Sept. 21. Work of Co. Agrl. Soc. Week of Oct. 19. W. G. Denmark, mgr.
Ginaboro-Greenaboro. Oct. 19-24. Norman Y. Miteside.
Gidsboro-Wayne Co. Agrl. Soc. Week of Oct. 3.
M. High. District Fair. Oct. 12-32. C.
M. High. District Fair. Bept. 29-Oct. 3. John W. Robinson.
Rinkor, Ostawb District Fair. Bept. 29-Oct. 3. John W. Robinson.
Kirkory-Gatawba District Fair. Bept. 29-Oct. 21-30. R. M. Midend.
Conta-Robeson Fair Assn. Sept. 22-20.
W. O. Thompson

Oct. 27-30. R. M. MEMON. Lonnerton-Robeson Fair Assn. Sept. 22-25. W. O. Thompson. Karlon-McBowell Co. Fair Assn. Sept. 22-20. H. D. Hoaver. Mcbane-Mcbune Six-County Fair. Sept. 28-Oct. J. C. S. Parnell. Netroe-Union Co. Fair Assn. Oct. 13-17. M. W. Williams.

Oct. 3. C. S. rair Assn. Oct. ... Nentoe-Union Co. Fair Assn. Oct. ... M. W. Williams. North Williams. Great Wilkes Fair. Sept. 14-19. W. AMCNiel. State Fair. Oct. 12-IT. Norman Xolina State Fair. Oct. 8-10. Aston Weinstell, Fair Assn. Oct, 8-10. Aston Weinstell, Bair. Sept. 20-March March Science, Science Mar. Raleigh.

Beidaville – Reidsville Fair Asen.
Asron Weinstein,
Rocky Mount – Rocky Mount Fair, Bept 23-Oct. 3. Norman Y. Chambiliss, mgr., Raleigh,
Selisbury--Rowan Co. Fair. Oct. 26-31. Nor-man Y. Chambliss, mgr., Raleigh, N. C.
Spruce Pinse-Toe River Fair Assn. Sept. 15-19. W. M. Wiseman,
Tarbore-Coastal Plain Pair. Oct. 27-30. Dr. J. P. Keech.

Josef Coastal Pinin Pair, Oct. 27-30. Dr. Warsaw-Duslin Co. Agrl. Fair, Nov. 9-14. R. D. Johnson. Washington-Beautort Co. Fair, Oct. 12-17. ".". T. McDevett.

R. D. Johnson, Washnetton-Beautort Co. Fair, Oct. 12-17. F. T. McDeveti, wendell-Enst Wake Fair, Approx. first week in Serv. O. H. Wright Jr. Wilhamston — Williamston Fair, Nov. 2-7. Norman Y. Chambliss, mgr., Rasielgh, N. C. Wilson-Wilson Co. Fair, Oct. 5-10. W. H. Dunn,

Dunn, Witcon Ga Phir. Cct. 5-19. W. M. Dunn, Salem — Winston-Salem & Porsyth Co. Fair, Cct. 5-10. C. C. McNair. Pargo-North Dakota State Fair for Fargo. July et al. Prank S. Talcott. Fersondry Wells O. Free Fair. July 7-10. Edw. W. Bukc Co. Pair & Arrl. Asen. July 9-11. H. Bukc Co. Pair & Arrl. Asen. July 9-11. With Dakota State Fair for Grand Forks. June 22-27, D. F. McGowan, hgr.

ngr. Dilton. ΥĿ. -Pembina Co. Pair. July 16-18.

Hamilton--Pembina Co. Fair. July 16-18. Franklu Page. Jamestown-Stuisman Co. Fair Assn. July 2-4. O. A. Ottinger. Langdon--Cavalier Co. Fair Assn. July 13-15. R. F. Groom. Minot--Worthwest Fair Assn. June 20-July 4. H. L. Finko.

Ashley Ashley Fail, 1990 Wigton, Althens Co, Agrl, Soc. Aug. 25-28. Herb J. Parker, Attica Fail, Sept. 30-Oct. 2. Carl B. Carpenter, Burtow-Borlow Agrl, Assn. Sept. 24-25.

Attica-Attica Fair. Sept. 30-05% at Can B. Carpenter. Barlow-Barlow Agri. Assn. Scpt. 24-25. O. E. Lawton. Belleontaine-Logan Oo. Agri. Soc. Sept. 22-25. A. B. Mover. Belivilic-Bellville Ind. Agri. Soc. (Free Pair). Sept. 10-12. Olonu L. Shaffer. Burtes-Cuyalioga O. Arri. Soc. Sept. 15-19. E. J. Orvis. Dover Center O. Blutton-Bluftion Agri. Soc. Oct. 21-24. Marry F. Barnes. Duryus-Crawford Oo. Agri. Soc. Aug. 26-28. Burton & Lewis. Burton & Lewis. Burton & Lewis. Caldwell-Noble Oo. Fair. Sopt. 2-4. O. J. Caldwell-Noble Oo. Fair. Sopt. 2-4. O. J. Lorenz.

Lorenz Canfield-Malioning Co. Agri, Soc. Sept. 3-7, E. R. Zieger, 1404 Central Tower, Youngs-

town. Canton-Stark Go. Agrl. Soc. Bept. 30-Cartoniton-Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. Mrs. J. M. Scott. Harlem Spring. O. Oct. 3. Mrs. J. M. Scott. Harlem Spring. Soc. Garthage, Cinctinati-Hamilton Co. Agrl. Soc. Sept. 16-10. D. L. Sampron, Court House, Sept. 16-11. Albert

S. Wilson, Carroll Co. Agrl. Soc. Sept. 30-Carroliton – Carroll Co. Agrl. Soc. Sept. 30-Cartoliton – Carroll Co. Agrl. Soc. Sept. 41-Sept. 16-12 (1997)
C. Bartin, C. L. Sampson, Court Huuse, Clincinnati, C. Stein, Aug. 16-21, Albert C. Stein, C. L. Sampson, Court Huuse, Clincinnati, C. Stein, C. Stein, C. Stein, Clincinnati, T. M. Teegardin, Columbus Grove-Putnam-Allen Fair, Dec. 21-24, Mack Farrett Jr. Columbus Grove-Putnam-Allen Fair, Dec. 21-24, T. M. Teegardin, Columbus Grove-Putnam-Allen Fair, Dec. 22-23, Tom A. Taylor, Concetown-Brown Co. Agrl. Soc. Aug. 25-29, Art O. Wulfhort, M. H. Bevlutter, Co. Agrl. Soc. Sopt. 29-Oct. 3, C. E. LeBourd, M. H. Bevlutter, Co. Agrl. Soc. Sopt. 29-Oct. 3, C. B. LeBourd, M. H. Bevlutter, Co. Agrl. Soc. Aug. 19-11, Arch A. Alder, M. H. Bevlutter, Co. Agrl. Soc. Aug. 19-11, Arch A. Alder, M. H. Bevlutter, Co. Agrl. Soc. Get. 14-17, P. G. Webb, Lisbon-Columbiana Co. Agrl. Soc. Get. 14-17, P. G. Webb, Lisbon-Columbiana Co. Agrl. Soc. Get. 6-8, O. K. Andress, Durawille-Beiton Co. Agrl. Soc. Get. 6-8, O. K. Andress, Burnham Carey, Flain Gity, O. H. T. Galdwell, Court House, Portamouth, Monterine-Marison Co. Agrl. Soc. Sept. 6-13. Matien-Marison Co. Agrl. Soc. Sept. 6-14. Manafield-Richand Co. Agrl. Soc. Sept. 6-16. Monterita-Washington Co. Agrl. Soc. Sept. 16-10, Water W. Backhard, Sci. Sept. 6-14. Marion-Marison Co. Agrl. Soc. Sept. 16-10, Water W. Backhard, Marion-Marison Co. Agrl. Soc. Sept. 16-10, Water W. Barkhar

A.B. L. E. Apple.
A. Baub. Co. Agrl. Soc. Sept. 22-26.
J.A. Raub.
Marion-Marion Co. Agrl. Soc. Sept. 8-11.
W. O. Moore.
W. O. Moore.
Mcdina-Medina Co. Agrl. Soc. Sept. 8-10.
F. M. Plank.
Millersburg-Holmes Co. Agrl. Soc. Sept. 18-18.
H. C. Logadon.
Montpeller-Williams Co. Agrl. Soc. Sept. 18-19.
Montpeller-Williams Co. Agrl. Soc. Sept. 18-18.
M. O. Hause.
Mount Vernon-Knox Co. Agrl. Soc. Aug. 25-28.
Guy L. Clutter.
Norvalk Herninger.
Norvalk Herninger.
O. Agrl. Soc. Agrl. Soc. Aug. 27-30.
Drwalk Herninger.
Oid Washington-Guerneey Co. Agrl. Soc. Aug. 25-28.
J. F. Henninger.
Oid Washington-Guerneey Co. Agrl. Soc. Aug. 25-28.
J. F. Henninger.
Powell-Delaware Co. Agrl. Soc. Sept. 30-Oct. 2.
Powell-Delaware Co. Agrl. Soc. Sept. 30-Oct. 2.
W. G. McKlerick, R. D. 3. Delaware, Oct. Sept. 30-Oct. 2.
W. G. McKlerick, R. D. 3. Delaware, Oct. Sept. 30-Oct. 2.
W. G. McKlerick, R. D. 3. Delaware, O.

Chan. J. Son, Y. Co. Agrl. Soc. Sept. 30-Oct. 2. W. G. McKlirick, R. D. 3, Defa-ware, O. C. S. W. G. McKlirick, R. D. 3, Defa-ware, O. Richwood Tri-Co. Fair. Aug. 11-14 (2000).
St. C. St. Soul, Tri-Co. Fair. Aug. 11-14 (2000).
St. C. St. Soul, C. Agrl. Soc. Sept. 10-19. Sept. 10-19. Sept. 10-19. Sept. 10-19. Sept. 10-19. Sept. 10-19. Sept. 23-26. J. O. Hayne. J. O. Hayne. J. Soc. Sept. 17-20. Chas. Glann. Co. Agrl. Soc. Sept. 17-20. Chas. Glann. Troy-Mismi Co. Agrl. Soc. Agrl. Soc. Agrl. Soc. Agrl. Soc. Co. Ritter.

E. O. Upper

Troin-Milimil Co. Agrl. Soc. Aug. 18-21. E. O. Ritter. Upper Sandusky-Wyandot Oo. Agrl. Soc. Sept. 15-18. Ira T. Matkeon. Urbana-Champaign Oo. Agrl. Soc. Aug. 11-14. John W. Toder. Yan Wert-Van Wert Co. Agrl. Soc. Aug. 11-14. John W. Toder. Wankaneta-Augisize Oo. Agrl. Soc. Aug. 11-14. John W. Toder. Wargen-Trumbull Co. Agrl. Soc. Aug. 11-14. Wortron-Trumbull Co. Agrl. Soc. Aug. 11-14. Wargen-Trumbull Co. Agrl. Soc. Aug. 11-14. Wanken-Ewiten So. Agrl. Soc. Sept. 7-11. Watureon-Fulton Co. Agrl. Soc. Bept. 7-11. West Union-Adams Co. Agrl. Soc. Sept. 7-11. H. M. Batterfield. Withmington-Oliston Oo. Agrl. Soc. Sept. 8-11. H. M. Batterfield. Woodsfield-Monroo Co. Agrl. Soc. Sept. 11-15. Frank Skimming. Co. G. Daugherty. West Union-Co. Agrl. Soc. Sept. 29-Oct. W Dus. Co. Agrl. Soc. Sept. 29-Oct. W Dus. Xenin-Oreene Co. Agrl. Soc. Aug. 5-7. J. Robert Bryson. OKLAHOMA

OKLAHOMA Anadarko-Caddo Co, Free Fair Asan, Sept. 16-19. E. T. Cook.

Anadarko-Caddo Co. Free Full Andrew 16-19. E. T. Cook. Anadarko-American Indian Expo. Sept. 2-5. Farker McKenzie, Pree Fair Asan. Second Neek in Sept. E. H. Martin.

Chicknsha-Orady Co. Fair Assn. Latter part of Scpt. W. Loyd Benelicid. Oushing-Oushing District Fair. During week of Aug. 31. D. H. Flaher. Durant-Bryan Co. Free Fair Assn. Sept. 16-19. Allen Hill. Muskogee-Oklahoma Freo State Fair. Oct. 5-11. Ethel Murray Simonds. Oklahoma City-Oklahoma State Fair. & Expo. Bept. 26-Oct. 3. Ralph T. Hemphill. Tulaa-Tulsa Four-State Fair. Sept. 18-26. H. E. Bridges. OREGON

OREGON

LISTS

Astoria -Clatsop Co. 4-H Club Pair. Aug. -.

Astoria -Clatsop Co. The Give Lat. P. L. Barke. Gold Beach-Curry Co. Pair. Sept. -... Beatrice Williams. Gresham-Multhomah Co. Pair Assn. Aug. 24-30. A. H. Lea. 310 Oregon Bidg., Port-

24-30. As in Market States and Astron. Latter part of Sept. W. R. Ockeler. Moro-Sherman Co. Fair Assn. Sept. 3-5. Perry N. Johnston. Norother Internal Livestock Expo. Perry N. Johnston, Portland-Pacific Internati, Livestock Expo. Oct. 3-10, O. M. Plummer, Salem-Oregun State Fair, Sopt. 7-13, S. T. White, mgr. white, mgr. Tillamook—Tillaniook Co. Fair Assn. Aug. 26-29. C. H. Bergstrom.

Tiliamone—Tiliamioo: Co. Fair ALSD. ANA. 26-20. C. H. Bergatrom. **PENNSYLVANIA** Allentown—Orent Allentown Fair. Bept. 22-26. M. Herbert Beary. Arendisville — South Mountain Fair Assn. Sept. 15-19. A. D. Shealy. Bedford-Bedford Fair Assn. Sept. 1-5. A. O. Brice. Bioomsburg—Bioomsburg Fair Assn. Sept. 28-Get. 3. Harry B. Correll. Burgettstown—Union Agri. Assn. Sept. 20-Get. J. Harry B. Correll. Burgettstown—Union Agri. Assn. Sept. 20-Gentre Hall—Gentre Co. Fair. Aug. 27-Sept. 4. Mrs. Edith S. Dale. State College. Pa. Gentration — Occhranton Community Fair Assn. Sept. 17-19. A. N. Shaffer. Gontantion — Occhranton Community Fair Assn. Sept. 17-19. A. N. Shaffer. Samuel M. Glass. Asan. Sept. 17-19. A. N. Shaffer. Conshchoeken-Spring Mill Fair. July 10-18. Samuel M. Glass. Dayton-Dayton Agrl. Assn. Sept. 2-5. J. R. Eoriandayton Agrl. Assn. Sept. 2-5. Doylestown-Doylestown Fair Assn. Sept. 29-Oct. 3. J Allen Oardy Ebenaburg-Cambria. Co. Pair Assn. Sept. 7ava. Grove-Fawn Grove Fair. Aug. 12-15. L. M. Strown, Bridgeton, Fa. Flourtown-Flourtown Fair. Aug. 7-15. Wm. J. Gose. Linkown, Marneton, and Trinkown Fair, Aug. 7-15. Wm. Jord Colleg. Jord Colleg. Jord Colleg. Jord Colleg. Jord Colleg. Malter H. Buesser. Forkville-Sullivan Oo. Agrl. Soc. Sept. 9-12. J. R. Whiteley. Hanover-Free Fair at Porest Park. Sept. 9-12. A. P. Karst. Harford-Harford Agrl. Soc. Sept. 16-18. O. F. Maynard. Mathed. Mathed. Harford-Harford Agrl. Soc. Sept. 16-18. O. F. Maynard. Honesdalb-Wayne Co. Agrl. Soc. Sept. 22-25. E. W. Gaumell. Huchesville-Lycouning Co. Pair Assn. Sept. 10-063 Edward E. Frontz. Huchesville-Lycouning Co. Pair Assn. Aug. 20-38. Edward E. Frontz. Muntagdon - Huntingdon Co. Agrl. Assn. Jones Jenners. P. Assn. Sept. 15-18. A. O. Lape. Jenners. Pair Assn. Aug. 18-22. A. L. Dotthof, pres. A. O. Lape, Jonnes-Pair Assn. Aus. Kutztown-Kutztown Pair Assn. Aus. A. L. Dotthot, pres. Lehighton-Lanighton Fair. Aug. 30-Sept. 6. Frank R. Djehl. Lewistown-Mifflin Co. Agrl. Assn. Aug. 3-8. Pränk R. Diefil. Lewislown-Miffilla Co. Agrl. Assn. Aug. 3-8. S. B. Russell. Linacville-Linesville Contnually Fair Assn. Sept. 10-12. Joseph F. Miller. McConnelliburg.-Pailton Oo. Fuir Assn. Sept. 13-18. John W. Kelso. Maratichel-Snythe Park Asan. Sept. 16-19. Prank Marvin. Mercen-Mercer Central Agrl. Boc. Sept. 15-17. J. P. Orr. New Gastic-New Castle Agrl. Assn. Weck of Aug. 25. A. O. Shoat. North East.- Nicht. East Contnunity Fair. Sept. 34-26. Mildred Hendrickson, Fottsville-Schublill Co. Pair. Sept. 7-12. W. Swytr. Red Lion-Gola Week Fair. Aug. 24-29. R. M. Spangler. Stoneboro-Stoneboro Fair. Sept. 4-8, Wal-ter B. Parker. M. M. Spangler.
M. M. Spangler.
Schenbore-Night Pair & Carbival. July 20-33. Roland E. Fisher.
Stoneboro-Stoneboro Fair. Sept. 4-8. Wal-Bart States and States a OAlnesvine-Journ Okaude Jonos. Oraham-Young Co. Pair. Oct. 13-17, J. C. Watson. Orapeland-North Houston Oo. Fair. Third week in Sept. J. C. Shoultz. Hailettsville-Lavaca Oo. Pree Pair. Sept. 10-13. James Strauga. Harlingen-Valley Mid-Winlor Pair. Nov. 25-30. A. L. Brooks. Henderson-Fusis Carfree Pair. Week of Hungsville-Wolker Co. Fair Asam. Oct. 10-24. Wm. J. Lawson. Longview-Oreg. Co. Pair. Sopt. 14-19. M. D. Abernathy. Lubbock. Panhandle South Plains Pair Asam. Sept. 22-Oct. 3 (tenintively). J. M. Hall. Lufkin-Angelina Co. Fair Asam. Oct. 13-17. Ed O. Burris. Marshall-Contral Rast Texas Pair Asam. Marshall-Contral Rast Texas Pair & Dairy

Anderson Anderson Fair. Nov. 2-7. . J. A. Anderson Co. Colored Fair Assn. Anderson-Anderson Co. Colored Fair Assn. Nov. 9-13. S. O. Perry. Bennettsvillo-Mariboro Co. Fair Assn. Oct. 19-24. R. A. Honler, Tatum S. O. Charleston-Charleston Agril. & Indust. Fair Assn. Nov. 2-7. Emmons S. welen. Columbia-South Carolina State Fair. Oct. 19-24. Faul V. Moore. Dillon-Dillon Co. Pair. Oct. 19-24. Chas. L. Wheeler.

19-24, Paul V, Moore. Dillon-Dillon Co. Pnir. Oct. 19-24, Chas. L. Wheeler. Plorence-Pro Dec Fair. Oct. 12-16. E. D.

Sallenge-The Die Fair. Oct. 12-16. E. D. Sallenge-Oreenville Co. Colored Fair Asen. Oct. 30-24. J. P. Onappell. Newberry-Newberry Co. Fair. Oct. 27-30. J. P. Moon. Orangeburg-Oringeburg Co. Fair. Oct. 27-31. J. M. Hughes.

31. J. M. Hughrs. Orsageburg — Orangeburg Co. Colored Fuir Asan, Oct. 13-16. W. C. Lewis. Owings—Mi. Carmel Stock Show. Nov. 4-7. A. N. Savon. Reck. Hill—York Co. Fair. Oct. 6-9. Miss P. M. Fwell.

The Billboard 89

SOUTH DAKOTA

Aberdeen-Brown Co. Fait Asan, Sept. 14-18, B. S. Kiltz, Muroh-Bouch Dakota State Fair, Sept. 14-18, J. O. Venablez, Lemmon-Inter-State Fair Asan, Sept. 10-12, W. W. Robertson, Mitchell-Corn Palace Pestival, Sept. 28-Oct. J. Carl I. Rolston, Murdo-Jones Co. Fair, Aug. 27-29, F, J. Garpenter, Sont Jab. Boyer Aberdeen-Brown Co. Fair Assn. Sept. 7-10. Carpenter. Oarpenter. Nisland-Butle Co. Fair. Sept. 3-5. Boyer Auno, Newell, S. D. Parker-Turner Co. Fair. Aug. 26-28. L. F. Farker_____ Tripp-Hutchinson Co. Fair Assn. Sept. 8-11. R. E. Magsladt. TENNESSEE Airxandria-DeKalb Co. Fair.

R. B. Magslidt. V. NERSEE
Altxandria-Der TENNESSEE
Altxandria-Der TENNESSEE
Altxandria-Der TENNESSEE
Altxandria-Der TENNESSEE
Altxandria-Der TENNESSEE
Altxandria-Der Tennessen der Statten der Sta

Tenn, Treuton-Gibson Co. Pair, Sept. 30-Oct. 3. John R. Wade, Waitrace-Wattraco Fair, Aug. 29, J. P. Bramblette,

Bramblette, Westmoreland-Ensit Sumner Pair, Sept. 18-Oyrus Sinimous, Wirelester-Franklin Co, Fair, Sept. 3-5, J. P. Vaughen, Woodbury-Canona Co Fair Asan, Sept. 18-19, Mrs. Hesta M. Cummings,

Abileno-West Texas Fair. Oct. 10-25, T. N.

Carswell. Amarillo-Tri-State Pair, Sept. 21-26. O. L. Taylor. Anderson-Orimizs Co. Fair. Oct. 7-10. G. E. Siddall. Biddail, Athena-Enst Texas Cotton Palace. Oct. 6-10, B. F. Fater. Beaumont-S. Toxas State Fair & Centennial Celebration. Oct. 18-38. L. B. Herring Jr. Bitton - Wilson Co. Fair Assn. July 22-24.

Gelebration. UCL average Asan. July 27-24. J. O. Wilson. Beerram-Burnet Co. Pair Asan. July 27-24. J. O. Wilson. Beerns-Kendall Co. Fair Asan. Sept. 4-6. A. MaD. Gilliet. Conroe-woolky on the Asan. Sept. 28-Oct. 1. S. M. Patterson. Cuero-Cuero Turkoy Trof. Nov. 10-12. Decasur-Wils Co. Fair Asan. Probably last week II Sept. Oilf Coles. 28-Oct. 3. A. Dupree Davis. Fair. Sept. 28-Oct. 3. A. Dupree Davis. Fair. Sept. 28-Oct. 3. A. Prednetksburg-Oillespie Co. Fair Asan. Aug. 28-30. O. H. Burgdorf. Oalnesville-Coolis Co. Fair Asan. Aug. 28-30. O. H. Burgdorf. Oalnesville-Coolis Co. Fair. Sept. 2-7. Glaude Jonos.

Ed O. Burris. Maranal-Contal East Texas Fair Assn. Sept. 28-Oct. 3. M. R. Marlin. Mount Pleasant-Titus Co. Pair & Dairy Snow. Sept. 29-Oct. 3. Delbert Snider. New Braunfels-Comal Co. Fair Assn. Sopt. 74-27. Edwin A. Staats. Paris-Lamar District Fair. Sept. 8-13. H. L. Baber.

onerman-Red Rivor Valley Pair Assa, Oct. 8-10. Frank Thompson. Shiner-Ashiner Agri, Pair. June 24-27. L. E.

6thb

Silisbes-Hardin Co. Fair. Oct. 26-82. Weathersby. Tenipic-Central Toxas Expo. Oct. 26-82. Eob Orcesham. Triter-East Texas Fair Assn. Sept. 21-26. W. O. Cox Wharton-Wharton Co. Fair Assn. Oct. 13-17. H. C. Gopenhaver.

Hardin Co. Fair, Oct. 7-12. J. F.

Was

Yorktown-Little World's Pair. Oct. 14-16. Paul A. Schmidt.

Paul A. Schmidt. Provo-Utah Co. Pair. Sept. 17-19 (tenta-live). Milton H. Harrison. Sait Lako City-Utah State Pair. Sept. 25-Oct. 3. E. S. Holmes. mgr. VERMONT. Barton-Orleans Co. Pair. Aug. 20-22. Fred C. Brown.

Broy

G. Brown. Essex Junction-Champiain Valley Expo. Aug. 31-Sept. 5. Chas. H. Mower, mgr., Burling-ton. Vt.

Tumbridge-Union Agri, Soc. Sept. 22-24. Edw. R. Pint. VIECDNA Ammerat-Amherst Co. Fair Assn. Oct. 6-9. L. H. Shrader. Berryville-Clarke Co. Horse & Colt Show Assn. Aug. 20-21. A. B. Hummer. Chase City-Mocklenburg Pair Assn. Oct. 13-16. H. W. Nash. Wichiman, Va. Chase City-Mocklenburg Pair Assn. Oct. 13-16. H. W. Nash. Wichiman, Va. Chase City-Mocklenburg Pair Assn. Oct. 13-16. H. W. Nash. Wichiman, Va. Chase City-Mocklenburg. Pair Assn. Oct. 13-16. H. J. B. Watkins Jr., mgr., Mid-Johian, Va. J. B. Watkins Jr., mgr., Mid-Johian, Va. McCaleb. Danville-Danvillo Fair Assn. Oct. 13-16. H. B. Watkins. Dungannon-Bcoit Co. Fair Assn. Oct. 13-16. B. M. Garner. Parmville-Five-County Fair Assn. Oct. 27-30. B. M. Garner. Parmville-Five-County Fair Assn. Bept. 28-Oct. 3. R. A. Wilmöth.

Eniporia-Euno-...
B. M. Oarner.
Parmville-Pite-County Pair Assu. Sept. ze-Oct. 3. R. A. Wilmoth.
Fredericksburg-Frederickaburg Greater Pair Assu. Sept. 15-18. H. K. Sweetser.
Kellor--Eastern Shore Agrl. Fair Assu. Aug. 26-20. J. M. Mason.
Lexington--Rockbridge Co. Pair Assu. Sept. 31-26. O. O. Humphries, E. Lexington, Va. Petersburg-Bouthside Va. Pair. Oct. 5-10. R. Willard Eanes.
Purcellville-Loudown Os. Pair. Sept. 3-4. F. H. James. Mar.
F. H. James. Mar.
State Fair Assu. Sept.

Purcellville-Loudown Co. Pair. Sept. 3-4. F. H. James, MBT. Richmond-Virginia State Fair Assn. Sept. 38-Oct. 3. Chi: A. Somma, Roamoke-Roanoke Valley Fair Assn. Sept. 21-36. Capt. Friskin L. Mill. Roanoke-Oreat Roamoke Colored Pair Assn. Sont, 7-13 Herbert Williams. Shipman-Nalson Co. Fair Assn. Oct. 13-16. P. T. Brittle. South Boston-Hallfax Co. Pair Assn. Oct. 6-10. W. W. Wikins. Staunton-Staunton Pair. Sept. 7-12. C. B. Ralson.

Statistion-Statistics Pair, Sept. 7-12. C. B. Ralston.
Suffolk-Tidewater Pair Assn. Oct. 20-23. W. H. Crocker.
Takrewell-Taxewell Pair. Week of Aug. 24. C. B. Parbell, Mebane. N. C.
Woodstock-Shenandoab Co. Fair Assn. Sept. 15-18. Douglas O. Dymock.
WAHIINOTON
Lyndem-Whatcom Oo. Fair Assn. Aug. 27-30. F. R. Beahan.
Puyallup-Western Wush. Fair Assn. Sept. 21-37. W. A. Linklater, mgr.
Yakina-Washington State Fair. Bept. 14-19. A. M. Dean.
West VirkOSNIA

19. A. M. Dean. WEST VIRGINIA Charleston-Kanawba Expo. & Pour-H Pair. Sept. 5-13. T. H. McGovran. Charles Town-Charles Town Horse Show & Pair Assn. Aug. 5-8. C. M. B. Brown. Clay-Chay Co. Fair. Sept. 23-26. George C. Deems. Coven-Webster Co. Farm Bureau Pair Asan. Sopt. 7-12. Rajh Cunningham. Payetterille-Payette Co. Fair Asan. Sopt. 7-9. J. Haynes Miller.

Helsetia — Helvetia Community Fair Assn. Sept. 9-11. Mrz. James McNeal Lewisburg-Greenbrier Valley Fair. Aug. 31-Sept. 4. W. L. Tabscott. Marlinton-Pocabontas Co. Fair. Aug. 24-31. Fred C. Allen. New Hope-Beaver Pond Dist. Fair. ausp. Farmers' Club. Sept. 9-11. C. P. Hyllon. R. 1. Hoz 73, Princeton. Parsons-Tucker Co. Fair. Sept. 9-12. L. W. Sturns.

Sturms. ennshoro-Ritchie Co. Fair Assn. Aug. 23-28 Pa

H. J. Scott. Peiersburg-Tri-County Pair Asan. Aug. 23-28. H. J. Scott. Peiersburg-Tri-County Pair Asan. Bept. 10-18. G. J. Stickler. Summersylle-Nicholas Co. Fair Asan. Bept. 1-4. Wm. E. Simpson. Weston (Jacksons Mill)-Jacksons Mill 4-H Pair Asan. Bept. 22-24. L. Oleon Zina. Philippi. W. Va. Wheeling-W. Va. Expo. & Biate Pair Asan. Bept. 6-12. Gart C. Enchmann, Receiver. WEGCONETY.

WISCONSIN thens-Athens Pair, Aug. 25-27. A. W.

-Sauk Co, Fair. Scpi. 1-4. Win. T. Bar Marriett Marriott, Deaver Deam-Dodge Co, Fair Assu. Sept. 10-13. J. F. Malono, Black River Fails-Jackson Co, Agri, Soc. Sept. 12-15. Douglas Curran. Codetheast Occubic Co. Douglas Curran.

Black River Falls-Jackson Co. Agrl, Soc. Sept. 12-15. Douglas Curran.
Cedarburg-Ozaukee Co. Fair. Aug. 14-16.
M. F. Kaul, R. I. Thiensville, Wis.
Chippewa Falla-Northern Wis. District Fair. Aug. 4-9. A. L. Putnam.
Crandon-Porest Co. Agrl. Boc. Sept. 1-4.
Ray M. Ritter.
Darlington-Lafasyotic Co. Agrl. Boc. Aug. 13-16 River.-Vina Co. Agrl. Boc. Aug. 22-23.
Chan. A. Bethke.
Firoy-Eiroy Fair Assn. Aug. 14-16. O. D. Whitehill.
Colster-Trop Fair Assn. Aug. 14-16. O. D.
Whitehill.

Whitehill.
Galesville-Trempealeau Co. Agri. Soc. Bept. 4-7. Alfred N. Sageh.
Gaya Milla-Crawford Co. Pair. Sept. 10-12.
Walter L. Cummings, Prairie du Ohien. Will.
Grantsburg-Burnett Co. Agril. Soc. Aug. 27-29.
G. J. Peterson.
Hayward C. Currer, Agril. Fair Asan. Sept.
Hortonville-Outagamie Co. Agril. Boc. Ang. 22-30.
Mildord L. Steffan.
Janeaville-Rock Co. 4-H Jr. Pair & Livestock Expo. Aug. 37-71.
Ladysmidh-Rusk Co. Fair Asan. Sept. 10-13.
Ladysmidh-Rusk Co. Fair Asan. Sept. 10-13.
H. W. True.
Lukemburg-Kewannee Co. Fair. Bept. 5-7.
Juing Cahn. Galesville Trempealeau Co. Agri. Soc. Sept.

H. W. True. Luxemburg-Kewaunce Co. Fair. Sept. 5-7. Julius Cahn. Madison-Danc Co: Agrl. Soc. Aug. 14-16. R. G. Nuss. Manitowoc-Manitowoc Co. Fair. Aug. 19-23. George W. Kiel. Marshield-Central Wis, Stato Fair, Sept. 6-10. R. E. Williams. Nilwauke-Wisconsin State Fair. Aug. 22-29. Ralph F. Ammon, Madison, Wig. 22-29. Ralph F. Ammon, Madison, Wig. Co. Fair. Guiford Freen Co. Fair. Aug. 19-22. R. B.

Mannakara Construction of Salar, Aug. 19-22. R. B. GHI004 Neillaville-Clark Co. Agrl. Soc. Aug. 25-28. Harold Huckstead. Oshkosh-Winnebago Oo. Fair & Expo. Sept. 1-4. Taylor G. Brown. Platteville-Big Badger Fair Assn. Aug. 6-9. Charnes H. Gribble. Plymouth-Shieboycan Oo. Agrl. Assn. Aug. 7-10. Win H. Eldridge. Fairs Construction Fair Assn. Sept. 4-7. Win H. Eldridge. Fair Assn. Sept. 4-7. Rice Lake-Barron Co. Agrl. Soc. Aug. 26-30. A. M. Chrislaw Richhand Center-Richland Co. Agrl. Soc. Sept. 15-18. H. J. Gochonaur.

Ocean Park, Santa Monica.-Ocean Park Anuaement Pier, Jefferson W. Asher, mgr.; has 12 rides, 90 conceasiona, penny areade. coin machalise; hooks free acts.
 Oran Pachalick Pier, Onas J. Lick, owner-machines; hooks free acts.
 Reinondo Beach-Redondo Beach Resort, C. H. Burnett, mgr.; bonks vaulde, orchestras. San Diego-Remona's Magriage Place, T. P. Chets wort.

San Diego-Romona's Marriage Piace, 1. F. Oats, mgr. San Diego-Balboa Park (San Diego Zoo). Belle J. Beuchkey, mgr. San Francisco Whitney Bros.' "Playland at the Beach." O. K. and L. O. Whitney, Ingra: has 15 rides, 75 concessions, penny

Incras, has 15 rides, 75 concession, arcade, anta Monica — Santa Monica Amusement Pler, Ernest Pickering, mgr.; has rides, 10 concessions; books orchestras, vaude, free concessions; books orchestras, vaude, free

acts. spice Pier-Venice Pier and Plunge, E. A. Gerely Jr., hugr.; hus 12 fides, 50 conces-stons, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

COLOBADO

COLORADO Denver-Elitch Gardens, Arnold B. Gurtler, mgr.; has 10 rides 15 concessions, penny arcade; books orchestras. Denver-Lakraide Fark, Benjamin' Krasner, mgr.; has 12 rides, 17 concessions, pool. penny arcade; books orchestras, free acts. Estes Park-Riverside Amusement Park, T. O. Jelsema, mgr.; has four concessions, pool. coin machines; books orchestras. Manitou-Hiawatha Gardens, H. J. Leddy, mgr. and mcr. str.; plays bands; no waudeylle.

coin machines; books of cheeving. J. Leddy, mart. and mcr. air.; plays bands; no raudewille. Minequi Park, J. J. McQullias, Pungr.; has two rides, three concessions, pool, rink; books orchestras.
 Trinidad-Central Park, P. M. Tarabino, mgr.; has two concessions, lake, coin machines; books orchestras, vaude, free acts.

CONNECTICUT

ridgeport-Pleasure Beach Park, Harry C. Bakar, pres. (205 E. 42d st., New York, N. Y.); has 10 rides, 32 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts occasionally.

H. Burne San Diego

Bridgeport-

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Rosholt-Rosholt Free Community Fair Asen, Sept. 5-7. Lester Peterson. Beymour-Scymour Pair Assn. Aug. 74. Shawa Sh

LISTS :

wausau-Wizconsiz Valley Fair & Expo. Aug. 16-20. Bort E. Walkers. Vausaukee-Marinette Co. Fair Asan Sept. 11-13. Chas. B. Drewry. Marinette Wis. 18. Chas. T. Taylor. Webster-Gentral Burnett Co. Fair Asan. Bept. 4-7. R. E. Krause. Westfield-Marquetto Co. Agri, Asan Sept. 6-11. W. P. Fuller.

Canada

ALBERTA ALBERTA Calgary-Calgary Exhn. & Stampede. July 6-11. R. L. Richardson. Edmonton Edmonton Exhn. Assn. July 13-18. P. W. Abbott, mgf. Lethbridge - Lethbridge Exhn. July 20-22. A. R. Russaft.

10. P. W. Abbott, mgr.
Lethbridge — Lethbridge Exhn. July 20-22.
A. B. Russell,
Red Decr.—Red Decr Agrl. Soc. July 23-25.
Fred Turnbull, pres.
Vermilton—Vernillon Agrl. Soc. July 23-25.
S. C. Reckbert, BRITISH COLUMBIA

MANITORA

MANITORA Brandon-Proviosial Exhn. of Manitoba. June 29-July 3. J. E. Rettie. Carman-Dufferin Agri. Soc. July 9-July 1 J. A. Munn. Inderuith Mart. Soc. July 9-11. Dr. Onecourth State Pottage Industrial Exhn. Assn. July 6-8. Keith Siewart. Winniper-Winnipeg Industrial & Agri. Exhn. Aug. 3-10. J. II. Roe. managing dir. New BRUNRWICK Predericton-Fredericton Exhn. Sept. 12-19. G. L. Syphor. Saint John Exhn. Bept. 5-12. NVA SCOTIA

Mildie Musquodobil – Mildle Musquodobil Agri Soc. 8 pt. Prank Lerdy. Middle Musquodobil – Mildle Musquodobil Agri Soc. 8 pt. 22-23. R. H. Reld.

Agri. Soc. Sept. 22-23, R. H. Reid. ONTARIO Alisa Craig-North Middissex Agri. Soc. Sept. 24-25, Georgo G. Stewart. Almonice-North Lanark Agri. Soc. Sept. 16-18. Dr. M. Pilkey. Belleville-Belleville Agri, Boc. Sept. 1-4. R. 11. Ketcheson. Bracebridge-Bouth Muskoka Agri. Boc. Sept. 17-18. Jerry Dickle.

R. II. Ka-Bracebridge-So *7-18. Jerry

Bristol-Lake Compounce, I. E. Pierce, mgr.; has five rides, five concessions, lake penny wacade, coin machines, books orchestras, waude and free acts. Hillingly--Wildwood Park, P. J. Sheridan, owner-mgr.; has five concessions, coin ma-chines; books orchestras, free acts. Meriden-Btarlight Park; plays bands and vaudeville. Meriden-Hanover Park, J. C. Rubano, mgr.; has four concessions, rink; books orches-tras, wude, free acts.

Meriden.-Hanover Park, J. C. Rubano, mgr.; has four concessions, rink; books orchestras, vaude, free acts.
 Nilford.-Walnut Beach, R. Sonnenburg, mgr.
 Milford.-Walnut Beach Park, Albert White-ham, mgr. and mgr. attr;; plays banda and vaudeville.
 New Haven.-Savin Rock Park, Frederick E. Levere, mgr.; has 16 fides, 300 concessions, rink, penny arcside contastentnes; books documented contastent

Rockville-Sandy Beach Park, Orystal Lake, Wm. O. Bokis, mfr.; has for for the second

Wm. O. Bokis, mgr.; has four concessions, lake, rink, penny arcade, coin machines; books orchestraa, veude, free acts, uith Norwalk-Roton Point Park, Harry von

Dwingelo, mgr.; has five rides, 20 con-ressions, penny arcade; books orchestras, aterbury-Lake Quasannaug Park, John Mc-

essions, penny arcade; books orcnessres, Waterbury-Lake Quasanpug Park, John Mc-Nells, lessee, Waterbury-Hamilton Park (public), Irving W. Harrisson, sunt; has one concession, pool, ice rink; books orchestras, free acts. Waterbury-Lakewood Park, Irving W. Har-rison, supt; has three rides, one conces-sion, beach; books orchestras; vaude, free acts occasionally, not bonds of Westport, prop.; no vaudeville or bands of Westport, prop.; no vaudeville or bands of Westport, pol, coin machines; books orchestras. pol, coin machines; books orchestras.

New Castle-Deemer Reach Park, Fred J. Vosa Jr., mgr.; has hims rides, 13 concessions, pool, penny arcade, coin machines; books orchestras occasionally.

17-18. Jerry Dickle. Collingwood-Nottawasaga & Great Northern Exhn. Sept. 14-17. O. G. Bernhardt. Delta-Delta P.dr Arn. Sept. 7-9. Isaao Stevens, Harlem, Ont. Dreaden-Camden Dreaden Agrl. Soc. Sept. 15-17. H. J. Freach.

AMUSEMENT PARKS

80

71

Eimira-Eimira & Woolwich Asrl, Soc. Sept. 4-7. H. W. Zillisz. Leumington-Lesmington District Auri. Soc. Sept. 28-Oct. 3. Emma Atkins. Undaw-Lindasy Central Exhin. Sept. 16-19. W. E. Arnew. Undaw-Western Fair. Sept. 14-19. W. D. London-Western Fair, Scpt. 11-12. Jackson, McKeller-McKeller Agrl. Soc. Sept. 21-23. Leonard Moffat. Leonard Moffai. Markham-Markham Fair. Oct. 1-3. R. H. Groby. Chaws-South Ontario Agri. Soc. Sept. 17-19. Chus. P. Davis. Otlawa-Central Canada Exhn. Asan. Aug. 24-29. H. H. McElroy. Peterborough - Peterboro Industrial Exhn. Aug. 17-22. F. J. A. Hall. Ridgelown-Ridgotswn Howard Agri. Soc. Sept. 29-Oct. 1. J. D. Brien. Sainta-West Lambton Co. Fair. Sept. 22-24. James A. Ellenor. Simcoc-Norfolk Co. Agril. Soc. Oct. 6-0. O. G. Bramhill. Smithville-Smithville Agri. Soc. Bept. 21-24. James A. Ellenor. Simcoc-Norfolk Co. Agril. Soc. Bept. 21-24. James A. Ellenor. Simcoc-Morfolk Co. Agril. Soc. Bept. 21-24. James Bieward. Sundridge-Strong Agril. Soc. Sept. 15-18. M. J. Guiley. Toronto-Canadian National Exhn. Aug. 23-Sept. 12. Elwood A. Hughes, gen. mer. Vantieck Hill-Vankleek Hill Agri. Soc. Bept. 10-12. J. L. Campbell. Weiland-Weilend Co. Agril. Soc. Sept. 17-19. A. A. Marshall. Woodstock - Woodstock Fair. Aug. 27-29. P. M. Devist. PENCE EDWARD ISLAND Markham-Markham Fair. Oct. 1-3. R. H.

April 11, 1936

PRINCE EDWARD ISLAND

Charlottetown-Charlottetown Driving Park & Provincial Exhn. Assn. Aug. 17-21. J. W. Boulter.

Bouller. QueBec Aylmer-Gatineau Co. Agrl. Soc., Div. A. Sept. 11-12. R. K. Edev. Bedford-Missisquoi Agrl. Soc. Aug. 27-29. C. O. Jones. Brome-Brome Co. Agrl. Soc. Sept. 7-0. E. Caldwell, Knowlton, Quo. Chicoutinn-Chicoutinn Co. Fair. Aug. 27-30. L. Jos. Gobell.

L. Jos. Gobell. Granby-Granby Fair. Sept. 10-12. Waiter R. Lerge. Quebec Gity-Provincial Expos. of Quebec. Sopt. 5-12. Energy Boucher. Roberval-Roberval Pair. Aug. 19-23. Ste. Scholastique — Sie. Scholastique Exhn. Sept. 14-17. J. Leo Beardet. Valleyiteid - Valleyiteid Exhn. Aug. 17-21. Jacques Malouin Waterloo-Shefford Co. Agrl. Soc. Aug. 17-19. R. R. Bachand. SANKATCHEWAY

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 July 1. Irwin Dean, July 1. Irwin Dean, Lloydminster Lloydminstof Exhn. Assn. July 27-29. Gordan M. Cook.
 Melfort-Melfort Ayri, Soc. July 16-18. O. B. Jung and Ju

Meifort-Meifort Agri Boc. July 16-18. O. B. JEB ron. Moose JAW-Moose JAW Exhn, Jule 25-27. George D. Maskler Battiford Agri. Soc. July 30-Aug. 1. P. Wright. Prince Albert-Prirce Albert Agri Boc Aug. 3-6. John P. Gurrot. Regins-Regins Agri & Indust. Exhn. Assn. July 27-Aug. 3. D. T. Elderkin. Sucketoor.-Reskatoom Industrisi Exhn. July 20-25. Sid W. Johns. Weyburn-Weyburn Exhn. July 20-4. Fred G. Zabel. Weyburn-Workton Agri & Indust. Exhn. Assn.

Yorkton-Yorkton Agrl. & Indust. Exhn. Assn. July 13-15. W. J. Cowan.

Rehoboth Beach-Royal Park, O. S. Horn, mgr.; has rink, penny areade, coin ma-chines; books vaude, free acts. DISTRICT OF COLUMBIA

Washington---Buburban Garden, J. S. Wright, mgr.; has seven fides, 20 concessions, post, penny arcade; books orchestras, vaude, free acts.

FLORIDA

acta. TI.OBIDA Clearwater-Joyland Park, John S. Taylor Jr., mgr.; has two rides, six concessions; books orchestras. Miami Besch - Miami Million-Dollar Pier. Fred H. Ponty, mgr.; has two rides, 40 conceasions, penny arcade, coin machiner; books orchestras, vaude, free acts. Penascola-Bayview Park, L. Borras, mgr.; has pool, penny arcade, coin machiner; books orchestras, vaude, free acts. St. Petersburg-Madelra Beach Park, A. B Archibald, mgr.; has four concessions, rink. coin machiner; books wides free act Biver Springa-Silver Switchs Park. W. M Davidson, mgr.; has southes for act. Tampa-Sulphur Spincestons, pool; books orchestras, vaude, free acts, pool; books orchestras, vaude, free acts.

stunt, mgr.; has 20 concessions, pool; books orchestras, vaude, free acts.
 GEORGIA Atlanta-Lakewood Park, Mike Benton, mgr.; has lo rides, 20 concessions, penny arcade.
 Atlanta-Lakewood Park, Mike Benton, mgr.; has four rides, lo concessions, penny arcade, coln machines.
 Park, B. R. Spruceby, mfr.; hrande, ooin machines; books orchestras, waude, free acts.
 Macon-Lakeside Park, Irwin Scott, mgr. and mgr. attr: plays band; no vaudeville.
 Macon-Recreation Park, W. C. Bagarh mgr. has pool, coin machines; books orchestras.
 Savannah-Daffin Park; plays bands: or vaudeville.
 Bavannah-Daffin Park; faie of Hope; Will Machines, mgrs.; bas two rides, 20 concessions coin machines; books orchestras, vaude, free acts.
 Manoh
 Bolme-White Chie

IDAHO Bolse--White City Park, C. W. Hull. msri-has five rides, six concessions, rink, peny srcade, coin machines; books orchestras. vaudo, free acts occasionully. Weiser--Oregon Trail Park, Standard Am Co. Inc. prop.; Frank Mortimer, msr. and msr. attr: plays vaudeville and bands occasion-elly.

ALABAMA Bassemer-West Lake Park, J. F. Ryan, mgr. Bessemer-Pineview Beach, R. L. Zeighr.

- mgr. mgr. R. Braley, mgr. M. Walsh, mgr.; Bas three rides is concessions, lake; cola

bas three rides, six concessions, lake; cola machines, Dxford-Oxford Lake Park, J. A. Hulter, mar; has two rides, five concessions, pool, Tuscumble Jegion Fain, Gunds, do Park, June Jikago, ob the six or rides, to concessions, pools; books orchestras, vaude, free acts. ARIZONA

tree acts. ARIZONA Phoenis-Joyland Park, Fred D. Perry, mgr.; has two concessions, pool, rink, coin ma-chines; books orchestras, free acts occasion-and the state occasion-the state occas

Phoenix - Hiverous mgr.: has pool; books orchestras, prosecti-The Gardens," Granite Park, Inc., props; F. W. Poster, mgr. and mgr. attr.; no vaudeville or bands tatte Rock-Fair Park. W R. Spratt, mgr.: has three rides, two concessions, Pine Bluif-Memorial Park, Park, Mrs. Clara Little Rock-Willow Bpring, Park, Mrs. Clara Little Rock-Willow Bpring, Park, Mrs. Clara Little Rock-Willow Bpring, two concessions, paol, penny arcade, cold machines; books paol, penny arcade, cold machines; books pass altractions. City, E. H. Builter,

mgr.; chines

pool, penny arcage, com free sitractions, ussellville-Crescent City, E. H. Butler, ussellville-Crescent city, pool, penny

Bussellwile-Grencent City, E. H. Butler, mgr.: has one concession, pool, penny arcade, coin machines.
 CALIFORNIA
 Alameda-Neptune Beach, A. P. Strehlow, mgr.: has 16 rides, 35 concessions, pool, penny arcade, coin machines; books free acts.
 Coronado -Coronado Tent & Cottage City, Wm H. Cray, mar: has 10 concessions, raude, free acts.
 Cuernswood--Ouernewood Park, R. A. Belden, mgr.: has 10 concessions, pool. coin ma-chines.

chines. Long Beach-Silver Spray Pleasure Pler, H. H. Cole, mgr.; has nine rides, 50 concessions. Long Beach-The "Pike." O. O. Marletto, mgr.; has one ride. 30 concessions, pool. penny reade, coln machines; books raude.

penny freade, com machines, book visement free acts. Mission Beach — Mission Beach Amusement Center, H. L. Northern. mgr.; has three rides, approx. So concessions, pool, rink, coin machines; books orchestras; vaude and free acts occasionally.

HLINOIS Autora-Exposition Park, Prank Thielen, prop. mgr. and mgr. attr; pinys bands; raudeville occasionally. Buonington-Shalain Park, Bchalain Amuse-ment Cu., ngr.; ha pool; books orchestras. mgr.; has coin machines; bookien. Raasi, chicago-Riverview Park, George A. Bchmidt, cen aufr.; has 20 rides, approg. 100 con-censions, penny arcade. coin machines. Collinaville-Collinaville Park, John Beckman, mgr.; has ponny arcade. coin machines. Collinaville-Collinaville Park, John Beckman, mgr.; has penny arcade, coin machines. Collinaville-Collinaville Park, John Beckman, mgr.; has penny arcade, coin machines. Collinaville-Collinaville Park, John Beckman, perter alta Jones, mgr.; has penny arcade, tree acts. Denville-Fair Park, John W. Oherry, pres and mgr. attr; piags vaudeville and bands, Havans-Quiver Deach Mineral Springs Park. E & Will, mgr.

E R Will, mgr. Havana-Riverside Park, L. A. England, mgr.; has five concessions, rink, coin machines; books orchesiras; vaude, free acts occa-

Bastana-Herencessions, rink, com machinessionally.
books orchestras; waude, free acts occasionsly.
Henry-Huwer Park, J. W. Borger, mur.
Romer-Homer Park, J. W. Borger, mur.
Kaston-Parndise Taks books orchesting.
Has two coulcessions, beach; books orchesting.
Has two coulcessions, beach; books orchesting.
Maston-Parndise Taks Pork, Frank Ornation.
Maston-Parndise Taks Pork, Frank Ornation.
Maston-Parndise Taks.
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Mastrink.
Mastrink.<

Round Lake Avon Para, Round Lake Avon Para, trink, coln machinars; books orchestras, vade, free acts. Streator-New Illini Breach, Andrew P. Brix, mar; books orchestras, Tree acts. Titscia-Patierenon Bpring Park, Buck Sharp, mar; has one tide, nine concessions, pool, trink; book orchestras, free acts. Vatarka-Dewlert Park, M. J. Fowler, mgr.; has two tides, five concessions, pool, rink; books orchestras, tree acts. Vatarka-Dewlert Park, M. J. Fowler, mgr.; has two tides, five concessions, pool, rink; books orchestras, tree acts. Vatarka-Dewlert Park, M. J. Fowler, mgr.; has two tides, five concessions, pool, rink; books orchestras, tree, there acts. Watarka-Dowlert Park, while, free acts. Watarka-Dowlerts, mgr.; has two tides, concessions, pool, coin machines; books free acts. INDEANA

Anderson---Kibuck Park, E. F. Monroe, mgr.; has two rides, five concessions, beach, rink, prany strade, coin machines; books orches-tras, wade, tree acts.

A. Vaude, free acts, ministon-Cascade Oardens, H. R. Jamison, r.; has pool; plays vaude and free acts

Biomington-Gascage universe and free and free mart, has pool; plays vaude and free second free for the second secon

Zeser, mgr.
Evanstille-Pieasure Park Co., I. P. Blanton, mgr.; has four rider, four concessions, pool, prnny arcside: books vaude, free acia.
Wasne-Triers Park, George P. Trier, mrr.; has eight fides, 10 concessions, pool, penhy arcade; books orchestras, free acia.

penhy arcade; books orchestras, free acts. Greensburg-Allen's Amuse-U Park, Estevan Allen, mgr. and mgr. attr:; plays bands; ne vaudeville, Bamilton-Circle Park, D. R. Waterhouse, mgr.; has rides, 10 concessions, pool, rink, printy arcade, coin machines; books or-chestras, vaude, free acts. Ddianapolib-Broad Rippie Park, George -Ilimmeibauer, mur; (has eight rides, six concessions, pool, penny afcade; books vaude, free acts.

vuode, free sein. ". Junny artake: books Itdianapolis - Riverside Amusement Park, Archie W. Coller, mgf.; has is rides, 12 concessions rink; rike rectede, coin ma-chines; books waude, free actide, coin ma-chines; books waude, free actide, coin ma-locianspolis - Longierer Park, Edwin E. Thomoson, mgr.; has pool. Lefayette -Kiaple Poolt Park, E. C. Dennis, mgr.; has tink, coin machines. Nichisan City--Washington Park, Jacob Hahn, harr and mgr. stir.; plays waudeville and backet.

Deng, Montpelier.--Lake Blue Water Park, H. L. Kelley, swher: has three concessions, pool: books orchestras. Munch-rikehand Amusement Park, Carl A-Notilhuham, mcr.; has six rides, penny ar-cade: books orchestras, vaude, free acts. Ver Abbary-Glenwood Park, Jos. J. Renn, mr: hes rink.

mgr.; has rink. Revealle-Shively's Park, W. E. H. Marsh. Preasile-Shively's Park, W. E. H. Marsh. Ounder-mgr.; has pool. ig--Terace Gardens Clear Lake, Boulah L. Mundt, mgr.; has nine concessions, pool. coin machines; books orchestras, vaude, irco https://declane. 'n

com machines; books orchestras, vaude, mee acts, Bichmeid-Olenn Miller Park, City of Rich-mond, props.; Ciem V. Carr, mgr.; playa bands; to vaudeville. Richmond-Athletic Park; hooks orchestras. Brymour-Shields Park, Mr. and Mrs. J. Van de Walle, incr.; has two concessions; books vaude, iree acts occasionally. South Bend.-Playland Amusement Park, Karl J. Hedden, mgr.; has six rides five conces-ribus, pool. trink, pebny arcade; books or-ehestras, free acts. Maraw-Barbee Lake Park, Mrs. Milata Meakimen, mgr.; has six concessions, lake: books orchestras, free acts. Nataw-Barbee Lake Park, City L. White. Nataw-Barbee Lake Park, City L. White. Nataw-Barbee Lake Park, City E. Funk.

indensity - Pank's Lake Park, P. E. Funk. Bgr.; has pool. rink. Modis Park-Arnolds Park, A. L. Peck, mgr.; has five rides. 40 concessions, rink, preny arcade, coin machines; booke orchestras, fire acta.

Arnolds Park-Benit's Amusement Park, C. P. Henit, mgr.; has six rides, 20 concessions, lake, rink, penny arcade, coin machinesi books orelositras, raude, free acta. Belle Plaine-Kedmen Amusement Park, I. R. Neuman, mgr. Henit, mgr.: has six rides, 20 concessions, books orchestras, vaude, free acta.
Belle Plaine--Redmen Amusement Fark, I. R. Neuman, mgr.
Codas Rapida--Manhattan Besch Amusement Fark, I. R. Neuman, mgr.
Codas Rapida--Manhattan Besch Amusement Fark, I. R. Neuman, mgr.
Codas Rapida--Manhattan Besch Amusement Fark, Nes. Prank R. Whitney, mgr.; has interface acta.
Clear Lake-Bayaida Amusement Park, Roy R. Stanfield, mgr.; has fur order for a state and the state of the stat

ahowa, KANRAR Bonner Springs-Lakewood Park, Lewis D. Wikrd, ingr., has four rides, two conces-stons, pool, rink; books orchestras, vaude, free act, for arth, books orchestras, vaude, Coffeyuille-Oreen Parrot Park, Earl Hack-

Confevuile-Orcen Parrot Park, Earl Hack-ney, mgr. Marysvillo-Calian Park, Frank Gason, mgr.; has pool; books orchestra. Salina-Stelle Park, B. F. Holmquist, mgr.; books rep. companies. Scandia-Riverside Park, S. D. Blakeley, prop. mgr. and mgr. astr.; plays vaudeville Dands.

and bands. Toreks-Cistfield Park; plays bands; no vaudeville. Wienita-Park of Fun, F. M. Campbell, mgr.; bas five concessions, pool, rink; books or-chestras, free acts.

has five concessions, pool, rink; books or-cheatras, free acta. **EXTUCRY** Dowling Orean-Loat River Gave Park, W, L. Perkins, mgr. Covington-Rosedale Park, Wm. Barker, mgr.; has pool. Davion-Rosedale Park, Wiley Craiz, ren. mgr.; has 10 tides, 10 concessions, pool, penny arcade; books orchestras, free acts. Georgetown-Rogers Park. Hitchins-Riverside Park, Richard Praley, prop. and mcr.; no vaudeville or bands. Lexington-Joyland Park, J. W. Sauer, mgr.; has four rides, 20 concessions, pool, penny arcade; books orchestras, floor shows. Louisville-Pontainc Perry Park, B. O. Brink-man, mgr.; has 10 tides, eight concessions, ponny, promer: ling two rides, eight concessions, onessions, ponner; ling two rides, eight conces-sions, ponner; ling two rides, eight conces-tras, free acta, machines; books orchestras, vaude, free Richmond - Booncaborn Beach Mr. E K

Rie ichmond - Booncaboro Beach, Mrs. E. K. Howe, mgr.

Better, Mar. Booncaboro Beach, Mrs. E. K. Howe, mgr. LOUISTANA
 Morsan City-Morsan City Beach, D. C. Walah, mgr.; has 10 concessions, lake, coin machines; books vaude, free acts.
 New Orleans — Slock's Scenie Park, Stock Broe, mgrs.; has three rides, seven concessions, penny areade.
 New Orleans — Pontchartrain Beach. Playsfound Corn, operators: Harry J. Batt, mgr.; has 10 rides, lis concessions, penny vaude, free acts.
 New Orleans — Pontchartrain Beach. Playsfound Corn, operators: Harry J. Batt, mgr.; has 10 rides, lis concessions, penny vaude, free acts.
 New Orleans — Content and the concession of the conconcession of the concession of the concession of the concess

mer: mas laws, com and the second park & Zoo, obstras, West Cumberland-Gray Road Park & Zoo, Herman A, Spinney, mgr. (Cumberland Center, Me.); books orchestras, vaude, free acts.

Beach-New Way Park, Jos. LaBonte. Fork mer.

mer. MARTLAND Baltimore-Day Shore Park, C. E. Orsham, mgr.; has five rides, 20 concessions, penny

Baltimore-lieintzeman's Cottage Orove, John T. NeCaslin, mgr. 1125 K. Bultimore stat: has three rides, 15 concessions, beach, por-by arcade, coin inachtnes; books whude, free nets.

The Billboard

Detroit-Outlay Park (P. O., Walled Lake). Bibline Buller, nurr. his lake, risk. Detroit-Edgewater Park has lake, risk. concessions, penny articles for machines is books orthestras. Irec acts. Diroit-Bob-Lo Amusement Park on Bois Biaste Island, Pred J. Simpson, pres. of op-ersting company. Detroit-Tashmoo Amusement Park, 40 miles north of Detroit, C. F. Bielman, mgr. Beat Detroit. Park, Henry Wagner, sen, mgr.; has nine rides, 15 concessions, pool, rink, benny arcade, coin machines; Dueddin orchestrat, vaude, free acts. Engading Corp. Fark, Mille Coguints Lake, Vaude acts. Pinst-Lakuaide Park Dar J B Sinota park

ron River-Sumeet Lake Park. Frank Erick-son, mer, has one ride, one concession; books orchestran, one ride, one concession; books orchestran, Park E. E. Bethel, mer, has three rides, fine concessions, pool, rink, penny arcude, cola machines; books vaude, free acts; ordhestras occasionally, axe Orion-Park Esland Amusement Park, Douglas Olasier, mer; has three rides, 23 Concessions, pool, rink, penny arcade, cola machines; books orchestras, vaude, free acts.

machines; books orchesitas, vaude, free scia. Reval Oak-Sliver Dome Park, Stanley J. Fons, mgr.; has pool. 31. Josepha-Bilver Beach, L. J. Drake, mgr.; has five fides, cix concessions, pointy are cade, coin machines; books orchestras. Sand Lake-Byiven Park, Oarl Schleh, mgr.; has three rides, six concessions, pool; books orchestra. Two Lake-Byiven Park, Dietcher Powier, mark is two rides, 10 concessions, laket books tree attractions, laket walled Lake-Wulled Lake Amusement Park, J. Ruene Pearce, mgr.; has is rides, sight concessions, lake, rink, penny arcade, com machines; books orchestra.

MINNEFOTA

MINNEPOTA Battle Lake-Camp Balmoral Summer Resort, C. J. Matthews. mar.; has lake, coin ina-chiltes: books orchestras. vaude, free acts occasionally. Excelsion-Excelsion Amusement Park, Pred W. Glapp, Ingr.; has feven rides. 10 concessions, penny arcade, coin machines; books orches-tras, free acts. Patrimont-Hand's Park, E. R. Hand, mgr. Patrimont-Mand's Park, E. R. Hand, mgr.; has four rides, six concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts on Sundays and holidays.

Tilk, pehny Breade, cold Hackman, and holidays.
 Lynd-Lyndvood Park, D. J. Lamphere, mgr.; has concessions natural pool, coin machines; books orchestras; vaude, free acta occasionally.
 Minnesiolia-Porest Park, B. H. Kahm. mgr.; has two rides, 10 concessions, rink, prinny lineactions.
 Minnesiolia-Porest Park, B. H. Colby Rowell, mgr.; has penny arcade, coin machines; books orchestras, books vaude free acts.
 St. Paul - Sunset Basch Amusement Park, has ny rides to concession, benk, penny arcade, coin machines; books orchestras, vaude, free acts.
 R. Paul - Sunset Basch Amusement Park, A. J. Metadorf, mgr.; has 10 rides, Bix concessions, nutral bench, penny arcade; books books orchestras, vaude, free acts.
 R. Paul-Wildwood Amusement Park, A. J. Metadorf, mgr.; has 10 rides, Bix concessions, nutral bench, penny arcade; books baschar, free acts.
 Bastour. For Lais Park, K. A. Nelaon, mgr.; has for a concessionally.
 Metadorf, mgr.; has 10 rides, Bix concessions, nutral bench, penny arcade; books bench, mgr.; has for a concessionally.
 Minteraction, Free acts.
 Bastour, Livingston Zoological Park, owned

Mississippi Jackson-Livingston Zoological Park, owned by elly: Trl E Mennett, mrr. Laurel-Lincoln Colored Park, B. D. Greer, E. Jones, T. Armstead and E. L. Haimes, props.; Thos Armstead, mgr.; colored vauderills only.

propa.; Thos Armavesa. Vaudeville only. L. D. Caldell, mgr.; no Vaudevillo or bands. MIRSOURT MARSOURT Dark Dr. M. M. Rus-

NTROURS Chillicothe-Renraw Park, Dr. M. M. Rus-sell, prop.; Ted Davis, mrr.; Katherine Rus-sell, mgr. aitr.; plays vaudeville and bands. Creve Coeur. Bi. Louis-Upper Creve Coeur Park, M. J. Duffy, mgr. Excelsion Boringa-Lake Maurer, J. P. and J. H. Maurer, mgra.; has three rides, five concessiona, pool, venny arcade, coin ma-collist books orchestras, vaude and free solist: books orchestras, vaude and bree solist: books orchestras, vaude free mgr. attr.; pross.; Ed Kalso, mgr, and mgr. attr.; pross.; Ed Kalso, mgr, and Manutal-Indian Mound Park, Arch Daup books orchestras, vaude, free ac, pool, rink; books orchestras, vaude, free ac, pool, rink; books orchestras, vaude, free, R. W. Wingo, mgr. Astama, mgr.; has pool, rink; Kasneth Astama, mgr.; has pool, rink; Maugo, mgr.

Abrams, myr., Has poor, stan.
Jopins, Reddinar's Mill Park, Harry Duncan, mcr.
Kansas Gily-Pairyinäd Park, Harry Duncan, mgr. (7200 Reliefountain); has 18 rides, 20 checteristical, pool, penny areade; books ar-checteristical, pool, penny areade; books ar-kerian-Radio Springs Park, Robert Certes, mer.; has lake; books archestras.
81. Joseph-Lake Contrasty Amusement Park, L. F. Ingersoll, mgr.
82. Louis-Arcadis Park, Merrimae Highlands, O. S. Schuetze, mgr. attractions; pisys bands; no vanderlife.
83. Louis-Poret Park Highlands A. W. Retchum, mgr.; has 18 rides, 16 concessions, pool, penny arcade; books archestras strates, pool, penny arcade; books archestras strates, pool, penny arcade; coln machines.
83. Louis-Wast Lake Park, Noble O. Parsonage, msr.; has eith Fides, 16 concessions, pool, pool, rink, penny arcade, coln machines.
84. Louis-Wast Lake Park, Royer W. Henkel, msr.; has alt rides, 16 concessions, pool, rink, penny arcade, coln machines.

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LISTS

Boolds of chestras,
Entradine-Peneley Park, Mille Coquine
Entradine-Peneley Park, Dr. J. D. Stuart, mgr.;
Boolds acis.
Pilato acis.

hy arcade, coin inachines; books vaude, free acts.
Ballmore-Garlin's Joyland, John T. McCaa-lin, may: has lo rides, 25 concessions, rink, penny arcade, coin machines; books orches-iras, waude, free acts.
Bel Aiton-Chapel Point Park, B. B. Wills, max: has one ride. five concessions, beach, penny arcade, coin machines.
Braddock Heighles-Braddock Heighls Park, E. W. Poole, mgr.; has three sides, four con-cessions, pool, rink, penny arcade, coin machines; books archestras.
Crianed-Somfrider, Tak, penny arcade, coin mart, has pool, fills, Park, L. O. Quinn, must, has pool, fills, Parny arcade, coin machines; books orchestras, vaude, free acts.

machinesi Bools orchestran, vaude, free nets,
 Oumberland-Narrows Park, Cumberland Electric Re, Co., Bron.
 Oumberland-Crystal Park, Thos. G. Oibson.
 Dublerland-Crystal Park, Thos. G. Oibson.
 Dublerland-Crystal Beach, Alfred E. Green, marking Crystal Beach, Alfred E. Green, marking the stabilization, D. C.-Oica Fecho Park, Leonard P. Beilios, mpst; has 10 rides, at concessions, pool, penny arcade.
 Bartowill Fall-Morshell Built Park P. C. 11

nreade, Marshall Hall-Morshall Hall Park, L. C. Ad-dison, mgr.; has 11 rides, 10 concessions,

dison, mer.; has 11 rides, 10 concessions, penny arcade, Middle River-Cape May Beach Park, Cape May Beach Corp., owner, Stemmers Run,

Md. Md. Ocean City-Windsor Renort, Daniel Trimper, Jr., mgr.: hr eight rides, 20 concessions. Athol-Brookside Park, Edde Howard, mgr. and mgr. attr.: pisys vauderille and bands. Auburndsle - Norumbrga Park. Arch Clair, mgr.: has 14 rides, 16 concessions, penny arcade; books orchestras, vaude, irce acts. Bellingham-Bilver Lake Beach, John Ret-over, Franklin, Mass., prop.: plays bands: no vauderille.

Arcade: books orDurettan.
Beilingham-Bilter Lake Deach, John Kete-Beilingham-Bilter Lake Deach, John Kete-Beilingham-Bilter Lake Deach, John Kete-Borton-Reverse Reach.
Borton-Reverse Reach.
Bridgewater-Pilgrim Park, F. C. Hayden, mgr.; has lake; books free acts.
Pracut, near Lovell-Lakeview Park, Harry C. Kittredge, mgr. and mgr. attr.; plays waudeville abd orchestras.
Pall River-Sandy Beach Park, Carl O. Du-bolk, mgr.; has one ride, two concessions, both, mgr.; has one ride, two concessions, on the standard or the strate of the standard both, mgr.; has one ride, two concessions, mgr.; has eight ride, 147; Louis Cushing, mgr.; has eight ride, 147; Louis Cushing, mgr.; has eight ride, 147; Louis Cushing, promy arcade; books vude free strates, rink, penny arcade; books vude free strates, and mgr. attr.; no vaudeville or banda.
Hull-Paragon Park, David Stone, nggr.; has 19 rides, four concessions, rink, penny ar-cade; books vude, free scis.
Mendon - Mipnuc Park, Rudolph Minini, mgr.; has two ides, two concessions, penny vaude free books very concestions, weither.-Mertimack Park, Frank Carney, med, rink, penny arcade.
Methuen-Mertimack Park, Prank Carney, med, ink, penny arcade.
Methuen-Mertimack Park, Cheider P. Res-metric Lincoln Park, Cheider P. Res-

ichuen-Merrimack Park, Prank Carney, mar.; has five rides, seven concessiona, pool, rink, penny arcade. ew Bedford-Lincoln Park, Chenter P. Rea-ford, mar.; has one ride, five concessiona, rink, coln machines; Port Phoenix Bathing Deach, Chester P. Rexford, mgr.; has coin machines.

Brach, Chester P. Rextord. mgr.; has coin machines.
 New Bedford — Acushnet Park. Daniel E. Bauer, mgr.; has eight rides, 15 concessions, penay acreade; books free acis.
 Newburypork—Plum Island Beach, J. M. Kelleher, owner-mgr.; has three concessions; books orchestras, vaude, free acts.
 Salam - Salam Vilowa Park. Chas. E. Ebsen, mgr.; has five rides, 10 concessions; books orchestras, eool, methods, 10 concessions; pool, penny arcade, coin machines; books vaude, free acts of the concessions.
 Ballabury - Gallabury Heach, Pred L. Markey, mgr.; has 12 rides, 30 concessions, pool, right, penny arcade; books orchestras, vaude, free acts.

mure: has 12 rides, 39 cobeestions, pool, riBk, penny steade; books orchestras, vaude, free acta. Springfeld-Joyland Park; has 13 concessions, beach, coin machines; books orchestras. Website-Bescon Park, Rainh W. Hill, prop., mgr. and mgr. attr.; no vaudeville er bands. Westbine-Lake Chauncey Park, A. T. Yasih, mgr. has two rides, 10 concessions, back, orthestras, unde, coin machines; books orchestras, unde, Contexalons, back, orthestras, unde, Contexalons, back, orthestras, unde, Contexalons, back, orthestras, unde, Contexalons, books orchestras, unde, Contexalons, backs, orthestras, unde, Contexalons, backs, orthestras, unde, Contexalons, books orchestras, vaude, free acts. Worceater - Lincoln Park, Harry Cocaine, met; books bonds on Sundays; vaude oc-mationally, while City Park, Ceorge A. Hamid, orop; Mavbelle Lifenderson, mar; has 11 rides, 12 concessions, interastras, vaude, free acts. Wyrentham-Lake Pearl Amusement Park, S. R. Enegren, mgr.; has five fides, free acts. Michendan Michendan Battle Creek-Lake View Park, H. F. French

Brighton-Island Late Par, it's acd. Brighton-Island Late Par, it's acd. mgr.; has three rides, seven concessione, rink, coin machines, regrs.; has four concessions, lake, coin machines; books orchestra; vaude, free acts on special occarions. Coloms-Williams Park. W. A. Gross, mgr.; has two fides, 25 concessions, rink, penny srcade, coin machines; books orchestra. free acts. Deltom-Wilson's Park, Dad Wilson, mgr.; has lake; books vaude. free acts.

Birringfield--Dollag Park, Loavo E. Slavage, mar.; has two rides, four concessions, pool, rint, penny arrade, coin machines; books free acts. Loke Hill Park, S. S. Laferes, mar. and mgr. attr.; no vaudeulle or bands. MONTANA
 Buto--Columbia Gardens, Butte Electric Ry Co., propa.; W. McC. While, mr. and mgr. Atles Gity-Leon Park, D. P. Leon, mgr.; bas two concessions; bouks orchestras, vaude, free acts. NERB. Charles Scher, mcf.; has pool, rink, Coh machines; books orchestras, pool, com, pool; books orchestras, udo, pressions.

force acts, enver Olty-Horton's Park, Mrs. Anna H. Horton, mgr.; has pool, rink; books orches-

- Horion, mgr.; nes pou, tunn, casn., prop5.; etc. Tuxodo Park, Crete Park Assn., prop5.; F. J. Kobes, mgr. and mgr. sitr.; plays vaudeville and bands. satings Hastings Amusement Park, Lib Philips, mgr.; has two rides, concessions, pool, thnk; books orchestran, vaude, freo Crete Ifa
- pool, "Ink; books orcliestraa, vaude, freo acts.
 Lincoin-Capitol Bench Park, Hoyt R. Hawke, mur; has five ridea, four concessions, pool, penny arcade, coin machines; books orcchestras, vaude, free acts.
 Loup Chiy-Jenner's Zoo Park, Henry Jonner, mgr; has one ride, three concessions.
 Mendow Orove-Yellow Danks Fark, J. J. Blair, mgr; has pool, rink; Books orchestra, vaude, free acts.
 Omoba-Kruy Park, Louis Stusky, mgr.; has is fides, to concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.
 Omoba-Peony Park, Jerry Malec, mgr.; has is fides, pool, archestras, vale, free acts.

- Omaha-Peony Park, Jerry Malec, mgr.; has
- Omana-Peony Park, Jerry Malec, mgr.; naa-pool; books orchestras. Omaha-Lakeview Park, H. P. Munchholf, mgr.; has one ride, two concessions, sink, penny arcade; books orchestras, vaude, irre acts. Venus-Oak View Park, John Pospesifil, mgr.; has one concession, puul, rink, coin ma-chines. VFW HAMPSHIEF

- has one concession, puul, rink, coin ma-chines. NEW HAMPSHITEF Bradford-Masansioum Casino Park, Max Is-rael, mgr.; has lake, prinny arcade, coin machines: books orchestraa, vaude, free acts on Sundays. Dover-Contral Park, L. E. Lynde, mgr.; has one ride, five concessions, rink, penny arcade, coin machines; books orchestras. Enfield-Lake View Park, S. E. Surgent, mgr.; han two concessions, lake, coin machines; books orchestras. Swene Wilson Recreation Park. Clarence Wyman, mgr. Lochmer-Chardners Grove and Ellver Lake, Richard Lambert, owner-mgr. (109 4th al., Troy, N. Y.); has one ride, 20 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free atks. Mure, mgr. and mgr. attr; plays vaudeville and banda. Manchester-Chysial Lake Park, Mra. John Kilonis, mgr.; has three rides, pool; books vaude, free reds.

- and bands. Manghester--Crystal Lake Park, Mra. John Klionis, mgr.; has three rides, pool; books vaude, free acds. Manchester--Pine Island Park, Barney J. Williams.mgr.; has eight rides, 14 conces-sions, beach, risk, penny arcsate; books orchestras; vaude, free nots occasionally. Salem--Canobie Lake Park. Patrick J. Hol-laud (Lawrence, Mass), owner. <u>MrW JERNEY</u> Asbury Park-Palice Amusements, A. M. Wil-lians, mgr.; has four tides, six concessions.

- Anonio City-Young's Million Dollar penny areade. Atlantio City-Young's Million Dollar Atlantio City-Atlantic City Steel Pier Co., Frank P. Cravatt, prea: books orchestras; vaude, circus acts. Atlantic Highlands-Atlantic Heach; has five rides. 20 concessions, rink, penny arcade, rides. 20 concessions, rink, penny arcade, rides. The second state of the second state. Banon,
- minuto Highlands-Atlantic Heach; has five rides. 20 concessions, rink, penny arcade, join machines, yonne-Bayonne Pleanute Park, nomingdale-Bariight Park, J. Banon, agr, and mgr, attr; plays dance orch; no wild Park. Bayonne Bloomin

- mgr. nod. mgr. Arcs. J. Banden, mgr. nod. mgr. aktr.; plays dance orch.; no waudeville.
 Bound Brook-Riverside Amusement Park, J. H. Wendell, mgr.; has four rides, lå concessions, penny arcade.
 Burlington-Bone Valley Park, J. Rosenfeld & Co. mgrs.
 Burlington-Bone Valley Park, J. Rosenfeld & Co. mgrs.
 Burlington-Bone Valley Park, Kurn Ruth, mgr.; has one ride. four concessions, pool. illn; books orchestra.
 Burlington-File Fill Park, Wm. Sleeck. mgr. Chementon -File Fill Park, Wm. Sleeck. mgr. Inke, books orchestra.
 Common File Fill Park, Correstions, inke, penny arcade, colm machines; books orchestras vaude, free acts.
 Grenboch-Cirenloch Fork, Georce W. Shim, mst.; has five rides, 10 concessions, inke, ooln machines; books vaude, free acts.
 Hackensnek-Arcola Park.
 Hvington-Olympic Park, Henry A. Guenther, mgr.; has 16 rides, 26 concessions, pool, rink, penny arcade, pla gannes; books vaude, free acts.
 Kansburg-Ideal Beach, Bayview Park Am
- mur.; has f6 rides, 2% concession for the print, areade, pits games; books vaude, free Co., Inc., owners; Edwin J. Mrennot, pres; Pres; Farand Island Park, Louis, pres; Parket Roget, Point Park, Pres, Parket, Pres, Point Park, Pres, Pres, Parket, Pres, Point Park, Pres, Pres, Parket, Pres, Point Park, Pres, Parket, Pres, Pres, Parket, Pres, Pres, Parket, Pres, Parket, Pres, Parket, Pres, Pres, Parket, Pres, Parket, Pres, Parket, Pres, Parket, Pres, Parket, Pres, Parket, Parket, Pres, Parket, Parket, Parket, Pres, Parket, Parket

Newark-Dreamland Park, Vietor J. Brown, mgr.? has hine rides, 35 concessions, pool, rink, peany arcade, coin machines; books North Bergen-Columbia Amusement Park. Pred J. Asschbach, mgr. and mgr. attr.; plays daireo banda and vaudeville. Pallandes-Pallandes Anusement Park, Jack Rosenthal, mgr.; has 13 rides, 63 conces-sions, pool, penny arcade, coin macivines; books orchestras, free acts. Paterson-Island Park, George W. Traver, mgr.; has 10 rides, 20 concessiona, rick, coin machines; books orchestras; waude, free acts.

LISTS

- mac
- acta, nns Grove-Olympia Park, M. E. Aposto-latos, mgr.; no vaudeville or banda, Ð

- latos, mgr.; no vaudeville or banda, Pennaville-Riverview Beach, W. D. Acton. owner: Wm. Hannah, msr. Pitman-Aleyon Park, George W. Carr, mgr.; has four fides, pool, riBk; books vaude. Iree acts occasionily. Sewaren-Beweren Beach, Joseph Turek, mgr.; has four concessions. Sir.gao--Grand View Park, Dan Goldhaum, prop. has 12 rides, 20 concessions, pool, penny arcade, coin machines; books er-chestras.

- piop.; has 12 rides, 20 eoncesisions pool. ponny arcade, coin machines; books or-cheatras. Trenton--Woodlawn Park; has 12 rides, 20 concessions, pool, penny arcade; books or-chestras, vaude, free acts. Verona--Werons Lake Park, Judson W. Parker, prop. mgr. and mgr. attractions; no vaude-ville or bands. Wildwood--Ocens Pier, Wm. Franan, mgr. NEW MEXICO Santa Fe-Bierra Vista Park, J. R. Dooley, mgr. and mgr. attr.; pisys vaudeville and bands. NEW YORK
- NEW TORE Albany-Mid-Gity Park, Mrs. B. J. Hassard, prop.; plays vaudeville occasionally; no prop. band

- bind, pipe the set of the set
- А
- arcade, coin machines; couss of the free acids. Crystal Lake Park. Frank G. Wagstaff, mar. and may, attr; plays waude-ville and bands. utfall beach Amusement Park. Hurry S. Hail, mgr.; has 20 rides, 37 con-ecsions, pool, rink, penny arcade, coin machines; books orchestras, vaude, froo TR
- ncts. Canandaigus-Roseland Park, William Muar, mgr.; has four rides, six concessions, coils machines; books orchestras, vaude, freo
- acts. acts. Canarsie, Brooklyn-Oolden City Amuze, Park, Jack & Irving Rosenthal, props; Jack Rosenthal, mgr. abd mgr. attr.; no vaude-vilie or bands. Celoron-Celoron Park, W. H. Pickard, mgr.; has eight rides, 17 concessions, penny ar-ende, coin machines; books orchestras, vauds free acts. City Island-City Island Point Park, Louis Experies mgr.

- Beharles, mgr. Beharles Park, James J. Goney Island-Beeplechase Park, James J. Quarato, mgr.: has 31 rides, pool, penny arcado, eoin machines. Dunktik-Point Oratiot Park, Ohas, A. W.
- Unstra-Foin Contraction of the second Ponda
- Pulton Recreation Park, City of Fulton,
- prop. Gardenville Braun's Island Park, P. H. Braun, mgr.; has one ride, 12 concessions; books preliestras, vaude, free acts occa-donally
- books orclicitas, value, irce acts sionally. Jarnerville-Recreation Park, H. S. Starrett, mgr.; has one ride, three concessions, pool; books orchestras, value, free acts. Jenezee-Long Point Park, Conesus Lake, Harry W. Berry, mgr.; has seven conces-sions, penny arcade, coln machines; book-orchestras; free acts occasionally. Jrand Island-Edgewater Park, Wm. F. Veetach, prop.
- 0
- Voetach, prop. annawa Palls-Edgewater Park, Wm. P. Hoag, mgr; hus bathing beach, rink; books orchestras. erkliner White -0 Grand Island-Voetsch, proj Hannawa Palls

- Hannawa Palle-Coney Bland rive, Will, A.
 Hong, mgr.; has baking bench, rink; books orchestras.
 white City Amusement Park.
 Prank Carroll, prof.
 Holman, K., How Midway Park, Thomas Garr, mgr.; has two rides, five concessions, rink; has two rides, five concessions, rink; owner; has general attractions.
 Kingston-DeWift Lake Park, W. L. Burnett, owner; has general attractions.
 Lake George-Bella Vista Park; has four rides, Concessions, beach, rink, penny oreade, coin machines; books or-chestras; vaude, free acts occasionally.
 Lingston-DeWift Lake Park, W. L. Burnett, owner; has general attractions.
 Lake George-Bella Vista Park; has four rides, Concessions, beach, rink, penny oreade, coin machines; books orchestras, vaude, free acts.
 Livingston Manor-Taland Park, F. M. Bouton, mgr.; hooks orchestras, veude, free acts.
 Mapile Brilles, has five rides, 14 concessions, beach, mith; has may areade; coin machines; books orchestras, vaude, free acts.
 Newhurg-Orange Lake Park, Howard T, Le-Van, mcr.; has five rides, 15 concessions, pool, rink, penny areade, coin machines; books orchestras, vaude, free acts.
 New York-Starlight Amusement Park, Bill Harkin, mgr.; has lay fides, 20 concessions, pool, rink, penny areade, coin machines; books orchestras, vaude, free acts.
 New York-Clavon Foint Park, A. B. Dowmes, mgr.; has seven rides, 20 concessions, pool, riek penny areade, coin machines; books orchestras, vaude, free acts.
 New York-Clavon Foint Park, A. B. Dowmes, mgr.; has seven rides, 20 concessions, pool, rink, penny areade, coin machines; books orchestras, vaude, free acts.
 New York-Clavon Foint Park, A. B. Dowmes, mgr.; has seven rides, 20 concessions, pool, rifk, penny areade, free acts.
 New York-Clavon Foint Park, Bows downes, mgr.; has seven rides, 30 concessions, pool, rifk, penny areade, free acts.</

- Ada-Welcome Park, Wm. 6. Fink, mgr. and msr. attr.; plays orchestras; no vaudeville.
 Akron-Springfield Lake Park, Wm. A. Matlin, msr.; has four ides, eicht concessions, cola machines; books orchestras.
 Akron-Summit Beach Park, W. I. Warensford, nsgr.; has three rides, four concessions, lake, penny arcade, coln machines; books orchestras.
 Allon-Summit Beach Park, R. W. Perry, kssec; has live ofdes, 30 concessions, pool; rink, penny arcade, coln machines; books orchestras.
 Allance-Lake Park, R. D. Williams, mgr.; has two rides, 10 concessions, pool; books orchestras.
 Allance-Lake Park, R. D. Williams, mgr.; has two rides, 10 concessions, pool; books orchestras.
 Allance-Lake Park, Henry Mareches, mcr. (Tiffin, O.); has 14 concessions, pool. rink; books orchestras.
 Bastow Park, Henry Mareches, mcr. (Tiffin, O.); has 14 concessions, pool. rink; books orchestras, vaude, free acts.
 Bastow Heights-Orchard Park, J. R. Finna-san, of Bedford (O.), mgr.; has 13 conces-sions. books orchestras.
 Books orchestras; vaude, free acts. Occa-sions. books orchestras.
 Buckaye Lake-Buckeyo Lake Park, Audrew M. Brown, mgr.; has seven rider, 15 con-cessions, pool, rink, penny arcade, coln machines; books orchestras.
 Buckaye Lake-Buckeyo Lake Park. Charles estions. pool, rink, penny arcade, coln machine; books orchestras.
 Ganal Winchester-Edgewater Park. Charles estions. Books orchestras.
 Ganal Winchester-Edgewater Park. Charles estions. beach, rink, penny arcade, coin machines; books orchestras; vaude, free acts.
 Ganom-Meyers Lake Park, Garl A. Sinclair, mgr.; has seve rides, 10 concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude, and free acts.
 Ganom-Meyers Lake Park, Harold L. Mintia, negr.; has 17 rides, 18 concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude, free acts.</l

- slons, puol. penny accade, coin machines; books vaule, free acts, lagara Falls-Neptuno Beach, Joseph F, Paneas, mar; has seven rides, 30 conces-slons, sand beach, rink, penny areade, coin machines; books orchestras, vaude, free acts. Magara Poncas,

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Cleveland-Euclid Beach Park: has 28 rides, his concessions, pool, penny arcade, coin machines: books our functions. Clauselines: books our function Milsate, nur-citatist. Clair aver, has four rides, 18 con-cessions, coin machines; buoks orchestrus, vaude, free acts. Cleveland-Chippewa Lake Park, L. G. Col-lister, mgr.; has it rides, two concession, penny areade, coin machines; books vaude, irce acts. Cleveland-Puritas Springs Park. Columbus-Zoo Amusement Park at O'Shaugh-messy Dem and Golumbus Zoo. Columbus-Meland Park, C. K. Miles, mgr.; has pool; books orchestras.

Columbus-Infaitfoid Fark, C. A. Addes, ingr.; has pool; books orchestras.
 Columbus-Olentangy Park, Leo and Kimer G. Haenlein, mgrs.; has 15 rides. 10 con-cessions, pool, penily arcade; books orches-tras, radio and free acts.
 Conneaus-Lake View Park. A. R. Kananen, mgr.; has rofreshment stands, rink; books acts occasionally.
 Consel-Lake View Park. A. R. Kananen, mgr.; has rofreshment stands, rink; books acts occasionally.
 Consel-Lake rencessions, lake, penny arc cade (com muchines; books orchestras, vauds, free acts.
 Dayton - Lakesido Park, Corald Nieman, mgr.; has aver rides, five concessions, rink penny arcade, coin machines; books or-chestras, free acts.
 Dayton-Porest Fark, Frank J. Schaufler, lesser-manager.

Dayton-Porest Park, Prank J. Schauffer, lesser-manager. Dayton-Argonine Porest Park, Capt. Theo, O. Bundy, mgr.; has five concessions, pool. Defiance-Power Dam Park, E. D. Rerainer, mgr.; has three rides, four concessions, risk, penny arcade; books orchestras; vaude, free acts occasionally. Dismond-Oralg Decils Park, A. E. Mallary, mgr.; has two rides, 15 concessions, pool, penny arcade, coin machines; books or chestras, vaude, free acts. Pindiag-Riverside Park, A. C. Redman, mgr.; has three ridea, 12 concessions, pool; books orchestras.

has three rides, 12 concessions, pool; books orchestras. Geauga Lake-Geauga Lake Park, W. J. Kuhiman, mgr.; has 21 rides. 20 conces-sions, pool, peinty arcade, coin machines; books orchestras, vaude, free acts. Genoa-Porest Park, G. J. Uthoff, mgr.; has eight rides, 12 concessions, rink, penny ar-cade, coin machines; books orchestras, vaude, free acts. Hamilton-Jeff's Garden, E. O. Downle, mgr.; books orchestras.

books of chesiras. Haskina-volubior's Park, H. F. Volimar, nigr. has five rides, seven concessions, pool, rink, penny arcade, coin machines; books or-chestras, vaude, free acts. Kenton-Lidewild Park, Henry J. Pfelfer, mer.; has pool, coin machines; books or-chestras

has lake, coin machines; books vauue, irev acts. Lima-Kastwood Park, Marquit Amusement Co., prop.; Walter J. Hutfman, lease. Mansiled-North Lake Park, Mcrrell A. Wood, mgr.; has two rides, pool, rink; books orchestras. Marion-Crystal Lake Park, Fred B. Schrift, mgr. and mgr. attr.; piays vaudeville oc-castonally; no bands. Mentor Mentor Beach Amusement Park, James H. Williams, owner; has four rides, 10 concessions, penny arcade; books vaude, free acts.

Mentor — Mentor Beach Amusement Park, James H. Williams, owner; has four rides, 10 concessions, penny arcade; books vaude, free acts.
Middletown — Dizie Park, Olean Gingerich, mgr.; has rink, studietown — LeBourdsville Likko Park, Don Dakey, mgr.; has four rides, five conces-sions, coin machines.
Midlerport--Summerland Beach Park on Buckeye Lake, John A. Hardgrova, mr.; wadd, free acts.
Minerus-Minerya Park, Ken Growl, mgr.; has one ride, 14 concessions, pool, coin machines; books orchestras, free acts.
Mount Orab--Star Lake Park, O. B. Gourt, mgr.; has pool, coin machines; books or-chestras, vaude, free acts.
Neum Orab--Star Lake Park, O. B. Gourt, mgr.; has one ride, three concessions, pool; books orchestras, New Carlisle-Bilver Lake Park, O. H. Geh-hart, mgr.; has one ride, three concessions, pool; books orchestras, New Philadelphia--Tukora Park, W. E. Geiser, mgr.; has four concessions, pool penny arcade; books orchestras, vaude, free acts occasionally.
Ravenna-Brady Lake Park, C. M. Gauth, mgr. and mgr. attr.; playe band; wuvde ville occasionally.
Ravenna-Brady Lake Park, C. A. Barcht, mgr. has Thy rides, seven concessions, book, of heatars; vaude, free acts occasionally.
Ravenna-Brady Lake Park, C. A. Barcht, mgr. has Thy rides, seven concessions, beach, rink, ponny arcade, coin machines; books of heatars; vaude, free acts.
Ravenna-Brady Lake Park, C. A. Barcht, mgr. has Thy rides, seven concessions, beach, rink, ponny arcade, coin machines; books of heat Park, on liddan back, Harry L. Moller, mur.; has sween rides, 50 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.
Bandusky-Cedar Point on Lake Eris, Edw. A. Smith, mar; has 20 (dree, 30 concessions)

acts. andusky-Cedar Point on Lake Eris, Edw. A. Smith, mgr.; has 20 rides, 30 concessions, rink, penny arcade, coin machines; books orchastras

rink, penny arcade, coin macnines, over orchestras, steubenville-Mineral Springs Pork, Toledo-Walbridge Park, H. F. Govode, mgr.: hae eight rides, 13 concessions, penny st

cade. Toledo-Band Beach Pavilion, O. L. Ranhin-son, mgr.; has lake, coin machine; books orchestina; Tontoginy-Otsego Park, H. E. Gill, miri-has two rides, four concessions; books or-chestras; vaude, free acis. W. G. Maurer, Dirichavilie-Riversidocessiona, coin machine; books orchestras; vaude and free acis on Venice. Ginginnett, Vendew, Part 25

special occasions. Venice: Cincinnati-Mendow Brook Pari: on Route 27, M. J. Cutman, mgr.; has three Vermillon-Gryatai Beach, Ceorge H. Bianchai, mgr.; has eight rides. 28 concessions, eink. penny arcade, coln machinos; books of

being arms eight rides, 28 concessions, eink. penny arcade, coin machines; books or chestras, altractions. Yeungstown - Idora Park, Charles Deibel, mgr.; has 12 rides, eight concessions, pool. rink, penny arcade; books orchestras. Vaude, free acts. Zameaville-Edgewater Bench, Prank M. Cro-sier, myr.; has a few concessions, pool, coin machines.

itras. ille-Lakeview Park, H. J. Thonia, mgr., lake, coin machines; books vaude, free

oks orchestras

mgr.;

a

Columbus-I Columbus-I has pool;

- Olcott-Olcott Beach Amusement Park, Hubert Plynn, mgr.; has five rides, 12 concessions, coin machines; books orchestras, vaude, free acts.
 Poughkzepsle-Woodzille Amusement Park, Nicholas P. Dyruff, mgr.; has 10 rides, 40 concessions, pool, fisk, penny arcade, coin machines; books orchestras; vaude, free acts.
 Rochester-Otario Beach Park.
 Rochester-Sca Breero Park, T. H. Sperry, mgr.; nas alx rides, alto concessions, pool, penty arcade, coin machines; books orcnestras; vaude, free acts.
 Rochester-Sca Breero Park, T. H. Sperry, mgr.; nas alx rides, alto concessions, pool, penty arcade, coin machines; books orcnestras, vaude, free acts.
 Rockaway Beach-Rockaway's Playland, Louis Meisel, Bart, has 12 rides, alto concessions, pool, penty arcade, coin machines.
 Rockaway Beach-Mitway Kiddle Park, Mortien, penty arcade, in machines.
 Rechester, H. B. O'Malley, mgr.; has 23 rides, alto concessions, pool, lea rink, penny arcade, coin machines.
 Rye-Playland, H. P. O'Malley, mgr.; has 23 rides, sort, sort, and arcade, coin schines; books vaude, free scis.
 South Beach, A. L.-South Beach. Edwin H.

- nrca

- nrcade, coin machines; books vaude, free acts. South Beach, S. I .-- Routh Beach, Edwin H. Bkinner, mgr. and mgr. atir; no vaudeville or bands. Spring Valley -- Ramapo Lake Amusement Park, Alfred J. Ellish, mgr. Statan Island -- Midiand Beach, Wm. M. Young, mgr.; has 10 rides, 35 concessions, pool, penny arcade, coin machines. Sylvan Beach-Carnival Park, Emery Sauve, mgr.; plays vaudeville and bands. Sytacuse -- Long Uranch Park, Bernio F. Maurer, mgr.; has eight rides, aix concessions, books orchestras, vaude, free acts occasion-ally. Syracuse-Boysed Bay Park, Boyse Bay, N.
- ally. Syracusc-Boysen Bay Park, Doysen Bay, N, T., Oerson Rubenstein, mgr.; has pool rink; books orchestras, youde, free sols. Clica-Canadaraga Park, Joe Mai@e. mgr.; has pool, fink; books orchestras, vaude
- Cilca-Canadaraga Park, Joe Magoe mgr.; has pool, Fink; books archestras, vaude, free acta. Verplanck-Condon's Park, W. J. Condon, Verplanck-Condon's Park, W. J. Condon, Magr.
 Williamsville-Clien Park, NORTH CAROLINA
 Acheville-Asheville Recreation Park, J. Wel- don Welr, mgr.; has filve rides, four con- cossions, pool, rink; Charleite-West Lake Park, P. J. Mullins, mgr.; books orchestras, waude acts, Colerain-Colerain Beach, O. M. Holley, mgr.; has three concessions. Diato action of the second second second second second Oreenaboro-Luna Park, Hich Point Road, Goreenaboro-Luna Park, Hich Point Road, Goreenaboro-Luna Park, Hich Point Road, Goreenaboro-Luna Park, Hich Point Road, High Point-Rich Point Road, High Point-Rich Point Amuschment Park, R, D. Penny, mgr.; has sig rides, nine concessions, orchestras; vaude, free acts occasionally. Morehead Ciky - Athanic Beach, A. E. Brackell, mgr.; backs orchestras, vaudo, free acts. Concession, Concessions, Second Second Second Horder Concession, Concessions, Second Second Korder Concession, Concession, Second Second Korder Concession, Concession, Second Second Second Korder Concession, Concession, Second Second Korder Concession, Concession, Second Second Second Second Korder Concession, Concession, Second Second

free act, mart free act, O. E. Johnson, mgr. Reielgh-Pullen Park, W. A. Howell, mgr. has one ride, pool; books erchesirse, free

acts, or the poor, books which the poor of the poor of

Davis, mart, has pool, coin machines, NORTH DANOTA Devils Lake-Lakewood Park, swind by cily; Howard Maher, mgr.; books hands.

Akron-

-Welcome Park, Wm. 8. Fink, mgr. and irr, attr.; plays orchestras; no vaudeville. on-Bpringfield Lake Park, Wm. A. Martin, irr.; has four rides, eight concessions, coin achilles; books orchestras.

Zanesville--Maxahala Park, John E. Brooks, mgr.; has four rides, 12 concessions, pool, mgr.; has four rides, 14 concession penny arcade, coin machines; books tras, vaude, free acts. orches

ORLAHOMA Chickasha-Grady Cousty Park, G. B. Hurst, mrr. and mgr. attr.; plays bauda; no vaude-

- Bickenner, and mgr. attr.; plays battus, de tille-ako Hellums Park, Ray Steck, mgr.; lish two rides, four concessions pool, rink, lish and rides, four concessions, vaude, free acts. gaskogee-Hyde Park, Mrs. Ida A. Stephens, mgr. and mgr. attr.; plays bands; no vaude-uite.

- mgr. and mgr. attr.; plays bands; no vaude-ville. Oklahoma Oity-Springlake Amusement Park, nov Biston, mgr., has 11 rides, 10 contess-hooks brohestran, free acts occasionally, Oklahoma Oity-Willow Springs Amusement Park, James Shears, mgr.; has four rides, three concessions, beach. Sand Springs-Band Springs Park, T. H. Sterffens, mgr.; has four rides, seven con-cessions, pool, penny arcade, coin machines, basened Bessen Park, O. F. Johnson, mgr.; books orchestra. Tutsa-Crystal Oity Park, W. P. Faitenberg, mgr.; has three rides, -six concessions, pool; books orchestras.
- Tuisa-mer.; Tulka-Orystni Oity Fars, W. F. Farstingen, mart. has three rides, six contessions, pool; books orcliestras. Wrenka-Lake Weveka Park, W. M. Looney, mgr. has four rides, one concession, pool. rink; books orchestras; vaude, free nots
- mgr.: has for rink: books occasionally.

- occasionally. OREGON Porland-Jantzen Beach Park, Harvey Wells, MgR.; has 14 rides, 12 concessions, four posts, penny arcade; books orchesirus, free orde
- pools, pebny arcade; books orchesiras, free acta. Porliand-Oaks Amusenient Park, E. H. Bol-Jinger, mgr.; has eight rides, il concessions, rink, penny arcade, coin machines; books orchesiras, build, free acta, McKee, mgr. (Route 1, Hubhard, Orc.), McKee, mgr.

- (Route 1, Hubbard, Orc.) PENNSTLVANIA Allentoan Dornsy Park, Robt, L. Plarr, marr, has eight fides, eight concessions, pool, rink, penny arcads, cola minchines; books orchestras, vaude, free acts, Allentown-Central Park, F. A. Burkhardt, mgs., has 12 rides, 13 concessions, penny sreade, cola maclines; books vaude, free acts.
- arts, Alloona-Lakemont Park; has five rides, 10 concessions, pendy arcade, coin machines; books orchestras, free acts, Altoona-Alfarata Park, Ohas, R. Mallery, mgr.; has three rides, four concessions, pen-ny srcade; books orchestras, Tomat, mgr.; has nine rides, 16 concessions, lake, coin machines; books orchestras; free acts occa-sionally. a ef a

- machines; books orchestras; tree acts occa-ionally. Beliciont3-Heels Park, Harold D. Gowher, mar: has one ride, concessions, pobl; books orchestras, floor shows. Berwick-West Side Park, H. V. Rascley, mgr.; books orcliestras, vaudo acts. Bethichem-Oaktand Park, Ken A. Randall. ass4, mgr.; has three rides, eight conces-sions, rink, peany arcade; books orchestras, Butler-Alameda Park, Butler Rys. Co., props.; R. E. Sprenkle, mgr. and mgr. stir; plays orchestras; no vaudeville. Carbondale-Newton Lake Park, Franklin E.
- orchestras; no vaddeville. Carbondale-Newton Lake Park, Franklin E. Wagner, mgr.; has nine rides, 12 conces-sions, beach; books orchestras, vaude, free
- change of the second se
- mgr.; has rink. East Oreenville-Mill-Side Park, Wm. G. Con-Way, mgr. and mgr. atir.; no vaudcville or hands.
- 8. --Bushkill Park. R. Kutzler, mgr.; has rides, six concessions, pool, rink, pen-arcade, com machines; books vaude, acts
- Eris-Was Moeller, slons, pe archestre
- areade, coll machines; books vaude, Evaluation, Knobbol's Oroves, Lawrence L. Evaluation, Knobbol's Oroves, Lawrence L. Evaluation, Marking, Kong and State Colling elans, Bool, rink, Penny arcade, coll ma-elines; books orahestras. Evaluations of Beach Park, P. W. A. Moeller, mgr.; has six rides, nine conces-alons, penny arcade, coll machines; books orchestras, vaude, free acts, Hanover-Willow Osk Park, J. T. Kopp, mgr. Hanover-Willow Osk Park, J. T. Kopp, mgr. Har ri-Borest Park, A. Karst, mgr. has vaude, free acts, Vaude, free acts, Multiperes, and points 11 Harithburg-Willow Osk Mark Park, and Park, A. Katilburg-Willow Osk, Multiperes, and points 11
- Harrisburg-Willows Mills Park, on Routo 11. A. L. Bunk, prop. (R. D. 5, Mechanicsburg

- Fair Adda, prop. Qr. D. S. Mechanicsburg, Braitoson-Maile Park, E. J. Williams, mgr.: las live rides, 10 concessions, penny arcade, coin machines; books or detrices and Hershey-Hershey Park, J. H. Milenberger, mgr.; has 11 fides, pool, rink, penny arcade, coin machines; books orchestras, huston-Willow Beach Park, S. C. Reynolds, mgr.; has two concessions, pool. Indiana-Dreamland Park, J. J. Cicero, mgr.; has pool, rink; books orchestras, vaude, irre acts.

- holana-Dreamland Park, J. J. Cicero, mgr., ira pool, rink; books orchestras, vaude, holana-Diffolde Park, Joseph Hayes, mgr.; Ras rides contestions, pool; books orches-itas, free contestions, pool; books orches-itas, free contestions, pool, rink; hos biree rides, five concessions, pool, rink; hos biree rides, free asts, hos bires rides, free states, so concessions, pool, rink; panny accade; books orchestras, free acts.
- Pharl. mgr.; has five rides, 30 concentras, rec of mk, prany accade; books orchestras, rec of mk, prany accade; books orchestras, Lancaster-Maplo Grove Park, Ralph W. Coles Jr., mgr.; has five rides, seven con-ceasions, pool, rink, penny arcade; books orchestras, Lewislown Kishincoquillas Park, Arthur Jarvis, mgr.; has four rides, three conces-sions, pool, rink, coin machines; books or-theatras, vaude, free acts. Likonite-Idewild Park, G. C. Macdonald. McComport-Olympia Park, H. F. Hampo. McComport-Olympia Park, H. F. Hampo. McComport-Olympia Park, M. Hampo. McComport-Olympia

Mahanoy City-Lakewood Park, Richard Gul-nan, mgr.; has 10 rides, 10 concessions, pool, rink, panny arcade, coin machines; pools orchestra; vaude, free acts occa-

LISTS

- DORS Greiterras, vauge, and auto occu-sionally.
 Mauela Chunk-Flagstaff Park, Fred Zanders, mgr.; books orchestras, vaude, free acts,
 Mechanicsburg--Williams Grove Park, R. E. Rioliwine, mgr.; has 10 rides. 15 concessions, pool, pelny arcade, coin machines; books orchestras, free acts.
 Mount Carmel--Mayaville Park, Ben Wilson, mer.; books orchestras.

- otenestras, free acts. Mount Carmel-Mayrwille Park, Ben Wilson, mgr.; books orchestras. Mit. Creines-Tark, Peter Ruginds, mgr.; has It. Creines-Tark, Peter Ruginds, mgr.; has Mt. Greina-Mt. Greina Park, Gene P. Otto, mgr.; has 10 rides, 20 concessions, pool, rink, penny arcade, coin machines! books free acts. New Bethlehem-American Legion Park, J. A. Fieming, socy. (Mayport, Pa.); has rides, concessions, pool, fink; books orohesiras, waude, free acts. New Gastle-Cascade Park, G. C. Gouilhard, mgr.; has three rides, 10 concessions, pool; has active concessions, coin machines; books vaude, free acts. Orwigsburg-Deer Lake Park. Grwigsburg-Deer Lake Park. Grwigsburg-Deer Lake Park.

- O'ARTSTORT Die Die State Park, Eben Kingsburg-Ortystal Spring Park, W. T. G. Young, prop. and mgr.
 Parkedburg-Crystal Spring Park, W. T. G. Young, prop. and mgr.
 Parkasle-Menio Park, Henry S. Wilson, mgr.; has three fides, live concessions, rink, coin machines; books vaude, free acts.
 Pilladelphia--Woodside Park, N. S. Alexander, lessect has 23 rides, seven concessions, pool, rink, penny arcada, coin machines.
 Piltaburgh-Burke Glen Amusement Park (P. O., Pitcairn, Pa.), Wm. H. Burke, mgr.; has six fides, six concessions, pool, rink, coin muchines.
 Pittsburgh Kennywood Park, A. B. Me-Swigan, pres, has 31 rides, pool, penny arcade; books orchestras, Yaude, coin muchines; books orchestras, Yaude, View Park, O. L. Beares Jr., magr.; has 14 rides, rink, penny arcade, coin muchines; books orchestras, Yaude, Yaung, has muchines, Vaude, View Park, G. W. Rambo, mgr.; has Maroga Park, G. W. Rambo, mgr.; has Marode, City Park, R. P. Kobby, rink, penny arcade.

- mgr.; has five rides, five concessions, lake, rink, penny strade. Potaville--White City Park, H. P. Hobbs, mgr.; has fix rides, 14 concessions, pool, rink, peuny arcade, coin mschines; books orchestrus, free acts. Reading--Carsonia Park, Joseph Bigg, mgr.; has eight rides, 22 concessions, pool, rink, penny arcade; books orchestrus, vaudo, freo acts.
- nets. Reading-Cedar View Park, Walter A. Gas-ser, mgr. and mgr. attr.; plays bauda and vaudeville eccessionally. Red Lion-Fairmount Park, R. M. Spangler, mgr.; has two rides, 12 concessions, rink, penny atcade, coin machines; books free
- 81
- hets, artury Elk Center Park, Gyril Vanslander, nurr.; has pool, coin nucelines; books or-chestras, floor shows, craston-Rocky Glen Park, Jos. R. Jennings, nigr. and mgr. attr.; plays bands; no vaude-ville.
- ville. Scranton-Lake Ariel Park and Beach, F. Bortres & F. B. Derby, mgrs.; has 10 fid 12 concessions, penny arcade; books fi
- acts. Selingrove Rolling Green Park, George D. Witmer, mrr.; has seven rides, 18 conces-sions, pool, penny arcade, colin machines; Shamokin-Edgewood Park, George H. Jones, mgr.; has four rides, eight concessions, pool, penny arcade, coin machines; books gr-chestra.
- Oisco-Lake Civco Amusement Co., P. G. Berry, mgr.; has aix concessions, pool, rink; books orchestras.
 Orpus Ohristi Forth Beach Amusement Park, John S. Mosser, mgr.; has four rides, 20 concessions, pool, peinty arcade, coin machines; books orchestras; waude, free acts occasions per arcade, coin machines; books vaude, free acts occasionaly.
 Dallas-Fair Park, G. A. Wortham Jr., mgr.; has fue rides, five concessions, peiny arcade, coin machines; books vaude, free acts occasionaly.
 Dallas-Fair Park, G. A. Wortham Jr., mgr.; has fue rides, five concessions, peiny arcade, coin machines; books vaude, free acts occasionaly.
 Dallas-Fair Park, G. A. Wortham Jr., mgr.; has four rides, five concessions, pool, machines.
 El Pasco-Washington Park, G. W. Wilson, mgr.; has four rides, inconcessions, pool, machines; books orchesturas, free acts, floor abows.
 Galveston-Barfield's Derby Park, Mrs. C. E. Barfield, mgr. penny arcade, coin machales; books brochestras. Binking Spring-Gocialist Park, George M. Rhodes, mgr. (1313) Builson rood st., Read-Spring Mount-Spring Mount Park, Etwood W. Puimer, mgr.; has one stde, Birce con-cessions, rink; books free acts. Stevens - Stevens Park, Harry A. Snyder, mgr.; books orchestras, vaude acts. Sunbury-Moling Green Park, M. Spangler, Duok orchestras, vaude, free acts. Tamasqua-Lakewood Park, Eari W. Scheener, mgr.; has 18 rides, 30 concessions, pool; Ink, penny arcade, coin machines; books orchestras, coin machines; books

- T₁
- arentum-Belvedere Park, M. Nauman, mgr.; has three concessions, pool; books vaude, free acts.

- has three concessions, bod; books vaude, free acts. Trevose-Penn Valley Park; C. J. Walsh, ingr.; has sight ridea pool, penny arcade, coin machines; books wulde, walnutport-Edgemont Park, B. A. Gallagher, mgr.; has four concessions, pool, rink; books orohestras, waude, free acts. Warren-Oskview Park, Edgar M. Larson, mgr.; has four concessions, pool, willives-Barre-Sans Souch Park, L. S. Bart, mgr.; has sight rides, 10 concessions, pool, rink; penny arcade, colo machines; books orchestras.
- rink, penny arcade, colb machines; Doose orchestras. Williamsport-Bunnet Park; ha: four rides. 10 concersions, pool, tilk; penny arcade; eoin machines; books orchestras. Willow Grove, Philadelphia Willow Grove Park, E. E. Poehl, mgr.; has 20 rides, 32 concessions, penny arcade; books orches-tras, vaide, free acts. Windher -Lakb Mount Park, John E. Stefanks Jr., mgr.
- Jr. mgr. Yerkes-Orand View Park, M. J. Madison. mgr.; has two concessions, pool. penny areade, coin machines; books vaude, free
- mar; has two concessions, pool, penny areade, coin machines; books vaude, free acts occasionally. ork-white Rose Park, Charles Helb, prop.; John Myers, mer, and mgr, attr.; plays bands; no vaudeville. Yo
- RHOOE ISLAND
- Newport Newport Beach, Douglas Boyse,
- mgr.; has four rides, 21 concessions, pool, penny areade, coin machines; books orches-tras, vaude, free acts. aktand Beach-Oskland Beach Amusemens Park, E. J. Stender, mgr.; no vaudeville or O
- Oakland Beers, Biender, mgr.; no value of the second secon

Providence — Rooky Point Park, Alfred M. Gastiglioni, mgr.; has 15 rides, 56 con-cessions, pool, riak, penny arcade; books orohestras, free scis. Nasids - Clescent Park, John T. Clare, mgr.; has for - Clescent Park, John T. Clare, mgr.; oin machines; books vaude, free acts occa-sionally.

The Billboard

Roanoke-Lakoside Park, Samuei L. McCal-lister, mgr.; has seven rides, eight conces-sions, pool, penny arcade, on machines-books orchestras, vaude, free acts. Virginia Beach.-Beaalde Park, K. C. Gorard, mgr.; has six Fides, 30 concessions, pool, penny arcade, coin machines, books of-chiestras, vaude, free acts.

WASHINGTON

Redondo-Redondo Beach Park, W. J. Betts, mur.; has two rides, four concessions, coin machines, solution of the second second second Sentile-Playland Perk, Whi, A. Locue, mgr.; hav eight rides, 12 concessions, rink, penhy

Sentile--Playiand Park. Wni. A. Logue, mgr.; hav eight rides, 12 concessions, rink, penny arcade, coin machines. Spokane--Natatorium Perk, Louis Vogel, mgr.; has eight rides, nine concessions, pool, penny arcade, coin machines; books orches-tras.

Sprague Sprague Laké Resort, S. L. Meyer, mgr.; has five concessions, beach. WEST VIRGINIA Chester-Rock Springs Park, R. L. Hand, mgr.; hns eight rides, 17 concessions, pool, pomby wreade, coin machines; books orches-tras, vaude, free acts, Dasilois-Pino Crovo Park, M. D. and T. R.

Dasiels--Pine Grove Park, M. D. and T. R. Farley, nowners. Huntington--Chamden Park, H. O. Via, mgr.; has seven ridas, It concessions, pool, rink, penny arcade, cola machines; books vaude, free neis occasionally, ark. R. A. Harrison, Martinsburg--Rosemont ight concessions, pool penny arcade, cola machines; books gr-chestras; vaude, free acts on special oc-casions.

casions. Martinsburg-Hiliside Lake Park, Harry M. Fritts, mgr.; has pool, loo rink, coin ma-chines; books orohestins.

Ritter, Books orohestrag, Thin, Cold and Article Books orohestrag.
 New Oumberland-Mäneral Springs Park, C. B. Peass, mgr.; has pool, rink, penny arcade.
 Peass, mgr.; has pool, rink, penny arcade.
 Peass, mgr.; has pool, rink, penny arcade.
 Poster and State Park. Lew E. Poster and Difference Bank and the Concessions, pool.
 Weiton-Wailey Inn Park, Albert Schlappa, mgr.; Dan Schlappa, mgr., attr.; plays waidewille; banda occasionally.
 Weiton-Oney Island Anusement Co., Inc., E. N. Hascock, mgr. and mgr. attr.; plays bands; no vaudeville.
 Wheeling-State Park A2 concessiona, pool, penny arcade; books vaude, free acts.
 WisCONSIN

mgr.; has five rides, 12 concessions, pool. penny strade; books vaule, free acts.
WISCONSIN
Appleton-Waverly leach, Howard Campbell, mgr.; has lake, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.
Boaver Dam - Grystal Lake Beach, Lewis Payne, mgr.; has pool; books orchestras.
Beloit-Paim Beach Barden, Joe Palco, prop. and mgr.; plays bands, no vaudeville.
Beloit-Paim Beach, W. H. Munger, mgr.; has three rides, six concessionally.
Chippewa Falus-Wissola Beech Park, E. C. Goo, Gr., mark, free acts.
Orippewa Falus-Wissola Beech Park, E. C. Goo, Gr., mark, the or rides, four concessionally.
Chippewa Falus-Wissola Beech Park, E. C. Goo, Gr., Barde, four concession, vaude, free acts.
Oreen Bay-Blue Stone Park, six miles from city; Len Smallo, prop.
Oreen Bay-Bay Beach Park, owned by city; George T. Schwartz, mgr. and mgr. attr.; plays dance orchestras; no vaudeville.
Marinetic-Bay Shoro Park, Wm.; Hasenfus, vaude, free acts.
Marinetic-Bay Shoro Park, Wm.; Hasenfus, vaude, free acts.
Marinetic-Bay Shoro, Park, Wm.; Hasenfus, ride, free acts.
Marinetic-Bay Shoro, Park, Wm.; Hasenfus, wudde, free acts.
Marinetic-Bay Shoro, Park, M. B. Ammon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.
Milwaukee-Waukesha Beach Park, Go Spreen, mgr. and mgr. attr.; or vaudeville or banda.
Milwaukee-Waukesha Beach Park, M. E. Ammon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.
Milwaukee-Waukesha Beach Park, R. E. Ammon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.
Milwaukee-Waukesha Beach Park, R. S. Ammon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.
Milwaukee-Waukesha Beach Park, Rose Park, Re Lamon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.
Milwaukee-Waukes

Hons, beach, rina, terras; vaude, its chimes: books orchestras; vaude, its occasionally. Nuskego-Muskego Beach, W. J. Boeshardt, mgr.; has six rides, eight concessions, beach, rink, penny arcade, coln machines; beach, rink, penny arcade, coln machines; books orchestras, vaude, free acts occa-tooks orchestras.

beach, rink, penny arcade, cola magnines; tooks orchestras, vaude, free acts occa-atoraly.
Shash-Eweco Park, A. I. Guetzkow, mgr.; has three concessions, pool; books orchest as the concession of the constant of the concession of the constant of the concession of the constant of the constant

CANADA

Calgary, Alta. --Bowness Park, Calgary Munic-tpal Ry. Co., prop. and mgr.; no vaudwills or bands. Montreal, Que. --Belmont Park. Rex D. Billings, mgr.; has 11 ridrs, 24 concessions. pool, rink, penny arcade, coll machines; books free acts.

Port Dalhousie, Ont.-Lakeside Park, J. R. Empringham, gen. mgr.; Sid H. Brookson,

FORT OF A STREAM STREAM

A. Near, mass. mass. Wm. H. Conboy, mgr. Hull, Que,-Luna Park, Wm. H. Conboy, mgr. and mgr. attr.; no vaudeville or bands

(See LISTS on page 99)

res, mgr. ret Frances, Ont .-- Pithers Point Park, J. R. Angus, seey.; has two concessions, beach; books orghestras, vaude, free acts occa-

Daniels

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sionally, SOUTH CAROLINA

- SOUTH CAROLINA Charlesion-Folly Beach, Lester Marow, mgr.; books orchestras, vaude, free acls. Charleston-Riverside Beach (Colored), Wal-ter P. Livingston, mgr.; has three rides, five concessions, beach, coin machines; books orchestras, vaude, froo acts.
- ack. Georgelown-Kensington Fark, J. W. Doar, mgr.; has 10 collectations, pool, coln har-chines; books or occasionally. Myrtia Beach-Myrtle Beach, Taylors-Ohtek Springs Fark, J. A. Bull, mgr.; has two Fides, four concessions, pool, rink.
- SOUTH DAKOTA Perestburg-Ruskin Park, Richard Sejnoha (Wolsey, S. D.), mgr.; has rink; books or-

- rcrestburg-Ruskin Park, Richard Sejnoha (Wolaey, S. D.), mgr.; has rink; books or-cliestras. Maison-ham, mgr.; has lake, rink, coln ma-chines; books orchestras, ude; rink, coln ma-chines; books orchestras, ude; for sets. Sloux Palla-Neptune Park, Kilis, O. Smith, mgr. and mgr. sttr.; plays dance bands; no vaudeville. Yankton-Lakcide Park, C. A. Chamberlain, mgr.; has four concessions, pool, coln ma-chines; books orchestras, free acts on holi-days. TENNESCAT TENNESSEE

- TENNESSEE Chattancoga-Warner Park, W. O. Bowen, mgr.; has five rides, 17 concessions, pool, ink, penny arcade, con machines; books orchestras, vaude, free acts. Chattancoga Lake Winnepesaukah, Mrs. Minette Dixon, mgr. (Rossville, Ga.); has stwo rides, five concessions, pool, rink, coin machines; books ørchestras, vauds, free acts.
- acts. Knoxville-Chilhowee Park, H. D. Faust, mgr. Lawrenceburg Fairview Park, Dr. E. R. renceburg — Fairview Friend rally, mur, mur, and Garden, R. D. Forman, phile-East End Garden, R. D. Forman, renchanged and the second second n Me

mgr.; has pool, rink. emphis — Fairgrounds Amusement Park, Frank D. Fuller, mgr.; has 14 rides, zeven concessions, pool, penny arcade; books or-chestras.

chestras. Nashville-Olendale Park & Zoo, Tenn. Ree-trio Power Co., prop.; O. Lovett, Mgr.; no vaudeville or bands. Nashville-Oreenwood (Colored) Fark, Prestos Taylor, prop., mgr. and mgr. attractions. Nashville-Cumberland Park, Ernest Centrell. mgr. bas five fides neel.

Nashiville-Cumberland Park, Ernest Canvrea, mgr.; has five rides, pool. Noieneville-Sunset Park, B. S. Ohriaman, prop. and mrr.; James Chrisman, mgr. attr.; plays bands: no vaudeville. Tiptorville-Edgewater Beach, R. D. Smith.

TEXAS

Benny arease, foor shows, source transformed and the second second

Salt Lake City — Saltair Beach, Thos. M. Wheeler, mgr.; has four rides, 29 conces-slobs. iske, coin machines. Salt Lake City — Lagoon Park. Julian M. Bamberger, mgr.; has pool, penny arcado, coin machines.

VIBOINIA

VIEOINIA Seile Haven-Smith's Silver Beach Resort, Jno. Wise Smith, mgr. and mgr. attr.; plays vaudeville and bands. Buckros Beach.-Buckros Beach Park, T. M. McComb, mgr.; has six rides, 16 conces-sions, pebny arcade; pin games; books of-chestrar, free acts. Colonial Beach.-Colonial Beach Park, Frank D. Blackstone, mgr. and mgr. aitr.; no vaudeville or bands. Harrisonburg — Kaylor Park, Q. O. Kaylor. prop. and mgr.; no vaudeville or bands. Newport News-Lincoin Park and Beach. James Mackey, mgr.; has one ride, three concessions, coll machines; books or-chestras.

concessiona, cola machines; books or-chestras, orfolk-Ocean View Park, Otto Walls, mgr.; has eight rides, 12 concessions, bathing beach, pampy areade, coin machines; books orchestras, vaude, free acts.

No

Cisco Amusement Co., P. G.

mgr.; Memphis

Gisco_Lake





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A-1 BARCAINS—ACE. \$30.00; PROSPECTOR, 540.00; Jumbo, \$50.00; Exhibits Play Ball, 534.00; 1935 International Mutoscope and Merchantman Cranes Iwilte for pricel; Kings Six Jr. Dice Game, \$10.50; Action, Army G Navy, Big Bertha, Drop Kick, Contact, Fleet, Colden Gate, Live Power, Lightning, S5.00 each; Canoon Fire, Beam Lite, Crisz Cross, Signal, Rebound, \$6.50 each; Rockola, Twenty-nes, Signal, Rebound, \$6.50 each; Rockola, Twenty-cab, Canoon Fire, Beam Lite, Crisz Cross, Signal, Rebound, \$6.50 each; Rockola, Twenty-cab, Write for prices. KENOSHA COIN MACHINE CO., 6822 Sheridan Rd., Kenosha, Wis,

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112 First St., N., Minneapolis, Minn. CLOSE DUT, SPECIAL-2 USED RACE MORSE Globe Trotters, Ilko new, §12.50; 2 new Clobe Trotters, 516.50, cost §57.50; 1 Neon-tect, \$9.50; 1 Red Arrow, \$14.50; 1 Mills Equity, \$18.50; 3 Spolling Boes, \$9.50; 1 Kings of the Turf, \$9.50; 1 Checkers, \$9.50 Make offer for lat, will trade for slot ma-chines. EAGLE VENDING COMPANY, Tampa, Fia.

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66 Charles St., Totava, N. J. arill former. Mira, play Banjo, all Arts and Hin Straights or Characters. Long extremes FAI AINDOTT, General Delivery, Myrinatiadi, Mo. MINDREADING ACT. and Hiring tor. And WINDREADING ACT. and Hiring tor. and Wardnobe. Humband will double in acts, loss what ary, La. M. BRAY, General Delivery, Baltimot. MY.

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BARNES SHOW-

(Continued from page 67) (Continued from page 57) that Sally Rand will be a free strac-tion at the Amphiteater starting of April 11, and that reservation for Inter-national Redeo and Prontier Days on April 3-5 indicated a sellout. He also an-nounced that negotiations are under way to bring the Earl Carroll Vanities for a special engagement, and that negotia-tions are likewise being furthered to book the Ziegfeld Follies.

book the Ziegfeld Follies. Among the special events announced: April 12, Easter Day, Karlaruhe Day, Oceanside Day, De Molay Day, All-Western Poultry Show, April 14, Od-Pashioned Night, Recorders' Day: April 15, Navy and Marine Day; April 16, Mo-tion Picture Day, Rotary Day; April 17, Grace Line Day; April 18, Gas Appliano Day, Kid's Day, National Givy Day, Fire Prevention Day, National Guard Day; April 19, Barnarr McPadden Physical Culture Club Day, Yuma County Day



O^F COURSE conditions now are far different from what they were years ago, still it does seem a shamo that there is such a limited number of rail-road elreuses today—one less than last year, when there were only four. How-ever, it is good to note that motorized circules are continuing to grow in num-ber, there being several more this year there in 1936. COURSE conditions now are far ber, there bei than in 1935.

There is no gainsaying the fact that if the circus industry is to prosper, there must be more, not fewer, shows and they must be of the type that will do credit to the business. + .

The sinal number of railroad cir-cuses now in existence caused J. A. Wagner, a dycd-in-the-wool eircus fan and a very active member of the organi-ration bearing that name. of which he was at one time president, to reflect-to recall a fow incidents of the old days and to pay a beautiful tribute to the eircus and its worth to the youth in a plea for more railroad shows. "Years ago on a farm in Michigan." writes the veters circus fan. "a Penn-stood in the yard of their farm home, the little boys filled with great astonieli-ment at a most unusual sight to them. the passage on the highway, wending its way to White Pigeon, Mich., where it was to show that day, of the Great Van Am-burg Wild Animal Menagerie.

The caravan was divided into sec-tions, hauled by beautiful horses, one section of bays, one of blacks and one of gravs, hitched to heavy wagons, many covered with canvas; the contents of which canused the youngsters to wonder. "In the distance could be seen ap-proaching a large animated "thing" with fappings like a dark gray quilt or can-vas-the first elephant these boys had ever seen.

"The good farmer and his wife hitched

"The good farmer and his wife hitched a spanking team of horses to their Sun-day-go-to-meeting buggy and followed the caravan to the place of exhibition. The boys, full of excitement at what they were about to see, something which never before had happened in their short lives; the father regaling them on the way with the story that an elephant would not cross a bridge until he had first tried it to see whether it was strong enough to carry his weight.

"This family of four were the guests of the minister and his good wife for noonday dinner and then all, including the prescher's family, attended the after-noon exhibition. It was the greatest menagerle up to that time that had ever been assembled, and we now live over again the scene of that good father and mother looking at their two boys with grateful pleasure as they viewed the strange animals in the cages under the large canvas. the large canvas.

"There was no circus performance-simply a lecture on the habits of the strange animals that inhabit the earth, delivered by an eloquent speaker. As we drove home that night, there was with us, to always be cherished thru life, that hove for the unusual that has for so many years afforded entertain-The that have for the unusual that has for so many years afforded entertain-ment to the public under canvas. We had seen and heard and had been taught a lesson in Natural History in a way that was more impressive and unforget-table than all the studies that could be had in years of book teaching on the subject.

"A few years later this same family made a similar trip to this little town of white Pigeon to witness the parade and performance of Howe's Great Lon-the performance of Howe's Great Lon-the state of the light of the light charlot all mirrored and glittering with sold, with trimmings of aliver bells that and stop the Goddess of Liberty in all her gloy. The charlot was pulled by 16 white horses, heautifully matched. "At the performance was seen for the first time a pyramid of elephants: the fingmaster; the singing clown with his und cart, and acts alone discarded that were entertaining and brought mer-timent to the large audience.

"Then came Adam Forepaugh, stop-ping on outlying vacant lots to dross for the parade, and later the grand entree to the showground. The two boys, now grown to some size, worked barefooted plowing corn in a field, start-ing very early in the morning that they might take time off to see the parade. They took their holiday clothes in an old carpet bag as they went to the field. Loaving their horses in a stable, they dreamed and walked three miles across the pastures to witness the parade and circus performance.

the pastures to witness the parade and circus performance. "Later came their first view of the ralivend show, Montgomery Queen. On a Sunday all of the church denomina-tions met in one great assemblage under the big top, addressed by one of the prominent prenchers of the town, and on show day the band played Dirfe in front of the marquee to the awaiting crowds of people. "Then come to mind many other shows, stopping at towns in size so small that today would not be recog-nized by the present circus managers as being capable of giving them a re-munerative audience — John Robinson, Burr Robbins, W. C. Coup, W. W. Cole, Cooper & Bailey, Barnum, Ringling-and we might follow the list of the names of the different circusce on and cu-there were many.

"Coming now to the present, when another of the famous titles is put on the shelf, with but three railroad shows left to travel through the 8 States of the Union, not including Canada on the north. It seems unbellevable that exorbitant taxes in Texas and Florida should be the cause of such a limited number of railroad circuses in 1936. "We cannot believe but that there are

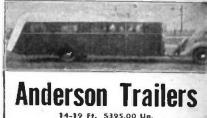
number of railroad circuses in 1936. "We cannot believe but that there are many good fathers and mothers like that Pennsylvania Dutchman who took his two boys by the hand and first led them to the norse tents to see the beautiful horses, the harness, the carved gold-and-mirrored chariot and eages, that would do the same today as they



(DI) < Pizz I RHVEL IIIIT П TROTWINN WRITE FOR THE FREE, 24 PAGE, 1936 CATALOG-TROTWOOD TRALLERS INC. TARMISCO AR ADA -pior ADD

did in years agone, if opportunity is given them. "Then, too, we have in mind the many wonderful men and women whose life's profession is at stake, stars who have thrilled the public year after year with their daring and unusual acts, who are to be out of work.

"I congratulate you upon your splen-did article on this subject in The Bill-board recently. We ought to have more of these editorials in future cditions that would cause the return of the parade and visits to our communities by more circuses, as of yours ago-even tho the size of the dircus of the future and the good old ringmaster, singing clown and 'Pote Jenkins' need be re-turned for our enjoyment. Surely the other 46 States of our Union and Chunada to the north, have the circus hunger necessary to bring back a thriving industry." hccessary industry."



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LISTS

LISTS
(Continued from page 93)
Singaton, Ont.-Lake Ontario Park, K. P. &
Carles Article Park, K. P. &
Singaton, Ont.-Springbank Adultio or bands.
Denteral, Que, - Dominion Park, George Ducharme, mar, has for idde, four contentions, point rest of the second of the second

Timmins, Ont.--Riverside Park, Walter P. Wilson, mgr.; has tiz concessions; books grahestras.
 Toronto, Ont.---Bianlan's Point Park.
 Toronto, Ont.--Bianlan's Point Park.
 Sam Solman, mgr.
 Vancouver, B. C.--'Enapyland' Hastings Park
 Victoria, B. C.--Orge Park, Hastings Park
 Victoria, B. C.--Orger, Park, Hastings Park
 Winniper, Beach, Nan.--Winniper, Beach, W. A. McKay, mgr.; has at fides, 15 concessions, penny arcade, coln machines.

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complica-tions you encounter while traveling the high-ways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of inferest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnation Cincinnati, O.

E. S. HOLLAND recently advised that e was told Pennsylvania has passed law requiring all trailers to have he he was told remayration and phase a law requiring all trailers to have brakes and that any auch vehicles with-out brakes were stopped at the State line and not permitted to enter. "If such be the case." says Mr. Holland. "It will indeed work a hardship on plenty of people in the show business, as there are more living trailers being pulled behind passenger cars without brakes "than with them,"

with them," The information Mr. Holland received was partly true. According to S. Wes-ton Scott, Chief of Sufety for John B. Kelly, Secretary of Revenue of the Com-monwealth of Pennsylvania, Department of Revenue, Bureau of Highway Patrol and Sufety. Harrisburg, "Brakes are nec-essary on all types of trailers having a gross weight of 3,000 pounds or more. These brakes must be automatic. New trailers having a gross weight of 1,500 pounds or more must also be equipped with brakes. Gross weight includes the weight of the vehicle plus the lond." Mr. Scott also sent a copy of the

weight of the vehicle plus the load." Mr. Scott also sent a copy of the "Outline of the Requirements of Penn-sylvania Vehicle Code Regulations," section 811 (6) of which, relating to brakes on trailers, reads! "Every trailer or semi-trailer of a gross weight of 3.000 pounds or more shall be equipped with brakes adequate to control the movement of and to stop and to hold such vehicle for at least 18 minutes, and so designed and connected that in case of break-shall be automatically applied." Section 811 (d), relating to brakes on

Section 811 (d), relating to brakes on new motor vohicles, reads: "Every new motor vehicle, trailer and semi-trailer, sold in this Commonwealth on or after January 1, 1936, sud operated on the highway, shall be equipped with service brakes on all wheals of sucry such yes brakes on all wheels of every such ve-hicle. Exceptions: Motorcycles and every semi-trailer of less than 1,500 pounds gross weight need not be so equipped."

THRU the courtesy of the Conco Travel Bureau, we give below the speed limits and gasoline taxes of all the States and the District of Columbia (in effect at the time the list was compiled): Tavel

| State | Speed (Including | z 1e |
|-----------------|---------------------------|------|
| | M.P.H.) Federal t | |
| Alabama | 45 | 7c |
| Arizona | Reasonable and proper | 60 |
| Arkansas | | 14c |
| California | 45 | 40 |
| Colorado | Reasonable and proper | |
| Connecticut . | 45 | 4e |
| Delaware | 45 | 5c |
| Delaware | 45 | 8c |
| Florida | 45 | 8c |
| Georgia | 40 | 7c |
| Idaho | 35 | 60 |
| Illinois | Reasonable and proper | 4c |
| Indiana | Reasonable and proper | |
| Iowa | Reasonable and proper | 40 |
| Kansas | Reasonable and proper | 40 |
| Kentucky | 40 | 60 |
| Louistana | Reasonable and proper | 60 |
| Maine | 35 | 5c |
| Maryland | 45 | 50 |
| | | 40 |
| Massachusetts. | Reasonable and proper | 40 |
| | Reasonable and proper | |
| Minnesota | | 40 |
| Mississippi | 40 | 7c |
| Missouri | Reasonable and proper | 3c |
| Montana | Reasonable and proper | 60 |
| Nebraska | Reasonable and proper | 5c |
| Nevada | Reasonable and proper | 5c |
| New Hampshire | | 5c |
| New Jersey | 40 | 4c |
| New Mexico | Reasonable and proper | 60 |
| New York | 40 | 6c |
| North Carolina | 45 | 7c |
| North Dakota. | 50 | 4c |
| Ohlo | 45 | 5¢ |
| Oklahoma | Reasonable and proper | |
| Oregon | 45 | 6c |
| Pennsylvania . | 40 | 50 |
| Rhode Island | 35 . | 3c |
| South Carolina | 45 | 7c |
| South Dakota. | 40 | 5e |
| Tennessee | Reasonable and proper | 8c |
| Техав | 48 | őc - |
| Utah | 50 | Sc |
| Vermont | Reasonable and proper | 5c |
| Virginia | 45 | 6c |
| Washington | 40 | 60 |
| West Virginia. | 45 | 5c |
| Wisconsin | Reasonable and proper | 5c |
| Wyoming | 35 | 50 |
| Was'gton, D. C. | 30 (with official okeh) | 30 |
| | Sertificate of Registrati | |
| | m your cur or truck wh | |
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Gatori, Rez Gelder, Henry Golter, Henry Golter, Henry Gorter, Steve Gorter, William Gerik, Charton Girdy, Charton Girdy, Charton Girdy, Ann Hax Gibbon, Muly & Gifford, Ann Hax Gibbort, Huly & Colonel Henry IIolimeaworth, Dean Hoimes, Jack Hoin, Jerry House, Jack Horne, Jack Hored, Kass Hored, Fass Hored, Fass Hored, Pass Hored, Pass Hored, Pass Hored, Pass Hored, R. M. Hored, R. M. Hored, R. M. Hored, J. M. Hored, J. M. Hored, Cliff Heller, Jack Hughes, Bhit Heller, Jack Hughes, Bhit Hughes, Jack Hughes, Bhit Hughes, Jack Hughes, Jack Hughes, Jack Hughes, Jack Hughes, Jack Hughes, Kass Hughes, Kass Hughes, Kass Hughes, Kass Hughes, Jack Hughes, Kass Hughes, Jack Hughes, Kass Hughes, Jack Hughes, Jack Hughes, Kass Hughes, Jack Hughes, Riate Giberi, Hully & Giberi, Hully & Giberi, T.Y. Glia, V. T. J. Glia, V. Charles, F. Girand, Charles, F. Girand, Charles, F. Gresson, Artis Gloon, et. dl. Gloidherg, Newell Goldberg, Newell Golden Valley Boet Goodboe, Harry Goodboe, Harry Goodboe, Jack Goodboe, Jack Goodboe, Jack Goodboe, Jack Gorana, Geo, G. Gorana, Geo, G. Gorana, G. & Gradh, Kellie Grahar, Jack Gray, B. C. Graen, J. K. Breer, Al K. Breer, Al K. Breer, J. B. Breery, Wm. Grade, L. B. Hunter, Win, C. Hunter, Harold Hunter, Thad Hunter, This Hurter, M. C. Hutten, M. C. Hutten, M. C. Hyatt, Paul S. Hyde, F. B. (Curly) Hyland, Juck Hyland, Juck Skates Hyland, Jask Racca Racalle, Ray Ingraile, Ray Ingrae, J. Shelby Ingrae, Tel Jacksto, Hy Jackston, Hy Jennings, Tel Jettries, Jerry Johnson, Glen (Pece] Johnson, Macle. Gregory, L. B. Gregory, L. B. Gregory, Wm. Gregory, Wm. Groto, Gregory, Carbo Groto, Carbo (Blacke) Groto, Loward Granhe, Howard Gwinn, Cartin Cowbey Gwithn, Caitin Cowboy Haas, J. Haroy, Haas, J. Haroy, Hain, J. Haroy, Hain, J. Maroy, Hain, Zan, Hain, Cain, Hain, Hain, Cain, Hain, Hain, Jack Hain, Jack Hain, Hain, Cain, Hain, H Johnson, Gini (Peze) Johnson, Magie Johnson, Kulber Johnson, Kulber Johnson, Kulber Jones, Fluckie Jones, Bobby Jones, Fluckie Jones, Fluckie Jones, Fluckie Jones, Fluckie Jones, Fluckie Kahonsoft, Mornia Kahonsoft, Mornia Kahonsoft, Mornia Kahonsoft, John Kamaka, John Kettz, John Reily, Goo, Keily, Goo, Keily, Jr., Jack Keily, Jack C. (fmiles) Keily, T. W. Benneit Keily, T. W. Kennyi, Jabert Kennyi, K. Kennit Kennedy, H. D. Ketneyi, J. Loon Kenneit, J. Handman, Whity & Mandman, Whity & Marker, Angus Marker, Angus Marker, Jees Le Harrorn, Bill Harper, Eddie L Harper, S. F. Harper, S. F. Harriman, Malson Harrington, R. A. Harrington, F. A. Kenpler, C. J. Ellhourne, Mark Harrington, R. J. Harrington St., F. Harrin, Vindey Harrin, Kud Harrin, Wildey Harrin, Wildey Harring, Walter Harring, Walter Harring, Walter Harring, Walt Harrey, Kul Harrey Kimmel, Bull Kimmel, Bull King, A. J. King, Eddse King, Eddse King, Gerald P. King, Inceln R. King, Jneeln R. King, Jneeln R. King, Dreph R. King, Jnreph R. Rinko, Prof. Kinko, Prof. Kinny, John J. Kinker, Lou Kitk, Eddba Kitk, Lettle Kitk, Lettle Kitk, Lettle Kirtland, Monkey Kish, Al Kittle, Raymond Kling, Pote Knight, Humatone Jim

Knight, Humatcee Jim Knight, Geo Jack Raoch, Oborud Knarakolf, Geo, Rnoz Concessioner Knoth, J. Steve Koch, Jun Koch, Jun Korh, O. Y. Koran, L. E. Kraner, Ast Kraner, Ast Kraner, Ast Kraner, Chas Krater, Chas Krater, Chas Hecks, R. L. Hedrick, Elmer Hedrick, Elmer Heitz, E. C. Heith, Ross Heitzman, Genrye Victor Heller, Harry Henderson, Chartle Henderson, J. G. (Whites) Henderson, Lewis Henderson, Warren F. Kuzler, Freil Palooka

Henry, Bill Renry, Pete Herbert, Ralph Herman, Jack Herman, Mathew Herman, Kansell

April 11, 1956

Lamb, Tony Lambert, K. E. Lambert, Wm. U. Lamil, Bonnie

Larnie, Bonnie Lanuer, Bon, A. Lanuer, J. Lanuer, J. Lamper, J. Lamper, J. Lamper, B. Lamgdon, Bart Langford, Harry Lasham, Wr. Larkit, David Larkit, David Larkit, David Latell, Dr. Eiardel E. Tathan, Rilly Lattin, Walter Lattin, Walter Lattin, Availer Lawne, A. Hanne, E. Hanne, E. Hanne, E. Learer, Robt, Learer, Bobt, Leer, Ben, Grah, Leer, Juna Juna Leer, Juna Leer, J Lator, J. F. Laster the Great Letterman, W. E. Letterman, W. E. Letterman, W. E. Letterman, Barry Lewis, Barry Lewis, Ch. J. Red Lewis, Barry V. Lewis, Harry V. Lewis, Harry V. Lewis, Harry V. Lewis, Barry Lewis, Common Lewis, Common Lewis, Common Labour, Eds. Libourneout, M. B. Labour, Eds. Charge Littlefield, Jack Llewellrn, Berri Lock, Wa. Ila Lock, Wa. Ila Lock, Wa. Ila Lock, Jack Loren, Jack Loren, Sandy E. Longeloff, Barnie Loren, Leo Longeloff, Barnie Loren, Hauser Loren, Hauser Lotterile, Mary Lotterile, Mary Lotterile, Mary Loren, Mary Loren, Mary Loren, N. K. Loren, T. S. Loren, N. K. Loren, K. M. McChare, Bar McChare, Mark McChare, Mark McChare, Mark McCranic, Bucken McCranic, Tupr McDonald, Pazen McDonald, Eds. Prenty McDonald. Sawyson McDonald, Wanb McDonald, Y. II McFore, Carney McGuil, Al McGuil, Ar McGuil, Erank McGuil, Erank McGuil, Erank McGuil, Erank McGue, Midaty McGue, Kita McGue, Midaty McGue, Kita McGue, Midaty McGue, McCarney McGue, McCarney McGue, McCarney McGue, McCarney Mc Samples Mariachian, Ales Melanuhlin, Donald & Greu McLeauhilin, to R. McLeroin, R. F. McLeroin, R. F. McMail, Larder Y. McMail, Can McPest, Dan McPest, Dan McPust, Dan John Mace, Herbert Machel, Hob Machel, Hob Mackel, Hob Mack, Charlie Mack, Johnnie Mack, Johnnie Mack, Johnnie Macurien, Jack Macgard, Jack Macgard, Jack Nicck: Tiger Macyichen, Jack Magyard, Jack Maltere, Schle Maltere, Schle Martere, Schle March, Well March, Well March, Well March, Well March, R. A. Birchler, Dave Marke, B. D. Marke, Sterr Mark, B. D. Mark, Wilter Mark, B. D. Mark 3. E.,

Martin, Billie &

Mascn, Dirk Mascn, Dr. B. Mason, Dr. Balph LaBerta, Bob LaBroque, Harry

Mason, Rover & Mason, Rover & Mathews J. H. Maxino. Ma E. Lafarette, Arthuy LaMont, Chas. R. LaMont, Frank LaMont, John LaHose, Jack Jackse, Jack LaRose, Jack LaRose, Jack

Laffue, Janea Land, Jamea Lamb, L. B.

April 11, 1936

Mangel, Jay Mangel, Harry Miche, Harry Viceter, Frank P. Micher, Frank P. Micher, Paul Merer, Paul Mayor, Chine V. Meyorn, Hen F. Nigver, Fred Happy Miller, Capt. M. Miller, Chas. Joe Pearce, Harrison Morton Marike, Harry Menice, Harry Menice, Harry Menice, Harry Menice, Harry Menice, Frank P. Mortid, Frank P. Meester, Kom Heerden, Lloyd Mesor, Clint V. Mesore, Ren E. Mortin, Berg Mesore, Chan, Wo Hester, Hen P. Morty, Fransk Miller, Chan, Joaca Perry, Jack Perry, Jack Perry, Jack Perry, Jack Perry, Jack Miller, Chan, Joe Miller, Joe Miller, Wa, Frank Miller, Wash Miller, Joe Potition, Pillarold Pickering, Dan Pickering, Dan Pickering, Dan Pickering, Dan Pickering, Dan Picker, Jiang Picker, Jiang Porel, Jake Porel, Jake Porel, Jake Porel, Jake Powell, Art Powell, Art Powell, Art Powell, Art Powell, Art Pressour, Teach Pressour, Teach Pressour, Teach Pressour, Stames B. Proprist, Stames B. Mindo Minsky Supreme Staring Show Mincky Supreme Barrie Show Mirchell, Ell Mitchell, Ell Mitchell, Prauk C. Mitchell, Geo. M. Mitchell, Mike J. Mitchell, Milke J. Mitchell, Milke J. Mitchell, Milke J. Mitchell, Tomi Hita-Hitabell, Mita, Art Mita, Art Mita, Art Mita, Frank Molfenhauer, J. C. Honey, While Moltabart, J. C. Honey, Ren E. Norre, Healto Morre, Hanklo Ucore, Hinaklo Pullman, Pere Pullman, Pere Purl, Hilly Murla, Curil "10, Dominick Puri, Bully Puris, Coell Quarato, Domi-Hader, Chas, E Italiand, L. E. Ramon, Chio Rapport, O. Harley, Chas, E. Harlaud, L. E. Rapnort, L. E. Rapnort, Chio Rapnort, C. Ray, Busic Chas. Ray, Construction Reset, Markow, C. Rest, Chaster Rest, Chaster Rest, Chaster Rest, Chaster Rest, Cast Rest, Cast Rest, Star Rest, Cast Rest, Star Rest, Star Rest, Cast Rest, Star Rest, Ray Rest, Star Rest, Ray Rest, Ray Moore, E. Liver Moore, C. P. Meore, Jinty Meene, Mack Moore, Thomas Moore, Thomas Moore, Noutie Moore, Naiter Moore, Raiter Moorgan, Chas, Reid Margan, Frank La Marzan, Louis Marzan, Louis Burris, H. C. Morris, Jack Marris, Joe D. Morris, Milton Morrison, Chas. Marrison, Dave L. Morrison, Chas. Morrison, Chas. Morres. Co. Morres. Geo. Matte, Fred Matte, Fred Matte, Fred Manna, Chark Mr. G. Jack Multine, Jack Mamaw, Walter Mundi, Dr. Leon Hiethman, Rodeo Rischbach, Beilr Rischbach, Ben Rinchart, Jack Ham, Jornad A. Ritz, Barra Ritz, R. V. Robhins, Blackic Roberts Bros, Show Munshager, R. L. Nurdork, Robis, K. Braphy, D. J. Mirphy, J. L. Nurphy, J. Kank E. Nurphy, Miko Murnay, Miko Murnay, Whitey Nurray, James Roberts Bros. Bhow Roberts, Curley Roberts, Curley Roberts, J. C. Robinson, Roy Roberts, Ball Rodger, Albert Roeder, Hill Rosers, Bill Rosers, Bill Rosers, Bill Rosers, Bill Rosers, Bill Rosers, Bill Rosers, Chas. Robert Rosers, Chas. Roberts Roselo, Prank Roberts Roberts Roberts Salty Rose, Levis Murrary, Chas. Whitey Nurray, James Nurray, Jena Nurray, Jena Nurray, Jena Nurray, Jena Nurray, Jena Nurray, Jena Nurray, Roy Nurray, Geo, Nuray, Geo, Nurray, San, Nurray, Sa Keiri, Natishe Kortiv, Don Nertis, Don Nichols Fröducta Nolt, Roht Nolt, Roht Karty, Karty Nolt, Roht Nolt, Roht Karty, Karty Karty Karty, Karty Kart Roweil, Alonam Glenn Royer, Archie Liomain, Doo W. H. Liomain, Doo W. H. Huther, A. D. Huther, J. Huther, J Oloff, Henj. ine, Perry Innie, James f. Iwa, Prince I. Prive Ott, Fred Bt. Jerry B. Ott & Ott & Family Manderson, C. L. Senger, Narry Rantoli, Oscar Starion, Doc Ouy Starion, Doc Ouy Starion, Poor Schaffer, Leeo Schaffer, Hermar Schaffer, Hermar Schaffer, Hermar Schaffer, Jast Schehe, Louis Schaffer, Jast Schaffer, Jos Schaffer, Jos Schaffer, Jos Schaffer, Jos Schaffer, Jos

Schwarts, H.

Hoott, H. M. Boott, Geo, W. Noott, Richard Scott, Walter Red Screbneff, Wm. Scara, Howard Sciences, Howard Sciences, D. Scierunge, Harrey Bec, Hunny See, Hunny Seils, Virgil Bewelt, Carley Bermour, Tonny Shapiro, Jack Shapiro, Jack Shapiro, Jack Sharky, Geo, E. Sharky, Geo, E. Sharky, Geo, E. Sharky, Geo, E. Sharky, Geo, Bharky, Jowell Bherres, Froidie Shiroka, Lowell Bherres, Froidie Shiroka, E. Shiroka, B. J. Shiroka, B. J. Shuidite, Forris Sicariat, Di Whool Sicariat, Di Whool Sitariat, Chan Silters, J. H. Silters, J. M. Silters, J. M. Silters, J. M. Simon, E. R. Simon, R. H. Simon, R. H. Bizemate, Asa Simon, R. M. Bizemate, Asa Simon, R. M. Bizemate, Asa Simon, Sinota Simon, Sinota Simon, Sinota Simon, Sinota Niacon, R. H. Biremnire, Asa Biosoft, Bolt, Niertinz, Doe B, Biresoft, Shots Hmall, Ben Small, Leo Smith, Bill, Fitchman Emilt, Silestea Fritzman Smith, Florder Smith, Florder Smith, Florder Smith, Jacry K. Builth, Herbert E. Herbert Smith, Joe Smith, T. J. Smith, Niew Smith, T. J. Smith, State Smith, Smith, State Smith, Smith, Smith, Smith, State, State State, Smith, Smith, Sm Show Autilivan, Texas, Jack Sullivan, Wm. Tex Hummert, V. S. Genth, Deo Karn, Deo Swenn, Jack Swenn, Jack Swenn, Jack Swenn, Jack Swenn, Tex Gilford Tait, D. Twy Tait, Cilfor Tait, D. Twy Tait, Cilford Tait, Den Taylor, R. Perris Taylor, Jonaky Theoter, Jacky Theoter, Jacky Theoter, Jacky Theoter, Lacky Theoter, Backy Theore, Billio Lind. Paula Lines, Boulah Lines, Louise Lynn, Eleapor Madden, Alma Templeton, Patrick Terrell, Rillio Terrell, Rillio Threas, H. O. Thompson, Pote Thompson, Rosa Thompson, Rosa Thomas, Henny Torinack, Henny Torinack, Renny Torinack, Renny Torinack, Renny Torinack, Cal Towne, Paul Torangot, Davo Trasgot, Davo Traver Camiral Transon, Tubbe Transon, Tubbe Tubbe, Min A. Tubbe, Win A. Turber, Camira Tyo, Louis Franklyn, Wilbur French, Arthur H. Friedman, Morris Gallagher, Thos. Monroe

Williams, Len C. Williams, Rusty Williams, Sonnie Williams & Bunnie Williams & Hilams Willie Wat & McClinty Willion, Bob W. Wilson, Bob W. Wilson, Cludo Wilson, Cludo Wilson, Cludo Wilson, Chr. Wilson, Cot. Wilson, Terl O. Villepontedux. Villeponteduz, Ilary Pohal, Georgeo Volta, Geo. Volta, Geo. Volta, Geo. Voltazulo, Morris Walkor, Fred Walkor, Almen Tim Walls, C. W. Walkor, Schwarz Walkor, Stofewar Watz, I. F. Wathor, Stofewar Ward, T. F. Wathor, Stofewar Ward, T. F. Wardior, Niedewar Ward, I. Jesk Ward, J. Jesk Ward, Jesk War Wilton, G., Frank Wincheil, F. E. Winkie, W. F. Winsten, I. S. Winters, John Winters, the Juggler Wintors, T. J. Winters, the Winters, T. J. Wise, Ralph Wise, White Wolf, T. A. Wolffe, A. L. Wolf, Bennio Wood, Edgar II. Wood, Frankmutics Wood, I. F. Webb, Joe B. Webb, Taft Webb, Taft Webb, Taft Webb, Taft Webb, Cart Weiss, Cart Weiss, Cart Weldon, Prof. A. A. Welle, James F. Wesh, Sittin West, Al (Clown) West, Cony West, Vernon Wostern, Bill or Otti Westman, Bar Manrice Wood, I. F. Woods, Dare-Devil Johanke Woods, Dr. Hanold Wood, Ray Woods, Pinnk Woods, Pinnk Woods, Pinnk Woods, Tous & Betty Western, Bill or Western, Ray Western, Glen Wester, Glen Wester, Heidy Wheer, Harry Wheaton, Charley Wheer, Net While, Andy T. While, Andy T. While, Andy T. While, Andy T. While, Ray White, Marry B. White, William Whiteman, Win, Whiter, Ger Wonder, Tom A. Betty Woodlall, Billib Woodlarn, Thos. Worll Texas Red Worl, Texas Red Worl, Texas Red World, Chas. Wright, George Wright, Jack Wystt, Carl Louise Wart, Walter Wyatt, Carl & Wratt, Wal Louiso Wratt, Majah Yonko, Leo Yonk, Capt. Young, Hilty, L. Young, Fred H. Young, George Young, Hosene Zangar, W. T. Zenos, L. Zord, Prince Williame, John While, Williame, While Whilend, C. Peto Whilend, Gen, Whilen, Faal Wilkin, Grover C. Williame, John Williame, Jim Williame, John Clarenco Math. QN 1 MAD. ON HAND AT NEW YORK OFFICE Ladies' List Ladier Ashman, Lallian Belin, Käth Bernacd, Kay Boland, Ann Brenna, Mira, K. E. Burnea, Mira, Jim Carroli, Della K. Carroli, Della K. Carroli, Della K. Carroli, Della K. Coolins, Mira, Jan Davis, Bose Dallice, Aandra Bordice, Aandra Borace, Mira, Mina Barte, Mira Mardolph, Ertha Magnire, Bunny Marquette, Robby Martin, Allee Maron, Martha Miller, Both Miller, Both Miller, Both Millers, Carnenelta Mirnea, Gynecodta Mirnea, Gynecodta Mirnea, Gynecodta Murphy, Feary Netson, Helen O'wen, Mardell Points, Violet Beddick, Mardam Ray Reno, Dolorge

Reddler, bussen Reno, Dolarce Riley, Mrs. Pen Nearlas, Mrs. Pen Nearlas, Florence Kearlas, Mrs. Smith, Agnes Histonbothen Rievenson, Mrs. Revensor, Mrs. Rev Hartley, Mrs. Arthur Hubbard, Erika Hubbard, Mm. G. M. Huborn, C. M. Hubor, Elsie Kennedy, May La Blanche, Mrs. P. La Rue, Ninette Lee, Patty R. Lennard, Bertha Lestie, Marion Teddy Riewart, Anna E Vaucin, Julion Value Vaucin, Julion Vontr, Altra Vont, Lady Wars, Mra, M. A. Waternan, Entiy Weirer, Juno Waite, Bullo Walte, Bullo White, Helen Wilson, Mra, Carl

Gentlemen's List

Alpert, Prince Galvin, Joseph Ashman, Edote Gardner, Gardner, Morman Paul Aahman, Eddie Barker, Gerald Barton, Eddie Barton, Howard W. Beck, Marty Bergman, Emil Bulls, Lemil Gardner, G. Norman Greene, Googre Haley, Churles H. Haley, Churles H. Haley, Churles H. Harty, Lancy, Lord Harty, Abbert J. Herman, Frei Hicka, Frei Hicka, Frei Kaley, Andy Kieln, Jack Koras, L. C. La Nook, Jack J. Layner liarton, Howard W. Heerk, Marty Bergman, EmB Bills, Joe Brun, Lealio Bruwn, Lealio Bruwn, Lealio Bruwn, Lealio Bruwn, Lealio Bruwn, Lealio Bruwn, Lealio Bruw, Lealio Company, Star Lawrence T. Crephin, Cash Lagasse Am. On. Landswood, Frank Langevin, Alfred Lawson, Yank Layman, Forent (Armiess) Lawrence T. Creenin, Cash Daley, Everytt Bill Davis, C. Deters, Harry Dillon, Thea, P. Ender, Chick Everhart, Robert Fink's Comety Leafer, Allan Lewis, Morray Lewis, Morray Lowis, Morray Lucille, Lu Major, Harold Master Shuffler Co. MoArtle, Vernard McCres Jr., Heno McCres Jr., Heno Oreus

Keliy, Mrs. W. J.,

Abrn, Kirk Andersen, M. Ashtens, Harry Ashten, Harry Bailey, F. R. Beckets, Friderick J.

ATLANTIC CITY-

(Continued from page 60) Ice hockey in Auditorium had several thousand extra seats thrown open

Announcement of new national ex-libits to locate here was highlight of the week. . . Ford Motor Company takes over 20.000 square feet on Steel Pier. . Dupont Company motors intertakes over 20.000 square feet on Steel Pier. . Dupont Company moves into enlarged and ultra-modern headquarters in Haddon Hall Building, facing 'Walk. . . A model of the Queen Mary will be a feature of that company's exhibit on Million-Dolint Pier. . . Several other nationals diekering. . Buddy Rogers makes his first local appearance at Steel Pier this week-end, topping vaudaville show

Rollet, Frank Rosen, Mike Bangur, Harry Shuiro, Nate

Mondha, Prince Marakes, Podm Mortenson, Mort "Nakeane" Nicklon, Reotyce L Nolko, Ralleh Nake, George L Pase, Billy Pase, Billy Pase, Billy Pranot, Kir, Jaak Pelke, Chester Phillya, Edgar Printing, Edgar Bitchia, Carl, & Michard, Almonic Richard, Jimmio (Italy) Richard, A. Bitchie, Carl, & Adrian Bister Richard, Jimmio (Italy) Richard, A. Bitchie, Carl, & Michard, Michard Richard, State (Italy) Richard, Carl, & Michard, Michard (Italy) Richard, Carl, & Michard, George William (Carl, Carl, & William Goordon W. William Billy (Carl, William Carl) (Carl, William Carl) (Carl) (Carl Mondhi, Prince Siadell, Shorty

MAIL ON HAND AT ST. LOUIS OFFICE ⁸⁹⁰ Areade Bidg., Eighth and Olive Sto.

Ladies' List

Day, Doris Deck, Madge Deck, Mage Day, Drift Deck, Mage Deck, Mage Deck, Mage Deck, Mage Deck, Mage Trank, Miss, Jerry, Glasscock, Mag Dissock, D

Gentiern Bartleit, Nol Beaterl, Phort Borth, Richie C. Breasalan, R. J. Breasalan, R. J. Breasalan, R. J. Breasalan, R. J. Breasalan, Gasue Omenat. Classe Officer Phone Clark, Dieper Clark, Dieper Phone Phone Johnson, Johnnie Johnston, Everett King, G. W. Kriswell, Roy MeKinlay, Joe Karr, Olon J.

Italatron, Dare Italatron, J. D. Wilson, Kobert Italatron, Ital Italatron, Italatron Italatron, Ital Italatron, Italatron, Ital Italatron, Italatron, Italatron, Ital Italatro

DALLAS OFFICE

401 Bouthland Life Bidg. 1416 Commerce St., Ladies' List

Gere. IL S. Giller, Rott. L. Gillipin, Art Gircen, Al Habstrom, Dars Hayes, H. Q. Handrickson,

Adama, Mrs. Lon Duffy, Forn Adama, Mrs. Lon Duffy, Forn Kila Kalon, Mrs. Jaanne Milisco, Kila Kalon, Mrs. Jash Butleson, Mailam Gatzell, Mrs. Ida Green, Eula May

KENNYWOOD MAKES-

(Continued from page 60)

(Continued from page 60) extensive improvements in the swim-ming pool. Week-end operation will continue until May 15, when daily picnic season opens. This year's lineup is promising, with most of the large industrial plants in this territory scheddled to hold huge outlings this summer. Carle Henninger, son of F. W. Hen-minger, sccretary-treasurer, has been ap-pointed assistant manager, subcreeding R. W. Comstock. Mr. Comstock will work in the refreshment départment under W. M. Wentzel. P. E. Dixon. 27 years in the Pittshurgh police department, has been named chief of police, filling the place of E. J. Kennelly, who died last year. Erwin Vettel, formerly the Palisades (N. J.) Park, is new head of the mechanical department, succeeding O. M. Mach, retired. The free-net lineup is one of the most notable in years. A number of mome bands will play in the dance pa-

The free-act lineup is one of the most notable in years. A number of name bands will play in the dance pa-villon. Marie McSwigan, the manager's sister, who recontly returned from the West Coast, will continue as publicity director.

The Billboard

Gilbert, Mrs. Itely Gilbert, Mns. Rebu Harmon, Mns. Ada Jiooger, Mns. Jepam, Jack Kalley, Mrr. Baltin Komwely, Susters Bunt, Mary Mult, Mrs. Mabel Banterfishd, Mrs. Batterfishd, Mrs. Birnee Bitwart, Mary Stewart, Mary Templeton, Mra. White, Mra. Viola Yurkovic, Ann Wytnegar, Mra. Pat

101

Liet Anderson, Whitey Halderston, Geo. Bares, Biek Royter, Ralph, M. Hurna, Itohbie B. Cambeld, Goorge Oak, Clark, G. K. Ulayton, Clarence Oilfina, W. R. Rod Clark, G. K. Ulayton, Clarence Oilfina, W. R. Rod Crownover, Hay D'Orio, Eddam Dennis, Buddy Density, Robart Dentery, Robart Denter, Rabart Eller, R. Jain Food, Jack Gatredl, Red Gatredl, Red Gatredl, Red Gatren, George Gorom, Carling Gromen, Tar Barty, Bart

Kriverti, Hoy Keirerti, Hoy Kerr, Olon J. Kerns, Jerry Lasley Terl Mae, tJuk McDonial, ShimHL NeKiniky, Joe McKnight, Dunald McFrak, 10th, E. McKnight, Dunald McFrak, 10th, E. McKnight, Dunald McFrak, 10th, E.

Connex, Eldy Connex, Eldy Crasiful Art C. Crasiful Art C. Ottore, W. C. Crone, E. Dantela, Gaz Debarte, W. A. Donret, M. A. Donr Mose, Fail Mose, Fail Marray, Net Marray, Net Netwise, Net Netwise, M. & Phillion, Ed Thillion, Ed Thillion, Ed Thillion, Ed Thillion, Ed Thillion, Ed Home, Tack Home, Tack Rome, Tom Sednguist, Harvey Eduguist, Harvey Eduguist, Carl

McDonnik Take, McDonnik Take, McDonnik Take, Mahoney J. J. Martin, Peter Meeke, Sidle Mceke, Sidle Mceke, Sidle Mceke, Sidle Mceke, Sidle Mceke, Mc Nash, John Rogers, Galak Hores, Kanley Rogers, Itay Rogers, Itay Rogers, Itay Rogers, Itay Rogers, Itay Rogers, Itay Rogers, John Ro

Westingreland, Mielvin Wheeler & Revers Wilkins, Bob Williams, Maple

Parcel Post

Litter--Astreita, Mrz. Astreita, Mrz. Astreita, Mrz. Mayor, Geritrudo Baver, Stella Beckinski, Misse Brasimar, Mrz. Brasimar, Ladies' List Brasingar, Mrs. Buth Motoreo, Mrs. Charl, Syria Charl, Sy Pennington, Ann Ritter, Mildred Boliot & Dorethes Rowan, Miss Merrie

Bailor, F. L. Beckets, Friderick Berkets, Friderick Bernier, Chas. Bisto, Harry (Per Leg) Biow, Jeck G. Brown, Craus, Rill Edwarls, Earl Potein, Nanvice Parell, Lawrence Prank, J. J. Merin, Earl Merine Merin

LETTER LIST

<text>

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bidr. 52 West Randelph SL

Gentlemen's List

Fraser, Jim Fraitse, Al Genard, Jay Gilasor, Jar Gochel, Arlugr V. Gochelen, Marris Gochel, Arlugr V. Gordsien, Marris Gondie, Eddo Grayson, Eddo Grayson, Eddo

Whalen, George Whitney Gordon W. Williamson, Geo. H. Willia, Billy Yoshidas Ziller, Mr.

Gentlemen's

List

Laftiere Libt Adoma, fundta Bennett, Marie Brown, Marie Brown, Marie Brown, Mrs. Mary Carter, Frances Cole, Mrs. Falw. D. Mullin, Mirs. John Das, Doris Deck, Marie Dest, Marie

Groves, Tex Haley, Geouge Henry, Pinhead Hicks, Hampton Hobison, C. C. (Shorty)

Hobiton, C. C. (Shorty) Huret, Bob, Murres Jeinson, H. K. Johnson, H. K. Johnson, J. K. Kuthow, J. K. Kuthow, J. K. Kuthow, J. Kuthow, J. Kuthow, J. Kuthow, J. Kuthow, J. Kuthow, J. Langu, Mack Lenger, M. Lenger, M. Lenger, M. Lorez, M. Muruel Lucas, D. 8, Sym, W. S. Rud McDanald, Edw. (Frenchy) McNally, Harry

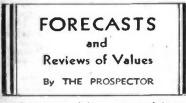


Conducted by DON KING-Communications to 25 Opera Place, Cincinnati, O. 3

Premium Merchandisers Take to Novel Dual-Personality Lamps

One of the most interesting develop-ments of the current sesson is the branching out of the electric lamp in a dual-personality role. Premium users are finding that the idea of incorporating utility as well as beauty in a lamp is an arrangement that is not only set-ting a new high for lamp appeal but is broadening the possibilities for profit to merchandisc men.

While the electric lamp has always been popular with leaders in the indus-



The senson of the open road is just ahead of us. This is the time to get in tune with the times.

Thirst time is in evidence with warmer weather and obviously the need for drink-dispensing items comes into its drink-dispensing items comes into its own. Ece containers, ice tongs, highball gloves, luncheon sets, recipe gadgets, pretzel holders, sandwich trays—al of these will create the cosmic urge for the concessioner and others engaged in the outdoor show business.

The outdoor barbecue senson also beckons. Barbecue outfits, kews, wiener forks, grids, paper plates, knives, forks and spoons-in fact, anything that makes the spartment cliff-dweller feel like a barbarian in his native heath-make irresistible offerings.

Ever mindful of the hobbyist in our ranks, don't forget the knitting craze. Another example of the cycles in life. Everything goes in cycles. If you do not believe it look thru the old family al-bum and notice the things they wore and did then, and you'll find that such things are coming back again—if not actually here. Knitting is an example and is the vogue now both among the bourgeois and among the ritzy. Enit-ting bags, yarn, yarn holders, notions, home arts and needle craft are items that more than ever find a receptive nuclience. Ever mindful of the hobbyist in our

<text><text><text><text>

try, there was a feeling that this im-portant class of goods was being han-dicapped thru lack of new and modern designs and original methods of pres-entation. As a result manufacturers and designors have combined their of-forts to make possible a more versatile and attractive line of electric lamps than ever before was available. For instance, there are now pretty hamps cleverly combined with a thermometer. a savings bank, an ash tray or a ship mantel piece. They have been deliber-netly fashioned to take advantage of, and satisfy, a double appeal with but one item. Carrying the principle of usefulness a bit further, there are even hamps offered in combination with a next writing pad; with an electric clock, and on that is adaptable for wall, bed or table use. Late developments in light attractive metals, alloys and plas-tio materials, such as catalin and cast resin have also been of assistance in producing the new lamp items. Nor are the new numbers any the less attractive than the every-day standtry, there was a feeling that this im-

producing the new lamp items. Nor are the new numbers any the less attractive than the every-day stand-bys that have served the industry so well. In fact, the clever designs and the modern dress which characterize the new trend have scheck the public fancy and have served to add fresh impetus to an already active field, with the result that more and more manufacturers are centering attention on the premium field. field.

Not only has the modern trend served to greatly extend the possibilities of the lamp market, but provides the industry an excellent opportunity to establish again a good margin of profit. The de-velopment of the dual-personality lamp, coming in conjunction with the return of the public appetite for better quality home accessories, has aeved to stem the tendency toward lower prices and in-ferior quality, which had gained con-siderable headway. It has also been a great boon to salesboard and pin-game operators who like to offer the latest merchandise as an attraction. They re-port the new: lamps, because of their double appeal, among the best they have ever offered.

DuPont Wins Packaging Award for 1935-1936

The I The Five-Star Anti-Freeze container of E. I. DuPont de Nemours & Com-pany won first honors in the 1935-36 Irwin D. Wolf Award Competition for

First Quarter Business Best in Five-Year Period

Business finished the first quarter of 1936 on the highest step of the recovery ladder since 1930, according to a brief Associated Press summary. Industry and trade continued to expand in the face of storms and floods at home and fresh in-ternational crises abroad.

The spring quarter, normally a period of brick activity, opens with business ana-lysts widely anticipating the best volumes of production and distribution since the carly phases of the depression. The Associated Preis weekly index of

carly phases of the depression. The Associated Press weekly index of industrial activity, with the statistics for the first quarter not yot complete, appears fo have averaged close to 8 per cent above the first three months of 1935 and about 49 per cent over that period of 1933. It was about 5 per cent aver 1931; 14 per cent under 1930 and 28 per cent under 1929. 1929.

The latest bureau of labor statistics

The latest bureau of labor statistics index of factory employment, for February, was 2.4 por cent above that month of 1935: 36.3 per cent above 1933, and 19.1 per cent under 1929. Hopes of improving employment have been holsted considerably in the past month with fresh stirrings in heavy in-dustry and building, which in addition to service lines are believed to account for much of the idleness. Residential build-ing contracts let in the first quarter ap-pear to have been around 67 per cent above 1935 and more than triple 1933. Orders for machinery and railway equip-ment have also expanded furthor. Steel production, partly reflecting an accumu-dation of demand during the flood shut-down, has just tapped 60 per cent of capacity for the first time since july, 1930.

distinctive merit in packaging, the American Management Association, sponsora of the competion, announced the past week.

Winners in various divisions of the competition in which awards were made for the most effective use of layout, decorative design. lettering and color, with emphasis on both merchandising value and beauty, included the following:

ing: The Washburn Company, award for Androck Balanced Kitchenware; Pepso-dent Company, tooth powder package; Union Oil Company, Stop Spot Handy Cleaner; Pacific Coast Borax Company, Boraxo; Maryland Pharmaceutical Com-pany, Rel Head Cold Jelly; Johnson & Son, Inc., furniture pollsh; Botany Worsted Mills, Botany Skirt; Interna-tional Printing Ink Corporation, match box. In addition a number of out-standing package designs were given honorable mention.

Plans Made for Record Toy Fair

NEW YORK—Horatio D. Clark, secre-tary of the Toy Manufacturers of the U.S. A., announced that more reserva-tions for exhibit space have already been made for the 1936 Toy Fair than the total number of exhibitors who made up the fair in 1936. It was ex-plained that this was taken to mean but one thing—the toy makers anticipate a record year for toy sales and are con-centrating to give toy buyers every op-portunity to cash in on the broadened opportunities offered. Toy Fur dutes are April 20 to May 2

opportunities offered. Toy Fair dates are April 20 to May 2 and the exhibits will be concentrated in the Hotel McAlpin, the Fifth Avenue Building and other permanent show-rooms in the Madison Square and Union Square districts. The dates were decided upon after a widesprend poll of ex-hibitors at last year's Toy Fair, wherein the majority decided that these were the two weeks most suitable and con-venient to give the buyer an opportunity to cover the market quickly and at low cost. cost.

General business trends, the firming and rising of prices, convince the ex-hibitors and show officials that this fair will be an outstanding success from the standpoint of business placed, for it will and more advantageous for the manu-facturer to get production under way. Progress in these two directions has been lacking in recent years and as a result many uncomfortable ills have beset the trade. many trade.

The Toy Fair's two weeks will be crowded with interesting events in addi-tion to the routine of seeing new lines, taking notes and placing orders. One of these high spots will be the annual banquet of the Toy Knights, to be held Saturday evening, April 25, at Hotel Mc-Alala.

Quaker City Gift Show Well Attended

A comprehensive showing of desirable spring and summer merchandise was the magnet which drew large numbers of novelty and gift buyers to the Philadelnovelty and gift buyers to the Philadel-phia Gift Show, the oldest of all gift shows, held at the Hotel Adelphia March 23 to 27, Inclusive. Altho the Quaker City show followed closely on the heels of the New York and Boston shows, there was a large and enthusiastic group of exhibitors who offered as complete and varied arrays of merchandisc as could be desired.

ning varied strays of merchandle as could be desired. Attending buyers concentrated their attention for the most part on the same general classes of merchandlas that met with high favor at the preceding shows. Particularly fascinating were the new pottery items in colorful effects. There was also lively interest shown in summer gift lines, as well as clocks and ismus in a number of novel presentations. Fea-tured, too, where quite a humber of in-teresting decorative home accessories. In addition to a profusion of mirrared items, chrome art pieces, articles of crystal, porcelain, catalin, movelties, jewelry and a broad range of clever crea-tions especially suitable for the smaller gift-store merchant.

city, the total becomes somewhat staggering.

The public has taken to Cranelanda with greater enthusiant than was ex-pected. Many are jammed with players from opening until olosing. Some have unusually attractive displays of mer-chandise. They have removed the back panels of the machines so that the passer-by can easily see the complete (See CRANELANDS on mode 104) (See CRANELANDS on page 104)

Cranelands' Popularity Promises New Outlet for Merchandise Men

NEW YORK, April 4,-The tremen-dous increase in the number of Cranelands here in the past fow weeks has greatly boomed sales of premium mer-chandise. The wholesale merchandise industry is now enjoying one of greatest sales outlets in New York. of its

The second secon

Cranchands have adopted a policy of only using first grade merchandise. They are displaying the best that money can buy in practical premium noveltice. The are displaying the oest that money can buy in practical premium novelies. Th average single filling or dressing of th Crane in these many locations is re ported to be well past the \$50 mark. ne-

The smaller electric clocks, new lapel watches, fine cigaret eases and auto-matic cigar lighters and combination lighters and cases, knives and noveltics are being displayed in large quantity in

are being displayed in large quantity in these diggers, drawing a larger patronage to these spots than has ever before ap-peared in any individual location where the digger machines have been used. The majority of the Cranelands are known to purchase more than \$2000 worth of new merchandise each week. Such outlets are rare in any division of the premium field and when; this is multiplied by possibly 50 or 60 Crane-lands, already blossoming thruout the

April 11, 1936

WHOLESALE MERCHANDISE-PIPES





*AN INCENSE IN CIGARETTE FORM Every loans needs INGENGIGARET to re-place cooking and stale simplifying colors with a performance of the second light of the second term of the second light of the second term prizes and ciffs under \$1. While hurning INCENCIGARET, conce-sionairs and earns will find that women cap-cially are attracted by its pleasing around and that would feature. Each INGENCIGARET hurns for about 30 minutes, deve and even warm to bo burner, and one of the second mark that furning a safely mark they attractively designed as a burner for INGENOICARET. 16 and packed in this Development.

Desires' Price: \$3.00 per dozen Burner-Bonet, Estra Discount in Larger Quantities. Bend 80c and a Practage of INORGIGARETS in a Burner-Box Will be Mailed You the Samo Osy.

INDIA INCENSE CO., 116 W. ILLINOIS ST., CHICAGO, ILL.



with cotton and apply with brush at-tached to bottle cap. Will dry in few minutes. Should go well.

Incense in Novel Form

Incense in Novel Form Incencigaret is a now high-qual-ity powdered incense put up in the form of a cigaret, originated by Dr. Satish C. Ohose, of Calcutta, India-Marketed in the U. S. by India Incense Company. It is not to be smoked like a cigaret but burnt like an incense. It purifies and at the same time per-fumes the air in the home. Its aroma is lasting and pleasing. While burning an Incencigaret concessioners and agents will find that women especially are at-trasted by its aroma and many novel features. The cover of the box is made of metal and is attractively designed as a burner for incencigarets. Bixteen are packed in a burner-box. Each incen-cigaret burns for about 30 minutes, does not even warm the burner, and cannot are the furniture. A safety line, half an inch from the bottom of the cigaret prevents it from burning too far down. The Cimeric? Miles

The Singin' Mike

A new unit that has tremendous child appeal is the Singin' Mike, made by the Goody Manufacturing Company. It sings, it hums, it broadcasts and plays appeal is the Singin' Mike, must by our Goody Manufacturing Company. It sings, it hums, it broadcasts and plays trumpet music. Demonstrators and pitchmen should find them fubt movers, especially during the spring and sum-mer school vacation period, for their them for the second se

Unique Watch Lighter

One of the newest noveities in pocket lighters is the watch lighter. Has all the outward appearance of a high class



pocket watch. Case is of chrome finish with engine turned dial. Operated easily by depressing the stem and crown. Available with the popular lapel cords for summer wear. A special feature is an attractive salesboard deal with six of the new watch lighters. Offered thru Josenb Hagn Company Joseph Hagn Company,

Mickey Mouse in Beetleware

Mickey Mouse in Beetleware That the attractive Beetleware is be-orning increasingly popular in the premium field is exampled by the Bee-leware Mickey Mouse cereal bowl--given free with the purchase of one package of Poet's Bran Flakes and Grape-Nut Flakes—is the new premium now being used by General Foods to get the heaviest cereal-selling months of the year of to a flying start. This is the most expensive premium ever given away by General Foods in a two-package cereal deal, according to Carl White-man, vice-president of General Foods. The deal is packed in a convenient unit case made up of 12 packages each of the two Post cerealis and 12 of the Mickey Mouse bowls. Included in the case is a special three-color counter carton which displays the bowls attractively, describes the offer, and contains a blank space where the combination prices and be filled in.

CRANELANDS'-

(Continued from page 102)

(Continued from page 102) display and action. The effect has been to bring the public in in great numbers. The complete attraction, as one of the leading Craneland owners reports, is a fine display of class merchandise. It is his belief that it is the better mer-chandise which the men are using at this time which the men are using at this time which has brought the public to the Cranelands and which will keep them there as long as they ablde by the demand for this finer quality mer-chandise.

Also interesting to note in the Crane-Also interesting to note in the Crane-lands is the variety of persons attracted. Both young and old fraternize in these places. There is no loud ballyhoo in the majority of these spots and there seems instead to be a deep concentra-tion on playing the diggers. A tenseness is immediately apparent to the new-comer entering the Granelands for the dirst time.



SUIL s**i**.60 10 2 Ea. 3 3 In Doz. B 4 Send 52.00 for Sample. 5 6

NEWEST IN GILBERT CLOCKS J. C. MARGOLIS NEW YORK CITY 912 Broadway.



April 11, 1936

Marbeline Lighthouse

Ship Lamp

1936 SENSATION!

XIIc





WHOLESALE MERCHANDISE-PIPES



Cocktail Sets

The latest design in modern Cocktall Sels---a most popular size for salesboards or games. Made up in Satin-Ray aluminum or sparkling chromium. SHAKER HAS BAKELITE TOP AND BOTTOM.

The new Tipple Tumbler (Cocktail Shaker) has a rich, black bakelite top and bottom, which protect the hands when mixing drinks. Non-clogging top screws on-will not fall off. Three-pint capacity. Cherry red cap tops the pleasing aluminum and bakelite ensemble. Trays and cups to match.



Burgundy Smokers' Sets

New, rich Burgundy finish by West Bend. It is a rich brown on solid copper with burnished edges to give a pleasing two-tone color effect. The above set consists of man's size ash tray 14" deep, glow lamps 81/4" high and a service tray approximately 7x12". Other smoker sets available in light or dark finishes.

Write your jobber for details on our complete line of new gift ware plizes—also aluminum utensils. If your jobber cannot supply you write us direct for bulletins!

WEST BEND Aluminum Co. Dept. 634, West Bend, Wisconsin



Reskrem Silver Manufacturing Company, maker of badges, buttons, etc., reports daily sales of portrait buttons and badges running into the thousands in connection with the many current buttons," states the company, "were made in this country until the beginning of the 19th century. In 1812 Aaron Benedict began the manufacture of ivory buttons. In 1875 the first real commercial success was obtained in tho production and marketing of composition and photo buttons." Today the Reskrem people turn out thousands of buttons daily for election campaigns, fairs, conventions, parades and other special events. The buttons are usually of celluloid and range in size from an eighth of an linch to around two and a half inches in diameter.

II. Pakula and Company are distributors in the Midwest for an excellent line of the recently popularized lapel watches. The watches have open backs, exposing the working parts to view, a feature heretofore confined to the more expensive makes. The watches are fitted with small-sized chrome-cased New Haven movements, set into attractive frames of non-breakable plastic composition. Colors available include clear crystal, onyz bluck, fortoise shell, marine blue. Ohinese red, jade green and an opaque white.

An unusually good novelty item is seen in the Poo Poo Pillow, sold thru Nalpak Company, a real hit with the parlor jokester and an item that lends itself to good demonstration. A real laugh-getter. Men working fairs, earnivals, etc., should find it a profitable, fast mover.

To commemorate the oceasion of its 25th birthday (the company was founded at West Bend, Wis., in 1911) West Bend Aluminum has issued an aluminum medallon about the size of a half dollar. In relief on one side are three of the company's outstanding products. On the other side is a list of the products West Bend has pioneered and developed. Among the latter are the Waterless Gooker, brought out in 1920; thick sheet (8-gauge) aluminum for sauce pans and Dutch ovens, which would cook with little or no water; the Kwik-Drip coffee maker, introduced in the late '20s; the electric tes kettle and a line of high class aluminum giftware that includes cocktail shakers, highball sets, coffee making sets, smoking sets, luncheon service sets, trays, glow lamps, bowls, etc.

The Dr. Townsend pictures being marketed by the Gair Manufacturing Company are moving fast, according to word received from Chicago. It is interesting to note that there are said to be more than 7,000 Townsend Clubs in the country, with membership running from 100 to 2,000 each. Men contacting these clubs find a brisk demand for the pictures. Likeness is from an original painting by Frederick Webster. 11x14 in size, and done in natural colors.

Caliente Ware, the fast-selling Mexican-designed novelty and gift items currently featured in leading department stores, is now available to readers of *The Bullboard* thru Kindel & Graham supply house. Their line includes 12 different designs in sandwich trays, hors d'ocuvre dishes, cheese plates, etc.

Oscar Kaufman & Bros., Inc., importer and wholesaler of toys and noveltles as well as premium merchandise. is introducing a new and complete line of dolls and novelties for the concession trade. Kaufman is well known in the field, having been identified a number of years ago with a concern specializing in merchandisc for the concession field.

M. Hanfield, manager of the Standard Doll Company, states that indications point to a lively season for doils of the French Flapper type. All along the line,



Rectangular Write \$3.00 * H. A. JEFFREY, New York, N.Y. ADVERTISE IN THE BILLBOARD — YOU'LL BE

SATISFIED WITH RESULTS



WHOLESALE MERCHANDISE-PIPES

TIRE PRICES CUT **GOOD YEA** GOODRICH FIRESTONE

Here are the outstanding stand brand tire bargains of the year, paired by the improved "griss-cross method and br skilled workmen. Yo take no risk when you bay from York We Receive Hundrods of fetters like this

instars mae this "I brught a 34444 af grut 2 years age and it is an my truth yet and it is an my truth other year." John El, Steerthern, Mich.



TORY SERVICE, Buy New and these reduced prices and SAVE MONEN Construined orters and SAVE MONEY. 21154-21144-

Price advances. Order Now. We agree to replace half price any tire failing to give 9 menths' servi YORK TIRE & RUBBER CO., Dept. M-1 8855-59 Cettage Grove Ave. Chicase





NEW ITEMS REVIEW

As a service to carnival concessioners, managers of tent rep shows and the various loutdoor enterprises taking to the road this spring we are republishing a number of the writeups that have appeared under New Items in the Wholesale Merchan-diae Department during the past several months that we feel will be of particular interest to outdoor show people using prizes, premiums, novelties, etc. Your inquiry regarding any of these items will be forwarded promptly to the manu-facturer. Be sure to include your address for at least two weeks ahead. like this number is "going places." This statucted is a real honest-to-goodness realistic work of art. The firm also re-ports good repeat business on its Fan Dancer. Mae West and Beach Queen dolls. This is especially noticed since the firm improved the designs and be-gan using attractive collophane wrap-ners.

100% Safety and Privacy For Monogramed Handbags

"Miss America" is the name given a new line of handbags produced by Hal-vorsen, of Chicago. These new bags, which are sold with the purchaser's monogram individually engraved in 22-carat gold, are made of natural grain, black or brown steer bide. Pointed out as an outstanding feature of the "Miss America" bag are the two separate Talon Zipper compartments. A special sales drive, pushing the bags as ideal gifts for the ladles, is under way.

Man-Appeal in New Lamp

A base formed by a handy memo pad with pencil and a thermometer, together with a simple yet attractive shade, make tho lamp combination, which is said to have great append to men everywhere. This new lamp is manufactured by the Cooper Oven Thermometer Company and was but recently introduced to tho premium market.

New Will Rogers Bust

Vogue Products Company are manu-facturers of the Will Rogers bust, a finely sculptured figure of one of America's best loved public characters. They are finished loved public characters. They are finished in antique ivory or bronze, made of Itul-lan alabastine. Standing eight inches high, they make excellent book ends, etc. Another attractive item, manufactured by the same company, is its low-priced De Luxe Fountain Pen Set. Ensemble in-cludes an all-chrome sail boat, mounted on heavy celestial blue glass with pen set in movable socket.

"Bomber" in Production

Gair Manufacturing Company reports that it is now in production and ready to ship its new lifelike 12-inch statu-ottes of the Brown Bomber, and judging from compliments received after ship-ping a few advance orders it really looks

JUMBO CLOWN







Novel Cake Pan Set

The Checkerboard Cake Pan Set, shown

Pan Set, shown here, was origi-nated by the Geuder, Pao-schke & Frey Company, a Mid - western concern, a ad h a s created quite a flurry among premi-um users. It can be used for baking both a chockerboard checkerboard nenpolitan cake

Ash Tray-Cocktail Holder

The Ash-Coasta is a clever combina-tion sah tray and cocktall holder made of a hard durable composition with a burn-proof ash tray. It measures eight inches long and comes in sets of three, attractively boxed. Here is an itom (Continued on next page)

SUPPLY HOUSE NOTES-

he states, the demand is leaning towards flappers. Looking back over a period of years, since the first flapper, known as the eigaret flapper doll, appeared, the trade has made wonderful strides, until today this type doll is regarded as a boudoir decorntive art object, is evidenced by the fact that leading de-partment stores include flappers in their Decorative Arts Department.

Business must be good for M. Marcus. He has just taken larger quarters in the same building to provide room for increased production and more office space. The firm manufactures a com-plete line of clocks, statues and novelty

items. No. 135

April 11, 1936

WHOLESALE MERCHANDISE-PIPES

The Billboard

107



which is an excellent premium number —a popular prize-and very inexpen-sive. Charles Ulert is distributing it in the East and reports large sales. "Mickey Mouse" Phone

The colorful figure of Mickey Mouse has been identified with practically every variety of commercial product. And now Mickey has been assigned to the job of acting as the main portion of the body of a new toy telephone for the datas kiddles.

kiddies. Mickey's outspread legs reach two sides of the realistic-looking dial and his shoulders hold up the speaking and receiving ends of the Preach phone above him. This "Mickey Mouse" tele-phone is made by the N. N. Hill Brass Company. The Eastern sales agents for the phones are Riemann, Scabrey Company, and the Pacific Coast agents are the Standard Toy Agencies

Pull-Chain Feature of Clocks

The same type of a pull-chain, which has been in use for years on lighting faxtures and other types of electrical equipment, is now employed in the new "Artlarm" elocks, manufactured by the New Haven Clock Company. To wind these new clocks it is merely necessary to pull the chain, just as one would in pulling the chain of an elec-tric fixture to light the bulb. The New Haven Clock Company reports that its new elogan, "Just Pull to Wind," has taken well with the trade and has been commented upon as having strong con-sumer append.

New Style Coal Oil Lamp

The Manufacturers' Outlet Syndicate is marketing a new-style coal oil lamp that has all the appearance of an ex-pensive electric lamp. Has a 16-inch brown parchment shade with binck pot-tery base. Lamp is 20 inches over all. Shade rests on collar of lamp base in-stead of on the chimney. eliminating fire hazard and scorching. Can be pur-chased for the price of an ordinary glass kerosene lamp. Has proved a sensation wherever exhibited.

Pop-Eye Lamp

One of the newest and eleverest imparts to appear recently is the Pop-Eye lamp. The metal base has a figure of Pop-Eye painted in colors, and the parchment shade carries out a color scene between Pop-Eye and Olive Oyl, characters fa-miliar to comic-strip fans. Should be a popular seller. Especially attractive to parents and children. Inquiries will be forwarded promptly.

Toaster for Double Duty

Lee Florsheim, Inc., are sole distrib-utors of the new Grillette combination waffie iron and sandwich tonster. A spe-chil asbestos plate takes care of the dif-ference between the amount of heat re-quired by the two units. The grill part, with grease cup and all, will toust a double-decker sandwich, fry bacon and eggs, etc., and can quickly be chilted to the grill surface necessary for waffies. Operates on AO or DC current. Has Operates on AO or DC current, flash, novelty and appeal neede good premium or digger item. Has needed for

New Type Electric Fan

New Type Electric Fan What is acclaimed as one of the most revolutionary developments in electric ing and construction is now be-ing and construction electrical appli-ance manufacturer. They state that it whis del since the electric fan was in-the del since the electric fan was in-the sheelutely safe! Reason for its that is absolutely safe! Reason for its indices of tough, moded rubber, These blades of to prevent injury to even the steady current of air strongly, are suf-sciently soft to prevent injury to even a child's fingers. Thus the necessity for initials fingers. Thus the necessity for electric furnish greater air delivery than is to transh greater air delivery than to the stand of equal wat-that the motor-of radically new design -will stay so much cooler than the or

BIG VALUES IN DISTINGUISHED GOODS NEWEST IN WATCHES GENUINE DIAMOND RINGS

AMERICAN-MADE Enamel bezet and back with Chrome center case. Assorted colors: Black, Ivory. Tan, Rød, Green and Blue. Each with braided 6-Inch cord attached to match color of enamel, No. B100, Each...\$ 1,10 TEN for.... 10.50





9

No. BID3-LADIES' DIAMOND RING. Solid Sterling Silver mounting, furnished in up-to-date models, beautifully chased white gold finish. Set with GENUINE BLUE WHITE DIAMOND about IO Points. This is one of our LEADING 9.50 No. BIO4.-LADIES' DIAMOND RING.-As above, set with GENUINE BLUE WHITE 3.25 No. BIO4.-LADIES' DIAMOND RING.-As above, set with GENUINE BLUE WHITE 3.25 No. BIO4.-LADIES' DIAMOND RING. High No. BIO5-LADIES' DIAMOND RING. High No. BIO6-LADIES' DIAMOND RING. A REAL YALUE EACH No. BIO6-LADIES' DIAMOND RING. A Sterting SUID WHITE COLD: Deau-tiful model at a very special low price. Set with ENUINE BLUE WHITE DIAMOND. EACH

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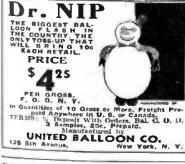
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Rell these nationally known famous 9'x11 Blue Bloom, YOR OUTOK 156 J. 121112 Send Sheet value of the send state value of the send state value of the send state with each and every \$1.00 purchase. YOU TAX 1'A BC/LL New YOU TAX 1'A BC/LL New YOU TAX PABC/LL New YOU TAX writed cash profit right in NOW! Write.

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Retrices G. M., W. Ve. I am 64 years old. Minst of my tretth have been out for 25 years. My bealth was not general that a set by bealth was not general that any set now 1 wright 156 fibs, and feel better flows in 250 years. I can't say enough for your fitting my teeth and the beauty they have. My willo gained 20 Jbs, sheet also stretely wearing a set of the set of the

My teeth have already been ten times the price I paid for My friends on 't understand I obtained such beautiful teeth at a small price, MES, W. T. S., Tex

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I make your teeth trom y sions. You try them 60 day guarantee you satisfaction or you one cent. I take your w sole judge.

FREE Remember, you ent with the constant with the constant and address, and we sen tion material and full, details use to write today for my loo plate information. Don't pu today. Just mail coupon

BUY HANDBAGS DIRECT FROM THE MANUFACTURER

Style, Snap and Made Right • Backed by 37 Years of Service and Experience



172 --- Woven and Printed Grotonnes, including Tapestry Dosigns, Besutifully lined, Two handles, was finish, Size 16"x 10", 581.00 gross. CA St WPDEL. \$4.50

VARIETY HANDBAGS, Inc.

180-Newest Woven Plaid Fabrie, also tapesity and fancy homespun patterns, with hoary ord sunning thru material. Salasen lined. Gan be had in rust, blue or grown color offests. In right over arm. Siles 10, "is 11". S88.40 gross. S7.50 Dos. 185 Taoestry Material, various patterns and colors, made with guide all around. Two wooden branelet rings which fit over your arm. Sateen lined. Size 12" t0", S188.40 \$7.50 grow, Doc. \$7.50 263-Meavy Woren Fahrle, Sumet all around, tab safety Catch, double handle, selven lining. Can also be supplied with vubberized lining if de-sed. Size 13/3 v13 %.", \$7.50 We can make Mandbags to your order and from your own materials, Bandis order 1, \$7.50 We can make Mandbags to your order and from your own materials, Bandis or your first regular 1/3 Deposit, Briance C. D. D., F. O. B. New York, ARPIFTY HANDDACC

Regular Terms to Rated Firms, 164 MADISON AVE-NEW YORK, N. Y.



dinary fan motor that its life is materi-ally prolonged. The motor casing is finished in softly-glemming brushed chromium. The fact that the fan is noiseless is another revolutionary fea-ture. No more will the buzz and hum of a fan in operation distract workers in offices, children napping, mothers in kitchens. The standard model is fin-ished in a soft walnut brown, with wal-nut brown rubber blacks and walnut brown rubber blades and walnut brown rubber cord and plug. The fan is also furnished in two de luxe models.

Lighthouse Lamp

A premium that gives promise of being an excellent seller is the new Lighthouse hamp. Stands 0 inches tall, with a 6-inch base and chromium sali-boat 5 inches high. Tests have proved the item will move well and may even surpass the popularity of the chromium lighthouse lamp introduced last year.

Handy Letter Duplicator

The Rocket Duplicator Company is marketing a letter and postcard dupli-cator that is said to be the lowest priced efficient machine in the world. simply y and



Operates simply and easily and prints in one or more colors as prints in one of more colors as desired. Excel-lent item for coin - machine operators and johbers who works lists in

r local territories. Permits you to money in working your lists and a job that can be compared with finest professional work. Outfit is their local territories. the the linest professional work. Outsit is equally effective in duplicating letters, advertising, circulars, art work, post-eard followups and notices, etc. Comes complete with ink and stenedl supply. Inquiries will be forwarded promptly.

Pen and Lighter Stand

A new combination pen stand and lighter, combining utility and attrac-tiveness as an outstanding gift item is being offered by Diecasters. Inc. Base is of polished chromium and satin enamel; the pen receptacle and lighter seat are in polished chromium, while the lighter is a combination of chro-mium and rich enamel. The pen is black, with a two-toned gold-plated point. Priced at \$13.80 a dozen.

Wall-Bed-and-Table Lamp

A versatile combination wall-bed-and-table lamp in metal that is made to sell at a very attractive price is the newest thing in adjustable type lamps. It is being featured in the Steelo & Johnson spring line. In ivory finish it is sug-gested for the bedroom to elamp on the bed; in bronze, it is suitable to light up the radio or desk, or it may also be hung on the wall. The cord is nextly con-cented-inside the rod and adjusts itself A versatile combination wall-bed-and-



April 11, 1936







to any angle for reading by means of a simple hook device. Available with either metal or plastic shade,

Combination Lamp and Bank

Hero's a premium that should really produce, a lamp of latest design com-bined with a savings bank. The base of the lamp has a patented slot and lock. The color scheme is black and sliver with chromium trim. Excellent as premium incentive for partial pay-ment plans, etc. Made by the Chicago Thrift Company. Size is 16 by 14 inches over all. over all.

Canaries Vs. Goldfish

A unique attention-sciting attraction for window display and general show use is the fish aquarium in which live ca-nary birds are apparently seen under water enjoying life with the fish, tur-tles, etc. This illusion is a real crowd-stopper and business stimulator. It is being marketed by Universal Attractions. Inquiries will be forwarded an request.

Combination Pen Stand And Ciggie Lighter

A new attractive pen stand and cigaret lighter combination was recently introduced by Discasters, Inc. Set has a polished chromium and satin enamel base. Pen holder and seat of lighter are in polished chromium. Lighter is a com-bination of rich enamel and chromium and the pen itself is black with a two-tone gold-plated point. This new set sells at a remarkably low price and it is expected it will be one of the most suc-cessful items of the season.

Ash Tray Prevents Burns

A new Save-a-Burn ash tray has been developed and recently put on the market by the Ben-Mar Manufacturing Company, designed to prevent burns on furniture, etc., from falling cigarets. The ash tray itself has a disc, coming in various sizes. 7 and 10 inches being standard, attached to the bottom of the Gene New UTENCE DEVICE on concentration (See NEW ITEMS REVIEW on page 102)



STATUARY MFRS.

CLEVELAND, OHIO



CLEVELAND

3927 PAYNE AVE.

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uncessionalizes are eleaning up with this type of Merchandise. Its useful appeal Gets the play, Assorted Sweaters in a Box up big on a Straight Number Wheel. Sweaters are suitable for any pe Concession-Get Wise and Look Them Over. DOZEN ASSORTED \$6.50 SAMPLE BOX \$1.75 (Postpaid) NEW VICTORIA TRADING CO., 1241 Broadway, New York City 110 The Billboard WHOLESALE MERCHANDISE-PIPES

April 11, 1936



Miss Hollywood. \$24. dozen 32 Inches high, drosted ine Satin and Leos. It lasses snything ever ed at this price.

* 3/

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SOAP-CREW

Brand new quick flash factory soap deal.

Big new combination with advertising coupon. Rolls dollars like magic. First re-

lease proves astounding even to men accus-

tomed to cleaning up \$2.00 to \$5.00 an hour, Deal makes quick 25c, 50c or \$1.00

CROWN SOAP COMPANY

Rush your order today. Keep in line with the times. Display these most outstanding and extraordinary array of NOUDOIR DOLLS on market today, Dolls are individually beard.

- 60

R

Rush reply.

Dept. 270

A butts best friend is it's smo-ther

25% Deposit With Orders. IMMEDIATE SHIPMENTS. STANDARD DOLL CO. Inc. 36 EAST 22 ST. NEW YORK CITY

F-A-

(MORE THAN JUST AN ASH TRAY)

Ekstrand Mfg Co., Inc. 30 Irving Place, New York City



76 .- Miss Broadway. \$18. dozen Doll 29 Inches high, dressed in fine Satin, Ruffles and Lace. A "Knockout" value,

6

ANAGERS

Dayton, Ohio

throw. Every "show" a sure sale. No blanks.

No profit limit. Special offer to business getters with limited number sample deals

sent postpald to men who write me. Noth-ing sent C. O, D, Complete details free.

from a double-faced mecktle to an ever-lasting safety razor and from a carbon-paper rejuvenator to a one-man wird stretcher and none appear to be of the Rube Goldberg cartoon variety in this "gadget roundup." Convention is get-ting a great play in local dailies, with Burns and other officials making ap-pearances before all leading luncheon and civic clubs several days in advance of opening and during the show. Sev-eral of the largest novelty manufactur-ing companies of the country have dis-plays and deleates registered. This is the first time the congress has come to the Deep South for its gathering. "Td rather be living in the mext four

"I'd rather be living in the next four years than anytime in the past 6,000 years," President Burns said to the Ad Club Monday, "because during this time we will see the biggest number of basis improvements and inventions in the hisimprovements and inventions in the his-tory of mankind. Inventors have had more time in the past several years to work on their brain children as business lagged. I claim that if our government heads or big business men had pos-sensed the enthusiasm and optimism our inventors generally have, there would never have been a depression."

Miniature Cedar Chest Attractive and Useful

A novel promium item or salesboard article is the miniature cedar cliest manufactured by the Nussbaum Fur-niture Company. The article has wide-spread appeal and is as attractive as it is useful. Finished in a natural cedar, it has all the features of a big chest and can be used for safeguarding a wide variety of small articles about the home. The chest measures 12 inches long, 8 inches wide and approximately 4 inches deep.



SERVE TENDER, JUIGY STRAKS, STO. Restaurants ortuges are ansard, new provide 14 to the alternative transfer in the straight of the straight of totalized cut of meat, instants of the straight of the transfer is a paletable as the t

Every Eating Place and Home a Prospect Every Editing ridde ditt Hullis a riddhed Wa main men to allow TENDIA to all food Increases rices the nicross to an prove this is anybody in 2 minutes and make big sale and steady customer. Absolutely no competition. Annaing profits — up to 24355 — permanent business with every cellus plass in your terri-tory. Nilser, N. T. sold 20 bottles in 22 sale. Territory offer.

JOE J. MARX, President, Tendra Kitchens, Dept. A-646, Cincinnati, O.



QUICK BANDAGES No. Sangemon St., Oopt B., Chicago, III. 8.04

CAN'T FAIL

To Make Money with these Dandy Specialties.

Dandy Specialities. Microsoft States and St

WHOLESALE MERCHANDISE-PIPES

111 The Billboard



FOR PITCHINEN O DEMONSTRATORS STREET VEM ONOVELTY SALESMEN MEDICINE MENECO(PON WORKERS B) "CASOLINE BALL" BAKEF nati inc

EDWARD DeBALD pipes from Wilkes Barre, Pa., that he is working a crystal demonstration at a local chain store. Ed has been in the biz about six years and during the past two summers has worked on the midway of the James Bell Producing Company, assisting Mrs. J. Russell on the shoot-ing gallery. Ed has two sisters, known as the DeBald Twins, in musical comedy. At present they are in rehearsal with present they are in rehearsal with a Edwards' new Sho Window, open-At Gille ing Easter night.

"BUSINESS IN THIS... territory is very good for paper men." infor A. Dell, Houston, Tex. "A good many of the boys are working in and around Houston. Would like to read pipes from R. J. Grammar and Hot Shot Austin."

36

DOC L. R. PRICE ... scribes from Philadelphia: "A lot of publicity has lately been given a so-called now pain killing agent, said to have been discovered by Dr. Leroy L. Hartman, Professor of Dentistry at Columbia University. Seems to some of us that Dr. Hartman is a little behind the times inasmuch as a number of pitchmei, working oil of Eucalyptus, have been inviting the public to step forward and have the pain in a tooth stopped in from three to five minutes. Dr. Hartman's formula contains Thymol, which is the active ingredient, and oil DOC L. R. PRICE . Dr. Hartman's formula contains Thymol, which is the active ingredient, and old of Eucalyptus also contains a smail amount of Thymol, and Thymol will actually even stop an abcess from throb-bing when applied to the gums locally. If credit were properly placed some of it would have to go to the Chineso who have been preparing a combination of oils for toothaches for years, containing Thymol. Oil of Eucalyptus, with a smail amount of Thymol, Menthol and Camphor added, is used extensively In nose and throat work by prominent physicians, in the treatment of catarrh. This last may be of interest to some oil workers, for repeats."

ART NELSON .

ART NELSON demonstrator par excellence. "travelling factory representative," etc., has been working crystals in a new Cincinnati 5 and 10 to such good results that the store manager won't let him go. Originally booked for two weeks. Art is mow in his 10th consecutive week. Quite a record and it takes plenty of person-ality and sales ability to stick in one such prominent spot for that length of time. Now it begins to look as the Art is really fond of the Queen City. One of our operatives recently came dashing in with the news that Nelson and Mabel Post, a local girl, were quietly married March 19. What was that song about Lorc and e Dine (store?). Not so good as a pun but let it stand-there goes the 5 o'clock whistle.

★

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Save 80% Buy your Sumiries, Specialties, Supplies, Blades, etc., direct from manufacturer infere multid restored by inc. We have everything. Nand for FREE mall-order catalog. Catalog. THE N-R MFO. CO., Dept. M-65. Box 353, Mamilton, Ontario.



The only Unit made of all Bakelita. Real Flact, Patented. \$5.00 PER 100 Samples, 25c Each. a aligned without deposit

L. YESNER, 3246 Ludlow Bt., Philadelphia, Pa.

MEDICINE HEADQUARTERS Service, Wholesale Catalogue upon request GENERAL PRODUCTS LABOMATORIES, Mrs. Pharmacists, 137 E. Spring SL, Columbus,

TENTION MEDICINE MEN, BTREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEO-IGINE-We now offer BB Not, Bottle of Herb The In Bashy S-Color Carton, at \$15.00 A R085; \$8.50 A , DROSS; \$2.00 A DOZEN. CEL.TON-SA MEDICINE CO. Cincinnati, O.

SENSATIONAL HAND LOTION THOUT WATER. WATER, Makes Knock-out Demonstration-lic off dirt in lumps a Marrelous Pitch, Bella 22 Sample, 10c, DOPKINS, 545 5th Ave., N. V.

PEN ASSORTMENTS Sec. 2 THE HAR New Stock, Latest Colors all year round, Send your orders to BERK'S for quality merchandles and promit shipments, Send \$1,00 for Samples. 13 East 17th Street, Nend B1.00 for Gammer CO. 13 East 17th Street, New York City.

36



out fear of having to visit Lincoln Heights and telling to the man, provid-ing you are set with a reader and property permit. Bakersfield closed about two months ago. The boys all worked it hard hast winter. Sacramento is wide open, but tough to build up a b. The boys have been doing well at Orkland, with a small reader. S. r, is free. Ban Francisco is closed except for the markets and stores and building where you have a key. San Dlego far not so bot, except for hustlers. Would like to read pipes from Bill Goforth. Whitey Alm, Bob Bellman, Dave Schoen, Tagore, Johnny Roxford, Jack Hunter and Shorty Walker. Worked Marys-ville inst Saturday, Business was good. Oreville is closed. Am hooking forward to this Spring Special and if it trumps last year's edition. I will claim Billyboy as a real champ." \$14°°perGr. SAMPLE 25¢ J DEP. BAL, C.O.D. 10 + POR SAMPLE & PRICES. 0 OUVE JAcotow SCA WRITE FOR PRICES. E. P. FITZPATRICK. BOI No, Van Buren St., Wilmington, MEDICINE MEN GET STARTED RIGHT FOR BETTER SPRING AND SUMMER BUSINESS WITH BECKER PRODUCTS Soape, Tonica, Liniments, Nerve Tonic Tablets and Salves. All under your name it Boat Selling Herb Package on the mar-ket, formula attached. Low Prices-Plenty Margin for You. Write for Price f.ist. BECKER CHEMICAL CO. (Established 1800) 235 MAIN ST., OINCINNATI, O. Ħ MEDICINE MEN. AGENTS. STREETMEN "ALL BET AND SATIS-FIEDT" H not net our prices on Nerchandiae of Onality. Tonics (Liquids or Herbel, On, Family Ointment. Carn Remover, Boue. Aur-thins. everything you used greater increas. Ack any Medicine Mass About Our Service. Cel-Ton-Sa Medicine Co. Cel-Ton-Sa Building. OINGINNATI, O. "Been working the blades in Frisco, Oak-PICTURE MEN Complete Stock of Photo Supplies — Ouse Ker-ico — Lowest Prices — Olies Ker-a Trial. SELLS PLUNGER FILLER VAC M Au WRITE FOR LIST. Note Our New Address EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN 155 Broadway, Fast Service Sully. FREEDMAN CAMERA CO. 227 East 119th St. Marvel Cake Decorators AUTOMATIC GAS LIGHTER 450% Profil. We pay P. P. Charmes. S1 A OOZEN. Rush Name and Address for Sample-FILE. are the best and prices are the lowest. Samples by mail, 25c. Manufactured by MARVEL CAKE DECORATOR CO. \$8.00-15 Doz. 2653 'N. 49th St., Milwaukee, Wis. Net Profit. \$37.00 SILKI SOCKI SPECIALI SILKI SOCKI SPECIALI 15,000 DOZEN MISPLATED MEN'S RAYON SILK AND COTTON SOOKS. Recond and Thirl Quality, Assorted Colors to the docen. Packet 30 Dozen Patra to the Mituying Case SPECIAL PRICE FOR QUICK SALE. SIZO OASH WITM ONDER. A Sampio Dozan work of inspection. WITM ONDER. A Sampio Dozan work of the Case Size of the State of the Size of the Dozen WITM ONDER. A Sampio Dozan work of OASH WITM ONDER. A Sampio Dozan WITM OASH WITM ONDER. A SAMPIO DOZAN OASH WITM ONDER. A SAMPIO DOZA

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April 11, 1936



WHOLESALE MERCHANDISE-PIPES

April 11, 1936



SPRING--AND YOUNG MINDS TURN TO THOUGHTS OF TOY BALLOONS AND **RUBBER BALLS!**

financial movement with the things they like best. Capture their hearts and their pennics with Barr Balloons, Balls and Novelties. You will be highly pleased with the many fine new ideas ready for the spring season.



RCHANDISE-PIPES ×

"A LINE OR TWO... between sand puffs," writes Bob Posey from Woodward, Okla. "The following (Continued on next page)



Complete Line FOUNTAIN PENS MECHANICAL PENCILS COMBINATIONS

SOUTHERN PEN CO. Petersburg, Va.

LARGEST PEN MFRS. IN SOUTH





JAR WRENCHES **KNIFE SHARPENERS** MASON JAR MOUSE TRAPS STATIC ELIMINATORS

BLACKHAWK MFG. CO. OHIOAGO. 455 N. Arteelan Avenue,

BIG DATES PROFIT With Monerain Machine that beautifully Em-broiders Names or Monoranns in Cotton or Sitk Thread. Can be tweed on any material. Easy to cuerate, 256 stamps will bring you illustrated in-struction book, survive embroidered name and full particulars conterring this wonderful exportantly. **BUFERT WEIDNER**, INC., 20 W. 22d St., New York,



Thank You for Mentioning The Billboard.



WHOLESALE MERCHANDISE-PIPES

The Billbourd 115



Anics and towns can all be worked for a reasonable reader or gratis. Nothing big, but you can work a sale a duy, sometimes the sales hat a day and sometimes more, depending on amount of merchandise on hand. Vici, Okia, first and third Mondays, fair: Gamargo, every Tuesday; Selling, sale every Wednesday, of your be worked gratis but sale ist is best; Higgins, Tex, every Thursday, fair; Garmen and Okeene, Okia, alaso have trade days weekly; Woodward, Okia, every Friday and a big sale that is good on second and fourth Mondays. Arnett, Okia, every Saturday, Winds have been high lately and it looks like on the continuous dusstorm, the the natives do not seem to mind it so much. Recently seen getting their abare at sale day were Doc Kans and missus, herbs: Al Decker and missus, lifters: J. O. (Jimmie) Ellis, he of the Okiahoma and confined to her room for the past were."

X

WHAT A COUNTRY we have in the good old U. S. A." opines b. Lambert, Dallas. "In the North we have lots of ice and snow, three duals of the south we have pitchmen ight. In the South we have pitchmen on every corner, balmy weather and a meal a week and pitchmen everywhor to aut up jackpots with. Was cutting in who said he has been pitching solder food every Spring issue for the Filt board every soluth a copy of The Hill board every Spring issue for the Filt board every Spring issue for the Filt board every Schwart the price of any thethman's article from the ads. Board in Spots are very scarce. Worked last how they for the state that is the even harshall. Tex, on a one-day stand there the same. Expect to work Okak how the low price. Mode a little in board every Spring issue to solve other the marshall. Tex, one a one-day stand there the same. Expect to work Okak how the filt wears here. Went his work how the the low price the slowly observed to preator's license here. Went has be price for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the solve the for every screates of the solve the b clever worker this morning writing 'em out free for every carrying case you bought from him at 15 cents. Tom Mc-Cluskey, where are you? Wonder if Frank Vail is still with it. Shoot in some pipes, fellows."

X IT WAS LAST JULY . that I sent you my last pipe about the Battle of Great Falls. Mont.," shoots Eliwyn Sproat from Richmond, Va. Left my favorite fishing spot in Florida a week ago and am on route north. Saw the trees leaved out, the orange trees in full blossom and knew that spring was here again, so I figured that the trout, anook, grouper and mackerel could give them a lot better workout on my baits. I just could not keep my mind on my

SPRING SPECIALS





WHOLESALE MERCHANDISE-PIPES

Balloom Level Horeity Balloot Inflating Equipment Quality Sorvice 3 The TOY Send for Prices BALLOON Write Us Today 202 East 38 5t Holium Cas Ca* New york Hydrogen Air Belloons Sticks Toss-Ups £ DONE ONE MINUTE PICTURE MEN ALWAYS MAKE GOOD PROFITS **BIG PROFITS FOR MEDICINE SHOWS** FREE BULLETINS FREE HANDBILLS FREE STOCK Scores of new shows have joined with us because PURATOAN PRODUCTS offer PROFIT, DISTINCTION, REPEAT BUSINESS that is unbelievable. Every product is beautifully packaged and guaranteed. You will have fewer "blow-backs" with PURATOAN than any other ifem you have ever sold. This offer is good for MEDICINE SHOWS ONLY. We help pay treight. WRITE TODAY FOR FURTHER PARTICULARS PURATOAN PRODUCTS CO., St. Joseph, Mo.

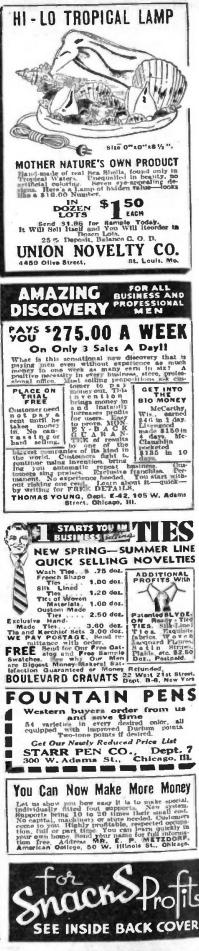


work casting or trolling when I knew that the shops were getting plenty of play from my friends and no com-petition from myself. If any of the boys are still trying to catch that big one down in Florida I know they might want to stop at a few shops on their way north just to limher up the pipes and see if they still can get a tip as casily as last year. Well, here are a few where you can try out your stuff. Now I wort claim these are red spots, but they are fair anyway. In Tampa there is the Athantic Coast Lines shops, also a couple of cigar factories providing you can talk their language. In Jacksonville there are Seaboard Alring shops and couple of cigar factories providing you can talk their language. In Jacksonville there are Seaboard Airline shops and Ford motor assembly plant. In Tampa a brand-new plant of the American Can Company. In Savannah there is the Seahoard Airline and Central of Georgia shops. In Charleston, S. C., the Ameri-can Tobacco plant. In Macon the Cen-tral of Georgia and the Southern. You can work at the same place, as each has a half hour noon. Of course, every body working Atlanta knows the shops there, so won't say anything about them. Am there, so won't say anything about them. Am headed up into Pennsylvania, New York and then west. Anybody wanting to get in touch with men can do so by writing me care *The Billboard*. Would like to read pipes from my old friends Sam Coe, Bob Wilson. Ed Houtz, Walter Darnell, Frank Libby and Jimmic Miller. Did any of you listen to the boys playing freing and Teddy Gold-stein's joint on Major Bowes: program March 29? Don't know how many votes they got, but wished it was Irving or Teddy, as they would have stolen the show. Are you still after the sellfish, Doc Boise, down in Miami? Most of the pipes in the last issue of *The Bill*. show. Are you still after the sentiation Doc Bolse, down in Miami? Most of the pipes in the last issue of The Bill-board were from mcd men, so I guess you will be getting out the joint before long. There were a couple of paper mills I would liked to have worked here, but I left my boat down at Tampa. So now I know another article I could carry along to help put on a pitch. I have about everything now I can carry boat and washing machine I will hire a truck. What is the new joint-you know everybody is looking for a new joint? Well, I have one for you. It will be sold only to all the roadles and make one. It is called a junk elliminator for trailers and housecars. You know how we all plck up all sorts of junk in our travels and clean house in the spring and gather up a lot more during the stuff we start right over again. Whenever you can make up your mind there is a roadie who has been in the business a long time. He has just been getting a bigger trailer each year to put in all the road. I got mine stored in four different houses in Michigan outside of what I haul around it my trailer now." ×



Nalpak Co. 3225 W. Crystal St., 002

April 11, 1936



WHOLESALE MERCHANDISE-PIPES



ADVANCE Voveliy Balloan, Nouse Head, Gross. 32.00 Flying Birds, Large Size. Gross. 2.60 Jamping Fur Don. with Bulls. Gross. 7.60 sagger Sitchs, Latest Finish. Gross. 5.60 FOR THE NOVELTY MAN Ladder Fors. G. Man Badges, Jop Goin Bores, Panel Board Tricks, Sinake Radio, Whips, Panelo.

rators. FOR THE CONDESSIONAIRE Plaster, Gandy, Blashets, Dolls, Lamps, rge and Small Chinaware, Blum, Prizes.

ADVANCE SPECIALTY CO. 1410 Abbots St., Oospolt, Mich. 611 S. State St., Ohicago, 11. 307 W. Poplar Avc., Columbus, Ohio,



Great Sale-While They Last MEN'S STRAP WATCHES LAST MEN'S STRAP WATCHES 10 ½ Ligno 8 w 1 is ditromium Ostes, ditt Diate, S22.00 Prico Tagin Hos. In Lots of 6, 6. Jawei, 33.00 Ea; 15 Jewei, 54.00 Ea, NEW STYLE LAPEL FOS WATCHES, Stwiss Myl., Ast. Octors, 6 J.-RB, B. Jeweis-RB, S3.50 Each Jeweis-RB, S4.00

Lib Jewels-RB. \$4.00 WALDEMAR CHAINS \$4.00 ELOIMAN CHUES, Don Sci \$3.00 Is Bis, Relifoad Model Gais, 7-Jowel \$2.00 Noting Movement, Each 7-Jowel \$2.00 Pic Jowel 82.801 17-Jowel \$2.00 Pic Jowel 82.801 17-Jowel \$2.00 Sci EACH 5-1 Jowel 82.75 Sci EACH 5-1 Jowel 10 Sci \$2.75 SAME 15-1 Sci \$5.75 SAME 15-1 Sci \$5.75 SAME 15-1 Sci \$5.75 Sci Dowel 1 Balance C, O. D. Nend for Galadoz





"natural" for demonstration. Magic chemical tests draw the crowds. Product performs miracles that make sales. Brings you big cash. Half dollars and dollars. No cheap 10-cent grind. Hun-dreds cleaning up. No end to profits you can make,

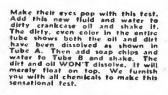
Arcois cleaning up. No end to Merc is a product that gives you the "hottest" money-emaking flash you ever saw. Melts away dirt like hot water melts anow. Nothing etse like it. Saves scrubbing, rubbing and hard work. Makes a public scrwant out of the power of chemistry. Absolutely harmless. Mas dozens of uses. Takes the place of soap, soap flakes, soap powders, spot removers, drain openers, scouring powders, furniture polish, auto polish, sham-poo, etc. Contains no sikali. Abso-lutely harmless. The most revolu-tionary, new, time-saving, money-saving cleaner ever created.

Pits you can make, For generations people have cleaned by fediously and laboriously loosen-ing diet through back-breaking, back-aching scrubbing, rubbing, or by applying mechanical means-to enable soap to float diet away. This new fluid D-1-S-S-O-L-V-E-S the dift through chemical action virtually does the rubbing and scrubbing be-cause it mells the diet away with-out forcing you to disludge it. Think of the -millions of golden hours it vill save for housewives. Take a lish at the tests below, then hop on this big money-maker and CLEAN UP. CLEAN UP.

RAKE IN THE CASH WITH THESE 30-SECOND TESTS

OGDEN CHEMICAL LABORATORIES

C



Oirt Oissolving Test

Then knock 'em dead with this al-bail test. Drop a chemical that turns red in the presence of aikali into a tube of this new tiuld. It will NOT change its color, as shown by Tube C. Then make the same test with any soap chips or tlakes on the mar-het and watch the solution flash red, as shown in Tube D. We furnish gverything for making tests. Get details quick.

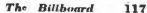
Send Name Far Testing Kit Offan 307-D East 3rd St.

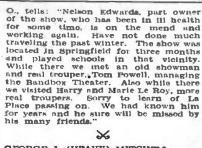
CINCINNATI, O.

10



MAX BAER, 177 W. 26th St. N.Y.





working X-rays and rad and doing well. Also saw Duboise, with run mendera, getting a quarter. Only a few can do that. Also met Otis (Scotty) Sout working blades. I am still pitching med. My friend Chief Red Frather was in here and left some herbs. They do be-lieve in him. Watching his passouts will speak for him. Where are Mary Ragan and Ohef? Sure would like to read the news from them."

X

MRS. E. R. STREET owner of the Reagan Bros. Show, writes in from Clarksville, Tex. telling of the marriage Pebyary 22 at Sulphur Springs. Tex. of Charles Braun and Dorothy Dean. Mirs. Street's mother. Mrs. Braun has been active in almost every branch of outdoor show business since 1800. She was the former Mra. F. L. Corby. Show is reported as doing good business when the weather per-mits and has added quite a bit of new equipment for the spring and summer season. Show boasts of being in con-tinuous operation for 20 years.

X

PACKING FM IN at all recent stands." pipes Ricton from Warthen. Ga. "Looks like 36 is going to be a 'coin extracting' season and a big money maker for all outdoor show-men. In a week or two will invade Ten-nessee and atay all summor. Will re-turn to good old Georgia in the fail. State. Oodles of showfolks and show-men in this State—and all fine troupers. Doc Rowan followed us in at Mitchell. Ga. We had jammed them for three nights there, and Rowan should do well, too. Al Miller stopped recently for a statum or followed us all last fail. In driving thru Gibson, en route here, we passed the Paul Show, talkie outfit under canvas. Nice show. Max Reyn-

RHODE ISLAND

36

36

X

3

RICE





WHOLESALE MERCHANDISE-PIPES



IMITATION DIAMOND in a New, Exclusive Design. Has just the right also read 1% Oc. , three small slower on each side, fill-free more around too and sides and engaver slower, filler No. 93, in 14-KG, Gold Plate, and No. 92 in Blocking.

in lihodium. OLD CUSTOMERS — NEW CUSTOMERS We not easily have the most complete stock of ringr in the country but we also carry every kind of jowolry inne complete filag every kind of jowolry inne complete filag ever. You can get what you sand from us. Write fire our sample line No. 83, cun-pains of 16 rew Wille Kinon Rings for \$2.00, kend for nir retalogina today so you will have it siter you need it. HARRY PAKULA & CO. 5 North Wabash Ave. CHICAGO

LAPEL N WATCH FOR MEN AND WOMEN. The Style Schastion of the Vaw, fam ous Darredo, Non-Dread shie benetime Can Medde, Non-Dread shie benetime Castler Ditten, Prant Castler Ditten, Mark - State Black, Nory, Tan, State Plack, Plack E MILTON BOTWIN of the Natural Health Association, Now York, now operating a pitch health store in Mismi, reports a wonderful season and says they expect to con-tinue the store for another several months tinue ti months. Lance size jumno Fountain Fen, Each in Bas. 55.00 Per Dis. 55.00 Per Dis. 55.00 Per Dis. 55.00 Per Dis. 55.00 Balance G. O. D. We carry a complete line of latest merchandles for distance of the statest Write for Catalog. FRALEIB NOV. CO. 247 Canal St.

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DEMONSTRATORS Hell the New 211⁹ Polishing Cloth and other atticles, 196 4 to 200 5 profit: repeat sellers, LIGHTNIN PRODUCTS 00, 616 W. Kinzie St., Chicago, III.

26

36



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120 The Billboard

WHOLESALE MERCHANDISE-PIPES



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MAGNETIC APPEAL To MEN and WOMEN. BEAUTIFUL-USEFUL

dozen

Amating low priced marchandlas that will not a hand-nome margin. Knappy designs which are selling in great volume whetever they are displayed. Complete line contains of many officer fast selling numbers, all bandscopely illus-trated in actual color in a folder which we will stadly mail to you with prices. Each number packed one dozen to a shipping carton. "(No, 6200 individually packed. Frice includes light built for illumitating sail of ship.) Nitped anythers. Unrated firms should sould continue with order. Pull the crowds to booths and Bingo Games.

GLASOLIER CO., 810-12-14 Penn Ave., Pittsburgh, Pa.



THE LAST "WORD" IN YOUR LETTER TO **ADVERTISERS, "BILLBOARD"**

NEW ITEMS REVIEW-

(Constitued from page 109) usual tray receptacio. This disc covers the piece of furniture on which the tray stunds and protect it when a lighted cigaret fails off. The product is de-signed for premium merchandising and is also adapted for special promotional distribution. Large quantities have al-ready been sold to two automotive man-ufactures, and negotiations are pend-ing with two nationally known com-panies in the eigaret and razor fields to distribute them, as premiums, with advortising upon the discs.

Mickey Adorns Kiddie Lunch Kit

A lunch kit for children, on the sur-face and face of which Mickey Mouse and his entire family of comic experers are painted, is a new item introduced recently by the Geuder, Pueschke & Frey Company. The moulacturers say that Mickey will make the new lunch kit as great a sales success as he has made innumerable other products which he has sponsored.

Novelty Wine Set

An attractive new wine set, made by L. P. Duck & Company, has a bottle and six glasses in rustic design, with entire ensumble covered with imitation tree bark. A fine premium suitable to fairs, concessioners, salesboards, bazaars, etc. Company reports orders pouring in.



Jist AUTO 1-4 POCLET Jist forch risartis to the AUTO 1-4 POCLET Jist forch of a sector and a sector and a sector PROUGH and POOL TRADE, absolutely WILL Sector Conserved is It as if by market NG PLANE, absolutely WILL PROUGH and POOL TRADE, absolutely WILL The Automatic Conserved in the sector provide a sector and provide a sector provide the sector and provide a sector the sector and sector and sector and provide a sector the sector and sector and sector and sector and sector the sector and sector and sector and sector and sector and sector the sector and sector and sector and sector and sector the sector and sector and sector and sec



NEW BOOK OF CIRCUS SONG HITS Circus, Fair and Carnival, Workers are Clean-ing Up on Milways and Circus Lots with our Flashs Clown Core. 5-12 In. Big Profits. 22.50 per 100-Fast 10e Beiler, Sample, 6c. Dorosti with order. NUTRIX NOVELTY OO. 223 Eeet 14th Big. Nrw York Ottr

A WINNER! NOVELTY WINE SET. Consists on Haits and Hiz Ziasas course with Initation Tree Barts. Rustcally realistic of Pates. Concessions. Corn Games and Alesbaari (person. Bample \$1.50; Dot., \$15.00 DUGK MFG. GG., Freeport, BL.





April 11, 1936

WHOLESALE MERCHANDISE-PIPES



WHOLESALE MERCHANDISE-PIPES







Gooding Quarters Scene of Activity

Columbus, O., April 4.—The Good-ing winter quarters at the Ohio State bar of the state of the s

April 25. Two new transformers were delivered hast week, which will add 175 x.w. and give ample capacity for lighting the midway. Another new dual Loop-O-Plane was shipped from Everly Alteraft Corp, and should arrive soon. A beau-liful entrance and fence is already com-pleted for it. Barney Lamb arrived from the South reconfly, and is pre-paring his Circus Side Show (180-foot front), also an attractive Snake Show. with several new features. Art Con-verses will arrive the coning week, and will have a fine Side Show, with one of the Gooding units. Converses will also have another show in readiness for the opening. opening.

All-Texas Shows

All-Texas Shows HOUSTON, April 4.—The show had its spring opaning at Pickney and Garrett treets the middle of last week. Weather was fine and the lot packed with peo-ple. Musager Burdick sporting a new utomobile and assembling a new ride which just arrived. The show now has t rides. 5 shows and 20 concessions. Everything newly painted and well lighted makes a pleasing appearance. The to being close in has made it a nightly gathering place for local carnival folks. Among them Roy Gray and wife. Louis bright. Doc Waddell and Bill Durnond, all of Big State Shows. With Texas cele-prating its 100th anniversary of Inde-pendence this year. Munager Burdick is planning an extended booking trip. Néd U, Jacobs and the writer. R. W. (Tommy) Stevens, have been awarded contract to furnish esting and drink stands at the celebration there. San Jacinto batt celebration there.



BURKE & JAMES, Inc. 31 So. Frantin BL. CHIQAGO. ILL.

Orderly Parking

OETROIT, April 4.—Eastwood Amusc-ment Park is installing a concrete curb on its entire parking area, which will accom-modate about 2,000 autos, according to M. B. Lerner, of the park, who says this will force all drivers to park cars in parallel rows and onable them to get in and out without diltleuity. Each row will be num-bered, so that patrons casily can find their cars without searching all over the lot.

Crowley's United Shows

RICHMOND. Mo., April 4.—The show is ready for its opening at Lexington. Mo., April 11. Everything looks spick and apan, and the additions in rides. shows, concessions, trucks and trailers make the show the largest and flashlest show Manager Crowley has ever taken out, when the searchlights were tried out at high recently the natives tame show Manager Crowley has ever taken out. When the searchlights were tried out at hight recently the natives came to winter quarters in droves. Agent Mc-Lemore left Wednesday in interest of the show. At this writing the show has (owned and operated by Manager Crow-ley) 12 rides and 14 shows, all being transported on 41 trucks and trailers. New canvas and banners for the shows. Mr. and Mrs. Crowley left Sunday for Jacksonville. Ill., where they purchased a new Covercd Wagon living trailer thru the Eif Bridge Co.—a thing of beauty. complete in every detail. Roy Goldstone has the concession department ready and has added some new ideas. Among the recent arrivals wore Phil Phillips. Girl Shows: Rufus Johnson, Minstel Ehow; Larry Zeim, Musical Comedy Show, and Dutch Meyers, Athletic Show. WALTER DALE.

Small & Bullock Enterprises

Whitmire, S. G. Woek ended March 28. Auspices, Volunteer Fire Department. Location, lots and streets surrounding City Hall. Weather, rain every day ex-cept Monday and Saturday. Business, fair.

City Hall. Weather, rain every day ex-cept Monday and Saturday. Business, fair. The rain prevented farmers from doing any work on the farms, so many were in daily attendance on the midway and quite a little business was done in the afternoon. Mayor Gillian and Fire Chief Simpson lent every assistance possible in making the engagement a success. Mr. and Mrs. Johnnie Bullock took advan-tage of the rain to spend a day with friends in Augusta. Telegram from Charlie Goss of Standard Chevrolet Co. advised that the new truck, with another trailer from the Ell Bridge Co. would be ready for delivery within the next few days. Business Manager Harry L. Email away on a trip in the interest of summer bookings. Floyd Shelks contin-ues to walk away with the first prize for being the first up and ready for oppning on Monday, which has proved successful from a business standpoint. Mathees have proved popular with chil-dren. All of which is from an executive of the show. of the show.

Decker's Museum, Baltimore

BALTIMORE. April 4.—Ralph Decker added some attractions to his Oriole Museum here this week. They are: Capt. Herbert Martinez, with German shep-herd dogs, cats, rates, birds and mon-keys: Fruik Randall, clown contortion-lats, and Bob Simon, with snakes; also, Jerry Higgins as new emsec. George Thompson is one of new front men and bate Micrise is added attraction in the Jojo Higgins is added attraction in the annex.

Decker states that he has made changes in plans for his summer shows and instead of joining Miller Bros. Shows will join William Glick Shows with three tent attractions.

Glorifying the "Red Hot"

WATERTOWN. Mass., April 4.—They're glorifying the American frankfurter.

glorifying the American frankfurter. Millions of the "red-hots." juley de-lights, are sold every year and now the roasting is made attractive. The "Bar-B-Frank" machine rotates a circle of frankfurters before an electric grill, with the holders sparkling and flashing under the rays of a red neon light, and the makers say it "Catches every eye, brings "em in to buy."

GENERAL OUTDOOR

Dee Lang Starts New-Season Tour

ST. LOUIS. April 4.—The Dee Lang Pamous Shows opened their season last Saturday on the large lot at 4th and George streets. Favored by ideal weather on Saturday and Sunday evening, the show had the best season's start in this city in its history. Heavy business was done on all shows and rides the first two mights. Monday, Tuesday, Wednesday and Thursday business fell way down, due to cold weather.

mights. Monday, Tuesday, Wednesday and Thursday business fell way down, due to cold weather. The show has been greatly enlarged over last year, and everything is newly painted and new tents for the shows. New banners thruout for shows have also been purchased. Will move on 25 Chev-rolet trucks and trailers this year. There is a new and very attractive public ad-drers and advertising wound truck. Staff: Dee Lang, owner and general

Is new and very intractive public diversional advertising sound truck. Staff: Dee Lang, owner mid general manager; Elmer I. Brown, general agent; Harold E. Pinke, secretary: Mrs. Norma Lang, treassure: Walter Wysit, advertis-ing agent: P. E. Waughn, superinten-dent construction; John Sweoney, lot superintendent, mail and The Elliboard; Earney Williams, cliffe electrician. Rides in operation at the opening: Double Ferris Wheel, John Mathis, fore-man. Caterpillar, Harry Moore, foreman. Merry-Co-Round, J. J. Darlington, fore-man. Chairplane, Mike Schimmel, fore-man. Auto Ride, Dad Avery, manager. Pony Ride, John Eakins, manager. Rideo, J. A. Alexander, foreman. Dive-Your-Sourd.

Man. Alto Ride, Did Avery, Manager.
Pony Ride, John Eakins, manager. Ridoo,
J. A. Alexander, foreman. Drive-Your-self Antos. Joe Klein, foreman.
Shows and their managers included:
Midget Village, featuring Princess Tiny;
Mr. and Mrs. E. F. Milburn. Illusion
Show, Al Means. Eakin's Dog and Pony
Circus. John Eakins. Athletic Show,
Irish McGee. Hollywood Dancing Oiris.
Tommy DeLong. Snake Show, Billy Red-wing. Big Circus Side Show, Mark
Williams. "Unborn," Pat Murpby. Hip-podrome Circus. Ray Nesbit. Diskeland
on Parade (colored minstrel show). H.
Binckburn. "Law and Outhaw."
Eddie Keiker. Orystal Mage, John Pollard.
Among the concessioners noted on the midway were E. F. Klein. Bob Butler.
Red Keley, Lou Finch. John Sweensy.
George Okada, Eubey Cobb, Joe Miller, Roy Todd. R. Guimont, Jerry Kerns and R. A. Sauters.

Roy Todd, R. R. A. Sauters.

Golden State Shows

Santa Paula, Galif. Week ended Marah 29. Location, Main and Fernandez. Atts-pices, Veterune of Foreign Wars. Weather, chilly. Business, very good.

pices, Veterana of Foreign wars, weather, chilly. Bisiness, tety good. This was a big aurprise to everyone connected with the show. Generally known as a weak spot, the natives turned out despite cold weather. Kid-dies' matinee on Saturday was sulpris-ing and business at night was remark-able, the midway being fammed. George Costello with his Athletic Arena topped the shows, with the Side Show and Motordrome following closely. This was the first sist of an Auto Scooter to this town, with the result that it did ex-ceptional business. "Ma" Lakey, of the cookhouse, already popular with the boys, taking coffee round to them during tear down. Boys hope it's a regular thing. Circulation tieup with the local paper by Joe DeMouchelle a notable item toward the big attendance. Chief of Police Thornton complimented the man-agement and ahow. Belated greetings Police Thornton complimented the man-agement and abow. Belated greetings for succeas of the show received from Showmea's Lengue of America. Joe Streibich, and Patty and Prank Conklin. Frank Downle, Ben Dobbert, Johnny Kline, Carl Walkse und F. R. (Eddie) Rossi were visitors. O. L. Terrell adding another platform to his March of Time, making it a three-tier show. Ben function in the appearance of both front such inside of Side Show. All of which is from an executive of the show.



ine Tatoo Nottle Popper at Lowest Price ever mud-uality machino. Big espacity, Bent materials and ction. Pressure Gasoline, Gas or Electric heat for descriptive cincular. Order direct from this ad construction. Pressure Gasoline, das or Electric I Write for descriptive circular. Order direct from this TALBOT INFG. CO., 4527 Lexindred Sta. Chic.



WANTEO-Concessions, lingo (1%die Breugen) wire. Hrock startis, can place few mutra, Pop Corn, Plotes, Novelsita, etc., opcn. Grind Storce thus, hard gash, and capable Agenta. Can and will work fash, and capable Agenta. Can and will work on my Lidvas, Wire or conce on LitDebt AND born the startistic and the startistic of the start on my Lidvas, Wire or conce on LitDebt AND Tilt-A.Whirl. Pony Track, Kildle Bides. Ourieg lyde, vira. Grini or Bally Showa that are in keeping hare worthwhile territory to offer, Ronte turnslated to reliable parties. Communicate this week FRANK GABEY, Manager, Gaser's United Shows. Anteldan, Miss.

Bunts Greater Shows WANTS

Legitimato Concessions, reasonable rates. Want Musicians for Colored Band, salary, no per-contago. George Gradner wants Trumpert, Sar and Trombone for White Band. Hi Johnson wants Acres for Sido Show. Can usa Ride Help, also Ride superintendent, Must bo sober and understand rides, and motors. Address this week Great Falls, S. C.



and Looks Essential. Musicians for Small Orches tra, Good Struktuta Musicians. Feople who have worked for me, write

ETTA LOUISE BLAKE Gare Krause Shows, wonh of April 6, Daytona Brad Fia.

MILLER'S TRAVELING MUSEUM WANTS Attractions, Year around work, Place a Attractions for outer season, Musicians,

Freika, Attractions, Var around work, Place high-class Attractions for colline season, Musician, Acts of all kinds, Barcisan, etc. Address Millers's TRAVELING MUSEUM 49 State Street, Sharon, Pa.



itido Help also Kiddia Man. Sho Icip Foreman for 8-car White, Chair-o Flatte, ideale Anto, at once, Can also place Second Show opens. April 25. White: Quarters now R. J. COUSINS, Carolina Hotel, Greenville. upen.



KAY BROS. CIRCUS

HAVE COMPLETE DOG-PONY SHOW

Unit. Would like to hear from party with tool or location in building fur this sommer. This show is well known and has drawing power. Want gound Areat that can buok route; also two Cosma Write GEO. E. ROHERTS, DIS W. Eric Avenue. Philadelphia, Pa.

GOLDEN GATE SHOWS WANT Glasgow, Junetion, Ky., April 11 to 18, Stock Joints, Ride Help, Bannar Man, any Grind Show Hate outfit for Geek Show. Come on, will back you

WANTED-Offits that can sing and dance. Oriental Hula: man and wife take charge of small show. Open near Detroit soon. DOG J. J. KELLY. Thorntown, Ind.



BIGR 3 FAMMENTER Cookhouse, Candy Apples, Legitimate Grino Stores, Also capable showmen. Will finance same, What have you? Have twenty weeks' work thru Mastachuserts, New Hampshire and Vermont. Open May 2, We carry sik Rides, two Shows and about Iwenty Concessions, elso sensational Free Acts. CAN USE Electrician capable of handling 30 KW Light Plant, Address DICK GILSDORF, General Manager, care of G. DeCleco, Inc., 115 Washington St., Boston, Mast.

DON'T MISS THE WHOLESALE MERCHANDISE DEPT. BEGINNING ON PAGE 102

GENERAL OUTDOOR

The Billboard



- VANCOUVER'S GOLDEN JUBILEE CELEBRATION -

Two Weeks Carnival, July 3 to 18, in the Heart of the City-Cambie St. Grounds. Three other WEEKLY BOOKINGS in City to follow immediately.

LIFY TO FOILOW IMMEDIATELY. DESIRE SHOWMEN WITH HIGH-CLASS ATTRACTIONS—WILL BOOK WAX PRISON—MINSTREL SHOW—FAT PEOPLE—CAPONE CRIME CAR—OR ANY NON-CONFLICTING SHOW. ALSO SENSATIONAL FREE ACTS—2 SHOWS DAILY. CAN PLACE ANY KIND OF LEGITI-MATE CONCESSION AND MERCHANDISE WHEELS THAT WORK FOR STOCK. HAVE THREE MONTHS' ROUTE BOOKED STARTING EARLY MAY. CANADA'S BIGGEST CELEBRATION.

Address All Communications to R. J. BOYD. GOLD MEDAL SHOWS, LTD., P. O. Box 1132, Vancouver, B. C.

STRATES SHOWS CORP. WANT

Concessions-Bowling Alley, Pitch-Till-You-Win, Ball Games, Stock Stores of any kind. No G wheels. Shows-Can place three Shows; will furnish outfle and wares for

or any Kind. No & wheels. Shows—Can place three Shows; will furnish outfit and wagen for same. Will finance any show that is capable. Monkey Circus, Animal Show, Illusion Show, Water Show, Athletic, Glass House, Freak Animal, Pit Shows. Ride Help on all Rides.

We open April 16 in Portsmouth and will stay out for 28 wocks. Have bookod the following Fairs: Albion, Caledonia, Batavia, Cortland, Hamburg, Dunkirk, Bath, all New York; Mebano, Washington, Tarboro, N. C.; Suffolk, Emporia, Va., and two more fairs will be announced soon. This will be a fifteen-car show and will carry 14 rides and 15 shows.

Write BOX 26. Portsmouth, Va.

BANTLY'S GREATER SHOWS

WANT Ride Parenant for following Bides: Calerniller, Rides, Loop-o-Plane, Titz-Whiel, Ferris Whoel and Charte-Flanc. Can Prov Disconting the Concession that work for stock fast Matte are concession and calern-River and the Concession of the State of the State and the House Can place of O-In-1, Musical Concess, Brain State, Miller, Filter-Till-Ton-Will, Rowing Aler. HOWS - Can place of O-In-1, Musical Concess, Brain Apple. or any arouty easing concession any other money-setting States in hereing with the slaving of the States, Will furnish complete mining to capable pools. Mild Willer, Bater, Concession, and in backed with money and main, Hore at fairs and three big selectrations bonked; would no interesting permas. Want Takers and Grinders and Working Miller, Bater, Dood Titz notice, and in backed with money and part of the state and three big selectrations bonked; would no interesting permas. Want Takers and Grinders and Monthing Miller, Bater, Dood Titz notice, and the permas. Want Takers and Grinders and Monthing Miller, Bater and State and State Permas. Want Takers and Grinders and Monthing Miller, Bater and Stater and Staters and the backed of the money and part of the state and three big selectrations bonked; would be any 2 City Playerounds, Du Bok, Pa. Address all mail to MERMAN EANTLY. Manager, Terroldsville, Pa.

WANTED .- WANTED -- WEER SHOWS

OPENING BENTON HARBOR, MIOH., BLOSSOM FESTIVAL. WEEK MAY 4 TO 9. Bith-class shows of nerit, with of without on subfits. Will furable consultate subfits for Ten In One, or any other Show carbon of wild lide View in all Jepartments. Chapter Show can and will three work will carry of Major Hide. N Shows, and will relat the best spots in Ohio, Indiana and Michigan, with as for any other show and the state of the state and the state of the state of

Pamahasika's Dog, Pony, Monkey, Bird Circus

MANAGERS WANTING A GOOG ATTRACTION. HERE IT IS. All clean, high-class Acts, For Resorts, Faits, supwhete, for all ages. No other show like its Presented by the Prof. Paraiasika, (limself (the original). This shue includes that famous here inumo of Acting and Inscience White Cocksteins, like Set and Incerkal. Ironpa in America. Address GEO. 5. ROBERTS, Manager, Paraiasika's Studie, 515 W. Eric Ares, Philadelphia, Pa. Telephone 5520.

VOLUNTEER STATE EXPOSITION WANTS

Bingo to join on wire. Shows that don't conflict. Concessions that are logitimate. Musicians and Performers. Harriman, Tenn., this week; Maryville, Tenn., to follow.

TEN-IN-ONE WANTED

With or without tent. Join on wire. Want other Shows. Curley Lowis, wire; King Kong, wire; Talloy, wire; Rucker, write. Want Calliopo or Sound Truck with Concession. Also want Stock Concessions. No office or percentage stands. Show opons Saturday, April 11. Address F. H. BEE SHOWS, Inc. Russellvillo, Ky.



SCHULT'S TRAILER MART, Elkhart, Indiana Buy. Trade. Terms-No Sales Tax-Write for Free Literature

Blue Ribbon in **Regular** Season

FLORENCE, S. C., April 4.—Blue Rib-bon Shows are playing the opening en-gagement of their regular season here this week, which started last Saturday

this week, which started hast Saturday night, auspices Elks. Mr. and Mrs. L. E. Roth, owners and canvas and new lighting effects make it their careers. Modernistic fronts, new canvas and new lighting effects make it very attractive. The 40 by 120 exhibit tent, located behind the front arch, is filled with commercial exhibits. Local business men showed their appreciation for the business given them during the show's winter stay by taking a double-page spread in The Florence Sunday News, wishing it a successful tour. Show has 22 company-owned trucks and semi-trailors, 12 shows, 10 riding devices, a band and two sound trucks.

trailors, 12 shows, 10 riding devices, a band and two sound trucks. Shows: Side Show-Doc Wilso, man-ager and opener; Mrs. Wilse, magidian and lecturor; Billy Rix and Raymond Fontaine, tickets; Princoss Mite and Fond, midgot mother and baby; Long Wolfe, Indian bend weaver; Ruth Long Wolfe, Indian bend weaver; Ruth Long Wolfe, Indian Belley, montalist; Capt. Jack Balley, tatbood man. Chocolate Town Revue-Doc Stanton, talker; Eld Diritfy, stage manager: Little Diritfy, wardrobe; Stack Wilson and Bill Miller. comics. LeRoy Crews and Alexander Me-Clain, dance team; Maggle Boone, blues singer; Leroy Samuela, M. C. Ince Wil-son, Lizzle Mae Williams, Elizabeth Street and Fileaden, producer: Baby Mabel and Frieda, sister team; Marron Leo Dickans (leader), Chiek Edwards, Louie Williams, Buok Able, W. Jones. Charle High, Rollin, Williams, Will Jamerson and Harry Humbard, band and ocrbestor. Francis-Fruncom-Mire, H. S. Louis Williams, Buck Able, W. Johes, Charlie High, Rollin Williama, Will Jamerson and Harry Humbard, band and orchestra, Francis-Francos-Mis, H. S. Trainer, talker: T. E. Leggett, tlokets: Charles Gunderson, locturer, Monkoy-Trainer, talker: T. E. Leggett, tloketa: Charles Gunderson, locturer. Monkey-land—Capt, Lako, manager and trainer: James Hill, tickets: George West, front; Wait Hill, propa. Salon of Art—Thomas Perry and Art Haines, managers and operators: Viola Haines, Allee Perry, Mar-gurette Thompson and Thelma Mann, models: Luke Turner, artist. "Life"— Doc Wilson, manager. "Superba"—Robert Landis, manager: "Superba"—Robert Landis, manager: "Superba"—Robert Landis, manager: W. P. Smith, front. Athletic Arena-Pop Erby, manager: K. O. Webb, boxer: Jimmy O'Cout, wres-tler. Baby Rose, fat girl—Doc Swan, manager: Jerry Bickford, tickets. Soyna Lee's Revue—George (Spot) Tipps, man-ager: Albert Johnson and Bill Streamer, tickets: Art Jamison, M. C. Happy Wal-ters and Johnson and Bill Streamer, tooris Thurby, Arleon Robinson, Midfred Scott and Doris Wilson, chorus: Louis Rosen, Elmer Tipps and Art Maion, music. Monsters From Sumatra—Jim-mie Woods, manager: Occar Olson, lee-turer: Betty Cook, tickets. Rides—the first seven of the following

mie whoda, managei, Oscar Olson, ickets turer: Betty Cook, ilckets. Rides-the first seven of the following owned and operated by Mr. and Mis. Roth: Ferris Wheel-Ray King, foreman; Fred Boris, tiekets. Merry-Go-Round-Thure Peterson, foreman: Bill Gaskell. tickets. Loop-the-Loop-Doo Newton. foreman: George Burns, tickets. Chair-plane - Ceell Gust, foreman; Lonnie Huto, tiekets. 'Tilt-A-Whirl - Laynun Morgan, foreman: Jessie Hare, tickets; W. A. Wheeler, clutch. Kiddle Cars-Bert Hill, foreman: Howard Blackford, manager. Jim's Riding Ponles-James Lacey, owner; Mrs. Baker, tickets; Jerry Baker, groom. Loop-o-Plane-Frank Rupp, owner, Mrs, Rupp, tickets. U-Drive-Ib-Frank Rupp, owner: Ellie Hall, mechanic. mechanic.

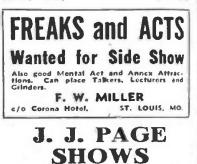
Concessioners: Cookhouse, Mr. and Mrs. Jack Konnedy, operators, Mrs. Patsy, pop corn and earmel corn. Bob Robinson, diggers. Art and Mary Ann Patsy, pop corn and earmel corn. Bob Robinson, diggers. Art and Mary Ann Alexander. one; Jorry Greenlee, agent. Ball games. 'Catherine Rubin. Evelyn Blackford and Marcelyn Ortagus, agents. Cigaret shooting gallery. Incz Moore and Edhn Burns, agents. Ed and June Rut-ledge, two: Phil Spence, one; John and Ann Gallager, corn game. Hynile Cooper, 10—Andy Johns, Joe Soret, John (Curly) Lane, Teddy Baker, Jack Burke. Ray Kel-ley, Harry Rubin. Bob Quinian. Oy Slovtn. Harry Bosco, Larry Bern, Joe Reynolds, Charles Edwards and Tom Newnan, agents; John Lane, concession manager. mannger.

manager. Staff: L. E. Roth, manager; Mrs. L. E. Hoth, secretary-treasurer; Robert (Bob) Kline, general agent: George Mitchley, special agent; Starr DeBelle, press rep-resentative; Billie Davis, chief electris

LOOP-O-PLANE "Rids of the Century." SUPERB ATTRACTION, MODERN-AERONAUTIC. PROFITABLE For Permanent and Porta-ble Ride Operators. "EIOHTY Units Bold in 1935." 55.6 "THERE'S A REASON." Write for Our Easy Finance. EYERLY AIRCRAFT CORP. SALEM, ORE. ABNER K. KLINE, Distributor. EOHOL'S HIGH SPEED ELECTRIC SNOW BHAVER \$39.50 S. T. ECHOLS 1337 Walton Avenue, SL Louis, Mo

EYERLY 🍊

POPCORN 5c AND 10c PACKAGE OELIGIOUS-Good Profits. Also Popping Com of All Kinds. Write for Samples and Prices. STAR BRAND POPCORN CO. 384 Hudion St.,



CAN PLACE sensational Free Act to join st once. Good opening for Legitlmate Conce-sions, reasonable rate. WANT Acts for Side Show, also Talkers and Grinders. CAN PLACE and more Flat Ride and Kiddie Rides. Address I. J. PAGE, Manager, Columbia, S. C., this weekt Johnson City, Tenn., next week.



HIGH STRIKERS FOR 1936 AT \$35.00

PAMAHASIKA'S DOG, PONY, MONKEY, BIRD CIRCUS

The Original Unit. Institute Offers for the Summer Reason. Nothing Better for Branca. threat for Concert for Hig Show. This attraction is inderted to be the HISST. Write OEO. E. ROBERTS. Mas-ages, 515 W. Fele Ave., Philadelphia, Pa. Tel: SAGmore 5536.

CATERPILLAR FOREMAN WANTED F. B. CARVER wire at once. MARKS SHOWS RICHMOND, VA.

BUD HAWKINS CIRCUS WANTS one mure Big Nhow Aot. Team o ing two or more, with house our; Domes' Acts. Will, BUY Wild Aufmah for BUO NAWKINS, Murray, Kr. tie Animal

cian: E. P. (Happy) Sumrall. superin-tendent transportation: Howard Black-ford, lot superintendent: George (Spoil) Tipps, general announcer: Capt. Ed Andrews, watchman; Ethel Gust and Mary Lou Newton, main gate ticket sellers.

April 11, 1936

The Billboard 127





Congratulations on Appointment of New Coin Machine Editor Pour In

To The Billboard

"Congratulations on securing services of Toin Murray. We know his associa-tion with you will react to the general good of your publication and the in-dustry at large. Good luck and best regards to you both." W. W. WOOLLEN. General Saies Manager. Buckley Mamufacturing Company.

"Both Mr. Davidson and I want to congratulate you on the selection of Tom Murray as the new editor of your coln machine section. We have the ut-most respect for Tom's ability, and we know that he will fill the bill." CARL T. MORRIS. Morris & Davidson. Inc.

"Congratulations on the acquisition of Tom Murray as editor of your coin-machine department. I feel sure that with his knowledge of the business he will prove a great benefit to the Opera-tors thrucout the country in his new undertaking and meet with the entire estisfaction of all in the industry." PRED MANN,

Organized Operators of Chicago.

"News that Tom Murray has become nanotisted with The Billboard is right in line with progressive spirit The Bill-board has always striven to maintain. Tom Murray possesses a great deal of ability and will now tell the coin ma-chine world the news on amusement machines in splendid and true fashion." PRED C. McCLELLAN, President. PRED C. McCLELLAN, President. PRED C. McCLELLAN, President.

"Congratulations on Tom Murray's connection with you in an editorial ca-pacity. Nobody quite knows the amuse-ment machine business as does Tom. Murray's ment machine business as GOCs form His intimate knowledge and instinct will prove a big asset to The Billboard." JACK KEENEY. JACK KEENEY.

J. H. Keeney & Company, Chicago.

"Announcement of Tom Murray's con "Announcement of Tom Mulray's con-nection with your publication greatly enhances the news value of The Sill-board. His editorial comments have always reflected deep insight into op-erating trends and markets in the amusement machine business." KENNEDY & COMPANY. Chicago.

Chicago.

"Congratulations to one of the finest men and one of the best editors in the ooin machine industry. We know he will meet with nothing but success in ble new, important position. Our rela-tionship with him has always been most pleasant. We recognize his unusual ability and send the best wishes of our entire organization." RECK-OLA MANUFACTURING CORPORATION. Chicago.

"Previous contacts and business nego-tiations with Tom Murray make it im-possible to refrain from extending our congratulations on your selection of Tom as the new editor of your coin machine department." JERRY WERTHINER. Ad-Lee Company, Inc.

"Let me congratulate you on your selection of Tom Murray as coin ma-chine editor. The service and co-opera-tion Tom has given us in the past and his willingness to go to great pains to see that every detail of a publicity story is correct, makes me confident that he

will make your coin machine section a greater asset than ever to the industry." HERE JONES. Bally Manufacturing Company.

"Great stuff. Hilboard. We know that your fine coin machine section will maintain its excellent editorial polleles with Tom Murray at the helm.". GERBER & GLASS.

"Our hats are off to you in selecting Tom Murray as the new editor of the coin machine section of your publica-tion. Mr. Nurray enjoys our utmost re-spect and confidence. We wish him the best of luck." GENCO. INC.

"We don't know of anyone more capa-ble than Tom Murray to fill the bill as editor of the coin machine section of *The Billboard.* He is known thruout the industry and everyone, including our-selves, highly respects him. Here's to you for even greater success!" CHICAGO 'COIN CORPORATION.

"Congratulations, Billboard, and Tom Muray! It looks like a great combina-tion to mo." HENRY W. SEIDEN, Henry W. Seiden & Company. Inc.

"Your selection of Tom Murray as coin machine editor was good news to our organization. His unceasing co-operation of the past, backed by a thoro knowledge of the automatic phonograph apeaks for itself business

J. P. SEFBURG CORPORATION.

"Your appointment of Tom Murray to "Tour appointment of form machine we-the editorship of the colin machine we-tion of The Rilloard affords me great personel pleusure. I've known Tom a long time and thoroly enjoy being one of his friends." KARL KLEIN, Groetchen Tool Company.

"We have found thru careful obser-vation and experience that The Bill-board is really the only medium which gets results for the jobbers and distrib-utors. With Tom Murray as editor-in-chief of the coin machine department of The Billboard, we know that the in-dustry will be aided tremendously. Con-

choice." CARL F. TRIPPE. Ideal Novelty Company. St. Louis.

"The Billboard first, last and always —that's the alogan of the jobbers in the coin machine business. Congratulationa to you on chosing Tom Murray as editor of your coin machine department. Keep up the good work and may you live long and prosper." JACK ROSENFELD.

Union Novelty Company, Inc., St. Louis.

"You have made a wonderful choico in making Tom Murray editor-in-chief of your coin machine section. Bincerely bope he continues the marvelous work, nationally, with your great paper that he has started in Texas. Congratula-tions to both The Billboard and Murray" WILLIAM B. BETZ. W. B. Specialty Company. St. Louis.

"As one of the oldest and foremost jobbers and operators in St. Louis, please let me extend my congratulations to *The Billboard* on its choice of Tom Murray, of Texas, as editor of the coin machino department."

LOUIS D. MORRIS. Morris Novelty Company, St. Louis.

"In behalf of the Missouri Amuse-ment Machine Association of St. Louis. I want to congratulate *The Billboard* on the selection of Tom Murray as editor of the coin machine section. We, in St. Louis, know what Murray has done for the industry and sincerely hope he will continue the good work. The associa-tion here is behind him 100 per cent." JOHN H. BECKMANN.

Secretary Missouri Amusement Machine Association. St. Louis.

"Congratulations. Our loss is your gain in acquiring Tom Murray." AUTOMATIC AMUSEMENT CO... Fort Worth.

"Congratulations on getting such a fine, outstanding man as Tom Murray, to join your organization. We will miss Tom hore in Texas. He has always been a tireless worker and friend to our asso-ciation. He gave freely of his time and

Music Operators Elect Officers

CHICAGO, April 4.—At the meeting of the Illinois-Indiana Music Operators' Association, held at the Hotel Sherman here Thursday evening, March 26, the Jolowing officers were elected: Attorney Henry A. Kaufman, Chicago, president; E. W. Reed, Chicago, vice-president; W. Fredericks, Glen Ellyn, Ill., secretary-treasurer. It was voted to hold met-ings on the last Thursday of each month at the Votel Chermon All multip on-

treasurer. It was voted to hold meet-ings on the last Thursday of each month at the Hotel Sherman. All music op-erators in the territory are urged to at-tend these gatherings. The turnout to the March 26 meeting was surprising. There was a atrong in-dividual urge to organize, dictated by a desire on the part of the individual op-erator to conserve his income and as-sets. The question was thoroly dis-guissed, and with startling frankness as to whether or not the individual opera-tor would be unquestionably and direct-benefited by joining the association. "It was amazing to me," states Presi-dent Kaufman. "fo find how much goodfellowship and 'sportsmanship had resulted from only two previous meet-ings. Being inclined to view with some skepticism the value of association meet-ings and having attended association meetings in other fields at which con-tinual blekering and petty arguments frustrated the intended purposes. I was amazed and delighted to note the high caliber of the men angaged in the coln-operated phonograph field. "Naturally enough, there were people there whose interests, they thought

operated phonograph field. "Naturally enough, there were people there whose interests, they though, were sharply conflicting. We did not attempt to glass over these differences, but, on the contrary, fully and com-pletely aired all the matters in controv-ersy and even permitted harsh names to fly. After all the commotion had sub-sided, it was surprising how few actual differences eviced.

differences existed. "One of the important points that came to light at the meeting was the (See MUSIC OPERATORS on page 130)

money and space in The Automatic World. Texas looses, Billboard, gains." JOHN A. BACKMAN. Secretary Texas Coin Operated Vending Machine Association.

To Tom Murray

To Tonn Murray "You are to be congratulated. Tom, on your new position. No doubt this advancement for you was due to your broadmindedness and square shooting methods which you have gained in your editorial work. Not only will *The Bill* board gain by your association with them, but thousands of operators, job-bers, distributors and manufacturers will benefit likewise. I know, Tom, that I can always count on you as a friend, also as a friendly editor when it comes to giving the right kind of news which is beneficial to the coin machine indus-try. May your tenure of office he for many years to come." JOE HUBER.

"May you enjoy every conceivable sub-cess in your new capacity as editor of the Amusement Machine section of The Billboard." JEROME J KAHN. Standard Transformer Corporation.

"As we say in our ads/ Tom, it's all in the point and we know you are pointing for great success in your new capacity as editor of the Amusement Machine section of The Billboard." ART OLSON. Permo Products Corporation.

"In Kansas City we feel that the only (See CONGRATULATIONS page 130)

DON'T MISS THE WHOLESALE MERCHANDISE DEPT. BEGINNING ON PAGE 102



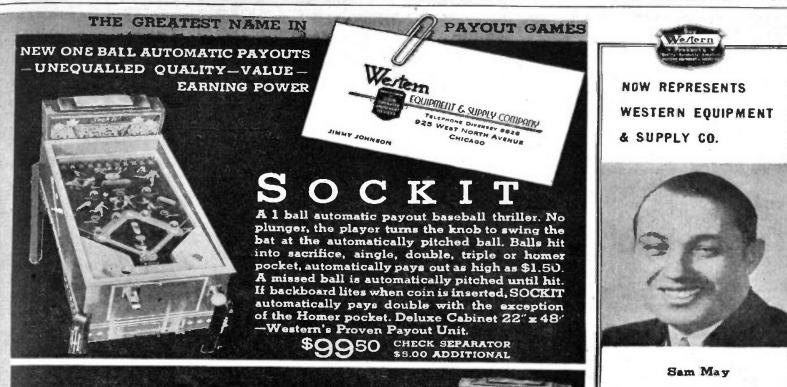
It is with a great deal of pleasure that we announce the appointment of Tom Murray, for many years a prominent and popular figure in the coin machine industry, as the editor of The Billhoard's Amusement Machines section, succeeding Walter W. Hurd.

The Billboard's Canadian and the section of the Billboard's Amusement Machines section, succeeding Walter Ward. The Billboard's decision to place Mr. Mutray in the important position came after a careful survey of the colon machine field for a man species of the section machine industry the best possible ervice, both from a news and editorial standpoint. That the section was a popular one is attracted by the buge number of congratulatory telegrams received by Mr. Murray and The Billboard since the news of Mr. Murray's appointment swept the use number of section was a popular one is attracted by the Huge number of congratulatory telegrams received by Mr. Murray and The Billboard since the news of Mr. Murray's appointment swept the use number of board since the news of Mr. Murray's appointment swept the colon machine field only a few days age. To machine publishing field. Heretofore his desire to serve the colon machine industry nationally was gomewhar hampered to be been building from the standpoint of national deverage. Mr. Murray looks upon his mew association with The Billboard as a promotion to the leading trade paper catering to the coin machine industry. All he caks is the co-operation of every colon machine industry. All he caks is the co-operation of every colon machine industry. All he caks is the co-operation of the sime and woman in the busines.

Tom Murray Joins The Billboard Staff

AMUSEMENT MACHINES

The Billboard 129



SNOOKER

A super 1 ball automatic payout with Changing Odds that Lites-Up on Backboard. Odds change with each game to show, for example, the \$1.50 pocket now rewards \$2.00, the \$1.00 pocket now rewards \$1.50, etc. Great player inducement because very often it gives player a chance at two\$2.00 pockets, two\$1.50 pockets, etc. Beautiful big 22" x 48" cabinet, 1 inch bronze ball, Western Positive Payout Unit.

Q50

CHECK SEPARATOR \$5.00 ADDITIONAL





1 Ball Automatic Payout-Changing Odds -Multiple Coin Slot-Adjustable Payout Mechanism. When coin is inserted liteup rack shows Horse and Win, Place, Show Odds. Eight horses may be played, each coin lighting up an additional horse and changing the odds. After eight horses appear, player may insert additional coins to try for 40 to 1 odds. Often RACES "takes" upwards of 20 coins on one game. Large, Attractive 24" x 50" Cabi-net—Western's Fast Positive Payout Unit I Inch Bronze Ball.

500

TICKET MODEL

STANCOR UNIVERTER OR CHECK SEPARATOR \$5.00 ADDITIONAL BATTERIES OPTIONAL

The thousands of friends of Western Equipment & Supply Company will be happy to learn that Sam May, nationally known traveling sales representative, is now representing this organization in the same capacity. "Smilin' Sam," as he is popularly known by his vast acquaintainship, is one of the best known men in the coin machine business. Since 1914, exactly twenty-two years, Mr. May has been travelling these United States selling coin operated amusement devices. Previously connected with two of the largest coin machine companies in the industry. hero's what Sam has to say.

"I am most enthusiastic about representing the Western Equipment& Supply Company. After seeing the new Western line, well fellows, they're in a class by themselves; they have no competition. Now, I am in a position to offer you the finest payout games you can buy. at prices so remarkably low, you'll wonder how "Jimmy" Johnson does it.

"I'm just so darn anxious to show you Sockit, Snooker, Races, Harmony Bell and Punch "a" Lite, my feet are itching to get going. I'll be seeing all my friends soon."

P. S. "Just a friendly tip! You can't go wrong by ordering the three Western payouts advertised on this page right now. Brother, they're hot!"



Windy City Breezings

Jack McClelland. of the National Amusement Company, Los Angeles, was a prominent visitor in Chicago last week, spending considerable time at the various factorics represented by the enterprising Coast distributing house. Jack was accompanied by his charming Sack was accompanied by his charming wife, who with him enjoyed thrill, after thrill, especially those offered by the fireworks—we mean the real fireworks.

fireworks—we mean the real fireworks. One big party at the Hotel Sherman included many prominent people of the industry, among them Art Garvey, of Baily Manufacturing Company. Art made a big name for himself playing football with Notre Dame in the days of George Gipp and more recently with the Chieago Bears pro football team and later with the New York Giants. Jim Buckley, of Baily: Sammy May, Jack Sloan, Mr. and Mrs. Jack Keeney; Nick Males, of De Luxe Amusemont Compray. of San Antonio, were also present. Edide Ross. of the Oriole Com May

Eddle Ross, of the Oriole Coin Ma-chine Corporation, was a little late in arriving, having as an excuse, as usual. closing of some big business deals the Eddle spent considerable time in the Windy City and probably took back a bag of big surprises when he returned cast. Eddle said the Oriole Corporation



took it on the chin for a tremendous loss of phonographs during the recent Pittsburgh flood. It is the only type equipment the corporation operates in the Pittsburgh territory. George Ponser, of the George Ponser Company, of Newark, N. J. just flew around to all the prominent manufac-turers and made some important deals, then hurried back east to tell everybody about them.

then hulffield back east to tell everybody about them, Walter Tratsch, president of A. B. T. Mahufacturing Company, is back in the Windy City after spending considerable time at his Florida residence. Walter looks the picture of health, dressed in a real coat of Florida tan. Dick Hood, of H. C. Evans & Com-mun also has arrived back in Citylogo

a real coat of Florida tan. Dick Hood, of H. C. Evans & Com-pany, also has arrived back in Chicago after playing in Florida for several weeks. Dick has one of the show places of Florida. Prominent at all sporting events is Johnny Walling and his charming wife. They are always seen enjoying the prize fights together at the Chicago Stadium and they always have the sume sents

Repair of always seen enjoying the price fights together at the Chicago Stadium and they always have the same seats. They must surely have a drag some place as they had almost the same seats at the Ice Carnival, altho the house was supposed to have been a complete selicut several days before the event, which starred Sonia Henle, world's champion figure skater. Ray Moloney and Jick Buckley, of the Bally Monufacturing Company, are get-ting ready to make the trip cast to dedicate the new Bally Building, which houses the Fitzgibbons Distributors. Inc. Several coin men from Chicago will make the trip for the big event, which takes place April 16. Bring your own fireworks. Everything else will be served.

J. Kelley, of Exhibit Supply, 1.00 18 back in fown after a successful trip thru Teras. This is not the first time Kelley has visited Teras and his many friends there were glad to see him again. must have come back with the con, as he was all smiles when he k another shot at the Electric Eye. He bacon.

Texas Trade Twinkles

The Ft. Worth operators held their monthly meeting March 30 in Forest Park, where some 50 members and their wives, sweethearts and children onjoyed a big barbcoue dinner. It was an in-teresting meeting and many important problems were discussed.

activities in Texas are Coin-machine Coin-machine activities in Texas are running along nicely. Some territory in difficulty, but conditions expected to improve soon. The public in general is adjusting itself to a broader and more liberal view pertaining to amusement machines. machines. The Mid-Tex Novelty Company opened quarters at Waco. The firm

firm will

opened quarters at waco. The firm will do extensive operating and selling. Snacks, the triple merchandiser man-ufactured by the Trimount Coin Ma-chine Company, Boston, is going well in the Lone Star State. Many of these units are appearing on location and the public is extending a liberal patronage. Rolfo Stanley, veteran coin-machine distributor, has just opened a warehouse oustrioutor, has just opened a warehou at 717 Wainut street. Houston. Ro can now unload shipments right out the box cars into his front door. has one of the largest coin-inachi warehouses south of Memphis. Rolfo 01 ont door. He coin-machine

2509 Ross, DALLAS, TEX.



1/3 Deposit With Order. OPERATORS AMUSE. CO.

MUSIC OPERATORS

(Continued from page 126) fact that the operator who cuts prices and solicits the other fellow's locations. does not increase his total average in the long run. On the contrary, he losses money, because over a period of may six months, he finds himself with all his stops on a basis of 50 per cent, with his incomes considerably less than

with his incomes considerably less than when he first took over the said stops. "There were various other contribu-tions of interest to all thuse present. It is the hope of the organization to further present many reasons why the minic operator cannot afford, as a nucl-ter of dollars and cents, to stay out of our group." our group

CONGRATULATIONS-

/Constitued from page 128) real medium we have in the coin ma-chine industry is The Billboard. We bea-lieve The Billboard made a marvelous selection when they chose you as editor of the coin mediane from the coin of the coin machine department. gratulations." OARL HOFL? Conations." OARL HOELZEL, United Amusement Company, Kansas Oity, Mo.

Our hats are off to The Billboard in selecting you as editor of their coin ma-chine department. You have done wonchine department. You have done won-ders in Texas for the industry and hope you will continue the good work thruch the country for years to come. Good luck." A. E. BANDHAUS, Great States Manufacturing Company. Kanasa Oity, Mo.

"It was indeed a pleasure to learn that you are to take over the coin machine section of *The Billboard*, You can build up this department, we know, and you will always have our heartlest co-operation. Kindeat regards, always." FINLEY MASON & TIM GRUMMIT, Gentral Distributing Company, Kansaa City, Mo.

"Tom, glad to know you are going places." GRANT SHAY, Mills Novelty Company.

"Congratulations and best wishes for you in your new job as editor of the coin machine department of *The Bill-*board. Should prove a great combina-tion working with the Chicago staff." <u>LEE S. JONES.</u> Amorican Sales Corporation. "P. S.— Join us. Tom, at our circular bar,"

"It was with great pleasure that I read of your appointment as coin ma-chine editor of *The Billboard*. Heartisst congratulations. JIMNY JOHNSON. Western Equipment & Supply Company.

"There is only one up-to-date medium for the coin machine business, and as you well know, it's *The Billboard*. With you at the helm of the coin machine department, we in St. Louis know it will prosper. Congratulations." AL W. MILLER, Miller Sales Company, St. Louis.

"You, while in Texas, have done won-ders for the coin machine industry and we feel that you will carry on the good work nationally for *The Billboard* and the industry at large. Best wishes." DAN BAUM,

Baum Novelty Company. St. Louis.

"While you were in Fort Worth. I sent you many ads and I know that the loss of *The Automatic World* is absor-lutely *The Billboard's* gain. Congratu-lations on your joining the staff of the leading coin machine paper in the world. May you live long and prosper, which also is my wish for *The Billboard*." HERBERT BESSER, Beaser Novolty Company, BL Louis.

Besser Novelty Company, St. Louis.

"Congratulations from an oldtimer to n oldtimer. I wish you the best of lek." WILLIAM BLATT. Supreme Vending Company. luck.

"Congratulations, Tom, and best of luck. Glud we'll be hearing more fre-quently from you now each week." WILLIAM B. RABKIN. International Mutoscope Reel Company.

"Congratulations on your new connec-tion with The Billboard. With your past experience in the coin machine field, I am quite sure that you will do a good job." DAVE ROBBINS, of D. Robbins & Company.

The only woman distributor in the d wishes you the best of luck and

success in your new undertaking BABE KAUFMAN, of Babe Kaufman, Inc.

"Congratulations, Tom. on your join-ing The Billboard staff. f wish you the best of luck." JACK FITZGIBBONS of Fitzgibbons Distributors.

"Congratulations. Tom Murray. SAM GETLAN, of United Automatic Sales Company.

"My heartiest congratulations to you, Any heartness congratulations to you, Ton Murray, for the wonderful connec-tion you have made with The Billboard. We hope this move proves successful to both you and The Billboard." OHARLES LICHTMAN.

of New York Distributing Company.

Weicome to Toin Murray, the rough-riding Tesas Ranger, who I am sure will corrul all the best news that is fit to print. My sincerest compliments to Tom and to The Billboard for securing his services as the new editor of the coin machine section." BILL GERSH. of Byrde, Richard & Pound.

"You have made the right move. Mur. ray, and we will give you plenty of co-operation. Good luck, and will see you soon." JOE FISHMAN, of Amalgamated Vending Machine Operators' Association.

"Congratulations on your new ap-pointment. Wishing you every success and promising our full co-operation." SOL KALSOM.

SOL KALSOM. Greater New York Vending Machine Operators' Association.

"Good wishes and best luck.

IRVING ORNSTEIN, of Hercules Sales Organization.

"Congratulations, Tom. on your new assignment with The Billboard." MERMAN BUDIN. of Budin's Specialties.

To The Billboard

"Heartiest congratulations on ap-pointment of Tom Murray to your staff." D. E. HOUSE DISTRIBUTING COMPANY

"The Port Worth Association wishes to congratulate *The Billboard* in accuring the services of Tom Murray. We feel that our loss is your gain." II. J. CLOER. President.

"Have just learned of Tom Murray's appointment as editor of the coin ma-chine division of your spiendid publica-tion. We want to congratulate you uption. We want to congratulate you up on accuring the services of this very able man, who has a host of friends smony operators through the entire Bouthwest. With Mr. Murray acting in this capacity, we feel certain that The Billboard will prove to be over more valuable to the coin machine world in general." LYNOH & FURLOW, Electric Ball Company.

"Want to congratulate The Billboard "Want to congratulate The Billbord for having secured the services of what I consider one of the most empable men in the coin machine industry. I refer to my good friend, Tom Murray, sud assure you that I consider this a case of a marvelous publication securing an outstanding journaliat." EARL E. REYNOLDS.

"In all my ynars" experience in the coin machine husiness. I know Tom Murny to be a fine failow and The Billboard is to be congratulated on its fine choice of a main who will be a great asset. Oongratulations and best of luck. Tom Murray." Modern Vending Company.

"I agree with Nat and wish Tom the best of lusk." IRVING SOMMERS. Modern Vending Company.

"I am very glad to hear that Tom Murray has been selected as oddtor of the coin machine department of The Billbourd. His many years experience in the business will be a great help to the industry I congratulate both The Billbourd and Tom Murray and wish Tom the best of luck."

GEORGE PONSER George Ponser Company.

"Congratulation on adding Tom Murrey to your staff. Have known him for years and feel confident he will prove to be a valuable asset to you." HARRY RANKOW, Star Electric Hoist Company.

BESSER

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OF THESE STREA 8

AMLINED Corator who see by Succ

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BOSTON

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ARTEE CO.,

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3020 OLIVE STREET

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U. S. Pat. 1991736

NEW : BARKING DOG Real BLACK FUR No Wapt Ha

NOVELTY COMPANY 1010 GEORGE ST., CHICAGO ESTABLISHED 1914

AMUSEMENT MACHINES



CONDITIONS: We will accept any 2 of your Used Machines as listed above as Trad-ins or part payment on any of the New Machines. Your machines must be in perfect condition, and must be stipped to St. Louis, Prepaid. Notification of our approval must be had before any shipment can be made.

WE WILL OLADLY OUOTE PRICES ON ANY USED OR NEW MACHINES NOT LISTED HERE. WRITE FOR INFORMATION. FRanklin 3480

On-A-Wheel Trailer Introduced to Trade

NOVELTY C ST. LOUIS, MO.

CO.

Introduced to Trade Introduced to Trade DETROIT. April 4.—Schubb & Com-pany announce the introduction to the anusement machine trade of the On-A-wheel Trailer, which, according to Max schubb, director of sales, has been in process of manufacture ever since the advent of large and heavy pin tables. Having observed that many operators refrained from purchasing the larger games because of inconvenience in handling. Schubb & Company believed that a neat. compact trailer would not only increase their sales of machines, but that the trailer ailes would have a large sale to the trade. Their belief has been justified by results. After considerable experimenting the going over the rough streets. The trailer will carry a load up to 800 pounds enaily and safely, traveling at a speed of 60 miles an hour. The tire is of Air-orff type. The trailer has a de luxe square-end oak wood body. 42 by 54 hare boards on either side, a tail-gate for casier loading and adjustable jack legs on the front end. The wheel is of have designed to carry heavy loads: has a locking device in the housing by has a locking device in the housing by has a locking device in the housing with the bousing may be locked and in this way prevent the wheel from urning.

In this way prevent the wheel from turning. The On-A-Wheel Trailer can be at-tached to any car in less than three minutes, attaching it to the bumpers. Special locking device for the bumpers will fit any bumper up to 10 inches in

There is no side sway at any and perfect alignment at all width.

width. There is no site only at all speed, and perfect alignment at all times with the car. A special sales staff consisting of 12 men will leave shortly on a tour thru the country calling on coin machine jobbers where special demonstrations to operators will be made. Distribution is to be thru local jobbers.

Clearing House Game Gets Immediate Acclaim

NEW YORK, April 4.—Glearing House counter game introduced here by Modern Vending Company has gained the acclaim of leading operators and jobbers in speedy fashion.

The machine is a takeoff on the bank The machine is a takeon on the bank clearance figures, played to such a great extent in Harlem. The this type of counter game is not openly recognized in this territory, sales have started at a good pace and the general belief is that they will continue to increase in even

sood pace and the general service they will continue to increase in even greater number. The game is also acclaimed from the standpoint that it is one of the most beautifully designed, alike to that of Tit-Tat-Toe, and also that the mechanism is guaranteed to be free of "bugs." Operators and jobbers have always admired the counter game inechanisms as manufactured by Daval Manufacturing Company, maker of this game. The game features pastel color shades and is attractivity polished to give the alumn in the output in the double door and penny counting register. In general, the game has won much acciating due to its unique principle. Many operators in New Jersey report that they have tested the game and that

Many operators in New Jersey repart that they have tested the game and that the returns have been tremendous. There is a belief that the games will be one of the greatest counter sollers presented here in the last five years.

Operators Responding to Sciden's Free Trailer Offer

Sciden's Free Trailer Offer CHICAGO, April 4.— "The response that greeted my offer of free trailers to all operators has been overwholming." states Henry W. Seiden, president of Henry W. Seiden & Company, Inc. For the benefit of operators who are not acquainted with the offer, here it is: With the purchase of three coin-operator receives absolutely free an automobile trailer that regularly retails at \$120.50. The Seiden Auto Trailer is easily attached to all cars. The trailer is rigidly constructed — pressed steel sides, pressed steel channel frame, a network bil-bearing wheel with a genuino General pneumatic the. Trailer is 42 inches wide and 52 inches in length. The trailer is now on display at the following Henry W. Seiden & Company, Inc., branches: 2753 W. North avenue, Chicago: 61 Hudson avenue, Albany, N. Y.: 550 South Salina street, Syracuse, N. Y.: 101 W. Sist avenue, Rochester, N. Y.: 101 W. Sist avenue, New York



VIEW OF THE DISPLAY ROOM of the Fitzgibbons Distributing Company New York, in the new Bally Building recently opened.



The Billboard 132

URING the recent convention of the National Association of Coin-Operated Machine Manthe industry from extinction and, at the same time. to promote the general weifare of the industry. It is with the view to answering this question for all members of this great and thriving industry that this article is presented. But before I can answer the question I must necessarily delvo a bit into the legal aspects of the business. ufacturers in Chicago I was asked by many operators what was most needed to save

the business. Twenty-seven Corpus Juris 965 defines the game as being "any sport or unusement. public or private. It includes, of course, games of hazard or skill by means of instruments or devices."

McCall vs. State 161 P. 893. Mosher vs. Griffin 51 Ml. 184. Desgain vs. Wessner 161 Ind. 205

versus Lawrence 130 State

P. 508. The word is a comprehensive one, but it is not so comprehensive as to include

everything upon which a bet or wager may be laid. Games are classified, of course, into games of chance, games of skill and mixed games of chance and skill. It has already been determined that to gamble means to bet, to game, to play a game, cspecially a game of chance for stakes; to risk money and other possessions on an event, chance or contingency; but a game of skill is one in which superior knowledge and attention, or superior atrength, agility and practice, gain the victory. State vs. Gupton 30



"Games of skill are determined from games of chance in that the latter are games dependent upon chance or luck and in which advoitness has not office at all. It is the character of the game, and in the skill or want of skill of the player, which determines whether the game is one of chance or skttl." People vs. Laren 179 N. Y., 164-71 N. E., 753-66 L. R. A. 601.

Richard S. Kaplan

With this in view pin pool has been considered a game of skill and not of chance,

State vs. McQuade, 10 S. 183.

"The test of the character of the game is not whether it contains an element of chance or an element of skill, but which is the dominating elemont that determines the result of the game."

U. S. vs. McKenna, 140 Fed. 252. A game of skill does not cease to be such mercly because at times its result is determined by some unforeseen accident,

Wortham vs. State 59 Miss. 179. State vs. Gupton 30 M. C. 271.

Validity of Statutes

State legislatures may chact statutes which have

for their object the suppression of gambling. Pelouz vs. Slaughter 89 N. E. 250. Logan vs. Postal Tolegraph 157 Fed 570. It is well settled that laws aimed at the sup-

It is well settled that have almed at the sup-pression of gambling are constitutional. Crandell vs. White 41 N. E. 204. But I hold no brief for gambling or gambling devices. I write only of those devices which are not gambling devices, but are wholly innocuous amusements, such as pin games where skill is the paramount factor in their operation. The question then arises if pin games are not cambling devices, are have passed by legislative dies outlawing such games of skill valid? In this art may I point to the cases of

t may I point to the cases of yes vs. City of Appleton 24 Wis. 542; vs. Gibbs 186 Mich. 127;

'8. Marks 99 N. Y. 377; Chicago vs. Netcher 55 N. E. 707;

Jenkins 94 N. E. 1065;

jously hold that "mullicipalities ans of the public morals and r interfere with the liberty forbidding acts not t the Legislature cannicipality to declare in fact, is not a ot tolerate the regulated HCH. vils which

> ts that siness

which is lawful per se, the having the power to adopt laws and regulations touching the good order and public morals of the community by virtue of the police power inherent in the very nature of multipal government. A municipality cannot which is lawful per se, tho having the of municipal government. A municipality cannot prohibit and suppress any business declaring the same to be a public nuisance merely because a similar business has been racketized or has been made into a nuisance. The question then resolves itself down to this:

Can Coin Machine

Operators Win? By Richard S. Kaplan

Is a pin game in itself a gambling device? From all of the decisions at hand a pin game as such is a game of skill and not a game of chance and as such is not a gambling device.

such is not a gambling dovice. Regarding machines where a prize or premium is given to the person making the highest score on the machine, I might also quote from Corpus Juris which in turn quotes from several leading cases, to wit: "A prize is something offered by a person for the doing of something by others in a contest which he does not enter." Stated in a dif-ferent way: "A prize, purse, or premium offered to

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Richard S. Kaplan is an attorney and also general counsel for the National Endurance Amusements Association, Inc., being known as one of the foremost au-thorities on ondurance amusements in this country. He was formorly a resident of Boston, having received his education in that city. He holds three dogrees in law, that city. He holds three degrees in law, a degree in medicine and other honors. He spent several years on the stage and is well acquainted with the amusement business. He has been practicing taw for the last 15 years, going to Gary, Ind., from Boston in 1921. The present article dis-cusses chiefly the legal aspects of pinball agents. games.

the auccessful player in a game by persons other than such players is not a bet or wager and the fact that each player is required to pay an entrance or playing fee does not make the transaction a bet or a gaming transaction."

People vs. Foilen 152 N. Y. 12; 46 N. E. 296, People vs. Van dcCarr 150 N. Y. 439; 44 N. E. 1040. State vs. DeBoy 23 S. E. 167. Hawkins vs. Ottinger 47 P. 254; 40 L. R. A. 76.

This may be compared to a prize given by a host to the winners of a bridge game hold at his home. This was vory well set out in the argument of a recent case in the Mchildpal Court of Chicago by A. Lawrence, attorney. I feel certain, therefore, that as far as pin ball

ames are concerned where prizes are not given, or where prizes are given, they are perfectly legal and cannot be prohibited or suppressed by order of the police department or by legislative enactment.

Definition of Skill Game

The definition of a skill game adopted by the National Association of Coin-Operated Machine Manufacturers very excellently defines the games I have in mind: "Anusement games shall be taken to mean any coin-operated game or games for the amusement of the public and any which involve the exercise of skill in their play."

The following principles regarding prizes were onunciated in the Jefferson Circuit Court decision at Louisville, Ky., May 12, 1933: "The giving or post-ing of prizes as a roward for skill, judgment and adroitness does not constitute setting up, operating, maintaining or engaging in a game of chance or rests." gain."

gain." To further carry out the idea, I have always maintained that the pin ball game of today is no different than the old bowling, pool, or billiard game or even the skeeball game, which is legal prac-tically everywhere. One game uses a cue or the hand to propel the ball, while the other uses a plunger. The principle, however, is the same. This theory must be correct for juries in Sheboy-gan, Wish Syracuse, N. Y.; Malone, N. Y.; Madison,

Wis.; Greenville, Tex.; Chicago, Ill.; Nashville, Tenn, and in many other cities, including Vancouver, B. C., have held with the operators of such games. In fact, it was an easy matter for juries to agree with this argument when they witnessed, with their own eyes, a physical demonstration of the fact that a physical player, thru practice, could shoot almost any score he wanted; that he could defeat players who did not practice.

As for prizes, the game having a definite ele-ment of skill, the addition of

a prize or prizes for such skill adds zest to the gume and gives an incentive to play. And that is true in boxing, basket-ball tournaments, track events or any of the other numerous

Further verifying the per-sonal opinion of the writer, I might point to the recont case in Lake Churles, La., where a permanent injunction WBS granted against the city prohibiting interference with pin ball games and machines. In that case District Judge Mark C. Pickrel said: "One does not

gamble by inserting a coin in the slot. It costs the player no more to win or to make a high score than it does to make a low score, for the nickel which he spends the player is given an opportunity to projet or shoot a certain number of balls into the incline plane. The player knows in every instance what he will receive for his nickel. The only question is

"There is a great similarity between the game of billarda and the game played on the marble table. In the game of billiarda the ball is stroked by a cue, on the marble table it is stroked with a plunger.

"This court is of the opinion that it would not be unlawful to post prizes for high consecutive runs on a billiard table just as it is of the opinion that it is not unlawful to post prizes for high scores in shooting galleries or the winner of foot races."

I honestly believe that this sums up the entire thought of the liberal-minded courts and is an indication of what we can expect if we carry these opinions to a natural conclusion, namely, to take one case up to the Supreme Court of the United States, obtaining a final, dofinito ruling on whether or not the operation of pin games may be inter-fered with or prevented by law.

Ministers Give Okeh

It is rather pleasant to note that even ministers, who are the worst critics of every form of amuse-ment, have given their oken to pin ball games. Dr. Rufus W. Weaver, pastor of the fashionable First Baptist Church of Washington: the Rev. Dr. Alias A. Stockdal, pastor of the well-known Calvin Coolides Stockdal, pastor of the well-known Calvin Calvin Coolidge First Congregational Church of Washington, and the Rev. John C. Mosey, of the Emmanuel Baptist Church of Washington, have all placed that okch on such games; and the Rev. Dr. S. Christian An-derson, pastor of St. Ansgar Lutheran Church, Washington, D. C., had this to say about pin ball comment. games

"The church cannot diaregard the fact that young people and a good many older ones find the pla ball games interesting and attractive. Rocognizing this, if they must play pin ball, let them play it in the church with the proper supervision. No one in the church with the proper supervision. No one has over, to my knowledge, criticized bowling, and I can see little difference in using a ball to knock over pins and using a ball to drop into the score holes. I can see no reason why such a game as pin balk could not be put into a parish house for the amusement of the young people." Carrying this idea into action, many charitable and religious organizations have placed pin games into their homes and churches for the amusement of those who attend such churches and institutions.

of those who attend such churches and institutions.

Five Steps Necessary

May I suggest that there are five important steps that should be taken to insure continued welfare, growth and success of the pin ball game.

growth and success of the pin ball game. (1)—Operators of pin ball games should enter into a co-operative and amicable discussion with officials in their town thru a local attorney who is familiar with the industry to the end that such officials be educated regarding the legality of the business and thru such co-operative discussion machines be permitted to operate and under a rea-sonably low license tax or without any other interference.

(2)-An educational campaign should be carried on thru newspaper articles and advertisements. Op-erators should form not only State organizations but county and city organizations and such adver-tisements, the same being of a good-will nature to be paid for by such city, county or State organizations.

(3)-The consolidation of legal efforts to combat (See COIN MACHINE on opposite page)

AMUSEMENT MACHINES

The Billboard - 133



AMUSEMENT MACHINES (Music)



Things Pick Up in Flood Area, M. J. Lockwood Says

PROVIDENCE. R. I., April 4.—M. J. Lockwood, local district manager for Wurlitzer, has just returned from a business trip into the flood area around Springfield, Mass. He reports that con-ditions are rapidly getting back to normal in that section. Carlo Sarno, one of the Wurlitzer operators in Springfield, had six feet of water in his store, Lockwood reports. As the waters rose Sarno and feveral as-sistants were forced to make the rounds of his locations in boats to salvage his instruments. He lost only one phono-graph. graph.

James Balboni, another Wurlitzer operator in Springfield, was forced to move his family out of the dauger zone at midnight. He lost several instruments.

New Orleans Notes

Then there is the story about the big shot of the New Orleans detective force who hit the ground last week with a loud splash. Boy, did he come to earth in a hurry? And there was no one who could have brought it about any quicker than the head of the police force him-cal. self.

Detective K thought of the brilliant idea of using his influence in ordering out of several good locations music ma-chines put there by members of the local music operators' association. Ho then began the routine of placing in these spots a certain make that appealed more to his keen sense of humor before stunned location owners could recover from the shock.

CHICAGO, April 4. — J. P. Seeburg Corporation announces the publication of a beautiful new colored brochure, displaying its various Symphonola models in colors, which is being sent to phonograph operators.

CHICAGO, April 4.—Taking a short respite from the arduous task of meet-ing the tremendous demand for High Fidelity Symphonolus since the 1936 Coin Machine Show, J. P. Seeburg, head of the J. P. Seeburg Corporation, is en-joying the advertised sunny clime of Hollywood. Mr. Seeburg stated, before leaving by plane, that he expected to transact a few business deals on the Coast in addition to taking a complete

Coast in addition to taking a complete

New Seeburg Brochure

Some little bird went and told, other-wise K might have had quite a nice time by now. Result is that the big chief put him on the carpet with a retort that probably went something like this:

"You had better tend to your business of detecting and leave the rest to me. These music-machine operators are in line and if they weren't I'd tend to



them myself. Now go back to your job." And no back into several good loca-tions havo gone the machines placed there by the association members and business could hardly be called better.

Joe Hainnie, Baton Rouge operator, spent a short time in New Orleans re-conty and in addition to renewing old acquaintances took five new machines home with him, in addition to ordering out a dozen more for later shipment. Joe says that things are humming up at the State capitol, where the Legis-lature is scheduled to open in May. Joe is anxiously waiting for May because he is only three blocks away from the State cupitol and the Legislature boys always act right by him. Onee the owner of some fine race horses, Joe can always be depended upon for an inter-esting story about the ponles.

Two empties stand in the display room of the New Orleans Novelty Com-pany. They stand as mute reminders of that big double-header put on at Jack Sheehan's Suburban Acres last Sunday when four complete mines lined up in a great bill and a beer boy substituted for a water boy. The first game went to the Sheehan Stars 13-11 over the for a water boy. The first game went to the Sheehan Stars, 13-11, over the Jefferson Nine, while in the second tilt the Bosworths spread it on an unnamed team 4-3. Feature of the day was the great pinch pitching of Roy Bosworth in the first game.

Several of the biggest distributing firms in town report the biggest de-mand for used tables seen in many months. especially the one-ball type. One of these distributors says that the demand has been so brisk this week that he has been forced to send out of town for a supply. "Several machines that I thought had outlived their use-fulness lately have been swallowed up in the good demand." he said. "I am now looking for a shipment from the interior of the State to most the de-mand."

New Orleans was the scene of a near gold rush last week. It all came about when a large operator here decided to gold rush hat week. It all came about when a large operator here decided to get rid of the brass slugs that had come out of his machines. He thought about some body of water where muddy water and depth would combine to hide the eache. Driving along the Motairio Cemetery, one of the biggest graveyards in the city, he espired the lagoon that paralleled the outer edges. Out of the car he went with his helper and over-board with the slugs before he realized that the water was too shallow and clear to thoroly hide the shiny pieces. Now it wasn't Louie's purpose to have somebody see the shiny slugs and there'-by begin a sure enough gold scare, and so off comes the holper's pants in sight of a rapidly growing crowd of curious on-lookers. Laughter got the best of the relater by this time, but the last seen of the incident was Louis's helper fishing for the slugs in his B. V. D.'a.

B. J. McNally is one New Orleans op-erators who loves his sports. Mac can be seen anywhere that a crowd gathers to engage in the art of sport or to watch it. He husn't missed a spring exhibition game of the big baseball teams this year, and Sunday was seen sitting in a reserved scat at the Cleve-land-Chicago game.

Joo Lucia, operator of Baton Rouge, last week purchased a nine-tube three-speaker Seeburg Symphonola which was immediately shipped to Buton Rouge for placing in one of the largest dance halls in that city. "There is plonty of volume to reach all parts of the floor with as sweet a tone as I have ever heard," Joe said just before he jumped on the big truck that carried him and his new machine out Canal street, heading north. north.

Hank Priedburg, of Orescent Novelty Company, says the company last week placed its first Pamce Palooka on lo-cation and reports an excellent play.

Operators of New Orleans are closely watching for the decision of a hearing for an injunction asked by several of them and Lake Charles machine men. Hearing is set for April 1 before Judge Pickereil. The Guif Exhibits Company. New Orleans, originally asked for the injunction, the its machines, mostly of the claw type, are not involved, and this company has since been joined by others. others.

International Mutoscope's Magie Finger has been on location for several

Sheet-Music Leaders

(Week Inding April 4)

Based on reports from leading job-bers and retail music outlats from Coast to Coast, songs listed are a con-sensus of music actually sold from week to week.

Sales of music by the Maurice Riem-mond 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 Cor-nusion and Ashley Music Supply Acknowludgment is made to mayer Music Corporation, Music Sales Cor-poration and Ashley Music Supply Company, of New York; Lyon G Healy; Carl Fischer, Inc.; Gamble Hingad Musie Corpany and Western Book and Stationery Company, of Chi-CARO.

- Putting All My Eggs in One Basket 1.
- Lost а.
- 4, 5. 6. 7,
- 8.
- Lost Coody, Goody1 Beautiful Lady In Blue Lights Out If's Been So Long Lot Yourself Go No Greater Love What's the Name of That Song? Wah-Hoo Face the Music and Dance West Wind Alone 10. 11. 12/~
- 13. Alone 14.
- Every Minute of the Hour Melody From the Sky 15.

Radio Song Census

Selections listed represent The Billoard's accurate check on three orks, WJZ, WEAF and WABC,

Only songs played at least once dur-ing cach program day aro listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 27, to Thursday, April 2, both dates inclusive.

| Let Yourself Go | 32 |
|--------------------------------|----|
| Goody, Goody! | 31 |
| All My Eggs in One Baskot | 26 |
| Lost | 26 |
| What's the Name of That Song? | 25 |
| Lot's Face the Music and Dance | 23 |
| Love Is Like a Cigaret | 20 |
| You Started Mo Dreaming | 20 |
| Melody From the Sky | 19 |
| You | 19 |
| It's Been So Long | 18 |
| It's Great To Be in Love Again | 15 |
| Wah-Hoo | 15 |
| Lovely Lady | 14 |
| If You Love Me. | 13 |
| No Greater Love | 13 |
| Sing an Old-Fashioned Song | 31 |
| I'd Rather Lead a Band | 9 |
| Little Rendervous in Monolulu | 9 |



YOUR ORDER-RUSH YO 1° CORMICK MACHINE CO' EAST 4 ST-+ GREENVILLE, N.C

Newark, New Jersey

New Chicago Coin

Novelty Game Rumored

135

weeks in Harry Batt's B. & M. Sportland is Canal street, but enthusiasm for the ing is Just us big now as when the main was first put in. There is al-ing a big growd around the machine and often a fair-sized play runs far into he night. Harry keeps his place open mill 2 a.m. and begins the day almost mmediately after sunup despite the fact hat he is now busily fixing up Pont-hartrain Beach for opening May 3. hartrain Beach for opening May 3.

R. N. (Mac) McCormick, local manager or Decca Distributing Company, finds he demand for recordings getting bigger and bigger day by day and attributes he demand to the increasing popularity of coin phonographs. His biggest sales gere are for a new group of Jan Garber recordings, with Decca 737 by the Dolta ur running a close second and Tell recordings, No. 735, by Jack Hylton, t in line. Mac is also manager for perce Distributing at Atlanta and at palas, where he says business is equally witek. risk.

Detroit Trade Notes

DETROIT, April 4. Joseph E. Hig-

DETROIT, April 4. — Joseph E. Hig-ins Jr. has littly entered the coin-achine field here, operating from Gar-en City, 15 miles west of Detroit. He the son of Joseph E. Higgins, drug-news the advantages of vending and musil games, thru their operation by pute ewners. In his own store. The new business is providing an ac-wity for young Higgins, and his father highly pleased with the fact, he saided This is one of several instances which have come to light recently of the in-machine industry furnishing and in-resting employment for young mon hed do not find prospects for starting her own businesses bright in any other two.

Highlins is specializing in the musio id operating a number of Mills auto-its phonographs at present.

Bob Maskell, owner of the Palms Gar-ten, night spot at Wayne, Mich., 20 miles west of Detroit, is also an active commachine operator. He has a route of 42 pinball machines in Wayne and is smaller towns and other locations res of this city, as well as in a few Detroit locations. In the past few

Monopolee Capitalizes **On Home Game Craze**

CHICAGO, April 4.—Officials of the Chicago Coin Corporation were reluc-tant to furnish complete details on their new Monopolee one-ball payout manew Monopolee one-ball payout ma-chine. They stated that the ideas are so startling, so completely different, that they would rather have the operators find out for themselves all about Mo-nopolee when they see it at their jobbers shortly. shortly.

shortly, It was revealed today, however, that Monopolee very cleverly capitalizes on the popularity of that home-game craze with a similar name which overybody

with a similar masse said to have is playing. Because Monopoloe is said to have such a powerful "play again" appeal, the game is equipped with a multiple coin slot. Operators says this feature should increase their returns on their

chould increase their returns on their investment. The Chicago Coin Corporation advises that Monopoles is now in production and that first samples should reach job-bers and distributors the last of this wock or the first part of next week.

weeks he has begun the operation of a number of the Rock-Ola Multi-Selector type phonographs and reports prospects for these very good. Maskell also gave the encouraging business note that the pin games have shown more activity in the last month than they have all winter. The increase in employment in the automotive fae-tories is the principal reason, he be-lieves, with play on machines very clost-ly paralleling industrial activity.

coin-machine business of Walter E. Whelm, who specialized in automatic scale operations, is being temporarily handled by his son, Joseph. It has not yet been decided what disposition will be made of this business.

Two of Detroit's best liked operators Two of Detroit's best liked operators are Ray Meeuwenberg, of Orleans street, and Frank Hopkins, of Globe avenue. Altho personal friends, they operate their businesses individually. Both men are operators principally of candy are operators principally of candy vending machines, with some penut and gum machines on their routes as well. They are noted as faithful attendants at association meetings.



We now carry a complete line of ONE AND FIVE-BALL AUTOMATIC PAY-OUT TABLES with all the latest machinos on display and ready for Immediate delivery. Also the very latest "FREE CAME" machines.

GENCO'S---SILVER CUP (2-Ball Comb.) Automatic Payout or Ticket KEENEY'S-DOUBLE SCORE WESTERN'S-SNOOKER **GOTTLIEB'S-DAILY RACES** CHICAGO COIN'S---STRAIGHT EIGHT **BIG CASINO** TRACK ODDS PACIFIC'S---PAMCO PALOOKA PINCH HITTER

FREE GAME MACHINES BY KEENEY

Big Five. Sr. and Jr., 2 or 5-Ball Machine. Repeater-One-Ball Machine.

GEORGE PONSER CO.

11-15 East Runyon St.

10 Best Records for Week Ended Apr. 6

| | BRUNSWICK | VOCALION | BLUEBIRD | DECCA | the very near future with a straight novely game. | |
|----|--|---|---|---|---|--|
| 1 | 7631 "You." Freddy Martin and otchestra. | 3190''Sweet Violets'' and "Honoysuckie Rose." Putney Dandridge and orchestra. | B6303—"No, Creater Lovo" and "Christopher Columbus." King Garela and Swing Band. | 732-""Will I Ever Know?" and "Za-Zu-Za." Jan Garber and orchestra. | The experimental laboratory of the concern has turned out, it is claimed, one of the cloverest novelics it has produced in a long time. More com- plete details will be forthcoming in a | |
| 2 | 7630-""Cloomy Sunday" and "Dasiro." Hal Kemp and or- chestro. | 3189-"Dinner for One, Picase, James" and "A Beautiful Lady In Blue." Putney Dandridge and orchestra. | B6319-"Mutiny in the Par- lor" and "The Panic is On." Mex Mexarow and Swing Band. | 725—"Christopher Columbus" and "Froggy Bottom," Andy Kirk and 12 Clouds of Joy. | week or so. | |
| 3 | 7627—"Love to Like a Cig- arct" and "Kissin' My Baby Good-Night." Duke Ellington and orchestre. | 3179-"H's Been So Long" and "Swing, Mr. Charlie." Bunny Berlgan and Boys. | BG320—"Lost" and "A Mel- ody From the Sky." Mez Mezzrow and Swing Band. | 733-"'If You Love Me" and "My Dear."" Jan Garbor and orchestra. | | |
| 4 | 7625 — "Isn't Love the Strangest Thing?" and "No Gester Love." Ouke Eilington and orchestra. | 3178"I'd Rather Lead S Band" and "Let Yourself Co." Bunny Betigan and Boys. | B5321Part I" and "I'se a Muggin'Part II," Mes Messrow and Swing Band. | 727-"Coody, Coody!" and "What's the Name of That Song?" Bob Crosby and or- chestra. | That is Revolutionizing | |
| 5 | 7621—"Ny Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra. | 3170-"'I'm Putting All My Eggs in One Basket" and "I Hope Cabriel Likes My Music." Stuff Smith and Onyx Club Boys. | 66287-"Don't You Tear My Clothes" and "Betty Dupre." Locke Bros. and Rhythm Or- chestra. | 651—"A Beautifut Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra, | PHONOGRAPH NEEDLZ Phonograph Operation | |
| 6 | 7618—""Hobo on Park Avenue" and "Eight Bars in Search of a Melody." Hudson-DeLange Orchestra. | 3169-"'I'se a Muggin'" and "I'se a Mugtin' Musical Numbers Game." Stuff Smith and Onyx Club Boys. | 86281—"What's the Name of That Song?" and "It You Love Me." George Hall and or- chestre. | 734-"When Love Has Cone" and "Moon Rose." Red Mc- Konsie and Rhythm Kings. | DURAPOINT | |
| 7 | 7614 — "Wah - Hoo!" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra. | 3164—"When the Bloom Is on the Sage" and "Red River Valley." Vocal duet and ac- cordion and fiddle by the Beverly Hill Billios. | B6282 Every Minute of the Hour" and "Sundown in Peace- ful Valley." George Halt and orchestra. | 711-"Wo Saw the Sca" and "Wah-Hoo!" Top Hai- fers Trio. | Operators report this sensitional New Needle Is giving them over 4.000 Record Plays with Perfect Resultst | |
| 8 | 7610-"'1'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Fred Astaire, with Johnny Green and archestra. | 3159—"Ol' Man Mose" and "Please Believe Me." Wingy Mannone and orchestra. | 86283—"West Wind" and "Early Bird." Bob Pope and orchestra. | 703—"Lights Out" and "West Wind." Victor Young and orchostra. | enable Durategint Needles to streed all previous playing robords. The behavious of the behavious of the strength of the strength of the strength of the strength of the nervice the matchine you can turn the needle ex- actly 1/6th instead of turning it by unswirth. LASTS LONGER - GIVES BETTER | |
| 9 | 7609-"J'm Putting All My Eggs in Ono Baskot" and "We Saw the Sea," Fred Astaire, with Johnny Green and or- chestra. | 3146—"Moon Over Miami" and "I Feel Like a Feathol in the Dreexe." Art Karle and Boys. | B6285—"Wah - Hool" and "Breakin" in a Pair of Shocs." Bob Pope and orchestra. | 699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra. | TONE REPRODUCTION MAIL THIS COUPON TO-DAY PLAZA MFG. CO 860 Broadway, New York City. Send me at once | |
| 10 | 7608—"Let's Pace the Music and Dance" and "Let Yourself Go." Fred Astaire, with Johnny Green and erchestra. | 3110 | B6286"Creen Fields and Blucbirds" and "Shoeshine Doy." Bob Pope and orches- tra. | 698-"I'm Putting All My Eggs in One Basket" and "Yes- Yest My-My!" (She's Mine). Louis Armstrong and orches- tra. | Send me at once | |

AMUSEMENT MACHINES (Merchandising)



NEW YORK, April 4.—Local operators have again awung back to the bulk merchandisers and the demand for bet-ter machines of this kind continues to increase daily. Sales of other gaines are at low ebb at this time due to re-sults being awaited in important cases.

The operators have therefore turned their attention in the meantime to merchandise venders, and the jobbers and distributors here are frantically searching the country for new machines. There is a demand for modernistic equipment to meet the competition of some of the machines already sold here.

Some of the jobbers and distributors report that they have word from fac-tories that they will receive new equiptories that they will receive new equip-ment of this character very soon. At the same time the nut-meat firms re-port increased sales thruout the ter-ritory. Platachio nuts are again zoom-ing back into popularity. Chocolate-covered raising and salted peanuts are also among the popular products.

The turn is either to music machines or to pay tables if away from either direction the men are tempted by the merchandisers, which they thoroly un-derstand and which they realize can bring them a certain income, alwaya

A great many operators are adding merchandise machines to their present routes of games. Very few operators are giving up their amusement-game routes but feel that the merchandisors act as a precaution against any event.

The association here is very active at its time and the hope is that merthis

chandlese machine operators will enter into a pact with the organizations for location control.

Double Vending Feature Makes Ductte Popular

CHICAOO, April 4.—The Ad-Lee Com-pany reports that its Ductte vonding machine has been onthusiastically re-ceived by operators the country over.

ceived by operators the country over. Jerry Werthimer, of the Ad-Lee firm, points out that the double vending feature, efficiently adapted to a stand-ard-sized machine, is the idea that has aroused immediate operator approval. Duette is really two machines in one. It gets twice the money because it vends two products, while the ordinary vender just has one. Each compartment has its own coin chute. Fractically all types o bulk candy and a large variety types of bulk candy and a large variety of buts may be vonded.

modernistically designed case in beautiful color combinations are baked on for durability and comes in which are permanency.

The Ductic twin vender has been efficiently engineered by the Ad-Lee Company, which has had nearly a quarter century of experience in do-vising and constructing automatic mer-chandisers. Many mechanical innova-tions have been introduced in Ducte. all for the operator's advantage. This vender is easily serviced, without re-moving from the counter, is less time than is required for servicing the ordi-This nary single globe vender.





THE NORTHWESTERNER Published monthly in the in-terest of built merchandising. Write for IL It's fires.

It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser---Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operators.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

ORTHWESTERN CORPORATION ARMSTRONG STREET-MORRIS, ILLINOIS

NADA News Jottings

Cincinnati). Speaking of Bill Marmer, his main Speaking of Bill Marmer, his main idea of life is thinking up new counter games. . . Bill is responsible for many of those familia trade names used on

Dave Bond (ITIMOUNT, of Boston) was among the first NADA members to put in an appearance for the meeting. He is the Dr. Jekyll and Mr. Hyde of the association, since he is both distributor and manufacturer. . . Each day finds

He is the Dr. Jekyll and Mr. Hyde of the association, since he is both distributor and manufacturer. . . Each day finds Dave's Snacks a notch higher in sales than the day before. By the way, NADA has another pur-veyor of venders, Commodore J. D. Lazar. . . He distributes them in a big way, even covering Hawaii. Looked more like a family reunion than a bunch of coin-machine poten-tates gathered around a table in the Celtic Bar a week ago. . . There was the venerable Tom Watling, genial Waiter Tratsch, Commodore J. D. Lazar and the Baltimore Oriolo, Eddle Ross. . . Reminiscenses of the good old days when rival coin-machine manufac-turers squared off, only to be parted at the crucial moment, were gone into by

turers squared off, only to be parted at the crucial moment, were gone into by the daddy of them all. Tom Watling. The prize goes to George Ponser (Pon-ser, of Newark) for writing the feweat letters to NADA headquarters of any of the members.

and Earl

One of the mysteries of the weck-end has not yet been solved. . . The ques-tion is: Where's Lou Wolcher? . That he's alive is evidenced by a large

That he's alve is evidenced by a large crder given one manufacturer. Here's to the man from Virginia, H. F. Moseley, and bolleve you me he is a power in that State. . . Now take Dave Robbins. . . There's a fellow who minds his own business and is suc-cessful as a result. . . Doesn't say much, but when he does you can bet it's turkey. it's turkey. The Det

The Detroit bunch are darn accom-modating and they have been of great resistance to their follow members.

Now that's comething to be proud of. . . . Jim Ashley. Ben Marshall and Art Sauvo form the triumvirate that keeps Detroit in the running.

Lee Dyer Visits Chicago

CHICAGO, April 4.—Lee Dyor, of Boone, I.a., was in Chicago last week. Dyer is a successful operator who in-tends to chicage his route. While in Chicago ha called on Lee S. Jones, of American Swies Corporation, and left a nice order. Mentioned that the reason he did so was because he had always such that distributor advertise as strictly one price. Know he didn't carry used games, so he felt sure everything pur-chased would be new.



Reight 8 Teches. Base 5:6 Inches. Holds 100 Christettes, Enutyped with Latan Approved by INTERNAL REVENUE DELT. PROTECTED AGAINST PATENT INTERNAL REVENUE PATENT

SILVER COMET has opened a new and pea-perous deld of endeavor. It is "The Moleco-Method" of distributing the most undresally crassimist and the most wildcly advertised pro-uet on the American murket. This sais of clearettes one at a time Ukrough SiLVER OOMET flows as a time Ukrough SiLVER DOMET flows as a tracity profit, with a minimum of overhead, thismuch as one man Exclusive territory to jobbers and operators. Write for particulars.

MANUFACTURED BY REDCO PRODUCTS CORP. La Crosse, Wisconsin

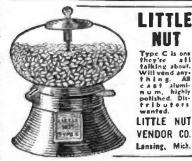
INDEPENDENCE



precision distely f

with TOM THUME with TOM THUME Many have started with see chain in a year, seried ner-tran thumb Vendor, orned chain in a year, seried ner-tran ever helter, We aber you how. Thisk of the geogra-ate of them your pro-table of the pro-t

FIELDING MANUFACTURING CO. Oept. 6. Jackson.





LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

PASTE

HAND SUAP

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IT'S DIFFERENT

Here is something new in the vending machine business. No trouble finding locations-profits of 600 per cent for each dollar invested. Large of 600 per cent for each dollar invested. Large plants, mills and factories welcome this new patented pasto and soap vending machine. Is is sturdily built — absolutely guaranteed. Cannot get out of order. The National Vender is welcomed everywhere that hand soap is used. Does away with each workman carrying a can of soap to work. Write for further information and literature, as

we can only sell one operator in a territory. If you are live and interested in making scal money-vending a product that has no com-petition-write or wire at once.

WRITE NOW FOR TERRITORY List Price, S40 each, F. O. B. Datrolt. 1/3 down, balance C. O. D. Special proposition to wholesale distributors. but don't delay. Act at once.

NATIONAL DISPENSING CORP. 524-528 STATE ST. DETROIT, MICH.

BASEBALL SALES TALLY CARDS New York Seeks New Games BASEBALL SALES IALLY CANDS and sil linit Soupons for Operators. Daily and Wresh by Bules. Names, and Numbers in Nat, and Ameri Lygues. With alther Amer, Ass'n, Peelite Coad, In-umational, Western, N. Y. P., Bouthern or Texas Lagues. 2, 3 of 4 way Bascoal Swiss And Pull Texn. 2, 2 and Away Bascoal Swiss And Pull Texn. 2, 2 and Away Bascoal Swiss And Pull Headinas. Cally Doubles. Tips, Games, stor, soloro-det new copyrighted confidential Oourse of In-tivutions, Just out. "HOW TO START St N THE BaseBALL TIOKET BUSINESS." Priles, S50.00. Feed 32.00 and Wrest, Dun & Bradtster, S50.00. Feed 52.00 and Wrest, Dun & Bradtster, Sea-ton is here, Russi Wire or with FERGUSON MEG. Co., Dept. 10 B22 N. Benate Avenue, Indenabilis, Ind. play.

MILLS 10 0. SLOTS. MILLS 50 100 HEADS. S30.00 MILLS 50 LION HEADS. S00.00 MILLS 50 BILENT ESCALATORS. S00.00 PAGE 16 SANTAM BELLS (Now). 250.00 1/3 Osth With Order, Balance 0. 0. D. H. HOOKER. Arnolds Park, Iowa



IF YOU ARE INTERESTED In a New 56 Daily Baseball Card with Over 220 Daily Winners and Plenty for Yourself, Write to A. B. C. NOVELTY HOUSE 625 West Main St., FORT WAYNE, INO. MAKE ME AN OFFER Big Games, 4 Schemo, 5 Mold and Oraws. 8 Rebounds, 4 Blamilies. How much for all or by last) Address F. M. FRANDES. osmoth, 1s.

WANTED Escalator. Mine Escalator, Blue, Grey, and Extraordinary Minter, with or without Gold Award. WOLF REWITZ, 1888 Mission SL, San Francisco, Oalif.

NEW YORK. April 4.-Operators in this city are asking leading distributors and jobbers for new games to revive

With the entrance of the outdoor sea-son there has been an unprecedented rush for the resort locations and the demand for games has grown to tremendous proportions.

Music-machine operators have already arranged for resort locations and many are planning large purchases of this type of equipment to take earo of the new spots which they have obtained. To gain absolute control of their mu-

sic locations many of the men are ask-ing for new games with which they can regain the great play they enjoyed last 5ca80n.

They are therefore cagorly searching for games which will continue interest in all leading spots at the beaches and in the surrounding mountain resorts.

In the surrounding mountain resorts. Pay tables have been getting a great play these past weeks with a large de-mand for the horse-race games. This latter type of equipment is considered surefire at the resort spots. The higher priced race-horse games are also being purchased in larger quantity than ever before and the operators claim that many of these machines will be seen around this city during the spring and summer months.

Distributors here state that new games radically different from anything on the market at this time and evading certain restrictions in force here at this time have the chance of making possible some of the largest sales in history.

Schermack Co. Incorporates

DETROIT. April 4.-The Schermack DETROIT. April 4.—The Schermack interests, large manufacturers of coin machines, specializing in the postage stamp and bank type machines, have been formally incorporated with a Michl-gan charter and a capital structure of 200,000 shares, no par value, Joseph J. Schermack romains head of the company.





AMUSEMENT MACHINES



All thoroughly reconditioned and guaranteed. CHAMPION . . . 11.50 MATCH PLAY ... 19.50 Trimount Coin Machine Co. 1300 WASHINGTON ST. **REPEATER** 45.00 BOSTON, MASS.





Coin Billiard Tables Popular

CHICAGO, April 4 .- Brunswick-Balke-Collender Company has introduced an innovation in recreation in its coln-operated pocket billiard tables, first of which was shown this week at the Hotel Sherman and attracted much attention.

The unit is located much stiention. The unit is located in the Sherman lobby near the eigar counter and its re-ception has been positively overwhelm-ing. Crowds of people have gathered around the table from morning until night and there has been play on the table continually.

table continually. The table is four by eight fect, stream-lined, and offers the new "eye-rest" purple cloth along with all the other improvements recently made on the Brunswick table. There is a coin mech-anism at one end into which a dime is placed, releasing 15 balls into a basket. The cute ball is slightly larger than the 15 pecket balls, thus it does not enter the methers. 15 pocket balls, thus it does not enter the pockets. Since the regular game of rotation can not be played "according to Hoyle," the company has suggested three different setups which make the game intriguing to oldtimers as well as to people who see the table for the first time. The idea, which is revolutionary in anusement, appears to have caught on immediately. on immediately.

in amusement, appears to nave caught on immediately. Brunswick-Balke-Collendor Company receiptly conceived the idea of offering its Junior line of pocket billiard tables to movie theaters as a means of stimu-lating kiddle business on Saturday after-noons. Only a few weeks have passed since the inception of the plan, but it has demonstrated that it has definite possibilities as a premium. The Com-modore Theater, a neighborhood house, was one of the first to use the billard table and it proved that it has plenty of appeal. Several excellent plans for using the table have been suggested by the company. One is the purchase of the table by the theater operator, who in turn approaches a merchant in the neighborhood and lets the dealor under-write the cost of the unit, in return for which the merchant receives advertis-ing in the lobby and on the screen. An-other is the purchase of the table by the theater operator, who sees possibili-ties of hocking up increased attordance ing in the lobby and on the screen. An-other is the purchase of the table by the theater operator, who sees possibili-ties of picking up increased attendance which adequately compensates for the investment made. Still another plan is now being worked out with a large oper-ator of theaters in Chicago.

American Coin Distributing **Snacks in Western New York**

April 4.-Tri-ROCHESTER N Y. ROOMESTER, N. Y. April 4.—ITI-mount Coin Machine Company. Boston, has appointed the American Coin Ma-chine Company here the Western New York distributor for Snacks, bulk mer-chandise vender which is going over big in this territory.

In this territory, B. Stoll, of the American firm, re-ports business as "extremely fine" and states that his company will soon open another branch in Syncusse, N. Y. The company is prepared to make immediate deliveries on the latest games from prac-tically all of the leading manufacturers, Stoll says.

JUST OUT NEW Model B Vendor

Pinished in heautinus lux-urions, ohrome Buish with sain striptes — matching modern bar, fountain or relaxing Extures. Lends a fine improvement to the appearance of any easy litiment. Its size easy litiment, its size easy



April 11, 1936

MINN-KOTA MFO. CO., DepL B-2, Fargo, N. D.



IADELES FOR INEW Rave Money-Buy Direct From DiskiPhintor. Western Bhells, Narmony Balls, Keeney Double Score, Mills Tyccon, Delly Racca. We are distributors for all Leading Manufactures: BADGER. BAY GO., OREEN BAY, WIS.

| IMMEDIATE Baily Derbles \$ 62.50 Paces Races \$ 300.00 Baily Jumbes 32.50 Rock-Ola Tojans 35.00 Kenney Marm- mothes, 40.00 Rock-Ola 0 Awards 17.50 | DELIVERY Beburg Select optiones |
|--|---------------------------------------|
| All Games Guaranteed | Pirst-Class Condition. |
| BORDER SALES CO., | Pharr. Tex. |



Pacific Amuse. Annonnees New Pinch Hitter Pay Table

CHICACIO, April 4.—A new Painco payout table is announced as Pacific approximation of the second second second state release. Finch Hitter is the name. Sample machines have already been hipped to distributors and jobbers in both one and five-ball models, with the past of reactions reported.

bith one and five-ball models, with the best of reactions reported. According to descriptions received, huch Hitter offers entirely different ind new ideas in play-field animation. When a coin is inserted odds change sutomatically on payout holes all over the board in values ranging from a dime is size the second game of the second second enter the base of the second second second enter the base of the second second second enter the second game of the second second enter the second second second second enter the second second second second enter the second secon watch.

but the thing that marks Pinch Hit-er as more out of the ordinary lies in he fact that another lane farther down on the board actually makes it possible by change player odds for the third time a single coin. Of course, in the five-all model Pinch Hitter odds can change wen more than that.

"It's something really new." says Fred McGellan, president of Pacific, in de-cribing Pamco Pinoh Hitter, "We've biccod automatic changing odds at the and of the game. We've given the player a skill shot to again improve his sids opportunities, while lower down nother lane changes the odds still

e look e IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES. PRIZES PREMIUMS AND SPECIALTIES further thru the element of chance. All these features, coupled with new ball animation, which, in my opinion, is the best I've ever seen, give Pinch Hitter a big edge in its player appeal. It's in volume production now and pushing its way into all parts of the country as fast as we can fill orders."

Felsenthal Mixes Pleasure With Biz and Gets Orders

CHICAGO, April 4.—Lee Felsenthal, of the Ad-Lee Company, has returned here after an extended tour thru the South and Southwest and along the West Coast

Coast. While Mr. Felsenthal was primarily on a pleasure trip he just couldn't help from mixing business with pleasure and therefore spont a large portion of his time visiting operators, jobbers and dis-tributors in the various towns. He was extremely gratified with the marvelous response displayed by all coinmen who had seen Ad-Lee's new Ductto Twin Vorrier. He booked a number of sub-stantia orders for Ducte, which prom-lise to keep the Ad-Lee factory going at top speed for quite some time. The crowning achievement of Lee's

The crowning schicysment of Lee's trip was an order for 500 Dustic venders taken by him from the National Amuse-ment Company, of Los Angeles and San Francisco. No doubt a story will be shortly forthcoming from Mr. Felsen-thal regarding operating conditions in the various territorics in which he had traveled.

Don Coney Takes Leave To Join Angott Staff

DETROIT, April 4.—Don Coney, sales munager of the Electrical Products Company here, has taken an indefinito Company hore, has taken an indemnito leave of absence from that post to be-come associated with the Angott Coin Machine Exchange Company, this city, which --until its recent reorganization was known as the American Automatic Sales Company, Congy with have charge of the Seeburgh phonograph calos at the Angott firm.

The Angott company changed its name and underwort a reorganization recently when M. A. (Mike) Angott de-cided to take his brother, Carl, into the business and move to new and larger quarters at 8625 Linwood avonue.

The recent opening of the new Angott and recent opening of the new Angott quarters drew coin machine men from all over the State, with the Angott boya proving excellent hosts and the Angott Bar getting an extremely heavy play.



BIRTY-FIVE PIN BALL GAMMES. NO TWO ALIKE \$10.00 BUYS FIVE OF THESE, AND THEY WILL WORK (ANNI IN FULLOUS) AUGUSTATION OF AUGUSTATION AUGUSTATION AUGUSTATION AUGUSTATION AND Amaximment Dames at Close-Out Prices Just Will tail to be a Willing For. Oheck other Games Bedw and Then Wile, 'Phone, or Write Your Require a Banke OAY OROER RECEIVED. (If Cames Are Not Listed Here, Write for Our Complete List

 9
 Jennings Brotsman
 \$18,50
 3
 * Kierroy Repositive
 \$70.80

 19
 Jennings Flying Flying
 18,50
 3
 * Kierroy Repositive
 \$70.80

 1
 Jennings Flying Flying
 11,00
 7
 * Baily Chempions
 11.00

 1
 Linety Bells, 10 Balls
 Gamme, 15,00
 7
 * Baily Chempions
 11.00

 1
 A. B. T. Autofast Ticks
 Gamme, 15,00
 7
 * Baily Chempions
 12.00

 7
 Mills Ten Grands
 Gamme, 15,00
 3
 * Kierroy Repositive
 13.00

 10
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 16.00
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 7
 16.50</ DO MILLS TICKETTER, SE.60 EACH. OR 5 FOR \$25.00. SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES Bonus Bally Derby Repeator Bonus Bonus Bally Derby Repeator ALL NEW GAMES. AUTOMATIC AMUSEMENT COMPANY 683 Linden Avenue, MEMPHIS, TENN. 1304 Thrackmorton Street, FT. WORTH, TEX.



AMUSEMENT MACHINES

140 The Billboard

AMUSEMENT MACHINES

April 11, 1936



100% COIN - OPERATED Occupies no more floor space than Z pin games. Unlimited profitable locations. A Natural for Seashore, Parks, Rosorts, Hotels, etc. A Mechanical Marvel

TRADE MARK

The result of years of practical de-velopment, A fool-proof machine that takes perfect photos AUTO-MATICALLY and delivers a tim-lahed metal framed portrait 60 seconds after the coin is inserted!

No Attendant Needed GOOD FOR YEARS OF STEADY

You can operate a route of PHOTO-MATICS as easily as you now op-erate Granes or Pins. The simplo directions are so clear even children can take their own pictures withcan take their out assistance.

No Photographic Experience Needed

PERFECT PORTRAIT-METAL FRAMED-10c COMPLETE! gasy as stepping on a scale to learn your weight. Only two things to do-sit down insert the coin-nothing else to dol-and in 60 seconds your finished picture drops o the delivery chuto.



516:20 W. 34 " ST NTERNATIONAL MUTOSCOPE REEL CO Inc. NEW YORK CAY





Featuring a Univer Folding Camera, 2 Pocket Watches, 2 Pocket Knives and a Compass and Magnifying Glass on a 2,000-Hole Penny Clysrette Board for only \$3.95 This deal can also be had at 2e a sale with 2 Eigin or Waithem Pocket Watches for only \$8.50 TERMS: 25% deposit, balance C. O. D. NOVELTY SALES CO. Walnut Street, Philadelphia, Pa. 806 Walnut Street, Philadelphia, Pa-WRITE FOR OUR 1936 ILLUSTRATED CATALOGUE



When Writing to Advertisers Mention The Billboard.



FLOOR SAMPLES WURLITZER AUTOMATIC PHONOGRAPHS WRITE US

NOVELTY CO. MINNEAPOLIS, MINN. ACME 25 NO. 12th ST.,

Fitzgibbons **Real Pioneer**

Rounding out quarter of a century in the coin machine business

NEW YORK, April 4.—There are few men left in the coin machine industry operated 25 years ago. From among those first pioneers has come a tendency toward stabilizing in-fluence in the coin machine industry. Those first coin machine men are today the guiding influence for ambitious youngsters who seek this industry as a means toward materially enriching them-solves and for the general betterment of conditions.

of conditions. As an inditative there must always be the pioneer who can look back over many years and use the experience gained over that period of time to meet any conditions which arise Such a pioneer and such a man is John A. Fitzgibbons, who, with April 15 of this year. fills out 25 years of effort, develop-ment and progress in the coin machine industry. On that day Mr. Fitzgibbons will celebrate his silver anniversary in the coin machine business. It will be more than just the

celebration of 25 years of endeavor. He will also celebrate the opening of the first large building dedicated by any dis-tributor in the world to one certain manufacturer, the Bally Building. The formal and official opening of the Bally Building will also take place April 15 amidst much entertainment.

At this celebration there will be pres-ent the officers of the Bally Manufactur-ing Company, of Chicago, the firm for which Mr. Pitzgibbons is Eastern distrib-utor and factory representative. There will also be many hundreds of friends from this city and surrounding elites, including many columen present from New Jersey, Connecticut, Pennaylvania Maryland, Delaware and from other sur-rounding States to do Mr. Pitzgibbons honor on this occasion. The 20 employ-ces of the firm will act as hosts. The bers of the firm will act as hosts. The new Bally Building will be open for in-spection on that day. The new Bally games will be on display. All new me-scull also be open for inspection. There will be present the press of the

will also be open for inspection. There will be present the preas of this city, as well as such leaders as General John F. O'Ryan, who is special counsel for the Amusoments Bervice Corporation of America, the corporation of which John A. Fitzglibbons is president. There will be movie, radio and stage stars to help entertain the crowd, Jack Demp-sey's famous restaurant will cater the fore fitZGLURDONS on page 1441 (See FITZGIBBONS on page 144)





ABOVE PHOTOGRAPH shows Lee Felsenthal, of the Ad-Lee Company, Chicago, receiving an order for 500 Duette vending machines from Jack Me-Cleiland, of the National Amusement Company. Southern California dis-tributor for the Duette vender. Mr. McCleiland informed Mr. Felsenthal that he expects to do a big job with Deutte venders.





AMUSEMENT MACHINES April 11, 1936 The Billboard 142 SKILL-BALL is FIRST with a POSITIVE, Split-Second, ELECTRICAL SCORING DEVICE * * SKILL-BALL is FIRST with NEW type BALLS-PLAYED COUNTER * * SKILL-BALL is FIRST with a HIGH SCORE TABULATOR * SKILL-BALL is FIRST with SELF-CONTAINED VARI-COLORED ILLUMINATION * * SKILL-BALL is the FIRST completely ELECTRICALLY Controlled game of its kind ** * SKILL-BALL is FIRST to use AUTOMATIC PAYOUT (This Feature Is Optional) * * SKILL-BALL is the first really MODERNISTIC. STREAMLINED DESIGNED large game in history ** SKILL-BALL is the FIRST truly PORTABLE game of its kind EVER BUILTI size: tApprox feet long, 6 fe rear, 30 inches SKILL-BALL 100 S extmately) feet high is wide. 31.00 SKILL•BA SKILL-BALL does not just offer ono single game-extra roplacement fronts at small cost can bo had so as to chango to Baseball, Football and other WRITE had so as to chango to Baseball, Football and other popular games. Theso replacement fronts are animated and illuminated and fit right onto present game. Each one is a light-up backboard panel that easily slides into place. REMEMBER—you actually get a dozen different games when you buy SKILL-BALLI It's PORTABLE— can be assembled by operator on location in 5 minutes. SKILL-BALL on location since January 10, 1936, shows consistent net earnings of from 530,00 to \$40,00 per week. SKILL-BALL renains on location for a long period of time, not just a day or a week. SKILL-BALL takes advantage of the bowling create that is sweeping the country! EXCLUSIVE TERRITORIAL ARRANGEMENTS ARE AVAILABLE AT THIS TIME! TODAY For COMPLETE DETAILS and PRICE! ELIZABETH AVE., NEWARK, N.J. 54 KAZOO KAZOO SENSATIONAL NOVELTY **BOWLING GREEN** K **BOWLING GAME HIT!!** A Already acclaimed Will Make More Money For You! the greatest play e 144 Positively the Outstanding Penny Play Counter Dice Machine for OPERATORS. TRIED -- TESTED - PROVEN ON LOCATION stimulator in the 100 PAIL industry. . . . 19 60 Biggest little money setter mails. Sold direct to Oper-ators-WE HAVE NO JOBBERS. The middle man's profit is given to operators; that's why our price is so low, KAZOO SALESBOARD Operators can use 2 Bowling Greens with blank 300 hole board for Cleak Profit Colin Operators and the service control and the service of the service for country as the best Novelty came Sensation ever built. As a Premium Trade Stimulator three is no better Item in the world for Immediately picking up play and doubling profits. Pin Came Operators are using Bowling Green for high score award Don't hesitate — RUSH YOUR ORDER TODAY—get In the big money again. Lote \$ 3.25 10 Hate: Sample \$ 3.50 \$ 8 tax paid Terms: 1/3 cash; Bal, C.O.D. 258.1 FULL CASH MUST ACCOMPANY ORDERS. Kazoo is not a now "Cat in the Bas" mystery, but a year coin machine that has been made for a year and a hat — some operators are naine the first machine make and like are going strong. Merchants are glad to have KAZMU heraine it takes up little room such it is a beaution machine—solid wahmi cabinet—see jeint in operation. Immediate Delivery—Order Direct. DO YOU WANT BOTH QUALITY AND LOW PRICE ? Do you want the Latest and Best Used Games and New Games at prices YOU can afford to pay? Write NOW for our new COMPLETE PRICE LIST! Includes all pin games, pay WOLVERINE MFG. CO. tablos, vonding machines, etc. GRAND RAPIDS, MICH. 3822-24 Division Avc., S. E. Let Bowling Green help you "Pay Less-Get More-Earn More-TO INCREASE PROFITS With Hercules" RG. 1175 BROAD ST. NEWARK n.J. JENNINGS SENSATIONAL NEW



Ono Ball Automatic Payout Tablo with the EXCLUSIVE MOTOR-DRIVEN ROTARY PAYOUT It is no longor necessary for you to make a pilgrimage to the Shrine of the Goddess of Fortune. Send us your order for one Jennings "Daily Limit" and we will ship the Goddess of and we will si Fortune to you.

A Proven Money Maker. IMMEDIATE DELIVERY.

369 CHESTNUT ST.

AUTOMATIC COIN MACHINE CORP. SPRINGFIELD, MASS. •

CHECK OR

Prics \$125 Nickel Play Big Da Luse Site 48 % "125"



FITZGIBBONS

(Continued from page 140) food for the occasion. There will be an abundance of beer, liquor, wincs, cock-tails and champagne on hand.

food for the occasion. There will be an abundance of beer, liquic, wince, cock-tails and champagne on hand. It is believed that many are inter-ented in how Mr. Fitzgibbons started in how Mr. Fitzgibbons started in April 18, 1911. On that date he enterod into the coln machine business operat-ing ball gum machines but found this business entirely too slow for his liking. And to better conditions for the sale of ball gum he originated the flust spotted prize ball gum. Many remember this gum and the effect it had on stimulating sales thru ball gum machines. But fow originator. He really originated the new ball gum to only originated the new ball gum to belp out a friend in the candy business at the time. He proved the code Reliable Pesanut Company. This brought him into partnership with footing kimball and Lewis Wolf, who ship present sales manager. They con-ducted what is known today as the first evaluation of the bast known to and the Arody conted products and the treadient of the National Gonge Kimballs in the country. He foon was one of the best known and most outstanding in the country. He fon the function of sales manager of the and the science president of the National Gandy Coated Products Company and and the position of sales manager of the annufactured candy conted products and chewing gum for many years as heed of this firm. From this firm he went to and chewing the trend of the coin ma-chine business, as it rapidly changed, he

Following the trend of the coin ma-chine business, as it rapidly changed, he met conditions as they came and changed with them. This will be noted so far in his career. From that position he went into partnership, after opening his own firm, with Herman S. Budin in Brooklyn. Here he had a peanut roast-ing plant and full equipment for the bulk venders which had become ex-tremely popular at that time. This last partnership was dissolved on the en-trance of the Ballyhoo. Here Mr. Fitz-gibbona immediately sensed the new games, and he was one of the ploneers in the movement to popularize these games. games

games. From Ballyhoo onward his rise has been sensational. He his been a great booster of Bally Manufacturing Company prod-ucts and some years ago was accepted as the Eastern factory representative of the firm. Today his beautiful new five-story Bally Building has become a land-mark for the entire coin machine indus-try. He is considered America's fore-most coin machine distributor. He has 20 employees in the new Bally Build-fing. There are two salesmen on the road at all times. Lew Wolf is his sales manager. Every one of the employees of the firm is dressed in new uniforms which have inscribed on their backs. "Play Bally Games." "Play Bally Games."

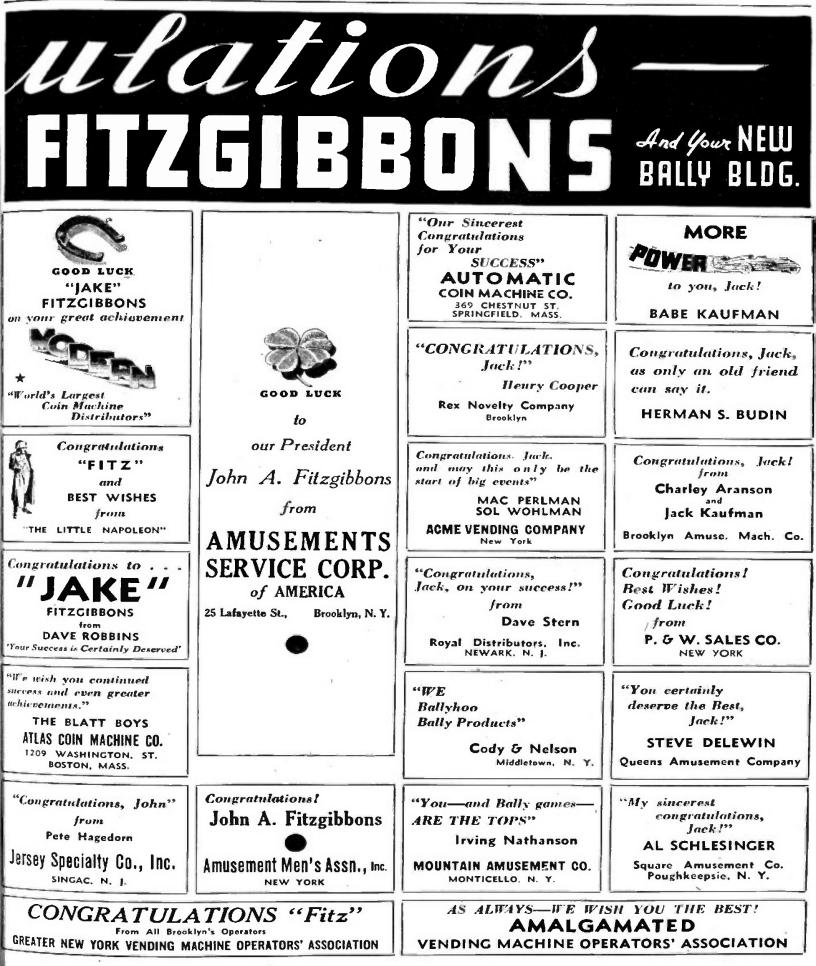
"Play Bally Games." The office staff is captained by Bill McDonald. The inside sales force of the firm is in charge of Jack Devlin. These men, like the other employees of the firm, are young men who have been raised and educated to coin machines by Mr. Fitzgibbons in his own organization.

Mr. Fitzgibbons in his own organization. His own beautiful private office on the second floor of the Baily Building is considered the most elaborate in the coin machine industry. His showrooms are remarkable for their beauty. There are easy lounge chairs for operators all over the place. These offices and show-rooms are offered to operators for their meetings by Mr. Fitzgibbons, who be-lieves in promoting the interest of his customers. He has also offered free uni-forms to all mechanics of jobbers' or-ganizations in this city to further carry out the "Flay Bally Cames" slogan. He is known as the "most progressive

out the "Play Bally Games" slogan. He is known as the "most progressive man in the coin machine industry." and also as one of its greatest and most industrious workers for unity and strength and growth of the operators in the business. His has been a remark-able accomplishment. After a quarter cenfury in the coin machine husiness be books ahead with confidence and pride on the work that has been accom-plished and is yet to be accomplished by the industry. He believes that in the coin machine industry, "We have the that offers a real chance for intelligent. capeble and hard-working men." And, Mr. Fitzgibbons says. "Let it al-

And, Mr. Fitzgibbons snys, "Let it al-ways be known that as long as the industry will exist—and I am certain that it will be forever—Bally will build fine quality games, and I'll sell them."





AMUSEMENT MACHINES



AMUSEMENT MACHINES

The Billboard 147

Detroit Firm Has New Candy Vender

DETROIT, April 4.—An attractive new eardy vender is being placed on the market by the Venitor Corporation, re-rently incorporated in Michigan. Com-many has established hoadquarters here in the Title and Guaranty Building. Organized with a capital of \$40,000 by F. G. Morhous and a group of aggressive thain store executives, the company is mpidly completing its sales organization. Yred G. Morhous, vice-president of

npidly completing its sales organization. Pred G. Morhous, vice-president of Fate Atlen Land Company, director of Farze Manufacturing Company and for-mrily accretary of W. W. Hannan Estate and director of Bundy Tubing Com-many, is president of the new organiza-tion. M. L. Joalin, formerly director of erronnel of the Kroger Grocery & Bak-ng Company, Toledo branch, is vice-resident. Harry C. Markle is legal counsel, and Vincent Corrado, of the Motors Metal Manufacturing Company, e engineering consultant. engineering consultant.

sensineering consultant. Besides the staff of experienced vend-ing machine men. Mr. Josiin and his sociates bring to Venitor the benefits ierved from a wide and varied experi-nce with a large progressive chain store ganization, and it is their aim to make his company a leading exponent of nedern mechanical merchandising meth-sis, fair practice, efficient service and ushest quality products.

J. W. S. Langley has been appointed les manager and brings to the busi-ness eight years of experience in the operation, distribution, and manufac-nuing departments of the vending ma-etics business. hine business.

M. L. Joslin, vice-president, is a former vending machine operator. He operated machines while a student at inchigan State College a few years ago ad knows the problem of the operators for the ground up.

from the ground up. The new machine, which is the prod-erd of two years' research, is designed on in ultra-modern streamlined cabinet lian. It has an exclusive type of futur-stic magazine globe, square in con-riruction, which has the advantage that it cannot be twisted by vandals. It has attractive protructing bakefile knobs, the bat thing to greet the eye of the cus-limer-and they are securely fastened on the instide of the machine for greater motection. otection.

It has an entirely inclosed slug re-refer and concealed locks, furnished with the standard machine. The mech-nism may be removed for servicing or the various parts adjusted without Canging the position of the merchan-dise, allowing quick service of a route. The machine is 7% by 16% and is hilly rust proofed.

Ally rust proofed. It has a double mechanism, for either cent of 5 cent coin, as the putron pro-tages and delivers either five or aix 1 ent portions for 5 cents, as controlled. It has a special type of cartridge loading drite which enables it to rotate 28 different products. By a special con-products. By a special con-products of the delivery mechanism.

uniform portions of merchandlae are served to the customers.

served to the customers. Mr. Joslin stated: "The company is organized to sell nationally thru job-bers and distributors a new, modernistic and improved automatic merchandising cabinet, together with accessories and selective confections, nuts and gum. which will be marketed under a copy-righted trado mark.

righted trado mark. "The mark 'Venitor' is being regis-tered and copyrighted and will be an exclusive trade name for these sales cabinets. They are being manufactured, under our patent rights and from our dies, by a responsible manufacturer with excellent facilities and a fine reputation for high quality products sold to the leading automobile manufacturers, "The compusity has adopted madered

"The company has adopted modern chain merchandising methods and will be operated according to the highest principles of business. The successful business, manufacturing and chain mer-chandising experience of the officers and directors with thoro mechanical mer-chandising knowledge of associated job-bers and distributors and a rapidly in-creasing demand for the products of this company insures reasonable success from the start.

"Insemuch as all salesmen work on commission and all transactions are on a strictly cash basis and the overhead is low, the each capital required is not large and credit requirements are mod-erate."

St. Patrick Letter **Swamps Jim Buckley**

CHICAGO, April 4.—"Is this April Fool's Day, or what?" asked Jim Buckley, Sally Manufacturing Company sales nanager, after checking returns on a ipecial letter he sent out St. Patrick's Bally manager apec Day.

The letter, addressed to all Bally joh and letter, addressed to all Bally job-bers, requested that they each pick out three operators who had not yet ordered samples of the Reliance Payout Dice Game and get them to order a sample machine.

"I figured." said Jim, "that maybe 10 per cent of the jobbers would act on my letters, but-man, oh, man-I bet at least 50 per cent of them sent in those three new sample orders. As a result the delivery jam on Reliance is worse than ever, because that flood of sample orders cams right on top of the steady flow of repeat orders coming in from all over the country. But cheer up, oper-ators! The production department tells me they're boosting the output and maybe-I said maybe-some day we'll be able to make immediate delivery." "I figured," said Jim, "that maybe

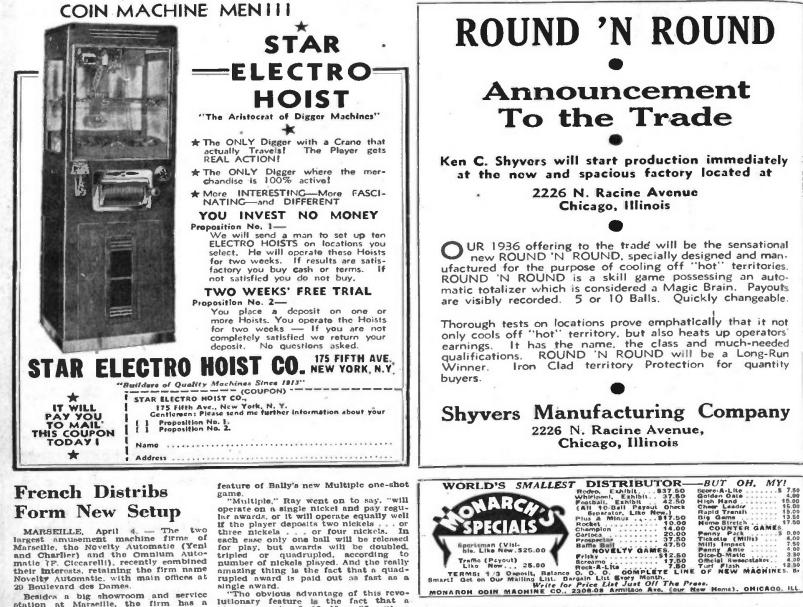
Miami Firm Gets Charter

MIAMI, April 4 .- Magic City Vending MIAMI, April 4.—Magic city vending Enterprises. Inc., with principal office in Miami, has been chartered to conduct anusements. The authorized capital stock is 60 shares, par value \$100 each. Incorporators: F. C. Roberts, A. T. Roberts and G. F. Roberts.



MAKING COINMEN AIRMINDED—Harry Stoner facated on the wing of his plane) is teaching some fellow coinmen not to have heart failure. Left to tight, they are: W. W. Gross, Lehigh Specialty Company, Philadelphia: Ben Kaufmen, K. C. Nömelty Company, Philadelphia: Harry Stoner; Dave Robbins, Stoner stan... Stoner stan...





MARSEILLE, April 4. — The two inrgest amusement machine firms of Marseille, the Novelty Automatic (Yeni and Charlier) and the Omnium Auto-matic (F. Ciccarelli), recently combined their interests, retaining the firm name Novelty Automatic, with main offices at 20 Boulevard des Dames 20 Boulevard des Dames.

20 Boulevard des Dames. Besidex a big showroom and service etation at Marseille, the firm has a branch office and showroom in the Pas-sage des Panoramas in Paris and operates a large sportland in Marseille with 60 skill games of all types. The firm is gent for France of several prominent American coin-machine firms, such as the J. P. Seeburg Corporation. Facific Amusement Manufacturing Company. Buck-ley Manufacturing Company. Paces Races and the A. B. T. Manufacturing Company. Company.

Company. Oxcar Yeni and F. Ciccarelli are in charge of the Marseille office, while Marcel Charlier and M. Paul are in charge of the office in Paris. Charlier attended the coin-machine exposition in Chicago and while in the United States visited the plants of the firms his com-pany represents in France.

Play One to Four Nickels Per Game

CHICAGO, April 4. — "Practically a nickel, dime and quarter game with automatic payout!" That's how Ray Moloney, president of Bally Manufac-turing Company, sums up the multiplo

回LOOK间 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES. PRIZES PREMIUMS AND SPECIALTIES "Multiple," Ray went on to say. "will operate on a single nickel and pay regu-lur awards, or it will operate equally well if the player deposits two nickels... or three nickels ... or four nickels. In each case only one ball will be released for play, but awards will be doubled, tripled or quadrupled, according to number of nickels played. And the really amazing thing is the fact that a quad-rupled award is paid out as fast as a single award.

rupled award to prove single award. "The obvious advantage of this revo-lutionary feature is the fact that a player can play 5, 10, 15 or 20 cents a game, depending on how good he feels at the moment. This idea has long been the moment. This idea has long been the moment. This idea has long been featured in non-payout games, but has never before been possible in a payout game. On the other hand, a group of four players can elect one fellow to shoot the game and each of the four will de-posit a nickel. Then if the 'official shooter' hits a winner each of the 'stockholders' will receive reward shown on the board."

on the board." Besides the new "four-party" coin chure, Multiple features many new play-stimulating ideas, such as the electric free play progressive award Bullyhole and odds-booster lights, which boost the value of every hole on the board to \$1.50, \$1 or 50 cents, depending on which light remains lit. Multiple was said to be one of the two or three most talked about games at the Coin Machine Show, and the makers claim a large volume of orders already booked prior to formal announcement of the machine.

"Spell-Award" System **Clicks With Public**

CHICAGO, April 4.—According to Jim Buckley, sales manager of Bally Manu-facturing Company, the new "Spell-Award" system used on the Bally Baby counter game has become one of the most popular ideas presented to the public in the past few years. Operators, according to Jim, report crowds around every Baby machine, fascinated by the way the three reols spell out T-W-O, 8-I-X and so on up to T-W-E-N-T-Y

-and also finding considerable amuse-ment in some of the non-winning words. The "Spell-Award" system is used for nickel, dime and quarter play, and the machine is equipped with extra reels and extra coin-chute caps which en-cblo operators to change over to penny clgaret play. There is no extra charge for the interchangeable features, which actually give the operator two machines for the price of one. Jim says the Baby is selling in big volume, due to the many new spots it has opened up. "There are thousands of locations." Jim stated. "that are good live spots, but where the counter is just too crowded to accound the the usual counter gam. Bally Baby, which re-quires only a 6 inch by 6 inch space, is moving into these spots in a hurry. And it's making real money too. I predict that Baily Baby will be one of the big-gest volume hits this industry has over known."

Pameo Paluoka, Red Sails Click

Famco Palooka, Ked Sails Click CHICAGO. April 4.—Word received from Jerry Kertman, general safles man-ager of American Coin Machine Com-pany, Rochester, N. Y., in the form of a letter to Pacific Amusoment Manu-facturing Company, Chicago, states that Panico Palouka and Red Sails machines have been "acclaimed by operators as products of a high order of excellence." American Coin has been handling Panico products for some time, along with other leaders in the field, and ad-vises that it's moeting with splendid results.



1-107 Olversey Parkway,

111

WOON

The Billboard 149

Here's HOLLYWOOD Here's "DITTO" . . . and here's the STORY!

* These 2 tables call for the careful considcration of every man and woman in the coin machine business today. HOLLYWOOD, with its Star Award Panel and clog-proof Pay Unit is the biggest attraction in the country. 12 has all the come-on and appeal of bell machines . . . and is making money for operators hand over fist in locations everywhere. And when it comes to DITTO, it is the sweetest non-payout pin table you can find. It has 10 balls but the play is so varied as to be fast and profitable. There are 10 numbers to shoot for and 1,000 different ways to score. Add to this the fact that DITTO is mechanically perfect, and you have a table that will put you on velvet.

Better see your nearest Rock-Ola Distributor today!

At \$89.50 Hollywood is \$25.00 under the market price of any other quality table.

The operators the bi ERMC are

smartest tors in business adding more and more DITTO machines to their equipment ev-ory day.



Fresh'nd-Aire Offers New **Distributing Opportunity**

CHICAGO. April 4.—Gaylord Manu-facturing Company, Chicago, reports an immediately favorable reception on its early showing of Presh'nd-Aire, new fantype unit incorporating every practical essential of air conditioning.

essential of air conditioning. Built in several different models, Freshind-Aire is said to have met with favorable response when introduced for the first time by Extward S. Gaylord, head of the manufacturing concern bearing his name. He advises that colin machine and other distributors have found a tremendous demand for this new product, in that summer cooling and proper conditioning of air in loca-for problem until Freshindt-Aire demon-sizated its ability.

strated its ability. Inasmuch as distributors find the ad-dition of Fresh'nd-Aire a new source of revenues without conflicting with their coln-operated departments, it has come as a boon to their business expansion. Distributors who have already started with Fresh'nd-Aire state that operators and jobbers of coln-operated machines find locations of overy sort ready and waiting to take it, with sales earnings funding to take it, with sales earnings funding then others see it in operation. Engineers responsible for the new in-

Engineers responsible for the new in-Engineers responsible for the new in-vention say that Fresh'nd-Aire gives complete, uniformly controlled circula-tion and cooling of air without draft. In that it keeps freshened air continu-ously turning over wherever installed, it raturnily follows that an even moisture content is established in stores, offices or other locations. large or small, with cooling effects of 8 to 10 degrees lower temperature in summer and with a con-tinuous purifying and deodorizing effect in winter. vention

thuous purifying and decoording the winter. While at first sight one might asso-ciate Fresh ind-Aire with being a huge electrically driven fan. closer observation and reaction to its effects reveals two compartments on either side of the mo-tor. One of these compartments is loaded with several seasons' supply of an sir-purifying agent. The other is installed to add such special fragrances as pine woods and modified mint aromas, should special locations desire

to scent the air along with the conditioning processes furnished thru the agency of Fresh'nd-Airc.

\$**895**0

Built in its high-stand model. Presh'nd-Aire is adjustable from five feet to nino foot in height, with 50 speeds, varying from that of gentle absolute noisclessness to high speeds which accommodate a maximum of circulation without draft and little or no sound at all. The low-stand model is ideally suited for counters and desks, having the same conditioning qualities as the high-stand model, both being portable and easy to place at strategic points. All models of Fresh'nd-Aire are adaptable to the needs of large or small rooms, halls, etc., with drug stores, cigar stores, taverna, clubs, restaurants and others inutalling the particular model of their preference. But the wall model Frechind-Airo seems to find favor under certain circumstances, in that it may be permanently installed by means of brackets to fit overy condition of build-ing construction. It, too, has the same requisites embodied in the high-stand and low-stand device. Used in restau-ration of the tike, the puri-fier switch is pulled, generating a powerful, yet harmless, chemical actions which completely destroys and absorbs ail odors. There is no evidence of a cover-up odor, merely the feeling that the air has been cleaned and revital-ized. rooms, halls, etc., with drug stores, cigar the ized.

According to the Gaylord concern, one inrge Texas distributor booked \$10,000 on Fresh'nd-Aire on its first showing and a jobber did \$6,000 worth of busi-ness within one week's time. Other equally good reports on Fresh'nd-Aire, ripe now for a heavy summer season shead and for year-round business. in-dicate that properly cooled and condi-tioned air is the subject at hand with many thousands of locations. Estward S, Gaylord, head of the firm. Texas and Fiorida, and is now reported as heading north thru Middle Atlantic States. Ho reports more demand for Fresh'nd-Aire and the company's line of smaller fan-type air fresheners than on anything he's handled in' years. According to the Gaylord concern, one



Operating Firm Formed

ALBANY, N. Y., April 4 .- Operation of coin machines is the object of the Herald Vending Corporation, of New Work City, which was issued a charter Wednesday by the sceretary of state. Subscribers io the capital stock of 100 shares are Rebble Sackman, Elsie Peck and Lester Gunn. Brooklyn.

M. Starr to West Indies

SAN ANTONIO, April 4 .-- M. Starr, of the Globe Printing Company here, sailed from Galveston the other day for Miami, where he spont a few days visiting with George Bloom, manager of the Miami Globe office. Etsrr sailed from Miami yeaterday morning on the S. S. Iroquois for the West Indies.



Eastern Chatter

The Billboard

150

Lew Wolf, Jack Fitzgibbons' sales manager, fears no floods. After driving many hard miles thru them in upper New York Stute, he has just started back again, with flood reports coming in every day, stating that they are getting higher levels than ever before in history. Per-haps Lew is webfooted.

The McCormick record case for musicmachine operators is being seen all around town. The music ops believe that this is the best case they have ever had and are going for it in a big way.

Max and Harry Hurvich, of Birming-ham Vending Company, write that they are optimistically hoping for better con-ditions which may result from legislative action being taken down that way at this time.

Press cameramen will be present the Fitzgibbons' anniversary shindig. Many leading newspapers ordering their men to be present due to stage, screen and radio stars who will be guests.

Sachs & Silberling's Flashy games are appearing at all the sportlands in town. Many months ago three boys first pre-sented the game, manufactured original-ly for their own use in their own three



sportlands. Now, with the slutation as it is, the others are demanding them and the boys are busier than all getit is, the others are de and the boys are busic out trying to fill orders.

The new issue of The Bally Coin Chute, published by Fitzgibbons Dis-tributors. Inc., is said to be the most entertaining of any yot presented. This is Jack Fitzgibbons' Silver Anniversary issue 185UC.

Charley Lichtman has become the ading town hustler. He is seen everyleading town hustler. He is seen every-where talking with the jobbers and op-erators, and the general belief is that in this fashion his games are getting a better break.

Aside. Apologies to the verra, verra charming and sociable Mildred, frau of Jos Hirsch, the guy who is being promi-nently mentioned with King Edward VIII, for not having used her name in connection with Jos's in reporting that affair at the Casino.

Those new additions to the present of-fices of Modern Vending Company are certainly breath takers. Nat has gone in for modern walnut and chrome fur-nishings, with everything done to the word.

Dave Robbins is all set to "go to town" with his new merchandiser, the Two-in-One. Dave claims it's a honey. With his experience in the merchandiser biz his experience in the m we'll take his word for it.

Someone filled a closed spot in Harlem with a Clearing House counter game and the reported take is something to whistle about. How those Harlem bables whistle about. How those I go for this number game.

Dick Steinberg, at Stirling Novelty ompany, has a honey of a game just Company, has a hon about ready to pop.

Dave Stern, over at Royal, claims that in the last few weeks he has been solling his favorite merchandisers so fast he is bewildered by the sudden biz in this direction.

Sammy Gisser, over at Hercules, is all hot and bothered about the little non-coin operated Bowling Green nov-

elty game. He reports that it is proving itself one of the best money-maker itself one of the best money-maker stimulators the boys have ever used as a premium.

NIENTLY LOCATED AT

FIFTH

Sam Getlan continues to fly to and our Chi at a terrific rate. Someone from Chi at a terrific rate. Someone suggested that Sam buy his own plane and save himself plenty of money.

Babe Kaufman's phono exchange has started them to talking. The belief is that Babe has a peach of an idea and that she is preparing the groundwork for some big events.

Some of the boys were seen gathered down at the swanky Deauville Club at 42 West 58th street the other yawning. Wonder what the boys were planning.

Archie A. Berger, of Mutoscope, export manager de luxe, is said to be doing a winie of a biz oh the new Photomatics way out as far as South Africa-and all thru the mail. And that's a real proposition to sell via letter.

Jor Orleck, of The Billboard, is getting ready for the Fitzgibbons' affair. He has just purchased about 10 bucks' worth of novelties and fire crackers.

Aside to Jim Buckley: Be prepared

Charley Lichtman is bustling around and about selling from the side pockets instead of from his place of bizniss, where he has the very capable Sol Silverstein in charge.

The merchandisc jobbers are looking to a great outdoor season and believe that it is certain to be one of the best on record.

Down at Fitzgibbona' spot they're not talking about the zoo when they say "the bear and the wolf"; they mean Betty Bear and Lew Wolf.

Miss Acme Fast Freight of 1936 and Bill McDonald are said to be just like that, with Miss Acme on the wire every day asking for Bill. And does he blush!

They celebrated down on Park Row the other day with the return of Mike Munves and "Pop" Struhl, from Miami.



AVE

1901 Fifth Ave.

Pittsburgh, Pa.

The newest idea in Counter Game bines the old Criss Cross came with ODDS CHANGE AUTOMATICALLY GAME. Plays pennies, niekes, dimes, Get it fram your jobber or write Roulette.

00

VIDALT AUDALY

| 4222 W. LAKE ST., | |
|-------------------|----------|
| GUARANTEED USED | MACHINES |

| Bereamo | 5.00 | '21 Gama | | 3 | 511.00 |
|------------|--------|-------------|---|-------|--------|
| 5-and-10 1 | | Big Game | | | 14.00 |
| Ohampion 1 | | Rocket | r | | 12.50 |
| | 7.00 | Betlen | | | 7.00 |
| Par Golf 1 | 2.60 | Ball Fan | | • • | 12.50 |
| 3-In-Line | 8,00 | Field Goal | | | 13.00 |
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| | V. | Occount | AAIXIA | Order | | |
|-------|-------|----------|--------|-------|-----------|-----|
| Best | Trade | Allowano | | New | Machines. | |
| VEECH | | | | | Decalur, | 111 |
| | | | | | | |

all sunburned and healthy looking, Mike claims he feels so good he's ready to race Glenn Cunningham for the mile record.

New Sportland **Opens in Detroit**

Opens in Detroit Detroit April 4.—The Sport Center has been opened at Woodward avenue and temple street by W. H. Garnham entered the coin-machine field has De-entered the coin-machine field has De-metered the coin-machine field has De-metered the coin-machine field has De-teres and moved to the Woodward arenue location a few weeks ago the metered the coin-machine field has be-portlands and two penny areades. The portlands and two penny areades. The portlands and two penny areades. The port Center contains 30 machines, all of the pibball type except one large on the operators also have a few regular meatine in various stores, operating a mined route of pin games in this manner. Buaineas is reported fair of the sport Center, which is a center of period by the.

Big Space Demand Felt For French Coin Show

TARIS, April 4.—The advance de-mand for space at the Amusement Ma-mand for space at the Amusement Ma-mand for space at the Amusement Ma-europy has been so great that it has here found necessary to secure a bryer hall than that of the Hotel Mod-ern, where last year's show was held. Rene Godin, organizer of the exposition, is at present arranging for a larger hall and probabilities are that this year's how will be held at the Hotel George V. ust off the Avenue des Champs Elysces.

Incorporation articles were recently filed by the Etablissements Bonzini et Seprinzi at Paris. The new firm op-rates an automatic coin-machine fac-tery at 26-28 Rue Desire-Vienot in Bag-nelet, Paris suburb, and has showrooms Paris. The firm is capitalized at E. Paris. The firm is capitalized at 600.000 francs (\$40.000). Directors are J. Bonzini and A. Sopranzi.

Com-operated vending machines are being used for the sale of tickets in the National Lottery, government-operated ottery. Shares are for 1/25th of a 100-National Lottery, government-operated lottery. Shares are for 1/25th of a 100-franc ticket and machine operates with a five-france coin. Shares are guaranteed by the Federation of War Wounded, which derives a small profit from the sales.

Vic Ueberroth Traveling For Western Equipment

CHIGAGO, April 4.—Jimmy Johnson, wher of the Western Equipment and upply Company, has appointed Vic electroth traveling representative of a firm Supply s firm.

We is not new to the coin-machine business, inasmuch as he has been em-ployed in a responsible capacity by the Western firm. Previous to entering the business he was sales



VIC UEBERROTII

representative of one of the largest building-aupply firms in the country. His natural inclination being towards the sales end of the business, Mr. John-on decided to let vie go to bat. On his initial trip he is traveling the State of Michigan. Fine character and affable personality, probably a tabloid descrip-tion is most appropriate by saying, "He's a heluva swell feller."

PITTSBURGH. April 4.—It takes more than a devastating flood to hold the Pittsburgh office of the Atlas Novelty Corporation down. The orders have been coming in so fast that a hurry-up call to the home office in Chicago was necessary. No chances could be taken that would endanger the "Atlas personal service" reputation for giving 24-hour ahipments. so larger quarters were found at a more convenient address in Pittsburgh.

build at a more convenient address in Pittaburgh. Every convenience for the comfort of the visiting jobbers and operators in being installed in the Atlas Pittaburgh office. The sales floor will be arranged so that all new arrivals from various manufacturers will be displayed to the best advantase. Used games will be kept separately—pay tables in one group, straight skill games in another, while a separate room will be provided for in the near future for used counter and vending equipment. The repair and reconditioning depart-ment, under the efficient supervision of a factory-trained expert, will move into a fuetory-trained expert, will move into a functurers so that repairs can be manufacturers will be y oberators who cannot afford to have their equipment tied up by expensive "out-of-order" eigns.

Figns. Phil Greenberg, general manager of the Atles Pittshurgh office, has done a splendid job. Being in the Eastern ter-ritory only a few months, he has made a host of friends. Phil tries to under-

ritory only a rew months, he has made it host of friends. Phil tries to under-stand the operator's requirements and then suggests the proper equipment. His determination to put over the Pittsburgh office in a big way has made the new, larger quarters necessary. On the job every day bringing in substantial orders is Art O'Melia, who has title of sales manager for the Pitts-burgh office. Art is an oldtimer in the Eastern coin-machine field and enjoys the friendship and confidence of thou-sands of operators. He makes periodic trips thru Pennsylvania, West Virginia. Maryland, Delaware and lower New York, where he helps spread the famoua Atlas alogan.

coin-machine industry

Atlas Moves to Larger Quarters

Pittsburgh.

signs.

alogan.

The

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to.



QUALITY IN EVERY DETAIL Kol-A-

BUILT IN 3 MODELS, Boll, Front Vender and Gold Award 1c-5c-10c-25c Play 10% FEDERAL EXCISE TAX ON ALL VENDERS EFFECTIVE MARCH 16 ENGLISH DISTRIBUTORS: CODDARD NOV. CO., LTO., High Holborn House, 11-12 Brownlew St., London, W. C. I., England.

WATLING MANUFACTURING COMPANY

Established 4640-4660 West Fulton St., Chicago, Ill., U. S. A.Tel.: Columbus 2770. 1889 All Depts. Cable Address, "WATLINGITE," Chicago.



Keene Visits Polynesia

Keene Visits Polynesia THICAGO, April 4. — Arthur Keens, for the only Midway Driller in fait, Calif., also is an extensive traveler, but to pleturesque Polynesia, where ho accountered many Interesting people many the place wisited by Mr. Mrshad of Thitulia in the Samoan group, and for thitulia in the Samoan group, and the village of Nuuld, on the wisit Keens wisited by Mr. Mrshad of Thitulia in the Samoan group, and the place wisited by Mr. Mrshad of Thitulia in the Samoan group, and the place of the village of Nuuld, Accompanying the photo was a caption barge the place with the headplece made of barge feet and the headplece made of barget of the village of Nuuld. . The fat, left-handed, cross-cycd, they fellow wearing shoes is non-son with the rest of the village of Nuuld. . The fat, left-handed, cross-cycd, they fellow wearing shoes is non-barget Midway Driller in Thit and erst-tion with the son arthur.

AMUSEMENT MACHINES



MOSELEY VENDING MACHINE EXCHANGE, Inc. Manufacturer's Authorized Oktributors, 00 Broad Street, RIGHMOND, VA. Day Phone, 34511, Night Phone, 55828.

London Coin **Machine Notes**

LONDON, Eng., April 1.—The annual meeting of the Manufacturers and Dis-tributors' Section of the British Auto-matic Machine Operators' Society, or-ganizers of the London Coin-Operated Machine Exhibitions, took place March 19. Election of officers and committee resulted as follows: Chairman, Phil Schofme (Chafrae Autometics Ltd.) video 19. Election of officers and committee resulted as follows: Chairman, Phil Shefras (Shefras Automatics, Ltd.); vice-chairman, Bill Green (Britisb-American Novelty Company, Ltd.); treasurer, B. W. Bronner (Supermutic Entertainments, Ltd.); secretary, Edward Graves (The World's Fair); committee, George Booth (Amusement Equipment Company, Ltd.), Percy Goddard (Goddard Novelty Company, Ltd.), Mark Kraft (Hollings-worth's Automatics, Ltd.) and Richard Scott Asset, Adickes & Company, Ltd.), Of these, Shefras, Booth, Goddard and Scott have all visited the United States. Phil Shefras succeeds his father, Solly, who is now a vice-president of the or-ganization. ganization.

Third London Coin-Operated Machine Exhibition will be held February 23, 24, 25 and 26, 1937. Place not yet decided upon.

Official statistics regarding last Lon-don show reveal fact that registrations totaled 1,164; exhibitors numbered 31. occupying stand or booth area of 3,631 aquare feet with frontage of 342 feet.

Blessed events have occurred in fam-ilies of Percy Goddard and Alf Makin. Former has a baby son and latter a baby daughter. Percy is well known in Chi-cago. Makin was there with Walter Streets last fall. His firm, Strand Auto-mutics. Ltd. is British agent for A. B. T. matics. Ltd., is British agent for A. B. T. Manufacturing Company.

Twenty-second birthday of Louise Burrows was celebrated by an informal party at "Sir" Arthur's London home. Many irade friends participated.

British manufacturers are experi-encing a busy time fulfilling orders placed at recent show. Bryan, of Keg-worth, who manufactures cranes and wall machines, has had to emlarge works to cope with business.

One of the most popular selling lines one of the mast popular sching mass in Britain just now is that of coin-operated shooting devices. Sharpshooter, a German dsvize which creates illusion of shooting over range of 25 yards, has been in big demand. Smaller pistol machines, such as A. B. T.'s Big Game Hunter and Exhibit's Bull's-Eye, are also much in demand. much in demand.

Greetings to BAMOS published in The Billboard just prior to London show were greatly appreciated. Copies of the paper were distributed by Weston Nov-

Weie greater approximate the second s

ham, "Uncle" Bill Tolley, has an-nounced his retirement from business thru ill health. He was also a jobber and as agent for Samson Novelty Com-

pany, Ltd., distributed Mills Novelty products in Midlands. Charles Lawes, director of Amusement Equipment Company, Ltd., has just re-turned from South Africa, where he ar-ranged for operation of a large number of amusement machines. Several of the British machine busi-nesses are truly family Concerns. In Samson Novelty Company, Ltd., Desides "Pa" Holloway, directorate includes sons John, Charlie and Harry with sons-in-iaw Wai Enticknap and Wal Fogarty. In addition, Unele Charlie, brother of "Pa" Jack, plays an important role. Shofras Automatics, Ltd., hus "Pa" Soliy and sons Morrey and Phil on the board, with daughter Doris as sceretary. Arthur Burrows, in Burrows Automatic Supply Company, Ltd. has the active aupport of daughter. Maggle, Lydia, Louise and Violet and son Arthur. W. H. Hooper, cf Hooper's Automatics, has no fewer than five sons working for him. hlm.

New Feature on **Gottlicb's Daily Races**

CIFICAGO. April 4.—With orders com-ing in from all over the country, the D. Gottlieb & Company plant is a bee-hive of activity. According to Dave Gottlieb, their new game. Daily Races, is being accepted with great favor and the country is country. Dave and its popularity is sweeping the country. Distributors are reporting exceptional business.

One of the big reasons which make Daily Races a big hit is the mechanical arrangement for regulating payouts. The operator, at his own discretion, cau instantly adjust the amount of rewards to be paid. It is the only game on the market with the original Gottlieb pay-out regulator out regulator.

to be paid. To its the original Gottlieb pay-out regulator. Comments have been coming in daily from distributors and jobbers every-where telling of the instant success of Daily Races. National Sales and Dis-tributors Company, Dallas, Tex., exclu-sive Northern Texas distributor for the game. says: "Daily Races a big hit. Operators going for it strong. Hush Out order." From Sam London, of the Mil-waukee Coin Gachine Company, Milwau-kee, the exclusive Wisconsin distributor. Comes: "Daily Races is the best bet." "Daily Races running way ahead of all expectations," is the word of the Square Amusement Company. Poughkeepsie. N. Y., the exclusive New York distrib-utor. And from the Weat Coast Sol Gottlieb, the exclusive Southern Cali-fornia distributor, writes: "Ship Daily Races at once. Advance orders much more than original order. Send an additional 100 as soon as possible." Hy Greenstein, head of the Hy-O Games Company, Minneapolis, hid this to say when he visited Chicago a few weeks ago: "Operators are certainly going to have a cinch with Daily Races. It's a honey for fast money." In addition to talking about the earning power of Daily Races, Mr. Greenstein was refer-ring to the mechanical perfection of the machine. He went on to say: "The electropak and automatic fuse elimi-nate the inconvenience of battery trouble and fuse replacement. With enthusiastic reports coming trouble and fuse replacement.

With enthusiastle reports coming from the North. South. East and West, there is little wonder why D. Gottlieb & Company are geared up for one of their most successful years. The plant

Robbins Manufacturing New Penny Bulk Vender

BROOKLYN. April 4.-D. Robbins a Company are now in production on their new penny vending machine called the Two-in-One Vender. Dave Robbins claims that his machine is 90 per can claims that his machine is 60 per con-alugproof and absolutely waterproof. The beautiful modernistic design was created by a well-known firm of com-mercial artists. Straight front glasses are used instead of round globes. Day are used instead of round globes are says his machine sells two different items but requires only one inch more space than a single-column machine. By vending two items, this machine should carm twice as much money as a single-column vender. single-column vender.

over 20 different bulk items can be vended, including pistachio nuts, ashed peanuts, candy and toys, chocolate-coated peanuts, cashew nuts, Boston baked beans, mixed nuts, etc. The Two-in-One Vender, says Dave, was designed and built for real operators who wanged a subtratial follower machine that and built for real operators who wanted a substantial, fool-proof machine that could be used on outside, as well as inside, locations. Quilte a number of Two-in-One Venders have been tested on locations and found to be 100 per cent mechanically perfect. D. Robbins a mechanically perfect. D. Robbins & Company are now appointing exclusive county and State distributors for ther machine.

Amendment To Permit Games Before N. Y. Legislature

ALBANY, N. Y. April 4.—An amend-ment to the Penal Law was introduced in the Legislature Wednesday to permit the use of a machine or device operated by inserting a coin of no greater de-nomination than 10 cents and the op-eration of which is dependent on skill of operator and where no money or prize token is acceluted. token is received.

The bill also provides for the use of The bill also provides for the lise of a machine containing merchandlas which may be removed thru the skill of the operator. This measure was introduced by Senator Joseph Esquirol, Democrat of Brooklyn. It was referred to the Senate Codes Committee for consideration.

Independent Novelty Co. Moves to Larger Quarters

SHEINGFIELD, Il., April 4.—Inde-pendent Novelty Company here has been forced to move to larger quarters at 220 North Fifth street to take care of increased business on the firm's Barrel-of Fun of-Fun.

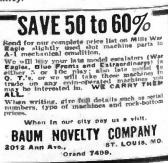
The fact that the Independent Nov-elty Company has recently been ap-pointed Central Illinois distributor on Bally products also made the expansion necessary.

is working day and night to satisfy the clamoring for immediate shipment.

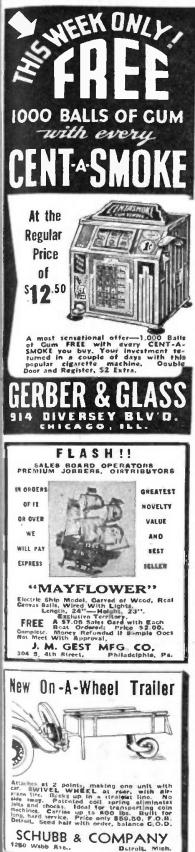
clamoring for immediate shipment. "We are doing our best," said Daw Ootlieb, "but there are certain steps that each game must pass thru before it is rendy for shipment. After each part has been ussembled by skilled workers each machine goes thru right impection. Tests that minimize the wear given on actual locations are sp-plied, and only after each game passes thru this thoro inspection is it released for shipment. Therefore I want all distributors, jobbers and operators to know that orders will be shipped as soon as possible, but under no circum-stances will we allow haste to displace



WILLIAM MONTROSE, of the Kemo Novelty Company, Milwaukee, reports active business on the Wurlitzer-Simplex automatic phonograph. His loca-tions are going strong for music and business is good. Mr. Montrose recently put a new delivery truck thio service and he believes in advertising his busi-ness from the way he has the side panels lettered.



AMUSEMENT MACHINES



Tubular Coin Wrappers Penny, Nickel, Dime, Quarter, Halves, Made of Heary Kraft Paper, Only 800 pre Thousand, in 10 Secand loss, one kind or assorted. Bend cash with Wer, or half cash, balance 6, 0, D. SCHUBB & CO.

1250 Webb Avenue. DETROIT, MICH. Wrappers Printed With Your Name. Prices on Request.

Sockit, Snooker, Races **Present New Play Features**

CHICAGO, April 4.—"Western Equip-ment and Supply Company has built new features into its three new one-ball automatic payout tables that are sensational." was the statement of one of the biggest operators in the country after seeing the aforementioned West-ern cames. ern games. Sockit, Western's new onc-ball auto-

ern games. Sockit, Western's new one-ball auto-matic payout baseball table is a radical departure from the regular type of auto-matic payout game insamuch as it has no plunger. As the player inserts his coin a steel ball is automatically pitched from the pitcher's box. The player swing a ministure bat by maneuvering a knob designed as a baseball. If the player bats the pitched ball into an award pocket, he is automatically pitched out by Western's swift positive payout unit. If the player misses the ball, the ball is continually automatically pitched until he hits it. Singles, doubles, tri-ples and homers pay out awards consist-ent with the success of the player's hit. Designed with beautiful baseball decom-tions, Sockit affords the player a gener-ous payout, which after all the smart operator has come to regard as good business. An added player inducement is the brilliantly deconted lite-up back-board. If this board lights up as the coin is inserted the player automatically receives double the regular award, with the exception of the homer pocket. Sockit pays out up to and including e1.50.

Sockit pays out up to and including 81.50. Snooker is already doing a great job for the operators. This Western one-ball automatic payout table is a peach for sustained player appeal. A cleverly arranged playing field gives the big one-ineb pronze ball a slow action always coming the coin, the Trosted glass lite-up board glearly informs the player inat a certain pocket will pay an addi-tional award. For example, after the coin is inserted a section of the lite-up panel will show that for the game about to be played the \$1.50 pocket will automatically pay the player \$2 or the \$1 pocket will pay \$1.50 etc. This affords the player an additional opportunity, because as the additional award often will give the player two \$2 pockets to shoot for, two \$1.50 pockets to shoot for, etc. This changing odds feature is a proven success!

Bidde for, we show better better is a proven success! Both Snocker and Sockit are excep-tional borses all he does is insert more Races is Western's one-ball automatic payout version of the Sport of Kings. Gay in appearance with its beautifully illustrated scenes of the race track. Races offers the same inducements to a player as the real race track. The player inserts his coin, automatically lighting up your horse selection and showing the odds on win, place and show. If the player wants to play addi-tional horses, all he does is insert more coins, each coin lighting up a new horse show. If the player while to play addi-tional horses, all he does is insert more coins, each coin lighting up a new horse and also affording him the added op-portunity of increasing his winnings by changing to higher odds. Eight horses may be played at the same time, and the player may insert additional coins trying to hit the forty-to-one odds. Races has a mechanism that can be casily regulated for tight or liberal pay-outs and a multiple coin slot Races can be ordered with the Stancor Univer-ter (battery eliminator) or batteries at no extra charge. It is also available with a check separator or in a ticket model at a slight additional charge. The cabinets of Bockit, Snooker and Races are all big and ultra de luxe in appearance. All of these games have the reliable Western automatic payout unit.

unit.

Southport Ops Acquitted

SOUTHPORT. N. C., April 4.—Three men were acquitted of the charge of operating coin machines here in Re-corder's Court recently by Judge Peter Ruark.

MUARK. Judge Ruark ruled that the machine in which the player "placed a nickel and sometimes got it back with interest and often lock it" was not a game of chance but a game of skill.

D. A. Hackett in Hospital

DETROIT. April 4.-D. A. Hackett, head of the Hackett Vending Machine Company. Is in the hospital and is not expected back to work for about two weeks. Hackett company is preparing to manufacture a new type of selective cigaret vending machine.

≤EY MAKERS SWING TO GLOBE for **BIGGER FASTER PROFITS**

Really . Low Priced STRATOSPHERE

Average Profit. \$28.30 Price: \$3.86 plus 10% Federal Tax.



NORMANDIE

ENSATIONAL

600 Holes-Form 349, Thick board -- jumbo fickets-Sail for biggor profits on the Norman-die! A winner! Fea-turing five new steps to a higher winner. Take. In Average Profit. .515.60 Pricet 52.57 plus 10% Fodoral Tax.



LUCKY DIAMOND

400 Holes-Form 328. Twenty-four winners with two step ups to Lucky Olamon. Takes In . Olamond. Four attractive colors. Average Pay Out 8.85





PICK 'EM AND WIN

600 Holes-Form 323. This is one way to best the horses. A triple action-sure-fire money maker. striking colors.

GLOBE PRINTING CO.

418 South Wells Street. CHICAGO, ILL. 1352 N. E. First Avenue, MIAMI, FLA.

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35021/2 McKinley Street, TACOMA, WASH.

227 S. Press Street, SAN ANTONIO, TEX.

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AMUSEMENT MACHINES





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GAME EVER PRÖDUCET

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ORS-JOBBERS-DEAL Still Wide ES on BRAND NEW

AIR

SUMMER COOLING CIRCULATING AND PURIFYING FEATURES!

Here's & ONCE-IN-A-LIFETIME OPPORTUNITY ready to BURST WIDE-OPEN a MILLION-DOLLAR PROFIT FIELD for Alert Distributors-Jobbers-and Operators. It's "FRESH'ND-AIRE"-New Fan-Type Unit with PATENTED AIR CONDITIONING features. The "very thing" Stores-Taverns-Hotels-Institutions Clubs in fact, EVERT Business House in YOUR territory is READY to TALK and ACT on right NOW! Others CLEANING UP BIGGEST MONEY ever experienced.

INVENTION WITH

ACT QUICK ! The SEASON is HERE !

CASH-IN on your set-up IMMEDIATELY. No better way to place "FRESH"ND-AIRE" than through Job-bers and Operators to Stores and other locations. ACCEPTED on SIGHT wherever shown in HIGM STAND—OLOW STAND—or WALL BRACKET Models. REPEAY ORDERS MULTIPLY FAST. BE FIRSY in YOUR territory with "FRESH"ND-AIRE"—your BEST Busi-mere Operaturity Today? ness Opportunity Today!

Here's PROOF on its VALUE and

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ever heard of. Gross Sates total \$10,000.00 in first announcement. We expect to handle 2,000 units this season. E. E. R.—Distributor, Dallas, Yex.

CONDITIONING

We value our tranchise on "FRESM'ND-AIRE" more than we can tell. Early showing of "FRESM'ND-AIRE" pulls orders as tast as we can book "em; It's a winner if ever there was one. M. M .- Distributor, Cleveland. O.

• Am so well impressed with "FRESH'ND-AIRE" reactions that my order is enclosed for samples in amount of \$2,000,00. Confident we'll place 5,000 units in Florida this scaton.

A. H. B .- Distributor, Daytona Beach, Fla.



and a FAST MOVING SMALLER SIZE LINE of Gaylord's "AIR-FRESHENER" Quality Fans ! You CAN'T MISS carrying any or all of these New Type AIR-COOLING units. There's a size and price to will every location. Does not conflict with whatever you're doing now. Cet STARTED at once.

WRITE! WIRE! Get Full Details TODAY without Obligation !!! MANUFACTURING CO. 1227 W. Washington Blvd. GAYLORD CHICAGO . ILLINOIS . U. S. A.

"FRESH'ND-AIRE" is as big a "natural" as we've

DEMAND! 0 F F -FILL

AMUSEMENT MACHINES



AMUSEMENT MACHINES

The Billboard

157

Seven can play it at once! Its maximum intake is 35c per play, 2 plays (70c) per minute, \$42.00 per hour. This is the theoretical maximum. There have been instances where Tycoon has taken in ALMOST this much in a single hour.

Finger Push Coin Bar drops all coins at one time! No re-shuffling of board necessary.

Selector Lights controlled by slot in which player puts coin.

Odds Lights controlled by channel through which player shoots ball.

Check Separator is a part of every machine. On cash machines, separators and mounting screws are supplied free of charge. State whether you want your machine set for cash or check play.

Payout Drawer invisible; easily accessible.

Champagne colored felt acts as dust seal.

Anti-Clogging Coin Chute holds the second coin up till first coin is played.

Positive Automatic Ball Lift.

Striking Color Display in coin chute casting. Last 7 coins played are visible.

Positive Coin Slide fills tube immediately, prevents draining.

Solid Birch-Hand-Rubbed Satin Finish Cabinet.

Hard Maple-Unbreakable Legs.

Clear White Birch Playing Panel.

Cabinet Design-Dignified streamline. Colors: Black, green, natural birch and maple.

Pins-Tempered music wire pins; not common nails as found on other tables. Also music wire spiral springs and tempered clock whip springs.

Polished Aluminum channel walls, odds light window frame, and selector lights.

Machine easily set up in 6 minutes!

Easily Transported! Tycoon can be carried in passenger cars; trucks not needed.

A. C. PACK \$5.00 EXTRA D. C. PACK 7.50 EXTRA

All Pack equipped machines supplied with 25 feet of extension cord with male and female plug. Non-cheatable electrolock. An electric current cost of 1c per day should cover a to-hour play per day ! Plug doesn't have to be pulled out at night. The modern way to operate!

ONE SHOT, 7 PLAY, AUTOMATIC PAYOUT

Mills Tycoon



\$14950

All leading jobbers carry Tycoon in their display rooms

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Illinois

IMMEDIATE DELIVERY!

15 3

AMUSEMENT MACHINES

April 11, 1936





Thank You for Mentioning The Billboard.

most enjoyable reading he has ever had,

Which this holds the same base of the said. Mr. Fitzgibbons believes that the change of policy which has been ef-fected in the publication of *The Bally Goin Chuite* is what brought about this great interest. The idea is said to have instantly cap-tured the attention of the operators and jobbers to whom it is sent and instantly won their acclaim. It is mailed free by the firm to East-ern operators only, in the territory where it distributes the games of Bally Manu-facturing Company, for which it is East-

facturing Company, for which it is East-ern factory representative.

Really a Bonus to Them

CHICAGO, April 4.—Bally Manufac-turing Company's Bally Bonus one-shot game is a bonus in every sense of the word to the Union Novelty Company of St. Louis. This operating firm won is Bally Bonus at the recent Ideal Novelty



Company grand opening. Carl Trippe. of Ideal, claims that winning a Bally Bonus is just like having somebody agree to give you \$10 or \$15 a day for the next six months.

again! It's

AMUSEMENT MACHINES

The Billboard 159

AMED Announcing

Brand

DAMES PALOOKS

50"

24"

to OPERATORS and JOBBERS

A radically DIFFERENT 1 or 5-Ball Payout Table —"PINCH HITTER" depicts a baseball game— score "1" to "0" in favor of visiting team. Barcs Loaded in 9th inning—two men gone—as player steps up to "bat" to "pinch hit" his way to a payout.

ODDS CHANGE AUTOMATICALLY

when coin is inserted. Range from 10c to \$1.50. But player can CHANGE his ODDS again by di-recting a shot through SKILL LANE at Top of Field. Then ODDS may CHANGE once MORE on same coin through another LUCK LANE fasther down. Utterly DIFFERENT and MORE FASCINATING BALL ANIMATION—only two flags—few pin—NO KICKERS. Just EVERY-THING in "PINCH HITTER" for HEAVY LONG RUN MONEY. Order your CUARANTEED Sample for IMMEDIATE DELIVERY at

CHECK CHECKS EXTRA

\$

RECTROPAK EQUIPPED AT \$5 ADDITIONAL ORDER

50"

24"

SEE

an OUTSTANDING machine by far-"RED SAILS" is STEADILY INCREAS-ING in DEMAND Operators call this 1 or S-Ball Payout Table MOST HAND-SOME THING ON FOUR LEGS and a SMART INVESTMENT IN QUICK CASH RETURN at

\$119

PAMCO

Here's the Big-Time Operators' Payout Table within easy reach of EVERY coin man's purse, FACTS on "PAMCO PALOOKA" EARNINGS tell the story. BOWL-TYPE scor-ing-AUTOMATIC CHANGING ODDS-and SIX coin chutes POSITIVELY produce SIX TIMES the MONEY you'd get from a HALF-DOZEN BELL or Payout Machines. Get into BIG-TIME MONEY with "PAMCO PA-LOOKA" III Priced at

> CHECK SEPARATOR AND CHECKS EXTRA ELECTROPAK STANDARRD EQUIPMENT-NO EXTRA COST U. S. PATENT 2029177

Multiply Your Earnings -- Discard the "Old" -- Take on the NEW... YOUR JOBBER QUICK-WRITE-WIRE FOR SPEEDY DELIVERIES!

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