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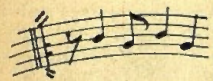
The World's Foremost Amusement Weekly



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The Billboard

Vol. XLVIII
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The World's Foremost Amusement Weekly

June 6,
1936

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FIVE PIX GET CRIX OKEH

Shakeups in N. Y. WPA

Barber starts trimming personnel—summer plans announced—non-pros cut

NEW YORK, May 30.—A quiet trimming of personnel and shakeup among executives is going on in the local Federal Theater Project. Philip Barber, head of the local project, is understood going over the pay rolls with a fine comb and cutting out the least deserving, especially among the non-professional performers. This is aimed to answer the many accusations that the project is full of non-pros who have kept needy professionals out.

Among the executives who have either been shifted or dropped recently are Stephen Karnot, Abel Plenn and Rayness Copeland. Ted Mauntz is new head of the publicity department.

The Dance Unit is still the center of agitation. The unemployed section of the Dancers' Association is again urging revision and expansion of the unit "to serve the cultural needs of the public." Lucile Marsh, director of the National Dance League, attacked the dance project in a statement to the press. She claims the local project is "given over to modernistic dancing" and that "government funds should not be used to sub-

(See SHAKEUPS on page 10)

Dramatist - Manager Pact Signed; Hollywood Howls

Film producers squawk at pix-sale clauses, particularly for Hollywood-backed shows—MGM curtails Broadway activity—committee appointed to discuss angles

NEW YORK, May 30.—Tho the dramatists-managers quarrel is formally settled now that the dramatists on Monday agreed to the amended pact that had been given to managers, and the managers on Thursday authorized Dr. Henry Moskowitz, executive adviser of the League of New York Theaters, to sign for that body, a new impasse looms in the possibility that screen backing for Broadway productions may not be forthcoming because of Hollywood's discontent over the pact's neglect of the interests of film companies. Should future events develop along the trend of action announced by J. Robert Rubin, vice-president and general counsel of MGM, which is planning to withdraw its support from the productions of Sam Harris and Max Gordon, it is not unlikely that Broadway will again find it necessary to seek its source of money from the coffers of Wall Street.

Rubin, who says, "We can't sit in a game the rules of which are constantly changing," refers thereby to clauses in the pact by virtue of which the provisions affecting the sale of plays to the screen can be changed occasionally in order, according to the dramatists, to keep pace with unstable present-day conditions. Another matter occasioning Hollywood disgruntlement is the fact that the Authors' League, with which the Guild is affiliated, is empowered to prohibit the sale of film rights by an author to the company backing the play. MGM's contracts with both Harris and Gordon are over this week, and in view of the "unsatisfactory protection" afforded, Rubin says the contracts will not

(See Dramatist-Manager on page 10)

Python Resists "Bawth"

CLEVELAND, June 1.—Cliff Wilson, whose exhibits of large snakes have been seen with large amusement companies and at prominent fairs, including A Century of Progress, Chicago, and Frank J. Loughney, herpetologist, had what was described as an "unusual experience" while preparing to give a monster "green" lately received—python a bath here yesterday. The reptile suddenly attacked them, wrapping several of its coils about Loughney's body and holding Wilson's right hand in its mouth.

Max Kimerer and G. A. (Dolly) Lyons, well-known showmen, and Al—
(See PYTHON RESISTS on page 70)

Solomon Wins High-Dive Title; Blake Next; Anderson Top Fem

NEW YORK, June 1.—Sol Solomon, Miami, won the world's high-diving title for portable tank or shallow water leaping when he executed a magnificent full gainer from an announced 122-foot perch at Palisades Amusement Park, Palisade, N. J., sponsor of the tournament, yesterday, thus copping \$500 of the \$1,000 in cash prizes.

Kenneth Blake, Chicago, was second with 105 feet, netting himself \$200. He was the sole competitor to perform a back layout, a beautiful job. Contest was for height only, free style. In third place was Dare-Devil Jack Latkowski, Albany, with 104 feet, a simulated jack-knife, getting \$75.

Lucile Anderson, New York, gained the world's title for women with a leap of

Only Five Films in Three Months Unanimously Approved by Scribes

Half as many as in previous quarter — "Ziegfeld," "Pasteur," "Zero," "Milky Way" and "Three" get palms — general critical ratings lower than last survey

NEW YORK, May 30.—Films tabulated in the second three months of *The Billboard's* film consensus failed to please critics as well as those in the first three-month stretch, according to the number getting unanimous raves. Ten films were handed blanket plaudits in the first quarterly survey, while only half that number came thru in the second quarter, despite the fact that 28 more pictures were tabulated. Ninety-eight went thru the mill the first time, with 126 the last three months. Film consensus is a tabulation of the critical vote on each picture, as expressed in the printed reviews. Twenty-one papers were used in the voting, including nine New York dailies and 12 trade papers. Not all
(See FIVE PIX on page 10)

Week-End Trade Booms in Cincy

CINCINNATI, June 1.—Business over the week-end spurred to boom proportions, it was disclosed last night in a survey of attendance at hotels, theaters, restaurants and amusement parks. The two-day holiday brought numerous out-of-town guests to the city, requiring extra trains and busses. Good weather and the fact that apparently "more spending money is in circulation" provided more Memorial Day business than had prevailed for several years. Edward L. Schott, president and general manager of Coney Island, said that more than 20,000 persons visited the park on the two days. About 35 per cent of that number made the trip aboard the Island Queen. Because of chilly breezes Saturday there were no swimmers in the pool, altho a record Memorial Day attendance was noted by operators of amusement devices. License plates on automobiles parked on the grounds indicated a large out-of-town attendance. Schott said.

Little Theater Cleanup Starts

Screen Actors' Guild joins Equity in campaign—SAG officers and board elected

HOLLYWOOD, May 30.—Joining with Actors' Equity in its campaign to investigate and clean up the little theater situation in Southern California, annual membership meeting of the Screen Actors' Guild decided early this week upon an immediate and sweeping cleansing of operators of the small houses. Slate of officers of the Guild up for election was unanimously voted in.

Explaining the new setup under which both Actors' Equity and Guild members are forbidden to appear on any stage for less than the Equity minimum
(See LITTLE THEATER on page 10)

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Zoo officials said attendance was heavier than in other years. They said 12,000 visited the park Saturday and that yesterday's attendance probably surpassed that figure. One of the reasons for record attendance, in addition to usual number of sight-seers, was said to be free dancing at the park, which is being given a trial with a view to making it a regular free feature.

The station master at Union Terminal reported that extra trains, coaches and Pullmans were added to cope with holiday business. Incoming as well as outgoing passengers began crowding the Terminal early Friday night. Taxicabs and busses serving the Terminal had all the business they could handle, he said.

Baldwin With Alabama Fair

Named assistant manager in Birmingham—great season is foreseen by Strieder

CHICAGO, May 30.—Plans for what is expected to be the largest and finest fair Birmingham has ever seen were worked out here last week when P. T. (Pa.) Strieder, general manager of Ala—
(See BALDWIN WITH on page 67)

Scab Writers Organize; "Sane Proposal" Platform

Deserters from Screen Writers' Guild magnanimously call off "reprisals" against loyal bona-fide union men—constitution hopefully claims no open break is needed

HOLLYWOOD, May 30.—Outgrowth of a revolt from the Screen Writers' Guild in a three-cornered battle in which film producers participated, Screen Playwrights, Inc., composed of 60 rebel scenarists and tentatively known for the past two weeks as Writers of Hollywood, was formally launched late last week on a path intended to lead to harmonious relations within the writing craft and with studio employers. With William Slavens McNutt presiding at the organization meeting at the Beverly Wilshire Hotel, the writers adopted a constitution and by-laws and selected directors for the new body which will be incorporated as soon as possible.

While striking at what he said was an attempt of Eastern "radicals" to gain control of Hollywood screen writing thru the guild, McNutt said the Screen Playwrights will be opposed to any reprisals aimed at leaders of the movement to amalgamate with the Authors' League of America. Similarly he said that while

(See SCAB WRITERS on page 15)

Richmond Sunday Pix Are Okehed

RICHMOND, Va., May 30.—Richmond motion picture theaters, after operating under century-old blue laws, were allowed to open on Sunday, Charles A. Somma, one of the owners of the Byrd and other local houses and managing director of the Virginia State Fair having won his test case before a jury in the Hustings Court here. Several weeks ago Manager Somma was fined \$5 in Police Court for exhibiting films in the Byrd Theater on Sunday and he appealed the case.

The Virginia law provides that no person may engage in business on Sunday unless it is of a necessary or charitable nature. The court ruled that work which "improves the moral or physical welfare of the people" may be termed a work of necessity. In instructing the jury the court said: "In determining whether it was a work of necessity for Somma to work as he did on Sunday the jury should decide the question in the light of the standards of the age in which we live, recognizing the fact that things are works of necessity on Sunday at this time, and under modern conditions of life, which were not in former years so considered, and in considering the question the jury should give consideration to the effect which the operation of the theater, as shown by the evidence, has on the good order and moral welfare of the community, and whether or not its operation improves the moral or physical welfare of the people."

The jury was out only 25 minutes and then returned with a verdict of "not guilty." Commonwealth's Attorney Hadden then stated: "The case was fairly submitted to a fair and impartial jury and they decided that motion pictures are a necessity here, and I shall abide by their decision by not attempting to prohibit Sunday shows."

KAO's Upgrade Finances

NEW YORK, May 30.—The declaration by the board of directors of Keith-Albee-Orpheum of a dividend of \$1.75 per share on the 7 per cent Cumulative Convertible Preferred Stock for the quarter ended March 31, 1932, payable on July 1, 1936, to the holders of the stock at the close of business on June 15, 1936, constitutes the second successive dividend by that company after a long period of non-payment.

Hazel Moore With Opera Co.

CHICAGO, May 30.—Hazel Moore, widow of the late music critic, Edward Moore, and widely known in musical circles here, has been engaged by General Manager Paul Longone as promotional director of the Chicago Civic Opera Company for next season.

Hub Booking Battle Quiets

Ford denies charges — Golden announces out-of-court settlement of case

BOSTON, May 30.—Local bookers' battle which flared recently is now settling down under a smoke screen. Louis Golden had Ben Ford pinched earlier this month on charges that Ford gave him one week to leave town. However, when the case came up in court last week Golden announced that an out-of-court agreement had been reached.

"We got together," Golden told *The Billboard*. "They promised to behave. If they don't I've got the legal right to open up the case again. It isn't closed yet. I'll bring them right into court."

Meanwhile Ford states: "There is no truth whatsoever in the story given to your paper by some minor booking office in Boston."

"It is true," says Ford, "that there

(See HUB BOOKING on page 15)

Will Rogers Drive Officials Hope for \$250,000 This Year

NEW YORK, May 30.—With only partial returns in, officials of the Will Rogers Memorial Fund drive, which ended yesterday, say they hope for a grand total of \$250,000 this year. Collections in circuit theaters are understood to have been very good.

Except for theaters buying memberships in the Fund, most houses ran a seven-minute trailer, with the ushers passing the baskets for coin collections. Trailer included appeals by May Robson, Bing Crosby, Shirley Temple and Irvin S. Cobb.

A Few Cowbarns Get Started, With Many Plans Announced

NEW YORK, May 30.—The woodland is gently but surely reaching boiling temperature, with a few spots already appearing where some of the more ardent devotees of the sock and buskin, deciding to wait no longer, have opened a Thespian assault on the dryads, milkmaids and tourists. Details relative to the Berkshire Playhouse at Stockbridge, Mass., reveal that the regular cast, excluding various guest stars who will appear during the season, includes Richard Hale, Lewis Martin, Edgar Kent, George Edmund, Robert Allen and Whitner Bissel. Scheduled opener is still *They*

Santrey Reinstated in AFM

NEW YORK, May 30.—Henry Santrey, orchestra leader, has been restored to good standing in the American Federation of Musicians after a four-month period of suspension. Differences between the union and the leader were settled this week at a meeting between Santrey and Joseph N. Weber, president of the AFM.

Santrey is in New York buying acts for the Sportatorium, Dallas, Tex., of which he is general manager. He'll be in New York 10 days, buying all kinds of acts. He'll also lead the orchestra in the spot, which is operated by W. T. Cox, upon his return.

Troupers' Club Elects

NEW YORK, May 30.—The Troupers' Club, of 327 West 43d street, elected on May 17 the following members to office: Marty Gibbons, president; Charles C. Nickle, vice-president; Steve F. Manning and Louis J. Thomas, financial secretaries; William Kratz, treasurer; George Ginger O'Neill, assistant treasurer; Alec Borden and Joseph Kennedy, recording secretaries, and John McDaniels, sergeant at arms. The board of directors includes Ben Beerwald, Al C. Teague, Thomas F. Byrnes, Al Glarden, Fred R. LeVarge and George Weedin. Other offices are Alex N. Wolf, counsel, and Rev. Leonard Boyle, chaplain.

The return of ballots, which were mailed to members in all parts of the United States, indicated that a great deal of interest was being taken in the association's work, which strives to better conditions and help those in need.

Op Clicks in Ft. Wayne

FORT WAYNE, Ind., May 30.—The Chicago Civic Opera presentation of *Rigoletto* closed a three-day engagement at the Emboyd Theater movie house, here today. It was the first time anything besides motion pictures has been on the Emboyd bill.

Acceptance of the opera was enthusiastic, and the Emboyd management is already planning adding stage entertainment to its regular shows. In the *Rigoletto* cast were Angelo Fatti, Martino Rossi, Leola Turner and Helen Freund, Lawrence Powers and Robert Long.

Chorus Equity Annual Meet

Mrs. Bryant denies Equity statement of refund — membership decreases

NEW YORK, May 30.—Chorus Equity Association's 16th annual meeting yesterday revealed the organization has 740 members in good standing, as against 864 last year. Since there were more members working legit this season than last year, Mrs. Dorothy Bryant, CEA executive secretary, is inclined to blame the death of the NRA for discouraging chorus people in vaude and cafes from joining. The year before, when the NRA was enabling CEA to prosecute salary claims against cafes and vaude units, the association was able to attract quite a few members from these fields.

Of the current membership, 560 are new, which means an enormous influx of newcomers into musical comedy. The CEA collected \$5,636.02 in claims this season, while last year it collected \$17,351.74. Mrs. Bryant considers this a good sign, pointing out this season has been far better than the previous one, there being fewer failures and fewer companies having found it necessary to call on the bond for salary payments.

Mrs. Bryant reveals the CEA approximates \$50,000 was received by its membership in rehearsal pay under the new

(See CHORUS EQUITY on page 15)

Music Hall Still Leads M. P. League

NEW YORK, May 30.—Results of games in the Motion Picture Baseball League for the week ending May 28, together with dates played, are: RKO 10, Loew-MGM 9, May 23; Consolidated Lab 9, NBC 3, May 23; Music Hall 16, United Artists 1, May 25; Columbia Pictures 11, RKO 3, May 27. Standing of the league to May 28 is appended below.

	Won	Lost	Per Ct.
Music Hall.....	4	0	1.000
Columbia.....	3	0	1.000
Loew-MGM.....	1	1	.500
Consol. Lab.....	2	2	.500
RKO.....	1	2	.333
NBC.....	1	2	.333
Paramount.....	1	2	.333
Skouras.....	1	2	.333
United Artists.....	0	3	.000

Fox-WC Reopening Denied

LOS ANGELES, May 30.—Holding that no new facts had been set forth, Federal Judge James Fee denied the motion of attorneys representing T. L. Tally and the Corbar Corporation seeking to file amended charges of conspiracy with a view to reopening the \$43,000,000 Fox-West Coast bankruptcy case.

Jean COLLETTE and Harold BARRY (This Week's Cover Subjects)

COLLETTE AND BARRY met in Toronto, their native city, in 1929 (and on St. Valentine's Day, at that), at a Track Club dance given by Barry's college, Toronto Tech. In the course of events they decided to team as a dance act, and later, when seen working at the Canadian National Exhibition by Abe Lyman, took his advice and came to New York.

Jean Collette's professional career started at Shea's Theater, Toronto, when she was 12, as a specialty dancer. As a child she had studied piano and ballet, taking her first dancing instruction when she was six. Ultimately, before she teamed with Barry, she was engaged to supply skating ballets at Madison Square Garden, in New York. Barry, after making a name for himself as a star athlete, participating in the 1932 Olympics at Los Angeles, tried to crash the show business as a musician, a saxophonist, to be explicit. He did succeed in getting into the field, but as an actor and dancer, not musician. He gave this up to return to college and shortly after met Miss Collette.

Among the spots the team has played are the King Edward, Mount Royal, Lord Nelson, Royal York and Chateau Laurier in Canada; Bradford and Westminster in Boston.

Knew What They Wanted, with June Walker, July 6.

On June 15 the Grove Theater of Nuangola, Pa., will inaugurate its third season with *The Night of January 16*, directed by Royal C. Stout and John Ravid, who will then take the play to Deer Lake, Pa., to open another spot under the same management. Alexander Dean, the Yale Drama School man who staged *Russell Mantle* this winter on Broadway, will try his luck again with the Cohasset Players, following which he will come to New York to spend a few months of his year's leave of absence from college. Jumping down a spell, the Barter Theater of Abingdon, Va., where anything goes for admission except founding babes, has engaged Robert Porterfield, now playing in New York with *Bury the Dead*, as director.

The Lakewood Players are already functioning with J. C. Nugent's play *Mr. Shaddy*, wherein Nugent portrays an im-

(See FEW COWBARNs on page 19)

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Dance Fest Successful

First dance congress gets a wide representation—final session passes resolutions

NEW YORK, May 30.—The first Dance Congress and Festival, which closed an eight-day session Monday at the Kaufmann Theater, is regarded by observers as something of a milestone in the history of American dancing. According to the sponsors, there were 400 paid members of the congress, representing 14,000 people, delegates coming from 25 States, 17 colleges and 15 organizations.

Final session Monday passed resolutions urging unionization of dancers; support for all world dance festivals, except in Fascist countries; support for all forms of dancing; support for the Frazer-Lundeen social security bill; continuation and expansion of the Federal Dance project; merging of all dance groups with similar programs, and opposition to free performances, except in tax-supported institutions.

The "variety and theater program"

S. A. M. Convention!

Due to a delay in transmission, the story of the Society of American Magicians' national convention, held in Springfield, Mass., May 28 to 30, inclusive, does not appear in this issue. Full story will appear in the next issue of The Billboard, dated June 13.

Sunday night included performances by Roger Pryor Dodge and Group, Edna Guy, Mura Dehn and Bahaman Dancers, Belle Didjah, Anita Avila and Jack Nile, John Bovingdon and Shorty Snowden and Lindy Hoppers.

It was decided to make the congress an annual affair and to invite an even broader representation of the dance field.

News of Chicago Dance Studios

CHICAGO, May 30.—G. G. Sedano, well known for his professional dance work, has joined the Clarita Imperio staff to teach ballroom and professional routines.

Maestro Stefano Mascagno has given up his studios here and departed for California.

Jay Mills, of the vaudeville team of Mills and Cappy, has left the teaching business and gone back to professional work. He has recently developed a dance on the keys of a large pop type-writer.

The Fran Scanlan studios are busier than ever since Scanlan returned from a vacation in the Southwest. The Latell Sisters, daughters of P. B. Kelly, known in the circus and fair world, are taking a novelty boxing number from him. Don Ford, formerly of the "Four Ambassadors of Rhythm," has teamed with Dorothy Barnes and they are getting a new Eleanor Powell style routine and other material from Scanlan.

Bruce R. Bruce, after a six weeks' vacation spent in California and the Hawaiian Islands, has returned to his studio tanned and full of pep.

Hundreds of students and quite a few teachers enjoyed the program of Spanish dances given by Jose Alvarez and Mira Soriano at the Civic Theater today.

Paul Jahnke presented a group of his juvenile dancers in *The Doll Shop* at the Highland Theater May 15.

Gertrude Jones gave a dance recital at the Mercy High School May 4.

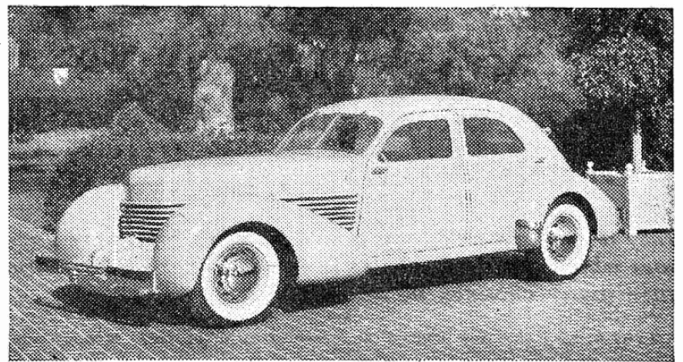
Tsoukalas Presents Pupils in Dance Recital

CHICAGO, May 30.—Nicholas Tsoukalas' Cube Art Theater, adjoining his studios, was filled to capacity last Sunday afternoon when he presented one of his most talented pupils, 13-year-old Dorothy Hendrickson, in a solo dance recital. Several interesting numbers, all created by Tsoukalas and staged by Lurline Griffith, his assistant, were ably executed by Miss Hendrickson. Others on the program were Muriel Burch, dramatic pupil of Gertrude Payette, with dramatic readings and piano numbers by Josephine Aleksa.

One of the highlights of the afternoon was the introduction of Carla Marche and Ted Drake, winners of the ballroom division of the recent *Chicago Herald-Examiner's* dance contest and who were also chosen "King and Queen" of the event. Tsoukalas is particularly proud of the accomplishments of these two as he took both less than six months ago without any previous dance training of any kind and molded them into the winners of one of the biggest dance contests ever held here.

Dog Shorts Previewed

NEW YORK, May 30.—A preview cocktail party given May 26 by Pedigreed Pictures, Inc., in the auditorium of the Chanin Building was the occasion for the initial screening of the company's latest film, *The Chesapeake Bay Retriever*. Two previously released subjects, *The Poodle* and *The Collie*, were also shown. All three novelties, produced by Thomas T. K. Frelinghuysen and Mrs. Milton Erlanger, were enthusiastically applauded by a doggy crowd of fanciers who also had the pleasure of seeing the champion canines in the flesh. Camera was by Dal Clawson, musical score by Marc Blitzstein and narration by John Holbrook.



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St. Louis Muny Op To Open June 5

ST. LOUIS, May 30.—The St. Louis Municipal Opera will open its 18th annual season Friday night, June 5, with the presentation of *Kid Boots*, which will run for a period of 10 nights. The remaining 11 productions will run for one week each. Thirty-five principals of the stage and screen have been contracted to date to appear in the various productions, and when the one remaining opera for the week of August 10 is finally decided upon it is expected that the total principals to appear in the 12 operas will number close to 50, making this the largest array of stage talent ever to be presented during one season at the al fresco playhouse.

The 92 members of the chorus have been rehearsing for the past three weeks, with the dancing units under the supervision of Dance Director Marjery Fleiding and the singers under the direction of George Hirst, general musical director, and Hilding Anderson, associate musical director. Eighty-seven performances are scheduled.

Laurence Schwab is again producing director; Paul Beisman, general manager, and Zeke Colvan, stage director. O. J. Vanasse and Edward Saulpaugh are associate stage directors, and Raymond Sovey art director. According to the officials of the Municipal Theater Association, season subscriptions have exceeded \$100,000 to date.

Second Showman Show

NEW YORK, May 30.—The second annual Show of Showmanship, a display of theater advertising and methods of exploitation sponsored by *The Motion Picture Herald* and the Managers' Round Table Club, on May 22 completed a four-day exhibition at the Quigley Publications Headquarters, 1270 Sixth avenue, New York.

Items shown included Quigley monthly award winners from both the United States and Continental countries, as well as various other types of marquee and poster advertising.

Choose the Chelsea Where You Get The Best For Your Money

HOTEL CHELSEA

THE CHARM OF THE CHELSEA

Is its atmosphere of cordiality and repose enhanced by wide verandas overlooking fountained lawns and The Sea. A beautiful dining room at the Ocean's edge serves a haughty table of excellent prepared food.

Special Weekly and Monthly Rates

FROM \$6.50 With Meals and Bath. \$3.50 Rm. Only and Bath

ATLANTIC CITY
JOEL HILMAN • JULIAN A. HILMAN
& CHRISTIAN MYERS

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connections to All Theatres.

Newly Remodeled and Refurnished

RATES: Special Weekly Rates \$1.00 up Professional . . . \$1.00 up

FOR GOOD SERVICE VISIT

THE NEW SOMERSET HOTEL BARBER SHOP

150 W. 47th St., just East of B'way., New York City

DANDRUFF

causes about 80% of all cases of baldness. It is highly infectious and easily transmitted through public combs and brushes. Rid yourself of this unhealthy condition immediately and prevent further infection with MARINO DANDRUFF REMEDY. Guaranteed. Sample, 10c.

MARINO MEDICINAL LABORATORY, Box 75, Station K, Brooklyn, N. Y.

Actors' & Actresses' Photographs and Photographs Wanted

Will pay cash for Photographs and Photographs of Vaudeville, Musical Comedy, Legit. Performers from 1880 to about 1920. Write or send material.

BEN BLOOMFIELD, 65 Univ. Pl., N. Y. C.

NEW CANADIAN CONTROL

Recommended Setup Is Similar In Operation to England's BBC

Only departure will be a board of nine honorary governors which will have absolute control over all broadcasting—many changes in the offing

OTTAWA, May 30.—New legislation for the control of radio broadcasting in Canada will be ready for presentation to Parliament within two weeks. No consideration has been given individual appointments to the position of general manager and mention of the names of Gladstone Murray, of British Broadcasting Corporation, and Reginald Brophy, of the National Broadcasting Company, arises out of the fact that they are Canadians who have achieved high positions in the broadcasting systems of other countries. If the recommendation of the radio committee is carried out the appointment of general manager will only be made thru the board of governors. Murray is felt certain to get the job.

In connection with the proposed method of acquiring a board of nine honorary governors, it was said Canada might find it necessary to depart in this regard from the British setup. It is suggested by the radio committee that this board should have exclusive control over the character of all programs, political and otherwise, broadcasts by private stations and the advertising content thereof.

In a compact area such as the British Isles such a plan has been found feasible. The radio committee has recommended that the Canadian board be representative of all Canada, and the government sees many difficulties in expecting an honorary board to perform the same functions in a country 3,000 miles wide.

If British Columbia, prairie province and maritime governors were expected to be available to exercise the exclusive control assigned to them, in addition to keeping an eye on national broadcasting, they would have to be people of considerable means, or else an expense account would have to be provided that would carry the cost of administration much higher than it has been under a commission of three members. Even to bring such a board together every two weeks would involve heavy expenditure. The radio committee report, however, criticized the present commission and saw a "loose administration."

Members of the government said they believed steps would be taken to transfer Hector Charlesworth, present commission chairman, to a position in the government service which he would find "more congenial." No mention was made of other members of the present commission, but it was rumored that they would be asked for their resignations within a few days.

Advertisers are anxious for the new recommendations to be adopted, as they will benefit greatly thru lower line charges and permission to mentioning prices. Many advertisers who have dropped radio within the past few years are planning to return this fall.

Recommendations

The recommendations made for Canadian radio by the Parliamentary committee were, in brief, as follows:

Repeal of the Canadian Radio Broadcasting Act of 1932 and substitution of an act creating a broadcasting corporation with an honorary board of nine governors, a general manager and assistant general manager.

The corporation to be vested with all the powers enjoyed by the British Broadcasting Corporation, plus additional authority to control political and advertising broadcasts and wire facilities for network programs. (The present political phase of broadcasting was severely criticized.)

Transfer of technical administration of broadcasting to the Radiotelegraph Branch of the Department of Marine, where it rested before establishment of the radio commission.

Close co-operation between the minister charged with responsibility for radio, and the corporation, in such matters as those affecting the enlargement of national control and ownership, establishment of new stations and related problems.

Close co-operation between the corporation and privately owned stations upon which, until such time as national—
(See NEW CANADIAN on page 9)

Radio Ad Feature Changes Policies

NEW YORK, May 30.—Advertising Features, Inc., radio-newspaper advertising agency, has changed policies on its syndicated cartoon advertising-plugging radio shows. Under the new arrangement newspapers are no longer required to pay the agency a brokerage fee. Result has been to increase the number of newspapers co-operating with the firm from 50 to practically all the dailies in America.

Previously, radio sponsors paid regular space rates for their advertisements, with their regular agencies getting the customary 15 per cent and the newspapers paying an additional fee to Advertising Features. Under that setup the firm acquired a list of 50 dailies with a circulation of about 6,000,000. However, national radio advertisers using the method, found it necessary that the coverage in the co-operative advertising be increased.

About half a dozen advertisers are using the cartoon ads, including American Tobacco; Remington Rand and Texaco. Joseph Ness is head of the firm.

Coast and Texas Figures, For 1935 By Gov. Bureau

WASHINGTON, May 30.—The Department of Commerce, thru the Bureau of the Census, gives the sum of \$6,441,823 as the total figure for sale of radio time on the Pacific Coast during the year 1935. Figures were obtained from the new census of business series on the broadcasting industry.

Same source gives the total receipts by 30 Texas broadcasting stations in 1935 as \$2,220,821.

Lucky Strikes Adds Mutual For Huge Network Coverage

NEW YORK, May 30.—Largest network coverage ever to be secured for steady series of programs is the aim of the American Tobacco Company, first step being to link the two National Broadcasting Company chains, effective June 3, for the Lucky Strike *Hit Parade*. This is to be followed by an increase in coverage of the same firm's program on Columbia, advertiser buying time on the Mutual Broadcasting System and tacking that to the Columbia chain.

Originally the plan was to have three broadcasts a week, all of the *Hit Parade* idea. These were to go on the combined NBC chains, CBS and Mutual. Later, however, it was decided that such a policy would involve too much sameness in programs. It is the purported intention of George Washington Hill, president of the American Tobacco Company, to blanket, to the greatest extent possible, those areas serviced by network stations, on the belief that the network stations have the larger audiences and that by welding, in the case of the NBC stations, the two chains, the largest single audience is guaranteed.

While NBC has had its two chains on the same shows before, it has been done only once for a commercial series. This

First Show Draws— The Truant Officer

PHILADELPHIA, May 30.—Chubby Kane, nine-year-old vocalist, who first achieved fame as headline performer on the Tasty Yeast Children's show, was given a sustaining spot on the Mutual net, just long enough for the truant officer to catch up with him.

Airing from the WFIL studios in Philadelphia on a noon-day spot, school officer deemed it best that Chubby be brushing up his three R's at that time of the day. Winstead Trio, mixed vocal trio, will fill the spot and Mutual will clear a quarter hour after the schoolhouse shuts down for the day.

Hot Springs Mayor Makes KTSH Plea

HOT SPRINGS, Ark., May 30.—At a special session of the city council this week resolution submitted by Mayor McLaughlin was approved and sent to the Federal Communications Commission requesting the commission to disapprove sale of Station KTSH, Hot Springs, to Colonel Barton, of the Lion Oil Company, of El Dorado, as announced in *The Billboard* two weeks ago. The resolution further says that the commission "should hear numerous citizens of the community who protest removal of this station so badly needed in Hot Springs."

The mayor said that he believed residents of Hot Springs would chip in and operate the station rather than permit its removal from the city. Chamber of Commerce in disposing of station which was a gift to that body by its former owner, the Arlington Hotel Company, contends that due to "terrible" interference from the minerals of surrounding mountains station will not get out of the State and that station is therefore worthless as a civic asset. The Lion Oil Company officials after buying the station say that they intend to move it to a more logical spot in the State.

One official of the C. of C. says that a big utility company is behind move to refuse transfer of station ownership "because the utility company will lose business of furnishing station its 'juice.'"

Josephine Tumminia, soprano of Sigmund Romberg's Swift Studio Party, has been signed by the San Francisco Opera Company to sing in *The Barber of Seville* next season. . . . Incidentally, Romberg remains in Hollywood for the summer to adapt his operetta *Maytime* for the films. MGM is to produce, with Nelson Eddy and Jeanette MacDonald starred.

More Light Thrown On Child Reaction

CHICAGO, May 30.—Norman Alexandroff, who has spent three and a half years in making a survey on the radio likes and dislikes of the juvenile, announced this week that the past three months of experiments has added even greater knowledge to that previously assembled.

Tests in the last three months have proved that schoolroom observations of the reactions of children to certain radio programs have not been as successful as those held in Alexandroff's studios, where the observers were unnoticed by the children. In the schools the child knew he was being watched and as a result created a different attitude and not a natural reaction. Alexandroff said that the questionnaire system could not be depended upon either, because six-year-olds, wanting to imitate their elders, were putting down the more mature programs as their favorites because their older brother or sister had also done so.

In order to get the true home reaction of the child radio listener Alexandroff has worked out a plan whereby 15-minute recorded programs will be furnished for use on the home phonograph and mothers by a simply worked out chart can check off the different reactions of her child or children. These will probably be ready for distribution by the end of June.

It has been discovered that the average children's program is filled with blood and thunder and curdling sound effects that work on the child's nervous system. Alexandroff reproduced these programs word for word with all sound effects of the original manuscript duplicated and watched the effect on the children. He then duplicated the program with new dialog, sound effects that did not constantly jar the child's system and cause excitement and found when the program ended that the child had been entertained, was enthusiastic about its heroics and story but was not excited, which proved, he says, that children's programs can be much better written than they now are.

Another experiment showed that when education is brought out in a program in classroom style the child is very bored, while if written as part of the dramatic dialog it is accepted by the listener with as much relish as the balance of the program.

Alexandroff believes that most of the children's stories on the air today can be toned down without losing the listener's interest and a large percentage of the exciting sound effects can be cut out. He says that it is the length of the sound that causes a nervous reaction. He stated that educational facts can be injected in a child's program at the height of a dramatic point and will remain with the listener.

Radio stations and advertising agencies all over the country are showing much interest in Alexandroff's experiments. He figures that he still has two more years of work before he can make definite recommendations.

Dorothy Dix Scripts Pass the 1,000 Mark

PHILADELPHIA, May 30.—Dramatizations of the Dorothy Dix love-column on WHAT reached its 1,000th consecutive presentation on May 25. Sponsored by *The Evening Ledger*, which features the Dix column on its Woman's Page, program has set a record for the airing of daily, complete radio dramas, each day's production being a complete play in itself.

With a cast of more than a dozen, and employing five script writers, stanza was started on March 13, 1933, by J. R. Westcott, *Ledger's* circulation manager, dramatizing Monday thru Saturday the true-to-life problems adapted from letters received by Dorothy Dix.

Starting on its second thousand, cast includes Chester a Becket, announcer, Milton Laughlin, production manager, and Cecelia K. Lipschutz, script writer, all of whom having been with the program since its inaugural day.

New FCC Rules On Rebroadcast

Simplifies move of outlets taking programs from each other—effective July 1

WASHINGTON, May 30.—New rules by Federal Communications Commission governing rebroadcasting, effective July 1, have been promulgated and under which the licensee of a regular broadcast station may, without authority from the commission, rebroadcast a program of another United States regular broadcast station contingent upon notice to the commission and with the express authority of the licensee of the station originating the program. No licensee, however, of any other class of broadcast station shall do this without express authority from the commission. No such licensee of a regular station, the rule continues, shall rebroadcast the program of any other class of United States station without written permission in advance, nor shall any licensee of any class of station rebroadcast the program of any foreign radio station without written authority in advance having been obtained from the commission.

In event, as regards the latter, a program is transmitted entirely by telephone facilities in which a section of such transmission is by radio, this shall not be considered a rebroadcast. Other provisions are that application for authority to rebroadcast shall be accompanied by the written consent of the station originating the program; that in event of such as a chain program the person legally responsible for distributing the program or the chain facility may obtain such authorization for the entire rebroadcast, and that authority for the rebroadcasting in the United States of a program of an international broadcast station located within the limits of North America will not be granted except upon a satisfactory showing that no wire or other facilities exist for transmitting the program to the area served by the station proposing the broadcast.

A licensee of an international broadcast station may authorize the rebroadcast of its program by any station outside the limits of the North American continent without the commission's permission, but with the provision that the station rebroadcasting the programs cannot be received consistently in the United States. And no person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves reproduced and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the commission upon proper application therefor.

Bill Murray Visits Chi

CHICAGO, May 30.—Bill Murray, head of the radio department of the New York William Morris office, spent several days here this week conferring with Morris S. Silver, local manager, in reference to several radio deals in process of development which are expected to be consummated within a few days. While here Murray also attended to details in connection with Eddie Cantor's baseball broadcast May 26 from here. Since returning from New York two weeks ago Silver has been devoting his entire time to the development of his radio department.

KVOL Changes Hands

LAFAYETTE, La., May 30.—KVOL, Lafayette, member of the newly organized Southern Broadcasting System of Louisiana, changed ownership this week with transfer of its license from George H. Thomas, Robert M. Dean, Louis M. Seapugh and T. B. Lanford, a partnership, doing business as the Evangeline Broadcasting Company, to the Evangeline Broadcasting Company, Inc., a new stockholding company.

Amateur Contest Closing On WFIL; Ran 7 Months

PHILADELPHIA, May 30.—Amateur contest on WFIL and sponsored by the Lit Bros. department store winds up its seven-month search for the outstanding amateur group, whether it be a glee club, little theater or neighborhood orchestra.

Winners of each monthly leg in the show's span will compete before a visual audience at the Erlanger Theater on June 5 for the \$100 note and a silver cup. Competing are the Neighborhood Players, Engineers' Glee Club, Catholic Circle Choir, Ivy Players, Penn. A. C. Women's Glee Club, RCA-Victor Male Chorus and the May semifinalist to be selected on the basis of mail count.

Audience reaction at the visual show will not only select the winner but also mark the end of the amateur cycle on local air waves.

Randall in Complete Charge of NBC Press

NEW YORK, May 30.—Frank Mason, NBC vice-president, is no longer in charge of the press department, one of the departments, in addition to personnel, which he heretofore had overseen. Wayne Randall, press department manager, is now in complete charge, it is said, change going thru as part of the recent NBC reorganization which brought about a cut in personnel. Randall assumed full control when he moved from the fourth to the sixth floor recently.

Understood that one specific job which Randall is tackling is the co-ordination of sales promotion and publicity.

WBBM Show Given Educational Award

CHICAGO, May 30.—Station WBBM's popular series, *With Other People's Money*, has been given first award for the outstanding educational contribution in the field of social work in 1935. The Saturday programs which dramatized actual cases from the files of social and charitable organizations affiliated with the Chicago Council of Social Agencies received the distinctive award from the National Conference of Social Work, which has just concluded its annual meeting in Atlantic City.

One script in the series, which was heard over WBBM for nine months and which will return to the air next fall, was recently chosen as "the best example of an educational radio program" for production before the American Red Cross convention here.

Kaye McLaughlin writes the scripts of *With Other People's Money*.

Two NBC Associated Outlets Up Rates

NEW YORK, May 30.—National Broadcasting Company announces higher rates for two associated stations, effective July 1. They are:

Station WEEI, Boston, new rate for one hour, 6-11 p.m., \$400; current rate is \$360.

Station WCKY, Cincinnati, new rate \$320 for one hour, 6-1 p.m.; current rate card calls for \$280.

CBS Acquires Extensive Plot For Its Future Midtown Home

NEW YORK, May 30.—Columbia Broadcasting System has taken title to a large plot of ground that has been assembled on Park avenue and on 59th and 58th streets. Plot frontage on Park avenue is 125 feet, 140 feet on 59th street and 125 feet on 58th street. Not included is the northeast corner of Park and 58th street, which gives the combined sites a huge L plot. Total assessed value of the ground is placed at \$1,735,000, the purchase price being considerably above that figure, of course.

Included in the property that will be torn down are three old German club-houses that once housed singing societies, all adjoining each other on East 58th street and landmarks for years.

According to CBS, no definite plans are ready in regard to the improvement of the purchased property for its new

Waring Again Wins in Legal War Over Performing Rights

Injunctions made permanent in three cases in Waring's battle in behalf of performing artists—similar test cases to be spotted thruout country, NAPA attorney declares

PHILADELPHIA, May 31.—Respondents' exceptions to the finds of fact, conclusions of law and the decree nisi in Fred Waring's legal battle to protect the performing rights of his phonograph records were dismissed in the WDAS, studio ballroom and Uhr's Roumanian Restaurant cases. Sustaining Judge McDevitt's original decisions, the court en banc of the Common Pleas Court No. 1, which included Judges McDevitt, Kun and Parry, on Wednesday, May 27, made permanent the decree nisi, enjoining the reproduction of Waring's records for commercial use or profit. Winning permanent restraints in all cases marks another victory in Waring's fight on behalf of the National Association of Performing Artists to gain legal protection for the performing rights of interpretative artists.

Airplane Program First Texas Show

DALLAS, Tex., May 30.—A bird's-eye preview will be the first transcontinental radio program broadcast from the Texas Centennial Exposition, officials announced this week. On the morning of June 6, with Graham McNamee at the microphone, the National Broadcasting Company will give listeners the first opening-day dope on the \$25,000,000 World's Fair of 1936.

The entire broadcast will be done from an airplane with a cast including McNamee, Federal and Exposition officials and groups of cowboy, Mexican and Negro entertainers aboard. A new American Airlines Douglas Sleeper, from the fleet that soon will inaugurate regular one-stop Coast-to-Coast flights, will be used. In the 24-passenger ship for the broadcast will be a new RCA short-wave transmitter with 3,000-mile range. Taking off from the Dallas airport at 8:05 a.m., the big transport will circle the Expo grounds for 30 minutes. After McNamee finishes a colorful description of the Expo area the guest officials will take a turn at the microphone to give their impressions of the scene below. The program will be heard on NBC's Blue network at 10:05 EDST.

In addition to the airview of the grounds, musical entertainment typical of the Lone Star State will be broadcast from the plane. The three groups of entertainers will sing and play songs indigenous to Texas and her four centuries of romantic history. Thus, an entire radio show will originate in the air for the first time in the Southwest. The program was arranged by Phil Carlin, NBC program director, in co-operation with the Gulf-Expo production and technical staff. It is the first of four transcontinentals that will originate thru the Gulf studios on the opening day.

WCAU's Salutes

PHILADELPHIA, May 30.—WCAU is initiating a series of salutes to 14 major cities in its primary listening area, covering Eastern Pennsylvania, New Jersey and Delaware. Starting the 31st, weekly broadcasts have been arranged thru the co-operation with the mayors and chambers of commerce in each city; initial dedicated to Harrisburg, Pa.

In view of the fact that the National Association of Broadcasters is carrying on the WDAS case, it is believed that William A. Schneider, counsel retained by the NAB, will appeal the decision in the Superior Court of Pennsylvania. In dismissing the exceptions in the dance hall and eatery cases, both spots are restrained in furnishing amusement and entertainment for their guests by playing phonograph records, specifically those made by Waring.

A fourth injunction sought by Waring to restrain W. P. Robinson, trading as Robinson Recording Laboratories at Narberth, Pa., from making records of the Ford broadcasts was made permanent, due to the fact that no exceptions to the temporary decree nisi were filed by attorney Maurice J. Speiser, attorney for Waring and general counsel for the NAPA, said that similar test cases will be spotted thruout the country in behalf of other nationally known performing artists.

Ultimate aim of the NAPA is to amend the Duffy copyright bill to cover disk performing rights. An amendment to protect the property rights of interpretative artists and provisions for the performer to copyright his interpretations and renditions was introduced in the House of Representatives by Congressman J. Burwood Daly, of Pennsylvania, under the sponsorship of the NAPA, and plans are being made for an early hearing on the bill.

New Master Control In Chi NBC Studios

CHICAGO, May 30.—A new giant master control desk and new studio control panels have been installed and placed in operation in the NBC studios here, it was announced this week by Howard C. Lutgens, central division engineer.

The new master control desk, more than 15 feet long and six feet high, containing 575 lights and more than 500 keys and connected by more than 250,000 feet of wire with 650 relays in a near-by room, will enable the supervising engineer in the main control room to pre-set the network channels in such a manner that the announcer may cut his studio in or out of a circuit merely by pressing a button. By means of the new control desk, a companion to the one in the NBC Radio City studios, circuits may be set up by an engineer while the preceding broadcast is on the air.

Defendants Lose Motion in "Dangerous Paradise" Suit

NEW YORK, May 30.—Defendants' motion to dismiss the complaint filed by Carl Bixby in a suit against Nick Dawson, Woodbury's and the National Broadcasting Company was dismissed yesterday by Referee Daniel Cohan, and the suit will go to trial. Bixby is suing for a permanent injunction, damages and an accounting on the *Dangerous Paradise* program. He alleges that he wrote the show, that the idea was his, but that he was dismissed and that the program is still his property.

Robert Richter is attorney for the writer.

Golden Glow Brewing Company, plugging its beer, will sponsor for 26 weeks *The Country Fair* over the same network Friday from 8:30 to 9 p.m., starting June 5. Lou Tobin is to emcee. Claude Sweeten will have the orchestra along with a host of guest artists, including Helene Hughes, Arnold Magurie and Bea Benderet.

The Harlem Express! Himself
JIMMIE LUNCEFORD
 AND HIS ORCHESTRA

the new king of Syncopation
 DE MOLAY CLUB, Rochester, N. Y.
 Direction
 HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DONALD BAIN
 (IMITATOR-COMEDIAN)
 UNUSUALLY LIFE-LIKE IMITATIONS OF
 BIRDS, ANIMALS, WILD BEASTS, ETC.
 Room 902, 728 Seventh Ave., New York City.
 Bryant 9-5107.

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

WINGY MANNONE
 (The New Orleans Swing King
 and His Swing Band)
 Now Playing at the Hickory House,
 Pers. Mgt.—HILLS ARTISTS, INC.
 799 Seventh Ave., New York, N. Y.

PHIL HARRIS
 AND HIS ORCHESTRA,
 With LEAH RAY,
 ADOLPHUS HOTEL, Dallas, Tex.

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

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

... they all
 swing with
Tommy DORSEY
 AND HIS ORCHESTRA
 The Blue Room
 ★ HOTEL LINCOLN
 New York

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

AFM Clarifies Concession To Radio Artists' Bureaus

May book private entertainments, including musical ensembles and symphony dates, etc.—no license needed for these one-time shots, says President Weber

NEW YORK, May 30.—Radio stations artists' bureaus received a letter this week from Joseph N. Weber, president of the American Federation of Musicians, advising that the Federation had made alterations in the restrictions imposed on the bureaus in booking bands. Interpretation placed on the letter by the artists' bureau executives is that they can now book bands on all but steady dates and for such activities as radio commercials, private entertainment dates. When the franchises from radio station artists' bureaus it threw one of the biggest items right out of the bureaus' hands, namely, the private party field. The bureaus, however, didn't mind, since it meant that they could simply deduct the scale price of the musicians from the total party fee and let the customers shop for bands. The bureaus profited, since they usually charged over the scale for musicians in budgeting the shows. As an average, it meant about \$50 extra for the bureaus on dates calling for 10 men.

Meanwhile various contractors found themselves in for headaches. They were forced to open offices, or increase their staffs, to follow up on the tips from the artists' bureau. It also meant a financial headache, since the contractors often had to wait for their money, which

previously was paid the night of the date by the artists' bureaus, which, in turn, waited for the money. Recently Local 802, AFM, called a meeting to go over the problem, with a representative of the national body attending.

Weber's letter stated that symphonic and concert groups could be booked; that orchestras could be set for club dates, and that musicians could be booked by the artists' bureaus when they are parts of acts. That means, the bureaus maintain, that all but steady dates, one-nighters and theaters can be booked.

Most unusual twist, however, is that the stations are back handling bands, but without AFM franchises.

Station Notes

Address All Communications to the New York Office

"MIKE" GOODE, former Connecticut publisher, is doing a commentary series on city, State and national politics over WELI, New Haven, Conn., weekly each Sunday noon. . . FANNIE PIOUS, sister of the radio comedienne MINERVA PIOUS, of FRED ALLEN'S program, has been added to the cast of ADELLE FREDERICK'S *Friendly Folks* over WICC, Bridgeport, Conn. . . WICC, Bridgeport, Conn., has received permission from the FCC that it will be allowed to remain on the air continuously for 18 hours daily. Formerly shared an hour during the day with WCAC, but that station has become an experimental short-wave station.

DAVE COGSWELL, former radio editor for Iowa Broadcasting System, Des Moines, is traveling in Europe and will see the Olympic games. . . MARY LUND, formerly with WMT, Waterloo, and WHO, Des Moines, is now at KSO, Des Moines, replacing GEORGIA LEE as songstress. . . ORVILLE FOSTER, music director, Iowa Broadcasting System, reversed the procedure and asked for listeners' pictures. He got over 300 in less than 10 days. . . So successful was Budweiser's contest on KSO, Des Moines, last year that the firm's repeating with \$1,000 cash prizes to 19 bands in 10 Central Iowa counties, with voting by bottle caps. DALE MORGAN is handling and the studio talent included on the program with the band concerts to be picked up on band night in the towns are EDDIE TRUMAN'S Band, the Happy Chappies and DICK TEELA.

POWERS GOURAUD, dramatic critic and news commentator, is celebrating his seventh anniversary at WCAU, Philadelphia. . . JOHN THORPE, announcer at KYW, Philadelphia, has been appointed night supervisor of the station. . . ANN YARDLEY, lyric soprano and a Pittsburgh society girl, joins the entertainment staff at KYW, Philadelphia. . . HAROLD DAVIS, program director at WDAS, Philadelphia, is doubling as the emcee for a tab unit playing the nabe tenors. . . HAPPY CLARKES, gospel singers, are heard again on KYW after a two months' stay at WDBL and WFLA in Florida.

CLINTON (BUDDY) TWISS, NBC announcer in San Francisco, who's the Old Evesdropper of the network's *Woman's Magazine of the Air*, has dropped his eavesdropping for two weeks to vacation in Idaho, his home State. *Strange Interview*, another *Magazine* feature on which Twiss officiates every Thursday, is being continued, with BENNIE WALKER subbing on the quiz. . . CARLTON E. MORSE, author of NBC's *One Man's*

Family serial, entertained 54 members of his own family at the annual reunion of the Moses on May 30. Party was at his eight-acre country home, Seven Stones, at Skyklonda, Calif. ROYAL WISEMAN, who is a tenor as well as announcer, has joined KROW, Oakland, Calif., in both capacities. He was formerly with KRE, Berkeley, Calif. . . KYA, San Francisco, has added DICK WYNN to its announcing staff. He was formerly announcer-producer at W6XAI, Bakersfield, Calif. . . MON-ROE LOHR, KFRC, San Francisco, account executive, has resigned and moved to Los Angeles. . . *Fashions on Parade*, broadcast each afternoon as a sustaining feature from CHSJ, St. John, N. B., has been shifted to the sponsored group at this station, having been taken over by Manchester, Robertson, Allison, Ltd., a local department store. . . Air mystics with one and two daily readings over the air lasting 15 minutes are getting a heavy play in the Eastern provinces the past year but slackening off somewhat in recent weeks. The sponsors are patent medicine firms.

New Biz, Renewals

NEW YORK, May 30.—One renewal on the Columbia network:
 G. KREUGER BREWING CO., thru the Blow Co., renews effective June 2, Tuesday, 7-7:30 p.m. on WABC and 16 stations. Ray Block's Orchestra, Jerry Cooper and Sally Schermerhorn.

New York Area
 SUNSHINE RADIO SYSTEM direct; starts June 16, Tuesday, 7:30-8 p.m. *Joyride*. WMCA.
 FREDERICK F. LOWENFELS & SON, thru Neff-Rogov, Inc.; starts June 1, Monday thru Saturday, 7:15-7:30 a.m. News broadcasts. WHN.
 VAPOO PRODUCTS CO., direct; announcements. WHN.

NBC Accounts
 STANDARD BRANDS, thru J. Walter Thompson Co., New York; starts June 5, Friday, 8:30-9 p.m. on WJZ and 24 stations. Frank Fay.

Newark
 NEW JERSEY LAUNDRY OWNERS' ASSN., thru Frank Presbrey Co.; starts June 1, Monday, Wednesday, Friday, five-minute spots. WOR.
 SLIDE FASTENERS, INC., thru G. Lynn Sumner Co.; starts June 2, Tuesday and Friday, 12:45-1 p.m. Gary O'Neill, singer. WOR.
 DRUG TRADE PRODUCTS, thru Benson & Dall; renewed effective May 24.

Pappy Zeb and Ezra. Sunday, 9-9:30 p.m. WOR.
 EMPIRE GOLD BUYING SERVICE, thru Friend Adv. Agency; renewal on five-minute spots. WOR.
 BROADWAY OUTLET STORE, thru Bess & Schiller, announcements. WNEW.
 METRO ENTERPRISES, thru Bess & Schiller, announcements. WNEW.
 DODGE BROS. CORP., thru Ruth-rauff & Ryan, announcements. WNEW.
 GOLD DUST CORP., thru B. B. D. & O.; starts June 2, two weekly five-minute spots. Transcriptions.
 EDGAR F. LEWIS & SONS, thru Louis Glaser, Inc., renews effective June 10, Wednesday, 6-8:30. Uncle Don.
 ALFRED MCCANN LABORATORIES, INC., direct, renews effective September 7, Monday to Thursday, 10-11 a.m. Food talks.

Mutual Accounts
 H. C. BRILL CO., thru Franklin Bruck Adv. Corp.; starts June 3, Wednesday, 9:30-9:45 a.m. on WOR and five stations. Talks.
 SSS CO. renews, effective May 27, Wednesday, 8:30-9 p.m. on WOR and three stations. Virginia Marucci's Orchestra, Nina Paisley, Ellis Frakes and Harold B. Carr.

Cincinnati
 PLEASURE ISLE, direct, 100 spot announcements. WCKY.
 OMEGA OIL, thru Husband & Thomas, 100 one-minute announcements.
 LATONIA JOCKEY CLUB, direct; starts May 16, 12 15-minute spots. WCKY.
 UNITED WOOLEN CO., direct, 300 spot announcements. WCKY.
 BENEFICIAL MANAGEMENT CO., thru Albert Frank-Guenther Law; starts June 1, news broadcasts. WCKY.

Philadelphia
 DR. ALGASE (tooth paste) thru Cox & Tanz Agency; started May 25, renewal for 13 weeks, Monday, Wednesday and (See NEW BIZ on opposite page)

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

ROY GOBEY
 ★ ★ ★ ★
 Dramatic Baritone
 SALLY'S MOVIELAND REVIEW
 WMCA
 Sun. 2 p.m. & 8 p.m.
 Mon. 11:45 p.m.
 Tues. 11:45 p.m.
 Wed. 11:45 p.m.
 Thurs. 11:45 p.m.
 Fri. 11:45 p.m.
 Sat. 11:45 p.m.
 Sun. 11:45 p.m.

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

LEITH STEVENS
 Conductor
 exclusive management
 COLUMBIA BROADCASTING CO.

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

ARTHUR KAY
 Radio Mimos Characterizations
 AS "SHOCKY PUS"
 With EDDIE DOWLING—RAY DOOLEY
 ELGIN WATCH PROGRAM
 WEAF—TUESDAYS—10 P.M., E.T. S.T.

Program Reviews

EDST Unless Otherwise Indicated

"S. S. Fun for All"

Reviewed Monday, 6-6:30 p.m. Style—Comedy and songs. Sponsor—Participating show. Station—WDAS (Philadelphia).

S. S. Fun for All gang, buying an hour and a half daily (uses 60 minutes for a morning show), is the oldest participating show on local air lengths. Cast has been carrying on for past seven years without a break, nor has it improved any in that time. Anchored at WDAS this year with a world of talent, none of which can be called topnotch. However, the appeal is strictly to the 5-and-10-cent crowd, and that's what counts on this station. Besides, this particular listening audience wouldn't want network caliber anyway.

Skipper for this fleet is now in the keepings of Jerry Stone, station's pet announcer and publicity hound. And thanks to Stone, the boat keeps moving. Direction matters none. Pianistic accompaniment for the parade of tenors and such is handled mightily by Ace Pancoast, a words and music scribbler of some note. Opens with a—you guessed it—boat whistle and a general community sing tearing away at *Sailing*. Of the half dozen warblers, all males, Jerry Boyle and Paul Kane stand out.

Best feature of this all-male cast are the Salt-Water Hillbillies, whose banjos and harmonicas give the show a barge-dance flavor despite the boat whistle. And when they run short of singers the "From Dixie Theater Guild" contributes a couple of Joe Miller backouts. Title of their dramatic troupe is more descriptive of the entire show.

Commercial angle is the spot announcements sold during the show. And there are not too many of them to materially affect the program, as if anything could. ORO.

"Your Theater and Mine"

Reviewed Saturday, 11:30-11:45 a.m. Style—Chatter. Sponsor—Pittsburgh Sun-Telegraph. Station—WCAE (Pittsburgh).

Hearst's Sun-Telegraph, Pittsburgh newspaper, enlarged its Saturday editions with a movie and theater magazine. To give it proper exploitation over the air *The Sun-Telegraph's* columnist and movie reviewer, Karl Krug, has been assigned to handle the job, a 15-minute broadcast weekly.

In addition to exploiting the various features in the magazine Krug draws listeners' attention with theater gossip typical of his "Your Theater and Mine" column in the paper. While he had no previous radio experience, Krug is doing a creditable job. The time of the broadcast is somewhat early to draw too many listeners, altho the many readers of his column are bound to make an effort to tune in. The program will continue indefinitely. S. H.

"Yesterday's Music"

Reviewed Tuesday, 9:30-10 p.m. (PST). Style—Orchestra and vocalist. Sustaining on KGO (NBC Pacific Blue network).

At San Francisco's NBC, where some smart producer is always getting an idea that is just a little bit different, several unusual musical programs are sent forth each week to counterbalance a preponderance of unimaginative dance music. One of the most enjoyable of these is *Yesterday's Music*, which includes songs that were once popular but have since slipped into the limbo of forgotten melodies. An orchestra directed by Ernest Gill, with tenor Bob Stevens, takes care of the nostalgic half hour of melody in fine fashion.

A theme aptly titled *Yesterday* ushered tonight's show on, and the opening number was a hit of 18 years ago, *I'm Sorry I Made You Cry*, with Stevens on the vocal doing an excellent job. Following this he sang *Melancholy Baby*. From the first number it was evident that no attempt would be made to startle listeners with unusual or trick arrangements, but rather the aim of the show would be the bringing back of fond memories with the playing of these old melodies in subdued and simple fashion. For the most part Gill stuck to this idea, featuring soft strings, woodwinds and muted brasses, with only

occasional bits of "sock" rhythm. Other old favorites by orchestra or singers followed. A Walter Kelsey arrangement of *Sari Waltz*, which included a chorus of *Destiny* and of *Naughty Waltz*, was also presented by the orchestra.

A pleasant and diverting half hour appropriately placed at a time when the kilocycles are overcrowded with bombastic and too often inferior dance music. This program should prove its popularity in time and take its place with such similar shows as *Songs America Sings* and *Waltz Time*. D. H. G.

"Skipper Jim"

Reviewed Wednesday, 8:30-8:45 p.m. Style—Talk. Sponsor—George A. Krug Baking Company, Inc. Station—WVMA (New York).

Program done by James Scarfield Monday to Saturday, inclusive, and recently moved down from an earlier spot. On the former time the show was primarily intended for children. Forced out to a later schedule, *Skipper Jim* is now seeking to offer something for the older folks who may be listening in now along with the youngsters. Show, however, seems to be pretty much the same, with Scarfield doing a sort of seafaring version of the Munchausen stuff with no pretense at making the tall stories sound plausible. *Skipper Jim* rambles along with his monolog, hopping from one country or locale to another in an inoffensive style.

Show is still in need of a better style if both old and young are to be entertained. If it is a matter of taking a chance to get what children there are about at the time, well and good. Chances are that by 8:30 p.m. if there are any listeners in the house the grownups will take the reins. Either a reversion to an earlier spot or revision in the material that will take a middle course for young and old appears to be the only out. Krug baking credits are fairly modest and unobtrusive. M. H. S.

Vivian Della Chiesa

Reviewed Wednesday, 10:30-11 p.m. Style—Lyric soprano and orchestra. Sustaining on WJZ (NBC network).

Young singer was brought out via a contest for unknowns held by the CBS Chicago outlet, WBBM. Since then NBC has signed Miss Chiesa and given her a series of weekly sustaining periods, using various orchestras and on occasion a male soloist also. This show includes a versatile orchestra conducted by Joseph Gallicchio, program originating in Chicago studio, of course.

For a newcomer Miss Chiesa reveals excellent technique and charm apart from her voice, which won her the contest. Her selections tend to be light whether operatic or high-class ballads of the musical comedy or standard classification. She is the type of singer that enhances any musical program and shouldn't have any trouble whatsoever in landing a substantial commercial contract for next season or sooner. Having established herself and gained sufficient mike experience, a month or so layoff as

to radio would be a good idea prior to opening a commercial series. M. H. S.

Cherniavsky's "Symphonic-Swing" Band

Reviewed Monday, 12:15-12:45 a.m. Style—Orchestra. Sustaining on WBBM (Chicago) and CBS network.

Off the ether for several months, Josef Cherniavsky comes back with one of the best bands on the airways. A veteran conductor and cello soloist in classical fields, he has organized a 12-piece orchestra, with the addition of Leo Terry at the electric organ, and has developed an outfit capable of unusual dance rhythms, with tonal qualities reaching symphonic proportions at times.

The band is different than anything on the air, changing from syncopated swing to symphonic dance arrangements with equal ease. Tunes on the initial air program ranged from orthodox popular tunes to the swing rhythm of *My Old Guitar*, *China Boy* and *Streamline Strut* and the symphonic arrangements of Rubinstein's *Melody in F* and Cherniavsky's cello solo *Elegie*, by Massenet, which was a highlight of the half hour. Cherniavsky's distinctive melodies should attract the attention of some commercial before long. F. L. M.

NEW CANADIAN

(Continued from page 6)

ization is complete, the listeners will be largely dependent for entertainment.

Immediate consideration by the corporation of ways and means to extend national coverage either by linking in additional private stations or establishing new ones, and that power be given the corporation to borrow from the government up to \$500,000 for this purpose.

Additional powers to be given the Radiotelegraph Branch to correct and control the use of electrical apparatus which interferes with radio reception.

Full sponsorship of all political broadcasts, with time for such programs regulated and determined by the corporation, and no such broadcasts to go on the air Election Day or during the two days immediately preceding. (This means no free political broadcasts.)

That opportunity to given telephone companies, particularly those owned by the prairie provinces, to big for the business of providing wire facilities used in Coast-to-Coast and other network broadcasts.

The committee held 25 meetings and heard 37 witnesses who made detailed representations on ways and means to improve the system of broadcasting in Canada. Apart from the general recommendations which came from many witnesses on setting up a one-man management with an advisory board directing policy, the committee did not attempt to lay down any form of detailed procedure.

NEW BIZ

(Continued from opposite page)

Friday, 7:30-7:45 p.m. Comedy script show. WWL.

MACFADDEN PUBLICATIONS (magazines), placed direct; starts June 7 for 13 weeks, Sunday, 10-11 p.m. *Good Will Court*. WIP.

PUBLIC HEALTH LABORATORIES, placed direct; started May 21 for 52 weeks, Tuesday, Thursday and Saturday, 11:45-12 noon. Health talk. WIP.

REV. ROBERT FRAZIER (religious), renewal starting June 30 for 52 weeks,

Tuesdays, 9-10 a.m. Church services. WIP.

CRAZY WATERS CRYSTAL CO., placed direct; started May 27 for indefinite period, 10 spot announcements weekly. WIP.

PAXSON'S (auto service station), thru Cox & Tanx Agency; started May 25 for four months, 100 spot announcements. WIP.

GRIFFIN MANUFACTURING CO. (shoe polish), thru Birmingham, Castleman & Pierce Agency; started May 25 for 13 weeks, daily spots and participations in Homemakers' Club. WIP.

GEORGE B. EVANS' LABORATORIES (deplatory), thru McLain organization; started May 24 for indefinite period, five spot announcements weekly. WIP.

WILLIAM REINHARDT (building and loan association), placed direct; started May 27 for indefinite period, three spot announcements weekly. WIP.

Dayton

CENTRAL MOTORS, direct, announcements. WHIO.

JELBERT CO., five-minute spots, participation in *Tea Time Topics*. WHIO.

KELLOG SALES CO., direct chain-break announcements. WHIO.

MIAMI JACOBS COLLEGE, renewal, announcements. WHIO.

South

TANNENE, placed thru Gardner Advertising Company, New York City, 15-minute transcription three times daily, five days a week. WWL.

FORD MOTOR COMPANY, thru local dealer, Ford V-8 Revue, featuring Ferde Grofe and Ork, Tuesdays, Thursdays and Saturdays, WJDX, Jackson, Miss.

AMMENS POWDER, Charles Ammens & Co., Alexandria, La., thru Neisser-Meyerhoff, three one-minute spots seven days a week, giving temperature changes. WWL, New Orleans.

RITE WAY SHOE POLISH, placed thru Blackett-Sample-Hummert, four 100-word announcements daily for two weeks. WWL, New Orleans.

GROVES CHILL TONIC AND BROMO QUININE, thru Stack Goble Agency, Chicago, two one-minute spots six times weekly, beginning June 1. WWL.

GODCHAUX CLOTHING STORE, New Orleans, direct; three one-minute spots seven days weekly, beginning May 31. WWL.

ITCHY TOE POWDER, thru Bauerlein, Inc., New Orleans, 15-minute ensemble concert Sunday at 5:15 p.m. WWL.

GENERAL MILLS, thru Blackett-Sample-Hummert, renewal Betty and Bob transcription changed to five times weekly at 10:30 a.m. New contract calling for additional 15-minute transcription of *Hymns of All Churches* following first program. Begins June 1. WWL.

Boston

WOLF'S MY CLOTHIER, Boston (men's clothing), 52 125-word announcements in the "Spotlight Revue," twice weekly, ending October 28, thru Saltiger & Publicover, Boston. WNAC.

MASSADENT CO. (toothbrushes), 30-time signals, three times weekly, ending July 10, thru Louis Glaser, Boston. WAAB.

PARAMOUNT BAKERY CO., Roxbury (Kasnof Rye Bread), five 15-minute programs once weekly, starting August 28 and ending September 26. Program listing: "Kasnof Melodies," thru David Malkiel, Boston. WAAB.

West Coast

KAY JEWELRY CO., Oakland, Calif. (jewelry), thru Sidney Garfinkel Adv. Agency, San Francisco, renews July 26 for 52 weeks, Sunday, 3:15-3:30 p.m. (PST). NBC-KPO. Program, *Kay Matinee*, dramatic skits. Talent, University of California Little Theater Players, directed by Edwin Duerr.

JOSEPH MAGNIN CO., Inc., San Francisco (women's apparel), thru Sidney Garfinkel Adv. Agency, San Francisco, renews June 23 for 52 weeks, Tuesday, 9-9:15 p.m. (PST). NBC-KFO. Program, *Hollywood Reporter*. Talent, Don Allen, commentator.

STANDARD OIL CO. OF CALIF., San Francisco (gas and oil), thru McCann-Erickson, Inc., San Francisco, renewed June 6 for 52 weeks, Monday thru Saturday, evening time signals. NBC-KPO.

SAN RAFAEL MILITARY ACADEMY (school), thru Drury Co., San Francisco, started June 2 for eight weeks, Tuesday and Friday, 8:30-8:45 p.m. (PST). NBC-KGO. Program, *Cadet Life*, dramatizations. Talent, Howard Pease, author of boys' stories, as narrator.

C. H. MACLEER CO., Detroit (auto polish), thru Holden, Graham & Clark, Inc., Detroit, started May 8 for 13 weeks, one-minute evening announcements, Wednesday and Friday. NBC-KGO.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, May 22, to Thursday, May 28, both dates inclusive.

All My Life (35)	34	Goody, Goody	18
Robins and Roses (32)	32	I'll Stand By	18
You (25)	31	Clory of Love	17
Is It True What They Say About Dixie? (21)	28	On the Beach at Ball-Ball	17
Lost (23)	28	I'll Bet You Tell That to All the Girls	16
She Shall Have Music (23)	25	You Can't Pull the Wool Over My Eyes	16
Would You? (19)	24	I've Got a Heavy Date	15
There's a Small Hotel	24	Let Yourself Go	14
Touch of Your Lips (21)	23	Let's Sing Again	14
Melody From the Sky (24)	19	Rhythm Saved the World	13
Christopher Columbus (15)	18	Let's Face the Music and Dance	10

SHEET MUSIC best sellers will be found on page 13.

Air Briefs

By JERRY FRANKEN

TIM AND IRENE, Morton Bowe, tenor, and a small orchestra, with Don Voorhes conducting, have been set to take over the Jello spot during Jack Benny's absence this summer. . . . The rumors that Fred Waring was going off the air were stifled in the most effective manner Thursday (28), when Ford gave the leader contract renewals covering both his NBC and CBS series. New lease is for 13 weeks and keeps the show on for the summer spell. . . . Coca Cola is getting active again as a radio account. Auditions Gus Heenscher and his orchestra, with a glue club, this week. . . . Palmolive has been doing some auditioning too, with one report that the Community Sing is favored. This is a broadcast of the audience in the studio or theater singing.

Al Goodman has been offered a job as a musical director by Metro-Goldwyn-Mayer at a swell salary. He leaves for the Coast in about a fortnight to look things over. . . . John K. Watkins has been set as the news commentator on the General Mills CBS series. . . . WNEW is starting a series of broadcasts from the Newark Marriage License Bureaus on June 3, with Ted Webb asking the principals the whys and wherefores. . . . Joseph Hardy, formerly with WOR, is now with WMCA handling traffic for

Intercity. Irwin Cooper, who had been doing that chore, has returned to the production department. . . . Mutual took Vincent Richards right away from CBS to handle tennis and other sports broadcasts. Publicity had even gone out.

Nat Abramson to Bermuda for a week-end. . . . Joan Marsh, who went on the Soony show Friday (29), is set for a steady run. Everybody expected Irene Beasley to get the show instead. . . . The street singers, Otto and Ruth Kleissler, who were juggled for singing on the public thoroughfares last week, got a commercial out of it. Loft candy firm is spotting them on WMCA. Maybe it's not such a bad idea after all. . . . *New York Evening Sun* took a rap at radio last week, criticizing lengthy commercials and pondering the question of measuring radio circulation. . . . Plymouth show will have guest stars each week, it's said. . . . Willis Cooper, whose series *Lights Out* is regarded generally as one of radio's best writing jobs, is now writing for Twentieth Century pictures. . . . Bob Carter is now holding down the 7 to 8 a.m. spot on WMCA, doing the *Early Risers' Club* show, which he did in Philadelphia, before coming to New York. . . . *Honeyboy* and *Sassafras* auditioned by Listerine.

Chi Air Notes

By NAT GREEN

The Romance of Dan and Sylvia, a regular program of KDKA, Pittsburgh, for the past two years, will become an NBC network feature June 1. . . . Announcement that the show would leave its evening spot for a morning hour caused such a protest that the evening hour is being retained. . . . C. A. Carlson, WBBM accounting chief, vacationing in Kansas City. . . . June Scheibel, of the CBS press staff, leaves on June 2 for a three-week cruise to Panama. . . . Virginia Clark, off for Europe June 23 on the S. S. *Vollendam* for two months of France, Italy, Switzerland and the Rhineland. . . . Lillian Gordoni, author of many air shows, spent some time last week in her home town, Wilmington, Del., visiting her two young sons, Stanford and Kenneth, who are attending school there. . . . Chicago Civic Opera has signed Vivian della Chiesa, NBC lyric soprano, for the 1936-'37 season. . . . Mary Wright, WLS home adviser, spending a week in Washington attending third triennial conference of the Associated Countrywomen of the World. . . . Joan Blaine has received two offers from New York stage producers. . . . She may take one, move to New York and divide her time between stage and radio. . . . Edward A. Klauber, executive vice-president of CBS, and Mrs. Klauber visited H. Leslie Atlans, Chi CBS vice-president, on their way home to New York from an Arizona vacation.

After playing the juvenile lead in *Flying Time* for almost a year, William Farnum has joined a large air line as traffic representative. . . . An educational program of fire prevention, featuring "Smoky" Rogers, starts on WLS June 6. . . . Arthur Church, manager of KMBC, Kansas City, visited WBBM. . . . It's a girl at the Herb Shermans (he's sales manager of WJJD). . . . Xaview Cugat has received a cabled offer of a six-week engagement in Deauville, France. . . . Paramount Pictures also has placed him and his band under option. . . . Kay Kyser and his orchestra, who closed at the Trianon May 31, will play in six different States this week, doing a series of one-nighters. . . . Margaret Heckle, for the past two years dramatic director of WCLO, Janesville, Wis., has joined the production staff of the ABC network. . . . That WLS Family Album certainly is popular. . . . To May 1 listeners had purchased 54,045 copies of the 1936 edition.

Gina Vanna, who used to be heard with Tony Wons on the *House by the Side of the Road*, has signed with the

San Francisco Opera Company to sing major roles. . . . Irene Wicker's sponsor is moving his show to New York. . . . Carl Myers, WGN chief engineer, and his assistant, Clyde White, off for Cleveland to supervise installation of Mutual facilities for broadcasting the Republican convention. . . . Ted Weems, who will furnish the music for the *Fibber McGee and Molly* program starting June 15, is writing a book on the band business. . . . That Gold Medal Hour, starting June 1 on CBS, will include Betty and Bob, 15 minutes; Modern Cinderella, 15 minutes; news, 12 minutes; Betty Crocker, six minutes, and Hymns of All Churches, 12 minutes, Mondays thru Thursdays. . . . On Fridays the program will be 15 minutes each of Betty and Bob, Modern Cinderella, news and Betty Crocker. . . . Charles Lyon, one of NBC's ace announcers, has been added to the staff of announcers and commentators who will handle the two national conventions this month. . . . Uncle Ezra, of WLS, also will broadcast from the conventions—an unconventional broadcast, of course.

SHAKEUPS

(Continued from page 3)

sidize one small aspect of a field at the expense of all other branches of the profession."

The Remo Bufano marionette show opened Tuesday at the Chanin Auditorium, switching to the Biltmore Theater for two weeks Monday and succeeding the Living Newspaper's 1935, which closes a run of three weeks tonight. The Living Newspaper's next show, *Crime*, opens June 15.

WPA shows will again tour in portable theaters this summer, each of the five boros to have six sites.

The WPA Circus goes under the tent for the first time next week, with Walter Diggs still in charge.

Frank Merlyn is reorganizing the vaudeville units and also his executive staff.

The Music Project is staging a series of 15 "new talent" concerts by the New York Festival Orchestra, an 85-piece symphonic unit, at the Brooklyn Museum this summer. Begins May 31. Native vocal and instrumental soloists will be auditioned as "guest artists" during the series.

An operatic stock company will present a series of chamber operas at 25 to 75 cents, beginning Monday at the 58th Street Theater.

WPA band concerts will be a regular feature of the free entertainment this

season at Jones Beach State Park Sunday afternoons.

RALEIGH, N. C., May 30.—A WPA traveling company of *Post Road* opened its tour here last week and was praised by the local *Raleigh Times* as a "polished production." The show was produced by the local WPA stock company. Show has 34 towns booked ahead. William Riley is manager and cashier.

FIVE PIX

(Continued from page 3)

papers were used in the tabulation of each picture, however, since consensus comes out a week after the film review appears in *The Billboard*, which is sometimes ahead of general showings, thus ruling out the dailies. Also, difference in deadlines of various sheets sometimes results in omission of several votes. Another angle is fact that dailies and some of the trade sheets shy off lower class Westerns, etc.

On the basis of votes received in the weekly tabulations, just five pix tabulated in the last three months came thru with perfect scores. Fifteen others got over the 300 mark, which is the same number as in the previous quarter. In listing pix for the three-month survey, only those getting five or more total votes are considered. Votes may go one of three ways—favorable, unfavorable or no opinion—the latter including critical side-stepping and also estimates in the "fair" category. No opinion votes, in reckoning averages, are figured as half-and-half.

Films getting 1,000 are *The Great Ziegfeld* (MGM), *The Story of Louis Pasteur* (First Nat.), *Ceiling Zero* (First Nat.), *The Milky Way* (Para) and *These Three* (UA).

Those in the 900 bracket are, in the following order: *Follow the Fleet* (Radio), *Rose Marie* (MGM), *The Prisoner of Shark Island* (20-F), *The Country Doctor* (20-F), *Song of the Saddle* (Warner), *Two in the Dark* (Radio), *Laughing Irish Eyes* (Rep.), *Preview Murder Mystery* (Para), *Chatterbox* (Radio), *The Eagle's Brood* (Para), *Little Lord Fauntleroy* (UA), *Fire Trap* (Empire), *The Lawless Nineties* (Rep.), *Two in Revolt* (Radio) and *Three Live Ghosts* (Para).

While fewer pix received higher ratings the past three months, more went down to the lower brackets, with one getting a complete bust, the first all-against rating since the tabulation started. It is Columbia's *Too Tough To Kill*, getting seven votes, all against. Nine others ended up below the 300 mark, as against a total of seven the previous quarter. They were *Mystic Mountain* (Lenauer), *Soak the Rich* (MGM), *The Widow From Monte Carlo* (Warner), *Dangerous Waters* (U), *Pastor* (Lenauer-French version), *Mimi* (First Div.), *The Calling of Dan Matthews* (Col.), *Lady of Secrets* (Col.) and *Scotland Yard Mystery* (BIP).

Full scores on the 126 films, together with percentages, will be published in the next issue.

DRAMATIST-MANAGER

(Continued from page 3)

be renewed. Gordon, whose ventures last season with the aid of MGM money included *Ethan Frome* and *Pride and Prejudice*, refused to make any comment in London when informed of the turn of affairs, other than that the agreement had run out its time and, rather than being canceled, was not being renewed. Harris, who together with Gordon produced *Jubilee* with the help of MGM, said: "It makes no difference to me."

At Thursday's meeting of the League of New York Theaters, which was also attended by independent managers, a group of representatives comprising Brock Pemberton, Marcus Helman, Lee Schubert, Warren P. Munsell and Herbert Shumlin, with alternate representatives including James R. Ullman, Lawrence Langner, Arthur Hopkins, Max Gordon and L. Lawrence Weber were appointed to confer with the dramatists' advisory committee in an effort to appease the screen people. This advisory committee is the one set up by the pact to instruct the negotiations involved in the sale of picture rights.

Sidney Howard, president of the Dramatists' Guild, at the Monday meeting which approved the pact by a two to one vote, said that he was aware of Hollywood's intention of withdrawing backing from Broadway productions next season, but "persuaded members to disregard this, due to the fact that Hollywood has already guaranteed a number of plays for next season under the present contract even before it was amended."

Meanwhile, it is a source of consolation along Broadway that the play which

West Coast Notes; KFRC Picking Up

SAN FRANCISCO, Calif., May 30.—KFRC, which hasn't had a big commercial in many moons, gets a break. Lady Luck has smiled upon the station and as a result two new sponsored programs for the CBS-Don Lee network emanate from KFRC this coming week.

Tom Breneman's *Good Morning Neighbors*, popular feature of a couple years ago, has been revived under sponsorship of Durkee Famous Foods, Inc. (mayonnaise). It'll be heard Tuesday and Friday from 10:15 to 10:30 a.m. over the 12 CBS-Don Lee stations for 26 weeks, starting June 2. Tom is to do his treble act, impersonating old Colonel Simpson and the two colored boys, Tom and Wash. . . . Elma Latta Hackett, home economist, will do the commercials.

Kay Jewelry Company, consistent user of Sunday radio time for the past year, has renewed its NBC-KFO *Kay Matinee* for 52 weeks after a test of 13 broadcasts. Series consists of original quarter-hour plays submitted by ambitious dramatists which are presented by University of California Little Theater Players under direction of Edwin Duerr. They're air waved Sundays at 3:15 p.m.

Los Angeles

LOS ANGELES, May 30.—With radio sponsors moving in closer to the heart of Hollywood and grabbing off not only acting names to sell their wares but directors and producers as well, a new by-product of the film agency business has virtually been created. Immediately following news of Cecil B. DeMille's signing with the Lux Radio Theater agents began new buildups for their director-producer-writer clients and are storming the radio portals for hearings and easy ether cash.

Cal Swanson in town to join production department of J. Walter Thompson Agency. He assumed part of Herb Polesie's duties. . . . Jack Owens, Chicago tenor, enjoying his Coast vacation so much that he's listening earnestly to local air invitations. . . . Tom Harrington in town to set up radio production headquarters for Young & Rubicam. William Farnum's *Drums* comes to a close for the summer after 21 weeks on the Don Lee chain. Vera Oldham, author of the series, sails June 3 for Tahiti to fashion several new ideas. . . . Willis Cooper, NBC continuity writer, now a film scribe at 20th Century-Fox. . . . Jane Froman has been ticketed for eight more weeks on *California Melodies*. . . . Reginald B. Martin, of Iowa network, vacationing here. . . . Katherine Taylor, agency publicist, down with flu.

LITTLE THEATER

(Continued from page 3)

of \$40 for seniors and \$25 for juniors, Kenneth Thomson, executive secretary of the Guild, reported fully on the situation.

The lid has already been clamped down, closing James Timony's production of *Hell's Mistress* at the Hollywood Theater and forcing the management of the Beverly Hills Little Theater to post the regulation Equity bond before members of the organization were permitted to go on in *Caedanza*.

Not only will the Guild-Equity drive be aimed at enforcement of the pay ruling, but a staunch attempt will be made to eliminate all racketeering in the Little theater field, particularly against operators who have been reported demanding money from players under various pretexts. Any information involving illegal practice will be turned over to the Better Business Bureau for legal action. Officers and board members elected were:

Robert Montgomery, president; James Cagney, first vice-president (both re-elected); Joan Crawford, second vice-president; Chester Morris, third vice-president; Kenneth Thomson, executive secretary; Noel Madison, treasurer; Boris Karloff, assistant secretary; Murray Kinell, assistant treasurer, and the following board members for three-year terms: Montgomery, Cagney, Claudette Colbert, Thomson, Morris, Pat O'Brien, Humphrey Bogart, Joan Crawford, Dudley Digges, Frank Morgan, Elisabeth Risdon, Edward G. Robinson and Francis Lederer.

garnered the greatest amount of money from a sale to films last season was *Dead End*, which was not financed by Hollywood and for which Samuel Goldwyn paid \$165,000.

Big Spots To Open in Dallas

Elaborate clubs expect big expo biz — George Raft heads French Casino show

DALLAS, May 30.—At least half a dozen first-class night spots are scheduled to open in this Centennial-celebrating city within the next 30 days. Most elaborate will probably be the French Casino and Chez Maurice, but from advance notices Rainbo Gardens (formerly Midnight Frolics), Old Mexico and Rheingold Grill will be far from holes in the wall. The Trocadero was first of the big new spots to get under way, opening to good business on May 15.

French Casino, operated jointly by Moe Morton and Bernard Goldberg, was scheduled to debut this week but failure of George Raft, picture personality, who is to head the opening bill, to arrive on time necessitated a postponement. Opening date now advertised as late in June, depending upon when Raft can get away from Hollywood. Besides the picture star initial show will include a 20-people musical revue and a line of girls that worked *The Great Ziegfeld* pix. Morton and Goldberg plan to follow Raft with other film personages thruout the season.

Chez Maurice, the other topnotcher, will open June 4 under the supervision of Maurice Karcancas, of the Maurice and Edythe dance duo. Spot occupies the former quarters of the University Club in the penthouse atop the Sante Fe Building. Extensive remodeling has converted the site into an elaborate nighterie.

AFM Licenses Revoked

NEW YORK, May 30.—The American Federation of Musicians revoked the agency licenses last week of Bernard Berle, Philadelphia; Laurence Prillerman, Columbus; Southeastern Orchestra Service, Columbia, S. C.; Ben Rinaldo Agency, Hollywood; Folly Operating Company, Charleston, S. C.; and Mike Yoder, Harrisburg. The AFM also restored two licenses, those of Holt Pumphrey, Richmond, and Emil Lowe, of this city.

Haynes Joins Consolidated

NEW YORK, May 30.—Don Haynes has joined the staff of Consolidated Radio Artists, Inc., and will go on the road as a band salesman. Haynes for the past two years headed the Fredericks Bros.' offices in Cleveland.

AFA-AFM Agreement In Phila Hits Snag

PHILADELPHIA, May 30.—Attempts of the American Federation of Actors to unionize local night club entertainers and vaudeville artists leaves the situation still up in the air. Philadelphia local of the American Federation of Musicians, had entered into a working agreement with Ralph Whitehead, AFA executive secretary, over two months ago, calling for the unionization of all theaters, cafes, night clubs and ballrooms, with no member able to work with individuals who are not members of these respective unions. However, in view of the impasses between the AFA and the Entertainers' Managers Association, members of the United Entertainers' Association, local organization of performers, have been advised not to affiliate with the AFA.

Tom Kelly, prez of the UEA, had approached Anthony A. Tomel, musicians' union proxy, for recognition and the working out of a trade agreement, persistent in their refusal to be subjugated by the AFA. Since the UEA is not affiliated with the American Federation of Labor and the musicians' union previous commitment to the AFA, Tomel advised Kelly to join his group with the AFA and then be in position to present his views for local autonomy from the inside.

Tomel is not anxious to enter into any trade settlements between the AFA with the EMA and UEA, and until such time when the conflicting forces come to terms, musicians' union will maintain its status quo relationship.

150,000 Musicians For Dallas Expo

DALLAS, May 30.—The Musical Program of the \$25,000,000 Texas Centennial Exposition, which begins here June 6, will use more than 150,000 musicians during the six months of operation, according to estimated figures coming from the musical department of the Exposition. Figure includes school bands and choruses, as well as concert and symphonies, radio broadcasts originating on the grounds and numerous other musical events scheduled for appearance at the Dallas show.

Tavern Performers Aided

SHARON, Pa., May 30.—Thru the co-operation of the Columbia Theater here a two-day benefit performance was staged for the night spot performers who lost all their belongings at the Grey Wolf Tavern when it was destroyed by fire last week. The performers themselves were featured in the stage bill. Included in the lineup were More and Erita, ballroom dancers; Rich Duo, acrobats; Four Queens of Rhythm, dancers; Lois Lee, singer; Billy Roberts, emcee; and the Lee Leali, Chick Farrell and Jimmy Gene orchestras.

DETROIT, May 30.—An ordinance has been submitted to the common council which if passed will prohibit torch dances in this city. The action resulted from the recent fire in a San Francisco cabaret in which four persons lost their lives.

Versailles, New York

Latest of the biggies from stage, screen and air to be recruited by the Versailles to maintain on an even keel its commendable name policy is Belle Baker. This represents, to say the least, shrewd buying by Prounis and Rossfield, operators of this thriving cover spot. Smart booking from two angles at least: firstly, publicity value of debut element, this being Miss Baker's first try at night clubbing, and, secondly, cashing in on tremendous following of this tremendous theater box-office attraction.

Two successive shows (dinner and supper) were caught on a Thursday night, usually a tough nut to crack for spots catering to middle and better-class trade. Diners piled in at a Saturday raid. Which proves more or less the wisdom of the Baker booking. With Miss Baker as introducer and comedian is Chicago's Joe Lewis, late from Hollywood's Troc. Strictly for rumba rhythms is the Clemente Orchestra of Latins and Miss Baker and Lewis are backed up by the Meadowbrook Boys Orchestras, combo of eight instrumentalists and two additional vocalists. Boys play nicely for the intimate show and even better for patron dancing.

Estimate of Miss Baker in her hello engagement in this field is based on her two shows, altho either would have sufficed to make the point that she is a Tiffany gift to night spots. Her pipes are mellowed rather than worn; her personality is seen to an advantage at this close range and the innate showmanship that is hers makes easily sailing over the rough seas of transition from a theater apron to a cafe floor.

Lewis' mention of Miss Baker following a dignified buildup at the dinner show cued a tremendous ovation. She started with *Is It True?*; next was her classic in wop dialect about the ill-fated attempt of a Mulberry Streeter to duplicate the Lindy flight. 'A typical Baker rendering of *Lost* followed and then *Goody Goody* as a pace and mood variant. She encored with *Glory of Love*, which was so beautifully put over that it might well have been written for her. A comedy number she brought from London last year, *The London G Man*, was added by Miss Baker for the supper show; also *You*.

Satisfying as was her reception at the dinner interval, Miss Baker eclipsed this entirely at the later appearance. If this is the way she has been going over every night (as this reviewer understands she has) Miss Baker needs theaters to keep her busy as much as Cantor needs another daughter. Versailles business is not the only criterion of judging Miss Baker as a night club artist and drawing

Agency Men Injured

CHICAGO, May 30.—Frank Minneck and Jack Howe, of the Frank Minneck Booking Agency here, were painfully injured around midnight of May 24 when another auto collided with theirs as they were on their way to the Club Humoresque, where Howe is emcee. Minneck suffered a broken wrist and lacerations of the face, while Howe has a broken wrist, a lacerated leg and a sprained ankle. Both are trying to conduct the affairs of their agency swathed in bandages.

Equal Rights Bill Upheld

PITTSBURGH, May 30.—The Equal Rights Bill, in effect in this State since last September 1, was upheld by a Criminal Court jury here on Wednesday (27). The case involved a club owner and a Negro who, he charged, was refused service. The defendant, John Psaras, announced that he would appeal the case.

The bill prohibits discrimination in night clubs, among others places, regardless of race, color or creed. It provides a fine of \$100 to \$500, with a possible jail sentence of 30 to 90 days for offenders.

Carlin-Lloyd Combo

NEW YORK, May 30.—Harry Carlin has combined with Oscar Lloyd to book night spots, with offices in the Gayety Building. They report a scarcity of talent, particularly singers.

Night Club Reviews

factor. Plain, unadulterated consideration of her floor personality and delivery is convincing evidence of the grave mistake that has been made in not employing sooner than now the services of this superlatively talented name to draw business to the after-dark emporiums. Miss Baker has no opposition. Her work is as unique as any form of stage artistry can be. If she ever leaves the night club field from now on it will be of her own choice.

Lewis didn't impress in the earlier show but picked up spectacularly in the session designed for supper patrons. Lewis lacks punch in gagging and his monotonous delivery affects somewhat adversely the appeal of his special material. *His You Made the Pants Too Long* is a honey and beautifully put over. If he has a few more like these his perennial appeal in Chicago during the Capone era is understandable. He has plenty on the ball and if booked on a long term it is conceivable that response would grow from week to week. *Sugar*.

Riviera, Fort Lee, N. J.

For his fifth season here, Ben Marden has outdone himself. The new show is a beauty and, of course, the food, liquor, river view and service are superb.

Show is called the *Riviera Follies* and was staged and conceived by George Hale. Emphasis is on the girls, which is a good idea, considering the vastness of the place and need for easy-to-see entertainment. The 12 chorus girls and 16 parade girls are among the loveliest ever seen under one night club roof. Not only that but they are given ravishing costumes to wear and the result is a grand beauty spectacle.

William Weaver designed the costumes and Veronica supplied them, with LaRay providing the shoes and David E. Schwab the laces. The girls are on for three big numbers. First is a pleasing parade showing fashionable gowns, second is a ballet display of white lace costumes and the third is a spicy red-and-white number in which the girls show just when their hearts are. The lace number is outstanding, reaching its climax when Stroblite black light shows up the luminous designs painted with invisible colors.

Spacing out the girl numbers are some fine talent sessions. The Hartmans, comedy dancers, are easily the hit of the show with their delightful satire capped by insane comedy magic in which they prove they are swell actors as well as dancers. Dolly Kay, just in from Chicago triumphs, is a virtual dynamo of rhythm. Her lusty blues voice and skillful delivery socked over *Southland*, *No Greater Love* and *Broadway* easily. A past master at rhythm singing,

"Red Baiting" In 802 Denied

Rosenberg protests report that executive board of local would weed "Coms"

NEW YORK, May 30.—Allegations of "red baiting" on the part of the executive board of Local 802, American Federation of Musicians, were emphatically denied yesterday by Jacob Rosenberg, secretary of the local. These reports, generally circulated last week, were to the effect that alleged "Communist" leaders within the local were facing possible action by the local. Rosenberg said that no such actions were under consideration.

Admitting that the board was split over spread-work policies and passage of laws prohibiting doubling in all but dance bands, Rosenberg pointed out that the board has been split before on any number of problems and that at no time has Communism, actual or otherwise, taken part in coming to any decisions. A report was that "Communists" had favored the spread-work passage, but this, too, was denied.

Rosenberg brought out that the political inclinations of the board members had never previously affected their attitudes towards local policies. The group opposed to the spread-work measures, he said, could not possibly be labeled as belonging to one party as against any other, Communist, Republican or Democrat, for the group favoring the measures.

she had no trouble scoring. The Robbins Trio, two boys and a girl, bounce and acrobat their way all over the floor. They are a remarkable trio, working like demons and clicking all the way.

Rosita and Fontana, a graceful pair, contributed a charming waltz and then a livelier fox-trot. Both veterans at ballroom dancing, they know how to stage interesting routines that combine grace with exhibition flash. Al Bernie, the young mimic, provides several engrossing numbers, best of which are *Selassie*, the Shadow and Laughton. Vocal imitation is much better than his attempts at physical impersonations.

Edith Roark, a sexy eyelet, handles the few announcements, while Frank Parrish, guitarist with the Eric Madriguera Band, doubles as vocalist. He teams with pretty Patricia Gilmore in a couple of pleasing duets.

Milton Drake wrote the lyrics and Bernie Maltin and Harry Stride the music for the special numbers.

The Madriguera band and Val Ernie's Orchestra handle the dance music, with the former also accompanying the show. Madriguera is a personable leader with a flashy smile and ability at the violin. His 12 men offer melodious versions of the latest rhythms, slipping in an occasional tango and rumba just to show they can still knock off the Latin numbers.

Ernie, also a violinist, leads his string men and joins them in vocal and instrumental standouts. His is more of an entertaining unit, emphasizing vocal novelties and bits of light comedy, whereas the Madriguera band sticks to straight dance music. Ernie's crew includes an electric guitar which does much to brighten up some numbers.

Situated on the Fallsides, just across Manhattan, this spot is easily the best known to New Yorkers of the out-of-town summer places. Mack Miller's publicity and advertising campaign got it off to an exceptionally good start this year. With 2,000 capacity and a \$3 minimum, it can roll up an enormous gross.

Service staff is excellent and is due to such genial and veteran hosts as Charlie Wegman, to Headwaiter Bernard and Captain Philippe and their men. *Dents*.

Club Casanova, Hollywood

Located in a white stucco building on the Hollywood side of the Sunset night club strip, this is one of the most attractively designed spots in town. It's done in Venetian style with a clever soft-light arrangement and wall-balconies on three sides. Drinks go for 50 cents each, full course dinners at \$2.50, plus couvert of \$1 per person.

Two shows are staged nightly, using (See CLUB REVIEWS on page 13)

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 Return Engagement, 13th Week,
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ACTS PLEASE TAKE NOTICE.
JIMMY DALEY ATTRACTIONS
 Are opening a SYRACUSE, N. Y., Office, Wednesday, May 20,
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COMEDY SINGER and DANCER
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 The only **ELECTRIC VIBROLYNN** in the world
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 now on tour

★ **ENRICA and NOVELLO** ★
 DISTINGUISHED DANCERS!!!!

Circus-Billing Tactics Get Wisc. Spot Off to Big Start

MILWAUKEE, May 30.—Real circus-billing tactics with plenty of space-grabbing ballyhoo signalized the opening of the summer season at State Fair Park last Sunday, with Freddy Martin and his orchestra sharing musical honors with Bill Carlsen at the park's Modernistic Ballroom.

Approximately 7,000 paid admissions at the huge ballroom, leased by C. S. Rose and operated by Eddie Wirth, was the opening night's take. While the business fell short of the 8,000 Kay Kyser played to last year, the park management was well pleased with the opening business.

Both Mr. Rose and Mr. Wirth are firm believers in intensive advertising. They engaged the services of Frank Burke to handle advertising and exploitation, and Burke, who commutes between Milwaukee and Chicago, started the campaign two weeks in advance of the opening, using 2,000 special window and tack cards, 200 eight-sheets, radio and several special exploitation stunts. Highlights of the advance exploitation included a spectacular aerial stunt in which Bill Carlsen, Modernistic's flying maestro, was used. Carlsen flew over Milwaukee and released 500 balloons carrying passes to the ballroom. Stunt garnered three special stories and picture in Hearst's Wisconsin News. Another special stunt arranged by Burke was a horse and buggy parade to State Fair Park. Everyone driving to the park in a surrey, buckboard or astride a horse was given free admission to the ballroom's first weekly "Old Time Dance." This stunt likewise hit the newspapers and was commented on by radio announcers.

A notable list of band attractions has

been booked by General Manager Rose. Last week Jack Hylton and Frankie Masters were the attractions. Ted Weems plays there June 14 and advance bookings include Kay Kyser, Joe Sanders, Phil Levant and Horace Heidt.

Argyries Adds Bookings

ROCHESTER, May 30.—Arthur Argyries is now booking the Alhambra-on-Lake, Athol Springs, N. Y., with Demris and Kermit in the first show. Other recent bookings are Stone and Victor, Two Lees and Delmonico and Phillips at Club Rayott, Niagara Falls; Verne Wilcox, Yvonne and LaMar and Ton and Sara Nocera at Bartlett Club, Rochester; Harvey McMann and Ellen Lee, Sally Warren and Palge and Parker at the Casino, Rochester; Great Marlow, Jean Taylor and Four Golden Gate Girls, Club Lido, Syracuse; Behney's Continental Revue at Moonglow, Syracuse; Three Flying Aces at Tap House, Elmira; Harriman, Swan and Lucille, Gladys Bryson and Les Hall at Melody Gardens in Elmira, and Four Aristocrats at Hill Crest Cafe, Binghamton.

Lew Weiss Bookings

NEW YORK, May 30.—Lew Weiss office has spotted Nan Blakstone into the Chez Maurice, Montreal; Houston and Harden into the Mayfair Club, Kansas City; Terry Blanchard into the Powatan Club, Detroit, and Johnny Howard and Frances Hunt into the Ten-Forty Club, Detroit. Howard recently ended a record run at the Penthouse, Detroit, which has just closed.

Club Chatter

JOE DORRIS is out the Riviera, Fort Lee, N. J., after a disagreement over being announced by the emcee. . . . Pope and Thompson, now at the American Music Hall, New York, have signed to do three movie shorts. . . . Zeb Carver, rube comedian, is an up-State New Yorker, whose characters are all taken from life. . . . Caperton and Columbus, now at the Hotel Pierre, New York, just made a short for Paramount and have signed for two more. . . . And Eddie Green just made a Vitaphone short with George Jessel.

Showmanship is half the battle in this business. And Sophie Tucker is one performer who knows what showmanship means. Her latest stunt is turning band leader, which of course makes good copy in the papers and shows off Sophie in a new light. Her current engagement at the Hotel Morrison, Chicago, is proof she knows all the angles.

OPENING SHOW of the season at Arrowhead Inn, Cincinnati, has been over for an additional two weeks. Mike Speciale, Cleveland booker, placed the show that includes Nina Olivette with Murray and King, Sammy Walsh and Miles and Kover, ballroomists. . . . Charles and Barbara are presenting their new novelty pantomime routine in Eastern clubs this spring. Closed a return engagement May 28 at Buffalo's popular Chez Ami. . . . Rex Hatch, Billy Vaughn and Mike Rotonda are appearing in the Showboat of the Hotel Chittenden, Columbus, O., featuring comedy routines. . . . The Four Queens of Rhythm, talented dancing quartet, consisting of Camille Cromez, Alfreda Burrell, Lou Allen and Mary Dronney, were among the acts that suffered total loss of wardrobe in the recent fire at the Grey Wolf Tavern, Sharon, Pa. . . . Virginia Leach, clever tap and toe dancer, opened a six weeks' engagement last Monday at the Johnson Cafe in Baltimore. Moved in from two months of successful work in Reading, Pa. . . . According to Billy Kent, who has been holding down the emcee spot at the Torch Club in Canton, O., for the last three months, there are 10 spots in that city using entertainment, with wages on a constant upgrade.

LEE MORSE, Dr. Charles Hoffman, Pierce and Harris and Stam and Laruc opened at the Mayfair Casino, Kansas City, May 18. . . . Sonya and Romero opened at the Club Greyhound, Louisville, May 22. . . . Dorothy and King opened at the Meadowbrook Country Club, St. Louis, May 22. . . . The Three

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Bands and Orchestras

KAY WALSH, Ina Ray Hutton Mel- Dear, was the only gal hurt in the recent Hutton bus crackup near Pontiac, Mich. She escaped with minor injuries. . . . Steel Pier, Atlantic City, will broadcast over WOR, Mutual. Penny Goodman goes into the spot June 27. . . . Jack Spratt, youthful musician, who has been studying at the Cincinnati Conservatory for several months, is leading the new band at Izzy Schneiderman's 4444 Club in Cincinnati. Is set for the summer.

A L KAVELIN, now filling a lengthy engagement at the William Penn in Pittsburgh, will succeed Wayne King's outfit at the Waldorf-Astoria, New York, August 1. . . . Dick Messner has had his engagement at the Park Central Hotel, New York, extended to last thruout the summer. His WOR-Mutual network airings will continue. . . . Hod Williams replaced Ayars LaMarr May 31 at the Wagon Wheel in Nash-

ville, Tenn. Jan Garber, on his way to the West Coast, filled in for one night, May 30. . . . Billy Snider and band have been engaged for the summer at Pleasure Isle, near Covington, Ky. . . . Ralph Britt last week opened a dine and dance of his own, the Blue Moon, in Tulsa, Okla. According to reports, the new spot will accommodate close to 1,000 patrons. . . . Kemp Read will conduct a 12-piece combo, featuring Ruth Chase and Dean Wells, at the Tivoli Ballroom in Oak Bluffs, Mass., this summer. Will be his second consecutive summer at the same spot.

MILLS' ARTISTS has set four bands to play Brighton Beach this summer. First is the Frank and Milt Britton group opening July 18, followed on July 25 by the up-and-coming Hudson-DeLange Orchestra. Carlos Molina follows, coming from the Muehlebach, Kansas City, August 1. Molina leaves Lookout House, Covington, Ky., June 16, opening the next night in Kansas City. Benny Meroff then goes in for a week, starting August 8. Other Mills bookings include a Texas tour starting June 12 for Cab Calloway, including four days, the main feature section of the Texas Centennial, after which Calloway resumes playing dance dates thru the State until July 4. Congress Hotel closes its main eatery for the summer on June 4, with Duke Ellington heading east by way of one-nighters. Tommy Tompkins follows the Brittons into Pallsades Park May 31, with Lucky Millinder next, starting June 9.

DICK STABLE, doing a two-week date at the Pennsylvania Hotel, New York, follows Tommy Dorsey at the Lincoln Hotel, New York. Was with Ben Bernie eight years. Brother Joey Stable is with him. Jimmy Kenny, formerly with Wayne King's Band, is now vocalist-guitarist with the Mike Dorso Band. . . . Ted Eddy and Western Rhythm Kings open Friday at Peitman's Gardens, Coney Island, N. Y., for the summer. . . . Skeeter Palmer and the California Ramblers Band opened recently at the Westchester Country Club, Rye, N. Y., for the summer season.

SOME additional notes on the recent swing music concert in New York, giving credit to some of the individual musicians, other than the leaders, whose work rates mentions. Hilton LaMare, guitar, with Bob Crosby, and Bob Haggart, of the same band, were an early click. Bud Fregman's sax work with Tommy Dorsey set a mark for the other boys, while Max Kamensky, second trombone with Dorsey, did some Grade A blowing. The trombone section of Casa Loma, and Frank Trumbauer, sax, and Roy Bargy, piano, of the Paul Whiteman group, also "went to town."

IRVING CONN and band are at the Ben Riley Arrowhead Inn, New York, for the summer. Their fifth consecutive year at that spot. . . . Malcolm Crain, trumpeter formerly with the Art Jarrett Band, has joined Henry Blaglin's Band at Roseland, New York. . . . Ralph Stone and orchestra have signed their radio theme song over to Bob Miller for publication. Deal handled by Roy C. Hall. . . . Phil Levant, youthful Chicago maestro whose orchestra has scored such a hit at the Walnut Room of the Bis-

mark Hotel, Chicago, has written another tune, *Chained*, which has been accepted for publication.

HERBIE STEINER, pianist and arranger, opened May 22 at Pavilion Royal, Valley Stream, N. Y. Paul Whiteman, booked by Consolidated, played *The Detroit News* Charity Ball May 28. . . . Willard Grove Park in Philadelphia is booking name bands this season, with Eddy Duchin the first, starting Decoration Day. J. Allan Lustman is booking the spot and set Duchin thru MCA. . . . Joey Nash made the hop from St. Louis to Castle Farms in one night, opening at the latter spot May 29. Booked by Radio Orchestra Corporation. . . . Same office has set Archie Bleyer into Inoquois Gardens, Louisville, Ky. . . . Henry Halstead and his orchestra open June 4 at Chez Maurice, Dallas, Tex. . . . Ruby and his Music have replaced Sammy Watkins at the Dayton (O.) Biltmore Hotel. Broadcast over WHIO. . . . Fred Yankee is being billed as Freddie Drew at the Showboat, Baltimore, Md.

especially with the pair. They tried it once before with enough success to repeat the gesture.

CLUB REVIEWS

(Continued from page 11)

five acts and emcee. Billy Gray skillfully handles his emcee duties, putting the customers in a receptive mood from the start. In response to an elaborate introduction as a New York broadcasting executive, Jerry Bergen, sawed-off comic, comes on in a too-long overcoat and top hat. Does some dead-pan stuff and a comic harangue on the evils of government before he's chased out of the spotlight by the irate headwater who demands that he return to his busboy duties.

Next come the Three Roberts Brothers singing to the accompaniment of their own violin, bass and guitar. Offer *I Heard, Please Believe Me* and *Blue Heaven* before they are joined by Jerry Bergen, out again in busboy uniform to clown thru several Russian tunes.

Grace Saxon, a fetching blonde, takes the next spot with a fine style of vocalizing. Her routine included *Shooting High, More Than You Know* and *Broadway Rhythm*, all done to her own catchy arrangements. Obtains excellent response. Doubling between this spot and the Century Club, Clarence and Claude Stroud try next with give-and-take chatter, gags and semi-pansey routine. They go over well.

Buxom Frances Faye takes over the piano at this point, dishing out melodies in elaborate style as well as doing some fine vocal work. Sings *Let Yourself Go* and led the house in *I've a-Muggin'*. For closing, Billy Gray occupies the floor again with the assistance of half-pint Bergen in a burlesqued song-skit, *Nathan Is Waitin' for Me*. Number marks Gray as one of the better local dialecticians and proves Bergen to be a first-class pantomimist.

Dance tunes are taken care of by Max Fiddler's Ork, with Jack Brooks leaving his piano occasionally for vocals. Only weak note at the Casanova is lack of dancing space.

Petser.

Music News

A decidedly interesting angle is attached to the success of the song *It's a Sin To Tell a Lie*, which it seems thus far has remained untold. It is Walter Douglas, of Donaldson, Douglas & Gumble, the firm which publishes the number, who really deserves credit for giving the composition a home, and most surprising after the work had been unceremoniously turned down by various so-called expert Tin Pan Alleyites. He heard about the "hit" from friends in Baltimore, where the author, Billy Mayhew, a member of a local band, was endeavoring to attract attention to the creation. Walter hurried to the above city and after assuring himself that he had a good piece of musical property forthwith clinched a deal. Now rival publishers are claiming the song, but with everything on the dotted line Moe Gumble and his two associates are just sitting back and grinning grins of satisfaction.

There is a new setup in the personnel of E. B. Marks, with Bill Weiman succeeding Billy Chandler as professional manager. The change went into effect last week. Weiman, who heretofore has been identified in the sales end of the firm, is well known in the trade as a good mixer and popular. Paul Jonas will assist.

Ben Barton, formerly of vaudeville and now with the Roy Musio Company, starts on a trip next week to exploit *Dancing Till Dawn*. Barton will visit Buffalo, Chicago, St. Louis, Cleveland and several other cities in the Midwest.

Frank Marvin, of the Crawford Music Company, is ailing, and to show their allegiance to their immediate superior all those concerned with the firm's future are pitching in to fill a gap left by Frank's absence. Marvin is a tireless worker and his present illness is the result of a run-down system. Marvin has been further heartened by encouraging reports of *Take My Heart*, a new number which his shebang is publishing.

Unable to find a ready publisher, Al Sherman and Al Lewis are backing their latest song, *It's Like Reaching for the Moon*. The idea is not thoroly new,

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Sheet-Music Leaders
(Week Ending May 30)
Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Melody From the Sky (11)	8. Tormented (14)
2. Is it True What They Say About Dixie? (2)	9. Would You? (5)
3. Robins and Roses (4)	10. You Started Me Dreaming (10)
4. All My Life (7)	11. Glory of Love (11)
5. Lost (3)	12. Touch of Your Lips (12)
6. You (6)	13. It's a Sin To Tell a Lie (9)
7. She Shall Have Music (8)	14. It's Been So Long (15)
	15. Love Is Like a Cigaret (13)

PHONOGRAPH RECORD best sellers will be found on page 65.

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Loew Dodges Pit Orks With B'klyn Met's 2-Week Stand

House goes flesh June 5 for two weeks—"name" band on stage and no pit crew—Capitol Theater may do likewise—musicians' union working on plans for pit men

NEW YORK, June 1.—Awakening from its long slumber as regards using stage shows in its theaters, Loew makes a move this Friday in restoring a vaude policy at the Metropolitan, Brooklyn, presumably for a two-week run, that has significant angles. First, it shows a trend of theaters to throw in a combination policy on occasion to capture a couple of good box-office weeks after poor returns from weeks of poor film product. Also it indicates thru the policy planned that theaters are getting around their often lamented pit musician bugaboo, the use of a "name" stage band not entailing pit musician costs in spasmodically booked houses. The Capitol here is reported as being in line for booking of this nature also.

The opening show at the Metropolitan this Friday will include Milton Berle, Don Bestor and ork and Jane Cooper. Bestor will work the stage and pit. There will be a complete change of show on the second week. The circuit denied that these two weeks were in any way in the nature of a test to determine the advisability of using a consistent combination policy at the theater. C. C. Moskowitz, of the circuit, revealed that it was just considered an opportunity to get a couple of good weeks at the box office. Both RKO and St Fabian, operating theaters adjacent to the Metropolitan, deny any possibility of their putting stage shows into their respective Albee and Fox theaters.

As for the Capitol, there has been a persistent report making the rounds that the Loew Circuit was considering a combination policy there. It might work out that a couple of weeks of flesh might be thrown into the house on occasion; just as in the case with the Metropolitan. Moskowitz refused to make any statement about the Capitol report. However, it is generally known that the Loew officials have been mulling over the Capitol situation for some time, business with a straight picture policy being off.

In getting a "name" band on the Metropolitan stage Loew avoids pit musician costs. This follows on the heels of the local Paramount's success with its band policy. It is a situation to which Local 802 of the musicians' union has been giving some thought, but up until now has been unable to reach any decision as to policy. Confronted by "name" stage bands displacing pit musicians, the local has been working on several ideas to take care of the pit men. The local has an agreement with Loew, but it only covers the basic scale.

Chicago Benefit For Moore Widow

CHICAGO, May 30.—Thru the courtesy of Johnny Jones, of Jones, Linick & Schaefer, operators of the State-Lake Theater here, a benefit performance will be given there midnight of June 23 for the widow of Percy F. Moore. Moore, veteran vaude agent, was associated for years with the Thomas Burchill Agency. He died Sunday of appendicitis at the Grant Hospital here.

A meeting, presided over by Hal Halperin, was held this week in the Billy Diamond Agency. Those who attended were John Billingsbury, Diamond, Dick Hoffman, Marcus Glaser, Danny Graham, Fred Rosenthal, Sam Roberts, Mort Infield, Seymour Shapiro, Jack Fine, Hyman Schallmann, Max Landau, Guy Perkins, Johnny Jones, Halperin, Harry Greben, Max Turner, Marty White, Jack Kalcheim, Sam Herman, Burchill and Boyle Woolfolk.

The benefit performance will use the State-Lake acts and as many other stars and acts as the agents can secure. Tickets will be sold at \$1 each.

F&M Not Moving to Radio City Until July 1

NEW YORK, May 30.—F & M Stage-shows and Fanchon & Marco Agency will not move from their present quarters in the Bond Building until July 1. It was originally planned to move today, but a decision to make the new offices even more elaborate delayed the moving.

The new offices will be located in the RCA Building in Radio City.

WPA Vaude Into Brooklyn House

NEW YORK, May 30.—Federal Theater's vaude division starts spotting its vaude shows in a local theater for the first time when a combo six-act bill and a minstrel show go into the Majestic, Brooklyn, June 15 for a week. Minstrel show has an all-male cast of 60.

House is operated by the WPA and has been running WPA plays. Altho a permanent vaude policy is not set, the vaude-minstrel-circus division under Frank Merlin is prepared to supply shows for at least the next 10 weeks. Shows will run at least two hours; no films will be used. One show a night, except Sunday, at 25 cents top. House seats 2,000. Weekly change, with each show to comprise six acts and a minstrel, revue or playlet.

Talent will be taken from the vaude and minstrel units out now and playing institutions, halls and auditoriums. Units are now being recostumed and revised by Merlin, who recently succeeded Charlie Mosconi as vaude chief.

F&M Corners Badminton; Game to Philly and Balto

NEW YORK, June 1.—The Badminton game has been practically cornered by the F. & M. Agency for theaters. The office now represents Jack Purcell, world's champ; Jess Willard, U. S. champ; Bill Hurley, Pacific Coast champ; Jack Brewer, New England champ, and Kenneth Davidson, British champ.

The game, with Willard and Hurley as players, had a four-week run at the local Roxy. Booked to follow into the Hippodrome, Baltimore, this Friday and then into the Earle, Philadelphia, week of June 12.

Detroit Fox's Policy Change

DETROIT, May 30.—The Fox Theater here is expected to drop its stage shows the end of next month for about six weeks. Street repairs now under way, making accessibility to the theater difficult, combined with the usual summer slump are reported as being the reasons for the proposed move.

Alhambra, Paris, Lays Out Demonstrators in Statement

PARIS, May 25.—The Alhambra Theater here, which closed recently following a demonstration by native performers over the alleged high percentage of foreign acts used, took the demonstrators to task last week in a statement by the management. Latter attacked in part the authenticity of the Association Francaise Des Attractions Des Spectacles as being representative of French artistes and also answered the various reasons attributed for the strike.

The management points out that at the last general meeting of the association it was revealed that the group comprised 100 members, that none of the well-known acts are in its membership, and that handbills distributed by the group stating that 5,000 French acts were without jobs was ridiculous, inasmuch as no country in the world can prove that number of vaude acts. Also, that the association's claim of a 300 membership taking part in the demon-

A Paying Benefit

NEW YORK, May 30.—Stuart and Martin are singing their praises of benefits, following their appearance last week at the Local 306 benefit show at the Roxy. Unable to get a showing date, they grabbed the benefit performance as a showing opportunity and obtained bookings as a result. Went into Fay's, Providence, yesterday and go to Toronto and Montreal for Charles Freeman June 6 and 13.

Chi Warner House To Try Flesh Again

CHICAGO, May 30.—There is a possibility that the Capitol Theater, 79th and Halsted streets, Warner house, will resume stage shows regularly next fall if its patrons show enough interest in several experimental shows to be booked into the house this summer as feelers. It is planned by the management to spot several different types of shows in the house during the next three months in an effort to determine what is liked best. First of the series will be the WLS Barn Dance, which goes in June 9.

The Capitol was formerly a full-week presentation house and up until last year was a Friday, Saturday and Sunday vaude date on Charlie Hogan's William Morris Agency book. Determination on the part of Warner officials to try stage shows at the Capitol is the result of turnaway business with vaude at their Stratford Theater each Saturday and Sunday, it is said. The Stratford, located two miles from the Capitol, has presented stage shows each week-end without interruption profitably for the last 11 years.

Dallas Getting Flesh At the Uptown Theater

DALLAS, May 30.—The Uptown Theater here opens the latter part of June with a vaudefilm policy. The house has been dark for several years. Al Hirsch, former vaudevillian and more recently in the night club field, will manage the house.

The management has not come to a definite decision on admission prices, but contemplates using 15 cents from 11 to 1; 25 cents from 1 to 6, and 30 and 40 cents thereafter, with free parking to the patrons.

An early-morning radio program, sponsored by one of the local stations, will be broadcast from the theater, giving the theater plugs thruout the program.

Fisher's Hotel Spots

NEW YORK, June 1.—Arthur Fisher is now booking a couple of hotel spots, sending up shows for full-week stands. The spots being booked by him are the Bond Hotel, Hartford, Conn., and the Hershey Hotel, Hershey, Pa.

Kalcheim on Coast Trip

NEW YORK, June 1.—Harry Kalcheim, Paramount booker, will leave this Thursday on a vacation trip. He will travel to the Coast studios.

Interstate's Union Trouble

No units due to musician demands—want double scale—have other work

DALLAS, May 30.—There is little likelihood that the Interstate Circuit in this territory will use any stage shows this summer as it did last year, the circuit being in a deadlock with the musicians' union. Latter is understood to be asking double the scale previously paid. Demand of the union may be based on the Frontier Days celebration in Fort Worth, which during its run will employ practically all of the local musicians.

The trouble with the union started with the scheduled booking of a unit headed by Fats Waller and ork, which was to have started on an Interstate tour June 19. It is understood that the demands call for \$90 a pit man, whereas the present scale is in the neighborhood of \$45, with leaders asking for about \$125, the present scale being \$65.

Interstate officials planned to play about five or six units in their houses during the summer months, but have called off all plans until satisfactory arrangements can be made with the musicians. There is little hope that any settlement could be effected. Last year the circuit played units on an average of once a month in its houses.

The Fort Worth event, under the direction of Billy Rose, will undoubtedly employ a great portion of the local musicians, this security reported as being the basis of their demands of the Interstate Circuit. The celebration entails many attractions calling for music, and being of six-month duration will furnish ample employment to the musicians.

Pittsburgh Outlook Bright for the Fall

PITTSBURGH, June 1.—Fall prospects for stage bills in movie theaters here look very good, a checkup reveals. Warner's Stanley will definitely continue with its stage and screen policy, using class attractions weekly. George Jaffee is reopening his Casino Theater late in August with a vaude and unit policy. The Harris-Alvin will switch to stage bills in the fall, its present straight picture policy bringing in very little business. With the exception of *Show Boat*, every picture that played the house in the last three months resulted in a loss to the management.

Besides the three above-named theaters, it is rumored that the Barry Theater (formerly the Pitt) will resume operation in the fall with a combination policy. George Shafer, veteran vaude theater operator, was in town recently looking over the local situation.

Folly, Brooklyn, Goes Into Pix for the Summer

NEW YORK, May 30.—The Folly Theater, Brooklyn, dropped its vaude shows last night and went into a straight picture policy for the summer. George A. Godfrey booked the house as a split-weeker. The shows are to be resumed in the fall.

Godfrey has a new spot on his books, sending acts on the week-end to Dorney Park, Allentown, Pa.

Cantor's 35Gs in Chicago

CHICAGO, May 30.—Eddie Cantor's unit, closing Thursday night at the Palace here, grossed a little better than \$35,000 on the week. The unit netted \$17,500 for itself, the arrangement being a 50-50 split. The week previous the show grossed \$33,000 at the Palace, Cleveland. Cantor had been asking for a \$20,000 guarantee prior to getting the split arrangement.

Kuchuk Joins Bowes

NEW YORK, May 30.—Benny Kuchuk, agent, left the Herman Citron office last week to join the Major Bowes office. He is assisting Lou Goldberg on the booking of the amateur units.

Vaudeville Notes

SELMA MARLOWE returned to New York last week after four consecutive weeks in the Midwest. . . . She is due to return to Chicago in about two months for a night-club engagement. . . . Other arrivals from Chicago recently were Sid Gold and Murray Bernie, who were there for five months. . . . They go to Washington, D. C., for June 12. . . . Eddie Sherman moved his New York offices Friday to the RKO Building in Radio City on the 28th floor. . . . Milton Charleston, former Ken Murray aid, is doing a new act with Milton Frome and Joan Lee. . . . They showed it the last half of last week at the Folly, Brooklyn. . . . Phil Robinson, with the George A. Godfrey office in New York, will sail June 16 on the Normandie with a list of acts to submit for European bookings. . . . He will be accompanied by his wife and Bill White, singing guitarist.

PICKENS SISTERS go to the Metropolitan, Boston, June 12 for the Paramount office. . . . Sid Hall is now general manager for the National Radio Attractions, working out of the RKO Building in Radio City. . . . Cliff Carr, formerly of Carr, Clifford and Carr and more recently of Jackson and Clifford, has been in Mexico for more than a year. . . . Has a Mexican ork of 13 pieces and is now at the El Patio after appearing in various Mexico City clubs and on Station XEW. . . . John Boles will return to California after finishing his current week in Baltimore, turning down appearances in Pittsburgh and Minneapolis. . . . Benny Davis and Gang will go into the State, New York, either the week of June 12 or 19. . . . American Legion Auxiliary of the NVA ran an affair Friday night at the Cafe Vendome, New York, to aid the widow of Winn Shaw, formerly of Morris and Shaw.

BILL YOUNG, company manager of the Ted Rio-Rito unit, left the outfit in Pittsburgh last week to join the Eddie Duchin show in the same capacity. . . . Nan Elliott, formerly with the Chicago William Morris office, has returned to Chicago for a visit after several months in California.

PHIL BAKER has been booked by RKO thru the Simon Agency for June 26 in Cleveland and July 11 in Chicago. . . . Simon office is assembling a unit

Warner Buys RKO "Folies" For Stanley, Pittsburgh

NEW YORK, May 30.—RKO's *Folies Comiques* unit has been bought by the Warner office for a week at the Stanley Theater, Pittsburgh, starting June 26. This will be the first date the unit has played outside of the RKO office. The week before Pittsburgh the show will be in Columbus, which marks 13½ weeks played by the unit.

Fort Worth Signs Rand; Will Head a Nude Ranch

FORT WORTH, Tex., June 1.—Sally Rand has been signed by Billy Rose for the Frontier Days here. She will open on or about July 15 on a 10-week guarantee, with options for five more weeks, the deal being arranged by the William Morris Agency.

Miss Rand will appear at the Casa Manana as well as at the Sally Rand Nude Ranch.

Toronto's Band Bookings

TORONTO, May 30.—The Hippodrome Theater here has booked two more "name" bands, following on the heels of three recent band bookings. Jack Hylton and ork are scheduled to go into the house June 12, while Louis Armstrong's ork is booked for June 19. House recently played Ina Ray Hutton, Buddy Rogers and Benny Meroff.

Submit Louise and Ellis

NEW YORK, May 30.—Anita Louise and Patricia Ellis, film folks, are being submitted by the F. & M. Agency here as singles for personal appearances. Asking price for Miss Louise is \$2,500 a week.

for him. . . . Milton Berle is scheduled for another repeat at the State, New York, several weeks after his appearance at the Metropolitan, Brooklyn. . . . Harriet Hoxor has picked up two additional weeks, going into the Fox, Detroit, week of June 26, and Earle, Washington, D. C., July 10.

GIL LAMB and Ethel Allis returned from a European tour last week. . . . Lamb opens next week with Laurence Schwab's summer musical stock in St. Louis, to be featured in six productions. . . . Fowler and Tamara are playing the Hotel St. Margerita Island in Budapest, Hungary, this month. . . . Touring vaude and cafes in Europe.

LOS ANGELES BRIEFS: George Olsen, Ethel Shutta and band are booked into Paramount June 11. . . . Ben Blue leaves vaude this week long enough to do featured comedy in Republic's *Follow Your Heart*. . . . Berry Brothers, after a fling at local night spots, go on a six-week tour, opening June 11 at Palace, Chicago. . . . Eddie Stanley over water now en route to King's Theater, Honolulu.

THE WILSON BROS., Joe H. and Frank H., yodeling policemen of *Hello, Emma* fame, opened for the summer at Ocean Beach, Clark Lake, Mich., May 28.

HUB BOOKING

(Continued from page 4)
were two warrants sworn out against me, but it was only done by these certain so-called theatrical offices to try to weaken our circuit of night clubs and beer gardens with cheap publicity and notoriety against me. When the case appeared in court Judge Taylor, of Municipal Court, dismissed both charges of assault and threat against me. The rumors that I gave a booking agent seven days to get out of town makes no sense, as I have over 50 spots on my books, and therefore why should I be interested in an office that, at its best is only booking five spots?"

SCAB WRITERS

(Continued from page 4)
The new group was not seeking a closed shop, it would co-operate with other organizations for the mutual advantage of all writers.

Members of the Screen Writers' Guild will be accepted into the new group, it was stated, if they meet qualifications and receive a favorable vote.

Constitution of Screen Playwrights holds that problems of writers can be adjusted without any open break with producers. McNutt reported that producers had indicated their willingness to listen to "sane proposals" for a writer-producer agreement.

Highlights of the by-laws, which have already been approved pending State okeh of corporation papers, are as follows:

Control vested in active members, who alone can vote. Active members must have received screen credit on three feature screen plays or have been employed as film writers for at least two years. Associate members must have contributed literary material to films. Membership is by written application only, subject to written seconding by two members and final approval by nine of the 11 board members.

Annual meeting will be held the second Tuesday in May in Los Angeles County for the purpose of electing board members who will serve one-year terms, and for transacting other business. Officers shall be elected by the board of directors, from among their number.

Special meetings can be called by the president or by petition from one-third of the voting membership in good standing. The board members will meet once a month, on the second Tuesday of each month.

Active members are not considered delinquent in dues until indebtedness exceeds 90 days. Membership is automatically forfeited if dues are in arrears for one year. Any member can resign at any time if his dues are paid up.

Any member can be expelled on charges filed by three board members subject to 75 per cent vote by the board, and with appeal to a 75 per cent vote by members in good standing.

There are additional nominal provisions. Officers will be elected by the 11 di-

rectors immediately following governmental incorporation approval. The board consists of William Slavens McNutt, Bess Meredith, Waldemar Young, Kubec Glasmon, William Counselman, Tom Reed, Sonya Levien, Grover Jones, Rupert Hughes, Gerald Geraghty and Frank Butler.

CHORUS EQUITY

(Continued from page 4)
contract. "There is no way of actually determining whether, without rehearsal pay, there would have been more musical productions, larger casts, higher salaries or longer runs," she said. However, in 1934-'35, when there was no rehearsal pay, there were 33 musicals employing 1,117 chorus people, and this season, with rehearsal pay compulsory, there were 33 musicals employing 1,163 chorus people.

Twelve chorus members graduated into principal legit roles this season. Mrs. Bryant urged chorus people to find "some outlet other than musical comedy" if they wish to remain in the profession. She suggests night clubs and vaudeville and urges members to help the association organize these fields.

Mrs. Bryant explained Equity's statement Monday that "Chorus Equity had accumulated a deficit of \$11,000 since 1934" which Equity was wiping out is not correct. She said Equity had levied a monthly charge on CEA for use of its out-of-town offices, bonding department, etc., which CEA had felt was too high. Pending reduction of this charge, CEA made no payments. When the Equity council finally reduced the charge, payment by CEA of the amount that had theoretically accumulated was excused.

Chorus Equity's operating expense was reduced \$10,490.92 this season, due to salary cuts of personnel and other savings.

Officers elected for the coming season are Paul Dullzell, chairman of executive committee; Henrietta Merriman, executive committee, three years; Francis Clarke, Eva Connell, Emily Marsh, John Muccio, Jack Paddock, Beau Tilden and


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Greatest Novelty of the Age Always Working. Personal Rep. JACK KALOHEIM, Chicago

AL PEARCE
AND HIS GANG



Frances Wade, executive committee, one year, and Albert Amato and Hobson Young, executive committee replacement.

New Acts

Brooks and Miller Revue

Reviewed at Grand Opera House, New York. Style—Dancing and acrobatic. Setting—Full stage (special). Time—Eleven minutes.

A conventional but nevertheless fairly entertaining five-people, flash. Although it opens with a straight ballroom number, it switches to adagio, and except for a single contortion-acrobatic specialty, finishes with adagio.

Opens with a girl and two men doing straight ballroom, with adagio flourishes. Then a strong acro specialty by a pretty brunette, followed by trio and quartet adagio routines. The girls are tossed around by the men in rather conventional but still fairly exciting routines. The men, incidentally, show need for further training.

Costuming is neat and the single full-stage drape is not bad. No real production effort is visible. P. D.

Fred Skinner

Reviewed at the Folly, Brooklyn. Style—Singing and instrumental. Setting—In two. Time—Eleven minutes.

Fred Skinner, a nice-looking colored lad with plenty of showmanship and a world of rhythm, had a beg off here following vocal swing renditions of *Nobody's Sweetheart Now*, *Sweet Sue* and *All Alone*. Accompanies himself at the piano for some of his tunes, and clicks at this assignment as well as he does in singing. Personable, obliging while not offering his talents too freely, and aided by a fetching, white-toothed smile, Skinner should come in for a lot of booking. Voice is certainly powerful enough to omit use of the mike in houses of this size. P. A.

Charleston and Frome

Reviewed at the Folly, Brooklyn. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes.

Milton Charleston and Milton Frome, with the occasional help of a well-shaped and cute blonde named Joan Lee, scored tremendously in next-to-closing spot with an act that lacks nothing in the way of laughs, singing and hoke. Charleston, former apronmate of Ken Murray,

offers a routine which is tops, getting his straight leads from Frome, a tall handsome chap who also sings *Love Is Everywhere* with a voice so smooth that the audience felt sorry when the song was over. Might be a good thing for musical comedy. Gal gets a fair hand for *Is-It True What They Say About Diet?* and aids in some of the nonsense.

Charleston recently clicked in *Gus Edwards' Sho-Window*. This act should get bookings. P. A.

The Crystal Revue

Reviewed at the Folly, Brooklyn. Style—Dance flash. Setting—Full stage. Time—Twelve minutes.

Five-people flash, with a trio of tappers, comprising two men and a girl, and a mixed ballroom team. Trio does three ensemble turns, showing to best advantage in the last, which develops into the usual competitive style of hoofing wherein each displays very fast bits of difficult stepping. Mixed team open with a fair tango, later coming on for an adagio which becomes a swell acro turn for the girl.

A fair flash, rather heavy on tapping, and could be improved by slightly different organization. P. A.

Ken and Roy Paige

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

A couple of youths doing some nice comedy and swell acrobatics. Act as a whole has dull moments, possibly because the boys do slow comedy as compared with the furious falls Roy takes. The talent and basic idea for a sock routine is here. All the act needs is tightening up.

The brothers do eccentric and comedy hoofing, with Roy taking dives into the ork pit and being mauled all over the place. All this is interspersed with comedy patter and some straight acrobatics by Roy and hoofing by the boys as a team. A third youth assists in bits.

The boys show a decided flair for comedy and should be able to work their way up as eccentric comedians. Had little trouble holding their audience here. P. D.

Loew's State, New York

(Reviewed Friday Evening, May 29)

This week, more so than any other week, the State proves itself to be the rightful holder of its self-endowed billing of playing "the nation's finest vaudeville." A show of shows, headlined by Broadway's crooner of the hour, Benny Fields, with each and every one of the five acts contributing splendidly towards making this an outstanding show. Fields, in on a two-week booking, received one of the greatest receptions ever to grace the confines of this house, and there have been receptions here. House started off on a five-show plan for today, but went back to four, business not warranting the extra show. Fields will make the business build, tho. Picture is 13 Hours by Air.

Helen Reynolds and her seven roller-skating girls give the show a honey of a start. An act that's fast as any could be, that's packed with thrills, and provides a lot of flash. Audience recognized all these qualities and rewarded the octet suitably on the bowoff.

Nice, Florio and Lubow build up the pace, doing a knockabout act that's tops in its line. No letup from them either on speed, and it's remarkable how they can knock themselves out the way they do and still keep to a fast tempo. Slapstick that is really funny, and the audience got more than its share of guffaws. And the act got one of the swell hands of the bill.

Frank Gaby keeps up the going, even building on the laugh success of the preceding act, and that's something! He's on a bit long, tho, yet the closing minutes of the turn are its punches so that can be overlooked. Aided by Kay Stuart and Jerry Hausner, Gaby offers a cross-fire of gags (much of it old, unfortunately) and then into his corking ventriloquist work. That brings the act its huge success, with Gaby introducing the next act.

Benny Fields on to a nice entrance hand, turned on the beautiful mellow tones of his voice to capture the audience for exactly 26 minutes, an accomplishment rare in singing annals. The feeling in his voice, the richness of it, expert selection of tunes, and his charming delivery is definite enough proof of his success, belated as it might be. He's one singer who fits a mike. Had to oblige several times with encores before he could get away, and then it was difficult.

Jans and Lynton Revue, in a difficult spot following Fields' success, opens with a pleasing waltz routine, followed by a blond aero-tumbler dancer, an accordion solo by the pianist, doll contortion routine by the billed team, a novelty rope tap dance by a male, and a slow rumba by the team right before the bows. The blond dancer is outstanding, but does too long a number. Front of house billing given to Pete Marconi, Stella Walsh and Ozzie Swanstrom. Went over fair enough. SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, May 29)
(First Show)

Opening number was built around Mills and Cappy's giant typewriter dance and showed the Evans Girls making their entrances by punching a time clock. Seated before portable type-

writers, they pecked at the keys as Mills dictated in tap rhythm. Going to full stage, a mammoth typewriter was seen on a large desk with oversize telephone, calendar, etc. Mills and Cappy proved themselves dance fashionists in doing a neat tap number on the keys on the large typewriter, being joined at the finish by the Evans line. Good hand.

Roy Smeck, string virtuoso, followed with *Tiger Rag*, played on his banjo; *Moon Over Miami* and *Bugle Call Rag* on the electric Hawaiian guitar and a tap-dance imitation on the ukulele that was great. Good hand.

The Evans Girls did a modernistic routine preceding the appearance of Harry Losee, in bronze paint, who did an exotic dance to tom-tom rhythms.

The Non-Chalants, who had a long run at the Palmer House and have played about everything around here, had no trouble in keeping the customers entertained with their hand-balancing and acrobatics interspersed with comedy business and falls. Closed with an interesting three-high build and drew a nice hand at their exit.

The Evans Girls did a colorful Spanish dance before a castanet drop to the tune of *Estrelita* introductory to the appearance of Ramon Navarro, who received a gratifying reception and then sang a Brazilian song. He introduced his sister, Carmen, who did a neat castanet dance, and then returned for another song by himself and one with his sister. Encored with *Pagan Love Song* before a tropical scene decorated with the Evans Girls. Navarro went over on his singing merits alone and took several bows. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, May 29)

The dignified Music Hall has been bitten by the swing music bug, fashioning its current stage show along those lines and executing it after a fashion of Gall-Curci doing *Minnie the Moocher*. The symphony ork tries hot licks, and it's brassy but not hot, while there's also a bit of truckin' on these boards where many ballet feet have tread. It's a worth-while attempt, tho, a distinct contrast from the usual run of shows here and a good sidekick for the current operatic film, *The King Steps Out*, starring Grace Moore. Business good at this last show opening day, with standees lines on the lower floor.

Following Dick Leibert's work on the grand organ, the newsreel and an outstanding Disney cartoon, *Three Little Wolves*, the stage show gets under way. Its title is *Swing Is King*, the entire musical score being credited to George Gershwin.

Opener is *Manhattan Nocturne*, replete in modernistics and performed by the ballet corps. This follows *Of These I Sing* music by the symphony crew, and Manhattan is exemplified in all its modernistic glory. Florence Rogge put on a grand routine for the ballet, the execution being outstanding. Set is a work of art, lighted as beautifully as ever.

Next inning is given over to the symphony orchestra, on stage in the blue mood and running thru *Rhapsody in Blue*. Or should it be said that they walked thru the number? Entirely too long a session, the *I've Got Rhythm*

starter a poor one. Number is presented effectively tho, with Henrietta Schumann and her painistics getting special spotting.

King of Swing follows, featuring Buck and Bubbles, who land solidly, doing their familiar vaude turn and getting it over even in so big a house. They're clever performers and made all of their efforts count for plenty with this so-called higher type of audience. Two sets on the traveler are novel, one being a couple at a table and the other being a swing trio comprising Delloyd McKaye, Reuben Reeves and William White. This session is the highlight of the show, leading into the finale.

The Hall of Swing is the closer, the ork still on stage, a stairs set resembling a keyboard and the Rockettes supplying the punch. In a typical Gene Snyder number the Rockettes, a huge white spot focused on them, carry on with their usual precision expertise to top the show off with a tremendous hand. SIDNEY HARRIS.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, May 29)

"PARIS ON PARADE"

Paris on Parade is a new label for the George Choo unit which underwent some trimmings and cast changes and emerges as a beautiful and talented show. The Choo touches are here in the costumes, scenery and dance routines, all of which make for swell entertainment.

Rachel Carlay, a fascinating French songstress, gets star billing, altho honors are equally shared by a couple of other excellent acts. Rachel opens with a fair-French ditty, improves with *All My Life*, and scores with her Chevalier delivery of *Goody, Goody*. Good hand.

Show-stopping honors go a frozen-faced comedian and baritone who calls himself Jack Lyons. A stranger in these parts, but he had no trouble getting down the house with his corpse-like actions and swell voice. Bert Walton, the emcee, makes a splendid straight for him. Jack is the male Maxine Stone, only better. He sings *Alone* and exits with a chorus of *Starlight*, with Walton "working" Jack's hands. Should have made an encore judging by the applause.

Another great turn is Art Frank with his still-funny old-time act and rubber-legged dancing. He is capably assisted by Vivien Peterson, who is not only a good talker but a talented tapper as well.

Other impressive offerings include Mme. Nirska, who scored with her well-routined butterfly dance, and Nellie Arnaut and her brothers, who do their well-known fiddling and bird-imitation bits.

A real asset in the show are the Dare-Devils, six boys and six girls, who are seen in several great dance numbers. Particularly good is the Latin routine and the waltz number, which winds up with some clever adagio work.

Jack Walton makes a pleasing emcee, while Martha Boyer helps out with a song from the ork pit. Betty Fope and Betty Falconer are two shapely models who are among the decorative features. The musical score is well handled by the house ork, conducted by Sam Hagen.

The screen has *The Princess Comes Across* (Paramount) and a couple of shorts. With *Paris on Parade* running 67 minutes, show is a little longer than usual. House was fair at second show opening day. SAM RONIGBERG.

Fox, Philadelphia

(Reviewed Friday Afternoon, May 29)
(First Show)

Fox stakes this week's chances on the *Private Number* pix, with Vincent Lopez's contingent coming in from the adjoining hinterland, breaking his barnstorming to fill the stage this week. No acts added, even the pit overture is out, Lopez carrying the 40-minute gap between screenings. And doing a creditable job with his 12-piece combo, a male whistler and a femme warbler. Quarter-filled house at opening showed surprising enthusiasm.

Opened with air theme behind curtain, Lopez making the offstage announcement. Band, with Lopez wand waving in front, takes the stage in full playing You-eyes glued on the music stands. Brings on Fred Lowry to whistle two pops in one. Has nice stage presence and wows them when he employs a tremolo to his whistling, making it sound like double stops.

Johnny Morris, whose drumming is to Lopez what Mike Pingatore is to Paul

Whiteman, does yeoman service as the band's stunt man. Steps to the front for a vocal on *Goody, Goody*. Audience reaction is negative. But they warm up to him later as he goes thru the *Ise a Muggin'* rhythmaties. And Morris mops up with his *I'm the Drummer Man* specialty for the finale.

Maxine Tappen, the only touch of femininity on the bill, follows Morris with a trio of pops in one. Is a comely blonde, singing throaty contralto blue. Makes stunning stage appearance, leisurely delivery and an attractive manner. Carrying the entire female consignment, she could easily split her offerings for a second appearance.

Band follows with *Christopher Columbus* but not in clambake fashion. Strictly a swing number, band never gets in the groove on this one, none of the boys ride and it all means nothing from out in front. As exponents of swing, they fare much better with *Lopez Swing*, the maestro's own contrib to the cut.

Next Stanley Wood drops his saxophone for a chorus on *There's a Small Hotel*. Stands well poised before the mike and his melodious pipes are well suited to ballad style. Johnny Morris follows with the muggin' bit and Sammy Black, an old stand-by with Lopez units, brings his trombone down front for a sugary chorus of *Melancholy Baby*.

Lopez next takes to the piano stool and proves his right hand is ever as mighty as before with *Starways*, an original comp, for the masses and follows, with the hard-to-live-down Nola for those still in doubt.

Ambassador Trio, members of the band, step down to warble *Lights Out* and Fred Lowry comes on to whistle another chorus. Johnny Morris' specialty follows, and the air theme closes the curtain. ORO.

Palace, Chicago

(Reviewed Friday Afternoon, May 29)

Ed Sullivan and his *Dawn Patrol Revue* hold the boards this week, with Charles Collins, film-dom's latest dancing star, who is also appearing on the Palace screen in *Dancing Pirate*, as an added attraction for the first three days of this bill.

Show is conducted along stage-band lines, with the performers seated at small tables and the fine Italian hand of Danny Russo wielding the baton over the Palace orchestra in the background. Sullivan introduces each of the acts and keeps the bill moving in a workmanlike manner.

Grace and Ray McDonald, a couple of fast-stepping youngsters, opened the show with a tap routine and were followed by the Frazee Sisters with two songs. Their tricky rhythms on *Christopher Columbus* threw the band off, but thru Danny Russo's musicianship they managed to finish together in tune. Good hand. Jerry Adler is following in his brother Larry's footsteps as a harmonist, but has to go a long way to be as good. Did *Let Yourself Go* and *St. Louis Blues* and drew two bows. Florence and Alvarez contributed a beautifully done waltz to *Mighty Lak a Rose* and closed with a fast bolero to a good hand.

Sullivan then did his familiar *Water Under the Bridge* series of clips from old movies, keeping up a rapid delivery of comments sprinkled with bits of humor during its running.

Charles Collins was the hit of the afternoon in the next spot. Making his appearance in the same costume as he wore in the picture, he made a short talk in a most pleasing and unaffected manner and then did a nifty ballet tap with turns that brought down the house. A hit. Had to make a speech.

Josephine Huston, lovely songstress, did three vocals to the complete satisfaction of all and left a hit. Some cross-fire stuff between Sullivan, on the stage, and Artie Auerback, radio dialectician in a box, got plenty of laughs. Ben Yost's *Varsity Eight*, in Hussar uniforms, sang selections from *The New Moon* and *The Vagabond Song* in a robust manner and closed with a medley of college songs to a rousing hand. They were one of the biggest hits of the afternoon. As Sullivan waved the baton the entire company came on to the strains of *Christopher Columbus* for the finale. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Thursday Afternoon, May 28)

Another pleasing four-act layout this half, supporting the double feature, *Give Us This Night* and *Hellskip Morgan*. Jack Miller and Janette, boy and a

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blonde on roller skates, are a better-than-average skating novelty. Their work includes a lot of fancy spins and a black-out number in which their skates and hands are lighted up. Routine is varied and moves along nicely.

Syd Lewis and Company got quite a lot of laughs. Lewis is a skillful comedian, knowing how to sell gags via the dry voice, eyebrow-lifting style. He brings on a brunet named Dumb-Dota and then sings *The Old Homestead*. A bit too quiet an act for this house, but it managed to entertain.

Ken and Roy Paige, a couple of acrobatic comedians, offered a spotty act, ranging from dull moments to bits of really clever comedy. Roy does the comedy, taking plenty of falls and mauling from his brother. They do a bit of eccentric dancing, coupled with straight acrobatics and comedy bits, with another boy assisting. Not a first-rate act, yet it nevertheless is refreshingly different.

The Brooks and Miller Revue, five people, is a rather conventional flash. Opens with two boys and a girl doing trio ballroom that winds up with acrobatic movements. Then another girl offers swell contortion-acrobatics, the act finishing with trio and quartet adagio work which shows need of better training. Costuming is pleasing, although there is no attempt at production effort. The seven-piece pit band handled the accompaniment nicely. PAUL DENNIS.

Paramount, New York

(Reviewed Wednesday Afternoon, May 27) (First Show)

A 45-minute show, with plenty of Louis Armstrong's trumpet tooting, swing music and typical Harlem acts, should satisfy the jitterbugs that are running around picking up all the swing music they can find. At the first show there seemed to be a Louis Armstrong club or something, with the first few rows of the house jammed with 'em. They got up at the finale and zagzua'd in the aisle. Satchmouth delivers just what the customers expect and want and it's a pleasure, not only on his own work, but on the band, which is a good ensemble of the deep sending swing kind. Probably even the clientele will notice that, although they'll be primarily occupied hoping for some of Louis' blowing.

And how that man do blow! He was right in the groove on the first show. His work in *Ole Man Mose*, *St. Louis Blues*, *Tiger Rag* and *Ain't Misbehavin'* left the house limp and begging for more. *Tiger Rag*, his best tune, was done at the end, with a mistake made in following up with *Gabriel Likes My Music*, latter piece coming as an anticlimax. It and the business of presenting the other acts on the bill during its playing should be dropped. Armstrong hots that "C" during *Tiger* and that can't be topped. That applies in several ways. Leader is a good showman. He peddles his work well and gets laughs with some of his antics.

Lang Sisters, three Negro girls; Sonny Woods and Luis Russell, vocalist and pianist with the band; Bobby Caston and Bessie Dudley the other acts, with Russell not really on as an act, but for one or two spots during numbers. Woods high tenored two tunes and was well liked. Lango do some first rate hoofing and Miss Caston sings once. Miss Dudley's offering is strictly for the cooch lovers and she throws it around par excellence for them as likes it. Chuck and Chuckles clicked solidly with their hoofing and comedy. Boids are swell dancers. But still it's all Armstrong's show. Picture *Case Against Mrs. Ames*. It's strictly a tear-jerker and a strange mate to the stage show. JERRY FRANKEN.

Folly, Brooklyn

(Reviewed Friday Evening, May 29)

Current show at the Folly, which closes its vaude season this week, is flooded with talent, beautifully staged, and a treat to lovers of good stage entertainment. Bill, headed by Charleston and Milton Frome, opens with the aerial Smiths, a mixed team of gymnasts, who perform an assortment of stunts on a rigging, including iron-jaw turns, spins on a high bar, etc. Also contribute a bit of hand-to-hand balancing. Act is well produced and lighted and goes off to a fair hand.

The Two Daveys, comprising one remarkable male juggler aided by a girl who handles the props, is far and away one of the top acts of its class. Davey works with plates, a cane, cigaret, heavy and light balls, and intersperses his turns with glib chatter, very informal and sure-fire comedy. Bettering each

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previous stunt with a skill seemingly uncanny, Davey, of course, clicked tremendously here and is a cinch to do so anywhere else. Reviewing him is superfluous.

Fred Skinner in the mid-spot, a colored vocalist, who doubles at the piano, displays one of the whitest smiles you ever saw, and socks both instrumentally and vocally with swing renditions of *Nobody's Sweetheart Now*, *Sweet Sue* and *All Alone*. Skinner's voice is of such power that he could easily do without the mike, but even so he had to beg off. Personable, itching with rhythm, and a very showy performer, Skinner looks a comer.

Milton Charleston and Milton Frome, aided by a cute blonde named Joan Lee, present a knockout next-to-closing act chock-full of laughs, music, gags and hoke. Charleston, former Ken Murray apprentice, convulses the audience with a turn that lacks nothing. Frome straights and scores heavily with *Love Is Everywhere*, delivered with one of the smoothest voices heard in a long while. Handsome and talented, Frome appears a likely candidate for musical comedy. Joan Lee, a blonde with a swell shape, rounds out the act with a bit of fun and offers a pleasing version of *Is It True What They Say About Dixie?* All in all, a sure-fire next-to-closer destined for the better spots.

The Crystal Revue, five-people flash, winds up. A trio of two men and a girl appear three times for fast tapping, showing up best in their last bit with solo samples of lightning dexterity. Sandwiched between their routines are a mixed ballroom team who contribute a fair tango and an adagio which fades into a striking acro number for the girl. Plenty of good stuff here and all five received a big ovation.

Pix were *Petticoat Fever* and *The Previous Murder Mystery*. Biz more than averagely good at the supper show, with the patrons getting more for their money than they realized. PAUL ACKERMAN.

Paris Bills

(Week of May 18)

Paris vaude due to fold for the summer first week in June. The Alhambra has already switched to pictures, the ABC switches to revue at the end of next week and the Empire closes for the summer June 4. All three of these houses will probably be back in the big-time vaude ranks early in September. The Mogador, former musical comedy spot, opened last week as a vaude-flicker house with a feature film and five modest acts—the Seven Queens of Hearts, Bradley, Ruth Svenska, the Theols and Joan and Steve.

The Bobino has an excellent and varied program with the ork, Ray Ventura and his Collegians; Fredericks and Thomas, hoofers; Two Brockways, cyclists, and several warblers. Jean Lumiere, pop singer; Zoiga and Rachel, acro dancers, and host of warblers at the European. Petit-Casino also heavy on the crooning.

Gil Lamb and Ethel Allis, American nut comics, headlining at the Lido. The Gautiers, comedy acrobats, are at the Olympia. King Kong Perdue Trio, American nut acrobats, in their third week at the Paramount. Lucienne Bover crooning at the Saint Marcel-Pathe. Rex has the ballet of Lily von Wieden. Jo/Bouillon's Band is on the stage at the Gaumont Palace. Pills and Tabet, piano and songs, are at the Pathe-Orleans. Frehel, sob singer, and the Oldrays, aerial, are at the Cigale.

Vaude going strong in Brussels. New bill at the Palais d'Ete has Noni and his clown gang; Howard Nichols, American ace hoop juggler; the Samuels Brothers, American hoofers; Raquel Meller, singer;

Drean, comedian; Five Bradfords, acrobats; Grecia and Mario, dance duo, and the Darmor's Ballet.

London Bills

(Week of May 25)

Most important vaude newcomer of the year is Jimmy (Schnozzle) Durante, who makes his debut at the Theater Royal, Dublin, where Harry and George Foster seemingly try out new American acts prior to the local Palladium and other appearances. Durante is billed like a circus. Audience was a bit slow in getting his inanities at the opening session, but they soon thawed and he went over to terrific applause followed by a neat "thank you" speech. On this showing it looks like "Schnozzle" will be a panic at the Palladium, where he opens June 1. Also new to Dublin are the Harris Twins and Loretta Allen, who have figured out for themselves a new line of acrobatics, posing and dancing that leaves the orthodox type of adagio dancing far behind. Act scores sensationally on talent, class and routineing.

Palladium show, *All Afloat at Oxford Circus*, is in its last week. Rex Weber returns after a week's absence and clicks with his peach of a novel act. Carolyn Marsh rates as about the best American "torch" singer to be heard here in years and she ties every show into knots and has to concede to request numbers at each performance. The comedy and wire novelty of the Four Ortons is one of the biggest hits in the show despite a very early spot. Al Trahan and Yukona Cameron are plenty popular. And Jack Starr is a solid success for his cigaret dance. Weakest item is the headline name, Harry Roy and his Band. Roy shouldn't attempt comedy as he fails badly.

Gracie Fields returns to Holborn Empire after a nine-month absence and does a 40-minute song session that has the crowd cheering wildly. Fine support comes from Felovis, who looks like the legitimate successor to the niche formerly occupied by Cinquevall and Rastelli; the Hollywood Four, American club juggling comedians, and Hal Menken, American trick dancer.

Billy Costello, "Popeye, the Sailor," shapes up well on his debut at Birmingham Hippodrome. He proves versatile and has plenty to offer. Geraldine and Joe, smart young American entertainers, chalk up a legit show-stop on the same bill.

Molly Picon is a positive sensation at the Empire, Leeds; Barr and Estes completely steal the show at the Empire, Liverpool. De Wolfe, Metcalf and Ford, brilliant American comedy dancers, and the Four Franks, youthful stars of tunes and steps, are enormous hits at Newcastle Empire.

Wilson, Melson Join Kemp

LOS ANGELES, May 30.—Warren Wilson, former film director and more recently with the Jackie Coogan-Betty Grable unit, and Charles Melson, former vaudevillian, have joined the F. & M. Agency here. They are associated with Harold Kemp, who heads the office.

Butterfield's Radio Unit

DETROIT, May 30.—Tim Doolittle and his radio unit have been booked for an extended run over Butterfield Michigan Theaters time by the Michigan Vaudeville Association. The show includes Tim Doolittle and his Kentucky Mountaineers Orchestra, Thelma Bow, Bob Witte, Bradley and Arnfeld Trio, and Rufus and Mandy. Show opened last



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ADMINISTRATION SLATE WINS

Equity Stalwarts Take Election But Junior Amendment Loses Out

Administration's ticket of councilmen voted in by five to three—old junior ruling stands—meeting is quiet—financial report is questioned by Heller

NEW YORK, May 30.—Anticipations of a stormy session, based on marked undercurrents of discontent among the younger members of Equity, failed to materialize Monday when the association, at its annual meeting at the Hotel Astor, elected the regular administration ticket of 10 councilmen and four replacements and defeated the administration's proposed junior membership amendment providing for admittance on a senior basis only after 50 weeks of paid work in addition to two years of junior standing. Seven hundred and seventy-nine members attended, tho the additional vote by mail brought the balloting number up to 993, out of a possible total of 2,400 ballots. Emergency efforts to forestall disorderly conduct, such as had marked recent Equity gatherings, included the placing of an armed guard and two sergeants at arms on the premises.

Frank Gillmore, Equity president, expressed himself as being "very pleased with the vote," which, by a 5 to 3 margin, elected to the Equity council for five years Beverly Bayne, E. J. Bunkall, Robert I. Haines, Maïda Reade, J. Malcolm Dunn, Richard Sterling, Clyde Billmore, T. Reed Brown Jr., Robert Keith and Bretaigne Windust. Replacements are Katherine Warren, until 1938; Dudley Clements, until 1937; Richard Whorf, until 1937, and Lily Cahill, also until 1937. The defeated independent ticket was made up of Alexander Kirkland, Edward Everett Hale, John Lital, Mary Morris, John Brown, Ann Revere, Paul McGrath, Edith Van Cleve, Shepperd Strudwick, Richard Gordon, Eric Dressler, Edward McNamara, Allyn Joslyn and Burgess Meredith.

Despite the setback of the result of the council election, younger members pulled out of the fracas with a victory very much sought after, one which no longer casts any doubt on the possibility of their attaining manhood. The Peter Panners, who were afraid of growing old before their youth really began, were tentatively put on the spot by the last Equity council which sought, in view of the scarcity of work available to actors these days, to guard by means of the 50-week proposal against any future inclusion in the senior ranks of members who were not thoroughly familiar with problems affecting the legitimate theater. Opponents fought the measure not only on the basis of its retroactive feature, which they said was patently unfair in that juniors had joined Equity under no such 50-week clause, but also on the ground that the provision might be construed as a means whereby the administration could keep a definite check on the younger, and perhaps more recalcitrant, members. Monday's vote of 222 in favor and 192 against was 54 votes less than the required two-thirds majority.

Main business of the meeting closed with a disagreement over Executive Secretary Paul Dullzell's financial statement for the year between April 1, 1935, and March 31, 1936, giving figures of cash on hand, \$49,337; assets, \$439,060, and surplus, \$325,009, as compared with last year's report of \$329,925 surplus. A debt owed Equity by Chorus Equity was stricken from the books after standing since 1934.

George Heller, advocate of the Independents, clashed with Gillmore over the financial statement. In his capacity as one of a committee of five empowered to look thru the figures, he found fault with the bookkeeping, said that a good part of the assets were frozen and maintained that the money paid out in salaries exceeded that taken in by the association in dues. Gillmore countered with a declaration that Equity's condition was "splendid," backing his statement with another claiming the organization's bonds were currently valued at \$4,000 more than at the date bought in 1926, further adding that remaining members appointed to go over the financial report had found it satisfactory.

During the course of the conversation, Florence Reed brought out the fact that Gillmore, during the last five years, had refunded to the treasury approximately \$20,000. Gillmore then passed the bouquet over to Dullzell, saying the latter had refunded \$10,000.

Detroit "Drunkard" Clicks

DETROIT, May 30.—Eugene J. Sharkey's production of *The Drunkard*, which opened its third season at the Players' Theater last week, will probably run nearly all summer, advance bookings indicated this week. The cast includes a number of names from Los Angeles, New York and other *Drunkard* productions and has offered Detroit some novelties in the roles. The play is highly popular locally, with some half dozen productions running simultaneously around the territory a few months ago.

Cast includes Gwen Donaldson, Phyllis Cornell, Eugene J. Sharkey, Gilbert Shea, Juanita Beatty, Billie Molinari, Herbert B. Lehr, Marc Buchoz, Arthur Pearson, Charles McComish, Alfred Rigall, William J. Maloney and Henry Babcock. Alfred Rigall is director of the company.

Juniors' Pay May Be Upped

Equity to consider suggestion for one \$40 minimum instead of present 40-25

NEW YORK, May 30.—Equity's new council, at its regular meeting on Tuesday, will deliberate on the advisability of amending the present minimum salary standards of \$40 and \$25, respectively, for seniors and juniors, with a uniform salary ruling of \$40 applicable to both categories of Equity membership. Introduced at the annual Equity election Monday at the Hotel Astor, the proposal is seen by its adherents as an effective method to combat producers who use the current dual standard in a discriminatory way to the disadvantage of older actors who, by being authorized to command salaries in the higher bracket, have been hard pressed to obtain employment.

Aware of the managers' abuse of this measure before, the council about one year ago passed protective measures stipulating that managers could not pay \$25 salaries in the event that casts were made up of five people. In casts composed of five to nine, from 10 to 14 and from 15 to 19 only one, two and three junior wage checks could be disbursed, respectively.

The more active group among the younger members, who recently saw in this split salary situation one of the reasons for the organization of the recent Peter Pan Club, are of the opinion that the compromising attitude adopted by the administration's council is not vigorous enough to effectually quell rising discontent. Opposed to the extreme view that juniors should be raised to the wage level of the older actors, however, are the more conservative Equity elements.

Syracuse WPA Shakeup

SYRACUSE, May 30.—Shakeups continue to bubble merrily in the Syracuse WPA Theater Project. Latest one removes Publicity Director Earl Arnold from control of dramatic show publicity, leaving him in charge of vaudeville unit's ballyhoo.

Alma Montague, formerly of Pop Cameron's Casino here, and Carl Dingman, former advertising executive, have been placed in charge of dramatic company's publicity exclusively, removing them from regular publicity department.

Regional Director George M. Gatts is reported dissatisfied because company gets virtually no publicity and critics of three dailies either send pinch-hitters to review shows or do not cover at all. Other recent shakeups include resignation of Edward M. Lynch as play director and appointment of Addison Pitts in his stead.

"Paradise" in Detroit

DETROIT, May 30.—The New Theater Union's production of *Paradise Lost* at the Institute of Arts for three days, opening last Friday, drew the best houses for any presentation in the two seasons of the Union's history. Gordon Slade directed the production, which was probably the most ambitious the Union has put on. Principal roles were taken by Allan Naylor, Paula Weiman, Loula Martin, Bernard Gould, Reginald Allen, Roy Simms, Margo Frank, George Parker, Lizavetta Olan, Leo Mogill, Hal Phillips, Elmore Lee and Victor Finney.

The Union has taken over the Cinema Theater, which closed last week, for rehearsals and smaller productions and will have headquarters in this house for next year. *Bury the Dead* and *Stevedore* will be the first productions on next year's program, which will be considerably more ambitious than this season's accomplishments. A \$5,000 fund is being raised to support the opening of the new theater.

From Out Front

By EUGENE BURR

If the Broadway season now melting into the heat wave has been remarkable for any one thing—and it has been truly remarkable for several things—it is for the number of superlative performances which have been seen. No other season within the memory of this corner has been blessed with so many outstanding acting jobs. That is probably indicative of many things, but it is certainly indicative of an increased joy in theatergoing. Even certain bad plays have been comparatively easy to take because of the excellence with which they have been performed.

Faced with such a situation, your reporter is practically stymied in picking the 10 best performances of the year. There is, of course, no real reason why the 10 best performances should be picked—but it's an old *Billboard* custom, and anyhow a column is hard to fill on a hot spring day.

Walter Hampden's *Cyrano* is, of course, not to be considered. It is the creation not of this season but of a remembered season many years ago—and to this reporter it always has been and always will be a thing apart. It is one of the rare flakes of gold that sometimes float and settle somehow upon the tinsel of the stage. This reporter can only be grateful that he has been privileged to see it 22 times and sorry that he will be unable to see it again.

For the rest, the going is tough—except, of course, for first place, which is easy. However, after cogitation, mental wrestling and several broken pencil points a first 10 has been selected. The players therein are, in the following order:

1—Alla Nazimova in *Ghosts*; 2—Harry Irvine in *Murder in the Cathedral*; 3—Wendy Hiller in *Love on the Dole*; 4—Eduardo Ciannelli in *Saint Joan*; 5—Burgess Meredith in *Winterset*; 6—Ceclia Loftus in *Abide With Me*; 7—Harry Ellerbe in *Ghosts*; 8—Helen Hayes in *Victoria Regina*; 9—Rose McClendon in *Mulatto*; and 10—Arthur Byron in *Saint Joan*.

In some ways the list is orthodox enough; in others it most assuredly isn't. No one, probably, will dispute the pre-eminence of Mme. Nazimova's magnificent performance of Mrs. Alving, not even the clubwomen who recently voted a medal for the best performance to Helen Hayes. For, if the clubwomen think it over, even they will probably be able to see the glory, majesty and dignity, the great effect, the intelligence, dramatic power and splendid sense of theatrical craft that Mme. Nazimova brought to her characterization. It was one of the truly great things of the theater—not of this season alone but of all seasons.

Mr. Irvine's portrayal of the archbishop in the WPA's most famous production has been commented upon at length in this corner. It is sufficient to add that it would be the best performance of any season which did not also include Mme. Nazimova's Mrs. Alving. Miss Wendy Hiller, a young English importation, blew the glory of youth across her characterization in *Love on the Dole*, impressing upon all who saw her a glowing, fine personality and an acting ability uncanny in one so young. Mr. Ciannelli's portrait of the bishop in *Saint Joan* contained venom that spat and flared thru the dull reaches of the play—and in addition it was a sympathetic and intelligent interpretation. Mr. Meredith's picture of the flaming, hard-bitten Mio of *Winterset* has been so widely praised that it needs no further plaudits here. Miss Loftus offered a truly amazing portrayal in *Abide With Me*, so clearly, sympathetically and effectively did it catch the essence of an obscure and often badly written part. Mr. Ellerbe's Oswald in *Ghosts* was a fine and sincere interpretation of a role which in almost every other instance has ended in scenery chewing. Miss Hayes' Victoria, of course, needs no comment, tho this reviewer feels that her delicately etched and beautiful playing of the early scenes has been unfairly overshadowed by the tour de force of makeup at the end. Miss McClendon brought all her power, dignity and heart-breaking sincerity to the little-more-than-stock role of the mother in *Mulatto*. Arthur Byron's inquisitor in *Saint Joan* was topped only by Mr. Ciannelli's cleric.

Mr. Ciannelli, incidentally, contributed another first 10 characterization during the season, his gangster in *Winterset*, which he has been hired to transfer to the screen. It rates right behind his *Saint Joan* performance, so, if you want to take it that way, you can say that he occupies two places in the first 10.

With such a wealth of fine material from which to draw, a second 10 is inevitable. The difference between performances in the first 20 is so slight as to be practically invisible to the naked eye. The second 10, then:

1—Maria Ouspenskaya in *Abide With Me*; 2—Maurice Evans in *Saint Joan*; 3—Alfred Lunt in *Idiot's Delight*; 4—Josephine Hull in *Night in the House*; 5—Margaret Rawlings in *Parnell*; 6—Eleanor Lynn in *Come Angel Band*; 7—Mildred Natwick in *Night in the House*; 8—The late Leslie Adams in *A Room in Red and White*; 9—Effie Shannon in *Parnell*; and 10—Todd Duncan in *Porgy and Bess*.

There are, of course, others—performances that should most certainly be included in any lists of "firsts"—performances such as Jane Cowl's in *First Lady* or Margaret Douglass in *Russet Mantle* or Marie Brown's in *How Beautiful With Shoes*. This corner apologizes for omis-

sions, falling back upon the indubitable fact that you can't stretch 10 into two-score.

One performance definitely rates honorable mention, even tho it belongs to a season other than this. It is Eva Le Gallienne's *Camille*, revived this year, wherein Miss Le Gallienne makes Dumas' weepy heroine into a tragically and wistfully gallant figure, almost a female *Cyrano*. That transformation is an achievement.

And some mention should be made of the performances turned in by at least two players in musical comedy: the hilarious antics of Fannie Brice in the *Follies* and the astounding hoofing of Ray Bolger in *On Your Toes*.

Beverly Shores Players Reopening

CHICAGO, May 30.—While the East will have numerous barnyard theaters, the only semblance of a summer theater in this territory will be the reopening of the Beverly Shores Players at Beverly Shores, Ind.

This organization came into existence last summer when several graduates of the Goodman School of Drama here, headed by David Putnam Lewis, took possession of a former real estate office building and transformed it into a theater. Opening for two performances only each week, they became so popular that it became necessary to give performances nightly. Beverly Shores is a summer resort community adjacent to Michigan City, which also has a large summer population.

This year the young group will open June 12 with *The Enchanted April*. Performances will be given nightly except Mondays, with a new play every Tuesday. David Putnam Lewis will again direct, and the company will consist of Jean Hall, Cecile Bruyere, Fred Walthall, Fred Hagan, Mary Elizabeth Aurelius, Louise Brecher, Madeline Rylands and Ab J. Joseff, among others. Most of the players have appeared in Goodman Theater productions here.

Philly Little Theaters Form Organization

PHILADELPHIA, May 30.—The Little Theater Alliance, a recently organized association of 18 theaters in Philadelphia and vicinity, will attempt to revive interest in little theaters by means of organized publicity, an inter-theater ticket selling exchange, obtaining lower royalty quotations on plays and various other methods possible by virtue of its group organization. Thru an affiliation with the Society of American Playwrights, the Alliance has at its disposal many new plays which will be submitted to those units of the group which are best fitted for producing them. In addition, there will be a series of play awards, the first of which is the Barrett H. Clark prize for the best new play produced by any member of the Alliance.

President of the association is N. Richard Nusbaum, chairman of the drama department of Harcum Junior College in Bryn Mawr, and Warren Wright is secretary. A group of sponsors include Mrs. Upton Favorite, Dr. Charles Wharton Stork, Mr. Ray Joseph and Mr. George Leverton.

Kenyon Leaves Carnegie

PITTSBURGH, May 30.—Elmer Kenyon, head of the Carnegie Tech drama department here for the past five years, resigned from his post this week. Dr. Charles Watkins, assistant to the president of the school, gave "ill health" as the reason for Kenyon's action.

Last March a group of 60 drama students presented a petition to Watkins in which it was advised that Kenyon resign because of his "strictness" in the school. Kenyon was formerly advance man with the Theater Guild.

Jewish Theater for Coast?

LOS ANGELES, May 30.—Establishment of a permanent Jewish theater here is being planned by the recently organized Jewish Theater Collective. Ben-Zion Gordon, New York and Chicago Yiddish director, is in charge of the group.

BROADWAY RUNS

Performances to May 30, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	218
They're Dead (Viv)	Apr. 28	147
Call It a Day (Morosco)	Jan. 28	147
Children's Hour, The (Elliott)	Nov. 20	649
County Chairman, The (National)	May 25	8
Cyrano de Bergerac (New)	Apr. 27	40
Dead End (Belasco)	Oct. 28	250
Elizabeth Sleeps Out (Comedy)	Apr. 20	48
End of Summer (Globe)	Feb. 17	120
First Lady (Music Box)	Nov. 26	219
Ghosts (return eng.)	May 11	24
Idiot's Delight (Shubert)	Mar. 24	79
Love on the Dole (Longacre)	Feb. 24	112
Moon Over Mulberry Street (second engage.) (44th St.)	Jan. 13	190
Mulatto (Vanderbilt)	Oct. 24	258
One Good Year (Fulton)	Nov. 27	211
Parade (2d engage.) (48th St.)	May 4	32
Pre-Broomhood (Lyceum)	Apr. 30	36
Private Affair, A (Masque)	May 14	20
The Man on a Horse (Playhouse)	Jan. 30	569
Tobacco Road (Forrest)	Dec. 4	1074
Victoria Regina (Broadhurst)	Dec. 26	181
Musical Comedy		
May Wine (St. James)	Dec. 5	204
New Faces (Vanderbilt)	May 19	15
On Your Toes (Imperial)	Apr. 11	57

The New Plays on Broadway

NATIONAL

Beginning Monday Evening, May 25, 1936

THE COUNTY CHAIRMAN

(Revival—One Week)

A play by George Ade. Directed by Sam Forrest. Settings by W. Oden Waller. Presented by The Players' Club.

- The Honorable Jim Hackler.....Charles Coburn
- Tilford Wheeler.....Alexander Kirkland
- Elias Rigby.....Forrest Orr
- Riley Cleaver.....Lyster Chambers
- Wilson Prewitt.....George Christie
- Jupiter Pettaway.....Ben Clark
- Sassafras Livingstone.....James Kirkwood
- Joseph Whitaker.....Ben Smith
- Uncle Eck Milbury.....Parker Fennelly
- Jefferson Briscoe.....Jay Fassett
- Vance Jimmison.....Arthur Allen
- Cal Barcus.....Houston Richards
- "Chub" Tolliver.....Jackie Keik
- Henry Overton.....James La Curto
- Amos Whitney.....Philip F. Broughton
- Ed. Montgomery.....Harold McCee
- John C. King.....John C. King
- Lucy Rigby.....Rose Hobart
- Mrs. Elias Rigby.....Mary Ryan
- Mrs. Jefferson Briscoe.....Eda Heinemann
- Lorena Watkins.....Dorothy Stickney
- "Chick" Elzey.....Linda Watkins

THE ANTIUCH PEERLESS QUARTET—Carl Mathieu, Walter Scanlon, Paul Parks, Thomas Montgomery.

SOME CITIZENS OF ANTIUCH—Colonel Frederick S. Greene, Alfred Hebard, Edward D. Dunn, Garrison P. Sherwood, Henry Pierce, Edwin T. Emery, Raymond Thayer, Dr. Richard Hoffmann, Frank Day.

SOME LADIES OF ANTIUCH—Anette Borup, Essie Emery, Katherine Doyle, Ruth Cruette, Helen Murdoch, Peggy Paige, Elizabeth Dewing, Cecile Wulf, Frances Hebard, Gabrielle Morgan, Rosalie Reeves, Bedelia Falls, Barbara Bell, Lorraine Wing.

SOME CHILDREN OF ANTIUCH—Betty Jane Tyler, Donald Brown, Elvin Field, John Charles Roemele, Patty Brennan, Jean Harris, Al Pollock, Carol Freedman, Helene Marion Mackay, Patsy Roe, Raymond Perez, Royce Perez, Steve White, Donald Morrison, William Baer, Claribel Bressel.

THE ANTIUCH BRASS BAND. PLACE—Antiuch, county seat, anywhere in the Mississippi Valley.

ACT I—Main Street in Front of Jimmison's Store. August. ACT II—Court-house Grove. September. ACT III—Law Office of Hackler & Wheeler. October. ACT IV—Interior of Town Hall. Election Night.

With the great success of their revival of *Uncle Tom's Cabin* still fresh in mind, the members of the Players' Club have dipped once more into the quietly bubbling cauldron of Americana, and have fished out with a tasty tidbit. The club's annual revival (the 14th in the series) is this year devoted to George Ade's *The County Chairman*, which was a comedy-drama sensation of the years just after the century's turn.

Fashions have changed since *The County Chairman* first convulsed its eager audiences. Even in those days it was (so they say) considered rather quaint, since it went back to the American folk-scene of the 1880's for its material. It is much quaintier now, of course, because Mr. Ade, while viewing the American scene with much insight and gentle satire, insisted on adhering to the tried and true play-pattern of his

A Few Cowbarns Get Started, With Many Plans Announced

(Continued from page 4)

poverished dog-biscuit manufacturer with the aid of Ruth Nugent, Helen Carey, Mary Rogers, Don Dillaway, John Hammond Dalley and A. H. Van Buren. Another item associates M. Walter Burbank, another Yale Drama School prof, with the Green Mansions Summer Theater at Warrensburg, N. Y. The Group Theater's summer colony at Pine Brook Club, Nichols, Conn., began its season May 30, with Cheryl Crawford director, in three one-acts.

With Glenn Hunter in the leading role, Frederick W. Ayer's and Ranney Compton's Post Road Theater will present *The Petrified Forest* June 29. Further New England developments concern the Somerset Players, who will play three towns for 10 weeks, opening June 29 with *It's a Wise Child*; the Peterborough, N. H., Players, who are scheduled thus far to revive *Noah, One Sunday Afternoon* and *He Who Gets Slapped*; and the Barnstormers of Tamworth, N. H., who will open July 4 with Mordaunt Sharp's *The Crime at Blossoms* and follow up with *Juno and the Paycock*,

Squaring the Circle, *Blind Alley*, *Co-Respondent Unknown*, *Sweet Aloes* and *The Man in Possession*. The latter company will include Ruth Holden, Helen Ray, Muriel Williams, Sally Fitzpatrick and Lester Damon.

Edward Raquel, now in *Idiot's Delight* in New York, will produce six revivals and two new shows over an eight-week season at Mahopac, N. Y., starting July 11, which is one week after the date scheduled for the closing of *Delight*. The opening of the Theater of the Four Seasons at Roslyn, L. I., on May 1 presented Leo G. Carroll, Mary Morris, Mary Arbenz and Damian O'Flynn in *Sherwood's The Queen's Husband*. *Post Road* will follow on June 8. Charles Robinson's new play, *Eastward Ho*, will be produced by James Ullman and Richard Herndon at Greenwich, Conn. The Ridge-way Theater in White Plains will open with Barbara Brown and George Blackwood in *Personal Appearance* June 15, and a week later the same company will make a stand at the Westchester Playhouse in Mt. Kisco.

Jersey activities include an announcement of 10 revivals and a few new plays to be presented by Arnaud and Connors and the Fiske-Hammond Players at the Deal Conservatoire, beginning June 30; a dramatic festival for the Hilda Spong Players at Cape May on August 10 and 17, on which dates two shows per day will be played comprising *School for Scandal*, *The Life of Man*, *Much Ado About Nothing* and *Street Scene*; and the Atlantic Repertory Theater of Atlantic City, which opened May 29 with Charles Kenyon's *Kindling* as the beginning of a 14-week season.

Among the old plays from which this summer's productions will be selected at the Starlight Theater, near Pawling, N. Y., will be *Post Road*, *Squaring the Circle*, *Old Sweetheart*, *The Bat*, *Little Shot*, and *Ibsen's Wild Duck*. In the latter, Jeanne Dante will play Hedvig and Gertrude Hoffman will be guest-starred as Gina.

Rosemary Ames, 20th Century-Fox actress, will join Walter Hartwig's repertory company at Ogunquit, Me., to open the season June 29 in *Three Wise Fools*, following which she will appear in three other plays. Ruth Gordon on July 6 will also play with the company in *Saturday's Children*, and Thomas Ross is scheduled to appear in no less than five presentations. In Yonkers, *The Command To Love* will start the season of the Urban Playhouse on June 15, and in Westport *The Aunt of England* will be staged on July 20.

At Skowhegan, Me., the Lakewood Theater plans Owen Davis' *Ten Mile Shanty*, Louis Berg's *Twilight Comes Early*, Caesar Dunn's *Au Revoir*, Arthur Goodrich's *Half a Husband*, Willa Frederick's *Dice of the Moon* and Philo Higley's *Traveler's Trick*.

Plans are being made for inaugurating the third season of Roadside Theater, outside of Washington, on the Rockville, Md., pike on Monday, June 15, with Jules Verne's *Around the World in 80 Days*. Tryouts of talent, in advance of the opening, are being held by the management and plays will be cast from among former players and newer talent which may be developed. Each production offered will run two weeks and the season will run for 14 weeks. *The Henrietta* and *Trilby*, offered patrons in the past, will again be on the boards, and other plays will be announced from time to time.

Chorus Equity Notes

Four new members joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ. Members who expect to leave the theater (See CHORUS EQUITY on page 27)

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News of the Week

Mutual M. P. Distributors, Inc., a new organization which will distribute independent releases, has been formed by Harry Thomas. As plans now stand deals call for the distribution of 12 James A. FitzPatrick pictures and 14 by Maurice Conn. Other agreements not yet completed provide for distribution of 16 other films.

The Cal Bard and G. L. Hooper restraint of trade suit in Lincoln, Neb., against J. H. Cooper, Lincoln Theaters Corporation; Robert Livingston, manager of the Capitol, and 20th Century-Fox, MGM, RKO, Universal, United Artists, Vitagraph and Warners has finally been set for the Federal Court on June 15.

Leo Spitz, RKO president, on May 27 spiked the rumor that his company and Paramount might be merged. His comment was "absolutely silly." According to Spitz, RKO-Radio is set for 45 or 50 pictures the coming season, adding that expansion policies were being considered.

A bill in the House of Representatives at Baton Rouge, La., will if passed tax theater circuits at the rate of \$100 each for up to four houses, \$250 each between 4 and 20 houses and \$500 on circuits having more than 20. To be applicable home grounds of the corporations would have to be within the State limits. This would therefore immediately hit such circuits as United Houses, Saenger's 14 houses and those of Lazarus, Higgenbotham, Southern Amusements, Crim and Berenson. The battle protesting the bill will be headed by Saenger.

Eddie Cantor's protege, 8-year-old Bobby Breen, will be starred in three more RKO-Radio films. The deal has already been signed by Bob Lesser, and the title of the first is *Everybody's Boy*, by Phil Rapp.

John Ominsky, of the Pennsylvania House of Representatives, recently introduced a bill calling for a tax of one and one-half cents on every foot of film used in the State. This applies to selling, lending or exhibiting. On the basis of footage used in 1935, Ominsky estimated that a sum of \$3,450,000 could be produced yearly by this means. Consideration of the measure is in the hands of the Ways and Means Committee and is another attempt to eke out money for unemployment relief.

Murray Silverstone, foreign managing director of United Artists, recently stated that eight pictures produced by United's British tieup would be available for distribution in America the coming season. These will include six made by both Alexander Korda and Eric Pommer, another Fairbanks is currently doing for Criterion and finally one with Elisabeth Bergner.

Forty of Paramount's contemplated 65 features for the 1936-'37 season will be released during the first six months, according to plans which became current shortly after Nell P. Agnew, Paramount exec, made his trip west.

The sales convention of United Artists, to be attended by district and branch managers, is set for the Hotel Ambassador at Hollywood, beginning with June 23 and extending thru June 28.

According to George J. Schaefer, of United Artists, that company will top its production schedule of previous years with its next year's plans, which call for between 26 and 30 features. Samuel Goldwyn will do seven; Walter Wanger, six; Selznick International, five; Pickford-Lasky, five; Pioneer, four, and Alexander Korda either four or five.

Recent Honolulu items include an announcement of Rudolf Friml's touch— (See News of the Week in 4th col.)

"THE EX-MRS. BRADFORD"

(RADIO)

TIME—81 minutes.

RELEASE DATE—May 15.

PLOT—The ex-Mrs. Bradford, who was divorced because of her penchant for living in an atmosphere of mystery, comes back to her husband and immediately plunges him into another session of crime solving. This time it's a jockey who died just as his horse was about to cross the line a winner. Later the horse's trainer is killed and so is a guy who had been instrumental in betting large sums on the other horse. Many suspects, of course, spotted during breaks in the comedy dialog, with the culprit eventually caught with the aid of newsreel cameramen.

CAST—William Powell, Jean Arthur, James Gleason, Eric Blore, Robert Armstrong, Grant Mitchell, Erin O'Brien-Moore, Lila Lee, Ralph Morgan, Lucille Gleason, Frank M. Thomas, Frankie Darro, Charles Richman and others. Powell suave and pleasant. Arthur charming—cuter than ever. Rest okeh.

DIRECTOR—Stephen Roberts. Doesn't keep the mystery and melodrama sections at too high a pitch, but does well by the constant comedy.

AUTHORS—Screen play by Anthony Veiller from a story by James Edward Grant. An ingenious mystery smothered in comedy. The comedy stands up well, tho, and the dialog is excellent.

COMMENT—Highly amusing, thanks to the dialog, the director and the cast.

APPEAL—Upper brackets.

EXPLOITATION—The central situation.

"BULLETS OR BALLOTS"

(FIRST NATIONAL)

TIME—81 minutes.

RELEASE DATE—June 6.

PLOT—Johnny Blake, a hard-boiled Broadway cop, has been sent to the goats in the Bronx. When his old pal McLaren is made police commissioner by a clean-up grand jury Blake is ostensibly fired. That, however, is only so that the boss racketeers will give him a job, and he'll be in a position to clean up the mobs. He becomes right-hand man of the gang boss when he introduces the numbers racket, which had previously been worked in a small way by his own gal friend. When the leader is bumped off by a henchman who's suspicious of Johnny, Johnny is picked by the higher-ups to lead the gangs. He arranges a clean-up and is shot by the suspicious thug, but none the less manages to lead the cops to the higher-ups. Then he dies.

CAST—Edward G. Robinson, Barton MacLane, Humphrey Bogart, Joseph King, Henry O'Neill, Joan Blondell, Frank McHugh, Louis Beavers, George E. Stone and others. A roundup of the screen's strong, silent men, with only Joe Calleia missing. Robinson okeh, tho inclined to go a bit hammy in the final sequences. Blondell negligible in a negligible part. Bogart, King and several others excellent.

DIRECTOR—William Keighley. An ace melodrama job.

AUTHORS—Screen play by Seton I. Miller from a story by Miller and Martin Mooney. The old stuff, with only a thin basis of actual characters and events to give it added interest. Dialog, tho, is tops.

COMMENT—Another in the cops-and-robbers cycle but definitely superior because of the excellent direction, which keeps things at high tension thruout.

APPEAL—Upper brackets.

EXPLOITATION—Insist that it's different from and, better than the G-man pic.

Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
<i>It's Love Again</i> (Caumont-British)	12	1	5	"Knockout musical."—Film Curb. "This cannot fail."—Hollywood Reporter.
<i>The King Steps Out</i> (Columbia)	4	2	3	"Strong box-office value."—Film Daily. "Grace Moore's best!"—Film Curb.
<i>Dracula's Daughter</i> (Universal)	18	0	1	"Plenty of thrills."—Film Curb. "Excellent melodrama."—Film Daily.
<i>Three Wise Guys</i> (MGM)	8	4	7	"Good entertainment."—Showmen's Trade Review. "Program."—N. Y. Exhibitor.
<i>The First Baby</i> (20th-Fox)	5	3	6	"Would have made a good two-reeler."—Film Curb. "Minor entrant."—N. Y. Exhibitor.
<i>Superspeed</i> (Columbia)	1	2	3	"Entertaining."—Variety. "Trite affair."—American.
<i>The Little Red Schoolhouse</i> (Chest.)	3	2	7	"Moderately entertaining."—Harrison's Reports. "Fairly satisfactory."—Film Daily.
<i>Frankie and Johnnie</i> (Rep.)	0	6	1	"Fairly entertaining."—Film Curb. "Tedious."—The Billboard.
<i>Desert Gold</i> (Rep.)	8	1	2	"Ace Western."—N. Y. Exhibitor. "Just another Western."—Variety.
<i>Lawless Range</i> (Paramount)	3	0	3	"Satisfactory."—Film Curb. "Okeh."—The Billboard.

Exhibitors' Organizations

Russell Hardy, special assistant to the U. S. attorney-general and recently very much in the limelight of the motion picture industry thru his prosecution of the St. Louis conspiracy trial involving major companies, will speak at the Allied convention to be held June 3-5 at the Hollenden Hotel, Cleveland, according to the chairman of the committee, H. M. Richey. Other speakers on the list include Edgar Hoover, chief of the United States Secret Service; D. L. Howe, of the Federal Housing Administration, and Daniel Bertrand, author of a report on films for the NRA, in which he advised government control over the film industry.

Robert Choate, managing editor of *The Boston Herald*, has acceded to a protest against Sidney Skolsky's movie column entered by Joseph H. Brennan, business manager of the MPTOA. Choate assured Brennan that writings likely to harm exhibitors will be deleted. The same paper years ago discontinued the column for a few days on account of similar protests by exhibitors.

London exhibitors, answering a list of questions furnished by Cinematograph Exhibitors' Association for purposes of a survey, went on the record as being in favor of the current films act law, which places restriction of block and blind booking.

In New York May 27 a group of members of the board of directors of ITOA had a powwow relative to the contemplated Washington protest of trade practices of distributors. Nothing definite decided, but further consideration of the matter will probably take place June 3, when a meeting at the Astor is scheduled. Among those in the confab were Harry Brandt, Jack Hattem, John Benas and Maurice Fleischman, all of whom constitute the committee previously appointed to contact Washington.

A successor to Jack Miller, who on July 1 will resign as head of the Chicago Exhibitors' Association, has not been named as yet. Miller has held the position for 12 years.

June 11 is the date set for the meeting of ITOA of Philadelphia, at which confab something will be done about protesting Paramount's recently announced poster rental plan. Matters of clearance and Allied's convention in Cleveland will also be taken up.

The Motion Picture Theater Owners of Virginia, Inc., will hold its mid-year meeting June 1 at Virginia Beach. They will discuss the relations of the theater to the community, publicity methods and personnel training. Speakers will be Ed Kuykendall, president of MPTOA; Charles C. Pettijohn and Winder R. Harris, managing editor of *The Norfolk Virginian-Pilot*.

NEWS OF THE WEEK

(Continued from 1st col.)

ing at this port en route from China. He is somewhat peeved because Hollywood cold-shouldered his Chinese operetta *Sing Song Girl*. "Hollywood isn't interested in art," he snapped, further adding that "it's just business with them." Meanwhile the composer is still looking for a Chinese girl to play the lead in his production when and if it gets produced. The Consolidated Amusement Company, dominant movie house chain in the Hawaiian Islands, plans a new neighborhood playhouse in the Kakaako district to cost about \$50,000. Charlie Farrall and the missus (Virginia Valli), Polly Moran and Rochelle Hudson make up Honolulu's current movie colony. Patsy Honda, Japanese tap dancer, is back home in Honolulu after a year in Tokyo. Rose and June Wyse are going to the Coast after four months in Australia with Polly Moran. Roy Rogers and Company will also return to Honolulu from Australia soon. Max Malini, the magician, has recently arrived.

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"THE CASE AGAINST MRS. AMES"

TIME—87 minutes. (PARAMOUNT) RELEASE DATE not given.
PRODUCER—Walter Wanger.

PLOT—Tearjerker, in plot along the old lines, but aptly produced to take away that stigma. Hope Ames is acquitted of murdering her husband. Her mother-in-law, always opposed to her, poisons the mind of her 6-year-old son so that she may take him away from the mother. Hope gets Matt Logan, young prosecuting attorney, to track down the actual murderer, altho he is still convinced she is guilty. Later he changes his mind and finds the real murderer just in time to prevent a court decision awarding the kid to the grandmother. Other plot angles are developed for the heart tugs and comedy.

CAST—Madeleine Carroll, George Brent, Arthur Treacher, Alan Baxter, Beulah Bondi, Alan Mowbray, Brenda Fowler, Esther Dale, Edward Brophy, Richard Carle, Scotty Beckett, Mayo Methot, Guy Bates Post, June Brewster, Elvira Curci, Jonathan Hale, Margaret Bloodgood. Carroll good as the defendant, keeping the part from getting soggy maudlin. Brent steals the picture and does some excellent comedy work. Treacher, Bondi, Brophy, Baxter and Mowbray good in their parts. Young Beckett is swell as the kid and plays like a kid—not a precocious brat taking direction.

DIRECTOR—William Seiter. He and Wanger have done well except in putting in too many unbelievable courtroom scenes.

AUTHORS—Original by Arthur Somers Roche. Screen play by Gene Towne and Graham Baker.

COMMENT—Should be surefire as a satisfactory, or slightly better, grosser. APPEAL—Women, primarily.

EXPLOITATION—Brent. Mother vs. mother-in-law. Also can tie up with current newspaper stories.

"TROUBLE FOR TWO"

TIME—75 minutes. (MGM) RELEASE DATE—May 29.
PRODUCER—Louis D. Leighton.

PLOT—Prince F. Lorizel, being forced to marry a princess he's never seen, goes to London with his guardian and runs into a strange and mysterious lady. Just for the fun of it he joins a suicide club, which decides each night with cards which member is going to bump off which other member. The gal is supposed to rub him out but doesn't, revealing that she's the princess in question only trying to test him. But anarchists do try to rub him out. After various strange adventures with them they're rounded up. Royal marriage, to say nothing of a royal flush.

CAST—Robert Montgomery, Rosalind Russell, Frank Morgan, Reginald Owen, E. E. Clive, Louis Hayward, Walter Kingsford and others. Russell does well with very little chance and is rapidly developing into a top-ranker, far more able and versatile than most. Morgan amusing. Montgomery cuter than ever. Owen does good work. Hayward walks off with pix in a bit.

DIRECTOR—J. Walter Rubin. No real chance to judge his work, since the film has been ruthlessly slashed to bring down the running time.

AUTHORS—Screen play by Manuel Seff and Edward E. Paramore Jr., from the story by Robert Louis Stevenson. Entire flavor of the Stevenson original is lost, but that too may be the fault of the cutting.

COMMENT—Tho it's slashed beyond recognition, tho it's disintegrated and often silly, it's still fun. Longer running time would have been worth it in view of increased coherence. Prolog stuff, which should have been cut, tends to throw it into the mythical kingdom category.

APPEAL—Romance fans. EXPLOITATION—Stevenson.

"HALF ANGEL"

TIME—65 minutes. (20TH-FOX) RELEASE DATE—May 28.
PRODUCER—Darryl F. Zanuck.

PLOT—Gal is acquitted of murdering her father thru the efforts of a reporter who wants her life story and is shielded from the resultant publicity by a kind-hearted matron who fills her house with ex-jail birds, much to the displeasure of her husband and sister-in-law. The reporter doesn't get his story, tho he keeps trying. Later the gal's benefactress is murdered in the same way as her father, and she's naturally set to take the rap when the reporter clears it all up.

CAST—Brian Donlevy, Frances Dee, Charles Butterworth, Helen Westley, Henry Stephenson, Etienne Girardot, Sara Haden, Paul Stanton, Gavin Muir, Julius Tannen and others. Donlevy, with his fine work, almost makes it seem interesting at times, aided by Butterworth's ace comedy. Dee appealing but wasted on cardboard role. Support excellent.

DIRECTOR—Sidney Lanfield. He was snowed under by the dialog.

AUTHORS—Screen play by Bess Meredyth, Gene Fowler and Allen Rivkin. A yarn filled with stale and silly hokey and with dialog so stilted and stylized that you can hear the three great writers patting themselves on the back for it all the way from Hollywood.

COMMENT—Not even the cast can make this one go.

APPEAL—Lower brackets, if any.

EXPLOITATION—Central situation.

"BURNING GOLD"

TIME—58 minutes. (WINCHESTER) RELEASE DATE not given.

PLOT—Jim Thurston, a digger of oil wells, loses his job thru the ill will of Brent Taylor, his rival in love. Nothing daunted, Caroline, the girl sought by both, marries Thurston, who soon after makes a fortune with a well of his own. Flooded with money, he resumes his old habits as a good-time Charlie, with the result that he soon finds himself minus a wife and with more debts than he can comfortably pay. To top it off, his oil well burns, presumably thru the sabotage activities of Grant, and is practically ruined when dynamite is used to stop the blaze. Toppled from his high estate by these misfortunes, Thurston is joined by his wife again, and, together with his true friends, will begin all over.

CAST—William Boyd, Judith Allen, Lloyd Ingraham, Fern Emmett and Frank Mayo. Run of mill.

DIRECTOR—Sam Newfield. Run of mill.

AUTHORS—Screen play by Earl Snell from story by Stuart Anthony.

COMMENT—Very old theme built around oil industry.

APPEAL—Under spot on duals.

EXPLOITATION—Industrial shots.

"THE CATTLE THIEF"

TIME—57 minutes. (COLUMBIA) RELEASE DATE not given.

PLOT—Ken Martin, disguised as a naive itinerant peddler of general goods, is sent by the cattlemen's association to find out who is responsible for preventing the passage of cattle thru Bottleneck Pass. Inveigling himself into the good graces of the villains, Ken learns that Ransie Willard, in order to assume control of the pass, has hired a doctor to prevent the recovery of his invalided boss, and is stopping the passage of beef and ruining the ranchers in order to gain control of their lands. This problem is a cinch for Ken, who, with the aid of a mask, a fast horse locked up in his peddler's wagon and a lasso, quickly gets things under control. A nurse who takes care of the invalided owner of the disputed area supplies the love interest.

CAST—Ken Maynard, Geneva Mitchell, Ward Bond and Roger Williams. Maynard, given a chance to act by virtue of his double role, does not do badly.

DIRECTOR—Spencer Gordon Bennet. Okeh.

AUTHORS—Screen play by Nate Gatzert from story by J. A. Duffy.

COMMENT—Fast Western, with a somewhat better-than-average plot.

APPEAL—Will click with the alfalfa trade.

EXPLOITATION—Routine, and Ken doubling in character.

"FEUD OF THE WEST"

TIME—60 minutes. (DIVERSION) RELEASE DATE not given.

PLOT—Dry Grass, a cow-puncher town, is torn by a bloody feud between the Rock and U outfit and Hawk Decker's band of villains. Whitey, a stranger, proves his mettle at a rodeo and is asked by Walters, leader of the Rock and U, to help solve the murder of his son and nephew. Hiring out as one of Decker's gang, Whitey gets the goods on the latter and further finds that Hunter, Walters' foreman, is in cahoots with Decker and responsible for the murder of the son and nephew. A minor feud involves Walters and Wild Horse Henderson, who is a crackpot with a beautiful daughter. This plot within a plot is cleared up when the two men find they are related. Whitey, after dodging bullets, helping out a young kid who needed \$300 to square himself with his boss, and generally making himself useful, gets around to marrying the girl. You have heard this before.

CAST—Hoot Gibson, Joan Barclay, Buzz Barton, Reed Howes and others.

DIRECTOR—Harry Fraser. A dreadful tangle, but he keeps the horses galloping.

AUTHORS—Adapted by Walton Farrar and Roger Allman from story by Russell Eanson.

COMMENT—Like any other Western.

APPEAL—Alfalfa trade.

EXPLOITATION—Routine.

"SUNDOWN SAUNDERS"

TIME—60 minutes. (SUPREME) RELEASE DATE not given.

PLOT—A conventional sage and alfalfa thriller in which Bob tracks down the menace, a tough hombre guilty of at least one murder and accused of various other crimes. In the usual course of events Bob is falsely accused as a criminal, but manages to pull out of the mixup handily enough with everything under control, including Catherine Cotter, the love interest.

CAST—Bob Steele, Catherine Cotter, Ed Cassidy, Earl Dwire and Charles King. Acting is up to the Western standard, neither good nor excessively bad.

COMMENT—Director has emphasized action rather than plot or originality, and despite the moth-eaten yarn the film makes fair fodder for the trade.

APPEAL—Regular channels, including under spots on doubles.

EXPLOITATION—Routine publicity, with accent on the action shots, of which there are a few good ones.

"ROAMIN' WILD"

TIME—58 minutes. (SUPREME) RELEASE DATE not given.

PLOT—When Carol's father dies she takes over the operation of the stage-coach line. She is seriously hampered, however, by a gang of villains who also make things hot for a group of innocent prospectors. Tom Tyler leaps into the breach and makes short work of the gang, incurring, during the somewhat hackneyed proceedings, the love of Carol. All within one hour, and it's fairly good fun even tho the film is one of a thousand or so like it.

CAST—Tom Tyler, fair as the hero; Carol Wyndham supplies the sex appeal, and supporting cast includes Al Ferguson, George Cheseboro, Max Davidson, Bob Osborne, Wally Wales and Lafe McKee.

COMMENT—An oldie with a goodly share of action, some nice photography and a fair lot of thrills.

APPEAL—Mostly for the under spots on neighborhood houses, with a chance of family draw.

EXPLOITATION—No new angles to this one. Try some of the better action shots and photography.

Burly Outlook Next Season Bright With Circuit Plans

Hirst trying to expand to Midwest—Minskys rumored as interested in a circuit—Abe Minsky and Herk have ambitions—Wilner also—New York to see more houses

NEW YORK, June 1.—Altho the burlesque season at present has practically slowed up to a standstill, the usual situation as summer approaches, the outlook for the new season is generally felt to be a bright one. The operators for the most part, especially in this vicinity, considered this last season to have been a good one, and as a result are contemplating expansion activities. From the plans of operators in this territory it appears that the new season's playing time will show a healthy boost over the last season. However, before the new season can get under way in a healthy state and expect to make progress the difficulties between the Burlesque Artists' Association and most of the managers will have to be ironed out.

Issy Hirst, who heads the Independent Burlesk Circuit, shows signs of being the most active of the operators again next season. Whatever develops in the way of his expansion policies, his circuit will, in any event, start off next season again with its 10 weeks. The Republic here and Werba, Brooklyn, may continue to be a part of the Hirst Circuit, despite the Minsky-Weinstock rift, for Hirst has been huddling with J. W. Weinstock. In addition, there will be Philadelphia, Union City, Newark, Pittsburgh, Baltimore, Washington, Boston and the Pennsylvania one-nighters.

Also, Hirst is understood to have left Saturday for a short trip to the Midwest for the purpose of conferring with operators in Cleveland, Detroit and Chicago who have evinced interest in the circuit shows. However, the entrance of Midwestern theaters into the circuit hinges on the demands of the BAA. There is a likelihood, tho, that satisfactory arrangements will be made so that these theaters can join Hirst without any hardship to themselves.

The split of the Minskys and Weinstocks will also boost the burly time next season. Reports have been circulated that the Minskys will interest themselves next season in a circuit. Also, that they will have a theater here. The local scene also holds the possibilities of Harry Brock coming into town with a theater, altho there is much skepticism as to what theaters are available.

J. Abe Minsky and I. H. Herk, operating the Galey here, and Minsky also operating the Gotham uptown, have been talking circuit plans for next season also, and it is understood that they are scouting for some theaters in the East to enlarge their operating activities. Max Wilner also is another prospect for expansion, rumors having been spread that he has circuit designs.

Furthermore, the advantage of the reduced rates on railroad lines has made most operators circuit-minded, the high cost of railroading always having been a circuit bugaboo.

CHIQUE RIGONE had the thrill out front at the Eltinge, New York, of a French showman asking for the name of the costumer who made the gown she wore in her strip-tease number. Similar creations have been ordered for exportation to France.

10 SURE-FIRE PARODIES, \$1
Sensational! With sizzling surprise punch lines at the finish on "Goody Goody," "Eggs in One Basket," "Roney Meanie Mincey Mo" and other hits. Every one funny and strong enough to use for a closing.
Put a dollar bill in an envelope and get these encore producers NOW! Your money back without question if they are not the best you ever bought.
HARRY PYLE, 804 W. 180th St., N. Y. City.

Minsky's Insurance

NEW YORK, June 1.—Herbert K. Minsky, who recently split with Joseph W. Weinstock on their burlesque interests, is insured for \$85,000, the beneficiary being the Four Square Holding Corporation, the Weinstock outfit. Minsky claims that this is sufficient proof to show how much he was worth to the firm, despite Weinstock's remarks to the contrary.

Minsky-Weinstock Peace Possibilities Are Denied

NEW YORK, May 30.—Herbert K. and Morton Minsky emphatically denied reports circulated this week to the effect that they and Joseph W. Weinstock would make their peace. They went on the 'outs' last week, the Minskys leaving the Republic Theater here.

The Minskys report that they have several propositions and it is reported that one will find them interested in a small circuit. They also will have a local theater. A definite statement as to their plans is expected to be issued in about 10 days.

LOUISE PHELPS accorded a big reception backstage of Minsky's Gotham, New York, May 21 upon her return from Rabbi Rosel's home, where she became the wife of Irving Cotler (Israel Kottler), nonpro.

Hirst Goes to Midwest To Look Over Prospects

PHILADELPHIA, May 30.—Issy Hirst, head of the Independent Burlesk Circuit, is reported as leaving here today for a quick trip to the Midwest to look over the possibility of carrying his circuit into that territory. It is expected that he will be back by Tuesday.

Hirst will probably pay visits to Cleveland, Detroit and Chicago, as several operators in that territory have evinced an interest in playing his shows.

Burlesque Reviews

Avenue, Detroit

(Reviewed Saturday Evening, May 23)

Clamberg & Rothstein's Avenue Theater, which reopened a week ago, offered a well-received show to a good, lively Saturday midnight house that included some swanky parties, with nearly as many women as men in the audience. The show has plenty of zip in the material and moves at a fast tempo, but there was too much repetition, especially strip numbers, in filling out a two-hour stretch.

The cast has a couple of better-than-average tenors; Gene Darby, who also does the straight stuff, and Sid Gold, who doubles as stage manager. Either in duos or singles, they have a good presence, drawing a fine hand from the women with some sentimental numbers. *Chloe*, dramatically sung before the chorus in an Oriental number, was especially fine.

Some individualistic comics also. Billy (Boob) Reed, with his slack-pants style, got one of the biggest hands of the evening with his rhythmical xylophone made out of pans, coffee pots, spittoons, etc. Meggs Lexing, a short, loud-voiced comic new to these parts, did a

more than capable job in a series of bits with plenty of fire in his dramatics. Bobby Taylor heaped out on the bits.

Four well-assorted dancers provide the feminine allure. Kitty Ellis, a svelte and stately platinum blonde, has a prancing style on the runway all her own, contrasting with another platinum, Honeybee Keller, built on distinctly slimmer lines, who did a fine number. Charmaine, a pleasing brunet, made her hit with a fast action style of strip, while the red-haired Kay Lopez displayed a popular tease technique in strip numbers.

The chorus was well trained for this production, displaying unusual precision for burlesque, an effect marred by some poorly matched costuming. Settings were on a lavish scale and highly effective. Babe Moore, of the chorus, did some clever specialties. Show produced by Lillian Hunt. H. F. REVES.

Eltinge, New York

(Reviewed Monday Afternoon, May 25)

A rather entertaining show this week. What it lacks in originality it makes up for in good looks of the girls and (See Burlesque Review on opposite page)

Burly Briefs

Theatrical Concession Managers' Association items: Joe Gale returned to New York from the Grand, Canton, O. Leo Stern made a trip in from the Howard, Washington, D. C., for the group's last meeting, as did Eddie Halperin, of the Variety, Pittsburgh. Murray Cohen and Billy Edwards.

of the Apollo, New York, will work the Bear Mountain boats this summer. . . . Sol Magdoff, recently of Werba's, Brooklyn, is handling the Gotham, New York, concession. . . . Maxine Fields, who left the National Theater, Detroit, two weeks ago, has been given the job of producer at the Coconut Palms night club in Eastwood Park, East Detroit, replacing Scott Humbert. . .

"CHUCK" GREGORY replaced Ida Rose as dance producer at the Rialto, Chicago, June 1. He just closed his own unit, which has been playing night clubs in Ohio. . . . Ada Leonard opened at the Yacht Club, Chicago, May 27. She will continue for two more weeks at the Rialto. . . . Dolly Dawson and Mabel White opened at the National, Detroit, June 1. . . . DeVaux and Darling have dissolved partnership. Sally Darling is in California working in pictures and Gene DeVaux is visiting his folks at Cairo, Ill. . . . Russell Trent closed at the National, Detroit, May 24 and has returned to New York. Eleanor Cody closed at the National, Detroit, May 31. . . . Marjorie Lee is (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

LOUISE KELLAR opened at the Star, Brooklyn, May 22, making her first appearance in the East in six years, Many Western houses had her for lengthy stays.

SAMMY WESTON, comic, engaged as social director and show supervisor over the summer at the Hotel Commodore, Swan Lake, N. Y. Co-principals are Ruth Colburn, prim; Vic DeGra, emcee; Cynthia Michel, Harry Allen, Sally Osman, Muriel, Bower Sisters, Rube Wallman, Frank Starr and Lamino and Lanetta.

J. A. BROWN, president of the Theatrical Concession Managers' Association, and his brother, Rudy, in the Long Island College Hospital, Brooklyn, and Luntly Pavis, in the Holy Family Hospital, Brooklyn, under treatment for severe burns sustained May 21 when a coffee urn exploded while being tested aboard an excursion boat. Rudy's case the worst of the lot.

HOWARD EVANS, pro of revues for the Publix at the State, Minneapolis, flew to his home in Summit, N. J., to be present at the burial of his mother, Mrs. A. Baier, who died May 19 at the age of 74.

JEANNE WADE not under contract to any particular agent, having made a satisfactory settlement to obtain her release.

SIDNEY CORSOVER, lyric baritone, formerly in vaude and radio, trying out burlesque for the first time at Minsky's Gotham, New York.

JEAN REMINGTON, Eileen Hubert and Helen Frank comprised a new, nifty dance trio Beverly Carr introduced from out of the line at the Eltinge, New York, for a specialty turn last week.

SAMMY SPEARS, comic, booked for Loch Sheldrake Rest, N. Y., over the summer by Rob Faye thru Beckman & Pransky office. B. & P. also assembling five units for other country hotels in the Catskills, made up for the most of burlesquers. Herbie Barris goes with one of the five.

ANN VALENTINE completed 19 weeks of her 1935-'36 season at Minsky's Gotham, New York, May 21, when she (See U-NOTES on opposite page)

PROFESSIONAL CARDS

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

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

BOOTS BURNS
THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON
Strippling, Singing, Talking, on the
Indie Cirk.—Dir. PHIL ROSENBERG.

NEW—NEW—NEW
DYNA (MITE) DELL
The Hill-Billy Crooning Stripper.

NEW IN THE EAST.
TOMMY RAFT
EGGENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR
The Million-Dollar Personality Stripper.

PRETTY PATTIE LEE
BURLESK'S NEWEST TEASE SENSATION.

EVELINE DAILEY
Formerly of the Dalley Twins.
Five Feet of Dainty Aero Strip-Tease.

BOWER SISTERS
HARMONIZING STRIPTEES.
Week of May 11, CHIN LEE'S, New York City.

A REAL NEW BURLESK SENSATION

LOUISE KELLAR

FIRST TIME EAST IN SIX YEARS

AT THE STAR, BROOKLYN, INDEFINITELY

Tab Tattles

EVERETT and Pearl Lawson and Stella Mills, after a several months' layoff at their home in Knoxville, have joined the burly troupe at the Mutual, Indianapolis. Everett is doing straights and hoofing and the girls are kicking in the chorus. They expect to remain around the Hoosier capital all summer. . . . Al and Wanda Vale are now located in Anderson, Ind. . . . Had a surprise visit the other day from that grand little entertainer—Art Longbrake, well known to tabloiders as the former manager of the Band Box Theater, Springfield, O. Art was in Cincy with his partner (whose name has slipped us) to audition for one of the large radio works. . . . Gus Sun is currently on an extended fishing trip in Michigan. . . . George Ehringer and his *Stars Over Shanghai* are headed eastward after playing a string of Southern spots. In the unit are the Taketa Trio, Honey Payne, Hitt and Ramey, Dorothy Osmon, the Monette Sisters, Freddie Oakes, the Musical Mandarins and John Miller, stage manager.

CHES DAVIS' Chicago Follies, which has had a successful tour under the direction of Wilbur Cushman, closed in Mississippi June 1 for reorganization. Show is slated to reopen in two weeks for a swing around the Publix chain in the South. With it at the windup were Ches Davis, Frank (Peg) Jones, Bert Sothern, the Emile Leone Trio, Henri Neiser, Bobby Dyer, Bud Taylor, the Ellison Sisters, Evelyn Drexin, Hoskins L. (Dud) Deterly and the Kampus Club Orchestra. . . . Jack Price and Marge Willoughby, tab and burly team, are in their third month at the Indian Village, Grand Rapids, Mich., night spot. Jack is emcee and assistant manager at the club and Marge is doing song specialties. . . . Chuck Morrison and Diane King, also well known in tab and burlesque circles, are slated to open at the Indian Village in the near future. . . . George W. and Tillie Blackburn were visitors at the Grand Rapids club recently, en route to join the Rosalie Nash Players in Michigan. . . . Conditions in the tabloid field are far from hot-sooty, what with many of the smaller stocks doing four and five a day, seven days a week, with principals pulling a meager \$18, while the chorines kick for a mere 12 bucks. Still, it's an existence. . . . Many of the touring 18-people units are faring no better, what with the performers working for the mere privilege of signing for cakes and bunk each week.

PAUL RENO'S new show opened for the summer at French Wilgus' Wooden Shoe night club on Indian Lake, Russell's Point, O., May 29. . . . Dot Crawford shoots a postcard to correct herself on a statement made in last issue. Jack Merrill, Dot says, is featured comic, producer and stage manager at the Liberty Theater, Davenport, Ia., and not Jack Holloway, as she reported last week. The latter is in no way connected with the theater, she says. Betty Lou Mathis is featured stripper at the Liberty and also producer of the six-girl line. Oscar Raphael is still greeting the Liberty customers with his broad smile. Business is holding up well. Miss Crawford reports Sam Nevin, pianist, has closed at Cannon's Cincy beer emporium. He is seriously contemplating operating a string of automatic phonographs in the Cincinnati area—that is, as soon as his bonus check comes thru. . . . "Bumps" Dalton, comedian, formerly associated with Paul Reno for a long stretch and who spent the past winter on the road selling a service to auto owners, is back at his old stomping grounds on Indian Lake at Russell's Point, O. "Bumps" will again wear the badge of special deputy there this season.

Detroit Burly House Refused Injunction

- DETROIT, May 30.—In a hearing in Circuit Court Tuesday Judge Theodore J. Richter denied the attempt of Joseph Ehul, manager of the Empress Theater, burlesque house, to secure a permanent injunction against Mayor Frank Couzens and the police department. Ehul has had repeated trouble with Lieut. Lester Potter, police censor, culminating in the revocation of the theater's license by the mayor for alleged indecency in gags and for use of a nude woman. The house remained open temporarily,

pending disposition of the suit, but Tuesday's decision has apparently closed the last hope of keeping the house open.

BURLY BRIEFS

(Continued from opposite page)
closing at the Palace, Buffalo, June 3. . . . Dorothy Dee has been booked by Mit Schuster for her third return engagement at the Roxy, Cleveland, where she opened May 29.

BURLESQUERS by the auto loads started their mountain treks over Decoration Day week-end. . . . Just to entertain a couple, Al Pharr went up to Tamarack Lodge, Greenfield Park, N. Y., and Charlie McNally took a jaunt to the Flagler Hotel, Fallsburg, N. Y. . . . They'll play there the balance of the summer as well. . . . Helen Collins is the new office secretary at the BAA headquarters in New York. . . . She was recently with the RKO Circuit. . . . The BAA annual ball and entertainment June 14 at the Manhattan, New York, promises to be the best yet, Tom Phillips reporting heavy sales of journal ads and admission tickets. . . . And, incidentally, the benevolent fund, to be started by this function, will be boosted later on when the organization takes advantage of the Abe Minsky-I. H. Herk offer to give over their Galety, New York, to the cause for a midnight show.

BUBBLES YVONNE couldn't get to the Galety, New York, one day last week and Dolores Dawn was rushed into her spot. . . . Teddy Blair replaced Gordon Clark at the Galety Friday, and Sunny Slane went in that day also, with Peggy Hill going out. . . . Millie Convey gave in her notice at the Eltinge, New York, due to overwork, and Loga Mite Dell also exited. . . . Diana Logan and Dorothy Weeks went in as replacements. . . . Joan Mavis, of the Mavis Sisters, replaced Patti Lee at the People's, New York, last week. . . . Jeanne Wade and Lee Laurel replaced Rose La Rose and Dolores Leland at the Star, Brooklyn, Friday. . . . Changes at the Republic, New York, brought in Mike Sacks, Alice Kennedy, Margie and June White, Betty Rowland and Irving Selig, relieving Steve Mills, Louise Stewart, Margie Bartel and Raynor and Ericose. . . . Miss Rowland moved in from the Apollo, New York, where Helen Greene left at the same time for a vacation trip to her Boston home. . . . Marvin Lawlor and Joan Dare went into the Apollo last week.

LUCILLE BAXTER, recently on the Indie Circuit, went out to East Peoria, Ill., to vacation with her folks. . . . Sam Raynor, exiting with Murray Briscoe at the Republic, New York, Saturday, is again summering in Coney Island supervising his tavern, Reilly's by name, on the Boardwalk. . . . Johnny Cook, after closing in Boston, went on to his Massachusetts home until further notice. . . . He will probably do a double with Billy Foster, formerly of Foster and Kramer. . . . Annette writes of grand times she is having at her Miami Beach home participating in skating.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Fourteen and 2 on Ross-Dunlap Floor

CHESTER, Pa., May 30.—The Hal J. Ross-Ray C. Dunlap show that started here May 7 was down to 14 couples and two solos at 408 hours. Still going strong up to last Sunday were Johnny Crowder and Vina Walker, Pee Wee Collins and Pauline Boyd, Joe Rock and Alice Holmes, Jimmy Passo and Helen Tyne, Lloyd Hackler and Jane Sweeney, Hughie Hendrixson and Barbara Evans, Joe and Margie Van Raam, Danny Bramer and Millie Helms, Woodrow Webster and Thelma Fertig, Harry Hamby and Jean Moon, Ralph Ellis and Virginia Sweeney, Bill McDaniels and Opal Fertig, Johnnie Martin and Millie Sweet, Lummery Borsello and Ruth Snyder, with solos Mal Mason and Tommy Loring.

MARIE JACOBS, Youngstown, O., writes that it is very important that she hear from Blackie Latessa. She

swimming and diving contests. . . . She copped a five-buck prize the other day in a skating contest.

BURLESQUE REVIEW

(Continued from opposite page)
costuming. The comedy is not bad considering it consists mostly of revamped old bits.

Bert Carr, who has been here for weeks and weeks, is a thoroughly likable Jewish comic. He goes in for blue stuff, but he handles it in a way that it's not so offensive. Lew Denny is a good straight man, and Billy Foster is a capable comic, getting laughs with his Dutch style. And Charles Cane, straight and tenor, is always a good man to have around.

The production effort is okeh. Producer Beverly Carr makes the most of a large stair set and a few pieces of props, in addition to some flashy drapes. By rearranging these props and drops she achieves some nice effects. The neat costumes help a lot, too. The women principals sport a fine wardrobe, while the chorus girls are also given colorful and revealing outfits. A dozen girls are used and they are generally nice lookers. Three of them step out for a special dance number, making a nice impression. They are Jeanne Remington, Eileen Hubert and Helen Grant. The show certainly could have used more specialties.

Zonya Duval, exotic redhead, is the featured woman, coming on for a single strip number. She is a full-figured girl affecting a sensuous tease style. But it was Millie Convey, blond and peppy, who stole the show with her versatile work. She led a couple of dance numbers, did some swell acting in the comedy bits and contributed an eccentric strip. A fine all-round worker. Dyna Mite Dell, a young and slender girl, did a bit of singing and neat undressing, making a solid impression. Chique Rione, a slim blonde, did nicely with her tease specialty, while Crystal Ames, a pretty redhead, is easy to look at and handles herself nicely.

Business was okeh this afternoon, the 25 cents admission drawing them in. **PAUL DENIS.**

U-NOTES

(Continued from opposite page)
was showered with flowers and candy by customers' out front who knew of her leaving.

HOWARD KENT, recently closed with *Tapistry* in Gray, legit play, is out to try his straight-feeding talent somewhere in burlesque.

MURRAY LEWIS, comic, and Jack Ryan, tenor-straight, were teamed up for a hotel engagement in Ferndale, New York, over Decoration Day and will be for the rest of the summer in other mountain spots.

ESTELLE THOMAS, former burlesque principal, recently recovered from a flu attack, opens June 12 at the Atlantic City Casino for Princess Wanna.

ROSE LaROSE, who closed at the Star, Brooklyn, May 28 after a lengthy stay, to vacash four weeks at a lake near Detroit.

DAVE RUDNICK has opened a beauty shop on West 42d street, New York, opposite his brother Max's Eltinge burly house.

GEORGIA SOTHERN soon to graduate as an auto driver. Her license is on the way.

BOB ROGERS, straight-tenor, engaged over the summer with Lew Saxon at the Evans Hotel, Loch Sheldrake, N. Y.

PEGGY REYNOLDS recipient of a huge box of flowers over the footlights of Minsky's Gotham May 21 eve.

LOU COSTELLO, comic, and Buddy Abbott, straight, of the Republic, New York, stock, engaged for 11 weeks, starting June 27, for the Steel Pier, Atlantic City. A four-day prior booking will find them at the Hipp, Baltimore.

KENZA VINTON recuperating from an operation recently performed.

BENNIE MOORE, comic, who opens May 31 at Minsky's Gotham, New York, after he closes with an Indie show, was visited by Mr. and Mrs. Charles Baxter, his in-laws, all the way from Peoria, Ill.

LOU MONAGAN, chorine with the Marshall-Leonard Indie show, feted and congratulated during recent Washington (D. C.) week when she became Mrs. Eddie Hoffman, wife of a Washington business man.

Contestants Notice

You've Been Asking For a Real Show. Here It Is in the Midst of 1/2 Million People. A Virgin Spot. Wire Immediately.

BERNIE MARR

Hotel Chesterfield, New York City, Transportation to Teams I Know

Opening Monday, June 8

Contestants Knowing 'Syl Reilly' or 'Oscar Davis' Communicate At Once

DON'T MISS THIS ONE

A Great Spot—A Real Outfit Behind It.

OPENING ABOUT JUNE 15TH

A spot you will all want to make Write Now for Information

Entertaining teams, with wardrobe, who can stand prosperity and speed. M. O. 's, write—Also Old Crew—License Set—Prize Money Assured—No Wires or Collect Calls. Transportation will be refunded to all couples remaining at 1,000 hours. 175,000 population of location. Bernie Marr, Freddy Hall, Red Oleski and others write.

JACK STEINEL

523 Flynn Bldg., DES MOINES, IA.

BIGGEST SHOW OF YEAR

Opening June 18

C. M. HAYDEN

Agent, Park Inn Hotel, Mason City, Iowa.

Contestants, don't come. WRITE.

MARGARET GOUDY and Whitey Helm, out of walkathons for a while, are working in Indianapolis. Margaret would very much appreciate word from Moon (See *ENDURANCE SHOWS* on page 27).

Thru Sugar's Domino

THE man in the street to whom is ascribed (helpless soul that he is) a chronic myopia of the imagination wonders what has become of the vaudeville actors who used to entertain him in the days when every sizable town had its quota of vaudeville theaters. Our little man during his busy day might even gather wool over this question while watching the floor show at his favorite night spot. The answer, of course, appears in the cast of the floor show and, for the sake of making our comment all-inclusive, in the list of workers enrolled in the local Federal Theater Project.

Which is our devious way of commenting that the night club field carries the flaming torch that keeps performerdom vigorously alive. True, conditions in the night club field generally are considerably worse than they were in vaudeville's most depressing days. But the important consideration for the purpose of this thesis is that night spots are the means of keeping thousands of potentially successful actors within the profession; providing for them a living wage and affording an ideal opportunity for development and exhibition of talents before eager buyers of other and more lucrative fields.

While we still and perhaps to the end shall always hold to the belief that living entertainment cannot be wiped off the face of these United States, our faith in this basic principle would perhaps have been considerably shaken were it not for the revival of latent activity in night spots these past two seasons. So complete has been the invasion of night club business into the formerly somnolent ranks of popular theatricals that there isn't a performer today who has not been in contact with the night spot field in some way. Perhaps many of them have stormed vainly unreciprocative booking offices but at least every performer not barred by physical peculiarities of his work has become night spot conscious. In the business and one who has had his eye on Broadway agencies for a decade and then some observes that every agency in involved thru some angle in night club placements and floor-show producing. In short, what was once a strictly vaude field has become a blend of spasmodic, uncertain vaude and youthfully exuberant night spotting.

There is humor and pathos bizarrely blended in the picture of moronic agents who were born, raised and bankrupted in vaudeville trying to sell class talent to Grade A spots. The cunning creatures of an era that is fast fading away are adapting themselves admirably to the technic of a vastly different cycle and business. Show business, in its final analysis represents shrewd bargaining talent. The boys who were brought up in the split-week school are masters of the art of salesmanship as applied to personalities. We've seen in recent weeks striking examples of agents selling attractions whose work they understand less of than does a groundhog the engineering principles of digging tunnels. Yet they sell talent and they get fairly good prices, and they hold on to spots with greater tenacity than booking offices in the good old hit-and-run days when Markus, Fisher and the Dows were in today and out tomorrow.

* * *

Strictly from the angle of performing, the night club field has proved itself to be a shot in the arm to more fading luminaries than can be reeled off in a two-minute radio announcement. Aside from fading and faded wearers of grease paint the night club field has proved itself to be a vehicle of sensational power in respect to personalities temporarily passed over by radio and films. John Steel was on the way to oblivion professionally when a kindly fate threw him into Broadway's Paradise. Ed Lowry, than whom there are few more personable stage emcees, has found new hope thru phenomenal audience response in the once uncharted sea of white tablecloths and glassware. And Belle Baker, taking a prolonged vacation from awe-inspiring triumphs abroad, recently discovered new thrills of acclaim in her first night club engagement at the name-conscious Versailles cafe, to the leeward of Broadway.

Chorus girls who had no shows to go to after vaudeville's bankruptcy clamped down the lid on the flash act market have found in night clubs even steadier work, albeit less wholesome conditions. Emcees have been particularly favored by the talent-buying activity of clubs and comedians who can hobble around without the aid of the crutch in the form of a script have also found new meadows in which to gambol in the world of after-dark entertainment.

* * *

While the man in the street still wonders about the fate of the actor who used to clown about Paris garters, the chicken crossing the street and the paunchy legislators in Washington he reads his daily paper and finds more space devoted to night club advertising and news plugs as well as feature stories on night club luminaries than was devoted to vaudeville at any time since film exhibitors began cracking the whip over the heads of advertising managers. In New York—as good an example as any—night club press agents have insisted upon and are getting reviews of their new shows in the hardest to crack of the dailies. There used to be two amusement sections—legit and films. Today the proposition is a three-plee one, with night clubs getting a good share and exerting thru this means on a malleable public the consciousness of living entertainment as an important factor in the show business setup. Vaude spent plenty of shekels in the dailies when it was in its heyday, but it never received its just desserts in the form of news space. Vaude's press agents were handicapped; they were forced to split their allegiance between two gods—those who decreed that the film can be king and the dwindling minority that ascribed to vaude a good share of the theater's box-office strength. But the night club press agent cares not a hoot about anything else save his boss—the man who pays him the weekly check. And the boss knows that he can't boost his liquor save in advertising space; that he has only one item to sell in which the public can be interested and that commodity is his show of live, sparkling and melodious human beings.

* * *

As we have pointed out on several previous occasions, the night club field is substantial, basically sound and considerably more stable than any amusement branch in the setup of today. Films and radio depend for their place in the sun on the vagaries of scientific development. New devices and novelties on film and in the studios of broadcasting stations can (improbable tho it seems) change the picture in these fields in a day. But the night club field is faced only with its own opposition—the proposition of what one club can do to wean business from the other. The night club's appeal is basic. As long as humanity exists there will be the urge for convivial assembly; for food and drink in surroundings that bespeak luxury, color and life. A night club without a show is as inconceivable as a film without credits. Night clubs are here to stay as long as blue-ones are sat upon by humane, fearless and progressive legislators.

As long as night clubs remain the talent element will become more and more important. The evils that flourish in the field will have to be eliminated because the older and wiser night club showmen grow the closer will they come to the realization that good conditions mean better performers and better performers mean better shows. It is when those who run theaters arrive at the eventual conclusion that night clubs—popular-priced establishments giving patrons for the price of a show a potpourri of show, food, dancing and even drink—are hurting their business that they will look more kindly upon "flesh" and take steps to restore the popular stage to its deserved place in the amusement industry.

The Broadway Beat

By GEORGE SPELVIN

J. EDGAR HOOVER and another well-groomed member of the FBI were seen sauntering up Fifth avenue the other afternoon, admiring fancy shirts and ties in the windows near Radio City. . . . What's become of the old legend about the Secret Service guys getting canned if they had their pictures taken and became known? . . . Maybe there's no more secrecy and they want everyone to know—and beware. . . . Gil Lamb is back from Europe, on his way to St. Louis for summer musical stock. . . . Estelle Shea (MCA) has married Dixie Walker, outfielder for the Chicago White Sox. . . . Dick Stable, the band leader, is also a columnist on the side, writing for the music papers. . . . A committee of dancers has been formed to boycott the German Dance Festival this summer. . . .

A gang of CBS execs and conductors are getting heavy mail these days. Not fan mail, but clippings from the New York dailies of reviews of the Metrop spring season. One of the singers making a terrific success at the 40th street car barn (and all set for the regular season next winter) got canned from CBS a while back because of internal politics, the excuse being that he couldn't sing foreign language classics. The mail received by the CBS boys is his daily batch of critical raves.

There have been innumerable stories told of the lengths to which actors will go to get themselves jobs, but they're almost all topped by the true story (Mr. Spelvin can present affidavits) of a lass now trying to break into summer stock. The plan didn't work, but if it had—well, there's no telling. Anyhow, the lass, trying for a spot in a layoff drama-den, discovered that the producer was in the hospital for a few days, suffering from a minor complaint. Soooo, on pretense of being a friend who wanted to send him flowers, she phoned his office and found the hospital at which he was bedded. Having access to a chemical lab, she had a pal stretch a glass tube into the semblance of a thermometer—and, having a white uniform, she put it on, covered it with a coat, and went down to the hospital. The idea was to ask for the producer's room, drop the coat outside, walk in, pop the "thermometer" into his mouth and, before he knew what was what, deliver the sales talk for the job. She figured that, since he was sick, his resistance might be low. And it almost worked, too. The only trouble was that when she got to the hospital she found the producer had left just half an hour before.

At the swing concert recently at the Imperial it was a treat to watch the audience. Most of the house was in the trade or at least swing-wise. The customers hollered and called out plenty—and there were plenty of occasions. About 125 musicians took part in the show, with the scale at \$14 per man, with double for the leaders.

What former vaude headliner went around the booking offices recently with a rope in his hand, saying: "If you want to keep me from sulking, give me work"? . . . A new stage crew went into the WPA Biltmore Theater last week and, of course, pulled a couple of wrong curtains. . . . One showed a stagehand reading a tabloid on the judge's bench—while another revealed a boy and girl petting backstage. . . . Alan Corelli tells the one about the singing star who, along with her pianist, was asked to jump from New York to Palm Beach to play a benefit. . . . The sponsors arranged for round-trip fares, including a drawing room, and also for a week at the Palm Beach Hotel. . . . But on the night of the show the star could only take a thank-you bow. . . . She'd caught a cold on the train.

Chicago Chat

By NAT GREEN

TWO prominent Chicagoans are aboard the giant liner Queen Mary. . . . Julie Stein, head of Music Corporation of America, and Judith Waller, educational director of NBC, are getting a thrill out of the boat's maiden voyage. . . . Arthur Silber, Hollywood agent, in town looking over acts to take back to the Coast. . . . Edgar Bergen, who has been amusing the crowds at the Chez Paree, is Hollywood-bound, but expects to be back at the Chez next fall. . . . Testimony in that Carol Frink-Helen Hayes suit is being taken in New York. . . . Connie Webster, featured slap bass artist with the Embassy Four, went to high school with Ralph Bellamy, picture star, and Harlan Ware, author, both former Chicagoans. . . . Connie has ambitions to go on a cruise to the South Seas. . . . Terry Turner is in and out of town promoting that Warden Lawes show that is to be a feature at Dallas. . . . Hundreds of show people mourn the passing of Fred Clarke, of Riverside Printing Company. . . . Bohumir Kral, A. F. Thavut, P. A. Cavallo, Armind Hand, Max Bendix and Glenn Bahnum are among the band leaders who will appear in the series of free summer concerts in city parks.

Hank Linder, whose CBS job evaporated when the net's artists' bureau here folded, is temporarily handling radio bookings for the Secretary of War. . . . There was a lot of whoop-de-do last week when one of the Burlington's streamlined Zephyrs completed 1,000,000 miles of service. . . . Phil Levant has made good in a big way at the Bismarck and he's already signed to return next fall. . . . Phil and his boys will play the annual military ball at Culver Military Academy on June 9. . . . Clyde Beatty is having a lot of fun shooting pictures with his new movie camera. . . . Clyde plans to make a series of shorts of big-top scenes. . . . Looks as if the famous Ravinia Park will once more become the center of musical life here this summer. . . . A Ravinia festival association has been organized and will take advantage of the offer of Mrs. Louis Fekstein to donate the park this season and the association will sponsor a five-week season of concerts if the necessary \$25,000 guarantee can be raised. . . . Art Hopper, of the Al G. Barnes Circus, came to town, conferred with Joe Donahue, Ringling traffic manager, and beat it back west, where the show is going great guns.

Members of the Blackfriars, men's musical comedy organization of the University of Chicago, attended a performance of *Awake and Sing* the other night and demonstrated the benefits of a college education by pelting the players with oranges. . . . The offenders ducked before there were any casualties. . . . TMA staged a get-together entertainment at the other evening at Green Mill Gardens. . . . Carl Brisson, movie star, stopped over in Chi a few days ago with his French wife, en route to New York to be featured in a stage production. . . . Brisson visited Ramon and Renita, famous dancers, now appearing at the Stevens. . . . It was Brisson who signed Renita a couple of years ago for the featured dancing role in *All the King's Horses*. . . . Lots of circus rumormongers floating round—most of 'em wild. . . . One is that Tom Mix is going to play the Coliseum. . . . Another that Sears, Roebuck will sponsor a show. . . . Then there's the suit over alleged breach of contract with the Coliseum. . . . But with summer coming on apace it's doubtful if any indoor circus engagement here would draw more than a corporal's guard.

Van Arnam Show In Canvas Trek

New faces augment regular lineup—weather and biz okeh opening week

WAVERLY, N. Y., May 30.—John R. Van Arnam opened the 1936 canvas season with his Radio Barn Dance Frolics at Baldwinville, N. Y., this week, after a successful run of seven months in theaters that took the show from the New England States, thru Dixie, as far south as Miami and back. Two new trucks have been added, as well as all new canvas and a new office trailer that is a beauty.

Almost all of the old faces of the past season remain with the show. New members of the company include Rody and Jean Jordon, Nadine Campbell, Lee (La-Fong) Henderson and Billy Bryant.

Harry (It-Won't-Cost-a-Nickel) LaToy, self-styled "world's worst juggler," is back on the show after a season on the Cushman Circuit. Harry is recovering from an illness that had him in a hospital for many weeks. Rudy Hoff is the show's new mailman, having taken over the duties from Reno Barr.

The musicians and performers have organized their soft-ball teams and had their first clash at Cortland, N. Y., a few days ago. The musicians emerged victorious. The boys play a fast class of ball and after several more weeks of play will be ready to challenge any show teams in near-by territory.

The entire company regrets the sudden departure of Boss Canvasman Charles (Shag) Riley, who has been identified with the Van Arnam attractions for many years.

Quite a few circuses in this territory. The Van Arnam show was only two days behind Walter L. Main in Cortland, on the same lot. Business was exceptionally good at that spot. Owego, N. Y., gave Van Arnam capacity business, with the blues overflowing. Weather conditions have been, in the main, good and business okeh at each stand.

Hi-Brown Bobby Burns, minstrel comic, now general agent with Reo Bros.' Circus, was a visitor on the lot here Wednesday.

Complete roster of the Van Arnam show includes John R. Van Arnam, owner; Roy Roberts, manager; Rex Lee, in charge of advance and billing crew; Billy Hall, the Old Homestead Quartet, Charles (Dome) Williams, Earl Martin, Carl Babcock, Mack D. Ferguson, Driscoll and Bent, Lyle and Virginia, Rody and Jean Jordon, Nadine Campbell, Harry LaToy, Rudy Hoff and his orchestra, Reno Barr, Jim Miller, Nathan Babcock, Al Pinard, Lee Henderson; George Adams, chef; Tom Mahoney, assistant chef; Clarence Reed, Bill Stone, Douglas Trotter, Ralph Tooker, Obie Smith and Ike Lately.

Bowes' Amateurs For Menke Boat

PITTSBURGH, May 30.—Capt. W. J. Menke, owner of the Golden Rod Showboat, which is docked at the Duquesne Way wharf on the Allegheny River here, has signed a contract with Lou Goldberg, manager of the Major Bowes amateur units, arranging for an amateur group on the showboat this season.

The deal is for nine months, starting in a few weeks, with the showboat to make one-night stands in river towns. Should any week's gross fall below \$2,100, either party has the privilege of canceling the agreement.

Renovating work on the Golden Rod is now under way. The opening stand will probably be a town near Pittsburgh. Season will open on or about June 13, with Harry McWilliams, Goldberg's assistant, slated for the company manager's job.

Should the venture prove successful the outfit will wind up its season in New Orleans. This will be Menke's first attempt to cash in on a modern feature on his showboat.

MONTE STUCKEY is suffering from an infected foot and the Stuckey-Brock Show is carrying on in the Houston area with Monte out of the lineup.

Rep Ripples

"SEABEE" AND MARION HAYWORTH report that they are enjoying a pleasant season with J. C. Bisbee's Comedians, now on tour thru the show's established territory in Kentucky.

TOM (WILDCAT) AITON, well-known rep and carnival agent, breezed into Cincinnati early last week, after closing as general agent with Barfield's Cosmopolitan Shows. Tom will remain in Cincy until he lines up something for the balance of the season. He was a visitor at the rep desk the other day.

CRYSTAL MORSE has recovered from a recent illness and is back in the Monroe Hopkins cast in Houston.

HARRY DE LANE has left for his California home after a couple days' visit with J. Burt Burton and other members of the federal theater cast in Houston.

MADGE SIMMONS is back in the cast of *Pioneer Texas*, federal theater unit operating out of Houston.

FRANK D. CANNON, who is this season starting his eighth consecutive year at the head of his own show, Cannon's Comedians, was the subject of a two-column human-interest story by Fred High, lecturer and writer well known in the lyceum and chautauqua field, which appeared in last week's issue of *The Waynesburg* (Pa.) *Republican*.

ROY BUTLER postcards from Louisville, Ky., under date of May 27: "Caught Heffner-Vinson Show in Owingsville, Ky. Really a great show, with Dorothy Gwinn; the Four Noble Sisters, dancing marvels; Herman and Dolly Lewis, Danny Daniels, Calvin Gwinn, Jimmy Heffner and a swell ork. Bea Heffner produced and staged the show and it's better than ever."

GEORGE CORWIN, leading man, who had his own orchestra at a popular Omaha spot for 27 weeks the past season, now is in his fifth week with the Rosewall-Terhune Show in Missouri. He reports business okeh with the company.

SAM BRIGHT has joined the Neil Schaffner Players in Iowa.

PHILLIP CONNOR has joined the Monroe Hopkins cast in Houston. Mr. Connor has had wide experience on both the operatic and dramatic stages, according to the press agent for the tent show. He was for a time under the management of the late Flo Ziegfeld, with Grace Van Studerford in *The Red Feather* and also appeared with Otis Skinner and DeWolf Hopper, the p. a. reports.

Billroy Show Briefs

RALEIGH, N. C., May 30.—"SeaBee" Hayworth, that comical feller of High Point, N. C., may well be proud of his home town, for it lived up to its name and gave us business that reached the highest point ever recorded upon our books. And on Saturday night!

Following this—believe it or not—Greensboro, Burlington, Durham and this town gave us out-and-out turnaways. Final checkup is expected to show that all previous weekly records have fallen.

In High Point, William C. (Bill) Newby, former radio announcer of Augusta, Ga., dropped in for a visit with his many friends on the show. Bill is sojourning in the vicinity of Greensboro, N. C., at present and, having a son graduating from Senior High there, is some proud guy.

Raleigh is the headquarters of the Federal Theater Project's Southern touring unit No. 1 and quite a few of the company members of the current offering, *Post Road*, were sighted out front during our engagement here. Some of them dropped backstage for a few words of pleasantries and a look-see.

Stan Huff, Albert Durand, Charles Schoefeld, Betty Brown, Hal Brown, Alma Brock, Guy Standing Jr., Kay McKay and Julie Fasset were among those performers who caught our show here.

Gus Duffy, scenic supervisor, and J. B. Mickey, master carpenter, were also out. Project is under general supervision of Charles Schoefeld. JOHN D. FINCH.

Bad Weather Hurts Bishop Tent Show

DANVILLE, Pa., May 30.—Mr. Weather Man continues to be a bit unfair to Bishop's Motorized Tent Show, now touring this section. Heavy rains have greeted each opening so far and extremely cool nights continue to prevail.

Opening night of a three-day stand here last week brought out capacity business and the date panned out one of the best of the season so far. At Mechanicsburg recently a hard blow struck unexpectedly early in the evening and continued until after opening time. All hands were called to the ropes and no damage was done to the new top—thanks to the strategy of Stewart Douglas, boss canvasman.

Manager George Bishop has been kept busy at the last three stands, entertaining many friends of the outdoor show world. Among the recent visitors were Tex Wirth and wife; Edna Spanger; John Myers, advance agent of the Silver Bros.' Circus; Gordon Spangler and Mr. Faust, of the F. & M. Shows.

E. J. McKnight, part owner of the Bishop show, is still at his home in Gardner, Mass., recuperating from a recent operation. His young secretary, Lena Shobet, will soon bid farewell to things theatrical, as he enters Annapolis Naval Academy in June.

Jimmy Johnston, magician with the show who had an unpleasant experience with the Pennsylvania game authorities last season, complains that he hasn't seen a game warden since he obtained a fishing permit. Incidentally, he has seen very few fish, too.

Roadside Players Open Barn Season on June 15

WASHINGTON, May 30.—The Roadside Players will begin their summer activity in their barn theater, just over the line in Montgomery County, Maryland, June 15, with the dramatization of Jules Vern's *Around the World in 80 Days*. A 14 weeks' season is scheduled.

In all, six productions, each running for two weeks, have been planned. Continuing a policy inaugurated last summer, the Roadside Players will alternate revivals with melodramas. Included in the repertoire will be one new try-out production.

The second production, running June 29 to July 11, will be Augustin Daly's *Under the Gaslight*. Following that will be a revival of Augustus Thomas' old Western, Arizona, *Windmills in Manhattan*, a new comedy satire based on the advertising game, will be the fourth production. Another revival to be offered will be William Gillette's *Sherlock Holmes*. The sixth offering will be another melodrama, *Among the Moonshiners*.

The same management continues this season and includes Anton Hardt and Harold A. Weinberger, play directors; Edith I. Allen, designer-technician; Richard P. Creyke, business manager; Catherine Prichard, publicity director, and Edwin H. Etz and Ralph S. Fowler.

Princess Stock To Play Old Missouri Territory

KNOBNOSTER, Mo., May 30.—Princess Stock Company, management of Ed C. Ward, opened a week's engagement here Monday. Tent was filled nearly to capacity. Show has visited here every summer for many years. A new repertoire of plays, which feature Ward in the principal comedy parts, are being offered.

Company will play its regular territory in Missouri all summer and will head south in the fall to get its share of the cotton money.

Roster includes, besides Mr. and Mrs. Ed C. Ward, J. Richmond Roy, Ida Mae Roy, Ethan Allen, Nixon and Norris, Mr. and Mrs. Don Null, Larry Haggard, Gus Rieuter, Muriel Schoefeld and Red Mannasse. Show also carries a six-piece orchestra, an agent in advance and a crew of working men.

Stock Notes

HELEN WAYNE, member of the Pittsburgh Playhouse and the WCAE Players, that city, will spend the summer at the Keene (N. H.) Playhouse, which is being managed by Herbert V. Gellender.

HENRY F. BOETTCHER, drama director at Allegheny College, has been named head of the Carnegie Tech Players and the drama department of the Carnegie Institute of Technology, Pittsburgh, succeeding Elmer Kenyon, who resigned recently.

EVA TAYLOR, formerly of the Castle Square Stock Company, Boston, was in Toledo, O., recently to head an otherwise amateur cast in the premiere of *In the Shadow of the Pharaoh*, by Lawrence Grattan, under auspices of the Scott High School Parent-Teacher Association.

CARL DOZER and George Kittredge, of the Carnegie Tech Players, Pittsburgh, had bits in *Winterest*, which played the Nixon Theater, that city, last week.

MARGARET DOESCHER, John McQuade and John J. Dayis, Pittsburgh stock actors, are leaving for Keene, N. H., this month to spend the summer in a theater there.

THE PETERBOROUGH PLAYERS, Peterborough, N. H., of which Maria Cuspenskaya is supervisor, will include three revivals in their summer program: Andre Obey's *Noah*, which was done in New York two seasons ago with Pierre Presney; *One Sunday Afternoon*, and the Russian play, *He Who Gets Slapped*.

RED ROWLAND is organizing a company in Pittsburgh for the production of *Murder in the Old Red Barn*, to be presented in that city this summer in a specially constructed outdoor theater on the lawn of the Schenley Hotel.

Kansas City Jottings

KANSAS CITY, Mo., May 30.—Tip Tyler, who recently closed a season of circle stock in Western Kansas, was slated to open under canvas in Alma, Ark., this week. Besides Tyler, roster includes Bess Tyler, Ray Clark, Laura Chase, Sid and Did Kingdon and several others.

Joe and Eva Thompson recently closed with the Harry O. Brown Show in Wisconsin.

Muriel Schoefeld left here recently to join the Princess Stock Company, touring Central Missouri under canvas.

Leo Lacey and Maxine Lee, formerly with Nig Allen's rotary stock, have joined Jack Hart's Comedians in Oklahoma.

Mrs. Perce E. Benton, known in the rep and stock field as Annette Gray Robinson, has returned to New York after a week's visit here with her sister, Mrs. Karl Simpson.

Marion Raymond is a recent arrival here from the Ted North Show in Wichita, where she pinch-hit for Ethel Regan during the latter's recent illness.

Mr. and Mrs. Nig Allen, who recently closed their Kansas circle, have joined the No. 2 Neal Players in Colorado.

Laura Chase left here recently to join the Tip Tyler Players, who opened this week in Arkansas.

Roster of the Jack Kelly Show, now touring Michigan under canvas, includes Jack Kelly, manager; Mrs. Jack Kelly, Dorothy Dumas, Frances Valley, Marie Belmar, Frank and Lillian Maley, Billy Cornish, Pup Shannon, Ross Robertson, Paul Weiss, Harry Lockhart and Al Pitchcathley.

Harry Hugo Players opened the tent season this week at Ashland, Neb.

Ralph Moody opens his tent season next week at Tecumseh, Neb. Moody operated a Nebraska circle all winter.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HAD THE PLEASURE of again catching the delightful magic turn presented by Jack Gwynne and Company at the Shubert, Cincinnati, last week. No matter how often one sees the Gwynne act it's always a bit different. Jack is forever making improvements and sticking in something new here and there. The new angle he has given to *The Doll House* is a peach. Likewise, his *Mystery of the Silver Fish Bowl*, wherein a girl, in mermaid attire, is pulled from the mammoth fish bowl by her teeth, is a real novelty. Other highlights are Jack's slow-motion torn and restored paper stunts, his disappearing chicken, with sucker effect; fish bowl productions and the cut-and-restored turban and rope tricks. The Gwynne act, current this week at the Harding, Chicago, opens early in August on a string of major fair dates for the George Hamid office as a feature of Edgar Schooley's *Sensations of 1936*. Assisting Gwynne in the act are his wife, Ann; his son, Bud; Dolly Spence and Roger Apel.

KARMOX, magician, and Princess Zama, mentalist, are with the Cirque Medrano at Caen, France.

LEONARD KINGSTON, magician, headed the vaude contingent at the Roxy, Cleveland burlesque house, last week. Kingston has been concentrating on club and theater dates the last several months and before jumping to Cleveland played the Front Street Gardens, Toledo, O.

THE KNIGHTS OF MAGIC, with headquarters in the Central Opera House, New York, staged a special amateur night program at their last meeting May 24. Contestants were Alfred Pretoff, Lester Weeks, Ed Leven, Katz and Harry Bernstein. Judges were Anemman, Keith Clark and Lou Teller. Paul Cottlow, the club's correspondent, fails to say who won the prizes. Grace A. Andrews, Frank Ducrot and George Kinog addressed the gathering and gave some sound advice to the many amateurs present. Jack Mallin will be chief speaker at the next meeting to be held June 14.

CLARENCE E. BLAIR, sleight-of-hand worker, of Newark, N. J., is with a Federal Theater Project marionette show touring that State. Blair, formerly manager of the Newark Magic Company back in 1920 and 1923, is the founder of the Newark Magicians' Club.

RAJAH RABOUD is confined in West Penn Hospital, Pittsburgh, with a serious attack of pneumonia.

MME. PINKY'S PUPPETS will be one of the attractions at the forthcoming IBM Convention in Batavia, N. Y. Elwood and Ripple, of Philadelphia, will assist Mme. Pinky in an act of trick hand puppets for the night-before party. They will also present their ventriloquial turn at one of the night shows.

MME. ESKIE is working night clubs in the Pittsburgh territory. Scored last week at the New Penn in that city, where she headed the floor show.

AL CAROSELLI continues to hold forth at the Commodore Club, Detroit.

VALLEAN'S MAGIC SHOW has gone into the barn in San Francisco for a complete overhauling and reconstruction—the first in three years. The show has reached the point, Vallean says, where it is too small for the road and too large for local work. It is to be rebuilt to play new and larger territory, beginning in the near future. Tour just finished included 70 school dates, 25 theater stands and a season with the Foley & Burk Shows. Besides Vallean, the show included Misses Pomeroy, Davis and Studebaker and Messrs. Haskins and McIntyre.

PARENT ASSEMBLY, Society of American Magicians, New York, elected the following at its annual meeting May 23: Julien J. Proskauer, president; Shirley L. Quimby, first vice-president; Joseph F. Rinn, second vice-president; Richard Van Dien, recording secretary and archivist; Henry E. A. Percival, William H. Bowman and Burdette L. Bowman, sergeants at arms; Edward W. Dart, corresponding secretary; William C. Talley Jr., con-

troller; Daniel F. O'Meara, treasurer; Elmer M. Applegit, reporter; John Mulholland, Theo Hardeen and Sam Margules, executive committee. Royal V. Heath was elected trustee for a three-year term. Julien J. Proskauer, Leo Rullman, Elmer P. Ransom, Charles E. Harris, Charles H. Larson, Gerald Kaufman, Theo Hardeen and Edward W. Dart were selected as delegates to the National Conference in Springfield, Mo. Proskauer is the first ever to hold both the presidency of his assembly and the National Council at the same time. This was due to the week's difference in elections between the Parent Assembly and the National Council.

J. ELDER BLACKLEDGE, Indianapolis magish, sets sail this week for his summer home at Leland, Leelanau County, Mich., where he will again vacation until his new season begins around October 1.

DANTE, whose mammoth mystery revue, *Sim-Sala-Bim*, played the month of May at the Tivoli Theater, Rotterdam, writes from there under date of May 13 to say that his recently issued exploitation book has brought him a flock of favorable comments from all parts of the world. He has had so many requests for the book that he will shortly have another edition run off. His first supply is almost exhausted. Dante and his company are set for the month of June at the Carre Theater, Amsterdam. "The Dutch public is grand and they all have the Dante fever," he writes. "Business is big and everything going along nicely."

WITH JULIEN J. PROSKAUER as the only speaker the Parent Assembly of the SAM held its 32d annual banquet May 22 at the Hotel McAlpin, New York. Among the honored guests on the dais was Eugene Powell, officially designated by the SAM as dean of American magicians. The banquet was followed by the annual show of the SAM, the customary preliminary to the annual conference. Al Baker and Elmer Ransom emceed the show and garnered plenty of laughs with their familiar style of joshing. Baker also took part in the show in a vent routine with his dummy, Dennis. Those who participated in the show, in their running order, were Bernard Zufall, Milbourne Christopher, Irwin Davidson, John Mulholland, Judson Cole, Tommy Martin, Fred Keating and J. Warren Keane. *The Billboard* reviewer who witnessed the show opined that it was one of the punchiest ever offered by the Parent Assembly, with the work of Mulholland and Martin being outstanding.

LOS ANGELES MAGICIANS gave a farewell party last week at the home of Frank Fewins in honor of Max Mallin, globe-trotting magus, prior to his departure for Honolulu and the Orient. Invited guests included Doc Cunning, Mr. and Mrs. Louis Manley, Arthur Vallie and Cantu, Mexican conjurer, who entertained.

WILLARD THE MAGICIAN and S. S. Henry are playing the lots in the Houston territory with their combined magic and mystery show. They will remain in Houston just as long as business warrants and at the moment have their eyes on a downtown location. Assisting Willard and Henry are Mrs. Willard, Mrs. Henry and Betty Herndon. T. E. Alzada is agenting the attraction. Others in the roster are William Brown, Wayne Herndon and a crew of eight men. The big top is a dandy and the show boasts a fine lot of flashy motor equipment.

MR. AND MRS. EUGENE D. WILLIAMS, of Utica, N. Y., old-time magicians and illusionists, are operating a concession on the Boardwalk at Daytona Beach, Fla., for the summer.

KONRAD, the "magical wizard," has teamed for the summer with LaDovis, girl illusionist and escape artist. Konrad and LaDovis are currently entertaining along the Pacific Coast, using the "human icicle" and various escapes as a bailey.

BENITO CHAVEZ is back in Chicago, after winding up a 20 weeks' season with Ross Russell's unit, *A Night in Havana*, on which he did his magic, besides han-



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

FELICIA SOREL and HERBERT KINGSLEY—concert dancers caught at the Dance Congress and Festival held in New York recently, where they did a light and delightful number called *Blues Trilogy*, with Miss Sorel contributing excellent dancing and pantomime and Kingsley handling the singing and piano accompaniment. A light concert piece, it would make a swell number for vaude or revue. Refreshingly different.

ARTIE SHAW and HIS STRING SWING ENSEMBLE—a group of seven pieces (five strings, drum and Shaw's clarinet) caught last Sunday night at the Swing Music Concert at the Imperial, New York. Music is excellent both for listening and dancing, the group starting its numbers as a straight concert ensemble and then breaking into an excellent type of swing and rhythm. Instrumentation gives the band solid stuff thruout.

For LEGIT DRAMATIC

EDWARD THOMPSON—amateur actor caught recently at a demon-

stration of a small study group, in which he did three parts in one-acters. Roles were very different, but all characterizations were marked by assurance, insight, quick grasp of character and easy, natural technical ability. Has poise, confidence and a professional approach. Rates a chance.

MUSICAL

BARRY MAHOOL—performer now playing the *Dancer in the WPA* production of *The Dance of Death* at the Adelphi Theater, New York. Has a very difficult role that demands both dancing ability and acting powers. Gives a vivid performance and certainly rates a once over by revue producers.

MILLIE CONVEY—burlesque performer caught at the Eltinge, New York. A dynamic blonde, she has looks, personality and amazing versatility. Does capable acro dancing (and chances are that she could do even better if there were any reason to try). Handles lines like a seasoned trouper, getting into the skit characterizations and obtaining ace effect. Also does a hilarious eccentric strip, in which she really kids the whole affair, including the customers. Has ability way above the level of her present audiences. With her versatility would be invaluable in a revue.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

EDDIE DALEY, hooper with the Nell O'Brien and other minstrels years ago, is now in his 27th week as emcee at the Ponce de Leon Club, Dayton, O.

IN A VISIT to the minstrel desk last week, George W. Englebreth, former minstrel pilot, declared that "minstrelsy is far from dead. Minstrelsy," Englebreth tates, "is merely in a deep sleep,

dling the emseeling. Chavex intimates that it wasn't the most successful engagement he has ever had. Associated with him in the act is Dolores, fem magician.

LE PAUL has joined the Veloz and Yolanda unit, currently playing Mid-Western theaters. The unit is slated to open soon at the Waldorf-Astoria, New York.

HYANDI and COMPANY are at the Mondial in Sevres, Paris suburb.

GULLI-GULLI, prestidigitateur, is at the Melodie-Canebiere in Marseille, France.

ANITA RAMPO and Blacky, illusionists, are at the Gambreus in Basle, Switzerland.

THE HELENA GREASLEY GIRLS in the new revue at the Casino de Paris in Paris work a neat lighted cigaret and cigaret holder disappearing trick while out on runway in full view of audience.

WILBA and COMPANY, illusionists, are at the Gaumont Palace in Paris.

DE ROZE is presenting his drink-mixing stunts at the Empire in Paris and Rogerson is at the Petit-Casino in the same city.

What it needs is for some good showman to come along and lead it to success by means of good business practices and sound showmanship. Old-time house managers know what a good singing choir, blackface comics and minstrel music can do."

HENRI NEISER, whose novelty turn was the feature of various minstrel shows in the past, closed the season with Ches Davis' *Chicago Follies* in Mississippi June 1. Show had a successful swing around the Cushman Circuit. Davis, too, is a minstrel veteran.

TOM WATERS, old-time minstrel star, participated in the seventh annual Kiwanis Minstrels held at Shamokin, Pa., and Danville, Pa., recently. "Anybody who believes that minstrelsy is dead should have seen those three crowded auditoriums and heard the laughs, applause and comments," Waters pencils. "Dr. C. E. Mackin, Shamokin dentist, deserves great credit for his untiring efforts in putting the show over. These boys are really out of the amateur class." Waters, who was Tambo end at Dumont's old minstrel house in Philadelphia from 1890 to 1902 with Hughey Dougherty, Harry Shunk, Charlie Turner, Vic Richards, Dave Foy, John E. Murphy, Alf Gibson, Bill Barlow (Barlow Bros.) and others, now operates the Wigwam Cafe in Gowen City, Pa.

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The Forum

This department of *The Billboard* is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to *The Forum*, *The Billboard*, Box 872, Cincinnati, O.

New Braunfels, Tex.

This is for the attention of managers of amusement organizations, bandmasters and bandmen. Play a nice concert uptown instead of rushing thru with common ballyhoo noise, which is only a knock at any organization. A small band going uptown and playing a creditable concert, mostly of so-called sentimental pieces or even with some carefully selected jazz music, will make a good impression in any civilized community.

LOUIS MITTENDORF.

Baltimore.

I greatly enjoy reading the letters in *The Forum*. I wonder whether any of its readers can answer the following questions: Why are fighting lion acts called Wallace acts? Was there ever a circus in America called the World Mastodon Circus? Was there a wild-animal trainer named Barry Hudson with it who trained a lion that had killed four previous trainers? Can anyone tell in what year Jack Bonavita was killed by a polar bear?

THOMAS FEEHLY.

Queries About Fighting Lions And Old Circus

San Julian, Calif.

As a reader of *The Billboard* since 1905 and a lover of good entertainment, I have wondered why it is that good theatrical troupers (and I mean honest-to-goodness ones) cannot find proper theaters in which to play. What has become of the old-time minstrel troupes who always produced an evening of good, wholesome entertainment? Recently one of the lodges of which I am an officer celebrated an anniversary and the entertainment committee secured a six-act show of what they called big-time acts. The first five were fairly good, but ran about the same, a song, a little tap dancing and girls with naked legs and seemed to please the younger set to some extent. The sixth and last act, which ran 22 minutes, was better and more highly enjoyed than the other five altogether. It was by "the oldest minstrel performer trouping," 74 years of age and assisted by his granddaughter and "Her Four Georgia Pickaninnes, Presenting Memories of the Old South." It was replete with songs, bits, jokes and dancing, even down to the old-time "Mobile Buck." At the cakewalk finale the audience almost went wild. Repeats were so many that the aged trouper almost collapsed. Backstage the minstrel was packing at 11:30 p.m. for his next stand, 162 miles away, where he was to go on the radio at 10 a.m. and then do two shows. In answer to some questions, he replied, "I do not talk for publicity; I gained that years ago. I have more work now than I can do. Speaking from 53 years as a minstrel man, I can tell you that a minstrel was never an actor; his field and sphere are entirely different. I am not the oldest minstrel living, but I am the oldest who is trouping. There is one whose name I will not mention without his consent who must be about 81, and he is still a wonderful vocalist; no one could or can sing *White Wings*, which he wrote, like he does. We were with Thatcher, Primrose & West's Minstrels; I can name at least 20 older than I am but who have retired. The reason one never heard slang used by a minstrel troupe is that it was unwritten law among minstrels to respect the stage and keep it clean. Any fool can make another fool laugh by using smut." But it takes a performer to put his stuff across in a clean yet entertaining manner. Some of the stuff that one sees now on stage and screen would not get even a chance for an interview with Primrose, West, Hi Henry, Al G. Field, Beach & Bowers or John W. Vogel. Motion pictures are not of the theatrical profession; they are in a class by themselves. I doubt

whether 10 per cent of picture players could adopt the professional stage with success. There have been several attempts to present a minstrel first-part in pictures, but they have been very far from it, as minstrel men are required to do this. I doubt if there is a producer or director in Hollywood today who can do it. Recently I saw one in which all were in white-face except the four endmen; there were neither bones nor tambos and no orchestra. Another had interlocutor, four endmen in black, no orchestra and 14 girls! In my years under burnt cork I have never seen a minstrel troupe with women in it." If this old trouper, with an 18-year-old girl and four colored children, none more than 13, can produce a clean, entertaining act like they do, why is it that we cannot have some of the good old-time minstrel shows which everybody enjoyed?

Long Branch, N. J.

Noting accounts in the press recently of two circuses having gone thru storms brought to mind a severe tornado which hit the old Barnum show in 1886 during "dog days" in Aurora, Ill., on a Sunday night, August 15, at midnight. A violent wind, rain and thunder storm swept over the city, demolishing the menagerie and museum tents and continuing for nearly two hours, testing the bravery and skill of the men on the lot. Most all of the cages had to be chained to the ground and the 14 elephants guarded rigidly. During progress of the tornado two leopards were born. Only side-walls were used on the following day. In the same week another violent storm struck in Watertown, Wis., cancelling the evening performance. Joe DeMott and Tom Lynch are two of the personnel of that show who probably will remember those severe blowdowns of a half century ago.

Two Blowdowns Within a Week On Barnum

ALFRED J. MEYER.

Great Lineup With Barnum's Show in 1873

Fulton, N. Y.

I have been a constant reader of *The Billboard* since its birth and I certainly enjoy the letters in *The Forum*. They bring back fond recollections of friends and associates who are with us and cherished memories of ones who have crossed the Great Divide. It is a pleasure to present a program of the P. T. Barnum Circus, dated 1873, and I wonder how many who took part in this entertainment are living today. Executive staff was P. T. Barnum, proprietor and general director; W. C. Coup, general manager; L. Tilden, assistant manager; Dan Castello, manager of Grand Oriante Circus; William F. Sumnerville, assistant superintendent; S. H. Hurd, treasurer; D. S. Thomas, press agent; W. C. Crum, manager of publication and advertising department; Robert Fillingham, London, Eng., purchasing agent; Charles W. Fuller, legal adjuster; W. F. Heararty, Geneva, Switzerland, musical mechanism; Ben Lusbe, lightning ticket seller. Program: Dan Castello, jester, conversationalist and clown; Signor Sebastian, Apollo Belvidere of Italian artists; Mile. Vinnie Cook, equestrienne; Merrian Sisters (first appearance in America); the most fearless and accomplished School of the Menage, Mons. D'Atalie and Batchelor, in their grand feats of strength and agility; Lazelle and Millison, flying men of the air, trapezists, acrobats and tumblers; Frank Whitaker, arena director and master of the circus; Jerry Hopper and Lee, buffoons, clowns, Kings of the Motlies; Celebrated Bliss Family, three of the most celebrated gymnasts in the country; Frank Barry, great English equestrian; Mons. Montenard, peerless French equitationist; Sig. Bushnell, great Spanish trick performer; Philo Nathans, champion four and six-horse rider of the world; Horace Nichols, Maitre du Cirque; Mons. and Madam Aymar, great French and scenic equestrians; Madam Philo Nathans, in her great four-horse act; Mile. Girardeau, brilliant bareback equestrienne, her debut with this combination; Mile. Celeste Paulere, dashing bareback eques-

trienne; L'artiste Premiere de Cirque Francois; Mile. Corletta Da Violi, premiere sprite of the elfin drama; Lucille Watson, prima donna of American equestriennes, in her Act de Triomphe; Dan Castello's famous school of highly trained thoroughbreds, among which was his famous trick horse, Czar, presented to him while in Europe by the Emperor of Russia. In addition, I give below a list, without being able to describe their individual specialties, performers well known to fame: Messrs. English, Smith, Cook, Hartnetto, Giovina, Fitzgerald, Reynolds, Sanford, Robinson, Morse, Fish, Corrine, Walker, Billings, Buckley, Godfrey, Dutton, Arnold, Thatcher, McDonald, Poyner, Rochambeau, Parker, Owens, Randell, Jamison, Detocville and Tasse, all first-class English, French, German and Italian artists. Principal features of the Great Traveling Museum or side show were Admiral Dot, midget; Annie Jones, bearded girl; Charles D. Tripp, born without arms, and others that I do not recall. Bands were Prof. Fritz Hartman's Silver Cornet Band, Herr Hessler's Brass and String Band, Mons. Joseph Messmer's French Cornet Band and the great Orchestra Polhymnia.

MILT J. GRANDALL.

Glens Falls, N. Y.

It is painful to contemplate the passing of black-face minstrelsy. Nothing will ever fill its place in amusements. The younger generations will probably never look upon its like. Old timers who had beheld all that was best in corks opry may live on the memories. Among the most popular minstrels of yesteryears was Happy Cal Wagner, worshiped in the South by colored people. I recall that years ago, when I was teaching guitar, banjo and mandolin in Albany, Ga., there was a colored woman who used to come for my laundry. She was usually accompanied by one or more of her children. One day when I asked her the name of a bright little "pick" she replied: "Dat child's name am Happy Cal Wagner Jones; yas, suh." I have before me a herald of blank date of Happy Cal Wagner's Minstrels and Brass Band. The program runs as follows: "First part, Overture, Wagner's Minstrels; *Scotch Lassie Jean*, B. Frank Leo; *Eppizoozite*, Sam Price; *A Violet From My Mother's Grave*, Frank Clayton; *Roll Out, Heave Dat Cotton*, Cal Wagner; *Dreaming of Mother*, Thomas W. Burch; grand brass band finale, introducing the great bass drum solo, Wagner, Price and Company; second part, slide trombone solo by the master of this instrument, J. B. D. Wilson; Plantation Melodies, introducing *Little Log Cabin in the Lane*, Happy Cal Wagner; banjo solos, comic and sentimental, Charles Ireland; *Haunted Room*, Sam Price; *Burlesque Paté*, Cal Wagner; comic songs, Frank Leo; song and dances, Cal Wagner; overture, orchestra; entertainment to conclude with a Negro sketch, *The Lead Pipe Rascal*, Mr. Stevens, Thomas Burch; Jerry, his uncle, Cal Wagner; Sam, his cousin, Sam Price; Charley Jones, the victim, Fred Clancy." In glancing over this bill, it can be seen that Cal Wagner was a very versatile performer. I regret that I cannot give the date of this performance. Possibly some oldtimer may advise. I knew Cal Wagner well, as I lived in Syracuse, which was his home. He was a swell looking, tall, straight, graceful man, admired by everyone in the city who really knew him. The last time I met him he had a city job, something to do with road construction.

Minstrel Cal Wagner Proved His Versatility

WALTER BROWN LEONARD.

ENDURANCE SHOWS

(Continued from page 23)

(Floor Judge) Mullins. She will keep an eye on the Letter List. They would also like to hear from Eddie Lensky, Hughie Hendrixson, Jimmy Feninzi, Charley Hurley and Johnny Reed.

JOE BRANDI, Denver, writes he would like letter, care the Letter List, from walkie friends. The "Sourpuss" is now busy tending bar.

CURLY CROAK, in a recent visit to the Chicago offices of *The Billboard*, said he has given up marioneting and is now playing vaude. He would like to hear from friends, especially Eddie Leonard and Patsy Regan. Can be reached care the Chicago Letter List.

NICK WINNICK is in Southside Hospital, Pittsburgh, recovering from injuries received while working in a steel mill. He would like 'em from Moon

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"The Billboard reserves the right to edit all advertising copy."



Vol. XLVIII, JUNE 6, 1936. No. 23

Mullins, Jerry Martone and Mickey Brennan.

KENNY (DOC) FOSTER, Perry, Okla., wants to hear from Benny Roth, Teddy Webb and Jerry Martone. Kenny has been out of the field since March.

STAN WEST writes from York Village, Me., that he is out of the field until a real good show opens. He is operating a dancing school and says it is important that he hears from Ruth Watts, Bozo Lewis, Joe Palooka, Ferné Burke, Mory Walker, Tommy Loring, Sonny MacNeil, Joe Weiss, Don J. King, Dick Edwards and Georgie Walker.

SLIM HANSEN, heat emsee for the Egg Harbor, N. J., walkie, would like word from Austy Dowdell.

NICK DeMARCO, Springfield, Ill., wants 'em from Jean Bayo, Chick Atwell, Inez Davis and Ted Jones. Tee Tyler and Nick just left the Springfield, Ill., show.

R. E. FLOWLER is now working with the Hal J. Ross organization in the Chester, Pa., show.

CHORUS EQUITY

(Continued from page 19)

atrical profession for an indefinite period should apply immediately for honorable withdrawal cards. These cards can be issued only to members in good standing at the time of making application. On June 1 members who wish a withdrawal card will owe \$1.25 and this amount will increase each month by \$1.25.

An honorable withdrawal card will excuse members from the payment of back dues if they remain out of the profession for a year or more. If they return within a year they pay back dues but no delinquency fine.

Unemployed members should call at this office daily. At this season of the year the Chorus Equity's employment bureau receives many calls for part-time work. Do not stay away if you are unable to pay your dues—you may apply for an extension of time which will not only entitle you to the services of the employment department but will also save you the delinquency fine of 25 cents a month.

Be sure that your correct address and telephone number are on file in this office. Don't lose an engagement because of negligence in notifying us of a change of address.

Do you hold a card paid to November 1, 1936? On June 1 the delinquency fine of 25 cents will be assessed.

The Final Curtain

CAUSEY—Eddie, of Ringling-Barnum Circus, May 23 at Wilmington, Del., from injuries sustained when he was caught between a train and a brick wall the day before.

CLARKE—Frederick L., 64, president of the Riverside Printing Company and widely known among show people, May 23 at Passavant Hospital, Chicago, after six weeks' illness, as briefly mentioned under Late Deaths in last issue. He was a life member of long standing of the Showmen's League of America, of which he was a past vice-president. Members of the SLA attended funeral services and interment at Milwaukee, his former home.

CROVISIER—Suzanne, 16, ballet dancer of the Gaite-Lyrique, Paris, in that city May 9.

CROUCH—Florence Katherine, 40, formerly a member of the Washington Civic Symphony Orchestra, in Washington May 22. Survived by her husband, George A. Crouch, assistant zone manager of Warner Bros. theaters in Washington; four daughters, her mother, two sisters and three brothers.

CULLEN—Mrs. Jessie Stoner, 43, former show girl, May 28 in Chicago from the effects of injuries sustained when she collided with a street car.

DALZIEL—John, 66, musician, May 16 in a hospital at What Cheer, Ia., from complications resulting from internal injuries sustained in an auto accident. He was with the Walter L. Main Circus, later joining Ringling Bros., the Kitties Band of Belleville, Ont.; 51st Regimental Band, the Oskaloosa Municipal Band, the Curtis & Shanklin Shows and other musical organizations. He retired from active traveling about five years ago, continuing his musical activities playing in the What Cheer Scotch Band. Survived by five sisters and three brothers. Interment in McFarlan Cemetery, What Cheer, May 18.

DELMAR—Louis R., 64, former stock and legit actor and for many years proof reader on *The Sandusky (O.) Daily News*, in that city May 26 after a brief illness with acute indigestion. His home was in New Jersey.

ELLINGFORD—William, 73, veteran stage actor, in Los Angeles May 20. He had appeared for many years as Father Junipero Serra in the Mission Play. Rites were conducted at Latter Day Saints' Church, Alhambra, Calif.

FAWCETT—Edgar, 49, for many years director of the old Orpheum Theater orchestra, Des Moines, May 25 at Mercy Hospital there following a short illness. In recent years he had been doing radio work with WHO, Des Moines. Survived by his widow.

HANBURY—Basil, 40, actor who appeared in several Broadway productions, including *Soldiers and Women*, *A Touch of Brimstone*, *Strike Up the Band*, *The*

Good Companions and *Flying High*, at Bellevue Hospital, New York, May 27. Bborn in England, he made his first appearance at the Drury Lane Theater, London, in *Ben Hur*. Services at St. Malachy's Church June 1; interment at the Catholic Actors' Guild Plot, Calvary Cemetery, New York.

HELLINGER—Paul, 66, attorney and father of Mark Hellinger, newspaper columnist, and Monroe Hellinger, of the staff of WHN, New York, in New York of heart disease May 24. After a recent illness he was thought to be well on the road to recovery but suffered a heart attack which ultimately brought about his demise. Other survivors are five sisters, Mrs. Sally Well, Mrs. Fledia Mittelman, Mrs. Joseph Bruder, Mrs. M. B. Mack and Dorothy Hellinger and two brothers, Henry and Charles G. Hellinger.

HILBERT—Jaroslav, 65, celebrated Czech playwright and critic, whose historical drama, *Falkenstein*, has been presented in many foreign countries, at his home in Czechoslovakia recently.

JACOBS—Henry C., 75, retired theatrical manager and formerly a member of the theatrical company of Jacobs & Jernon, at his home in Brooklyn.

JOHNS—Mrs. Nellie M. Price, 40, former bareback rider, was found dead May 21 on a lonely road outside of Utica, N. Y. She had died of a heart attack. Police are seeking relatives. Her first husband was named Saunders. On her right forearm there was tattooed the date 1914 and the initials M. W. S. The initials M. and S. were tattooed above her left and right knees.

KAY—Philip A., 47, manager of the Iowa Theater, Moline, Ia., and a former resident of Sioux City, Ia., May 8 in Moline following a long illness. He came to this country from Russia in 1908. Funeral services and interment in Omaha May 10. Surviving are his widow; three daughters, Beulah, Esther and Elmer; a son, Milton; three brothers and his stepfather.

KISTEMAECCKERS—Mme. Henry, wife of the honorary president of the French Society of Dramatic Authors and Composers, in Paris May 9.

KOLB—Mrs. Charles P., 68, former singer, May 24 at her home in Philadelphia. She made her debut as a singer in Philadelphia at the age of 15. Survived by a daughter, Frances Kolb.

LOYD—Herbert, 63, vaudeville performer and for the last three months under the federal PWA actors' group in New York, at his apartment in New York May 24. With his wife he formed the team of Herb and Lillian Lloyd, which toured the Keith Circuit more than a quarter of a century ago. They also spent 12 years in European theaters, including 32 months at the Empire Theater, London. After retiring from the road the Loyds opened a dine and dance spot at Greenwood Lake, N. Y., but the venture proved unsuccessful. Later they produced home-talent shows to fair success. Funeral services and interment in New York May 27. His widow survives.

LONG—Charles P., 72, station master of the B. & O. Railroad at Newark, O., May 27. He was a friend of many of the billposters on railroad circuits.

MCCLOSKEY—Mary, 65, wife of John L. McCloskey, veteran pitchman, in Albany, N. Y., May 23.

MOORE—Percy, 56, well-known vaudeville agent, in Grant Hospital, Chicago, May 24 following an operation for appendicitis. His widow and a sister survive him. Body was taken to Elsmarck, N. D., Moore's former home, for burial.

MORRISON—Marcus B., 74, vice-president of the Chicago stagehands' union, May 23 at Chicago, as briefly mentioned under Late Deaths in last issue. Was widely known in the profession. Interment at Atlanta.

MUZIO—Claudio, 44, noted soprano, who made her New York debut with the Metropolitan Opera Company in 1916 in *La Tosca* with Caruso and Scotti, of a heart attack in Rome May 24. From early childhood Claudio Muzio was associated with the opera, her father being assistant stage manager of the Metropolitan Opera House and Covent Garden, London, when she was a girl. She was well known not only in New York but also in Chicago, South America, England and Italy. In 1929 she married Renato Liberti, press agent.

NINUA—Olga, 28, celebrated Russian singer, at Tiflis recently.

O'CALLAHAN—John, 76, first head of the motion picture censorship board in Chicago, May 24 in that city.

OLGIER—Raymond E., 26, technician for Station KEHE, Los Angeles, May 26. Survived by two brothers, Roy and Goddon.

RECART—Germaine, French screen and stage actress under the stage name of Nadia Cortez, was killed in an aery plane crash near Biarritz, France, May 7.

ROACH—Charles H., father of Hal Roach, MGM producer, and secretary-treasurer of the Hal Roach studios, in Los Angeles May 27 after a brief illness. Funeral services May 29 at the Little Church of Flowers, Forest Lawn Memorial Park, Los Angeles. Surviving are his widow, Mabel Bally Roach, and two sons, Hal and Jack.

RUNNION—Milo C., 35, manager of Trianon Ballroom, Toledo, O., and popular figure in Toledo amusement circles, of injuries sustained May 26 when his automobile crashed into a work train. Runnion entered the amusement field 17 years ago in Akron, O., his home city, where he was dancing instructor in the Roberts School. Later he held positions at Summit Beach Park and East Market Gardens, Akron. He went to Toledo seven years ago to manage Willow Beach Ballroom. He assumed management of the Trianon, Toledo's largest ballroom, three years ago. Surviving are his widow, Helen Runnion; his parents, Mr. and Mrs. Harvey Runnion; brothers, Harvey and Ray, and a sister, Mrs. Troy Chapman. Services in Akron May 29.

SANKER—Anna, 67, mother of Frieda Sanker, one-time orchestra leader and at present a music teacher in Cincinnati, in that city May 28. Besides Frieda, her husband, five daughters and a son survive.

SCHAUFFELE—Charles, 63, circus driver, who had been with Ringling Bros. and Barnum & Bailey, John Robinson and the 101 Ranch shows, at his home in Canton, O., May 23, following a lingering illness. A sister survives. Burial in Rowland Cemetery there.

SCHIEFFER—Mrs. Florence Pierron Hartman, 72, former concert singer and music teacher, May 21 in Milwaukee. Following her return from Paris in 1893 where she studied with Marchesi, Mrs. Scheffer taught music in a Boston conservatory for 17 years and toured the country on the concert stage. Survived by a brother.

SHIRLEY—Katherine, mother of Tom and Callista Shirley, of Paramount Pictures, in Los Angeles May 23 following an operation.

SPAAK—Paul, manager of the Theater Royal de la Monnaie, Brussels, Belgium, and a well-known author, in Brussels May 8.

SPINK—George, 63, popular composer at the turn of the century and one of the early movie scenario writers, in East Providence, R. I., May 28. Spink, who had been ill a few years, wrote the once popular *Bill Simmons*, the success of which launched him on Broadway. He wrote plays, in several of which he appeared, notably *At the Country Club*, produced by Jesse Lasky. His wife, deceased, was Ellen Tate, British musical comedy actress.

THATCHER—James W., 81, formerly a general manager for 18 years for S. Z. Poll, New England operator of dramatic stock companies and one of the owners of the Century Play Company, New York, at his home in Lakeville, Conn., of a stroke.

UHALT—William John, 39, founder of WDSU, New Orleans, and WXYZ, Houston, and brother of Joseph Uhalt, present owner of WDSU, at his home in Houston May 20. Interment in Houston May 21.

WALKER—Bryant, 80, widely known zoologist, at his home in Detroit May 26. He was a director and former president of Detroit Zoological Society and former president of Detroit Museum of Art. Burial in Woodmere Cemetery, Detroit.

WALTON—Bert, 52, comedian, who spent practically all his life in show business, recently in Seattle, Wash., following an operation. Walton was well known in the Northwest for his portrayal of the Jiggs character. He toured in this country and Canada for many years with his own shows. Survived by his widow, residing in Neah Bay, Wash.; two sons and two daughters. His last appearance on the stage was at the Seattle Auditorium March 17 last.

WEBB—Charles, 87, father of C. W. Webb, owner-manager of Russell Bros. Circus, and of Joe C. Webb, special agent for the same show, suddenly May 22 at the home of another son, E. K. Webb, who operates one of the farms of the

Russell Circus at Rolla, Mo. He was a retired tobacco grower. Surviving are two daughters and six sons, of whom C. W. is the youngest. There are also 16 grandchildren, including James and Ernest Webb, of the Russell Circus.

WEIL—Herb L., 49, for many years associated with the Butterfield theatrical interests and of late years Hollywood representative for that firm, at his home there May 25 after a two years' illness. He built and for many years managed the Desmond Theater, Port Huron, Mich., later acquired by the Butterfields. Body was shipped to Port Huron for interment. Survivors are his widow and two sons.

Marriages

CANZONERI-ROY—Tony Canzoneri, world's lightweight champion, and Rita Roy, musical comedy actress, in New Jersey last week.

CHIPMAN-KINNEAR—Harry B. Chipman, assistant manager of Keel Maynard's show, and Ethebert Kinnear, of Seattle, Wash., May 26 in Hollywood.

COOPER-MITCHELL—Jerry Cooper, radio entertainer, to Joan Mitchell, non-professional of Hollywood, in New York May 27.

COTSWORTH-KIRKLAND—Stants Jennings Cotsworth Jr., artist and actor, and Muriel Kirkland, Broadway actress, May 24 at the home of the bride's parents, Mr. and Mrs. C. B. Kirkland, in New Rochelle, N. Y. Miss Kirkland was formerly in stock with the Stuart Walker Company.

D'ARMOND-SCHULDT—Harry D'Armond, guitar player with Tyle Gaffield's Orchestra, Toledo, O., and Dorothy Schuldt, non-professional of that city, recently in Bowling Green, O.

FISCHBACHER-VANAH-YANI—Jacques Fischbacher and Mile Vanah-Yani, well-known dancer, in Paris April 25.

HARDMAN-O'CONNELL—Glenn Hardman, organist at Station WSPD, Toledo, O., and Alice O'Connell, torch singer, recently in Toledo.

McKIMSON-LACKEY—Thomas J. McKimson, cartoonist for Harmon-Ising Cartoon, and Ernestine Lackey, non-pro, May 22 in Los Angeles.

NURMANN-SUKOPP—Karl Nurmman, of the Buemerang Trio, and Karla Sukopp, with Ringling-Barnum Circus, recently.

O'BRIEN-DAY—Adrian O'Brien, radio tenor, and Alice Day, singer, in Cincinnati May 18.

REVEL-RUEF—Gaston Revel, French comedian, and Marcelle Ruef, actress, at Rekhoville, France, recently.

SCHWARTZ-WEIMER—Sidney Schwartz, master of ceremonies at the 4444 Night Club, Cincinnati, and Evelyn G. Weimer, entertainer at the same spot, in Newport, Ky., May 27.

SOURBECK-DURKIN—Fred Sourbeck, manager of the Roxey Theater, Detroit, May 18 to Marjorie Durkin, candy girl at that theater.

VANDA-ROSS—Charles Vanda, Columbia Broadcasting System executive, and Sue Ross, radio singer, in Hollywood, May 25.

ZIMMERMAN-DONNELL—George R. Zimmerman, trumpet player, and Mary Lou Donnell, of the Donnell Sisters, dancers, May 23 in Oklahoma City.

Coming Marriages

Engagement was announced last week of Ethyl T. Gerber, former actress and now instructor in dramatics at Warren Harding High School, Bridgeport, Conn., to Dr. Alex E. Nash, of Detroit. No date set for wedding.

George Perkins, program director of Station WFBL, Syracuse, N. Y., and Phyllis Phillips, of Oneonta, N. Y., teacher in dramatics. Date to be set soon.

Births

A son, Albert B. Jr., April 21 to Mr. and Mrs. Albert B. Graybill, Harrisburg, Pa. Mrs. Graybill (Doris) is the daughter of the Irvins, of Irwin's Dog and Pony Show.

A daughter, May 21 to Mr. and Mrs. Art Stewart in Council Bluffs, Ia. Father is transmitter engineer at the Hilltop studios of KOLL, Council Bluffs.

To Mr. and Mrs. J. F. Adams, of Crowley's United Shows, a 10-pound boy, May 22.

To Mr. and Mrs. George Hamerschmidt at Smithfield, Tex., May 21 a (See *BRTHS* on page 69)

James W. Thatcher

James W. Thatcher, 61, owner of the Century Play Company, New York, veteran actor and for many years a prominent figure in the dramatic stock field, at his home in Lakeville, Conn., May 24, following a stroke. He had been in poor health for some time.

Mr. Thatcher was perhaps best known to Connecticut because of his association with S. Z. Poli, whose dramatic stock activities in several States he supervised for 18 years. He also managed his own stock companies, known as the Thatcher Players, in New England territory. In addition to his stock interests Mr. Thatcher also financed several legitimate plays which appeared on Broadway, probably the best known of which was "Aloma of the South Seas."

He also operated his own minstrel company for a time and appeared for a number of years on the legitimate stage. He was also a songwriter of note, a number of his ballads enjoying large sales.

The Century Play Company, New York, organized in 1917, was Mr. Thatcher's chief business interest. The Century company, under Mr. Thatcher's presidency, was at one time the largest play-broker organization in the country. For the last several years, since illness curtailed his activities, he has made his permanent home in his former residence in Lakeville.

Funeral services and interment in Lakeville May 26. Survived by his widow, who as Frances Williams was well known to stock audiences in Connecticut, and one daughter, Mrs. Irene Rose Tucker, of Springfield, Mass.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week which no dates are given.)

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

EXPLANATION OF SYMBOLS

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

Abbott Dancers (Palmer House) Chi, h.
Abbott & Robey (Riverside) Milwaukee, t.
Adler, Jerry (Pal.) Chi 1-4, t.
Adler & Taubman (Ambassador) NYC, h.
Adreon, Emilee (French Casino) NYC, nc.
Aida (Radio City Ball Club) NYC, nc.
Aik, Mae (Panama Cafe) Chi, c.
Allen, Jean (Swanee Club) NYC, nc.
Allen, Martha (Fifth Avenue) NYC, h.
Alvin, James (Leon & Eddie's) NYC, nc.
Amstel, Felix (Russian Troika) New York, nc.
Andrews, Ted & Catherine (Barbison-Plaza) New York, h.
Anse & Aland (Connie's Inn) NYC, nc.
Anthony, the Bird Man (McAlpin) NYC, h.
Archer, Gene (Weber's Summit) Baltimore, nc.
Armstrong, Louis & Orch. (Paramount) NYC 1-4, t.
Arnaud, Peggy & Ready (National Scala) Copenhagen, Denmark, 1-30, t.
Arnaut, Bros. (Rivoli) Stockholm, Sweden.
Arel, Joe, & Co. (Wivel's) NYC, re. 1-30, t.
Aren & Broderick (Uptown) Chicago, t.
Auerbach, Artie (Pal.) Chi 1-4, t.
Avery, Randolph & Co. (Riverside) Milwaukee, t.
Bacon, Faith (Paradise) NYC, re.
Bader, Ray (New Yorker) NYC, h.
Bain, Betsy (Viking) Phila, nc.
Baines, Pearl (Ubangi Club) NYC, nc.
Baker, Belle (Versailles) NYC, nc.
Baker, Babe (Howdy Club) NYC, nc.
Baker, Jerry (Beau Rivage) Sheephead Bay, NYC, nc.
Baptie & Lamb (New Yorker) NYC, h.
Baines, Eddie, & Fred Steger (Yacht Club) NYC, nc.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barr & Estes (Palladium) London 1-13, t.
Barr, Bebe, Girls (Pal.) Cleveland 1-4, t.
Barris, Kathleen (Mon Paris) NYC, nc.
Barrins, Olga (Buckingham) NYC, nc.
Barston, Dick & Edith (Riverside) Milwaukee, t.
Barthelemy, Lillian (Dan Healy's) NYC, nc.
Bartlett, Wayne (The Gleam) San Antonio, Tex., nc.
Barré St. Boys (Broadway Room) NYC, nc.
Beauland, Pierre (Buckingham) NYC, h.
Be, Connie (Broadway Room) New York, nc.
Behm & Arthur (Gay Nineties) NYC, nc.
Bell & Gray (Fletcher's) Wilmington, Del., nc.
Belmont Brothers (Old Vienna) Russell's Point, O., c.
Belostozky, Boris (St. Regis) NYC, h.
Beno, Ben; Bedford, Ind., 1-6.
Benson, Ina (Paradise) NYC, re.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Berg, Edgar (Chez Paree) Chi, nc.
Bergeres Sisters (Le Mirage) NYC, nc.
Bernard & Henri (Club Alabam) Chi, nc.
Bernard, Mike (Gay Nineties) NYC, nc.
Beule, Al (Marden's Riviera) Fort Lee, N. J., nc.
Berry, Robert (Buckingham) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Bickford & Crandall (Lotus Gardens) Cleveland, nc.
Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
Billy, Milly & Baby (Leon & Eddie's) NYC, nc.
Blackstone (Orph.) Minneapolis 1-4, t.
Blair, Cecile (State-Lake) Chicago, t.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blank, Sol (Place Elegante) NYC, nc.
Blassing, Virginia (French) Nashville 1-3, t.
Block & Sully (Pal.) Cleveland 1-4, t.
Boies, John (Century) Baltimore 1-4, t.
Boreo, Emil (London Casino) London 1-30, nc.
Boston Sisters, Threep (L'Escargot D'Or Penthouse) NYC, nc.
Bower Sisters (Chin Lee's) NYC, nc.
Bowers, Cookie (Marbro) Chicago, t.
Boves, Major, Amateurs (Paramount) Middletown, O., 3; (Paramount) Hamilton 4, t.
Boves, Major, Amateurs (Orph.) Omaha 1-6.
Bowker, Betty (Governor Clinton) NYC, h.
Brantz, Mickey (Brown Derby) Boston, nc.
Branker, Bill (Kit Kat Club) NYC, nc.
Bredwins, Threep (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.
Brent, Romney (London Casino) London 1-30, t.
Brito, Phil (Mount Royal) Montreal, h.
Britton, Frank & Milt (Falalsades Park) Fallsades, N. J., p.
Brooks, Howard (Sui Jen) Galveston, Tex., c.
Brooks Twins (Club Vogue) NYC, nc.
Brown, Ada (Connie's Inn) NYC, nc.
Brown, Arthur, (Hector's Club New York) New York, nc.
Brown, Edith (Silver Cloud) Chi, nc.
Brown, Evans (Old Vienna) Indianapolis, nc.
Brown, Susaye (Kit Kat Club) NYC, nc.
Brown, Louise (Gaiety) London 1-30, t.
Brydon, Louise (Hickory House) N. Y. C., nc.
Bucan, Bernice (Club Minuet) Chi, nc.
Buck & Chic (National Scala) Copenhagen, Denmark, 1-30, t.
Buckley, Nell (Roosevelt) NYC, h.
Budd, Arthur (Barrel of Fun) NYC, nc.
Burke, Lucille (Madison Casino) Chi, nc.
Burns, Dave (Wyndham's) London 1-30, t.
Burns & Fahrney (Le Mirage) NYC, nc.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Byrie & Martini (Anna Held's) NYC, re.
Byrons, Threep (Tower) Kansas City, t.
Byrnes & Farney (Pal.) Cleveland 1-4, t.
Caldwell, Edith (Waldorf-Astoria) NYC, h.
Callison, Jim (Von Thenen's) Chi, c.
Campo, George (London Casino) London 1-30, nc.
Cardona, Kay (Dizzy Club) NYC, nc.
Carolina, Lena (Club Gaucho) New York, nc.
Caperton & Columbus (Pierre) NYC, h.
Carley, Rachel (Stanley) Pittsburgh 1-4, t.
Carlie, Una (Dizzy Club) NYC, nc.
Carlton, Jack (French Casino) NYC, nc.
Carmen, Billy & Grace with Naomi Bell (Edgewater) Lafayette, La., cc.
Carmen, Lila (Sui Jen) Galveston, Tex., c.

Carol, Nita (Shelton) NYC, h.
Carr, Billy (Paddock Club) Chi, nc.
Carrer, Ohas. (Roxly) NYC 1-4, t.
Carron, Albert (College Inn) Chi, nc.
Carroll, Della (Colosimo's) Chi, nc.
Carroll & Howe (Met.) Boston 1-4, t.
Carroll, Nita (Shelton Hotel) NYC, h.
Carson, Jack (Tower) Kansas City, t.
Carter, Freddy (Lido) Montreal, nc.
Casper, Midge (Palace Gardens) Chi, r.
Castaine & Barry (St. Moritz) NYC, h.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Cazan, Millicent (The Lido) San Francisco, nc.
Celia & Renells (Bon Air) Wheeling, Ill., cc.
Charles, Ernest (Normandie) New York, nc.
Cherie & Joe (French Casino) NYC, nc.
Chilton & Thomas (Palladium) London 8-13, t.
Christine, Bobette (Chateau Moderne) NYC, nc.
Christie, Floyd, Co. (Century) Baltimore 1-4, t.
Cirillo Bros. (Uptown) Chicago, t.
Clayton, Pat (Vogue Club) NYC, nc.
Cobleban, Cornelius (St. Regis) New York, h.
Coe, Jerry (Oriental) Chicago, t.
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
Collette & Barry (Hollywood) NYC, re.
Comstock, Frances (Lido) Montreal, nc.
Comstock, Freddy (Lido) Montreal, nc.
Condos Bros. (Lyric) Indianapolis, t.
Comlon, Frank (Place Elegante) NYC, nc.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conti, Jean (Maurice) NYC, re.
Continental Varieties (Club Cicquet) NYC, nc.
Cook, Ailene (Greenwich Village Inn) NYC, nc.
Coogan, Mac (Edison) New York, h.
Cooley, Marion (Stor Club) NYC, nc.
Cotton, Albert & Lamonte (Club Ballyhoo) Columbus, O., nc.
Cordona, Kay (Dizzy Club) NYC, nc.

Drew, Hotcha (Ubangi Club) NYC, nc.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Dunn, Francis (Barrel of Fun) NYC, nc.
Dupont, Bob (Morrison) Chi, h.
Durante, Jimmy (Palladium) London 1-13; (Empire) Glasgow, Scotland, 15-20; (Palace) Manchester, Eng., 22-27, t.
Dust, Ed (Ambassadeur) Paris 1-6, nc.
Duval & Co. (Met.) Boston 1-4, t.
Duval, Sheila (New Town Bar) New York, nc.
Earl & Josephine (Lido) Montreal, nc.
Eaton, Freddy (Princess) Nashville 1-3, t.
Ebony Rascals, Four (Club Caliente) NYC, nc.
Edwards, Cliff (Met.) Boston 1-4, t.
Edwards, Ed (42nd Club) Chi, nc.
Edwards Sisters (Club Oasis) San Francisco, nc.
El-Wyn (Capitol) Coburg, Ont., Can., 4; (Beile) Belleville 5; (Hipp.) Toronto 7; (Pal.) Windsor 9, t.
Elda Ballet (Century) Baltimore 1-4, t.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Elsworth, "Rocky" (Casino) Chi, nc.
Ensvard, Gene (Silver Cloud) Chi, nc.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio (Park) Vancouver, Can., 1-13.
Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Eton Boys (Roxly) NYC 1-4, t.
Evans, Rex (Besicombor Bar) NYC, nc.
Everett & Conway (Shrine Circus) Memphis, Tenn.; Cairo, Ill., 8-13.
Everett, Ruth (Town Casino) NYC, nc.
Faery, Irene (Hi-Hat Club) Chi, nc.
Faith, Yvonne (Silver Tavern) Chi, nc.
Farrell, Frances (Town Casino) NYC, nc.
Farrell, Marita (French Casino) New York, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati office not later than Friday to insure publication.

Cornwell, Frank (Edison) NYC, h.
Cortez, Al & Toni (Connie's Inn) NYC, nc.
Corvino & Yorita (Green Mill) Saginaw, Mich., nc.
Cotton, Dorothy (Club Dawn) San Francisco, nc.
Craig, Henry "Giggles" (Jungle Inn) Youngstown, O., nc.
Crawford, Roy (Wellington) NYC, h.
Crosby, June (Victoria) NYC, h.
Cummings, Don (Riverside) Milwaukee, t.
Cunee, Dave (Mansfield) NYC, h.
D'Arcy Girls: Glassmere, Pa.; Cherry Tree 8-13.
Daic, Marvin (Chateau Moderne) NYC, nc.
Dancing Debutantes (Nut Club) NYC, nc.
Daniels, Bebe (Theater Royal) Dublin, Ireland, 15-20; (Palladium) London, Eng., 22-27, 11, t.
Danis, Mary (McAlpin) NYC, h.
Danz & Edith (Kit Kat Club) NYC, nc.
Danville Troupe (American Music Hall) NYC, mh.
Dario & Diane (Morrison) Chi, h.
Dau, Rilla (Club Gaucho) New York, nc.
Davis, Dorothy (Club Caliente) NYC, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Deane, Laura (Glen Island Casino) Westchester, N. Y.
Defrees, Lois (Dizzy Club) NYC, nc.
Demarcus, Tina (Ella) NYC, h.
DeRings, Trudy (Yacht Club) NYC, nc.
DeVeaga & Ynez (Le Mirage) NYC, re.
Dells, Threep (Sally's Circus, Playland) Rye, N. Y.
De Soter, Madeline (Man About Town Club) NYC, nc.
Deuses, Four (Times Square) NYC, h.
De Wolfe, Metcalf & Ford (Paramount Astoria) London 1-20, t.
Dimitri & Helen (Club Gaucho) New York, nc.
Dion & Sparkettes (Golden Pheasant) Jamestown, N. Y., nc.
Dickson, Dixie (New Casino) Toledo, O., nc.
Dickson, Dorothy (Saville) London 1-30, t.
Dornfield, W. C. (Hi-Hat Club) Chi, nc.
Dorris, Joe (Marden's Riviera) Fort Lee, N. J., nc.
Dorothy & King (Meadowbrook) St. Louis, cc.
Dorson, Albert (Club Minuet) Chi, nc.
Dougherty, Marie (All-Stars Club) NYC, nc.
Douglas, Milton (Palmer House) Chi, h.
Downey, Morton (Holborn Empire) London 8-13, t.
Dreke, Les (Palace Gardens) Chi, f.
Drake, Connie (Deauville) New York, nc.
Drena & Her Dancers (London Casino) London 1-30, nc.
Draw, Cholly (Number One Bar) NYC, nc.

Farrell, Bill: (Place Elegante) New York, nc.
Farries, Jean, & Dean Goodelle (Vanderbilt) NYC, nc.
Fay, Paul (Club 429) Chi, nc.
Fay & Farvis (Club Moderne) San Francisco, nc.
Feindt, Cilly (French Casino) New York, nc.
Felicia & DelRay (Club Avylon) Cleveland, Ohio, nc.
Fermis & Mary Lou (El Toreador) N.Y.C., nc.
Fields, Benny (State) NYC 1-4, t.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fields, Smith & Fields (State-Lake) Chicago, t.
Fishermen, Threep (Villegue's) Sheephead Bay, Brooklyn, re.
Five Nite Wits (Tin Pan Alley) New York, nc.
Flash, Serge (Oriental) Chicago, t.
Flora, Daisy (French Casino) NYC, nc.
Florence & Alvarez (Pal.) Chi 1-4, t.
Flowerston, Consuelo (St. Regis) NYC, h.
Fogarty, Alec (Weylin) NYC, h.
Folles, Comiques (Orph.) St. Louis, Mo., t.
Fontaine & Lorraine (Chez Paree) New Orleans, nc.
Fonzalls, Threep (Fox) Washington, D. C., 25-28, t.
Forsythe, Seamon & Farrell (Palladium) London 1-13, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fowler & Walsh (Madison Casino) Chi, nc.
Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Frank, Polly (London Casino) London 1-30, nc.
Franks, Four (Opera House) Blackpool, Eng., 1-30, t.
Franz & Fuller (Cocoanut Palms) Eastwood Park, Detroit, nc.
Fraser Sisters (Pal.) 1-4, t.
Fraser, Harry (Von Thenen's) Chi, nc.
Fraser, Jack (Playland Park) Rye, N. Y.
Freddy & His Dogs (French Casino) New York, nc.
Friede & Laurena (Ye Olde Tavern) Ft. Wayne, Ind., nc.
Frohman, Bert (Yacht Club) NYC, nc.
Fry, Bob & Virginia (Man About Town) New York, nc.
Fuller, Howard, & Sister (Princess) Nashville 1-3, t.
Gaby, Frank Co. (State) NYC 1-4, t.
Gaiety Slim & Jackie Johnson (All-Stars Club) NYC, nc.
Gale, Tracy & Leonard (Royale-Frolles) Chi, nc.
Garcia, Louis (Congress) NYC, b.
Garner, Woolf & Haines (Yacht Club) NYC, nc.
Gardner, "Poison" (Dizzy Club) NYC, nc.
Gaston & Edouard (Monte Carlo) NYC, c.
Garbell, Al (Tuite & Deane's) Chi, c.
Gavitt, Rex (Place Elegante) NYC, nc.

Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gay, Shirley (Chez Paree) New Orleans, nc.
Gene, DeQuincy & Lewis (Earle) Washington, D. C., 1-4, t.
Gene, Gory & Roberta (Lyric) Indianapolis 1-4.
Gerardine & Joe (Pal.) Manchester, Eng., 8-13, t.
Gerity, Julia (Royale-Frolles) Chi, nc.
Ghezzi, Paul & Nino (Froxy) London 8-13, t.
Gibson, Bill (Granada Inn) Atlanta, nc.
Gilbert, Ethel (Gay Nineties) NYC, nc.
Gilbert, Gloria (London Casino) London 1-30, nc.
Gilmore, Patricia (Marden's Riviera) Fort Lee, N. J., nc.
Glover, Alice & Walter Le Nay (Park Central) NYC, h.
Gomez & Winona (Marden's Riviera) Fort Lee, N. J., nc.
Gonzalez & Sterbenz (Chez Paree) New Orleans, nc.
Gonzlez & Rangel (Barbison-Plaza) NYC, h.
Gooding, Sally (Kit Kat Club) NYC, nc.
Goodlett, Jackie (Princess) Nashville 1-3, t.
Goodman, Jack (Club Caliente) NYC, nc.
Goodwin, Jack (Yacht Club) NYC, nc.
Gray, Frank (Club 429) Chi, nc.
Greenwood, Dawn (Paradise) NYC, re.
Gregory, Kay (Morrison) Chi, h.
Green, Bennett (Barrel of Fun) NYC, nc.
Green, Eddie (Connie's Inn) NYC, nc.
Green, Jackie (Yacht Club) NYC, nc.
Grenadiers & Louise (Uptown) Chicago, t.
Gonan, Inez (Silver Cloud) Chi, nc.
Grilli Sisters (Anne Millstone's) Chi, nc.
Growler Man, The (Gang Plank) NYC, nc.
Guba & Eva (Jurvin's Rumanian Rendezvous) NYC, nc.
Gulba - har, Mme. (Sherry - Netherland) NYC, h.
Gwynne, Jack (Harding) Chicago, t.
Gyldenbul, Baron (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.
Gypsy Lee (Dizzy Club) NYC, nc.
Gypsy Nina (St. Moritz) NYC, h.
Hackett, Janette (Century) Baltimore 1-4, t.
Hager, Clyde (Oriental) Chicago, t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Haines, Mitzl (Hollywood) NYC, re.
Hale Sisters (Yacht Club) NYC, nc.
Hall, Reading & Boyce (Empire) Nottingham, Eng., 8-13, t.
Hammond's Pets (Uptown) Chicago, t.
Handel, Ida May (Parsé) Chi, nc.
Hardy, Moore (Gabriel's) NYC, nc.
Harper, Lois, & Co. (Lyric) Indianapolis, t.
Harrington, Pat (Gang Plank) NYC, nc.
Harris, Irve (Place Elegante) NYC, nc.
Harris & Twins & Loretta (Holborn Empire) London 8-13, t.
Hart, Carl (Number One Bar) NYC, nc.
Hart, June (Colonial Village) Peoria, Ill., nc.
Hartman's, The (Marden's Riviera) Fort Lee, N. J., nc.
Hayes, Evie (Pal.) Blackpool, Eng., 1-30, t.
Hayes & Ginger (Bat Gormley's) Lake Hayes, Peggy (Princess) Nashville 1-3, t.
Healy, Dan (Broadway Room) New York, nc.
Healy, Hobby (New Yorker) NYC, h.
Heat Waves, Threep (College Inn) Chi, nc.
Herbert, Grace & Charlie (Paddock Club) Chi, nc.
Herman, Irving (Man About Town Club) NYC, nc.
Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
Hildegard (Gaiety) London 1-30, t.
Hodges, Jimmie, Revue (Capitol) Binghamton, N. Y., 2-4; (Strand) Shenandoah, Pa., 5-8; (Irving) Carbondale 8-9; (Capitol) Hazleton 10-11.
Hodges, Joy (College Inn) Chi, nc.
Hoffman, Dr. Charles (Mayfair Casino) Kansas City, nc.
Holland & Hart (Ambassadeur) Paris 1-16, nc.
Hols, Marie (Royale-Frolles) NYC, h.
Holly, Edna Mae (Ubangi Club) New York, nc.
Honan, Helen (Riverside) Milwaukee, t.
Honey Family (Earle) Washington, D. O., 1-4, t.
Honorable Mr. Wu (Radio City Rainbow) NYC, nc.
Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.
Houston, Josephine (Pal.) 1-4, t.
Howard, Joseph E. (Gay '90s) NYC, nc.
Howard, Kathleen (New Yorker) NYC, nc.
Howard, Vivian (Number One Bar) NYC, nc.
Howell, David (Archmont Club) NYC, nc.
Hubert, Elsie (All-Stars Club) NYC, nc.
Hull Brothers (Bat Gormley's) Lake Charles, La., nc.
Hurok, Jemma (Sherry-Netherland) NYC, h.
Irwin, Chas. (Michigan) Detroit 1-4, t.
Jackson, Lawrence (President) New York, h.
Jans & Lynton Revue (State) NYC 1-4, t.
Jarrett, Lucille (Madeleine's) New York, nc.
Jeanne & Gloria (Leon & Eddie's) NYC, nc.
Joel & Annette (Brun's Palm Garden) Chi, r.
Johnson, Joyce (Paradise) NYC, re.
Johnson, Mae (Kit Kat Club) NYC, nc.
Joyce & Freddie (Kit Kat Club) NYC, nc.
Joyce, Marlon (Leon & Eddie's) NYC, nc.
Joyce, Vicki (Yacht Club) NYC, nc.
Kafka, Stanley & Gray Co. (Hipp.) Manchester, Eng., 6-13, t.
Kaiser & McKenna (Frolles) Niagara Falls, N. Y., nc.
Kalmus, Bee (Caliente) NYC, nc.
Klaoh (Connie's Inn) NYC, nc.
Kane, Patsy (Roosevelt) NYC, h.
Kauff, Benn (Place Elegante) New York, nc.
Kaufman, Sam Jack (Book-Oddicle) Detroit, N. Y., nc.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.
Kaye, Johnny (Trotta's) Baltimore, nc.
Kedrova, Lili (St. Moritz) NYC, nc.
Kelly Sisters (Palace Gardens) Chi, r.
Kempic, Lettie (Hollywood) NYC, re.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, May (Butler's Tap Room) NYC, nc.
Kentuckian Quartet (Villegue's) Sheephead Bay, N. Y., re.
Kerkoff, Adelaide (Silver Cloud) Chi, nc.
King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.
King & De Costa (Gay '90s) Chi, nc.
King, Kenn (Frolic Inn) Hollywood, Calif., nc.

Bass, Paul: (Anna Held's) NYC, re.
Basso, Bob: (Club Parais) Erie, Pa. nc.
Basio, Alex: (St. Moritz) New York, h.
Belasco, Leon: (Club Mayfair) Kansas City, nc.
Bender, Val: (Antoine Club) San Francisco, nc.
Bennett, Ralph: (Coney Island) Cincinnati, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Ambassador) Los Angeles, h.
Bernie, Bunny: (1st Club) NYC, nc.
Bernie, Henry: (Roseland) NYC, h.
Black Art: (Yacht Club) Detroit, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Bonroe, Larry: (Chester's Tavern) Cincinnati, nc.
Bor, Mischa: (Morocco) Mountainside, N. J., nc.
Bow, Blanche: (Famous Door) Los Angeles, c.
Brandwynne, Nat: (Stork) New York, nc.
Breed, Louis: (Weyn) New York, h.
Brinnolt, Verdi: (Lagoon) Salt Lake City, Utah.
Brigode, Ace: (Lake Worth Casino) Ft. Worth, Tex., nc.
Britt, Ralph: (Blue Moon) Tulsa, Okla., nc.
Britton, Frank & Mily: (Mardi Gras) Palmsades Park, N. J., nc.
Brothers, Sammy: (Von Thenen's) Chi., nc.
Brooks, Billy: (French Casino) Virginia Beach, Va.
Brooks, Bobby: (Weylin) NYC, h.
Brown, Tom: (Bal Tabarin) San Francisco, nc.
Brunoco, Jan: (Dempsey's) NYC, re.
Bunchouk, Alex: (Russian Eagle) NYC, re.
Busse, Henry: (Chez Paree) Chicago, nc.

Caceres, Emilio: (Villa D) Detroit, nc.
Campbell, Jimmie: (16 Club) Chi., nc.
Casper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carr, Cliff: (El Patio) Mexico City, Mex., nc.
Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc.
Caruso, Ben: (Old Algiers) NYC, re.
Cassidy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Childs, Reggie: (Sky Club) Pittsburgh, nc.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clemente: (Versailles) NYC, nc.
Coburn, Jolly: (Claremont) NYC, re.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi., nc.
Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h.
Conn, Irving: (Arrowhead) NYC, re.
Continental Gypsies: (L'Aligion) Chicago, c.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Crawford, Jack: (Gunter) San Antonio, Tex., h.
Crest, Gill: (Ballroom) Geauga Lake Park, O., h.
Crockett, Ernie: (Unique Grill) Delaware, N. J., re.
Crosby, Bob: (Lexington) NYC, h.
Cugat, Xavier: (Stevens) Chi., h.

Damar: (Madeleine) New York, nc.
Danzon, Bill: (St. George) Brooklyn, h.
Darral, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Paul: (Sivad) Connorsville, Ind., nc.
De Torre, Emilio: (El Chico) NYC, nc.
Deiman, Cy: (Bellevue-Stratford) Phila., h.
Dennis, Mort: (Statler) Detroit, h.
Denny, Jack: (French Casino) New York, cb.
Denson, Carroll: (DeVet's Cave) Chi., c.
Dictators, The: (345 Club) Chicago, h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Dolan, Bernie: (French Casino) NYC, cb.
Dorsey, Tommy: (Lincoln) NYC, h.
Doyle & Scheels: (Palace Gardens) Chi., nc.
Duv, Freddie: (Shimora) Baltimore, Md.
Drummond, Jack: (Club Loftus) Menands, N. Y., nc.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Fairs) NYC, h.
Duerr, Dolph: (Vanity Par) Cleveland, re.
Dunlop, Johnny: (St. John's College) Brooklyn, N. Y.
Durnal's Rio Grande Rangers: (Pal.) Mason City, Ia., 2-3; (Capt) Marshalltown, Ia., 4-5.
Durst, Henry: (Colonial Club) Jackson, Miss., nc.

Edmund, George: (Loyale) NYC, c.
Ellington, Duke: (Congress) Chi., h.
Emery, George: (Four Tours) Cedar Grove, N. J., nc.
Ernie, Val: (Riviera) Englewood, N. J., re.

Fan, Billy: (Club Hollywood) Springfield, Mass., nc.
Farmer, Willie: (Leon and Eddie's) New York, nc.
Ferdinando, Angelo: (Garden City) Garden City, N. Y., h.
Fledder, Max: (Towne Club) Pittsburgh, nc.
Fields, Shep: (Piers) NYC, h.
Fischer, Art: (Dutch's) Chi., c.
Fisher, Mark: (Roosevelt) New Orleans, h.
Fisher, Jerry: (Veterans' Club) Toledo, O., nc.
Fomen, Basil: (Fountain) NYC, h.
Four Aces: (Roxby Club) Chi., nc.
Francisco, Don: (Bal Tabarin) San Francisco, nc.
Franklin, Sid: (Yacht Club) NYC, nc.
Fray Jacques: (St. Regis) NYC, h.
Freeman, Jerry: (Parade) NYC, cb.
Frisco, Sammy: (Tuite & Dean's) Chi., c.
Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.
Fink, Freddy: (Club Paramount) La Salle, Ill., nc.

Gasparré, Dick: (Savoy Plaza) New York, h.
Gendron, Henry: (Garden City) Chi., h.
Gentry, Tom: (Walled Lake) Detroit, h.
Gilbert, Irwin: (Coc Rouge) NYC, nc.
Gilbert, Jerry: (Atlantic) Rockaway Beach, N. Y., nc.
Gilbert, Don: (Torsard) New York, nc.
Gill, Emerson: (Lotus Gardens) Cleveland, nc.
Gill, Lester: (Club Caricola) Chi., nc.
Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Douglas: (Leonardo) Newbury, Mass., re.
Gravel, Lou: (Normandie) Montreal, h.
Gray, Glen: (Rainbow Room) NYC, nc.
Grunau, Harry: (Torch Club) Canton, O., nc.

Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Garden) New York, h.
Hall, Sleepy: (Lord Baltimore) Baltimore, h.
Hallett, Mal: (Trionon) Chi., br.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.
Hanson, George: (Mark Hopkins) San Francisco, h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hart, Ruth: (Pinehurst Supper Club) Bridgeport, N. J., re.
Hartley, Hal: (Fairmount) Hull, Que., Can., c.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Adolphus) Dallas, Tex., h.
Harrison, Ralph: (Webster Hall) Pittsburgh, h.
Held, Horace: (Drake) Chi., h.
Henderson, Fletcher: (Grand Terrace) Chi., nc.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McCleans) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Teddy: (Ubangi) New York, nc.
Hoffman, Earl: (Bon Air) Chi., c.
Holmes, Herbie: (Ringside Club) Ft. Worth, Tex., re.
Hope, Hal: (Montclair) NYC, h.
Hopkins, Josh: (Club German) Pawtucket, R. I., nc.
Howard, Ben: (Silver Tavern) Chi., nc.
Hudson, Joe: (Golden Californians: (Mineral Springs) Saxony) NYC, re.
Huntley, Lloyd: (Mount Royal) Montreal, h.

Janis, Freddie: (Parody Club) Chicago, nc.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Jerry: (Starlight) Lyndfield, Mass., h.
Johnson, Johnny: (Vanity Garden) Chi., nc.
Jones, Isham: (Palomar) Los Angeles.
Jordan, Faye: (Edgewater Club) Lafayette, La., nc.
Kavanaugh, George: (Blossom Heath) Detroit, nc.
Kavelin, Al: (William Penn) Pittsburgh, Pa., h.
Keating, Fred: (Aylmer Aquatic Club) Ottawa, Ont., nc.
Keener, Lee: (Madison Jefferson City, Mo., h.
King, Bert: (Shelton) NYC, h.
King, Henry: (Mark Hopkins) San Francisco, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Julius: (Statler) Detroit, h.
Korbin, Van: (Madison Casino) Chicago, c.
Kountz, Buzzy: (The Pines) Pittsburgh, nc.
Krauss, Eddie: (Cocoanut Gardens) Chi., nc.
Krumlin, Costya: (Russian Bear) New York, h.
Kyser, Kay: (Trionon) Chi., b.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Ball) NYC, re.
LaPorte, Manny: (Manna-Bar) Ardmore, Pa.
LaRue, Frank: (Wiva) New York, nc.
Laguna, Bill: (Club Trionon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi., nc.
LeRoy, Howard: (McCurdy) Evansville, Ind., nc.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehman, Al: (Granada) Chi., b.
Levin, Arnie: (Globe) Belmont, N. Y., h.
Levi, Paul: (Dude Ranch) Atlantic City, nc.
Lipont, Phil: (Bismark) Chicago, h.
Lewis, Johnny: (Netherland Plaza) Cincinnati, h.
Lynch, Victor: (Ontario Beach Pavilion) Rochester, N. Y., c.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Little, Little Jack: (Casino) Catalina Island, Calif., nc.
Littlefield, Johnny: (Arcadia) Phila., nc.
Livingston, Jimmie: (Club Chalonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Palmer House) Chi., h.
Lopez, Vincent: (Lavaggi's) Baltimore.
Lopes, Vincent: (Black Cat) NYC, nc.
Lube, Jacques: (Princess) Bermuda, h.
Lucas, Clyde: (New Yorker) NYC, h.
Lucas, Nick: (Hollywood) NYC, cb.
Lunceford, Jimmie: (Casino) Larchmont, N. Y., re.
Lynn, Y. Abe: (Mayfair Casino) Cleveland, nc.
Lyon, Bob: (Commodore) Valcouver, B. C., Can., cb.
Lyon, Russ: (Northwood Inn) Detroit, nc.

McCarn, Grace: (Chinese T Gardens) Detroit, h.
McCoy, Clyde: (Roseland) NYC, b.
McDonald's Music Mixers: (Hi Hat Club) Boaz, W. Va., nc.
McGowan, Loop: (Exchange Club) Tampa, Fla., nc.
McGraw, Ed: (Long Point Park) Geneseo, N. Y., b.
McKenzie, Red: (Famous Door) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Madriquera, Enric: (Riviera) Englewood, N. J., re.
Maitland, Johnny: (St. Paul) St. Paul, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Winy: (Hickory House) NYC, nc.
Manzoni, Al: (Man About Town) New York, re.
Manfield, Dick: (Governor Clinton) NYC, h.
Mantes, Gus: (Moon Tavern) Albany, N. Y., re.
Maples, Nelson: (Showboat) Pittsburgh, Pa.
Marsico, Al: (Club Mirador) Homestead, Pa., h.
Marshall, Bill: (Bellevue Stratford) Phila., h.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, h.
Martin, Ted: (Childs' Paramount) NYC, re.
Matheson, George: (McPherson's Point) Coenues Lake, N. Y., nc.
Masters, Frankie: (Edgewater Beach) Chi., h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Madewbrook Boys: (Versailles) NYC, re.
McArt: (Newport Tavern) Wilmington, Del., nc.
Meeker, Bobby: (Pal.) San Francisco, h.
Meeker, Paul: (Shawnee) Springfield, O., h.
Meo, Jimmy: (Royal-Flynn) Chicago, nc.
Merrill, Benny: (Fox) Washington, D. C., h.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.

Miller, Joe: (Casa Blanca) Chi., nc.
Miller, Russ: (Edgewood) Trenton, N. J.
Minor, Frank: (Belmont Fun) NYC, nc.
Molina, Carlos: (Lookout House) Covington, Ky., nc.
Mooney, Art: (Oasis) Detroit, nc.
Moore, Carl: (Normandie) Boston, h.
Morgan, Russ: (Belmont) NYC, h.
Motherway, Harold: (Pershing) Chi., b.
Mullaney, Johnnie: (Brevort) Chi., h.
Nagel, Harold: (Rainbow Room) New York, nc.
Nappi, Bill: (Cascades Plunge) Birmingham, Ala., h.
Nash, Joey: (Castle Farm) Cincinnati, h.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., re.
Nlebur, N. J., re.
Nlebur, Eddie: (Casino Moderne) Chicago, nc.
Norvo, Red: (Commodore) NYC, h.
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olman, Phil: (Trocadero) Hollywood.
Olman, Val: (Sul Jen) Galveston, Tex., c.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
Pancho: (Pierre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.
Paul, Eddie: (Columbia) Cleveland, h.
Parham, Finy: (Club Havana) Chi., nc.
Parke, Johnny: (Sables) Chi., nc.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi., h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O., nc.
Petti, Emil: (Savoy Plaza) NYC, h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Ple, Percy, Murphy: (Villa Moderne) Chi., re.
Provost, Ed: (Donahue) Mountain View, N. J., nc.
Pryor, Louis: (Rustic Tavern) Jasper, Ind., b.
Purvis, Jack: (Thru Loping Glass) New York, nc.

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Rabun, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rapp, Barney: (Lyric) Indianapolis.
Rayaza, Carlos: (Belmont) San Francisco, h.
Read, Kemp: (Ivory) Oak Bluffs, Mass., b.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reis, Del: (Anchorage) Phila., nc.
Reichman, Joe: (Pennsylvania) NYC, h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Riedel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Richards, Barney: (Limehouse) Chicago, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rodrigo, Namo: (Rainbow Room) Rockefeller Center, NYC, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rollin, Adrian: (President) NYC, h.
Rollins, Bill: (West Lake Park) Birmingham, Ala., h.
Romano, Phil: (Roseland) NYC, b.
Rosenthal, Harry: (LaRue's) New York, re.
Royal Arcadians: (Circle) Newtonton, Conn., b.
Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Colony Club) Chi/nc.

Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi., c.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, h.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Schuster, Mitchell: (Statler) Cleveland, h.
Seoggin, Chic: (Jefferson) St. Louis, h.
Simmons, Lonnie: (Black Cat) NYC, nc.
Smith, Earl: (Hollenden) Cleveland, h.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Leroy: (Connie's) NYC, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snider, Billy: (Pleasure Isle) Covington, Ky., b.
Snyder, Frankie: (Winona Gardens) Chi., nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Spratt, Jack: (444 Club) Cincinnati, nc.
Stelner, Herbie: (Pavilion Royal) Valley Stream, N. Y., re.
Sterney, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stock, Bert: (Graystone) Detroit, b.
Stoutland, Al: (Lighthouse) Trenton, N. J., re.
Stutland, Steve: (Silver Club) Chi., nc.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau), Cleveland, re.
Tisley, Bob: (Colosimo's) Chicago, nc.
Todd, Mitch: (Sky Rocket) Chi., nc.
Tompkins, Tommy: (Arcadia) NYC, b.
Toppa, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cassa Loma) South Bend, Ind., nc.
Toscano, Tommy: (All Stars) NYC, nc.
Travers, Vincent: (French Casino) NYC, nc.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmy: (Merry-Go-Round) Akron, O., nc.
Valles, Rudy: (Astor) NYC, h.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., fo.
Veil, Tubby: (Brun's Palm Garden) Chi., c.
Wald, Jean: (To Jo Farms) Detroit, nc.
Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
Warren, Arthur: (Hollywood) NYC, cb.

Waterhouse, Frank: (400 Club) Wichita, Kan., nc.
Wells, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Anson: (Meadowbrook) St. Louis, cc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weisler, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., re.
White, Dave: (Oasis Grill) New York City, re.
Widmer, Bus: (Gladstone) Casper, Wyo., h.
Wilcox, Howdy: (Pint Amusement Park) Flint, Mich., h.
Williams, Griff: (Aragon) Chi., b.
Williams, Hod: (Wagon Wheel) Nashville, Tenn., nc.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Williams, Ray: (Blue Lantern) Island Lake, Mich., nc.
Winegar, Frank: (Ramona Gardens) Ann Arbor, Mich., nc.
Wine, Julie: (Top Hat) Union City, N. J., nc.
Woods, Howard: (Robert Treat) Newark, h.

Yates, Billy: (Grotto) Pittsburgh, br.
Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Biltmore) New York, h.
Zelman, Rubin: (Caravan) NYC, nc.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

Awake and Sing: (Selwyn) Chi, 1-6.
Boy Meets Girl: (Cass) Detroit 1-6.
Cornell, Katharine: (Porret) Phila 1-6; (Grand O. H.) Chi 8-20.
Farnell: (Shubert) Boston 1-6.
Personal Appearance: (Geary) San Francisco 1-6.
Three Men on a Horse: (Harris) Chi 1-6.
Three Men on a Horse: (Willis) Detroit 1-6.
Three Men on a Horse: (Broad St.) Phila 1-6.

MISCELLANEOUS
Baker's, M. L., Side Show: Abingdon, Va., 1-6.
Becker, Magician: Darlington, Wis., 1-6; Friendship 4-13.
DeGlo, Magician: Battle Creek, Mich., 1-6.
Hudspeth, Madame, Mentalist: (Jack & Bob's Grill) Trenton, N. J., 1-6.
Lewis, H. Kay, & Hollywood Varieties: Duns-muir, Calif., 3; Weed 4; Klamath Falls, Ore., 5-8; Bend 8-9; Redmond 10; Prineville 11; Mitchell 12; Fossil 13.
Mel-Roy, Magician: Thief River Falls, Minn., 4; Grand Forks, N. D., 5; Mayville 6; Fargo 8; Valley City 9; Cooperstown 10; Harvey 11; Turtle Lake 12.
(See Route on page 68)

Saranac Lake
By BETTY HUNTINGTON
With the thought that perhaps the NVA Lodge may have its name changed to the Rogers Memorial Hospital, we are looking forward to a brighter future. Naturally we know what NVA stands for and shall always remain loyal to its meaning. At present new shrubbery and flowers which will bloom this season are being planted so that all may enjoy their beauty and which also go toward making the Lodge more attractive.
Jack F. Dempsey, ex-NVA and now Boston's popular baritone from the Fenway Theater, expects to make his annual summer visit to Saranac Lake next month. He will play one-nighters at the St. Regis with his manager, Happy Benway, who is planning to have Saranac's high-school band greet him at the station.

Mr. Gra'wthrope, of the Paramount offices, New York, was a recent visitor to Dr. LaPorte, guest of the NVA Lodge. The American Legion Poppy Drive Day, held here last week, has been judged successful. More than 20 of Saranac's debts participated in the selling. The proceeds will go to the disabled at the Veterans' Hospital, Tupper Lake.
Marie Bianchi, NVA patient, was pleasantly surprised last week with a visit from her daughter, baby Patricia, and her sister, Mrs. Katherine Souhaml, of New York.

Rumor has it that the attractive Jeanee LaFau, NVA, and Mary Gedroiz, of Saranac Lake, were married last week. Double services were said in St. Malachy's Church, New York. More about this next week.

Jack Hirsch, Boston playboy and prominent jewelry salesman, blew in town to pay his pals a visit at the Lodge. He was given a cordial greeting and left samples of his trade behind.
Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

Pitts Suburb Bans "Beano"
PITTSBURGH, May 30—"Beano" and "Bingo" have been banned as giveaway features in Millvale local suburb by the city council. Theaters and night spots have been using these features as business stimulants for nearly two years.

MAIL ON HAND AT CINCINNATI OFFICE

- 25-27 Opera Place Parcel Post Barton, May 0c Hammond, E., 38c

- Marion, Mrs. Evelyn Marshall, Thelma Martich, Gdn, Pearl

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Dodd, Capt. W. H. Donovan, James B. Doran, Jas. (Red) Doucet, Foley Douglas, G. Douglas, Donald C. Downard, Virgil

Ladies' List

- Adams, Dot Adams, Mrs. Mary Adrian, Trudy Allen, Mary Nell Allen, Mary Ellen Allen, Mrs. Edan Allen, Prairie Lilly Aron, Bea Mrs. Lena

- Atkins, Mrs. E. Floyd Atkinson, Fred (Ted) Atkinson, Fred (Ted) Atkinson, Fred (Ted)

Gentlemen's List

- Abend, Ben Acker's Show Adams, Jack Adams, John Adams, John (Red)

- Adams, John Adams, John (Red) Adams, John (Red) Adams, John (Red)

- Adams, John Adams, John (Red) Adams, John (Red) Adams, John (Red)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Al G. Barnes' Late Arrivals

Despite delays, no performances missed — first time in 20 years at Coulee

POCATELLO, Ida., May 30.—The second late arrival of the Al G. Barnes Circus occurred at Yakima, Wash. Upgrade and thru the mountains, the show train arrived at 10:30. There was a nine-block haul. Doors opened at 2:30, with show getting under way at 3:30. Afternoon trade was far better than expected and night house was packed. The West Coast Shows were day and date here. Many PCSA members of the latter show took in the circus and paid their respects to President Theodore Forstall.

With a swing back thru the mountains to reach Everett, arrival here was not until 11 a.m. However, two shows were given, the first commencing at 4 p.m. Weather here was miserable, rain all day and at night quite cold, although the rain had stopped.

At Mount Vernon it rained all day. Lot here is the ball park and quite small. The Slide Show used a two-pole top and menagerie was four poles. For first time in two years front door was attached directly to menagerie. It is the custom over here to set the marquee up separately and sidewall to the menagerie. This change upset front-door "Arky" Owen to such an extent that he misplaced all his laundry, which was not recovered.

At Wenatchee a long haul to the ball park. A fair afternoon audience and well-filled tent at night. Wenatchee is home town of Whitey Feathers, assistant to Merle Rittenour, ring stock boss. Whitey was visited by his mother and sister. The six-pole menagerie was put up here for first time this year.

For first time in almost 20 years the Barnes show played Coulee. Trade was only fair. The lot was a dirty one, the alkali dust being almost a foot deep. The circus train with a double header arrived in Spokane Sunday morning, May 24, at 7:30 for second layoff of season. Many people were at the "runs" to see the unloading, none more enthusiastic than Harper Joy, investment banker, amateur clown and ardent circus fan.

The first real heat wave of the year struck Spokane on show day, which undoubtedly kept quite a few away, although with a packed house at night a splendid day's business was chalked up. At afternoon show the Lions' Club had its sixth annual orphan party. The Lions provide transportation and a ticket for every orphan in the city. A reserved section is given them by the show and special attention shown them. Harper Joy, who is not a Lion, and Dave Knapp, who is, handle the details and do most of the work.

A surprise visit was made by J. C. Curran, editor of *The Nelson* (B. C.) *Daily News*, when he spent an hour on the lot in Spokane with Bernie Head. He did not have time to take in the performance, but was greeted by Manager S. L. Cronin and his many other show friends.

Larson Suffers Heart Attack

FAYETTEVILLE, Ark., May 30.—Gus Larson, formerly of Riva and Larson troupe of circus and vaudeville performers and recently equestrian director of Polack Bros.' Circus, suffered a severe heart attack. He was in a coma for two hours and only survived by the quick work of the doctor, who gave him a hypic directly to the heart.

He was sent to the home of relatives in Chicago to recover. He will appreciate hearing from acquaintances; address, 9035 South Paulina, care Bauscher, Chicago, Ill.

Buck Steel Joins Rice

DOVER, O., May 30.—Buck Steel and his contingent of cowboys and cowgirls are giving the concert on Rice Bros.' Circus, having joined this week at Mansfield. Steel has a company of 12 and is carrying 15 head of his own stock.

Gainesville Show Will Be Broadcast

GAINESVILLE, Tex., May 30.—A radio review of the performance of the Gainesville Community Circus will be broadcast from the show's big top here opening day, June 4. It will begin at 4 p.m. CST, and will run 30 minutes. It will originate from Station WFAA, Dallas, and will be over the Texas Quality network of NBC stations. WFAA is on 800 kilocycles.

Providence Show Best in 12 Years

PROVIDENCE, May 30.—Palestine Temple, Shriners, closed its indoor circus last Saturday night at Rhodes-on-the-Pawtuxet and chalked it up as the most successful affair sponsored in the 12 years' history of the annual event. The large Rhodes ballroom was packed every night and parking space was at a premium. According to Earl C. Whelden, general chairman of the circus, nine carloads of prizes were disposed of at the numerous booths. Two automobiles were given away nightly.

On bill were the Five Eights, juggling act; Mme. Marie Rochet and her high-school horse; George Downey, tramp cyclist; the Four Vespers, acrobats; Jim Wong Troupe; Micahua, wire performer, and the Olympic winners, dog act.

Wallicks to Russell Bros.

DOVER, O., May 30.—Mr. and Mrs. Marion Wallick, who have conducted a dance school here past winter, have joined Russell Bros.' Circus. They will do a knife-throwing act in the Reb Russell after-show, and Wallick will also do a whip-cracking turn in concert. Also joining from here is Frank Pace, who will be a property man, and Charles E. Finke, six-foot six-inch high-school graduate and painter, who will be in Side Show as "Texas" Kid, the cowboy giant.

Soft Lot for Gorman At New London, Conn.

NEW LONDON, Conn., May 30.—Gorman Bros.' Circus pulled in here May 23 rather late, after a 60-mile trek from New Haven. Lot was soft and show had some trouble getting on; however, all up and set by noon. Attendance was big and Side Show was crowded all day. At New Haven, three performances were given.

Doc Leon Blackburn, 85, is on front door. On the lot at New London were Doc and Ma Kelley, Edward M. Russell, Ruth Taylor, Bugs Raymond, E. B. Callahan, Lucel Wightman, F. Wilson, Walter Buckingham and Joe Daley, CFA, from Norwich. The Kelleys visited with Mrs. Leland, Doc Leon, Max Kassow, Lady Edna and Ginger Moore, old friends.

Beatty Tells Humane Society Agt. Aplenty About Cruelty to Animals

PITTSBURGH, May 30.—Admitting that all he knew about training lions and tigers he learned at the Highland Park Zoo here, E. F. Smith, chief agent of the Western Pennsylvania Humane Society, ordered the arrest of Clyde Beatty and his assistant, Capt. William Bernard, on the charge that they were cruel to animals. The arrest was made Tuesday following the matinee performance of Cole Bros.' Circus, which opened a two-day stay on the East Liberty grounds Monday.

Both Beatty and Bernard were arraigned before Alderman Ray E. Schneider, where, on the advice of E. F. Partello, circus executive, each paid a fine of \$20 and costs amounting to \$17. The humane society agent claimed that a witness would support his statement, but after waiting for almost an hour the witness failed to appear. Anxious to get back to the lot where a night performance awaited them and unwilling to be tangled in legal proceedings by waiting hearing for court, Beatty and Bernard pleaded guilty and paid the fines.

At the alderman's office Beatty didn't hesitate to tell the humane society agent that there is a lot he didn't know about animals. "Lions and tigers are

Sunday Dates For Atterbury

Will play them every Sabbath until Sept. 1—new truck added to advance

EAU CLAIRE, Wis., May 30.—The first week in this State was very satisfactory for Atterbury Bros.' Circus, Prairie du Chien being the best spot. At Richland Center, show's second Sunday date of the year, business was light. Show will play every Sunday in the North until September 1.

Most dates are contracted under auspices, with dates for Sundays optional with the general agent, J. C. Admire. A new Chevrolet one-ton truck was added to the show's advance at Reedsburg. Approximately 80 people are back with the show.

H. T. McGafferty joined the No. 1 car here and eight are now in the billing crew. Roy Roberts is car manager.

Gladys Admire is doing nicely with banners. The sales have been running \$300 gross per week since show entered Wisconsin. Car displays are in big top daily.

Big Day for R-B In Atlantic City

ATLANTIC CITY, May 30.—Ringling-Barnum Circus, here May 23, played to a big afternoon crowd and packed 'em in fairly solid for the evening. This is the second time within recent years that a permit was granted a circus and resort amusement men were largely responsible for the lifting of the seashore ban against them.

Showing at the large lot near the boulevard, the circus took the amusement crowd from the Boardwalk for the day and amusement men themselves went out to give it the once over. The city police department played host to 1,800 kids at afternoon performance and supplied ice cream and pop along the line of march, which was led by that oldtimer, Frank Hubbin, and personally supervised by Serg. Beatty.

The Slide Show also did good business.

Ida White Recovering

LANCASTER, Pa., May 30.—Ida White, with Downie Bros.' Circus, who suffered a broken back in a fall here May 13, is recovering at St. Joseph Hospital and will rejoin the show in due time, but will not return to perch act, she said. Her husband rejoined the show after remaining with his wife for several days.

No More Sunday Shows at Canton, O.

CANTON, O., May 30.—Canton will have no more Sunday circus performances, council so decreed this week, after hundreds of church members petitioned council and Mayor James Secombe, protesting against Sunday performances at the fairgrounds.

The Cole Bros.-Clyde Beatty Circus will exhibit on a new lot on the west outskirts of the city tomorrow.

Russell Business Varies in Ohio

SANDUSKY, O., May 30.—Russell Bros.' Circus will conclude its tour of Ohio at Greenville June 4, chalking up 26 days in the State, of which four were still Sundays. Business in Ohio has varied widely and as a whole fell short of expectations. The route now leads back into Indiana.

The band has flashy new wardrobe for the tournament, and Bandmaster Claude Myers is sporting a fine new white uniform. Band is receiving many compliments. The Great Dalbeanie also has some classy new wardrobe. "Dal's" comedy bicycle riding at the close of the tournament is proving a hit, and Roy Barrett has the come-in working nicely.

The appearance of the menagerie and connection has been materially enhanced by new canvas trappings. Painters are busy every Sunday and everything is kept looking its best.

Jess Adkins paid the show a visit during its two-day engagement at Columbus and was the guest of Mr. and Mrs. Webb. Mrs. Harold Van Orman, who has been a frequent visitor since the show opening, was back at Columbus, visiting her brother, Bertie Hodgkin. Stanley Dawson also visited at Columbus. The press in Ohio's capital gave the show a big play.

Many Pennsylvania Stands for Barnett

YOUNGSTOWN, O., May 30.—R. W. Rogers, manager of Barnett Bros.' Circus, here with his family to catch the Cole-Beatty Circus, said business with his show continues highly satisfactory and that it will remain in Western Pennsylvania, around Pittsburgh district, for another two weeks. Plan to go east has been temporarily abandoned, he said. Rogers said the show has had but two losing stands in Pennsylvania in almost a month in that State.

Fine Weather, Biz For Cole - Beatty

AKRON, O., May 30.—The Cole Bros.-Clyde Beatty Circus, now rounding out its seventh week, has been having wonderful business.

The weather and the on-time schedule of the trains, parades and performances have played a good part in attracting capacity and straw houses. It rained one night in Evansville, another rainy day was in Cincinnati and there was also rain last Sunday in Youngstown. Not an advertised parade has been missed this spring and no parade has been over an hour late.

Middletown, O., at night was a straw house. Richmond, Ind., has the honor of the largest reserved-seat sale for two performances in the Cole Bros.' career. Dayton was magnificent. The Slide Show, under Lou Delmore, and concession department, under Ernest Tucker, have been reporting big days. Zaniesville, despite poor local conditions, was a bang-up day.

Cole Bros. was the first railroad circus in the flood area and Wheeling came thru with a big afternoon house and almost capacity at night. Agitation in Youngstown pro and con for the circus appearing there on Sunday resulted in business being 33 per cent better than in 1935. All tents were erected just outside city limits. The steel mills are running at a good capacity.

Pittsburgh came thru in grand fashion both days. It never gave any better business in the spring. Butler and McKeesport were high spots on the 1935 Cole route and they retained their standings, while New Castle went way over the gross for 1935 exhibitions. The

(See FINE WEATHER on page 37)



With the Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLESS, 2630 West Lake Street, Chicago, Ill.
Secretary, W. M. BUCKINGHAM, Frances Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

The Pat Valdo Tent, of Binghamton, N. Y., had a dinner and meeting of Fans May 11. Present were Mr. and Mrs. George Schoelder, Mr. and Mrs. Stuart English, Mr. and Mrs. James H. Andrews,

Mr. and Mrs. George H. Barlow Jr., Joe Minchin, Phyllis Werling and George H. Barlow III. This tent is building a fine circus room in the Barlow Building. It will be more than 60 feet long, 20 feet wide and will contain more than 300 circus pictures and lot scenes. Circus fans and circus folk are invited to make this room their headquarters when in that city.

Bugs Raymond and Walter M. Buckingham, national secretary, of Norwich, Conn., showed true spirit of the CFA when they took food to performers and workmen on Maynard Bros.' Circus stranded near Norwich.

Madison (Wis.) Fans entertained members of Sells-Sterling Circus at White Tops, circus room owned by Sverre O. Braathen on Lake Waubesa evening of May 24. Those present were Dr. and Mrs. Tom Tormey, Dr. and Mrs. Waldo Dimond, Mr. and Mrs. Bill Doudna and Bill Jackman, all of Madison, and J. I. McFarland, of Lodi. McFarland was on lot in Jefferson. From the circus at the party were Mr. and Mrs. Pete Lindemann, Albert C. Lindemann, Orville and Verna Lindemann, Joe Siegrist, Vivian Leonard, Jack McFarland and Ervin Klauder. Pete and Al C. Lindemann gave talks on the start and history of the circus. Joe Siegrist and Betty Leonard talked about the love of the showfolks for the fans, and other speakers were Dr. Tormey, Mrs. Bill Doudna, Betty Leonard, Orville Lindemann, King Balle, Rose Heller, McFarland, Bill Jackman and Dr. Dimond. A Dutch lunch was served at midnight.

The New Jersey Fans held a meeting May 23 at Atlantic City when Ringling-Barnum played there. Many fans attended both matinee and evening performances and at 11:30 gathered at the Traymore Hotel, where meeting was held and dinner served. President Joe Minchin presided and following Fans attended: Jacob B. Jones, Robert Crowell, Mr. and Mrs. Hugh Higgins, Phyllis M. Werling, Elsie Ziegler, Cora Wilson, George Barlow (New York State chairman), Oscar Decker, John Peaty, Chester Wescott, Robert Vanderbeek, Mr. and Mrs. Elmer Kemp, William Yard, Frank Baldwin, Levi Van Houten and Herman Mertel. From the Ringling show were Felix Adler, Jack LeClair, the Wallendas, the Fred Bradnas, Frankie Saluto, Warren Wood and Paul Jerome. Mr. and Mrs. Melvin D. Hildreth, of Washington, D. C., also attended.

Col. William Soaper Sneed returned to Chicago May 20. On his trip he caught the Cole-Beatty Circus at Terre Haute and Evansville, Ind., and at Owensboro, Ky. Bill was also a guest at the Van Orman banquet in Evansville given to Cole performers.

On May 21 John R. Shepard, former editor of *White Tops*, and Mrs. Lois Simm caught Sells-Sterling Circus at Waukegan, Ill. John writes they were greatly impressed with size of show, also the character of the performance. Were treated fine by the Lindemanns, King Balle and Al C. Beck.

F. E. Loxley, of Cranston, R. I., caught Bockus & Kilonis Circus evening performance at Westerly, R. I., May 15 and made the same show following afternoon at West Warwick, R. I.

Escalante Show in L. A.

LOS ANGELES, May 30.—The Gran Circo Escalante is packing them in daily on the several locations within Los Angeles city limits. Show is framed along the lines of those that tour Old Mexico. Big top has dramatic end and stage for the presenting of vaudeville acts, with which program is interspersed. Pedro Despart has taken over the handling of show.

Marianna Escalante is the owner-manager, and Pedro Escalante, assistant; Alex Escavado, equestrian director. Program presented in one ring. Alonso Ancona has 10-piece band. Acts include Aurora Escalante, iron jaw; Lily La Form, trapeze; Phil Escalante, high, tight and slack wire; Betty Ricardo, dancing act, with six girl principals; Floyd Crouch, high wire; Lorena di Marco, dancer; Conchita Algarin, hand balancing on chair pyramid; Phillip's dogs, poodles and monks; Carmen Blanca, swinging ladder; Esther Escalante, trapeze, doing heel-catch finish; Garcia Troupe of eight, acrobats; Elena Hendricks, dancer; Peggy Michel, aerialist; Amparita Escalante and ensemble, singing and dancing number; Acevedo Family of seven, jugglers; the Escalantes, aerial bars. Clowns are Cara Sucia and Tony Tonto.

Peeping In

ON THE PERFORMERS' CLUB OF AMERICA

By BERT CLINTON

CHICAGO, May 30.—At the last meeting the body voted unanimously to retain all officers and board members for another year. Officers are Toby Wells, president; George Geddis, vice-president; Harry Sykes, treasurer, and Bert Clinton, secretary. Col. Fred J. Owens was elected chaplain.

The club is very active at present, with all the available space being utilized by units and revues rehearsing in preparation for their outdoor openings. Some of the larger bodies rehearsing are Ernie Young's *Canadian Revue*, Andre Lasky's *French Revue*, Harry Clark's *Monkey Shine* unit and Charles Clifford's *Manhattan Revue*.

The Three Cheers, comedy bars, will be leaving soon for their early falls thru Minnesota, North Dakota and Iowa. Captain Webb, net high diver, is now with Byers Bros.' shows.

Kozak, the Man From Moscow, writes that his date book is well filled for the coming fair season.

Al Bishop has been discharged from the American Hospital and is now around the club.

Members of Erma Flowers Troupe are daily visitors to the club, getting their new tricks set for the fairs.

Kathryn Brown is perfecting her one-arm swings.

The Four Lorenzos, high act, left Chicago last week to open their outdoor season.

Bob Avalon and his Seven Avalons will play parks until fair season opens, July 1.

The Saki Family is playing Midwestern vaude dates prior to outdoor engagements.

Farmetta and Millette are playing night clubs in the Twin Cities.

Bob and Charlie Eugene are back in their home town of North Adams, Mass., and will open on Eastern park dates June 1 with their Eugene Troupe, aerial bars.

Three Cards are busy rehearsing a new sensational trick.

Jim Gallagher and his partner are playing the better night clubs in Detroit.

Nolly Tate and his dogs are booked solid in and around Detroit.

The Great Volcano visited the club last week from his home in Florida. His daughter, Dolores, is the exclusive distributor for a popular make of autos in North Florida and South Georgia.

Ohio Stands Spotty For Rice Bros.' Shows

WOOSTER, O., May 30.—Rice Bros.' Circus, pioneering new territory, played thru Ohio to spotty business, executives of the show informed a representative of *The Billboard* here. Ray Marsh Brydon, general manager, spent much time entertaining friends from near-by Canton, Massillon and Akron.

Business here at matinee fair, at night near capacity. Following day at Ashland show did straw business, and Shelby was satisfactory. Bill Kellogg, of legal department, renewed acquaintances here.

Among visitors were Kenton G. De Long, Jack Nedrow, Roy Wild, Frank Ruttman, "Sheehey" McCune, J. R. Edwards and Doc Kerr.

Daniels' Side Show Joins Beers-Barnes

NEWCASTLE, Va., May 30.—Lee N. Daniels' Side Show joined Beers-Barnes Circus here and played to big business, as did the big show. Hot Springs was also a red one for kid show. Clinton Edwards, magician, who left to join Downie Bros.' Circus, has been replaced by Mystic Merlin.

Side Show features Vox, ventriloquist, and Jackie-Francis. The roster: Daniels, owner-manager; Mile Deveroux's trained birds; Floyd Samson, tattooed artist; Betty Gall, snakes; Vela, mentalist; human pin cushion; Tracie's minstrels and five-piece band; Merlin, magic and Punch. Jimmy Carter has the No. 1 box; D. Kurtz, No. 2 box. Bob Haywood is boss canvasman. Show is framed in 120-foot pit style top with new double-deck banners, and is transported on new semi-trailer.

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Trenton, N. J., June 3; Easton, Pa., 4; Scranton, Pa., 5; Paterson, N. J., 6; Poughkeepsie, N. Y., 8; Waterbury, Conn., 9; New Haven, 10; New London, 11; Stamford, 12; Bridgeport, 13.

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Under the Marquee

By CIRCUS SOLLY

FRANK GUITTERREZ, of Guitierrez Circus, purchased the living-house truck of Prince Elmer.

J. E. (DOC) OYLER has a good Side Show with Bockus & Kilonis Circus with all new banners.

HOWARD INGRAM, formerly with circuses, is again trainmaster of the Mighty Sheesley Midway.

PARADE of Cole-Beatty Circus at Wheeling, W. Va., was delayed 30 minutes due to a wagon getting out of control in going down Main street hill.

W. N. LINABURY saw Gorman Bros.' Circus at New Rochelle, N. Y., May 19. States that it was advertised as a three-ring circus, but only had one there.

K. E. SIMMONS, of Crawfordsville, Ind., met several of the Famous Robbins troupers when show was there and reports good attendance at both performances.

L. CLAUDE MYERS, band leader on Russell Bros.' Circus, has 11 men playing the program. The boys received their new robes for tournament at Columbus, O.

TEXAS JOE and Marian Clarke are now with Cooper Bros.' Shows. They left Lewis Bros. April 24. Joe built berths and staterooms in a new steel car on the Cooper show.

FRANK B. HUBIN was the guest of S. W. Gumpertz, Mrs. Charles Ringling, Frank Cook, Eddie Vaughan and Clyde Ingalls when Ringling-Barnum was in Atlantic City.

EVERETT BLANSHAN was the guest of Charles Sparks, of Downie Bros.' Circus, at Newburg, N. Y. States that he enjoyed the performance and that business was good.

HERBERT A. DOUGLAS is superintendent of front door with Reo Bros.' Circus. States that since opening May 1 show has been first in at every stand and has had clear weather.

BETTY PAL, who recently closed a two weeks' engagement at Famous Department Store, McKeesport, Pa., began her park season May 26, opening at Oakford Park, Jeannette, Pa.

ALBERT SPILLER, German animal trainer, who arrived in the United States a few days ago, is scheduled to join the animal training staff of Benson's Wild Animal Farm, Nashua, N. H.

WALTER L. MAIN Circus, in spite of cold weather at Binghamton, N. Y., did excellent business. After-show, price reduced to 5 cents, also was packed. Performance has been improved over last season.

THE BRISONS, of St. Thomas, Pa., have been playing local dolings, such as the firemen's carnival and appearing at block parties. Also did some work for Doc G. Tex Worth. They will soon hit the road again.

RUSSELL BROS.' CIRCUS had light matinee at Canton, O., and near capacity at night. Weather was ideal. Show was on the fairgrounds. Kenton C. De Long, Roy Wild, J. J. Evans and Ralph and Howard Peters were visitors.

FRED T. SLATER enjoyed the Walter L. Main Circus when it was at Binghamton, N. Y., May 20, playing to big business. Cly Newton's Side Show also did excellent biz. George W. Barlow III, CFA, and other fans were visitors. Slater met many old trouper friends.

FRANK WIRTH'S CIRCUS in Tarrytown, N. Y., sponsored by the Thursday Club, on May 23 grossed about eight grand, getting 50 cents general admission, \$2 for reserves and fancy group

prices for boxes. Sale of programs at two bits, plus refreshments, dispensed by candy butcherettes, brought total revenue to nearly 10 grand, it is estimated. It was the club's second annual and beat last year's total by \$1,500.

ON THE NO. 2 car of the Walter L. Main Circus are Mike Covitch, boss lithographer; Ted (Stubby) Smith, boss billposter; Harry R. Patterson, boss banner man; Frank Botter, Burton Savage, Durell Easley, Ben Holmes, J. T. Thompson, Roy Johnson. J. F. Almond is brigade agent.

MARK L. FRISBIE, who has been located at Port Gibson, Miss., since close of Rice Bros.' Circus advance last fall, will leave for Fort Worth, Tex., June 13 to join the billing forces of the Fort Worth Frontier Centennial. He has purchased a three-for-a-dime strip photo machine to operate thru the Mississippi Delta this fall.

LINWOOD FARLOW, former assistant to George (Deafy) Denman, noted elephant trainer, accompanied by his wife and two children, saw the afternoon show of the Big One at Wilmington, Del. for first time in five years. Says that weather was ideal, attendance big and performance great. Farlow is now a native of Salisbury, Md.

YOUNGSTERS who 60 years ago saw the Cole Bros.' Circus at Butler, Pa., attended the Cole Bros.-Clyde Beatty Circus there May 27. They were guests of the management at evening performance thru courtesy of John C. Graham, lawyer and an ardent fan, who represents circuses entering the Pittsburgh territory.

AMONG THOSE who were with Maynard Bros.' Circus, which folded recently at North Stonington, Conn., were Mr. and Mrs. Ed Simpson, Mr. and Mrs. Thomas Zocco, Dare-Devil Ivan Mosely, Cheeko Davis, Winky Anderson, William C. H. Lumb, Victor O'Weise, Ted Worth, Edward Lafond, James Gunn, E. P. Flint, Roy Lewis, Al Boatman, Nolan Cargile, Harry Seavet and Bob Oliver.

Among recent visitors to Gorman Bros.' Circus on all Connecticut lots was Doctor Edward R. Johnson, of West Haven. He renewed old friendships with Tex Sherman, Ray Goody, "Snuffy" Getty, "Doc" Miller and G. Sedge Meikle, who after weeks of convalescence at Doctor Johnson's Nursing Home, is acting as secretary and treasurer for the show. Johnson states that if turnaways, packed lots and three shows daily mean prosperity, then the depression is certainly over. Never in years of contact with the circus barometer has he seen such public evidence of old-time enthusiasm for big top entertainment of the highest quality and distinction.

LINEUP of Side Show band and Minstrels with Ringling-Barnum: Arthur A. Wright, director and cornet; A. G. Simmons, clarinet and saxophone; Johnnie Brown, clarinet and saxophone; Harry K. Franklin, Clarence Williams, Charles A. Holloway, cornets; Rufus Wiggs and W. E. Fields, altos; William Thomas, baritone; Ed Carr, Homer Griffin, trombones; J. W. Wright, snare drums; Ed Warren, bass drums; H. R. Hall, bass. Minstrels—Leo Boatner, Roland Canada, Weaver Cunningham, comedians; Henry Bowman, comedian and stage manager; J. C. Woodards, piano accordion. W. K. Warren has joined Clyde Ingalls' ticket-box force.

Cancie Visits Vanderburg

CHICAGO, May 30.—N. Harry Cancie, former showman, circus fan and candy firm executive, visited the Vanderburg Circus a few days ago and reports they have a nice little show. Frank E. Hall is manager; E. F. Hall, secretary-treasurer, and F. C. Franklin, general agent. Billposters include Elm Wolf, Jake Thorne, Mike Cramer and John McIntosh.

Show includes the following: Trained wild animals, Frank Hall; Holland-Dock-riid riding act, with four beautiful white horses; juggling and chair balancing, Tom Moss; clowns, Steve O'Day, Davie Keen and Jack Smiley; Orton and Orton, iron jaw, ladders, wire act and traps; ground tumbling, Oists Family. Also entertaining acts with trained ponies, goats, dogs and monkeys.

Breden Answers

CINCINNATI, May 30.—Barry Breden, who had been press agent for Polack Bros.' Circus, takes exception to statements concerning himself made by Irv J. Polack in a story in the issue dated May 23, captioned "Polack Kicks Back."

"Mr. Polack had known me for over two years when I met him in El Paso," states Breden. "I was employed profitably at the time. He made me an offer to go east ahead of his show at a salary and with a bonus on dates played. He refused to pay me what was due me in Lincoln, Neb., and I placed the matter in the hands of an attorney. Just as soon as he can be served the suit will be tried and a judge will then decide the merits of the case.

"When Mr. Polack refused to pay me or give me the agreed notice, his partner, Mr. Stern, protested against the treatment accorded me. Knowing that to be left over a week-end without the salary I naturally counted on would cause me embarrassment, Mr. Stern personally loaned me \$75. Mr. Polack knows I now have an indoor circus that might possibly be in his way.

"I am not ashamed in the least to admit that in my time I have been broke."

As both sides have now had their say this closes the controversy so far as *The Billboard* is concerned.

Around the Lot With Ringling-Barnum

PHILADELPHIA, May 30.—Much gloom was cast over the lot last week as the news was spread that the accident occurring morning of May 23 as the train pulled into Wilmington, Del., had proved fatal to its victim, Eddie Causey. He was caught between the train and a brick wall. He died following day. Eddie will long be remembered around the lot of Ringling-Barnum.

Warren Wood, formerly of usher department, is now with Clyde Ingalls on Side Show. . . . Jack Meinhart recently donned the uniform of a front door man. . . . Judge J. C. Kelley, legal adjuster, formerly with Sparks Circus and other railroad shows, was a frequent visitor on the lot in Philadelphia. . . . Mr. and Mrs. Tom Rice, of Sarasota, Fla., were guests of Mrs. Charles Ringling in Wilmington.

Much comment has been made around the band top about the different caricatures that are found stuck in conspicuous places. Many questions have been asked about the young artist who does this work. His name is Howard Lewey, usher. Last winter he was a model in the Ringling Art School in Sarasota. Prior to that he was an instructor in the London Correspondence Schools, and at one time was in the employ of Walt Disney, creator of the Mickey Mouse cartoon.

The show enjoyed excellent weather during its stands in Baltimore, Atlantic City and Philadelphia. The attendance at each of these performances was very good. . . . The show presented as an added attraction for its week's stand in Philadelphia the Alf Loyal dog act.

Monday afternoon was Kids' Day at the circus in Philly. At this performance Ellis Gimbel was host to some 10,000 children of that city. They showed their appreciation by giving him a tremendous cheer and presenting him with a loving cup. Guests of Mr. Gimbel's to greet the children were Governor Earle of Pennsylvania and Mayor Wilson of Philadelphia.

Ken Maynard Briefs

LOS ANGELES, May 30.—Ken Maynard has returned from San Diego, much enthused over the prospects for his show at the exposition. Al Humke has been engaged as treasurer. Lee McDonald is general superintendent and Johnny Brossau, purchasing agent. Mabelle Chipman and Gladys Forest will have charge of wardrobe. Louis Sargent and Jesse Duffy will handle the two big specs. Johnny Agee will present two new horse numbers. Arthur Windecker is the new Side-Show manager, supplanting Doc Collins.

Cancie says it is a nice clean one-and-three-quarter-hour show. Admission prices are 25 cents for adults and 15 cents for children; reserves 10 cents; Side Show 10 cents. Side Show has numerous wild animals, Punch and Judy, magic and tattooed woman.

Show is carried on 12 trucks and has own light plant. There are also numerous personal housecars. Show is playing small towns thru Illinois. Callopo parades at noon. Matinees have been light; evenings good to fair.

Dressing Room Gossip

AL G. BARNES—Howard Baer, of the Weber Trio, wire walkers, left a few days ago. The trio is now a duo. Seems as the Frank Cherry, of clown alley, can't take it. There he was going around all day at Mount Vernon in the rain without a raincoat, when only the day before he had showed up in the "alley" with a brand-new one. The coat had some fancy pockets and a cape. He received many a wisecrack and away went the coat to the bottom of his trunk and there it stays.

Arthur Bursom has added "washerwoman" to that of his many activities, having been observed doing up the things belonging to Milt Taylor's "quints." "Was his face red?" Hal Silver couldn't find his trunk and after turning the backyard upside down, it was finally discovered in the posing girls' tent. Terrell Jacobs was very sick with a sore throat for several days, but after having a ton-sil lanced and his wife, Dolly, giving him his food with a silver spoon, he is fast getting back to normal.

Is it possible to enjoy a pipe smoke with straw for a filler? Ask John White. It seems John laid his "sweet smelling" briar on his trunk for a few minutes while he went to administer to his canine charges. Some jokerster filled it with straw, a thin layer of tobacco on top. John returned to his pipe, lit up and with a few coughs and muttered remarks, finished it.

Harry Goetz, Spokane CFA, hotel proprietor and brewer, was around the lot in Spokane and held a circus party in his Coeur d'Alene grill after the show. Other CFA's taking in the show were Bill Rush, Sam Whittemore, Fred Hart and many others. Harper Joy was around most of the day, and was accompanied by his wife and three children.

The Great Raymond, magician, is now living in Spokane, but informed some of his friends with the circus that he will soon go back on the road. Dr. Harbison accompanied Raymond on his visit to the circus.

RINGLING-BARNUM—The Ringling Ramblers, a soccer team formed from the top performers, have started off in mid-season form, despite lack of opportunity for practice. The lineup: Alfred Otaris, goalie; Lou Maschino, left fullback; Mario Zaehlin, right fullback; Willie Maschino, left halfback; Joe Wallenda, center halfback; Alfred Maschino, right halfback; Lou Jakob, outfield left forward; Arthur Wallenda, half left forward; Harry Walker, center forward; Heinz Maschino, half right forward; Justine Repenski, outfield right forward; spares, Treustel wallenda and Willie Otaris. The captain of the Ramblers is Joe Wallenda and the manager Lou Jakob. Watch for results of season in coming issues of *The Billboard*. So far the Ramblers have won one, lost one and tied three, losing to the Heurich Brewers, of Washington, 1-0, and winning from the German-American A. C., of Brooklyn, after tying them in an earlier game. In Boston the Ramblers tied the Victoria Sport Club at 3 all.

Dolores Torrence has returned to her hanging perch act after an absence of several weeks. The Big Show had a wedding of interest to everyone in the backyard recently when Karla Sukopp became the bride of Karl Nurmman, of Buemarang Trio. The Menage Club is going great guns again with a new set of officers and members. Dorothy Herbert was elected president; Charline Anthony, vice-president, and Mildred Millette, treasurer. New members include Col. Tim McCoy, Rudy (Senior and Junior) and Erna Rudynoff, Gordie Orton, Betty Reiffenach, Maruja Yacopi, Betty Stuart, Cora Davis, Gloria and Bonnie Hunt.

Little Joanne Siegrist visited her mother, Bebe Siegrist, the other day. Everyone in backyard got a kick out of seeing Roland Butler, general press representative, in Philadelphia. Maxwell Coplan, New York photographer, haunts the backyard, making pictures to be used in Courtney Ryley Cooper's forthcoming book based on circus life around the Ringling lot.—R. A. GRAM.

COLE BROS.-CLYDE BEATTY—Not very cheerful news with which to open the column. A horse ran into Horace Laird, crushing side of his head with a hoof. Paul Nelson, of Wild West, was riding the animal when bride bit broke. The excited steed reared ran way from big top to padroom. Paul came out okeh. Horace has been busy, patching (See *DRESSING ROOMS* opposite page)

WANTED AT ONCE

Advertising Solicitor with car to go ahead of show. Must be reliable, neat appearance and sell clean. Wire NATE LEON at once. Also can go good. Contract Team, Hill Bill preferred. Knockout and Bar Clowns and other useful people. Enlarging show. WM. KETROW, Kay Bros. Circus, Somerville, 5; Haddonfield, 6; Woodbridge, 7; all New Jersey.

The Corral

By ROWDY WADDY

SOMEONE sent some news of the concert folks with one of the big circuses but didn't sign his name to it—so no good for publication.

JACK NELSON, bronk and steer rider and bulldogger, was in Cincinnati last week. Planned hop-scooting about for a while, probably to go east.

CHIEF ED EAGLE recently infoed that he would again have the concert, with Wild West acts, on Vanderberg Bros. Circus this season, and was opening at Hebron, Ill.

JIM FOSTER and his co-workers crowd a lot of fast work into their part of the concert of Cole Bros. Circus, wrestling bouts taking up a great deal of the time allotted to the after-big-show program. (Let's have a roster, Jim.)

WINNERS at Monticello (Calif.) Community Club Rodeo: Bronk Riding—Harry Knight (180), Eddie Woods and Doff Aber (113 each), Jack Myers (45). Bull Riding—Troxler (54), Jim Gallagher (41), Eddie Woods (27), Dave Hart (14). Calf Roping—Ray Kohr (36), Rowland Hunter (27), Eddie Woods (18), Harry Knight (9).

POWDER RIVER JACK and Kittle Lee delivered range songs and strummed their guitars as entertainment at a Kiwanis Club luncheon while in Idaho Falls, Ida., recently. The Tom Mix Circus was at Idaho Falls the same day and Mix was honor guest at the luncheon and told of some of his experiences as a cowboy and his motion picture work.

ROY (RED) LUNSFORD opened the season for his Wild West with Brown Novelty Shows at Lawrenceburg, Ind., last week. Besides Roy his roster includes his wife, Rene, and son, Richard; his cousin, Carl Lunsford, and Floyd Hampton. Lunsford was formerly connected with the show manager, Fred Vasche, in the South when Vasche was in partnership with C. E. Barfield in the Bar-Brown Shows.

WINNERS at recent Hill's Ranch Rodeo, Saugus, Calif.: Bronk Riding—Harry Knight (274 RAA points), Pete Knight and Doff Aber (137 each). Bull Riding—Dick Griffith (143), Pat Woods (86), Eddie Woods (87). Bareback Bronk—Fox O'Callahan and Bob Fulkerson (111 each), Eddie Woods (56). Calf Roping—Hugh Bennett (250), Buck Sorrells (150), Lawrence Conley (100). Steer Wrestling—Dogtown Slim (125), Everett Bowman (75), Hugh Bennett (50).

WINNERS at Hanford (Calif.) Rodeo, May 8: Bronk Riding—Floyd Stillings (165), Fritz Truan (99), Doff Aber (66). Bull Riding—Dick Griffith (79), Jimmy McGee (47), Eddie Woods (32). Bareback Bronk—Jimmie McGee (79), Dave Hart (47), Fox O'Callahan (32). Calf Roping—Ace Gardner (175), James Kinney (106), Jerry Littrell (70). Steer Wrestling—Everett Bowman (73), White Huffman (44), Lonnie Allep (39). Team Roping—Emmett Gill and Clay Carr (345), John Bowman and Asbury Schell (207), Clay Carr and Richard Merchant (138).

RADIO WAVE, published at Tulsa, Okla., of May 21 contained a featured editorial in which Fog Horn Clancy was complimented for his guessing winners of contests in advance of the daily programs of the Pawnee Bill Rodeo staged at Tulsa, broadcasting his guesses over Station KVOO. Clancy originated the idea in connection with the rodeo affiliated with the Pat Stock Show at Fort Worth, Tex., this year, his "pickings" appearing in *The Wort Worth Star Telegram*. (By the way, on that same date, May 21, Fog Horn was given other cause to feel good—became "grand-daddy"—see Births columns in this issue.)

WINNERS at Corona (Calif.) Rodeo, May 2-3: Bronk Riding—First day, Ervin Collins (79), Leonard Ward (47), Walt Stuart (32); second day, Leonard Ward (79), Blondy Brunzel (47), Canada Kid (32). Bull Riding—First day, Smoky Snyder (38), Al Hayes (23), George Yardley (15); second day, Smoky Snyder (38), George Yardley (23), Neil Wagner

and Canada Kid (8 each). Bareback Bronk—First day, Leonard Ward (47), Al Hayes (28), Ned Ferraro (19); second day, Smoky Snyder (47), Leonard Ward (28), Fritz Truan (19). Calf Roping—First day, Hugh Strickland (26), Breezy Cox (16), Andy Jauregui (11); second day, Lawrence Conley (135), Jess Hill (81), Charlie Jones (54). Steer Wrestling—First day, Holloway Grace (26), Canada Kid (16), Ervin Collins (11); second day, Mickey McCrorey (26), Canada Kid (16), Ervin Collins (11).

DALLAS—Approximately \$16,500 will be offered in cash prizes to the contestants in Col. W. T. Johnson's World's Championship Rodeo, which will be held June 8-21 at the Texas Centennial Exposition here. More than 600 head of live stock are being shipped here for the event, including 180 bucking horses, 155 saddle ponies, 75 Brahma bulls, 100 bulldogging steers, 90 Brahma calves and about 30 cows for the wild-cow milking contest. Tad Lucas will return to the rodeo field at the show after several months' absence due to injuries received while contesting at the San Angelo show early last March. Centennial workmen and officials were given an impromptu preview of a rodeo when one of the big bulls broke thru the corral soon after being shipped here and charged thru the grounds. Fred Alvord, in charge of Colonel Johnson's office, and several other contestants roped the bull and returned it to its stall.

WINNERS at Mother Lode Rodeo, Sonora, Calif., May 9-10: Bronk Riding—First day, Fritz Truan (45), Turk Greenough (27), Jack Myers and Bob Lockie (9 each); second day, Pete Knight (45), Doff Aber (27), Pat Woods (18); finals, Turk Greenough (225), Fritz Truan (150), Eddie Woods (75). Steer Riding—First day, Dan Batcheller (38), Eddie Woods (23), Cleo Johnson (15); second day, Pat Woods (38), Herb Belden (23), Al Hayes (15); finals, Pat Woods (75), Don Batcheller (45), Herb Belden (30). Bareback Bronk—First day, Canada Kid (38), Fox O'Callahan (23), Herb Belden (15); second day, Al Hayes (38), Herb Belden (23), Eddie Woods (15); finals, Canada Kid (83), Herb Belden (50), Cleo Johnson (33). Calf Roping—First day, Richard Merchant and Everett Bowman (78 each), Asbury Schell (39); second day, Breezy Cox (98), Charles E. Jones (59), Asbury Schell and John Bowman (20 each); finals, Asbury Schell (50), Richard Merchant (30), Charles Jones (20). Steer Wrestling—First day, Ervin Collins (50), Everett Bowman (30), Bill Truan and Canada Kid (10 each); second day, Ervin Collins (50), Bill Truan (30), Hugh Bennett (20); finals, Ervin Collins (75), Everett Bowman (45), Bill Truan (30). Team Roping (two-day average)—Clay Carr (165), Hugh Strickland (165), Andy Jauregui (99), Lawrence Conley (99), Everett Bowman (86), Skeet Bowman (66).

FINE WEATHER

(Continued from page 34)

parade was called off several days prior in McKeesport. The route was over 12 miles and this would be impossible unless there was a great delay in the afternoon show. Cincinnati and McKeesport are the only week-day stands where the show has not paraded this year.

The Decoration Day stand is Akron. Due to the war veterans having a parade at 10 o'clock Messrs. Adkins and Terrell called off the circus march. The grounds are four blocks from heart of city, and the unloading is just a short distance from the lot.

Canton, O., is the last Sunday scheduled for a few weeks. All performers are looking forward to Birmingham, as that will be their first Sunday off in eight weeks. Many fishing parties are planned, while the soft-ball players intend to get down to serious competition. There are four teams, the Front Door, Harlan Burkhardt, captain; Performers, Joe Lewis, captain; Butchers, Sidney Ayles, captain, and Ushers, Don Cooke, captain. The performers and front-door boys have played two games with a victory apiece.

The big marquee has attracted much attention. There are six entrances and it is manned by three cashiers and six ticket takers. N. D. Burkhardt, superintendent of admissions, has an efficient staff which includes Cecil LaBelle, Harlan Burkhardt, L. C. Gillette, A. F. Robby, Dana Metel, Charles Hodson, Johnny Seawall, Eugene Norman and Charles West. Frank Ormap handles the tax box.

Ray Dean, announcer, is a busy man. During the mornings he broadcasts at

Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, May 30.—I arrived at Hotel Gotham a little after 12 o'clock and found quite a few members ahead of me. . . . Pan standing examining some of the side-show banners which Frank V. Baldwin Jr. created many years ago. . . . Les Kramer putting on his police uniform as officer of the day. . . . Jack Dempsey just in behind me and everyone now present getting busy helping themselves to whiskers lying in heaps. The call had issued forth that everyone attending the luncheon on Wednesday must have chin whiskers which were especially built for the occasion, as they matched the natural whiskers worn by Sir Hubert Wilkens, who was the Fall Guy.

Saw Tony Sarg staggering up the upholstered stairway carry a lot of north pole scenery, which was immediately attached to the photograph gallery to give it an icy effect. . . . waiters I see also wearing chin whiskers. . . . funny sight indeed seeing everyone wearing chin whiskers, and finally 102 chin whiskers held the floor. . . . many of these hirsute appendages were dismantled when the spaghetti was served, as one could not tell whether he was absorbing spaghetti or whiskers. . . . the crowd sat down at exactly 1:45 p.m. after the usual bugle call and the circus march, to the tune of which everyone goes to his table.

Good to see Tex O'Rourke just out of a hospital after a long trip thru the West. . . . plenty of introductions. . . . finally Sir Hubert dragged to the picture gallery, but as he was not fittingly attired for the occasion, he was given a crown, white long hair and whiskers and a trident. Good Ol' Father Neptune himself. . . . pictures taken. . . . crowd had been advised of the opening of the Streets of Paris in Coney Island on night of June 11. More about that next week. . . . also announced big night for Jack Dempsey June 11 at the Hotel Astor.

Ollie Oliphant made a prize announcement. As each one purchased a ticket for chow he was given a number. Ollie strutted forth with a rose bowl filled with numbers and Sir H. selected three numbers. The third number won the prize, which was a copy of Dexter Fellows' new book, won by Sidney Wood, of Brooklyn. . . . more about the book next week. . . . so much for the announcements. . . . then someone infoed Tony Sarg that two distinguished Eskimo lawyers wanted to see him. Suspicious biz re Sir Hubert. . . . they presented a card (huge in size) reading Ginsberg & Iceberg, Pole-ish lawyers. It was Bim Pond and the writer with their usual crazy, ungentlemanly and unbusinesslike behavior. Bim acted as interpreter and was at his best. The other member of the firm was continually studying a telephone book to see what the law stated. . . . they accused Sir Hubert of all sorts of things and evidence was produced, all of which the great explorer enjoyed. The big shot of the meeting was then presented with his medal, Keeper of the Polar Bears. . . . it was hot under the tent and the group would have preferred beers.

Big Bill Steinke (Jolly Bill to us) was good as always, but we did miss his showman's mustache. . . . the next meeting will be a business meeting for the election of officers. Much interest seems to have been created in this meeting. More about that next week, too.

J. J. Evans Recovers

MASSILLON, O., May 30.—J. J. Evans, who had been ill for several weeks, has fully recovered and is now breaking new stock preparatory to playing several celebrations and fairs.

radio stations; in afternoon and evening he announces and also referees the wrestling bouts. Frequently he has a radio broadcast between performances. And if he doesn't broadcast in the morning he assists Harry McFarlan in handling the parade.

CHARLES UPTON, former trouper, caught Rice Bros. at Marion, Ind. Says that he liked the show, also John Dusch's 15-piece band.

Cole in Storm at Youngstown

YOUNGSTOWN, O., May 30.—Cole-Beatty Circus, playing here Sunday, ran into a heavy rain and electrical storm but escaped with slight damage to equipment. The storm broke shortly after the matinee house was in. Rain blew into one side of big top, forcing patrons to move from the top rows. Rain, falling on the hot light bulbs broke many of them and water poured in where the center poles pierce the top; center ring partly filled with water and a stream crossed the runway. Scores of automobiles were mired in the mud.

The show played a lot outside the city and had difficulty getting off after the night show, although rain held off in the evening.

DRESSING ROOMS

(Continued from opposite page)
his head with paper-mache. Speaking of horses, Nick Carter has gone in for them. Has a nice-looking steed of his own in show, ridden by the wife, Dorothy. Jack Joyce is breaking it for some kind of new dance. Georgia Sweet rides the nine-horse hitch, led by Andrea Gallegar with flag. Joyce got it going.

John Smith keeps busy between shows, teaching the girls the angles of mane riding. Clyde Beatty came on the other day with an armload of new fishing tackle. Gave Kinko a nlorod. Kinko fished in Middletown and came back with bait for the next trip. Harriet Beatty is scoring with her riding lion and tiger act. Julian Rodgers furnishes song for ladder number, also for tournament exit—sings in two voices. The broadcasting quartet—Ray Dean, Chester Barnett, Otto Griebling and the writer, have been on the air several times. Dean, acting as emcee, makes it very ad lib.

Griebling went to Shrine banquet at Dayton, O., and reports success with his gags in makeup. Veo Powers has charge of dog department. Tiger Tigerson, wrestler, and Dean have a top in which to dress. Seem to get along all right. Jean Evans is doing single traps and muscle grinds. Looks very nice. Jack Pfeiffenberger, the trusty officer, is again tending to backyard and keeping order. Harold (Smiling) Nicholson again has the backyard stand. Will add an oven next week.

Soft baseball games. First, clowns against kinkers, 5 to 4 in favor of jocks. Then the front organized, causing dressing-room teams to merge. Second game, dressing room 7, ticket sellers, 8. Today's game, kinkers against cards, butchers, boys still wrangling as this is written. Kinkers' lineup: Leck Owens, p.; Spencer Allen, c.; Johnnie Pagodin, 1. f.; Hartzell Wells, c. f.; Ralph Clark, 1st b.; Carl Laslater, 3d b.; Joe Reimett, 2d b.; Harold Voise, r. s. s.; Willie Grettona, l. s. s.; Billie Ward, r. f.; Joe Lewis, manager; Clint Barnes, captain; Kinko, bat boy. And as long as Cecil LaBell is umpire they could challenge anything up to the major leagues. Outcome of this game and dope on parade next week.—EMMETT KELLY.

OAK BRAND-HY-TEX BALLOONS

STREETMEN'S SPECIAL ASSORTMENT

This profitable assortment has been improved for this season by the inclusion of some new items. Contains 8 different prints, most of them in two and three-color printing.

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RAVENNA, OHIO.
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WINDOW CARDS
We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for BIG FREE CATALOG, showing several hundred stock designs in color.
BOWER SHOW PRINT FOWLER, IND.

Luna Spreads 3,500 Gallons Of Paint; Sarg's Peep Rising

Manager Miller makes colorful showing for opening in Coney Island—three-a-day circus repeats in arena with bill in for four weeks—fancy illumination keynote

NEW YORK, May 30.—Luna Park met the new season by swinging open its gates yesterday, physical attractiveness being maintained by a spread of 3,500 gallons of paint on buildings, turrets, towers and all structures. Job supervised by Manager Charles Miller, an old hand at pigmentation and color schemes, makeup showing the high hues in red, yellow, green, white and black. Tony Sarg's Streets of Paris, leading attraction, is being prepared for opening about the middle of June. Site is the Willow Grove, park's central point, with over a dozen shows in the layout and buildings cone shaped. Its appearance alone should click, not counting Sarg's showmanship. Peter Meyers, veteran architect, is completing the peeperie after designs by Sarg.

Three-a-day circus repeats in the arena at far end under direction of Jimmy Victor and the following program booked for four weeks: Three French Misses, combination aerial and bar; Dobas, perch; Unoff Family, teeterboard; Adams and Terrell's three elephants from Cole and Beatty Circus worked by James Reynolds; Hip Raymond, rocking tables; Billy Rice, clown, and Helen Harvey, iron jaw. Victor's Band tuning.

New attractions are Romance of Niagara, mechanical show operated by Emanuel Deutsch, who also has the handwriting charts; Hilly Billy Farm, Fred Fansher; Pony Track and Custer Cars, Tom Baker, and more to come. Arcade and Skee Ball are operated by S. Nadeem, scales by Harry Kaufman, cat game and Pop-Em-In by Suskin and Greenbaum, peanuts and pop corn by Nick MacKaruckas, poker game by Takiguchi, Ghost Train by Bernard Johnson, Pig Slide by Mrs. Richman, Red Bug by Suskin, Fly-Your-Plane and Junior Trainer by Salvatore Barbarino, Coal Mine by Roman Debes, Electric Rifles by Elbeam Corporation.

Roller rink is run by Beckman & Mullins, who have the Fordham Rink in the Bronx. Park owns the Whip, Dodgem, Mile Sky Chaser, Grand Canyon, Dragon's Gorge, Merry-Go-Round, Swing and Tilt-a-Whirl. C. M. Joe has taken hold of the Chinese-American restaurant concession again and Chris Conti and his Luna ork are in the ballroom, which has a new fountain, in addition to the front bar built last season.

Staff: Charles R. Miller, general manager; Bill Lombard, promotion and swimming pool manager; John (No. 1) Gueff, superintendent; K. Thaae, auditor; Salvatore Merando, vending manager; Dick Schramm, electrician; Henry Ozer, head cashier and purchasing agent.

Fancy illumination still the keynote of this Surf-to-Neptune playground and circus and parking are free.

Carlin's Night Spot Novel

BALTIMORE, May 30.—Carlin's Park had a celebration with opening of the new S. S. Showboat, night club, built over the ice rink. The elaborate, massive spot is constructed to resemble a luxurious ocean liner and is one of the most expensive undertakings of John J. Carlin. Large crowds greeted the Showboat, with seating capacity of 1,500, during its first week. Pipes under the floor, used to manufacture ice for the rink, are now utilized as a cooling plant. Popular prices prevail, with first-line orchestras, furnishing dance music, two 45-minute floor shows nightly, and Chinese chefs. Rides and concessions report the best week in recent years. New night spot manager is Howard A. Burman.

Radio Acts at Rock Springs

CHESTER, W. Va., May 30.—Rock Springs Park opened this week with a series of school outings from near-by cities, said President C. C. Macdonald. Rides have been remodeled, some attractions shifted to other midway locations, a new lunch stand constructed and many concessions relocated. R. L. Hand, manager, said radio features will be presented every Sunday afternoon and night after June 7. Virginia Gardens is under management of Lev Platt. Steamer Washington will ply the Ohio River between the park and Pittsburgh to the east and Wheeling to the south in excursion runs on certain days.

White Rules

ATLANTIC CITY, May 30.—On rulings regarding Boardwalk games, Mayor C. D. White declared this week that, while prizes were okeh, he would not stand for cash awards to winners. He ordered his special squad to keep an eye on bagatelle games to prevent juvenile playing. Since these machines all were given city licenses there has been nothing said against them except for the juvè angle.

High Point, N. C.; Opening By Penny Draws Big Crowds

HIGH POINT, N. C., May 30.—More than 40,000 attended opening of High Point Park on May 24, reported R. D. (Bob) Penny, president and general manager of Park Amusement Company, who was host to more than 100 guests at a birthday anniversary party. Music was by Prof. B. M. Marr and his Southern Concert Band. Park has pool, seven rides, pony rides and 15 concessions.

Roster includes: Merry-Go-Round, Deacon Schrest, Reba Graham, tickets. Chairplane, Fairfield Blakely; Belle Diggs, tickets. Loop-the-Loop, Bud Ruple, Reece Diggs; Louise Sparks, tickets. Teaser, Red Spencer; Mrs. John Spencer, tickets. C. A. Hendrix, pony ride and saddle horses; Sarah Hendrix, instructor. Kiddie Ride, Mrs. Walter Thrift; Sis Thrift, tickets. Miniature Railroad, Mrs. Dewey Hammer; Jack Hammer Jr., engineer. Shooting Gallery, Ray Gurley; Madam Lovell, palmist; F. O. Lovell, Dewey Hammer, Slim Ward, Mabel Long, concessions; Gurney Wade, head mechanic.

Hampe Busy in McKeesport

McKEESPORT, Pa., May 30.—Most extensive improvements in the last 30 years have been under way in Olympia Park here, Manager H. E. Hampe said. Park, which opened last Saturday, is now equipped with two new kiddie rides, new Penny Arcade and shooting gallery. All other rides and attractions have been repainted. Picnic season will continue until Labor Day, with heavy list of outings. Reconditioned pool will open next week.

Cedar Point Outings Soar

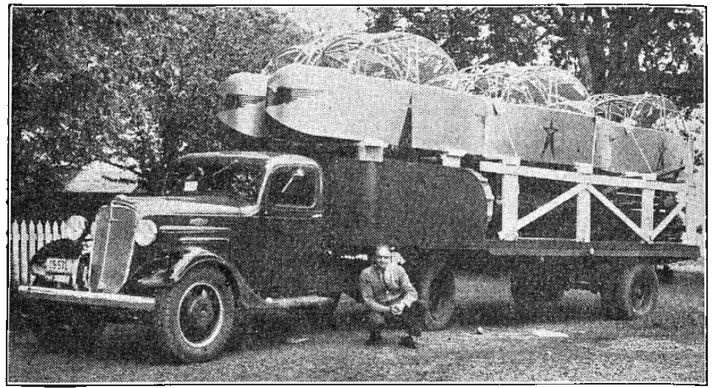
SANDUSKY, O., May 30.—Cedar Point-on-Lake Erie's season will be June 13-September 7, officials of G. A. Boeckling Company, operator, announced. Extensive improvements are under way to the midway and some new rides and other attractions are being installed. Convention and outing schedule is heaviest in many years.

Ott Directs Summit Pool

UNIONTOWN, Pa., May 30.—Summit Hotel today reopened Summit-Ledo Beach and Pool and has brought in enough features to expect one of its best seasons. Among features are Alexander Ott, famed swimming-pool director; Jackie Ott, water clown; Sonny Coppinger and his alligator wrestling act, and Lenore Kight, swimming champ.

Mallory Opens Craig Beach

DIAMOND, O., May 30.—Craig Beach Park opened its season here today, with Art Mallory, Alliance, again at the helm. Cab Calloway and his Cotton Club Orchestra were in the dance pavilion on the holiday. George Williams, Cleveland, who in 1928-'30 presented his band in the pavilion, will return for the season.



ROBIN REED, NATIONAL SALES MANAGER AND JOEBER OF EYERLY LOOP-O-PLANES, is speeding up deliveries by means of direct motor truck hauling. Shown on the truck are Loop-o-Planes for West View Park, Pittsburgh; Playland, Rye, N. Y., and West's World's Wonder Shows.

Indian Lake Active Again

Russells Point resort is under Pilot Lou Greiner—new ballroom and rides

TOLEDO, O., May 30.—Sandy Beach Park, Russells Point, scene of a big dance hall fire last fall, reopened today under direction of Lou Greiner, Toledo, head of Indian Lake Amusement Company. On Indian Lake, between Kenton and Bellefontaine, this resort draws from an estimated 1,500,000 population within a radius of 40 miles.

Mr. Greiner has erected a combination ballroom and cafe of 36,450 square feet which he estimates seats between 2,000 and 2,500, taking care of dancers simultaneously. Name bands are booked. A boardwalk of over 1,000 feet, lined with concessions, and a new Coaster make up biggest of the new draws, the ballroom and Coaster will not be ready until June 15.

Charles Horvath is park manager, Al Wagner is concession manager and Al Pearson has charge of eat and drink concessions. A Strange as It Seems (See INDIAN LAKE on page 56)

Jefferson Beach Is Rebuilt

DETROIT, May 30.—Jefferson Beach Amusement Park reopened on May 22 after being almost completely rebuilt and the ballroom restyled. A major improvement will make a smooth beach grade from the shore clear out, without the steep break at end of the artificial beach which was present in the past. R. C. Mahon is president of Jefferson Beach Company, Inc., recently incorporated for \$40,000. Fred W. Pearce, who built and managed the park, is a director and vice-president of the new company.

Patton Books for Edgewater

DETROIT, May 30.—Edgewater Park Ballroom reopened yesterday with Patrick Patton, who has managed Grande Ballroom, Detroit, several winters, as manager again. Floyd Snyder and his Variety Orchestras are in for the season. In the park Ruby Nichols' character readings are popular and a series of outdoor photograph machines for Elmer Keel, laid out in a battery upon the hill and lighted, attract much attention. To promote additional outings, Edgewater has engaged Pat Patton as picnic director as well.

Tuscora Levy Passes Polls

NEW PHILADELPHIA, O., May 30.—Tuscora Park here, one of the few municipally owned amusement centers in the country, will continue operation as result of passage at a recent election of a one-mill levy for the maintenance and operation. Vote was yes, 1,735, and no, 1,217. Only a majority was necessary. Improvement to grounds, concessions and dance pavilion, held in abeyance, has been ordered started immediately.

Meyers Lake Scores Big Picnic Increase

CANTON, O., May 30.—More money was spent prior to opening of Meyers Lake Park here on Thursday than has been put out for improvements since 1929, said George Sinclair, head of Meyers Lake Park Company and more than 25 years active in operation of parks, rides, concessions and ballrooms in a dozen Midwest spots. There have been extensive bathing beach extension, installation of a new Ferris Wheel and Caterpillar, landscaping and improvement of numerous buildings.

"Picnics will exceed those of any previous year," he said. "At least 15 new bookings have been made and at present 65 days have been engaged, some by organizations that will bring as many as 20,000 people. Outlook is the best in years."

Carl Sinclair is managing director. Practically all oldtimers are back except George K. Brown, former promotion manager, and Mrs. W. D. Brookover, who was in charge of offices, both of whom died during the winter.

Pittsburgh's West View Is Prepared for Big Biz

PITTSBURGH, May 30.—West View Park should have its most successful season in years, said Manager Charles L. Beares Jr. Considerable money has been spent in repainting most features, repairing walks and adding concessions and a new Loop-o-Plane. Picnic Manager Tom Murphy said many new outings having been added.

In the ballroom, managed by Chick Saunders, redecorated and floor resurfaced, the opening dance last Saturday broke a five-year attendance record: Local and name bands have been booked. Maree and Her Pals, opening act, will remain for the school picnic season. Staff includes Edward Vettel, chief mechanic and brother of Irwin Vettel, who holds a similar position in Kennywood Park here; Walter Williams, secretary, and Andrew Behr, chief of police, with eight men.

Record Day at Detroit Zoo

DETROIT, May 30.—Director John T. Millen, Detroit Zoological Park, said about 100,000 persons visited the park last Sunday for the second day of the season. This is second largest attendance in the park's history. It is reported that \$3,111.29 was taken in at refreshment stands on Sunday, a sum exceeded only by revenue taken in last Labor Day.

"River, Stay Away —"

RAYNES BEACH, N. B., May 30.—Bud Tippet, owner-manager of Dominion Park here, used a rowboat to get about his doorway for two weeks. He erected a home on the park beach four years ago and has lived there since, thru high water and low. Seventh annual opening of the spot, on a cove of the St. John River, was on May 24. Mrs. Tippet is assistant manager.

American Recreational Equipment Association

By R. S. UZZELL

It surely has been an unusually changeable season thus far, either too hot or too cold for springtime. We do get better business when the weather permits. The early opening has been a disappointment, yet men are optimistic because it clicks when weather is right. We are a good profit only on the weather that has passed.

John Benson's eagle that laid the early egg, presaging an early spring, was over-sold on optimism or had a nest over-exposed to sunshine. Birds and chickens, like us mortals, do at times go wrong. Out on Long Island during the sun's eclipse a few years ago the chickens went to roost before noon. The twilight of the eclipse was not that of evening. When light returned the chickens left the roosts as if it were just dawn.

Last week in Montreal it was 25 degrees one day and the following Sunday it was 80. On the cold day they had one and one-half inches of snow. None of us can accurately predict weather far in advance, but we know that we must take it as it comes.

Spenders Come Out

Sunday, May 24, was the best in years for the corresponding time. Patrons came out and spent money instead of promenading. It was a tonic for operators. Don't ask us where the people got the money. Some of it may have been from the Sox. We do know that its ability to circulate seems unimpaired.

LOOP-O-PLANE

A Sure, Fast Money Maker

Out of 14 Dual Loop-O-Planes manufactured, sold and exported last year

8 Grossed Over \$10,000.00.

3 Grossed Over \$12,000.00.

1 Grossed \$15,000.00 in 9 Weeks.

Over a hundred owners of single units made excellent profits. Over 75 parks and shows available for bookings.



VETERANS BONUS BONDS

WILL BE ACCEPTED AT PAR VALUE AS PAYMENT ON OR IN FULL.

PARK OWNERS AND SHOWMEN

Desiring one or two weeks' demonstration of our dual or single Loop-O-Plane write or wire **ROBIN REED, Salem, Ore.**, for dates.

Sales of dual units this year are double those of 1935 season.

Special Low Terms to Parks and Permanent Locations.

ROBIN REED, Jobber

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Every Loop-O-Plane.

Foreign Representatives Wanted

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FOR SALE

\$20,000 Park for \$8,000; only \$250 cash, balance yearly. Has Pavilion, Swimming Pool, Billiard Hall, Arcade, Stands, Ball Diamonds, etc. Buildings just painted and repaired, everything good condition. Now operating to good business. Come take possession and go ahead. Want to retire. **FRANK ORNDORFF, Mattoon, Ill.**

SEVERAL PURCHASERS

Of new Kiddie Auto Rides want good Park or Carnival booking.

ALLAN HERSHELL CO., INC. North Tonawanda, N. Y.

One might have thought it the Fourth of July from the size of the crowds. Any vacant spaces at the beaches will find a good demand now, and at better prices. Fortunate is the concessioner who made an early lease at lower rental.

C. D. Bond, of the Dodgem Company, came in glowing with optimism over operating results thus far obtained. His convincing statements are just the thing to put into circulation. Any man who has been out on the active front cannot fail of becoming inoculated with the outlook for better operating results.

Last week we heard as good music, to us, as the voice of spring. It was not music at all—far from it—but it had the soothing and charming effect of music. It was a rivet hammer. The once annoying riveter has a welcome sound when it presages a return to activity in the building trades. This new 33-story office building is the first since the smash. The new demand for homes is being felt. So America is awakening and will carry on. We who are ready are going to do some business.

Vim at Playland

The New York exposition has come a year closer to us in the past three weeks. Contracts have been made for filling and grading, a board of architects has been chosen, commodious permanent offices have been opened and the authorized bond issue will soon be on sale. It is going to happen. The crepe hangers are going to be out of a job, and who is sorry for them?

Leonard Traube, in "Out in the Open" in *The Billboard* of May 23, has written as good an article in a plea for clean, uncontrolled games as has been published on the subject. It is clear-cut and constructive, a fine analysis of what has been a deplorable situation. None of us are against the games when they are on the level.

One would go far to find a class of men superior to the ride men on carnivals. They work hard, exposed to all kinds of weather, constantly facing the hazards of railway wrecks, washouts, storms and bloomer dates because of rain and yet they never despair. It is the circus life and some more. It is hard on them when crooked games burn up the territory. The industry is in your debt, Leonard, whether or not it yet realizes it.

Playland, Rye, N. Y., started with vigor and vim. It has fireworks twice weekly and gives away Chevrolet cars Saturday nights. Up to May 25 it had given away two cars. Last year it did not give cars until about July 15 and had fireworks only one night each week. Herbert F. O'Malley, director-general, has some real plans for Playland. The favorable operating results of Sundays, May 17 and May 24, make him optimistic for better days. He is making his operating policy well deserve the best year of his administration and present indications point to that desirable result.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Decoration Day week-end was cue for certain to go up on the '36 outdoor season around Long Island, and, looking over the situation, it sizes up to about this where Rockaway, Jones Beach and Long Beach are concerned:

Rockaway (which takes in Far Rockaway, Edgemere, Arverne, Hammel, Seaside, Rockaway Park, Belle Harbor and Rockaway Point) should have a fairly good season, and a real good one would not be surprising. There are a number of new improvements in the locality, coupled with added transportation facilities from Manhattan and Brooklyn. Augmented to this is the fact that pre-season indications were harbingers of a quick-spending year in comparison with what has gone on for the last three or four years. Boardwalk is a nickel and dime counter exclusively.

Jones Beach is "bigger and better than ever." Standout spot of the Long Island State park system, Jones Beach is expected to enhance its prestige this year. It will surprise many if it doesn't. Too much cannot be said of this shore spot, which has brought to the fore a new type of bathing beach in America. Easily one of the best regulated beaches in the nation, Jones Beach's fame has spread to other countries already.

Long Beach, member of the "Big Three" of Long Island beaches, is lacking in former spirit this year. Work on \$2,000,000 Boardwalk, which was to have (See *LONG ISLAND* on page 57)

Playland, Rye, N. Y.

By THE VOICE

Close of first week of 1936 season found everything at the big Westchester spot in full swing. Cool weather has had a slight effect on attendance, but business on whole fairly good.

Current free attractions drawing rounds of applause from Playland patrons, who demand thrills, and any act that has no element of danger falls rather flat here. Acts are Will Morris and Bobby, comedy bicyclists, and the Ricardos, double traps. . . . That was Bill Otto, back from St. Cloud (Fla.) vacation, and once more lord of the suffleboard. B. and J. Wallace are here with Uncle Mike Wallace. . . . Irving Weismuller and Eddie Helliburton back from a winter with Rogers Producing Company. . . . Walter DeLuna getting his share with new Hillbilly Farm. . . . Lulu Bell again managing director for Gus Rosascos, with a whole flock of able aids. . . . Dave Asta in charge of parking space, and Tommy Woodward, manager of beach and pool, busy as proverbial bee rearing Memorial Day opening. . . . Min Bossert at her usual station, as is Ken Neisser, picnic booker. . . . Gus Hudler another familiar figure in cashier's cage. . . . Margaret Cliffe managing Gus' Dude Ranch this season with the following customers so far: Mr. and Mrs. DeLuna, Jack Fraser, Walter Nichols, John Capell, Dan Park; Frank, John and the Jolly Three Koreans and the Voice of Playland, in addition to Gus himself. . . . Nick (Rudy Vallee) Marino has been promoted to manager of prominent place on Boardwalk. Says he thinks 'twill be better for his dogs. . . . Mary Capici, Kitty Holly, Doris Ward and Mrs. Martin are some of Gus' willing helpers, as are Mr. and Mrs. Dick Williams, Fats Gioffre, Tony Capici, Walter Nelson and many others. . . . Irv Weismuller is assistant to Jack Cliffe. . . . Tommy Coughlin is pilot of Kiddiland and Dick Kuna chief electrician, assisted by Thad Bell. . . . Dot Dwin, sketch artist, drew one (in three minutes, too) of a New York reporter's wife. Scribe thought so much of Dot's work he forthwith framed same. . . . Hasta manana.

Asbury Park, N. J.

By RICHARD T. HOPPER

Summer season officially opened over past week-end, and this North Jersey short resort swings into bigger things for the next three months. . . . Tom Burley Jr., municipal beach-front director, has announced new policy for the Casino to go into effect in a few days. Name bands will entertain on beach front dance floor, with frequent shifts on week-ends to catch the crowds. Program was a success last season, with Felix Ferdinand causing the biggest excitement (and gate, incidentally).

Long chat with Arthur Seger, president and guiding genius of Casino Amusement Company, revealed many plans in that gentleman's mind, chief of which is a new wrinkle in bagatelle games. Seger has purchased a franchise from a Belgian firm for the exclusive manufacture in this country of the new games and will have 100 of them on the Boardwalk very shortly.

Seger, who also operates several "Walk sportlands, said he had leased new Ocean avenue building, now under construction by Rodney Ross and Bob Fountain, to house a new sportland. Building done in the modern style and will boast a 90-foot frontage on the ocean boulevard. Terms were not disclosed. Louis Betancourt and his Marimba Ork scheduled to open shortly for the summer at the Eighth avenue pavilion on the "Walk. Program a repeat performance from last season. Betancourt's swing rhythms, with odd combination of two marimbas, piano, clarinet, piano-accordion and bull fiddle, did something to the promenaders.

Water scooters on Wesley Lake, operate (See *ASBURY PARK* on page 57)

OAK BRAND HY-TEX BALLOONS



MERRY GO ROUND Print

A MULTI-COLOR "flash." Figures around balloon are printed in three colors; canopy top in four colors.

You can be sure the children will coax for this colorful balloon. It's a real top money-getter.

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Capable of handling the sales of 1,000,000 Tickets. Have good proposition for a live-wire organization. For detailed information write, giving complete information on past experience, and references. Address **D. C. ROBINSON, Esperance, N. Y.**

WANTED SCALE MAN

Have good proposition. Wire **B. W. WADSWORTH** Krug Park, Omaha, Neb. S. B. Carson, wire immediately.

FEARLESS GREGGS

Communicate at once with Cedar-Point-on-Lake Erie. **THE G. A. BOECKLING COMPANY, Sandusky, O.**

BATHERS' KEY BANDS and BRASS KEY CHECKS

Highest quality obtainable. Lowest prices. Immediate delivery. Send for illustrated Circular with Special Quantity Prices. **S. GRIFEL, 649 E. 5th St., Dept. B, New York, N. Y.**

FOR SALE

Nickel-Plated, Double Iron Jaw Rigging and Whirling Ladders, complete with Uprights, Cable, Ropes, Blocks, For Parks, Fairs, Etc. A-1 wardrobe. Also plain blue sateen Cyclorama, with Lex Droo and Border in Ball Fiber Trunk. All in fine condition. Will sell entire lot or separately at a bargain. Address **RENA HOWARD, care Billboard, Cincinnati, O.**

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Music Rolls for Artisan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY

Palisades, N. J.

By MARION CAHN

Entirely redecorated park opened to terrific crush in business. Redecoration done by Emil Paulson, formerly with Paramount, and a swell job, too. . . . Rosenthal brothers up for their second year as owners and very much in evidence. . . . Bert Nevins again in charge (See *PALISADES, N. J.*, on page 57)

Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC. 2869 North Fairbills Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD. Central House, 45 Kingsway, London W. C. 2, England.

WATER SKOOTER.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Park Central Leads

Reportorially speaking, it may be out of place to discuss an indoor pool in the lead of the column at this time of the year. What with Decoration Day week-end just over, I suppose I should devote the initial paragraphs, at least, to open-air swim tanks, if not the entire article. But after hearing what I just heard, I have just got to devote the most prominent position to an inclosed natatorium and give credit where credit is most certainly due.

Park Central indoor pool, in Manhattan, has come forward with an idea deserving of top mention. It consists of swimming to music. Musical numbers originating in the Muzak studios, miles away from the tank, are transmitted over telephone wires to the pool where they are amplified under water by special equipment. The music can be heard equally well in all parts of the pool but—and here's the rub—only by swimmers in the water as the strains of music do not rise about the aqua's surface.

Is that an idea, or is that an idea? And the funny part about it is that it actually works, too.

It takes nerve to spend do-re-me at a time when the competiish seems to have so much more to offer. That is to say, Park Central indoor pool seems to be doing just what this department has suggested for all inclosed tanks and that is to go out after biz in summer instead of sitting back and watching the outdoor fellas pull 'em in.

St. George tank, Brooklyn, N. Y., first followed this advice and started pulling all sorts of events and attractions ever since the first open-air tank opened. And the fact that its patronage has tilted instead of falling off should be proof enough that inclosed aquadromes must do something different during hot months if they are to survive the opposition of the fresh-air ones.

Referring to swimming to music, when I first reported the stunt of Emilie, hairdresser of Rockefeller Center, to have the hair of bathing girls light up under water, I thought it was a swell plan—and still do—but this Park Central attraction takes the cake.

Harry A. Lanzner and Emanuel Cohen are to be congratulated for having the courage to take the lead in local swimming circles. To them will probably go the distinction of being the two pool operators who started the sensational 1936 fad of swimming to music, for a fad it's sure to become. Other pools, I understand, are already clamoring for similar installations, but Park Central will, of course, have it exclusive in New York. A man named J. R. West originated the idea and developed the plan of swimming to music for Muzak.

High-Diving Impressions

As this is being written, the championship contest has as yet to be con-

ducted but by the time you read these lines the official titleholder undoubtedly will have been crowned. Such is the problem that confronts all columnists who have to prepare their stint a few days in advance of publication. Hence, lest this chunk of the pillar appear outdated when you read it, I guess the less I write about the competition until it is actually over, the better. But this seems a good time, tho, to get a few things off my chest and to thank those who have been so kind to me all thru preliminary details of the grind.

Let me say that in my short personal association with various high-diving performers, I have experienced a close friendship that I hope to entertain for a long time. Those fellas and gals are real, true, honest-to-goodness friends, what I mean. And, as some of them are now en route to fairs and bookings in various parts of the country, I want them to know that I certainly appreciate their co-operation and consideration. And I'll have plenty to write about each one in the near future.

Found, One Bill Goll

"Bob," the pearl diver with the World of Mirth Shows, writes: "Saw in your column in a recent issue of *The Billboard* that you asked about the whereabouts of Bill Goll, flash marathon swimmer. Thought it would interest you to know that he is now with our show, doing a series of aquatic events. Happy Langley is ill in a Washington hospital, so he is no longer with the show. We have, in addition to the water show, John Noone, Vancouver, B. C., whom Goll is training for the 15-mile Toronto marathon this summer. He can be seen training every afternoon in the swim tank. Regards to you from all the boys." For all of which, of course, I am very grateful.

Dots and Dashes

Phil Smith, manager of Fallsades (N. J.) Amusement Park tank, still fixing up his many friends, what with his winter political connections. . . . Mildred Pincus, daughter of Harry, treasurer of twin Cascades tanks, New York City, birthdayerd last week — Mirador tank, Palm Springs, Calif., featured in recent Pete Smith MGM aquatic short, but what was really the feature of that motion picture was the fact that, as Pete himself said, it was the first diving picture which didn't show reverse diving shots. . . . Castle Hill open-air tank, Brooklyn, N. Y., conducting roller skating as a side attraction all summer. . . . Arcola (N. J.) swim pool going in for advertising and exploitation more than ever this summer, grabbing most of the front car cards on all Jersey street cars and busses. . . . Newest wrinkle is du-bility advertising for swim pools, which many in New York are attempting.

Coney Island, N. Y.

By LEONARD TRAUBE

The season got into high swing on Memorial Day, and if pre-season returns are any indication at all, daily operation should furnish renewed vigor this year, even to the diehards. Most showmen seem to be agreed that the only drawback to what looks like the most successful summer circuit in five years are the cut-rate artists, who have already thrown out hints of a price battle.

This pillar was written before the Chamber of Commerce met in Feltmans Fishere Restaurant last week to install new officers. If the chamber really wishes to sell its constituents on its merits, it should immediately put thru a program whereby, via concerted effort, an attack will be directed on those who cut fees without provocation. This corner has fired the problem at the chamber for a number of years, but that body either hasn't the machine, the authority or the power to improve its amusement sector or simply does not care to fight. Advance information said that Isadore Klein would be elected president, and so it is to Mr. Klein that another appeal is being made to thwart the interests whose interests are selfish and out of tune with the majority.

Serpentina makes a comeback at the Wagner-Newman World Circus, occupying the annex position vacated by the Hawaiians. Incidentally, Manager Sam Wagner's brother Harry, has perfected a new coin-operated game. . . . B. B. Jones got started over the holiday week-end with a scale on Stillwell near the Tornado ride. . . . The Long Island Ter-

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A SIX-DAY roller race opened on May 28 in Arcadia Gardens, Chicago, operated by Col. Leo A. Seltzer. This will be the first such race in Chicago in which teams of boys and girls race together, and it is creating much interest. The race will operate 24 hours a day. Twelve teams

centenary comes all the way over to this funway to wind up its celebration, scheduling June 5 and 6 for its Brooklyn Day pageant. . . . Jean Hallen's scale on Surf 'neath the Rosenthal Cyclone has the keen services of Joe Jacobson. Jean's Scooter across the street has been enlarged. . . . Barnum's Museum still insists on saying that Jumbo, the late great elephant, was killed while trying to save Tom Thumb. Yet back in November, 1935, when the museum reproduction appeared in New York's Gimbel store, a publicity release from Messers & Damon, owners of the show, stated that Jumbo was struck by a freight train in Ontario, Can., in 1885 and pinned between it and a train of show cars. Why no mention of Tom Thumb then?

A flock of small and large dineries have sprung up, all of them doing satisfactory grosses. One, run by the Harts, adjoins Irving Baths and Athletic Field. It's a fine-looking food shop with a nice Boardwalk front. Talking of Irving Baths, George Bernert, physical director there, feels that his health and exercise classes, conducted every afternoon at three, rain or shine, will attract steady customers. In the Irving layout are solarium, gym and apparatus for reducing and body building. Owner is Irving Dworkman and lessee is his brother, Al, known in show circles in and around Worcester, Mass.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, May 30.—All prepared for a big week-end with nearly all principal spots open and planning to stay that way until real summer season is under way. Steel Pier hitting high with triple attraction in names, Wayne King, Jackie Coogan and Ray Noble, besides pictures, circus and exhibits. Boating piers in bright colors. Several conventions adding to crowd.

With the resort's quest for a song half-way completed, 500 entries have been recorded. . . . Lew Lehr, Fox Movie-tone's comic, and Acting Mayor Frank Off officially okehed net-style swimming suits at a revue on the lawn of Capt. John L. Young's home on Million-Dollar Pier. . . . Boy Scout swim meet one of first big events of Mart Harris' Hygeia pool. . . . Al Skean, convention bureau manager, wired from Kansas City that resort won American Medical Association convention for next year by one vote. . . . It will mean nearly \$1,000,000 worth of biz for hotels and amusements. . . . Midget circus one of novelties being signed by Million-Dollar Pier. . . . Paper-box manufacturers here in convention estimated resort salt water taffy firms used 3,000,000 boxes yearly.

President pool is favorite of Jack Dempsey on his frequent week-ends here. . . . Manager Anthony Vautrinot, Atlantic County Fair, announced a Sunday date is to be added. . . . Ernie Young and Squirrel Bradley are emseing Zeke Youngblood's Egg Harbor walkathon. . . . word from Zeke that he intends to take over the spot for year-round attractions.

CINCINNATI.—This is the fifth season with Coney Island, Inc., for Bob Sidell, who has the dance orchestra on the Ohio River steamer, Island Queen.

started the six-day grind. Joe Laurey, long-distance skater, is floor judge, and Bill Henning, another veteran of the game, is skate mechanic. Arcadia Gardens Rink is to remain open all summer.

A COMMITTEE of 15 has been named in Sydney, N. S., to make a survey of possibilities for establishment of a rink and including equipment for making artificial ice. Ice hockey in winter and roller hockey in summer are planned, with indications the rink will be available for use by next November. D. J. Corr, manager of Forum Rink, St. John, N. B., was in a hospital there for some time and may continue under treatment indefinitely. It was his first winter season in St. John Rink, altho he has been active as secretary of racing associations and committees for many years in St. John. Royal Arena Company, Sussex, N. B., has had an offer for purchase of the rink there and has been considering the offer. Rink was built about eight years ago.

WALLY KIEFER, new operator of the summer roller rink in Flint Amusement Park, Flint, Mich., reports a good opening on May 23 and prospects for increasing business. With Mrs. Kiefer's aid he expects to interest the skaters there in waltzing and fancy skating. There are daily sessions, afternoon and night.

FOUR Skating Macks, American roller skaters, are at Empire Music Hall in Paris. Aka, roller-skating chimpanzee, is also on the Empire bill. The Three Jewels, roller skaters, are at the Casino Municipal in Nice. Mary and Erik Company, roller skaters, are at Rode Mole in Oslo Norway.

COLISEUM, operated by Richard O. Flath in Escanaba, Mich., as a combination roller rink, ballroom, basketball court and convention hall, is the remodeled Peterson's Opera House, one of the most popular showhouses in that territory for many years.

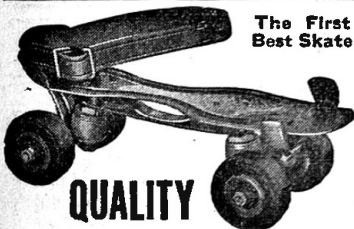
HAVING heard directly from his challenger, Walter Laidlaw, 81-year-old Washington, D. C., speed and fancy skater, Fred (Bright Star) Murree, 75-year-old Indian manager of Red Lion (Pa.) Roller Rink, advises that their proposed match is now up to the arrangements stage. He believes it would be a big drawing card for some rink manager. As his is a summer rink where no admission can be charged, he believes that the contest should be somewhere else. He suggests that with proper exploitation and with notable skating men as judges, the match would be a big pull for any rink, as well as a boost for roller skating as a physical recreation.

A. MAMULA, president of Western Pennsylvania Roller Hockey League, reports that all scheduled games have been played this season in rinks in and around Pittsburgh. He believes that the league must operate on an amateur basis for a while before it can establish itself financially and turn professional. Plans are under way for a bigger season during fall and winter.

DECORATION DAY business was big in Nantasket Beach (Mass.) Rink, which made a special bid for holiday skaters by running special buses to the rink. Annex Rink, Dorchester, Mass., under same management, is remaining open as long as patronage warrants.

BUSINESS in Philadelphia roller rinks was exceptionally good the past season, with private skating parties becoming more popular, said E. M. Moorar, wres skater and rink manager, who was in Carman Rink during the winter.

CHESTER PARK RINK, Cincinnati, catered to good holiday business over the week-end under management of William Sefferino, who also is operator of Chester Park pool.



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They're true and easy with a wide range of action. **TRY THEM!**
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4427 W. Lake St., Chicago, Ill.

Cowbarn Calves Only

LINCOLN, May 30.—Initial move to interest Nebraska's agricultural mind in a new kind of attractive "animal" flesh got under way when the State Fair sent out three representatives to promote county beauty contests, winners to come to the fair and get a chance at the title of Miss Nebraska. The three lucky couriers are W. A. Herington, director of the State campaign, and C. F. Russell and S. M. Rissler, assistants. There'll be no gams in this contest, appearances being made only in evening or street dress. So it looks like the guy interested in fancy calves will have to stick to the cowbarn, after all.

U. S. Showing For Cleveland

Fed commissioner supervising exhibit—attractions on fun zone soon complete

CLEVELAND, May 30. — President Roosevelt, having commissioned A. H. Rychik, Cleveland attorney, as United States commissioner to Great Lakes Exposition, and United States Senator Robert J. Buckley, Cleveland, having administered the oath as Mr. Rychik was sworn in at Washington, the new commissioner is on the grounds, planning and supervising the U. S. exhibits program.

Governor Martin L. Davey, Ohio, announced he would sign the \$75,000 appropriation bill for State buildings and exhibits. Bill also empowers the governor to name a commission to plan and supervise construction and program.

Units Nearly Ready

Last batch of 1,000,000 advance tickets has been sold, according to George G. Whitehead, associate director in charge of special admissions, entire lot being sold in 10 days.

Space in the amusement zone is declared to be at a premium and a sellout may be announced shortly, said Almon E. Shafer, director of amusements and concessions. All exhibit space has been taken. It is impossible to secure any additional lake-front footage for exposition purposes.

Streets of the World, International Village and Nationality Village will be ready for occupancy within 10 days or two weeks. Streets and sidewalks are being laid as shops, concession stands and amusement ride areas receive the touch that will mark completion of construction in that area. Skirting eastern end of the amusement zone and rising more than 100 feet will be the colorful mountain background for the Swiss Village.

Water Ballet Coming

Stanley Graham's Midget Village and Circus, Gay Paree, Orrin Davenport's circus riders' school, Television, the World a Million Years Ago, John Hix's Strange as It Seems show, Gooding's rides; Thrills, Inc.; Loop-o-Plane and (See U. S. SHOWING on page 43)

Hankinson Staff Is Active

PHILADELPHIA, May 30.—Hankinson Speedways scored a success when Langhorne Speedway was officially opened for the season with more than 40,000 spectators on May 17. Next Langhorne race, 100 miles, will be on June 14, when winning Indianapolis drivers from May 30 will be presented. Today Hankinson will have a half-mile track program in Altamont, N. Y., where he conducts annual Capital District Fair. Bill Breitenstein will assist in publicity campaigns from Philadelphia. Others operating out of there will be Pat Furcell, Charles Williams, George Kinum and Sam Wasout. Jim Malone had charge of Altamont operations, with Russ Moyer, Roy Feugh and Jake Marks assisting.

HAMILTON, Mo.—American Legion Race Meet and Night Show, held annually on North Missouri Fairgrounds here, has been combined with Caldwell County Centennial to fit in with route of Mel H. Vaught's State Fair Shows, to appear here in August on their way to Missouri State Fair, Sedalia.

1937 SHOW FOR N. M.



C. C. HUNTER, re-elected secretary-manager of Christian County Fair, Taylorville, Ill., is approaching his 10th year in that post and has been active for the annual since it was organized in 1923 and in councils of Illinois Association of Fairs. He is especially interested in amusement features and programs to boost attendance. This year the fair will have political days, with gubernatorial nominees attending.

Pomona Installing Costly Construction

POMONA, Calif., May 30.—Marking completion of about the largest building and development program in its history, 15th annual Los Angeles County Fair here will open on September 18, said Secretary-Manager Jack Afflerbaugh, and continue 17 days. Shortly after the 1935 fair work was in full stride on extended parking areas, larger horse-racing plant, new roads and admission gates, electrical installations, lawns, modern horse barns, new live-stock quarters and considerable new curbing and stone work.

Early in the year fire destroyed a dozen or more live-stock exhibition barns, necessitating new quarters for this department, two buildings, one 370 by 184 feet and the other 290 by 88 (See POMONA INSTALLING on page 43)

Frontier Show Will Have Drive On Special Ducats; "Jumbo" Cut

FORT WORTH, Tex., May 30.—Board of control of Frontier Centennial plans an extensive advance ticket sale early in June and to close before show's opening on July 1, said Chairman William Monnig, tentative schedule calling for \$10 books of 50 general admission tickets and \$5 books of 20 admissions, costing about half what they will at the gate. A combination ticket, possibly at \$2.50 and good for general admission and major show attractions, is being considered.

Contract has been signed by General Manager John B. Davis with Radio Corporation of America for a sound system permitting exchange of music and

Operating Corporation Will Hold First State Fair in Albuquerque

Construction to cost \$215,718 approved by WPA on 181-acre tract provided by commission—annual appropriation is contingent upon amount raised by citizens

ALBUQUERQUE, N. M., May 30.—New Mexico is to have a State fair in Albuquerque and work on a plant will start in a few days. WPA officials have just approved plans for the undertaking, which will employ 175 men for several months at expenditure of \$215,718. Tract of 181 acres on East Central avenue, near entrance to Tijeras Canyon, will be provided by New Mexico State Fair Commission; all other expenses are included in the WPA appropriation. It was first proposed that the project be handled thru PWA, but was not approved by that organization, and later plans were presented to WPA officials, who sanctioned them. Fairgrounds proper will comprise 160 acres, six buildings to be erected.

Akoun Takes Ideas to Paris

PARIS, May 25.—Gaston Akoun, technical adviser of C. R. C. C., holder of the amusement park concession for Paris International Exposition of 1937, returned to Paris after an extended tour in America. He visited exposition grounds in San Diego, Dallas and Cleveland, amusement parks along the Pacific Coast, Hollywood, San Francisco, Chicago and New York and brought back many ideas for the exposition fun zone as well as establishing contacts with numerous American amusement device builders and outdoor showmen. Several rides and attractions have already been signed for the Paris fair and much fun zone space has been disposed of.

Siegfried To Be in Cleveland

CLEVELAND, May 30.—The Great Siegfried advised that his act, "Ski Jumping Without Snow," has been booked as a free act in Streets of the World at Great Lakes Exposition, opening on June 27. It will be presented in Swiss mountain setting as it was in the Swiss Village at Chicago's A Century of Progress. He also will exhibit Swedish goods in Swedish House in the village and winter sports equipment.

HOOVERSVILLE, Pa.—This Somerset County town will celebrate its 100th anniversary in June, and committees have been at work for months under A. C. Berkebile, general chairman. Free acts and other attractions will be presented every day, with rides, shows and concessions.

The plant will be completed in time for the first fair in 1937, it is said. Tentative plans call for 10 days and two eight-day racing periods at other seasons, with pari-mutuel betting. Annual fair income is estimated at \$47,195, not including a continuous appropriation of \$5,000 by the State, which is contingent upon citizens of Albuquerque raising a like amount, so increasing income to \$57,195. Initial buildings to be erected by WPA do not include several which were in the original plans for poultry, (See 1937 SHOW on page 43)

Ohioans' Summer Meet Set

COLUMBUS, O., May 30.—Annual mid-summer conference of the Ohio Fair Managers' Association will be held here in the ballroom of the Deshler-Wallick Hotel on June 10 at 1 p. m., it has been announced by Executive Secretary Mrs. Don A. Detrick, Bellefontaine.

U. S. Reps Named to Paris

PARIS, May 25.—United States government has picked Eugene Klein, Philadelphia, as representative to Paris International Exposition of 1937, with Alfred Lichtenstein and E. H. Lipdquist named as commissioners.

Florescu for Dallas Expo

CHICAGO, May 30.—Costica Florescu, high pole, has been booked thru Barnes-Carruthers as a feature attraction at Texas Centennial Exposition, Dallas.

MARKS, Miss.—Quitman County Fair Association elected S. L. Barnes, president; Mrs. Sam Jones, vice-president; F. H. Hamblet, secretary; Harry Lipson, treasurer. Association, Exchange Club and American Legion post are co-operating.

FARNUM P. CAIRD, secretary of Rensselaer County Fair, Schaghticoke, N. Y., luddled with George A. Hamid, Inc., in New York agent attractions before grand stand.

Starting in the Next Issue of The Billboard

"Sponsored Events"

A New Department

Covering the Festivities of Veteran, Lodge and Other Sponsoring Groups where Professional Amusements are concerned.

Watch for It!

NEWS **CALIFORNIA PACIFIC** NOTES
International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building.

Gates Pick Up On Bernie Date

Total for season is given as 840,279—Texas Day is occasion for big parade

SAN DIEGO, May 30.—Attendance last week was 63,177; total for season, including Sunday, May 24, was 840,279, it was announced, with an increase of 4,833 over the previous week.

On Wednesday, last week, Ben Bernie and his orchestra opened a five-day engagement that packed the organ amphitheater, with night overflow crowds for his dance in the Palace of Entertainment at extra admission of 50 cents. Cash night on Thursday with a \$750 gate prize brought a big crowd to the amusement zone where the drawing was held. Friday's program included a Spanish Fiesta.

Record crowds poured into the grounds, creating the biggest week-end attendance since opening of the second season. "It is a harbinger of a marvelous summer season ahead," declared Elwood T. Bailey, executive vice-president, who, with Wayne W. Dallard, executive manager, inspected the grounds. With Saturday as regular weekly Kids' Day, another horde of youngsters visited. Highlighted in the program in the House of Hospitality was the May Festival and program by the Meglin Kiddies. Other events included Camp Fire Girls, participated by 800 girls in a program; Cal-Tech Day, World Friendship Day, San Bernardino Day, Electrical Products Day.

Maynard Made Ranger

Sunday was marked by the colorful Texas Day parade participated by thousands of former Texans, which included official cars, Long Beach Mounted Patrol of 30 riders, Blue Bonnet Bus with girls, Exposition Band, San Diego Mounted Guard, Legion Drum Corps, Ken Maynard and his Diamond Bar S Riders, Junior Covered Wagon, Junior Mounted Unit, Daily Ranch Cowboys, U. S. Naval Band, U. S. Texas Detachment and Mounted Color Guards with the Six Flags of Texas. Program on the athletic field included Ken Maynard, who was made a Texas Ranger, and the Four Blackbirds, radio singing quartet. Marshall E. Digg, assistant comptroller of the Treasury, representing Vice-President John Garner, was the principal speaker. Elwood T. Bailey, executive vice-president, delivered an address of welcome. Texas Day climax was a barbecue supper at the Days of '49.

Three one-act plays were presented in the Palace of Entertainment by the Theater Guild under supervision of Sybil Jones. Program included *Gay Ninety*, with Marion Treshour, Margaret Corbett, Juanita Runyon, Dorothy Kelly, Anita

Gessler, Dorothy Donovan, Ferne Downes and Bertina Offerman; *The Killer*, with Francis Perry, Russell Flint, Russell Alkire, Lowell E. Jones and Tom Hutchins, and *The Play Goes On*, with Ethel Freed, Cleo Runyon, Eileen Campbell Shields, Don Clarkson, William Keller and Dolores Bacon. Benham Brothers' Boys Band, under direction of Jules Jacques, gave a concert.

Rodeo Is Scheduled

British Empire Day was celebrated with an elaborate program in the Palace of Entertainment under the direction of Thomas Hislop, president of the British Empire Community Committee, assisted by Frank Drugan, expo executive secretary.

Frank Janowsky, 16-year-old schoolboy, won the amateur band leaders' contest, and was selected by audience applause at the organ amphitheater to lead Ben Bernie's Orchestra in a group of dance numbers.

Visiting members of the Brewery Workers were entertained with a dance and floor show, among performers being Joy Williams, novelty dancer; Kay DuValle, soloist; Robert Emmett, xylophone soloist, and Dick Couron, tap dancer. Harvey Urban's 12-piece orchestra played.

Executive Manager Dallard said annual Lakeside International Rodeo will be held at the exposition athletic field on June 20-23.

CINCINNATI.—Maurice James Collins and E. G. Blessinger, of Collins Boys Band, were in Cincinnati last Thursday and said a Collins Young Men's Band had been selected from more than 50 aspirants to play at Indianapolis Speedway on Decoration Day.

Agricultural Situation

Condensed Data From May Summary by U. S. Department of Agriculture, Washington, D. C.

SPRING WORK SLOW

Spring work made rather checkered progress. Things have moved slowly in the East because of rains and cold weather; the West generally needs more rain. In the plains region of Western Kansas and Oklahoma drought conditions have again become serious enough to kill considerable winter wheat and force the moving of some live stock out of the region.

Spring wheat seeding has made a quite rapid advance in the North. Winter wheat shows fairly good growth thru the Central and Eastern States but is in poor condition in the western part of the Wheat Belt proper, where it is too dry. Corn land is being fitted and some planting has proceeded up into Southern Iowa. Cotton planting is well along thruout the Eastern belt, but in Western Texas, Oklahoma and Arkansas the lack of rain has handicapped all spring planting.

Hankinson Chartered in Pa.

PHILADELPHIA, May 30.—Hankinson Management, Inc., has received a State charter to conduct automobile races, fairs, carnivals and other amusements. Incorporators are given as Ralph A. Hankinson, Woodcliff-on-Hudson, N. J., and Charles Williams and James Malone, Philadelphia. Corporation has leased Philadelphia Sesquicentennial Stadium for midjet car races.

Fair Grounds

DETROIT—Historical exhibit at 1936 Michigan State Fair will include relics of Michigan, to be transferred from Henry Ford's Greenfield Village. An executive committee appointed to have charge of fair details consists of James Vernor, Harry Mack and Van Thompson, Detroit, to be assisted by Andrew Adams, Litchfield; Robert P. Buckley, Bad Axe; Sidney Smith, Orion, and E. J. Willard, Brooklyn.

SPRINGFIELD, Mass.—New England 4-H Club leaders and extension representatives from federal department of agriculture have assigned projects for rural boys and girls to be presented in Camp Vail at the 20th anniversary Eastern States Exposition here in September. Each of the six States will show some major agricultural or home economics project in which 4-H Club members are engaged in their own communities and members of Camp Vail will be outstanding State champions selected on their records for the last 12 months.

WEST ALLIS, Wis.—General offices of Wisconsin State Fair have been moved from the Capitol in Madison to administration building in Fair Park here, Manager Ralph E. Ammon reported.

PICTOU, N. S. — John D. MacDonald was re-elected secretary-treasurer of Pictou Fair, which will celebrate the

100th anniversary of its founding in September, 1937. This year's fair will be held earlier than usual, so as not to conflict with Halifax Fair.

SHELBYVILLE, Ind.—George Parrish was host to members of Southeastern Indiana Fair Circuit at the last meeting of the season here on May 21. Attending were Francis Overstreet, Ed Redmond, F. E. Brockman, L. W. Taylor, Earl Finkle, Columbus; Curt Russell, County Agent L. T. Youngblood, North Vernon; Ray Adams, Will Clark, Franklin; Harrie Jones, Rushville; J. O. Amos, Edinburg; L. V. Hauk, George Parrish, Shelbyville; Leonard Haag, Lawrenceburg; Fielding W. Scholler, Homer Hill, Henry Wood, Indianapolis.

DES MOINES.—Iowa State Fair offers \$104,430 in premiums for 1936, largest cash offerings the board has announced in five years, and tallying with officials' predictions that the annual will exceed in proportions any of the expositions Iowa has staged, in recent years.

MEBANE, N. C.—C. S. Parnell, secretary-manager of Six Counties Fair here and active in affairs of the State association of fairs, reported that his grandson, Johnny Stewart Parnell, widely known among showfolks, is seriously ill with cerebro spinal meningitis.

NEW ORLEANS.—A. L. (Pat) Guillory, president of Tri-Parish Fair Association, Eunice, La., left a local hospital last week for Eunice, following a serious relapse from a recent illness.



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Choice Locations and a number of good propositions still available at the Fort Worth Frontier Centennial Celebration, starting July 1. Must be responsible. Explain proposition in detail. No gaming concession. Wire: SAMUEL A. ALESKER, Frontier Centennial Exhibitors, Inc., Room 510 Sinclair Bldg., Ft. Worth, Tex.

KINSLEY, KAN.
June 11, 12 and 13—ANNUAL PICNIC
WANT Legitimate Concessions, except Bingo. FRED WHITTON, Ad.

DARE DEVIL OLIVER
WORLD'S PREMIER HIGH DIVER,
Has Some Open Time in 1936.
Permanent Address, Tonawanda, N. Y.

GOODLAND HOME COMING
JULY 23, 24, 25.
Booking independently.
Write BURNS BUSINESS POST, 741, Committee Chairman, J. E. MESSERSMITH, Goodland, Ind.

WANTED
For Fourth and Fifth of July Celebration and Homecoming.
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WANTED
Individual Acts suitable for Carnival Midway, June 30, through July 4. Send details and price.
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Port Arthur, Tex.

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WANTED FOR CELEBRATION, JULY 3, 4, 5
LITTLE ROCK, ARKANSAS
CARNIVAL—Real Outdoor Attractions
EVENT TO BE CONDUCTED UNDER DIRECTION
ARKANSAS NATIONAL GUARD
OVER 100,000 ATTENDANCE EXPECTED
Write, Wire, S. A. FRANKLIN, Chairman, Air Port, Little Rock, Ark.

WANTED—CARNIVAL—WANTED
With 8 Rides, 10 Shows, 30 Concessions, for Week of August 23.
SAC COUNTY FAIR ASSOCIATION
W. A. COBB, Secy., Sac City, Iowa.

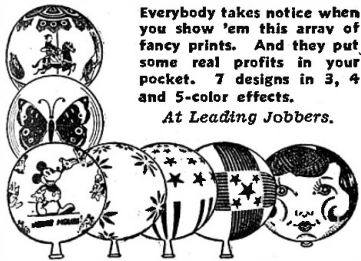
Weather and feed conditions have been unfavorable for early lambs these last two months. Although range and pasture feed improved during April, general condition of early lambs last month was below average and losses had been quite heavy. Losses of early pigs likewise were heavy.

This bureau has compiled, within the last few days, the cash income received by farmers from products sold during the first three months of 1936. It amounted to \$1,538,000,000 as compared with \$1,281,000,000 in the first three months of last year, or an increase of 20 per cent. If rental and benefit payments from the government are added, amounting to \$16,000,000 this quarter against \$172,000,000 in the first quarter of last year, farmers' total cash income is 7 per cent larger this year. Increased income this year is due to larger sales of products, prices of farm products having averaged slightly lower so far this year than last.

The number of farmer bankruptcies declined to 4,311 in the fiscal year ended June 30, 1935, as compared with 4,716 in the previous year and 5,917 in 1933.

OAK BRAND: HY-TEX BALLOONS

DE LUXE ASSORTMENT



Everybody takes notice when you show 'em this array of fancy prints. And they put some real profits in your pocket. 7 designs in 3, 4 and 5-color effects.
At Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

WANTED

Rides, Free Acts, Shows, Concessions
JULY 3-4-5, BOSWELL, IND.

Sixth Annual Fair and Celebration,
Benton County Fair Grounds, Boswell, Ind.

Independent booking; 70 day advertising build-up; no near-by competition; fireworks and Free Acts guarantee crowds. Mark Watkins, Tom Neal, Coddino, Kentucky Bill, Dudley, Earl Wells, Miller, Self, Henry and all others write or wire. R. A. LYONH, Secy., P. O. Box 239, Boswell, Ind.

HANCOCK COUNTY FREE FAIR

GREENFIELD, IND.,
August 24-28, 1936.

Attractions and Concessions Solicited.
BERT SWAIN, Acting Secretary.

WANTED

FERRIS WHEEL AND OTHER RIDES, ALSO SHOWS AND CONCESSIONS, FOR
BIG 4th OF JULY CELEBRATION
To Be Held on JULY 4 and 5. Two Mammoth Days and Nights.
Address **BOB FREEMAN**, Grafton, Ill.

RIDES WANTED

MONROEVILLE FIRE COMPANY.
AUGUST 26, 27, 28, 29
L. E. RHODES, Monroeville, Ind.

"We'll Be Seeing You"

LOUDONVILLE, OHIO
BIG FREE STREET FAIR
Three Days and Three Nights, October 8-7-8.
Always looking for something New and Different.
O. K. ANDRESS, Secy.

WANTED

for the week of July 4th a CARNIVAL SHOW with the following attractions: Ferris Wheel, Hobby Horse, Whip and Chairplane. C. H. JONES, Pres., Winston-Salem Colored Fair, Winston-Salem, N. C.

CARNIVAL WANTED

FOR FAIR WEEK OCTOBER 12th OR 26th. Real Fair, no promotion, five big free school days. Want Clean Show with earning capacity. Do not misrepresent. T. R. WALKER, Sec., Littleton, N. C.

24th Annual Picnic

FAIRVIEW, MO., JULY 2-3-4.
Want Small Carnival or 2 Independent Rides. Also Concessions and Stock Shows.
LESTER HUTCHINGS.

CONCESSIONS WANTED

Blue Earth Com. Club,
BLUE EARTH RACE MEET
JULY 4TH AND 5TH.
Legitimate only,
BOX M, Blue Earth, Minn.

AMERICAN LEGION HOME-COMING

ORLEANS, IND., JULY 8-11.
Want Shows and Concessions. RUMBLE RIDES. Route: Petersburg, June 8-12. Canton, 13-20; Jasper, 22-27; West Baden, July 1-4; Orleans, 6-11; Paoli, 13-18; English, 20-25. All Indiana. Address LEGION COMMITTEE, Orleans, Ind.
EARL SWEENEY, Chairman.

POMONA INSTALLING

(Continued from page 41)

feet, to house cattle, horses, swine, sheep, goats and junior fair exhibits. Spacious two-story equipment and cafeteria building, erected at a cost of \$10,000, is complete, lower floor for housing grounds maintenance equipment and second floor for dining rooms and additional executive offices. Five new horse barns of 22 stalls each give housing capacity for 1,000 race and show horses.

Pari-mutuel plant has been replaced by up-to-the-minute buildings and equipment, combined clubhouse and jockey quarters, pari-mutuel building containing 48 ticket-selling and pay-off windows, quarters for racing officials and the pari-mutuel machinery, separate office structure for racing secretary, restaurant for large number of men connected with racing, restrooms and new paddock buildings. By use of 2,000 cubic yards of filling, space between grand stand and track has been greatly extended, increasing capacity for attendance. Straightaway has been extended an eighth of a mile.

Acquisition of a 30-acre parking area, adjacent to grand stand, with installation of three new entrance and exit gates, will benefit racing visitors. In landscaping 20,000 trees and shrubs have been planted—in the past two seasons and acres of new lawns have been set. Grounds now comprise about 200 acres.

FRONTIER SHOW

(Continued from page 41)

as military escort for dignitaries. Contract for construction of the cavalry camp, to cost about \$4,000, was awarded this week.

Carlton Winkler, stage director and lighting expert, and A. A. Ostrander, assistant to Albert Johnson, chief designer, have made movies of every step in construction of Frontier Centennial buildings, some in color. Tom Richards and Bob Baldrige, designers from San Diego, have come to prepare drawings of authentic frontier buildings to be constructed along the midway. Erl Franke, Los Angeles, is an assistant in the costume department and designer for the *Last Frontier*. *Frontier Follies* is to have as elaborate costumes as a regular Broadway production. If the orders for materials are an indication,

Texas Sweetheart No. 1, to appear in the *Follies*, is to wear a \$5,000 gown of gold mesh, designed by Raoul Pene du Bois, and to be executed by a New York jewelry firm. Gown will remain property of the firm and will cost the show nothing.

Sally Rand, who is to have her own building, will divide her time between her "peep show" and Casa Manana, where she is to be featured 10 weeks. An investigation of advertising being used and type of celebration to be given is to be made by the local Baptist association, it is said.

1937 SHOW

(Continued from page 41)

hogs, sheep and industrial arts, and these are scheduled to be added later as income warrants. Gross income during the two eight-day racing periods, it is estimated, will yield \$28,800.

Children over 6 and under 12 will be charged admission of 10 cents; adults, 25 cents; season tickets, \$2; grand stand, 50 cents. During races outside of fair time there will be no reserves. There is talk that floodlights will be installed later for night racing. Auto parking will be 15 cents per day or \$1 for the season. Rates are being fixed for concessions, exhibition stalls and leases on grand-stand restaurant and recreation rooms.

An operating corporation has been chartered by the State to operate the show, to be known as New Mexico State Fair, with F. D. Shuffelbarger, chairman of the board; Oscar Love, secretary, and leading business men interested in the success of the project.

U. S. SHOWING

(Continued from page 41)

numerous other attractions occupy advantageous locations on the midway. Captain Christensen's giant submarine, Admiral Byrd's Antarctic supply ship and the \$1,000,000 showboat, S. S. Moses Cleveland, will entertain patrons at the waterfront. Baby blimps and hydroplanes will operate regular schedules carrying passengers. Director Schaffer said that among other attractions booked is a huge Water Ballet, to be presented in Marine Theater, which extends beyond the shore line.

Radioland in the Public Auditorium will feature scores of national radio stars thruout the 100-day expo run, said Director Humphrey.

One of the World's Most Beautiful Fairs

LOS ANGELES COUNTY FAIR

POMONA, CALIF.

SEPT. 18 to OCT. 4, 1936

NOW BOOKING FEATURE ACTS FOR GRANDSTAND

NOTE—ANY ACT PLAYING HONOLULU OR AUSTRALIA CAN PLAY THIS FAIR EN ROUTE.

Acts Address All Communications

BOB CANNOM, Care L. A. County Fair, Pomona, Calif.

G

A

H

PROGRESSIVE Fairs and Parks are on the march to make 1936 a glorious season. Are you in step? Keep pace with progress by booking "House of Hamid Hits" and "The Acme in Acts."

GEORGE A. HAMID, Inc.

America's Leading Booking-Producing Bureau
Parks, Fairs, Celebrations, Circuses, Pageants, Units

1560 B'WAY
NEW YORK,
N. Y.

SOUTHEASTERN INDIANA FAIR CIRCUIT

- JOHNSON COUNTY FREE FAIR, JULY 12-18.
FRANKLIN, INDIANA. NEIL R. GODWIN, Supt. Concessions.
 - BARTHOLOMEW COUNTY FAIR, JULY 19-25.
COLUMBUS, INDIANA. O. ED REDMAN, Supt. Concessions.
 - DEARBORN COUNTY FAIR, JULY 26-AUGUST 1.
LAWRENCEBURG, INDIANA. GEORGE KOTHEMYER, Supt. Concessions.
 - RIPLEY COUNTY FAIR, AUGUST 2-8.
OSCOOD, INDIANA. GEORGE VOLLMER, Supt. Concessions.
 - SHELBY COUNTY FREE FAIR, AUGUST 9-15.
SHELBYVILLE, INDIANA. O. W. HARRIS, Supt. Concessions.
 - JENNINGS COUNTY FAIR, AUGUST 23-29.
NORTH VERNON, INDIANA. SCHAFER (MAP) BERKSHIRE, Supt. Concessions.
- Open to all Legitimate Concessions Except Rides.

WANTED --- COMPLETE CARNIVAL

WORKS COUNCIL, INTERNATIONAL HARVESTER CO.

7 DAYS—SATURDAY AND SUNDAY—JUNE

150,000 People To Draw From

Write L. E. DE COMBS, Chairman International Harvester Co. Spring & Wire Plant, Springfield, Ohio.

ATTENTION MANAGERS AND BOOKERS FAIRS & PARKS!

NATIONAL RADIO AMATEUR UNITS

Composed of artists who have appeared on MAJOR BOWEN, FRED ALLEN and RAY PERKINS' Programs. These Units Are Perfect Attractions and Tested Box-Office Smashers.

Write or wire for Immediate Dates.

ARTHUR CAMER,

Suite 307 Strand Theater Bldg., 1579 Broadway,

NEW YORK.

WANTED

Carnival to Play

CENTRAL MONTANA

Fair August 26, 27, 28.

Address W. E. McCONNELL, Secy., Lewistown, Montana.

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

Partial Relief Indicated As ACA Pleads for Railers

Max Cohen, counsel, presents carnival picture before freight traffic managers of Eastern roads—scrip may give way to cash discount—look for demurrage relief

NEW YORK, May 30.—A cash discount in lieu of scrip issuance and extension of free demurrage from 48 to 96 hours were indicated for railroad carnivals at a hearing before the freight traffic managers' committee of the Trunk Line Association, held at 143 Liberty street Tuesday morning, in which the case for the carnival industry was presented by Max Cohen, general counsel American Carnivals Association, Inc. N. W. Hawkes, acting chairman, and his colleagues listened attentively as Cohen and several midway representatives unfolded their story. Strates Shows Corporation was represented by Matthew J. (Squire) Riley, business manager, and West's World's Wonder Shows, by Jack V. Lyles. J. C. McCaffery, of Rubin & Cherry Exposition, who expected, could not attend owing to urgent work which took him elsewhere.

Cash discount, if granted, would be similar in effect to that which is in force on Canadian railroads, which rebate 20 per cent. Doubling of free demurrage time is felt by the trade to be a step in the right direction.

As a supplement to his address, Counsel Cohen presented a seven-page brief which he left with the committee for study. Salient points contained in the document follow:

"Early in 1935 this association made application for relief for its members and others in connection with the movement of carnival equipment by rail. A hearing was granted to the American Carnivals Association, Inc., in behalf of its members and others, which hearing was held before the general freight committee on March 5, 1935.

"What in 1935 was a serious situation has now become one of 'life and death' proportions insofar as the railroad shows in the carnival industry are concerned. Two major problems make our continued existence as railroad shows difficult and problematical: (1) Large decreases in our gross revenues, and (2) competition with motorized shows.

"Notwithstanding that the amusement business is the fifth largest in the United States, we have suffered, as have the carriers, from decreased earnings. While our receipts have fallen off, our cost of railroad transportation—the major item we must meet—has remained constant, and in some instances has even increased.

"In requesting the relief we seek, it is our opinion that your gross revenues from our business will not decrease one iota—rather the volume will increase, for reasons we shall indicate hereinafter. The carriers can be of material assistance in allowing railroad shows better to meet the growing competition of motorized shows by extending a helping hand to the railroad shows, and thereby retain a fast, disappearing source of revenue to the carriers.

"The fear of compulsory motorization is not a bugaboo. There are arguments in favor of motorizing, which briefly summarized are: (1) Motorized shows can move faster; (2) Motorized movements are cheaper; (3) Motorized show can play many communities which are not serviced by rail, there being about 45,000 such communities in the United States alone; (4) Motorized shows can play split-weeks. Present railroad rates and charges preclude such a mode of operation for railroad shows, but, if it were possible to do so, shows could probably double their routes and, taking advantage of necessary reductions, almost double the gross amounts paid to the carriers for transportation.

"Obviously it is to your interests as well as to the interests of our railroad shows to preserve their existence as a source of revenue to the carriers. That you can help in this matter is elementary, provided you will grant us the relief we seek.

(See PARTIAL RELIEF on page 50)

Frisk Greater Opens

MONTGOMERY, Minn., May 30.—Frisk Greater Shows played their season opening stand here last week, located at the city park. Opened with five rides—Merry-Go-Round, Ferris Wheel and Kiddie Airplane, company-owned rides; C. E. Barrett's Kiddie Auto Ride and Ruth Brant's Loop-o-Plane. Tom Thumb Circus, Joe Risburg owner, and Athletic Show, Joe Risburg owner.

Pittsburgh Pickups

PITTSBURGH, May 30.—Maurice Rosen, last year agent for Bright Light Shows, is managing a department of a downtown store here.

Lou Michaels, South Side theater operator, has a little show out in this territory playing under auspices.

Dick Collins, press agent Dodson's Shows, was in from Rankin, Pa., this week to see Cole Bros.' Circus and meet many of his acquaintances with the show.

St. Hohnadle, Ferris Wheel operator, who recently left Winters Exposition Shows, states that he will play dates in this territory.

Lou Walton, clown, working for the Curtiss Candy Company this year, is making his home here with his brother.

Walter Davis, the Johnny J. Jones Exposition press agent, came in from Sharon, Pa., this week to visit Jim Nevin, his old newspaper friend, who is now picture editor on *The Sun Telegraph*.

Harry Winters opens an engagement for his shows in Sewickley tonight. The boro, closed for many years, serves as the residence for many socially prominent Pittsburghers.

Bluenose Shows Open

ST. JOHN, N. B., May 30.—The Bluenose Shows opened their season this week at their winter-quarters city, Amherst, N. S. The route will be thru Nova Scotia, New Brunswick and Prince Edward Island. Frank J. Elliott, who founded the show four years ago, continues as manager.

CHAMPAIGN, Ill., May 30.—H. (Doc) Allen, general representative Bloom's Gold Medal Shows, advised a few days ago that the Jeff Davis Parish Fair at Jennings, La., had been added to that show's list of contracted events for this year.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

X-X-X-X-X? X-X?

Week ended May 30, 1936.

Dear Charlie:

No one knows where we are—the name of the town, or even what State we are in. Left the last spot during night and arrived here at night. Been here all week and can't find out the name of the town. Even the natives are in a fog. The only sign on the depot advertised a soft drink. When I asked the agent the name of the town all he said was: "What does it matter? People already here don't buy tickets to come here, so I never bothered to find out." Our paper read, "Coming Here." Tried the newspaper office. They said: "Our circulation is 500 and delivered by boys. Everybody knows where the paper is printed, so why worry about it?" Tried the maps but didn't know what name to look for.

No visitors during the week; no auspices, no births, no divorces, no marriages, no hits, no runs, no scores and no patrons on the midway. All this makes it hard for the press agent to write a weekly story. But can say that the midway was laid out in a beautiful horseshoe, that the city mayor threw on the main switch Monday night at our opening, that the local business men's league presented the bosses with a



DAVID B. ENDY, general manager Eros' Shows. Photo taken some time ago, before the advent of warm weather. He reports a record-business season so far—"the gross far ahead of what it has ever been with us."

Al Hansen to Rail

ST. LOUIS, May 30.—The Al C. Hansen Shows departed from East St. Louis Sunday for Mexico, Mo., on seven railroad cars. The organization was converted from a motorized to a railroad show in 10 days, the work being done while playing East St. Louis for two weeks. Ben Mathis, of the Warren Tank Car Company, aided Hansen in putting his show on rails, being on hand for five days. Hansen purchased seven cars from Mathis and plans adding three more soon.

To accomplish the feat of "railroading" the show, many of the attaches worked almost day and night, building wagons, etc.

Hansen sold most of his motor equipment and stored that which he did not sell. According to the management, the show has enjoyed good business from the opening of the season to date, with the exception of its Nashville (Tenn.) stand, during which it had inclement weather.

Simpson in Cincinnati

CINCINNATI, May 30.—James C. (Jimmy) Simpson headquartered here a couple of days this week while engaged in his general representative duties, including railroad contracts, for Johnny J. Jones Exposition. Looks fine. Has notably gained weight since undergoing his recent eyes and teeth treatments.

Hodge Shows Have Good Week at Peru

PERU, Ind., May 30.—The Al G. Hodge Shows exhibited here last week, auspices James Irwin Promotion Club and location on the South Side showgrounds. Weather the fore part of week was cold, remainder fair and warm. Business was reported as good. Show and Manager W. M. Tucker got a break by being the first carnival to work in city in two years. Saturday night was said to be the best since show opened.

The free acts were Capt. Kelly, aerialist, and Kentucky Bill's troupe of six masterly trained dogs. The midway had ten shows and eight rides.

Henry (Harry) Wallis, former local man "taken to raise" by the late E. E. Wallace and who was many years with Wallace Circus as a performer, had a wonderful week renewing acquaintances among trouper here. Harry Cameron is superintendent of rides and electrical equipment. Ethel Bernard has the Merry-Go-Round, with Glen Davis and Vincent Murphy, operators, and Ethel Tucker and Jackie Archey, tickets. Ferris Wheels, Joe Archey and Tex Vandernae. Merchants' tickets for rides kept them crowded. Local press gave credit to Tucker and his show.

Ellman Show Starts Season at Kenosha

KENOSHA, Wis., May 30.—Ellman Amusement Company is playing its opening engagement here this week, located at Anderson Park. Business reported as being good. Show moves on nine trucks besides other cars. The writer, Jimmy Franklin, already has the midway well lighted and is building a new transformer wagon. All rides are newly painted. Charles Ellman and B. H. Lockman are busy with the routing.

Staff: Charles Ellman, manager; Frances Ellman, secretary-treasurer; B. H. Lockman, general agent and publicity; Elmer Riedinger, mechanic; Jimmy Franklin, electrician; Andy Rochsner, billposter.

Shows: B. H. Lockman has four shows—"Old Mexico," with Joe Fernandez and his band; Hawaiian Show, Ruth Westerfield and Bob Westerfield; Animal Show and "Darkest Africa." Pennyland—Charles Ellman, owner; H. Ring, manager; Elmer Christenson, assistant. Monkey Circus and Snake Show, Dutch LeVan.

Rides: Merry-Go-Round—George Kowatch, foreman; Andy Rochsner, assistant; Mary Paczkowski, tickets. Ferris Wheel—Johnny Winsted, foreman; Abe Margulis, tickets. Mixup—George Jurkowski, foreman; Walter Ledwin, assistant; Mrs. H. Ring, tickets. Kiddie Auto Ride—S. W. Lake, owner; Joe Prelic, tickets. Kiddie Airplane—Elmer Riedinger. Miniature Autos—Ane Margulis, owner.

Concessioners: Cookhouse, Hamburger Mose and Joe Matt; L. Burto, cigarette gallery; Mr. and Mrs. Ernest Schaedde, candy floss; Mr. and Mrs. R. O'Brien, pop corn and peanuts; Lawrence and Raymond Steele, photos; Mr. and Mrs. Jack Peoples, corn game; Frank Schunowski, four; Louis Cincell, one; S. W. Lake, one; Mr. and Mrs. E. Spencer, high striker; Pete Egner Sr. and son, Pete Jr., two; Red Taylor, two; R. Kramer and H. Kelley, one; A. L. (Tubby) Fitchett, one; Harold Whalen, one; Mr. and Mrs. Dave Prevost, one; E. Beck, scales.

Happyland Shows Play Spots Around Detroit

DETROIT, May 30.—Happyland Shows, managed by William G. Dumas and John P. Reid, had an excellent week's stand recently at Six Mile and Grand River roads in Redford, Detroit suburb, playing for the Redford Exchange Club. The number of rides by increased to nine during the week by the arrival of Vergil Dickey's Chairplane. Show moved to the city ball park lot in River Rouge, south end suburb, for last week under auspices of American Legion, the first carnival ever to play that lot. Frank Allen joined the show at River Rouge with a new corn game. This week the show is at Royal Oak, north of Detroit.

MAJOR PRIVILEGE.
P.S.—Run the following ad: Ballyhoo Bros. will book Twin Ferris Wheels. Will give exclusive on same.—M. P.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 30.—Secretary Streibich spent last week-end at Peoria, Ill., a visit to Royal American Shows and Rubin & Cherry Exposition. Both organizations promise real co-operation in the 1936 membership drive. Brother E. C. Velare is out for one of those gold life-membership cards and will be supported by Brothers Carl Sedlmayr and Sam Gluskin. Brother Rubin Gruberg has put his shoulder to the wheel and says he will repeat, as he has each year, with a goodly number of applications. Joe had a nice trip and pleasant visits with various members of the shows, including, in addition to the above, Brothers Charles Miles, Maurice Richby, Fred Burd, James Edwards, Chet Taylor, Lee Hall, Joe Allen, R. W. Rocco, Sammy Smith, Al Rukin, Henry Applebaum and many others.

Brother Warren C. Clark suffered a fractured hip in a fall and is confined to hospital.

Brother Larry Ascot writes that he is confined to the Deaconess Lutheran Hospital in Boston.

Brother William Carsky is on an extended business trip.

The Grim Reaper has again invaded the League's ranks. This time to remove therefrom Brother Fred L. Clarke, a life member of long standing. Interment was in Milwaukee. Those attending from Chicago included Vice-President J. C. McCaffery, Secretary Streibich, Lou Leonard and Louis Torti.

Had pleasant visits with Brother L. S. Hogan while in Milwaukee.

Card from Brother Ray Oakes states that he enjoyed the snow on May 19.

Brother Lou Leonard back in town. Advises that he will be here for a short time ere he leaves for the summer.

LADIES' AUXILIARY

CHICAGO, May 30.—The Ladies' Auxiliary, Showmen's League of America, has decided to carry on during the summer with a social every Thursday night. Each member has been given a dollar (called the "rolling dollar"). It will be the duty to find means to increase this dollar as much as possible and to report the returns at the first meeting in October. It is hoped that this will be the means of raising additional funds and at the same time stimulate interest among the members.

Edith Streibich had charge of the first summer affair Thursday of last week, which was well attended. Ida Cook was hostess on Thursday of this week, the attendance showing these affairs will be patronized.

President Frances Keller accompanied her husband, Lew, on a trip to Peoria and visited both the United Shows of America and Imperial Shows.

Secretary Cora Yeldham has moved to her country home for the summer, but will attend the Thursday evening meetings.

Harry Coddington was guest of honor at last week's social.

Goss Sells 33 Cars in 20 Days

ST. LOUIS, May 30.—An example of the great number of automobiles and motor trucks being sold this spring to show companies and individual show people is contained in report that Charles Goss, of Standard Chevrolet Company, alone sold 33 cars during the first 20 days of this month. The list (truck or autos) as follows: Ray Marsh Brydon, Rice Bros.' Circus, nine; James Laughlin, West Bros.' Amusement Company, two; Dee Lang, Dee Lang's Famous Shows, two. Hennes Bros.' Shows; C. A. Vernon, Greater American Shows; Oscar Bloom, Bloom's Gold Medal Shows; Al C. Hansen, Al C. Hansen Shows; R. E. Haney, Haney's Rides; Thomas Fuzzell, Harry Martin, Porter VanAult, Harry Wilson, Charles Cohn, Peggy Parsons, John Lavin, Joe Ulcar, William Hillier, Harold McKee, Cole & Carson, C. L. Hillman, Charles Phillon, Billy Senior and Euby Cobb, one each.

Ladies' Auxiliary, PCSA

LOS ANGELES, May 30.—Last week's meeting was presided over by Ruby Kirkendall, who had just returned from a visit with her husband on the Al G. Barnes Circus. There were 21 members present.

Virginia Schaller, a new member, on hand and getting acquainted. . . Gladys Forest in from Ken Maynard Show and reported Anna Metcalf much improved, on the road to recovery. . . For some time preparations were under way for the card party to be staged in the men's clubrooms.

The writer, Tillie Palmateer, appointed press correspondent for the summer months, came in from Crafts Shows and brought a message to the meeting from President Ethel Krug. . . Vera Downey improving in health and expects to be back in her chair at meetings in the near future. . . Ruby Kirkendall has been busy with being secretary and president, but always with a smile.

Lunch was served at the meeting by Mrs. Walsh. The door prize went to Mrs. Fink. Mrs. Rawling won the weekly prize and Mrs. Rosard the bingo prize.

The Auxiliary's clubrooms will remain open thruout the year. Hospitality is the "theme song" and visitors are welcomed.

Los Angeles

LOS ANGELES, May 30.—Outdoor amusements in this area are getting fine play. This is noted at the beaches, and special events have invariably proved very good. Local workers state that many spots in the past tabbed as bloomers have proved very good. The three-day Fiesta and Rodeo at El Monte was a standout. Concessioners state that they did big business, and it was said that for the Sunday rodeo there were approximately 6,000 tickets sold at prices from 25 cents to 83 cents. Doc Hall had the rides of the United Tent and Awning Company and reports three big days' business; also George Silvers and Bob Manley with novelties.

Joe Glacey, parachute ready, opines that Cleveland (Ohio) will be his next stop. . . Felix Burk in and out of town on short trips. . . "Plain" Dave Morris back in town from Eastern trip. . . Mr. and Mrs. Rudy Jacobs returned from three months' tour of the Hawaiian Islands for Eddie Fernandez; did nicely on Kauai and Oahu. Eddie Hayes (Anato) goes to Dallas as one of the features of Ripley's show at Dallas.

Reports from carnivals on Coast very good. Clark's Greater Shows opened in Reno, Nev., this week. . . Bill Harvey, of the United, completed a tour of the North, visiting shows and outdoor amusement spots. . . Frank Downie improving rapidly. . . Henry Emgard remains in about same condition at Antelope Valley Home, Lancaster, Calif. He said letters from old-time friends would be appreciated. . . Mr. and Mrs. Barry Gray, who have been on the Hix "Strange as It Seems" show at San Diego, have gone to Dallas to be with Dufour & Rogers. . . Ben Dobbert on extended trip north, visiting carnivals and outdoor amusement spots.

The four-day celebration staged by the Monterey Park 1940 Club and Chamber of Commerce closed with a two-mile-long street parade, and the event was reported very successful. . . The Chuck Wagon Trailers held their spring roundup at Providencia Ranch, Burbank, Calif. Curly Baldwin and Dick Rush served old-time range lunch. Various events were presented, including remarkable trick shooting by Allen Greer, of South Dakota. Other notables present, Frank Reynolds, Bob Brooks, Col. B. F. Peerson and George Bush. Ed Walsh and Claude Barie are organizing



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, May 30.—Twenty-nine members were present at Monday night's meeting, with Dr. Ralph E. Smith presiding. John Backman was present, also Ross R. Davis. Dr. Smith got the business end of the meeting over in 27 minutes, the reason being that matters of more than usual moment are held if possible so that the absentee majority may have opportunity to pass on them. John Backman got a hand when he read the financial statement. There was one new member accepted, Frank W. Burns, of Mel Vaughn's State Fair Shows, credited to Ted La Fors. Ted, incidentally, has done the most consistent work thus far on the membership drive, and his handling copies of the minutes of the meetings is appreciated by the organization.

Communications: J. Doug Morgan wrote of his opening at Henderson, Tex., May 19, and added that he would, as always, be active in the securing of new members to PCSA. Ross Ogilvie wrote from Brigham, Utah, of C. F. Zeller Shows. Dick Wayne Barlow postcarded of activities going east and hopes to make the Coast this winter. Will Wright wrote of good business in San Francisco for Golden State Shows. Walt de Pellaton, of Hilderbrand's United Shows, assured that the show will measure up to its fine record of last year in the securing new members to PCSA.

It was suggested that intensive membership effort be made, starting June 15, as shows are reported doing better business than for some years.

Al Humke, new treasurer of the Ken Maynard show, was introduced by Dr. Smith and talked extemporaneously and entertainingly. Then Doc Cunningham introduced Dr. Payne and he orated vehemently. The diversion period is usually after the "Good of the Order," and it had been announced that the subject would be "How I Earned My First \$10." Cunningham asked for the floor and for many minutes talked and gesticulated; a lot of well-selected words and splendid diction. When Doc had subsided John Miller wanted to know what it was about, and Harry Fink said the talk was meant for only those of unusual mentality, but Joe Glacey said in explaining the talk that it was "just the heat." Al Onken, fired by his predecessor's flight of oratory, arose and took several minutes about something—mentioned Achilles and Nero fiddling while Rome burned—didn't break into poetry, however. Then Louis Bacigalupi stopped Al and stated that the fiddle had not come into being at the time Nero was supposed to have done that fiddling. Then Captain Ament, Cal Lipes, Harry Levine, Ed Workman, Dad Barker, John Miller, Claude Barie, Frank Foley and others all tried to talk at once. (All just harmless "idiotic" effort to put in a little fun time.)

Harry Levine won the weekly award. Refreshments and lunch after adjournment the donations of Harry Fink and Johnny Kleinke,

the "Safari Club" for the summer, the affairs will be held at beach resorts. . . Dick Kendall in from Philadelphia, en route to Shanghai. Will be associated with an English concern holding concessions in the Orient. . . Ed Workman up from Balboa for a short stay. . . Milt Runkle taking few days off in the High Sierras. . . Bill and Mert Rasmusen down from Hamilton, Mont. Will make events during summer.



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Midway Confab

By THE MIXER

NOW FOR the warm-weather season! Everybody get businesslike busy!

THE DAVENPORT (IOWA) AREA has been having a bunching of big shows.

WILLIAM L. (RED) MUNGER is mailman and salesman *The Billboard* with the Joyland Shows this season.

C. (SHORTY) WRIGHTSMAN has been playing picnics and celebrations in California and to good business with the Wrightsman Amusement Company.

two stands to play a few carnival dates in that section.

Reports at this writing (May 21) relative to progress of Clarence Pounds (appendicitis operation) and John Crockett (fractured leg), both of Mighty Sheesley Midway and also both at Christ Hospital, Cincinnati, are: Pounds, fairly good; Crockett, good.

A SURE-ENOUGH sportsman in the carnival field is O. N. Crafts, owner of the various Crafts interests in California, yachtsman, aviator, golfer, deep-sea fisherman and big-game hunter and belongs to a number of sporting clubs in his State.

REPORT REACHED the Midway Confab editor that Mrs. Margaret Baldwin has been ill in hospital and would appreciate letters from her showfolk acquaintances, addressed to her home, 3424 East Baltimore street, Baltimore, Md.

WHITEY DAVIS, formerly with Phil Isser, in the East, info that he is operating Gerard's Shows' Eli Wheel; also that Tom-DeWitt, who operates the Whip, has given that ride a complete overhauling.

WORD FROM Col. T. L. Dedrick, manager Happy Days Shows, was that on the show's arrival at Washington, Ind., last week, his wife (who recently suffered a

Many times showmen have fumbled business transactions by not following the slogan: "When in doubt, find out!"

TOM (DOC) MEHL is on the front of Dixieland Minstrels with Krause Greater Shows. Says that so far season has been okeh.

IT'S JOE MARTINI on Marks Shows Monkeyland attraction, not "Jimmy" nor "Jack," as the company press agent has been writing it.

ACCORDING to a letter from Doc Waddell (Big State Shows, per route), it is important that B. K. (Dad) Bond communicate with Waddell immediately.



A CASE of two shows in snow. Top: One of the semi-trailers of Pacific Coast Shows, shortly after unloading at Sedro Woolley, Wash. Below: Part of Conklin's All-Canadian Shows' train and ground blanketed with the "fleece white" (on May 19) at Kirkland, Ont.

Cookhouse ballads: "The Olive Song" (sung by griddle man to ball game queen)—"Ah love you, Olive, you dear," and the "Catsup Song"—"Ah got to catsup with you, dear,"

light stroke) was taken to Martinsville, Ind., to undergo treatment.

BRODBECK BROS.' CARNIVAL was accorded a nifty praise mention (the clipping received seemed an editorial) in *The Cherokee* (Kan.) *Republican*, in connection with that show's engagement at a Spring Festival, May 18-20.

Jesse Wrigley, manager Big State Shows, trying hard to land a choice lot. Wife of lot owner: "I'm for it, but we have two roomers—your husband and wife—and I will have to consult her 'hubby.' He is murderously jealous of his bride and I am afraid he will object." The husband did, and Wrigley didn't land the "lot."

MIKE MURPHY, of Lilliputia, one of the Marks' shows, had his hands full in Philadelphia with what he said was a "million punks." But being a showman

LUCILLE GILLIGAN and Rose Fisher, friendly enemies of pinocchio days in winter quarters, are now operating a hoop-la concession on Crafts 20 Big Shows and enjoying good business.

WILBUR PLUMHOFF, human pin-cushion and experienced in various show capacities, is now with Mrs. Graham and her trained chimpanzee, Andy Calino, with the L. J. Heth Shows.

DAVID D. RANKIN ("Yankee Whittler") apparently is taking life easy these days at Long Beach, Calif. Writes David: "All I am doing now is reading *The Billboard* and watching the breakers roll up on the beach."

An executive of Mel Vaught's State Fair Shows contradicts a report in the May 23 issue that Zeiger's United Shows were the first at Salt Lake City, Utah, this season, Vaught being a week ahead of Zeiger and located at Main and Ninth street, South.

ROY GRIES, Sylvia Gries and Al Knight have game concessions at Rudd's Beach, on the Albany-Schenectady, N. Y., highway this season. They are framing

of the old school, little Mike worked just that much harder and overcame the difficulties.

BILL (POP) DYER is on his farm in Arkansas and "have prospects of a bumper crop," sezze. As a side line and in order to get into his former celebrations atmosphere, Bill has been promoting a political picnic, with a free barbecue.

THOMAS AITON, veteran general agent, late of Barfield's Cosmopolitan Shows, arrived in Cincinnati early last week and was a visitor to *The Billboard*, during which Thomas reminisced interestingly at both the repertoire and carnival desks.

EVELYN ROGERS (Madame Wanda) has opened her "Temple of Knowledge" at Barfield's Derby Park, Galveston Beach (Tex.), where Mrs. C. E. (Pearl) Barfield officiates. Evelyn's third season there, Frank Rogers is also at Galveston Beach this year and has his Merry-Go-Round and kiddie rides located at 12th and Boulevard.

After encountering some residential kickers in the neighborhood of their advance-booked location at Salt Lake City, Utah, C. F. Zeiger's United Shows—alho they probably could have won their point, having been granted a permit—moved to Auerback's Field, almost in the heart of the city.

A. W. GOODING AMUSEMENT COMPANY made its first stop out of winter quarters at Massillon, O., on a lot near the business district. Four flashy rides, all newly painted and lots of lights, and Mrs. Gooding's pop-corn stand were the attractions. Two Ohio spots after Massillon, and then into Western Pennsylvania. Transportation is on motor trucks and trailers.

LAST YEAR, one of the skits at the Pen and Pencil Club's Gridiron Dinner, in Philadelphia, was the "Political Side Show," with Carleton Collins enacting the role of what was called the "barker." When Marks Shows played the Quaker City several members visited Collins and, recalling the skit, remarked that the old-time talkers were gone. "Oh, yeah," said Collins, "Come hither." He took them to Kelly's Unbelievables, where George (Whitey) Usher was orating, and Beau-

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Want A-1 Concession Agent on Percent.
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ret's Motordrome, where Doc Wilson is the operator. "We're wrong," they agreed.

"PICKUPS" from Christ United Shows while at Girard, O.—Buck Moughman joined with his show and pony ride. Mr. Laramore joined with two concessions. . . . "Leola" has a new panel show front. . . . Fred Christ busily engaged in advance and back with the show. . . . A small fire did about \$50 damage to the Merry-Go-Round. . . . Trixie, high-diving dog, still doing free act, presented by Professor Bryant.

JACK BURNS informed from Denver that he recently underwent another operation. Was getting along as well as could be expected. Jack surely is possessed of a carry-on-despite-handicaps spirit. Says that regardless of being abled he is framing several shows, booked with the Ralph Forsythe Rides; that he holds the ex on shows at a number of Western annual events, and—here's one for the book: "I traded cars while lying in hospital. Now have a '36 Pontiac, also bought two new tents from Brooks Tent & Awning Company."

HARRY E. CRANDELL, mentioned in a recent issue as planning to recuperate his health by indulging in his favorite sport, fishing, in Florida lakes, has had a set-back to his plans. The well-known agent and special event promoter on his doctor's order halted his trips and is slated for an indefinite time abed in his housecar at Ben Mottie's Tourist Camp at Gibsonton, Fla., where Ben and the missus are his nurses. Doubtless Harry would appreciate receiving cheerful letters from his showfolk acquaintances.

There was a "hearkening back" to many years ago at Little Rock, Ark., recently, when Manager Saltsgeber and George W. (Toledo) Johnston, of Indoor Advertising Company, which has been operating at Little Rock some weeks, were visited by J. R. (Jim) Anderson, who was a partner with the late Henry (Tubby) Snyder in operating the Great Cosmopolitan Shows. Jim, now a resident of North Little Rock, has been connected with the State Highway Department several years. The meeting was the more interesting because of Saltsgeber having been a concessioner with Snyder and Anderson. There were codles of "Do you remember?"

SOME "PICKUPS" relative to women-folk in the Los Angeles area—Thillie Palmateer is able to be out and circulating among acquaintances after being confined to her home for nearly two years because of a stroke and expects to soon be able to walk alone. . . . Margaret Ragland recently made a trip to Bakersfield to visit her husband, John (Spot). She was accompanied by Thillie Palmateer and Billy Johnson, also Bobette Korte, who remained on the show with her parents, Mrs. and Mrs. Louis J. Korte. Evelyn Korte Harris also visited the show and to spend a week with her father, Louis Korte. Mrs. Ragland is busily operating coin machines at spots near Bakersfield to Brawley, Calif. . . . Marie Morris is now operating an apartment house in Los Angeles with her mother, Mrs. Welsh.

Bantly Greater Shows
Meadville, Pa. Week ended May 23. Auspices, S. B. Dick Hose Company. Location, Erie Railroad lot. Weather, variable. Business, good.
Same auspices and committee as last year—several years the Copping Shows' sponsor. First of the week was cold, with rain and hail the opening night. Wednesday afternoon entertained the children and teachers from the IOOF and Catholic orphan homes. The "kids" taken on the rides, saw the Monkey Show and were treated to cones, candy and pop corn. Buddy, son of Mr. and Mrs. Bantly, who is a soph at Allegheny, visited the show all week and conducted the party around the midway. "Wedding Day" (Thursday) was successfully managed by Ray Hilborn and members of the Hose Company committee. A Meadville bride and a Fredonia bridegroom took the marriage vows in the presence of nearly 3,000 persons. Mettler's Family Band played *Here Comes the Bride*, and Green & Baker's sound system carried the voices of the participants to all parts of the lot. Saturday was local pay day and by far the big day of the week. The Mile-a-Minute ride topped the six company-owned rides. Bud Brewer's Revue was easy top of shows. Bell Kollar, on the Wall of Death; Captain Phoenix, high diver, and Fred Fearless, on the high pole, were recipients of considerable publicity, linked together under the caption of "The Dare Devils."
CHRIS M. SMITH.

Crafts 20 Big Shows

Merced, Calif. Week ended May 23. Location, circus grounds. No auspices. Weather, hot. Business, good.
This city responded with the usual crowds, as in former years, despite the fact that the fruit-crop money was just starting to come in. The office staff was busy shaking hands most of the week. Mayor Wagoner a nightly visitor and hobnobbed frequently with O. N. Crafts in the private office. Art Anderson joined for a couple of weeks with his concession. Mrs. Anderson remained on the No. 2 show, operating a doll wheel during the San Francisco engagement. Patty Murphy and Mack Doman took the Ferris Wheel and Kiddie Ride to play a two-day picnic at Livermore. Mrs. O. N. Crafts superintending new installations in the Crafts "home on wheels." Roy Ludington found a task laying out the midway to circumvent deep elephant and wheel tracks caused by the Tom Mix Circus pulling off a muddy lot a month ago. The tracks had hardened similar to concrete, account of hot weather and adobe ground. However, J. C. Riley, lot man, solved the situation with picks and shovels, water and several truckloads of sawdust. Those visiting Golden State Shows at San Francisco this week were John (Spot) Ragland, O. N. Crafts, Elmer Hanscom, Roy Ludington, Phil Williams and Joe Krug. All brought back glowing tributes of the appearance of the shows. Powerful cabin plane, painted vermilion, circled the lot on opening day. The pilot signaled with a few "dips," which was the "office" for Mrs. O. N. Crafts, who drove to the local airport to find her husband climbing out of the cabin of a new Waco plane—a present to himself, he opined. Mrs. Ethel Krug says Harry Bernard has the reddest concession on the midway, using sticks and making them red (candy apples). Monte Morgan building a new concession for a near-by picnic, a fishless fishpond. H. Perry, as advance bill truck, experienced having a bundle (1,000 or more) lithograph passes stolen from the truck, also his stamp. Color of passes were changed. None of the stolen ones appeared during the engagement. Edwin Murphy Smithson still plastering the Ferris Wheel with banners. This is Ed's fifth year up and down the route. One more week in the San Joaquin Valley, then the Bay District for a few weeks. ROY SCOTT.

Cote's Wolverine Shows

Wayne, Mich. Week ended May 23. Location, a new lot on Michigan avenue, east city limits. Weather, rain nearly all week; business, accordingly.
Many people came to the lot, but did not remain long because of rain and cool weather. Since the last show letter three shows joined—Doc Kelley's Circus Side Show, Hell's Half-Acre and Night in Spain. Kelley received and put up a new top at this stand. Fred Merrill, one of the "old-school" showmen, is connected with the Kelley attractions, doing lecturing and his act in the Circus Side Show. The additions give the midway 5 rides, 3 shows and more than 20 concessions. William (Bill) Smith joined recently with a 20 by 40-foot corn game and at Wayne he added another concession. Mack Hayden joined with long-range shooting gallery. Benny Benehardt added another concession, and Mrs. Doc Kelley palmistry. Mr. and Mrs. Herb Simkins have a new house trailer. The show moves on Cote's tractors and trailers. Cletus Rocheleau is in charge of the rides. The writer, Frank E. Pilbeam, is still looking after the good of the show.

Hilderbrand's United Shows

Marshfield, Ore. Five days ended May 17. Location, Second and Elrod streets. Auspices, Eagles. Weather, rain. Business, good.
Nightly downpour of rain, but considering this handicap the attendance was remarkable. Thousands of people frolicked (in the rain) with a nonchalant carnival spirit and business for all concerned was good. Lillian La France's Motordrome topped the midway. Miss La France has enhanced the appearance of her drome with a myriad of lights and new coat of paint. Owing to an accident during the free act of the Four Jacks, Mrs. Johnnie Gibson received a broken leg and was forced to retire from the act temporarily. Miss Kay Rogers arrived from Los Angeles to take Mrs. Gibson's place in the act. On the trip from Eureka to Marshfield several of the large trucks left the highway, due

to rainy weather, and had to be towed up embankments. No one was injured. Mr. and Mrs. Hi Severson returned to Los Angeles. General Agent E. Pickard departed for Montana. O. H. Hilderbrand left by plane for Phoenix, Ariz., on business. The Lady Elysia Show, operated by Mrs. Herman Van Dee, had a very good week. Ernest Herndon purchased a new auto and it was stolen the next day. Mrs. Edith Lenzer's palmistry concession presents a nifty appearance. L. N. Coffey's Human Fish Show topped the shows. Lucille King entertained a party of 10 at a local cafe and Mrs. E. Pickard entertained at dinner in honor of the Four Jacks. William (Two Bits) Summers spent the week-end at Roseburg. Ivan Mays joined the Merry-Go-Round crew. Verna Seeborg and Hazel Fisher entertained a party of eight at dinner. Mrs. Velma Elhart recovered from her recent illness. Mr. and Mrs. Harry Sucker and a party went deep-sea fishing. The party included Mr. and Mrs. Swede Oleson. Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Johnnie Hicks, Sammy Stephens, Kitty Wilson, Mr. and Mrs. Tommy Sanders and Mr. and Mrs. Earl Kelly. The entire show was forced to take out Oregon car licenses and place on "P. U. C." plates to the tune of \$1,000 and only effective until July 1.
WALTON DE PELLATON.

Western States Shows

Wichita Falls, Tex. Week ended May 16. Business, fair.
Show's ninth week of the season. Manager Jack Ruback reports the season thus far has been profitable. Wichita Falls engagement had large attendance, but the heavy expenditures connected with playing the city cut considerably into the profits. An extremely heavy light rate was one of the adverses. Midway is made up of 11 shows, 9 rides and 25 concessions, also two free acts. Ethel Garland, aerialist, and the skating team, Swinger and Swinger, on platform. A. R. Wright, assistant manager, each Friday stages a "Cellophane Wedding." Messrs. Birk, Hill and Hegor, of the Iowa Park Fair, near Wichita Falls, were visitors several times. A. Obadal, co-owner, spent several days on the show, coming from San Antonio. Bill Newell, formerly in outdoor show business, now operator of coin machines, a nightly visitor. Obadal and Mr. and Mrs. Jack Ruback drove to the Dallas Centennial grounds over the week-end to look it over and visit with showfolk connected with the exposition. Jim Schneck, general agent, reports the show booked up to a point where he can enjoy a few weeks back with the management. All of which is from an executive of the show.

Dee Lang's Famous Shows

St. Charles, Mo. Week ended May 23. Location, Sixth and Tompkins streets. Auspices, Firemen. Weather, ideal. Business, good.
After seven weeks in St. Louis the showpeople thought that the show had been erected on the smallest lot possible. In St. Charles, however, they were sure of it. It was only by closing the streets on three sides of the lot that it was enabled to set up, and then the midway was no wider at any place than 15 feet. Business was good for nearly all attractions, however, and the firemen distinguished themselves by their co-operation.
"Missouri Twins," a two-bodied baby show, opened here, in charge of Tex Stuart, who with a beautiful front and a bona-fide attraction enjoyed nice business for his opening week. Two more tractors and trailers arrived, and Heavy Waughan and Barney Williams built bodies on them. Front talkers now in charge Doc Crosby, Chief Redwing, H. B. Blackburn, Pat Murphy, Tommy Delong and Slim Karloff. MARK WILLIAMS.

Smith's Greater Atlantic

Alta Vista, Va. Week ended May 16. No auspices. Weather, fair and cool. Business, good.
Show opened Monday night. The Whip was top-money ride, with the Ferris Wheel very close second, also the Merry-Go-Round, Chairplane, U-Drive-It Autos and Kiddie Rides all enjoyed a very successful week. Whip is in charge of George Smith, owner. Chairplane operated by Jake Smith and Rex Coulter, owned by Mrs. George Smith. Ferris Wheel operated by Sam Tyrus, owned by K. F. Smith. U-Drive-It operated by Hex. Kiddie Rides operated by Bill Ballard. Top-money honors of shows went to Jimmie O'Dowd's Athletic Show, with Mrs. Elmire Smithley's Congress of Oddities, Ramsey's Girl

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Show, Anna Lee Smith's Dixie Minstrels, Peggie Ewell's Neoma Show and Elsie Deford all running hard second. Concessions all did very well, with Harry Nelson's corn game and Haverstick's Arcade about neck and neck. Larry Osborn's cockhouse, frozen custard and pop corn and peanuts had a nice week.
SAM TYRUS.

LEADING CARNIVALS

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WORLD OF MIRTH SHOWS

Strongest, Largest, Finest—Now or Ever.

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Talkers and Grinders for Seminole Show.

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"World's Largest Carnival Attractions"
Can Place Competent Ride Help of All Kinds, Also Useful People in All Lines.

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1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—hot up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, reel class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. S. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
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PENNY MACHINES

Specially built to engrave pennies with "Lord's Prayer" or any cut you want. Price \$150.00, complete with L. P. Die, Power Machines, complete with Motor and Table, \$250.00. Send 10c for samples and facts to

"Blue Dot" STAMP CO.

124 East Larned Street, Detroit, Mich.

GOLDEN WEST SHOWS

WANT Diggers, Cook House, Tilt-a-Whirl and Wheel Men, Girls for Hawaiian Show. All kinds of Concessions; no graft.
BRECKENRIDGE, MINN., JUNE 1-8.

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Write for our Special Finance Plan.
CHARLES GOSS
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

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For Wrestling Bear, broke to muzzle. Lions and other Wild Animals, a real Midget Cow, a Five-Legged Steer, several nice Theus Monkeys, Trailer Case, two-year-old Bear. PLACE real Knife-Throwing Act that makes short pitch. WM. BAHNSEN, W. G. Wade Shows, 289 Elmhurst, Detroit, Mich.

WANTED

FOR BIG FIREMEN'S CELEBRATION, VANDERGRIFT, PA., WEEK OF JUNE 8 TO 13. Location, Municipal Playground. Ten-in-One Show and one small, clean Show. Also one Kiddie Ride and Merry Mix-Up. Address R. J. GOODING, West Middletown, Pa.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

St. Louis

ST. LOUIS, May 30.—Clint W. Finney was a visitor to *The Billboard* office when he was in the city, arranging bookings for The Three Del Rios. Finney reported splendid business with his trio of midgets during the last several months.

Mr. and Mrs. Curtis Velare, of the Royal American Shows, were visitors to Mr. and Mrs. Charles Goss. Velare returned to the show, and Mrs. Velare and her sister, Bernice, are still visiting with the Gosses.

Mrs. Rubin Gruberg spent two days in this city last week when she met her daughter, who is attending a private school in the East. They spent two happy days together here.

Ned Torti, of Wisconsin De Luxe Corporation, has been in and out of the city considerably of late, using airplanes occasionally to make his jumps.

Guy Dodson, of Dodson's World's Fair Shows, was here several days last week visiting with friends and purchasing some new railroad equipment.

Jack and Doloris Deloris joined Majestic Mighty Midway Shows the past week with their girl show and reported fair business to date.

Billy Bowen, general agent John R. Ward Shows, was here this week on a buying trip.

Bee Kyle and Boots Wecker postcard from Yokkaichi, Japan, to the effect that Miss Kyle, high diver, has been showing in Manila, P. I.; Batavia, Java, Colombo, Ceylon, Singapore, Hongkong and Shanghai, China, and are now playing cities in Japan. They planned leaving for the United States today, arriving in San Francisco on June 12.

Lee Sullivan, of the Eli Bridge Company, visited *The Billboard* office Wednesday while in the city to visit several of the smaller outfits here.

Betty Broadbent, tattooed lady, left Wednesday for Dallas, where she has been engaged to appear in Ripley's Believe It or Not Odditorium at the Centennial Exposition.

Rex Howe, after purchasing a new automobile from Charles Goss, left for Dodson's World's Fair Shows, where he will again be with Danny LaRouesch, who has the cookhouse.

Johnny J. Jones Exposition

Pittsburgh, Pa. Week ended May 23. Location, East Liberty circus grounds. Weather, some rain. Business, satisfactory.

The first visit of the Jones Exposition to the East Liberty lot proved successful the last five days, Monday night being partly lost due to rain. Good cooperation received from the Pittsburgh newspapers. The social highlight of the week was a birthday party given in honor of Mrs. Johnny J. Jones at the Penn Shady Hotel after the show Thursday night. Mrs. Jones received many beautiful presents. E. Lawrence Phillips and General Manager Walter A. White and wife, as well as other officials and members of the show, were guests. A hospital unit was added to the show with the arrival of Dr. W. T. Needham from a government hospital. His first patient was Ollie Hagger Lewis, who suffered painful injuries while entertaining newsmen from *The Sun-Telegraph* with a special show at her Wall of Death motor-drome. George Davis, operator of the frozen custard, was joined by his wife, J. C. (Jimmy) Simpson returned to the show after successful eye operations. Mrs. D. C. McDaniel added a new front canopy to her Rocky Road to Dublin. The office announced the booking of Art Mix's Wild West and Circus. Visitors included the charming sister of Business Manager Tom Allen, Mrs. Anne Price, of Rochester. The Seven Baker Brothers made possible a good Children's Matinee thru a teup, whereby a coupon was inserted in every loaf of bread for home delivery in the Pittsburgh district. Royal Daniel Jr., managing editor of *The Sun-Telegraph*, former "boss" of the writer on *The Atlanta Georgian*, was a nightly visitor. WALTER DAVIS.

Midwest Shows

Attica, Ind. Week ended May 23. Business, satisfactory.

Mr. and Mrs. Prettyman joined with two concessions, also Mr. and Mrs. Lovejoy with two. Artist Beeman has painted pictures on the banner entrance, making it a very attractive arch. Al and Fay Fromuth have ordered a new top for their cookhouse. Danny Evans is adding a new concession. Many of the ex-service boys on the midway are talking about the soldiers' bonus and are making plans for new working outfits and housecars. Frank Meeker now has a

Zimdars Greater Shows

Kankakee, Ill. Week ended May 23. Auspices, Kankakee Inter-State Fair Association. Location, fairgrounds. Weather, rain three days. Business, average fair.

Gloom was cast thruout the personnel of the show in the death of Len Small, the show's sponsor and former governor and a real friend of showfolks. The show sent a nice floral tribute for his funeral, during which business on the midway was suspended. A part of the Merry-Go-Round was badly damaged when the truck on which it was transported turned over while en route. Tuesday night more than 200 newsmen of *Kankakee Republic* and *Leader* were entertained on the midway. Rosina Raymond was notified that her father-in-law died at Baltimore on May 17. Calvin (Eli Slim) Landron got top money among rides with his fast-stepping Eli Wheel. Athletic Show got top money of shows, with "Paris Before Dawn" a close second. Henry (Hank) West received a message, "It's a boy" and Henry treated. Saturday was Frank Waldron's 46th birthday and the cookhouse manager held a party. Harry Zimdars bought two new tops thru a representative of Baker-Lockwood. CHARLES SEPP.

F. & M. Amusement Co.

Lewisburg, Pa. Week ended May 16. Weather, first three days wet—rest of week dry and business good.

Show consists of three rides, owned and operated by Mrs. F. L. Faust—Chair-lane, Ferris Wheel and Kiddie Ride—and Charles Ague just purchased a Merry-Go-Round to be at the next lot. Sixteen concessions, as follows: J. C. King, cookhouse, penny pitch, candy apples and pop corn; E. C. Weber, photo gallery; Ralph Reed, one; Charles Allen, one; Ben Abend, three; Nelson Cooper, one; Charles Ague, frozen custard; Johnnie Whitaker, two; Klein and Paul, two, including corn game. Captain Lamb's free act of trained dogs and Punch and Judy. Ralph Reid's Working World. F. L. Faust returned from touring the western part of the State on a business trip. Among late visitors were Mr. and Mrs. Arthur Sellers and J. P. Price. The writer, Gerald Pinnefrock, is mail man and salesman *The Billboard*.

Conklin's Canadian Shows

Kitchener (auspices, Kwanis Club), Ottawa (Ottawa Boys' Band) and Kirkland Lake (Kwanis Spring Carnival), between May 4 and May 24. Weather, variable. Business, averaged fair.

Kitchener followed Hamilton, the second stand after opening week at Windsor, Ont. Among visitors, Joseph Streibich, secretary Showmen's League of America. At Kitchener: Location, as in previous years, the Dominion of the grounds. The president of Kwanis Club, Al Haller, and General Chairman Irvin Bowman worked untiringly to make this date a success. All the showfolks and citizens were saddened at the death of Sue Alric, of the Four Queens act. Of the 286 members of the show, 278 attended the funeral services, in addition to several hundred of the townspeople. David (Ted) Meisner, victim of mistaken identity in the John S. Labatt kidnaping, joined the "Crime Show" here, being handled by Hal J. Miller, of *The Windsor Daily Star*, who joined the show to handle press for the rest of the season. At Ottawa: Located on Cartier Square, government property, in the shadow of the Parliament buildings. The auspices headed by Judge J. F. McKinley, of the Family Court and chairman of the Ontario Parole Board. Show encountered rain three days out of six. The newspapers, *Journal, Citizen* and *Le Droit*, accorded much space to the various features. As Parliament was in session many members of both the Senate and House visited the grounds and were entertained by the office staff. At Kirkland Lake: Returned to this district for the fourth time. Located in the community park. The executive staff was accorded wholehearted support of the club. The show hit pay days on Wednesday, Thursday and Friday. Snow fell on the morning of the second day but it melted rapidly. HAL J. MILLER.

seven-piece band. So far this season: the free acts, Mrs. Florence Meeker, aerialist, and Capt. Ellis, high dive, have missed only one night on account of rain. Mrs. T. W. Harris celebrated her 56th birthday on May 21. ANNABELLE WEHLE.

Dallas

DALLAS, May 30.—Mr. and Mrs. J. George Loos and son, George, were visitors here for several days last week, coming from Mineola, Tex., where Greater United Shows were exhibiting. Prior to last week Loos was sick and confined to bed the greater part of nine weeks.

Sam Bert, who has played the State Fair of Texas a number of years with snow-ice, has contracted for a number of stands at the Centennial Exposition here for peanuts and snow-ice.

Harry Illions' rides (Ferris Wheels) arrived early this week and are being erected on the exposition grounds, next to the Coaster on the midway.

A. (Booby) Obadal and Steve Burke, both of San Antonio, spent several days here early this week, devoting most of the time to a tour of the centennial grounds.

Buddy Ryan, president Southern Premium Manufacturing Company, has been traveling this territory extensively during the past few weeks.

Mr. and Mrs. Mike Wright informed from Western Kansas that they would spend Memorial Day at the Lake of the Ozarks, in Missouri, and follow with a trip to this city for the opening of the exposition.

Mrs. Louise Hickman left early this week for a five-day visit with her sister at Arnett, Okla.

Mike Camillo, formerly with the Johnny J. Jones Exposition, spent several days here this week, coming from Tampa, Fla.

Al Nation is in town, connected with a decorating company.

Wonderland Museum, Chi

CHICAGO, May 30. — Wonderland Museum, which opened May 10 at 552 South State street, under the management of Lee Sloan, is going along nicely. Business is building rapidly. The museum is in charge of thoroly experienced showmen and has an excellent line of attractions.

House is attractively framed and in the lobby is a huge radio used as a bally. Attractions include Hawaiian Joe, snakes; Martini, magician; Mrs. Rodell, sword swallower; five illusions and seven girls. Staff: Lee Sloan, manager; R. N. Adams, assistant manager; Harry Calvert, in charge of girl shows; Bud Dunsee, lecturer and superintendent of construction; Ray Myers, assistant to Dunsee; Fred Benedict, doorman; Lew D. Nichols, talker and ticket seller.

Golden State Shows

San Francisco, May 16-24. Auspices, Fishermen's Sea Food Exposition. Location, foot of Taylor street. Weather, ideal. Business, very good.

As anticipated, this proved to be the banner spot of the season to date. Big crowds on the midway every night, with the final Saturday and Sunday far exceeding the same days for the opening. The affair given plenty of publicity by the newspapers and with a circulation tieup with *The San Francisco Examiner* and radio announcements every day. Thursday and Friday afternoons were set aside for the orphanages of the city and over 5,000 kiddies were entertained by Manager Wright, and newboys of *The Examiner* were guests on Saturday afternoon. Wheels operated thruout the engagement. Silodrome and Circus Side Show were top-money getters, both at times filled to capacity with long waiting lines. The Athletic Show top was placed behind a 12-foot-high board fence, with banners and bally in front, and as a result was open and doing good business the nine days, the first time an Athletic Show has been able to keep open in this particular district. Shorty Costello, its manager, particularly proud of the feat.

Mike Golden, who put his Snake Show on for this spot, has decided to keep it on for the season, as also has Doc Godwin with his "Naked Truth," a beautiful frameup with panel front. Bill Hobday, manager Side Show, gave a big party at the Lido night club to all members of the staff and the performers in his show. Roy Ludington, manager Crafts 20 Big Shows, also Joe Krug, concessioner on same show, were visitors. Captain Brennan, chief of the San Francisco Fire Department, visited the show and complimented the management on the precautions that are taken on the show for the prevention of fire. Many of the boys paid their last respects to Harry Rork, well-known promoter in the Bay District, who passed away during the week. R. M. SMITH.

John R. Ward Shows

Memphis, Tenn. Week ended May 16. Auspices, Cotton Carnival Committee. Location, Beale Street Park. Weather, good. Business, excellent. Poplar Bluff, Mo. Week ended May 23. Auspices, Ozark Jubilee Committee. Location, lot at Post Office. Weather, fair, except Monday. Business, good.

The move from Selmer, Tenn., to Memphis was made in good time, and everything ready to operate Monday night. The third successive year for this show during the Cotton Carnival in Mr. Ward's home town. The large crowds, nearly all Negroes, came early and stayed late. Wednesday, the crowning of the "King" and "Queen" was held half a block from the grounds and they led the parade to the midway. Friday night, the big annual parade was held, with bands galore, and ended at the grounds as usual with a great many of the mass of people unable to wedge their way into the park. Full co-operation was given by the Cotton Carnival Committee. Carl J. Sedlmayr and others from Royal American Shows were visitors. G. B. Sherman and wife and Mrs. Curly Speeris spent a pleasant hour on the midway renewing acquaintances. Mrs. John R. Ward and family were frequent visitors and will again be with the show during the summer. Visitors complimented Mr. Ward on the appearance of the show. H. G. Starbuck resigned from the executive staff in order to give his entire time to personal affairs and has been replaced, with Percy Shields. Mr. Ward added another new Chevrolet truck to his fleet, and Mr. Bowen purchased a new Chevrolet coupe. At Poplar Bluff: Rain caused the first Monday lost this season. Lot in heart of town, but very small, forcing management to leave several shows down. Bubba Mack added several performers and the Minstrel Show has been topping all shows. Pop Driscoll states that he hasn't had a bloomer yet with his custard and photos. In spite of the handicap of a small lot everyone enjoyed a very satisfactory business. PERCY SHIELDS.

Pan-American Shows

Dixon, Ill. Week ended May 23. Location, Rainbow showgrounds. Auspices, Elks' Club. Pay gate. Weather, showers Saturday. Business, very good.

Dixon, always a good stand for this show, turned in the best week so far of the season. Made a 300-mile jump to this city and arrived late, but everything was up and ready for the opening Monday night. Business increased each night, and Saturday turned out exceptionally good considering some rain in the evening. By 9 p.m. the midway was filled. Imperial Shows were in Sterling, only 15 miles away, and there was much visiting during the week between show-folks. Charles Reed visited with the show management and friends during the week and reports conditions good thruout Illinois. General Agent Bobby Mack was back to the show with evidence of successful bookings. The lineup now has 12 shows, 8 rides and 30 concessions, also two bands and free acts. The show looks good with new paint. Fronts and panels being built for several shows. Manager Strayer is adding another No. 5 Ell Wheel as soon as delivery can be made. All of which is from an executive of the show.

Latlip Shows


Eskdale, W. Va. Week ended May 23. Weather, rain showers Monday but clear at night. Business, good.

This town the home of Mr. and Mrs. Frank Blizzard, at one time operators of concessions. Frank has a government position in Charleston, W. Va., and Mrs. Blizzard operates a night club on one of the main highways. Dewey Perlater, an official of a local coal company, contributed in no small way to make the engagement both profitable and pleasant. JAMES WILCHER.

Regal United Amusement Co.

De Kalb, Tex. Engagement ended May 17. Auspices, American Legion. Weather, some rain. Business, fair.

There was rain Monday night and also Saturday afternoon, when, however, after a downpour it cleared and all attractions played to a fair-sized crowd. The roster includes: Ferris Wheel, Mrs. Lillian Cudney, owner; Charles Cudney, manager; Bill Calloway, second man. Athletic Show, Ted Sharkey, manager; Jimmie Farnell, inside. Hula Show, Claude Williams manager. Pat Girl Show, Pete Cole, manager. Pit Show,



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Entertaining Side Show Acts **Freaks-Curiosities**

Spectacular Illusions **Strange Features**

Talkers, Grinders—Must have appearance and speak English intelligently.

John Hix

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Side Show and Museum

A HIGH CLASS PRESENTATION

Three months steady engagement with a possibility of three years' contract to features THAT CLICK

Season Opens June 27th, 1936

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State full particulars. Lowest Salary. Send photograph in first letter Air Mail.

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FRUIT CONCENTRATES

Don't start the season without trying GOLD MEDAL FRUIT Concentrates for your Soft Drink or Ice-Ball stands. They all have the natural fruit flavor, that extra-rich goodness that you have never been able to get heretofore.

It costs you nothing to try them out. Absolute satisfaction guaranteed or money refunded. All standard flavors shipped the same day order is received. Price, \$2.00 per Quart, makes 48 gallons of drink. Terms: Half Cash with Order, Balance C. O. D., F. O. B. Cincinnati.

Get your order off to us today. There's no risk. The concentrates make good or we do.

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POLLIE & LATTO SHOWS

WANTS TWO-ABREAST MERRY-GO-ROUND. Now have Eight Rides, Five Shows, 26 Concessions. BOOKED in all the BETTER spots in MICHIGAN. Have opening for high-class 10-in-1 and one more Bally Show that's not a girl show. Can Place Grinders and Talkers. WANT FROZEN CUSTARD, SCALES and Legitimate Grind Stores. Address HENRY J. POLLIE, Pollie & Latto Shows, Alma, Mich., week June 1; DOWNTOWN location in Saginaw, Mich., week June 8.

Want For Sport Show

LONG SEASON STRONG AUSPICES

To enlarge present acts, LOG ROLLERS, INDIAN ARCHERS, any other REAL Acts that FIT in this type show. WANTED A SHOW ELECTRICIAN, also BOSS CANVASMEN. Must be CAPABLE, RELIABLE, SOBER. WANTED—GIRL for Diving Show. Long Range SHOOTING GALLERY, CRIME, UNBORN, ILLUSION, MECHANICAL CITY, MONKEY SHOW or DROME. Good opening for SCALES and PHOTO GALLERY, also AFRICAN DIP. This show carries NO GAMES and NO RIDES. Large advance distribution of tickets GUARANTEES ATTENDANCE. This is NOT A CARNIVAL. We play closed towns. To join at PONTIAC, MICH., June 23-27, inclusive. REAL SPOTS to follow. Your equipment and show must be FIRST-CLASS to match ours. NO RAGS or PANICS wanted. Don't miss this opportunity.

L. C. BAILEY, HOTEL WALDRON, PONTIAC, MICH.

HAPPY DAYS SHOWS, INC.

Playing Celebrations and Fairs NOW until December.

WANT exclusive Cook House (that can stand prosperity), Merry-Go-Round, Mixup and Ell Wheel help, Talker and Girls for Girls Revue, Talker and Acts for Circus Side Show, Musicians and Performers for Minstrel Show, salary and percentage. Will Book 2 Small Elephants or complete Animal Show. Wonderful opening for Ridee-O, Motordrome and Miniature World. Concessions, come on. Everybody knows what Cass County Free Fair is. Logansport, with Salem, Columbus, Boonville, Huntingburg, Fairmount and more Indiana Fairs, with late southern Fairs to follow. Will Book Shows, Rides and Concessions for No. 2 unit, playing Pleinies and Goofee, Ind. this week; then Bloomington; then the PRIZE of all Indiana Celebrations, Martinsville, week June 15th. Fair Secretaries, we may have your date open. All Wire COL. T. L. DEDRICK, Mgr.

Doc Yager, manager; Mrs. Yager, tickets. Snake Show, Alfredo Edwards, manager; Mrs. May Roberts, tickets. Minstrel Show, C. E. Meadows, manager; Fred Gracey, tickets. George Pitches, cook-house; Mrs. Newland and Lonnie Roberts, corn game; Raymond Newland, pop corn; Mrs. and Mrs. Fred Shinn, photos; Mrs. Mae Smith, palmistry; C. E. Meadows, four concessions; A. J. O'Dell, Mrs. A. J. O'Dell, Eddie Hawn, M. D. Smith, Erney Newland, Austin Newland, Mrs. Lillian Cudney, Mrs. Newland, Mrs. Ted Sharkey, Blacky Mix, Red Smith, Charles Blake, Charles Wishard, Bessie Hawn, Edna Christian, one each. Staff includes



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More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines, \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

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202 Twelfth Ave., So., Nashville, Tenn.

C. E. Meadows, manager; Mrs. C. E. Meadows, secretary; Austin Newland, electrician. After one more stand in Texas show goes to Arkansas.

MRS. ART NEWLAND.

Philadelphia

PHILADELPHIA, May 30.—No carnivals in the city this week. All moved out last Saturday night. Cetlin & Wilson Shows are at 68th and Market streets this week, just across the city line in the 69th street district, which is heavily populated. Moved there on last-minute notice, and without any billing opened to fair business, which has increased nightly. No permits will be issued for "outside" carnivals. Local block parties and home carnivals will likely be allowed.

A. T. Dize, of Dize Tent and Awning Company, visited shows in this area this week.

Carleton Collins, press agent Marks Shows, entertained your correspondent on his visit to the shows. Is doing excellent publicity work for the show.

Milt Morris, now with William Glick Shows, has a number of concessions. Says Baltimore has all right on the circus days. . . . Charlie Cohen, who has the coin game on Glick Shows, presents one of the most beautiful frameups of its kind seen in this section with a carnival. . . . Harry Bentum still as chipper as ever while looking after the interests of Bench Bentum's Diving Sensation, free attraction with Glick Shows. Bench has a fine line of divers this year. . . . William Hartzman, in the office of Glick Shows, is a Philadelphia boy who has made his way good in the show world.

Irving Narder, who retired from the carnival field about eight years ago, is now selling motor cars.

C. S. Robinson, a visitor here this week, says his tent Minstrel Show is getting money, playing in Virginia and Maryland.

Museums, with favorable weather, have done a nice business during the week. South Street Museum has the following: Cleo Gibson's Colored Revue; Habu, Iron tongue and music; Keller, magician; Jack

Stetson, cartoons; MacAdoo, paper tearing; Lady Betty, mentalist; dancing girls in the annex. Hazel Haddon is now cashier. Eighth Street Museum has the following: Charles H. Byrne, marionettes; Leo, magician and illusions; Yusano, juggler; "Venus in the Well," illusion; Poses Plastique; in the annex, dancing girls and Mary Morris.

Lusse Bros. delivered a new Skooter ride to Cetlin & Wilson Shows this week.

Marks Shows

Philadelphia, Week ended May 23. Location, 67th street and Grays avenue in Southwest Philadelphia. Weather, fair but cool. Business, excellent.

Biggest stand of the season so far for shows, rides and the gate. Concessions did not fare so well except Jack Christholm's corn game, Turk Laird's pop corn, Walter Holliday's frozen custard and some other stands. Three gates were used. Jimmy (Farley) Hester, mail and The Billboard agent, filling in on the 60th street side. Although lot was small, Secretary-Treasurer James Raftery and John H. Marks used showmanship and crowded the attractions into place. The show never looked better. The writer, in his new publicity office, entertained several groups of Philadelphia newspaper men and women with whom he formerly worked. Home town of Joe Payne, who was host to numerous friends. Mrs. Payne on the midway almost every evening, accompanied by Mr. Payne's brother and sister-in-law. Mrs. Marks joined here with Baby Jean. Mrs. Marks has many friends and relatives here. Her father, T. A. Ricci, is recovering at his Richmond home. Merry Rose Perry, fat girl, closed Saturday night. Bob Kellias, with six other Hawaiians, joined. Jean Tisdale celebrated her birthday on Monday. "Skipper" Campbell was hostess at a party at a near-by club Thursday night, and Bolder Landry, Jack Rinehart Jr., Mr. and Mrs. Gene Campbell, Will Holden and others of the Wild West show furnished a floor show. Among visitors were Cliff D. Crump, contracting agent Cetlin & Wilson Shows; Mrs. Carl (Ruth LaRose) Davis, Strates Shows; M. L. Shapiro, of Triangle Show Print; Charles and Madam Hudspeth, Mervin Rogers and others of World of Mirth Shows, Harry and Hazel Eggs, Donald Hankins. Max Taubres returned to show after a week's absence, bringing with him Mel (Carolina) Cole. Percy Smit became a concessioner. Bill Martin, of Knute Kelly's Oddities of 1936 ticket staff, whose wife passed away at Charlottesville recently, returned to the show. Mrs. Lacy Smith, who had cashiering at the Ferris Wheels, left to join Lacy, whose rides are booked in the South. Mrs. O'Connor had a birthday at Martinsburg (last week's stand) and she was the recipient of many gifts from homefolks and showfolks. Mervin and Polly Stevens, accompanied by Mervin Jr., 6 weeks old, visited Saturday night. Mervin was Mr. Marks' chauffeur last season and Polly a member of the Rumba Show cast. Living in Camden, where Steve has a position with a ship building company. Abraham Shochet, Philadelphia insurance and real estate broker, old friend of Mr. Marks, spent most of the week with the show. B. H. Patrick, Philadelphia representative of The Billboard, and wife were welcome visitors. James Raftery bought a new trailer.

CARLETON COLLINS.

Georgia Attractions

Ware Shoals, S. C. Week ended May 23. Weather, hot. Business, good.

Previous week's business at Donalds, S. C., under the Donalds Civic League, was as good as could be expected for the size of the town and the move to Ware Shoals was made without mishap. Opened Monday night to a large crowd of people but had to take "scrip" to get any money the first part of the week. Purl Shields joined with his Minstrel Show, having made a long jump from Virginia. The writer, Jack White, general agent, received contract to play a "Community Fair" in Laurens, S. C.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 30.—Relative to the hearing granted ACA and held Tuesday morning before the Freight Traffic Managers' Committee at the offices of the Trunk Line Association in New York City, our impression of the hearing was that all in all we received a far friendlier reception than the one granted us in 1935. After a detailed explanation by the representatives the conference was resolved into a question and answer period in which many detailed questions were propounded and disposed of.

Attention was particularly given the information that the Canadian roads recently discontinued issuing scrip and instead have given shows a 20 per cent cash discount in place of the 30 per cent scrip they previously issued on each contract. The information of this recent reduction seemed to impress the Eastern carriers, and it is our hope and guess that some reduction along this line will be offered in the near future.

A brief memorandum was filed with the Trunk Line Association by ACA in which it was pointed out that the situation described at the 1935 hearing has become more acute and that it is extremely essential that some relief be granted by the carriers. It was likewise pointed out that the cost of transportation was the major item of overhead in the operation of rail shows, and that this was the logical item in which reductions should be granted to help the shows meet their regular overhead in view of current decreased earnings. It was likewise pointed out that there was adequate precedent for the granting of immediate relief, in that 10 per cent reductions were granted by the Southwestern Freight Bureau, and demurrage eliminated by that bureau; that the Canadian roads increased their scrip allowance in 1934, and since then have eliminated scrip and allowed a cash discount in the place of it, and that in 1933 the Western Trunk Lines granted a 10 per cent reduction and in 1934 eliminated the demurrage charges.

It is our impression that the carriers will give serious consideration to the ACA application, and our hope is that their action will be favorable to the carnival industry.

Beckmann & Gerety Shows

Alton, Ill. Week ended May 23. Auspices, American Legion. Location, river front, foot Henry street. Weather, good. Business, fair.

Broke in new carnival lot on river front, two blocks from main business artery, which proved very satisfactory. This show had not played Alton for two years and opening night resembled a homecoming, as many of the show family had made numerous friends during previous engagements who came out to renew their friendships and extend whole-hearted welcome. P. B. Coutsley, publisher, and Joe Drummond, city editor, of The Alton Daily Telegraph, cooperated with this writer in giving the show several nice hits in the columns of their paper. Ed C. Evans, former carnival owner, was a nightly visitor. The Peerless Potters, under the direction of that veteran showman Harry Potter, put over their thrilling free act in great shape and received fine newspaper notices, and pleasing comments were heard on the daring and originality of this sterling attraction. The new circus-style cookhouse has met with unanimous approval from all who have partaken of the food served by the genial steward, George Davis. KENT HOSMER.

Cetlin & Wilson Shows

Philadelphia, First week ended May 16. Location, Frankford avenue and St. Vincent street. Auspices, Survivors Assn., Third Pennsylvania Infantry. Weather, good. Business, good.

Opened on Monday night to a fair crowd, which increased nightly until Friday, but Saturday a little off. Total attendance for the week, 33,000. Shows and rides enjoyed the best week's business so far this season, with Speedy Merrill's Wall of Death having one of the best still date grosses in several years. Paradise Revue second, with Duke Jeannette's Side Show and Leo Cartell's Monkey Circus neck and neck for third place. Caterpillar the top ride, with Loop-o-Plane second and Merry-Go-Round third.

Many visitors, as there were quite a few shows in the near vicinity.

Philadelphia, Second week at 26th and Wharton streets. Auspices, King of Peace Church. Weather, good. Business, fair.

This location in the thickest populated section of Philadelphia, but there was a lack of spending money, so only a fair week's business. Speedy Merrill again top money, with Duke Jeannette second and Paradise Revue third. Caterpillar top ride; Loop-o-Plane, second, and Lindy Loop, third. Merrill has added a public-address system to the front of the Drome, as have William Purchase, to the Giggle Shoppe; Mrs. Willis Johnson, to the Illusion Show; Glen Porter, to the Sumatra Monsters, and Carl Fontaine to the Kiddie Auto Ride. Plenty of music and talking on the midway. The Hot Harlem Band now has black and red coats with silver sashes and red hats, and quite a flash. B. H. Patrick, The Billboard representative, and wife nightly visitors and meeting many acquaintances. GEORGE HIRSBERG.

Kansas City

KANSAS CITY, Mo., May 30.—Joe Hampton and C. D. Scott, of Dixie Exposition Shows, spent several days here buying canvas and other equipment. Came from Scottsville, Ky., where Toney Martone will ship one of his rides to join the show. Scott and Hampton were made members of the Heart of America Showman's Club while in the city, Harry Alshuler securing their applications. H. J. (Doc) Brown also joined the HASC. He is operating his corn game on Armfield Shows, playing here.

Frank Capp, of Baker-Lockwood Manufacturing Company, has returned from a business trip.

J. W. (Doc) Allman is back from a business trip to several of the shows.

Charles McMahan, of McMahan Shows, spent several days here, as did Frank Laymann, of Laymann Shows.

Dallas Drake stopped off here while en route from San Antonio to join United Shows of America.

Crystal Exposition Shows

Maryville, Tenn. Week ended May 16. No auspices. Ten-cent gate. Weather, good. Business, good.

Orchids to Slim Thogerson for the wonderful job he did in changing the title of the show from (Bunts Greater Shows) on all the trucks, ticket boxes, etc.! Slim is an artist and fast. Sam Petralli has finished his new 18 by 18 arena for Athletic Show. Attraction is painted white, and with plenty of lights, inside and out, it has a nifty appearance. Petralli has been getting top money on the show the last four weeks, Madam Nina a close second with her new mentalist attraction. Have mentioned many times about the show's electrician, High Johnson, who really is eight feet tall. The boss carpenter, who is Johnson's "pal," stands only four feet eight inches, and they make some combination. The lineup of the ride boys: Loop the Loop—W. L. Taylor, foreman; Clyde Hall, assistant. Kiddie Auto Ride—James Howell, foreman (Mrs. Marzaro, tickets). Merry-Go-Round—B. L. Fultz, foreman; Henry Hopkins, assistant. Ferris Wheel—M. Brooks, foreman; Frank Wagner, assistant. Tilt-a-Whirl—James Mullins, foreman; Ray Snyder, assistant. Loop-o-Plane—Walter Bunts, foreman; Slim Prince and Doc Henley, assistants. Chairplane—Stanley Siscavage, foreman. Kiddie Swings—"Rip Van" Winkle, foreman. Walter Bunts is superintendent of rides. Elsie-John is framing a new show. PUNCH ALLEN.

PARTIAL RELIEF

(Continued from page 44)

lief asked for, in whole, or, at least, in part.

"There is ample precedent for your extending relief to us. As was pointed out in the memorandum previously filed. (Cohen then cited reductions and concessions granted by other carrier groups, including Missouri-Pacific Lines, Southwestern Freight Bureau and Western Trunk Lines—first on demurrage then on rate reduction).

"It seems almost incredible that the carriers of the United States would outdo Canadian carriers in the passenger department, and at the same time would let Canadian carriers lead them in granting essential relief to railroad shows. If our railroad shows are to continue in business as such it is of the utmost importance that they be granted relief quickly."



1x1 Mickey Mouse Tossups, Gro.	\$4.25
1x2 Tossups, Asst.	
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1x4 Streetman Spoo, Plain Balloon, Gro	2.00
1x5 Flying Birds, Gro	2.00
1x6 Men's Dances, Gro	8.00
1x7 Sw'g' Sticks, Gro	5.00
1x8 Lash Whips, Gro	\$4.50 and 6.00
1x9 Dells, with Hat and Cane, Gro	6.00
1x10 Lucky Fur Trails with Ribbon, Gro	7.50
1x11 Large Co. Hie Hats, Gro.	15.00
1x12 Sun Glasses, Gro.	9.00
1x13 Boulder Balls, Doz.	1.10
1x14 Stuffed Dogs, Gro	\$3.00 and 12.00
1x15 S'um, Gro.	75c to .85
1x16 Tie Collar and Pin, in box, Gr. Sets	3.75

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SPOTS-OFF—QUICK DEMONSTRATOR FOR streetmen, pitchmen, fair workers, agents. Sells 25c; Costs \$4.50 gross. Particulars free. Sample 10c. **MISSION, 2328 W. Pico, Los Angeles, Calif.**

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FOR SALE—8 DIGGERS, MOUNTED ON TRAIL-er, complete, \$150.00. **R. JOHNSON, 323 N. 9th St., Clinton, Ind.**

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WANTED—LATE MODEL MILLS ESCALATOR Bells, in excellent condition. Must be cheap. State full particulars. **A. H. HGLBECK, Two Harbors, Minn.**

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A FEW FROZEN CUSTARD MACHINES LEFT for sale. Real bargains; condition like new. Act now. Write immediately to **WM. H. FIERO, INC., Keansburg, N. J.** x

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FROZEN CUSTARD AND ICE-CREAM MA-chines, \$150.00 and up. Write or wire **FROZEN CUSTARD MACHINERY CO., 869 Thomas, Memphis, Tenn.**

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TRAMILL PORTABLE SKATING FLOOR, 50x100, cheap to quick buyer. 200 Pair Chicago Roller Skates; sell separately. **J. J. CICERO, Dreamland, Indiana, Pa.**

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FOR SALE CHEAP—TWO-ABREAST PARKER Merry-Go-Round, complete, ready to run. Price one thousand. **SKERBECK'S SHOWS, Dorchester, Wis.**

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LOOP-O-PLANE FOR SALE, LATEST TYPE Junior Model, sets up without cables, three horse motor, all in excellent condition and guaranteed. Used several weeks factory experiments only. First wire takes it. Priced \$1,800. Terms. **ROBIN REED, Salem, Ore.**

SEE ADVERTISEMENT CARNIVAL PAGE— Largest collection Show Bargains United States Three floors. Call, write **WELL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.**

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FEMALE IMPERSONATORS—CLEAN ACTS; No amateurs need apply; indefinite engagement. Write or wire **MANAGER, New Casino Club, Toledo, O.** ju13

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MED. PERFORMERS, MAGICIAN, PREFERENCE given those doubling music (with house car). **ORIENTAL MED. CO., General Delivery, Altoona, Pa.**

MEDICINE PERFORMERS, STRONG, SINGLE OR team. Change for 2 weeks. State lowest you get! No advance unless secured. **N-VIG-OR MEDICINE CO., Fremont, Ind.**

WANTED—GOOD SINGING, DANCING TEAM, good act workers for week-end tent show, week twenty-fifth, Star, N. C. **JETHRO ALMOND.**

WANTED—MED. PERFORMERS IN ALL LINES, teams, singles. Make salary low; you get it here. **MGR. MEDICINE SHOW, Terre Haute, Ind.**

WANTED FOR MARSHALLS TENT THEATRE— Team and Lady Piano Player that can double parts. Must be young and attractive. **Cattlet, Va.**

WANTED—A-1 LECTURER FOR FREE PLAT-form Show. State all first letter. **KEYSTONE ENTERTAINERS, Junction City, O.**

WANTED—TOPMOUNTER FOR HAND BAL-ancing act. Weight not over 130 lbs. Write **H. J. SAVILLA, 5759 Chamberlain Ave., St. Louis, Mo.**

WANTED—14 YOUNG FEMALE IMPERSON-ators. Must be quick to pick up chorus routines for Fay Norman's Third Gay Boy Unit. Write full particulars, don't misrepresent. Rehearsals June 6th. Transportation paid. **Billy Morris, wire me. Address to YE OLD TAVERN, Fort Wayne, Ind.**

WANTED FOR DALLAS EXPOSITION—HAND-writing and Palm Readers. Write or wire **MRS. L. WILSON, General Delivery, Dallas, Tex.**

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City.**

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936-37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete list in world. New catalogue, 30c; none free. **NELSON ENTERPRISES, 198 S. Third Columbus, O.** ju13

SENSATIONAL RADIO MIND-READING ACT, \$50; German Torture Cabinet, \$25; Suitcase of Magic, \$15. RAJAH, Box 6506, Northside, Pittsburgh, Pa.

MISCELLANEOUS

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AT LIBERTY—Join on wire, Agent. Circus, carnival, rep. Handle any kind shows. Show results. TEOS, AYTON, Bristol Hotel, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—LADIES' WELL ORGANIZED Professional Rhythm Band; four piece or augment. Want first-class hotels, clubs, resorts. Singer, novelty, library, etc. MISS BILLIE MCGILL, 934 Pingree Ave., Detroit, Mich. Madison 1906.

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GIRL BAND—11 pieces, one of the best ballroom bands in the country. Young, union, reliable, well organized for the next 5 years. Excellent sound system, own transportation, guaranteed to please anywhere. Singers, novelties. Write or wire W. W. STAKKILE, Manager, Apt. 2, 142 West 83d St., New York City.

AT LIBERTY CIRCUS AND CARNIVAL

SENSATIONAL FREE ACT Write ELI CUTIERREZ, Box 183, Raton, N. M.

EXPERIENCED ELEPHANT MAN WISHES Employment. Thirty years old, strictly temperate, neat, absolutely reliable anywhere. Best references. GEORGE H. MARTIN, General Delivery, South Bend, Ind.

AT LIBERTY—After June 19, Professional A-1 Trick and Fancy Rope Spinner and Horse Roper. Seven years with Flying X Rodeo and other high-class attractions. Only reliable outfit answer. Write Y. JAMES B. DE WEX, Billboard, Cincinnati.

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AT LIBERTY DRAMATIC ARTISTS

A-1 VERSATILE DRAMATIC ACTOR, AGE 47, height 5-11, weight 190. Specialties (character songs). I have ability and wardrobe instead of a car to hold my engagement. Sober, reliable and professional at all times. Desire engagement with people of that caliber only. GEORGE O. LEGGOTT, care Billboard, Chicago, Ill.

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AT LIBERTY—Magician. Have nine large illusions, plenty of small effects to make 3-hour show. Carry all in 4-wheel house car trailer, 1936 Chevrolet car, special window cards, photos, plenty newspaper and advertising cuts. Work show with one assistant; two better. Write MOSER, Box 203, Chardon, O. ju6

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SEX LEOTURER-DOCTOR, proven sales success, with sophisticated LIVE BISEX attraction. Beautiful wardrobe, appearance and front. Road show or high-class annex. Reliable managers only. BOX C-52, Billboard, Cincinnati.

YOUNG MAN wants to thoroughly learn show business. Fast typist, bookkeeper, cashier and ticket selling experience. Talented amateur actor, steady, dependable. BOX 801, Stockton, Calif. ju6

AT LIBERTY M. P. OPERATORS

AT LIBERTY—A-1 M. P. SOUND PROJECTIONIST, married and reliable, go anywhere, desires permanent position. VIRGIL WOOD, Paragould, Ark. ju13

AT LIBERTY MUSICIANS

AT LIBERTY—A-1 SWING Drummer, entertain and sing. Job must be good. Salary sure. Write particulars, no wires. PAT KELSEY, 1718 So. Franklin St., Michigan City, Ind.

AT LIBERTY—GLENN CLICK, 660 E. Leafland, Decatur, Ill.

AT LIBERTY JUNE 15—MODERN VIOLIN, doubling Viola and String Bass. Dance, Pit and Solo experience. Good tone, read and take-off. Also experienced Front Man. Cut or no notice. Some singing and piano. College graduate, age 22. Single, travel. Sober and reliable. Union. Only reliable offers considered. Address MR. BRUCE FYE, care Miss Corliss, Allegheny College, Meadville Pa. ju6

BBB BASS MAN WANTS DANCE OR SHOW band job. Age 20, willing to go anywhere on reliable offer. Write or wire DUANE OLSEN, Cleghorn, Ia.

CONCERT CLARINETIST AVAILABLE AFTER June 2. Orchestra or concert band work. Young, experienced, read. CLARINETIST, 10 Blaine Street, Hornell, N. Y.

EARL DARROW, TROMBONE—WIRE 211 S. Yellow Springs St., Springfield, O.

DRUMMER—EXPERIENCED SWING, AGE 22, sober, reliable. Have nice outfit, including Bells. Location, non-union. JIMMY DEZZO, 120 E. Tutt St., South Bend, Ind.

EXPERIENCED ALTO SAX DOUBLING BARITONE and Clarinet. Young, modern and reliable. ROSS O'DAIR, care National Hotel, Clarksburg, W. Va.

FAST TENOR DOUBLING CLARINET AND Bass Clarinet, Ride Clarinet, legit tone. Transpose at sight, have true tenor tone, play in tune, modern take off, plenty of swing. Reputable bands only. Hams lay off. Union, age 22. Write or wire, stating full particulars in letter. 2641 Bellevue Ave., Cincinnati, O. ju6

FINE ALTO-TENOR SAX DOUBLE CLARINET, union, age 21, experience, no liquor, solo voice. Write KEITH COLD, 1581 1st Ave., Cedar Rapids, Ia.

FIRST TRUMPET-ARRANGER—CAN SWING section; East preferable. AUSTIN HULL, General Delivery, Roanoke, Va.

STRING BASS, GOOD TONE, CAN READ SLAP, fake. Ambitious, will only join name band or organized unit. Must be professional. Three years' radio experience. ALEXANDER BALGUGH, 375 Merline Avenue, Avenel, N. J.

TENOR SAX AND CLARINET, READ ANYTHING, transpose. Age thirty, no habits, experienced. Want location. One-nighter cause. This ad. BOX C-51, Billboard, Cincinnati.

TENOR OR ALTO MAN, CLARINET, READ AND Jam. Wife dances line or specialty. Want unit, night club or dance band. Both experienced and reliable. Write REX WALDO, 326 W. 4th St., Sioux Falls, S. D.

TROMBONIST—YOUNG, 4 YEARS NAME bands, read, tone, modern. Can sing. TROMBONIST, 6719 Cornell Ave., Chicago, Ill.

TRUMPET, JUNE 1ST—READ ANYTHING, tone, only high-grade band playing first-class hotel or night club. Write PERCY HOMER, Onarga, Ill. ju6

TRUMPET—GOOD READER, SOLOIST, PREFER band. Go anywhere; age 20, dependable, single, non-union. Give particulars. Write or wire JAX HURLEY, Ohlawa, Neb.

3d SAX-BARITONE—SEVERAL YEARS EXPERIENCE with top road bands. Young, neat appearance, union, willing to rehearse. Will go anywhere. At liberty June 15. Good trouper. HARRY PARKS, Box 124, Platteville, Wis.

ACCORDION OR PIANO and Six-String Guitar, Team of two, experienced in dance music and theater. Can play specialties. Sight readers, 22 and 25 years old, unmarried, non-union, but willing to join. JOHN MCCORMICK, GENE DIXON, Bourbon, Mo.

AT LIBERTY—Trumpet, union, experienced, range, tone, age 23, no low pitch. Write or wire SCOTT DOUGLAS, Murphysboro, Ill.

SAXOPHONE, 1st or 3d, doubling Clarinet, Trumpet. Good reading, tenor voice, tone, quality. Sober, neat, experienced, reliable. No panics. L. W. RENEE RICE, 509 W. 21st St., Kearney, Neb. ju6

AT LIBERTY—Alto Sax doubling Clarinet. Thoroughly experienced. Young, single, reliable. BOB YATES, 498 W. Fremont St., Victoria, O.

TROMBONIST—Tone, range, read, appearance, solo voice. Young, single. Go anywhere. Experience in both stage and dance work. Will join immediately. AL PARKS, 5622 Princeton Avenue, Chicago. ju20

TRUMPET—Read well, good tone, take off and range. Four years' experience in good bands; go anywhere, any time. Write, don't wire, ALBERT SMITH, 1126 Lincoln Ave., Newcastle, Ind.

TRUMPET—Experienced Second Trumpet, at liberty June 6. Age 20, union, modern swing, cut, team well. Some take off. Present job 9 months. Prefer sweet swing band with sure pay. Neat, sober; locate or travel. Write FREDERICK WOLTER, Box 32, Peru, Neb.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. ju20

BALLOONIST—PROF. CHAS. SWARTZ, Committees write. Permanent address, Humboldt, Tenn. ju13

AMERICA'S FOREMOST AERONAUTS—BALLOON Ascensions reasonable. TYRONE BALLOON CO., Toledo, O. ju13

BALLOON ASCENSIONS, THREE TO SIX PARACHUTE Drops, Excursion. Two riders on one balloon, doing Triple Drops. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. ju6

BALLOON ASCENSIONS FURNISHED, Reasonable. Death-Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. ju27

BALLOON ASCENSIONS, PARACHUTE LEAPS, Trapeze Performing in Mid-Air. July 4th open. Reliable, dependable, legionnaire. HARDE DILLINGER, Box 862, Little Rock, Ark.

CAPT. GEORGE WEBB, AMERICA'S PREMIER Net High Diver, book the best in this line, thrilling and a crowd getter. No. 27 West Summit Ave., St. Paul, Minn. ju13

CARMENE CIRCUS REVUE—4 PEOPLE, 5 COMPLETE Free Attractions, Aerial and Platform Acts. Price reasonable. Write for literature. 4th of July date open. Address CARMENE'S CIRCUS REVUE, Billboard, Cincinnati, O. ju6

COMBINATION FLYING CASTING ACT—Parks, Fairs, Celebrations. FLYING LEROYS, 109 Le Roy St., Jackson, Mich. ju27

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent. Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Kokuk, Ia. ju20

FIVE RAISSSEL BROS.—4 ACTS; REVOLVING Ladder, Comedy, Juggling, Hand-to-Hand, Pyram. Thrills and comedy combined. Prices reasonable. 2030 Dial Court, Springfield, Ill.

THREE ZIEGLER SISTERS—TWO SEPARATE and distinct acts of merit: Aerial and Acrobatic. Address 1226 Lawrence Rd., N. E., Canton, O.

OHAS LINDAIR, Original Novelty Trapeze Artist, now booking Fourth July Celebrations, Fairs, etc. An outstanding high-class platform free attraction. I furnish my own illuminating outfit. An attractive apparatus for night performances, you furnish cut wire for apparatus and book up. (stock posters) for advertising. Price per act reasonable. Address OHAS LINDAIR, 103 E. Columbus St., Fort Wayne, Ind.

A THREE ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot slide or life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also has two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Hobnob and Dribbling on the Wire, the other a Hand Balancing act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee act. Address BOX C-389, Billboard, Cincinnati, O. ju27

BESSIE HOLLIS & CO.—Three acts, Flying Single Trapeze, Comedy Aerobats, Swinging Ladder, Wardrobe and rigging the best. Pairs, parks and celebrations. Write for price and literature. 3219 Collingwood Ave., Toledo, O. ju13

JO-JO, THE HIGH-DIVING DOG, climbs a 40-ft. ladder and does off, and a list of other tricks. **JOSEPH F. McLAUGHLIN**, 1135 E. 18th St., Wilmington, Del. ju13

LINDSEY GAYNOR TROUPE—Produce Five-Piece Clown Band, three different acts, Clown numbers. Billboard Office, Cincinnati, O. ju13

PAMAHASIKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. Address GEO. E. ROBERTS, Mgr., 517 W. Erie Ave., Philadelphia, Pa. Telephone, SA 6900, 5535.

AT LIBERTY PIANO PLAYERS

DANCE PIANIST, READ, FAKE, TRANSPOSE, age 21, sober, urbane, desire location. Seven years experience, good rhythm and read. Address PIANIST, Box 222, Mexico, Mo.

PIANIST—READ, FAKE, RELIABLE, UNION. Double Guitar. Prefer seashore. **MUSICIAN**, 315 Chestnut St., Spring City, Pa.

PIANIST AT LIBERTY about June 5th.—Do some arranging and have library of specials. Double Third Trumpet. Age 30, neat, sober, reliable, union. Write all. BOX C-41, Billboard, Cincinnati, ju6

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—ALL-ROUND MED. MAN. Comedy, Straights, play own music, work acts. Can lecture. Sober, reliable, have car. **DICK HOWARD**, General Delivery, Springfield, Ill.

AT LIBERTY—Team. Man Black Tobies, Song and Dance Specialties, age twenty-seven, Woman, 29, Characters, Impass Numbers, plenty Double and Singles. Rep. show preferred. Know the medicine business. Wire salary. **TOBY JOHNSON**, 617 1/2 W. California, Okla. City, Okla.

AT LIBERTY—Versatile Novelty Team, salary or percent. Have complete outfit. Write or wire **GLENNY & FORD**, care The Billboard, Cincinnati, O.

MED. TEAM—Man, Comedy, Straights, Lecturer. Lady, Soufflete. Salary your best or will consider percentage. Party show with performers that play string instruments. We have complete outfit. House car, stock, etc. Act quick. **MEDICINE SHOW TEAM**, Nashville, O. O.

ONE HUNDRED AFTERPIECES—Black Comedy, 5 Comedy Musical Acts, Magic, Cartooning, Rag Pictures, Singing and Talking, Laughing Songs, Trumpet Calls for Billyhow. Understand medicine business, cleaning up by getting my prop. playing times. **MUSICAL SILMS**, General Delivery, Alintown, Pa. ju6

TEAM—Lady A-1 Pianiste, read, flashy faking, parts if necessary. Man General Business, Comedy or as Cast. Does Novelty Acts. Both have some specialties, all essentials. Experienced all lines. All offers considered. **PIANISTE**, 912 E. 8th, Kansas City, Mo.

YOUNG LADY for med., rep.—Straights and Characters. Change two weeks. A-1 Ventriquist (seven acts). Figure spits, smokes, laughs and winks. Overtime Accordion, Rag Pictures, Singing, Dancing, own music for both if necessary. Some Piano, Mandolin, Banjo with other Strings, not singly. Other novelties if needed. Car, house trailer. State best, sure salary. **DOLORES DUSHANE**, Paulding, O. ju13

Silver State Shows

Ft. Collins, Colo. Week ended May 16 (two weeks' stand). Auspices, Veterans of Foreign Wars. Weather, cool and rainy. Business, fair.

Four days of the first week were lost due to rain, which lengthened the engagement to the second week. However, time spent there was not entirely lost as much repairing and painting were done to the entire show. A 20 by 20 corn game was built, with a complete stock of new merchandise. Paul Towe made a trip to Denver to purchase stock and attend business matters. Entire show will undergo a complete paint job. The front arch painted white and trimmed in circus blue, all lettering and striping work done by Jimmy Dupree. A roster will appear in a later issue. All of which is from an executive of the show.

Regal United Shows

New Boston, Tex. Week ended May 23. Auspices, Fire Department. Weather, fair. Business, fair.

Manager Meadows made a business trip into Arkansas on Thursday. Mrs. Nora Belle Sharkey left for a few days' visit with relatives at Port Arthur, Tex., and on her return will be accompanied by Mrs. Meadows and children, of Beaumont, Tex. The fronts of the Athletic Show and Geek Show have received new coats of paint. Manager Meadows has built a new 24-foot office car. Mrs. May Roberts is locating in Texarkana for a while but may join the show later.

MRS. ART NEWLAND.

United Shows of America

Quincy, Ill. Week ended May 23. Location, Baldwin Park. Weather, good. Business, fair.

After excellent Sunday business in Peoria the show train pulled into Quincy late Monday evening and opened on Tuesday. Newspapers very responsive and *The Herald-Whig* carried human interest stories daily. Radio Station WTMD accorded the midway six 30-minute programs. Mrs. Joyce Reynolds, in front of Life, was given two spots on the air with her talk on Experience. Mary and Margaret Gibb, joined twins, with the Museum of Oddities, were tendered a party at Madigan's midway cafe on the event of their 24th birthday. They were also tendered a reception by the management of a large local department store. George Vogstad's Fountain of Youth enjoying good patronage, also Dopen's Freak Animal exhibit and Chambers' Monkey Circus, with their enlarged fronts. Albert Sexton, assistant manager Madigan's salary, nursing a sore finger. Captain Thompson, on front of Deep Sea exhibit, has one of the best voices on midway. John R. Castle away on a business trip. Grant (Slim) Chandler with one of the fastest moving train crews in show business. High hats on the girls in Elsie Cartwright's Revue attract great attention. Jimmy Hurd now handling radio programs like an old maestro. Midway hospital given lengthy feature story in columns of local paper. Mrs. J. E. (Shanty) Mahoney away on a trip to mother at Des Moines. Charlie Noller lecturing on front of Rudy Coombs' Wall of Death. Bill Sylvan an asset to the midway as manager of Museum of Oddities. Les Stevenson a visitor, and claims the opening of the Barham Bros' Circus is only one week off. Many old acquaintances renewed with Frank Stahl, Mr. and Mrs. Tom Baldwin and H. C. Hofer, who were on the midway frequently.

ROY B. JONES.

Wallace Bros. Shows, Canada

Trenton, Ont. Week ended May 23. No auspices. Weather, bad. Business, poor.

Third week on the road. Jump from Port Colborne made in good time, with a short stopover in Toronto. Arrived in Trenton early Monday morning; up and ready for business by noon. Tuesday total loss—high winds and rain. J. P. Sullivan, owner, left on a business trip north. Mollie Lavole is busily engaged with his secretarial duties around the office. Wallace Goulet, manager Side Show, has added two acts to his many attractions. Kenneth Clarke's Snake Show received a shipment of snakes and alligators. The girls in the *Follies of 1936* are making new costumes. George Curtis, owner, looks forward to good business. OMT's Palo, owner cookhouse, is supervising a new addition. Joseph Dion has added three new monkeys to his Animal Show. Following are members of the show: the wire left out of the roster: Chairplane, Jessie McCaslin, foreman; Joe Zits, assistant. Among the concessions, Jerry Gorden, Dave Winters, James (Pollock) Ross had a successful week with his tapestry. William Graff, general agent, and his assistant, Harry Proulx, are away on business. Sam Merker, of Gray Shows, joined here.

WALTER MCCLUSKY.

Happy Days Shows

Sturgis, Ky. Week ended May 23. Location, High School grounds. Auspices, American Legion. Weather, fair. Business, good.

Gloom was cast thruout the personnel on Sunday (May 17) when Mrs. T. L. Dedrick suffered a stroke to her left side. Drs. Carr, Sloan and Humphreys treated her tirelessly and probably saved her from being almost completely paralyzed. Members of the American Legion Post, civic officials and many other people of Sturgis and vicinity displayed keen interest in the illness of Mrs. Dedrick and did all in their power to help, including J. F. Whitesell, local undertaker, who furnished a pneumatic bed for the patient. These showfolks will always have warm spots in their hearts for Sturgis. J. C. Duffey, and Bill Harrington left the show here. L. J. and Henry Heth, of Heth Shows, at Henderson, Ky., visited Mrs. Dedrick, their niece; also Mr. and Mrs. Norman Smith, Hubert Shive and George Kelley, all of Heth Shows. All of which is from an executive of the show.

DOWNIE BROS. Circus was in Chester, Pa. May 16, using lot at the old fairgrounds. Sam Chapman says that biz was not very good.

No Sunday Shows For Kansas City

KANSAS CITY, Mo., May 30.—The city council voted unanimously against the bill to permit circuses and carnivals to operate here on Sundays. Operators and owners of 70 motion picture theaters opposed the ordinance and have fought against its passage every time it comes up. The ordinance was not introduced by the Heart of America Showman's Club as stated in the local press.

Riggs Biz Better

ABBOTSFORD, Wis., May 30.—Riggs Circus and Vodvil Show has been playing steadily thru Wisconsin, business being much better this year than last. Banners are holding up fine. Two-night stands are being made at present. Show is carrying six show-owned trucks and trailers, with one car ahead. Art Francis recently bought a Chevrolet coach and has his own trailer. Show is only carrying dogs and monkeys at present, as remainder of animals are still in zoo at Hortonville, Wis.

Eldena Meddaugh joined as pianist. Showfolk recently entertained were Mr. and Mrs. Hall, of Vanderburg Bros' Circus; Lew Henderson, Henderson Players; Jack Bogart, Jimmie and Edna Tucker, Tucker's Comedians; Mr. Kay and son, of Kay show; Mr. and Mrs. J. Burt Johnson.

Mr. and Mrs. Victor Weeks joined to take charge of cookhouse. Personnel of show: Lillian Riggs, manager; D. H. Riggs, assistant; Jack Roddy, advance; Art Francis, acrobat and dancer; Madam Mysteria, mentalist; Eldena Meddaugh, piano and trumpet; William Kemp Smith, dog trainer and producing clown; Riggs and Riggs, acrobats; D. H. Riggs Jr., carrying perch and clown; Betty Diana, fan dancer; Carl Hege, trombone and magic. Management intends to remain in halls and auditoriums till middle of June then under canvas. Show has purchased 50-foot round top with a 30-foot middle.

Peru Pickups

PERU, Ind., May 30.—This city is gaining as much notoriety and prominence as Bloomington, Ill., as stopping place for aerialists and troupers. Fast week saw the Weiss quintet using Wallace Theater stage to break in and perfect a new routine. Stated to be booked for fairs and parks. George Valentino left to join Cole Bros' Circus. He will be assistant leg adjuster.

Mrs. Bart Clickard, for several years aerialist and in wardrobe department of B. E. Wallace Shows, has recovered from an attack of double pneumonia and made first visit to winter quarters last Sunday.

Duke Graff had on display in downtown store window an eight-up Cole and Bailey parade wagon.

The Valentino troupe of aerialists is making a short stay at West City Park. Stated they are breaking in a new casting act.

Mr. and Mrs. Carl Solts renewed acquaintances with William Tucker and Al G. Hodge Shows the past week. Will play fairs and parks.

Johnny Poyser, rigger man, left for Chicago to join up with Floresco, high-pole aerialist, contracted for parks and fairs.

Scotty Cromer arrived here and is working in bull barn. Monk Bowman and Ollie Miller are in charge of cat animals at farm.

Henry (Harry) Wallis, assistant superintendent of Al G. Hodges Shows, renewed acquaintances here. Wallis, one of three young men taken under fold of Col. B. E. Wallace, was given a reception by old-time troupers.

Folly McLeod's News Shoppe is rapidly becoming a leading rendezvous for troupers, both local and moving, and is featuring a clever window display of *The Billboard*.

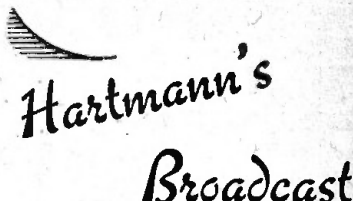
Mrs. Betty Miller, wife of Chuck Langford, renewed acquaintances here and motored to Philadelphia to visit husband, a ticket seller on the Big Show.

Mr. and Mrs. A. R. McLeod, retired troupers, are in charge of the suburban estate of Mr. and Mrs. Eddie Woekener. Jose Rosselli recently stopped off here for a few days.

Chief William Godfrey suffered loss of hunting and fishing lodge past week when structure was destroyed by fire.

IABP&B Local No. 67

WASHINGTON, May 30.—The reorganized Billposters' Alliance, Local No. 67, has the following officers: Joseph Ennis



NOTHING would please Mayor Walter W. Bacon of Wilmington, Del., more than a circus giving a good street parade coming to his city. Recently in *The Journal-Evening* of Wilmington appeared a story on this subject, headed "Mayor, Kids Want Circus Parade, But No Chance." In part, the story read:

"Wanted—A real circus parade for the 'kids' of Wilmington. Apply Mayor Walter W. Bacon. The 'kids' of this city have a true pal in Mayor Walter W. Bacon. As 'Hizzoner' looks back over his childhood days he recalls with much delight how he used to await the circus parade. He remembers the circus parade was something to which he looked forward with pleasure for weeks—a red letter day in his life.

"And it is with this background that Mayor Bacon is anxious to find a circus parade for Wilmington's children. He already has started the ball rolling for a circus parade, but his efforts thus far have been to no avail. He has written to Ringling Bros.-Barnum & Bailey Combined Shows, Inc., but they have informed him a parade is impossible."

It's still the same old story of pay up or certain games with carnivals don't work in Philadelphia. The "bit" runs from five c's to a grand for a week's play.

WILD animal training requires a lot of kindness and patience, and Clyde Beatty with the Cole Bros' Circus possesses both in abundance. He likes his beasts and nothing would be done by him to harm them. He knows, too, that cruelty would get a trainer nowhere. A chair is used for defense and a whip and gun to make the animals obey his commands. But the whip and gun are used with the greatest of care by Beatty because of his regard for the beasts. That's what makes the charge of cruelty brought against him in Pittsburgh last week so ridiculous.

Bec Kyle, high diver, is headed back to the U. S. A. from Japan, being scheduled to arrive June 12. On a postcard dated April 30, at Yokkatchi, Japan, she said: "This exposition opened March 25 and closes May 13; playing to 40,000 to 50,000 every day." Miss Kyle will play parks and fairs in the Middle West for the Gus Sun office.

MORE than three years of continuous operation under canvas is the record of the Ricton Show, owned by Prof. Richard Ricton. The show, which presents vaudeville and sound pictures, opened April 3, 1933, at Sadleville, Ky., and after traveling thru Kentucky, Tennessee and Georgia, returned to Tennessee in the spring of 1934 and showed as far west as Little Rock, Ark. The show then returned to Tennessee and Georgia and spent the entire year of 1935 in Georgia, also the first few months of this year. It will next go back into Tennessee. Traveling is done by trucks and trailers.

Something for Dick Collins, press representative of Dodson's World's Fair Shows, to rave about: Five-column cut, nine inches high, in "The Pittsburgh (Pa.) Sun-Telegraph" of May 18 showing Zaccchini, human cannon ball, being shot over the twin Ferris Wheels on the North Side Exposition grounds. Congrats, Dick!

WITH the Rubin & Cherry Shows and Royal American Shows in Peoria, Ill., at the same time and about five miles apart, week of May 18, many visits were exchanged by members of the two shows and it helped the attendance showing of each. Joe Redding, of the R. & C. show, kept tab on the visitors from R. A. S. the first three days and said 1,400 passed thru the gates during that time.

Sr. president; Joseph Ennis Jr., secretary-treasurer; Joseph Mack, vice-president; John Hurley, business agent; Irving Blum, Sam Freitcher, Paul Brandt, Albert Lentz, Harry Daws, Frank Kane and Dave Traugott.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Development of New Markets Essential for Mdse. Industry

By BILL GERSH

The premium merchandise industry can best continue its present growth thru constant development of new markets for its items. New markets are necessary in order to retain the efficient merchandising system for the merchandise which is at present being manufactured and the new merchandise which the future is bound to produce, as well as help take care of the volume of merchandise being constantly ordered by the trade at this time.

The taste for premiums is a highly developed certainty today. The public is more premium-conscious than ever and thru much promotion has gained a deep understanding of premium merchandise in all its varieties. The industry is therefore in a remarkable position to capture many new markets due to this condition.

Most important in the development of any new market for merchandise is the hope that the public will back up that field with acceptance of the merchandise. In the case of premium merchandise there is no doubt of the public backing the industry with demand for the merchandise, but, more important, is the cultivation of new markets.

These new markets, as previously stated, are absolutely essential to the growth of the premium merchandise industry. They have become so important an essential at this time that the most active minds are turning complete attention to seeking such markets while employees continue business with present fields.

The existing markets, in their basic category, are as follows: the games market, the retail market, the advertisers' market, the specialty field, the gift shops and the general fields.

Silverware Always Good at This Season

NEW YORK, May 30.—Due to the coming June season for weddings and similar shower promotions, there has been a tremendous rise in the sale of silverware, wholesale merchandisers report.

Plated holloware in the lower-priced brackets is getting the biggest volume of business. The entire amusement industry will feature this merchandise for play during June. It is believed that sales will be greatly stimulated due to the promotional encouragement of leading retail outlets who will be featuring full-page ads on this merchandise in the local press.

Wholesalers also report increased consumer purchases of silverware. The general belief is that this is due to June weddings. But, the average wholesaler, selling this merchandise in the lower-priced brackets, claims that it is always among the best sellers at this time of the year.

Silverware is considered one of the staple articles of the wholesale merchandise industry. The five-year guarantee holloware plate and the individual services have always had a ready market. The silver firms are selling in greater volume now due to the many promotions being made with this merchandise.

It also is reported that the carnival concession men are buying more silverware this year than formerly. The display which these showmen make with this merchandise always gets good business. The other sources using it for inducing premium have also increased their purchases. The smaller theaters featuring a single spoon with each admission are in this category.

In this condensed fashion they do not appear very impressive, but when each market is considered in its varying and complicated divisions its importance can be readily seen.

Probably the greatest market for the past five years has been the games market. Pin games alone have used thousands upon thousands of dollars' worth of merchandise monthly for the past five years and tho this market has fallen to some extent it is yet a rather imposing purchasing power.

In this same division and probably the most important among the users of merchandise for coin-operated devices are the digger operators. These machines are entirely dependent upon merchandise for their continuance, and the dollar value of merchandise used by diggers nationally is said to run impressively into seven figures. These devices have been responsible for indirectly creating demand for much new merchandise in many localities.

Displaying new merchandise constantly in their machines, the digger men have created, many times, demand for certain

(See DEVELOPMENT on page 56)

Heavier Demand for Glass Dinnerware

Replacement orders for both glass dinnerware and bar goods caused a sharp spurt in sales volume in the wholesale glassware market the past week, according to industry reports. Both retailers and bar supply houses reordered freely on highball, beer, old-fashioned cocktail and champagne glasses for immediate delivery. Stores took good quantities of such merchandise to retail at 10 to 40 cents and up, but the bar supply establishments were only interested in extreme low-end glasses. Premium dealers and retail dealers, it is reported, were responsible for a substantial portion of the glass dinnerware and tea-set orders booked in the markets.

Increase Seen in Premium Play; Seasonal Items in Brisk Demand

The gift occasions which come up during the month of June bring more opportunities than usual for the promotion of merchandise awards and premiums by digger men, pin game and salesboard operators, and should result in a sizable sales increase for the industry for the entire month. These gift needs, centering about graduation and wedding occasions, are being met with merchandise of many types, such as home furnishings and giftware items of quality for the bride, and leather goods and jewelry for the graduate. In fact, the demand for this type of merchandise as reflected in the surprisingly large orders placed, many of which are already filled, is swelling considerably the volume of premium sales.

And with the beginning of summer week-ends, summer vacations, summer travel and picnics, demand is starting in earnest for traveling clocks, brief cases, fitted toilet cases and billfolds, which are excellent feature items for this type of promotion.

Indicative of this trend, the double holiday into the open summer season brought to light many new pieces of attractive merchandise, interestingly displayed. Operators who exhibited the most initiative and ingenuity in meeting the demand of the public report

Trade Shows Gain In All Sections

Retail trade in virtually all sections of the country continued well above the levels of last year, according to Department of Commerce reports from 34 cities for the week ended May 20. Particularly brilliant are the reports turned in by the department store and mail-order lines.

According to the Babson chart, present activity is 15 per cent greater than a year ago and 61 per cent above the depression bottom. These figures, it is stated, represent the average of all industry, but of course some groups have given a much better account of themselves than others. Home furnishings was a leader in the retail gains, while there was a rising demand for warm-weather clothing and the cheaper merchandise sold in store basements.

Wholesale trade likewise moved forward substantially, with reorders of merchandise for summer consumption proving a strong factor.

Coming Antique Shows Announced

The first Atlantic City Antiques Exposition, to be held June 6-13 at Chalfonte-Haddon Hall under the management of George W. Harper, has all of the 45 booth spaces taken, it is announced.

The Freehold (N. J.) Antiques Show, managed by Lillian Wilkinstin Boschen, will be held in the high-school gymnasium June 23-27. Practically all of the dealers who had booths in the 1935 exhibit will have their same spaces.

A show in Detroit on September 19, 20 and 21 at the Naval Armory has just been announced by Viola B. Bailey.

The eighth New York Antiques Exhibition will be held October 5 to 9 inclusive at the Hotel Commodore. In making this announcement George W. Harper stated that he was confident that displays by large New York dealers would dominate it. Already changes in the floor plan and booth arrangements are being planned to facilitate the displays of the 150 or more dealers who can be accommodated under these arrangements. It is expected that the largest crowd of buyers in the history of the show will be in attendance.

Electric Fans Get Big Play

Once again the small electric fans are back in the premium-merchandise industry creating large sales everywhere.

The electric fan was only introduced into the premium division of the wholesale merchandise industry a few years back. It immediately won great support. The price range is reasonable and the utility high.

This year fans return in many remarkable shapes, designs and colors. Some of the leading makes are being featured whereas last season the small manufacturers obtained the greatest share of sales.

The larger electric fans are also being shown this year and are being used as premiums by many of outdoor amusement men. The general belief is that these have a great attraction for the public and that they get more play than the average summer premium item.

The wholesale merchandise industry can well afford to promote the electric fans due to the remarkable working margin which most of the manufacturers allow. The wholesaler has also helped to popularize this product by bringing down the cost to a satisfactory low, thereby creating a greater market than would ordinarily be open for an item of this character.

Throughout the industry the smaller fan is the most popular. The reason being that this type of fan goes direct to the home. The public has shown a decided preference for the type of merchandise which can be used in homes. Very few fans have been found to directly shop for fans regardless of the promotional publicity in this direction sponsored by the local utility companies. The wholesale merchandise industry has done more to popularize this item than the average electric company anywhere in the country.

Another reason for the popularity of the smaller bladed fan is due to the fact that it consumes less current than its larger brother. At the same time the smaller fans have been more tastefully designed and are much more welcome in the home, partly due to their many different pastel shades. The larger fans, tho some have adopted home atmosphere, are more or less commercial in aspect and therefore do not as rapidly gain public enthusiasm.

The sale of electric fans has started on a rather large volume scale and the belief is that this will continue for some months to come.

Manufacturers of these items believe that this will be a banner year for this product in the premium division of the industry.

Texas Centennial To Boost Mdse. Sales

The Texas Centennial Exposition, riding behind a wave of publicity and ballyhoo accorded only events of national prominence, is expected to create a vast premium market thruout the entire Southwest which will continue for the duration of the exposition.

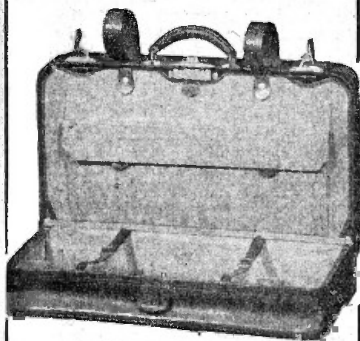
On June 6 at Dallas doors will be flung open to an army of tourists from every part of the country who have eagerly awaited the start of the big show. More than a few of them will be attracted by the hundreds of exhibits of attractive merchandise prizes, awards and premiums.

A hundred years of living, more than 30 years of planning and 12 years of work have gone into the plans which will culminate in the celebrations thruout the State, since nearly every city in Texas of any importance will take part in the events.

The effect which this great show will have on the premium merchandise industry is obvious. Hundreds of new

(See Texas Centennial on page 57)

Note this Mr. Traveler



NO. 6008 — LEATHER GLADSTONE BAG. Full out, 24 in. Genuine Cowhide, in Black Baby Elephant Grain, Steel Frame, Two Over Straps, Center Locket with Pockets. Specially priced. **BIG BARGAIN. Ea. 4.65**
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FOR REBUILT WATCHES
Made Right—Priced Right.
ELGIN AND WALTHAM
Wrist and Pocket Watches. **\$2.75**
15-JEWEL \$3.75 — 17-JEWEL \$4.75
Thoroughly Reconditioned Movements. New Cases. Yellow Keystone Cases, 25c Extra.
JEWELRY NOVELTIES
Values \$1 to \$7.50 Dozen. **\$4.50 GROSS**
Sample Assortment, 25 for \$1.00.
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Concessionaires, Carnival, Parkmen

DID you get our New Catalog? Write to-day for copy. Complete line new Plaster Novelties at low price, new finish. Corn Game Items, Ball Game, Country Store, carry stock. Imported China, Siam, Art Trays, Blankets, Ladies' Swaggers, Aluminum at low price.
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The Only Carnival Supply in Louisville, Ky.

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Remove the Pencil! It's a Pocket Flash Light.
\$4.50 Doz.
Sample, 50c.
Special Quantity Discounts. Retailers for \$1.00.
Pat. & Mfg. by NITE LITE PENCIL PRODUCTS, 55 W. 42nd St., N. Y. C.

LET ME SEND YOU THIS TAILORED SUIT

AND PAY YOU UP TO \$10 IN A DAY
Amazing new idea! Wear this splendid suit and I'll pay for it if you'll follow my easy plan and quality. Choose suit from fine woolsens, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. **ACTUAL SAMPLES FREE!** Write today for details of sensational new plan and actual samples. **SEND NO MONEY.** H. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. F-717, Chicago.

SAVE MONEY-TIME FREIGHT-ORDER NOW
from the most centrally located novelty house in the country
● Fullest Lines at Lowest Prices for
● House-to-House, Canvassers,
● Wagon Salesmen, Agents,
● Pitchmen and Streetmen.
Sideline Merchandise.
—extra special. Gross. **60c**
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CHAMPION SPECIALTY CO.
814-H Central St. Kansas City, Mo.

NEW ITEMS

Printed Specialties

One of the well-established companies in the standardized printed forms industry, Custom Printers, Inc., has just added two new specialties which are increasing considerably the earnings of many agents. Even the men who have been selling this company's line for many years report a tremendous pickup with the introduction of these two new items. A new type of bridge score calculator (patent applied for) is rapidly becoming a sensation as an advertising novelty. There is liberal space for printing the customer's advertising on this new scoring device and it sells easily. This is one advertising novelty with a value as a utility which insures its being kept and put into "circulation" whenever there's a rubber of bridge. The other new item is a novelty envelope which seals without moistening. This feature is not only novel but practical and its advantage over the ordinary envelope is apparent instantly.

Low-Cost Sports Binocular

A very high-powered field glass at a low cost, making it ideal for premium use, has just been placed on the market by the Gold Shield Products Corporation. The binocular enables anyone to enjoy such sporting events as baseball, boat races, horse races at close range. It is also useful on auto trips, beaches, for hunting and on outings. Its 5 1/4-inch length may be extended to 6 1/4 inches and the lenses are nearly two inches in diameter. The instrument is done in black crackle finish and is provided with a handy carrying strap.

Spin-a-Bell Toy

Spin-a-Bell is the latest creation of the Goody Manufacturing Company. The Spin-a-Bell is a flashing toy, ingeniously combined in color, sound and action. Spin-a-Bell is scientifically shaped so that it can be wound in many different ways, either by hand or by rolling on the ground or by pick-up in the air. It is about 2 or 2 1/2 inches in diameter, is made of steel, beautifully nickel-plated, and is so constructed and balanced that the beginner can perform complicated tricks with comparatively little practice. Much of its virtue lies in the groove thru which the string runs. This string, by the way, is used in spinning the toy and the toy itself climbs and descends the string as the player desires. The groove is uniquely shaped so that the string will wind true despite the novice's tilting the Spin-a-Bell at any angle. The

ringing bell mechanism is especially ingenious, as it is simplicity itself and apparently defies the effects of centrifugal force and does not spin with the outer bell but strings it instead. Spin-a-Bell has appeal for boys and girls of all ages and bids fair to be a whirlwind selling sensation and an especially hot item for pitchmen. Goody Manufacturing Company has been making successful novelty toy items for more than 31 years. Isidor Shulman is president. A. Stanley Kramer is manager.

Nu-Matic Buster Gun

Standard News Company is exclusive agent for the Nu-Matic Paper Buster Gun. Comes complete with one roll of ammunition. It is automatic, foolproof, allowing it to be safely operated by the smallest child. It is a 400-shot repeating gun, using harmless paper material and entirely eliminating possibility of injury. It is all black metal finish, with nickel breech and trigger, and put up in individual finishes. It is expected to be a big item for summer trade.

New Tie Form

The Al-Jo, a new tie-form invention for making a natural, permanent knot in a tie, is being introduced by the Al-Jo Company, of New York. It is fully protected by patent and makes an easy, flashy demonstration. Should make a hot pitch item.

CARNIVAL SPECIALS

4-PIECE PIPE SETS \$3.92 DOZEN

What a flash! A Bakelite Pipe with Cigar and Cigarette Holder to match and a fine engineered Cigar Lighter in fancy lined box. Add up the value of each piece and when you wonder how we do it, remember we sell thousands of an item like this and you can, too! Order No. B23, Net Price per Doz., \$3.92. Sample P. P. 50c. **CHECK OVER THESE SPECIALS.**

- B230—Cord Lapel Watches, Each. . . \$ 1.10
- B231—Amer. Made Wrist Watches, Ea. . 1.75
- B232—Amer. Made P'ket Watches, Ea.69
- B233—Ladies' 2-Pc. Lter Sets, Ea.30
- B234—Ladies' Pouch Compact, Doz. 2.80
- B235—Jumbo Fountain Pens, Doz. 4.95
- B236—Pen & Pencil Sets, 3 Doz. 2.00
- B237—Opera Glasses, Doz. 2.00
- B238—8" Chrome Boats, Doz. 2.00
- B239—Sant Goggles, Gro. 7.20
- B2310—Moviematic Camera, Ea. 3.33
- B2311—Amer. Novo Pearl Jack Knives, Doz. 1.35
- B2312—Catalin Cig. Holders, Doz.20
- B2313—Hat Cup Sets, Doz.98
- B2314—Blankets, 64x76, Case Ltr. Ea. 8.5
- B2315—Plush Stuffed Dogs, Doz. 9.50
- B2316—Baseballs, Gro. 10.00
- B2317—Rubber Air Cushions, Gro. 8.50
- B2318—China Head Cinos, Gro. 3.35
- B2319—Pencils, Doz. 1.35
- B2320—Needle Books, Gro. 3.25
- B2321—Feather Darts, Gro. 2.00
- B2322—Mercedes D. E. Blades, 5x, 100 5.50
- B2323—Tennis Rackets, Reg. Size, Doz. 3.25
- B2324—8-Pc. Chrome Cocktail Set, Set 2.00

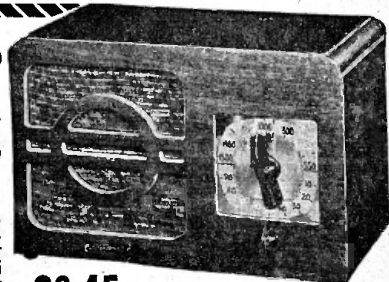
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Sell Trading Post, the 130 prize deal that sells out fast at 10c each, brings \$13.00 to the dealer. Dealer's Cost, \$9.75. Costs you only \$6.84. Ask for that big Hagin Catalog No. 363 today. If you want to make money, you can't afford to be without it. Terms: 25% Deposit, Balance C. O. D.

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Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO | 5 R C A
With Dynamic Speaker | LIC. TUBES
Beautiful Striped Veneer Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.



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118 E. 28th St., NEW YORK CITY

\$6.45 Model 65 SL Sample Order **\$6.95**
In Lots of 6
F. O. B. New York. 25% Deposit.
Order Now Before Prices Advance.

SELL BLADES — 5 For 5c AND TRIPLE YOUR MONEY DOMINO

BLUE STEEL BLADES COST ONLY **1 1/2c** Per Pkg. of 5 Blades, All Etched and Colored. Wrapped.
100 BLADES IN BDX 30c Put up in attractive Display Cards for only extra per 100.

YOUNG NOVELTY CO., Inc.
100 Hanover Street, Boston, Mass.
Free Sample. 50% Deposit With Order.

French Flapper Dolls

No. 96
\$24.00 Doz.
Beautiful Bondair Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers & Distributors wanted.
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If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

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Sent to persons buying for resale purposes only. State your line.
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GIFTS AND PREMIUMS**

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- Table Lamps, Large Size, Big Variety, Each, \$.85
- Coffee Dripsters, 5-Cup Size, Porcelain, Each, .70
- Cowboy Doll, Complete with Felt Hat, Lariat and Gun, Size 2", Each, .75
- Gilbert Kitchen Clocks, Each, .95
- Clown and Dutch Boy Dolls, 27", Ea., .70
- 5" Jumping Fur Winkies, Hi-Hat, Gr., Miniature Straw Hats, 4 to Nest, Gr., 4.00
- Gonio Cartoon Silk Parasols, 28", Beautiful Colors, Doz., 1.75
- Mickey Mouse Head Balloons, Gro., 3.00
- Streetsmen's Special Balloons, Gro., 2.50
- Miller Inflated Toys—Popoys, Snake and Monkey, Gro., 8.40
- 25% Deposit With Order, Bnl. C. O. D. Write for Catalogue of Premium Merchandise.

OSCAR KAUFMAN & BRO., Inc.
830 Ninth Ave. (Bot. 44th and 45th Sts.), New York City.

NOTES from SUPPLY HOUSES

The New Diamond Point Pen Company, Inc., has moved its offices, show-rooms and factory to new and larger quarters at 27th street and Fifth avenue, New York. A wide and varied collection of onyx accessories, such as complete desk sets, fountain-pen desk sets, letter openers, calendars, letter racks, ash trays, bookends, etc., has now been added to its already large and well-known fountain-pen line. With greatly increased floor space and improved manufacturing facilities, the company looks forward to a successful season. The holiday lines are now on display in the new show-rooms and a hearty welcome awaits all who will call. The company has been in business for 53 years; for 10 years at the old Hudson street address.

James Kelley, sometimes referred to as the "Fountain Pen King," states that in the very near future he will make an announcement regarding his new branch office in San Francisco. Jim feels that this will be a genuine service to the boys on the Coast. Kelley is regarded as having done much towards popularizing low-priced fountain pens.

Since it started about three years ago the National Bulb Company, Inc., has built up a fine nation-wide business. "The reason," says Sid Kleinberg, manager, "is that the bulbs we sell have given complete satisfaction." The company carries a line of bulbs in all sizes and colors, all manufactured in the United States. The National Bulb Company is well known in the premium and concession trade.

Some six years ago a woman walked into Sol Bloom's Drug Store in Brooklyn and left a prescription to be filled which had been given to her by a well-known dermatologist. This woman had a serious scalp disorder and was troubled with dandruff. A few weeks after the prescription was filled she returned and told Bloom that insofar as she was concerned a miracle had been performed. The prescription had done the trick. Her scalp was once more in a healthy condition. Bloom began to bottle this remedy for general over-the-counter sale and recently has been merchandising it nationally. He calls it the Marimo Dandruff Remedy.

Sweepstakes, "The Lucky Game," in principle similar to lotto, is now being introduced to concessioners generally. About 150 theaters and night spots in the East are already using the game successfully and where it fits into the legislative picture it has all the earmarks of a winner. It lends itself to exploitation in any amusement park, carnival, fair, swimming pool, theater, night club, etc.

Sweepstakes is controlled and patented by Seymour Premiums, Inc. L. R. Shaferman, president of the company, is well known as a distributor of theatrical premiums. Ben Rapoport, Sam Licht and Arthur Bergoffen are covering the East for the concern.

The G. C. J. Mattel Company reports that items going well at this season and which are expected to be sold heavily by concessioners, parks, fairs, etc., include plaster novelties and lamps, blankets, aluminum, glass lamps, imported Japanese china, ash trays, novelty slum, tea sets, vases. This house is located in the Midwest and maintains especially quick service on all orders originating in Midwestern territory.

DEVELOPMENT

(Continued from page 54)
items which have then appeared in various retail outlets in the communities where the machines flourish.

Carnivals, fairs, concessioners, pitchmen, amusement parks and many others are also in the games market division. Therefore it can easily be noted how great this division is and why it has such a tremendous importance generally to the premium merchandise industry.

The pitchmen are not users of games nor do they have any interest in the coin-operated games, many merchandise men class them in this category due to the fact that they use a great deal of similar merchandise.

The retail market, sold by the wholesale merchandise industry, is tremendous in extent and possibly the basic business of the industry. But in this field there is one great lacking feature which the games field has. And that is the extension of credit to small retailers everywhere to retain their business as well as the very small profit margin which the industry obtains selling these men, whereas, in the games field more than 85 per cent of the business is on a cash basis and the profit margin much greater.

The advertisers' market continues to be a very important one due to the fact that it can use a tremendous amount of merchandise and during the past year has proved this fact.

Here, usually, the national advertiser who has decided to use premium stimulation will work directly with the manufacturer of the product and not with the wholesaler. Tho, in the smaller lots, the wholesaler obtains some of this business, as well as in the sale of private brand merchandise, the importance of this field is not to be overlooked in its value to the industry in general.

The tremendous national advertising promotions are what tend to popularize premiums generally with the public, and this market, even if it is of small profit margin, still continues to be very important.

Gift Shops and other outlets, such as CCC camps, the specialty salesmen and other fields of this character, assure the industry of a certain amount of sales but are not of sufficiently great general importance. Where one or two wholesalers may be enjoying a fine business in this field the general industry does not feel the demand of these divisions to any great extent.

The foregoing markets are definitely established users of premium merchandise, and tho the industry should spend even more than it is at this present time to cultivate them, the industry should also now begin to look ahead to new markets, for it is the new market that brings the necessary stimulation to the entire field to create needed stimulus all down the line.

It is to be remembered that the future development of premium merchandise manufacture is dependent upon the volume which can be sold. Volume is of tremendous importance, for it brings price to a popular level and creates sufficient competition to present better items and of more ingenious manufacture to meet the competition of the field generally.

One of the fast-growing new fields has been the organization of canvassing crews selling house to house and factory to factory and to other outlets. This has only been found to be profitable in certain specialized merchandise where distribution can best be gained thru such methods.

Some of the wholesalers have even entered into local newspaper advertising to stimulate interest in certain premiums of private brand manufacture. In the majority of cases the premium manufacturer will not allow the wholesaler to advertise his merchandise in the local press in competition to his department store and retail outlets.

Every day the new field grows in importance. Whatever the field is—it is

REMEMBER Immediate Delivery at Advertised Prices!

- Our Customers Satisfied For Over 10 Years.
- No. 4814—SUN GLASSES—75c
- Curve Glass Lens. Doz. \$1.40
- SPORT GOGGLES—Chrom. Rim, Glass Lens. Doz. \$1.50
- LAPEL WATCHES—Asst. Colors. American make. Lapel Cord to match. Each 95c
- RAZOR BLADES—Double-Edge, not distressed Mide. Double Wax Paper Wrapped, Quality guaranteed. For 1,000 \$1.75
- or 1/2 x 5 1/2 Dozen 45c
- ME N'S HANKERCHIEFS—12 1/2" x 15 1/2" 1/2 Dozen 20c
- ADHESIVE PLASTER—1 1/2" x 2 1/2" or 1/2 x 5 1/2 Dozen 45c
- SHOE LACES—27", Imp't. Gro. 30c
- FLY SWATTERS—With Long Handles, Doz. 20c
- FLY RIBBON—Best Quality. 100 73c

SEND FOR FREE CATALOG.
25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

Get Set for Life! IN COUNTER CARD BUSINESS



MAKE up to \$65 Weekly
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE 5000'S Deal. World's largest, best selling line. Almost 200 daily necessities. All mounted on new style, fast-making, self-held counter boxes. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.
World's Products Co.
Dept. 655, Spencer, Ind.

**Have a
BIG-PAY
STORE
ROUTE**

SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery, NAP-TA-KING COMPOUND, Cleans Silks, Woolens and other fabrics by dipping same as with Naphtha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. **BN-6, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.**

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases.
7-JEWEL 16 SIZE ELGIN \$1.40. \$2.35.
FLASH OARNIVAL WATCHES, 80c Each.
Send for Price List.
Your Money is Not Satisfied.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
118 N. Broadway, St. Louis, Mo.

FOLDING LUCKY COIN

Is now ready. Works the same as the FOLDING HALF DOLLAR which sells for \$2.00 Doz. Sample, 25c. sells like "HOT CAKES" for 50c. Our price to you is \$1.00 Doz. \$2.00 Doz. \$3.00 Doz. \$4.00 Doz. \$5.00 Doz. \$6.00 Doz. \$7.00 Doz. \$8.00 Doz. \$9.00 Doz. \$10.00 Doz. \$11.00 Doz. \$12.00 Doz. \$13.00 Doz. \$14.00 Doz. \$15.00 Doz. \$16.00 Doz. \$17.00 Doz. \$18.00 Doz. \$19.00 Doz. \$20.00 Doz. \$21.00 Doz. \$22.00 Doz. \$23.00 Doz. \$24.00 Doz. \$25.00 Doz. \$26.00 Doz. \$27.00 Doz. \$28.00 Doz. \$29.00 Doz. \$30.00 Doz. \$31.00 Doz. \$32.00 Doz. \$33.00 Doz. \$34.00 Doz. \$35.00 Doz. \$36.00 Doz. \$37.00 Doz. \$38.00 Doz. \$39.00 Doz. \$40.00 Doz. \$41.00 Doz. \$42.00 Doz. \$43.00 Doz. \$44.00 Doz. \$45.00 Doz. \$46.00 Doz. \$47.00 Doz. \$48.00 Doz. \$49.00 Doz. \$50.00 Doz. \$51.00 Doz. \$52.00 Doz. \$53.00 Doz. \$54.00 Doz. \$55.00 Doz. \$56.00 Doz. \$57.00 Doz. \$58.00 Doz. \$59.00 Doz. \$60.00 Doz. \$61.00 Doz. \$62.00 Doz. \$63.00 Doz. \$64.00 Doz. \$65.00 Doz. \$66.00 Doz. \$67.00 Doz. \$68.00 Doz. \$69.00 Doz. \$70.00 Doz. \$71.00 Doz. \$72.00 Doz. \$73.00 Doz. \$74.00 Doz. \$75.00 Doz. \$76.00 Doz. \$77.00 Doz. \$78.00 Doz. \$79.00 Doz. \$80.00 Doz. \$81.00 Doz. \$82.00 Doz. \$83.00 Doz. \$84.00 Doz. \$85.00 Doz. \$86.00 Doz. \$87.00 Doz. \$88.00 Doz. \$89.00 Doz. \$90.00 Doz. \$91.00 Doz. \$92.00 Doz. \$93.00 Doz. \$94.00 Doz. \$95.00 Doz. \$96.00 Doz. \$97.00 Doz. \$98.00 Doz. \$99.00 Doz. \$100.00 Doz.

POSTCARDS—Reproductions of original Paintings, \$3.00 100. **YOUR DIRTY DOG**, new folder, is HOT and FUNNY. Dozen, 30c; per 100, \$2.00. Best Grade SHIMMIE DANCERS, 11 different ones, 25c Doz. \$2.50 Gro. **Comic Wires**, 12 kinds, 35c Doz., \$3.50 Gro. Over 2,000 Tricks, Jokes, Puzzles at Special Prices are listed in our Catalogue. Send 10c for it, or \$2.00 for 50 Samples of our Best Selling Numbers.
MAGNETRIX NOV. COORP., 136 Park Row, N. Y.

certain to be able to use the premium merchandise which the industry features at this time. There is also no doubt that the new field will reawaken much merchandising and manufacturing thought and will result in general stimulation for the entire industry in all its present markets.

The manufacturer and the wholesaler are the most important factors in the development and cultivation of new fields. Since new markets are essential to the industry the promotional men of the field should spend a certain amount of their time today preparing for missionary work in many fields so that, regardless of eventualities the industry will continue to grow at its present rapid pace.

INDIAN LAKE

(Continued from page 38)
show is to be brought in, and a Loop-Plane and Flying Turns. Don Cameron, Toledo, is expected to start a daily round of boxing and wrestling shows. There is a free gate, Manager Greiner is putting in new speed boats and a pony track, with other amusements. In Toledo he has been promoter of Trianon ballroom, and at Lakeside, Mich., of Luna Pier, boardwalk ballroom, featuring name bands.

THE NEW BROADWAY WATCH
Guaranteed for one year. It is good looking and will keep accurate time.
7 Jewels \$3.75
Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.
7 Jewels \$3.95
25% deposit, balance C. O. D. Sample Watch, 25c Extra. Write for New 1936 Catalog.
CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. CITY

3000 BINGO

Size, 4x5. Pads of 25, numbered consecutively from 1 to 3,000. No duplicate cards. Each set a different red serial number. Serves every purpose. Sample Package 500 Cards, \$1.50. Special Quantity Price.
E. S. LOWE CO.
1128 BROADWAY, NEW YORK
(Note New Address)

FLASH! MAKING RADIO HISTORY

5 TUBE GENERAL RADIO

ANOTHER SENSATION
First time in history—High Quality Genuine General Radios at the prices of ordinary sets.
SMART MODERN BEAUTIFUL!
Dynamic Speaker outfit to give superior tonal quality. R. O. A. licensed tubes and one metal tube. Latest shaped illuminated dial.
Beautiful two-tone walnut finished cabinet. Works A. C. D. C. Built-in antenna. Packed in air cushioned cartons. Fully guaranteed.
CONCESSIONAIRES, LOOK!
Flash up your display with Dummy Sets. Write for full particulars.

\$6.45 LOTS OF SIX
\$6.95 SAMPLE SET
25% with order, balance C. O. D. GET BOARD, ORDER TODAY Free Circular.

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 2-C) New York, N. Y.

BB22—NOVELTY OIGARETTE EXTINQUISHER A 9 1/2" TRAY. Blisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very old & new item. Per Dozen, \$1.20; per Gross, \$12.00.

B109—PARADE GAMES, medium wt., Silver Inlaid handles. Gross, \$10.00
B110—PARASOLS, Floral Cloth, Gr. \$5.50
B112—FALL DOGS, Circus and Carnival Prints. Gross, 2.50
B114—GANDY, large, flashy giveaway. Per thousand packages, 10.00

We have on hand for immediate shipment: Bingo Cards, Hoop La Blocks and Hoops, Game Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Power, 2 Kinds, Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers listed; thank you. 25% with order. Balance C. O. D. **NEW CATALOG SOON.**

MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI.

13th IS JOE LOUIS' LUCKY DAY! MAKE IT YOUR BIG DAY SPECIAL OFFER

Good Until JUNE 13th 13 PIECES TO A DOZEN, DOZEN TO A GROSS. JOE LOUIS RING Autographed Great Flash. Every fight fan a prospect. Negroes buy on sight. Gr. \$36, F. O. B. New York Sample Doz., \$3.75, Prepaid.



TIE HOLDER Gr. \$18, F. O. B. New York Sample Dozen, \$1.75 Prepaid.

36 CHAMP PIN with 36 Numerals attached. All Gold Plated. Gr. \$18, F. O. B. New York Sample Dozen, \$1.75 Prepaid. 25% Deposit on All Orders. Bal. C. O. D. Full Cash Must Accompany all Sample Orders. (c) G21975-21976. Illus. Circular Free. JOE LOUIS NOVELTIES, INC. Dept. BS, 307 Lenox Ave., New York, N. Y.

ATTENTION SPECIAL OFFER For Limited Time BALL GAME-PARK and SCALE MEN. No. 21-GENTS' HEAVY BAMB-BOO GAMES, Doz. \$6.75. No. 31-CHINA HEAD AND DICE GAMES, Gross. 6.25. No. 32-REGULATION SWAGGER GAMES, Gross. 5.00. No. 23-MEN'S MAPLE AND MAHOAGNY GAMES, With Polished Black Crook Handles, Gross. 7.20. 25% Deposit With Orders, Bal. C. O. D. NEW PARK BEACH AND CIRCUS BULLETIN FREE NEW TEXAS CENTENNIAL CIRCULAR NOW READY GOLDFARB NOVELTY CO. 116 PARK ROW NEW YORK

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases. 18 Size, Cased in loco of Engraved: 7 Jewel \$2.75, 15 Jewel \$3.25, 17 Jewel \$4.75. 12 Size, Cased in Round, Octagon or Engraved: 7 Jewel \$3.25, 15 Jewel \$3.75, 17 Jewel \$4.75. 20% Dep't, Bal. C. O. D. Send for Free Catalog. THE NEW YORK JOBBERS 74 BOWERY, New York, N. Y.

REX HONES Now Less Than 3c Each \$4.25 a Gross Send \$1.00, Bal. C. O. D. Plus Postage. Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demerolator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-6, Chicago, Ill.

Whips Loud Crackers-Plenty Flash MADE IN U.S.A. Alcox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo. JOBBERS - WRITE FOR PRICES

ELGIN & WALTHAM Small size Pocket Watch, new YELLOW Round Case, fitted with R. B. 7-Movements. In Lots of 5, \$2.65 Each. 25% Deposit, Balance C. O. D. Extra for Samples. SEND FOR NEW 1936 CATALOG. PILGRIM WATCH COMPANY, 161 Canal St., New York City.

SLUM For Give-Aways, Oranges, Concessionaires, SPECIAL: Sport Sun Glasses, American Made, Guaranteed, Dozen \$1.60 Also Streetman's Novelties. Cheapest Prices. Write for List. HAMMER BROS. 110 Park Row, New York, N. Y.

TEXAS CENTENNIAL (Continued from page 54) pin game locations featuring merchandise awards will be created thruout the State, and the tourist trade, always receptive to attractive premiums, will be heavy. In addition, dozens of concessions in each of the State's major cities will feature a great variety and quantity of quality merchandise, and preparations are being made by operators, concessioners and supply houses for handling the heaviest volume of business in their history.

LONG ISLAND (Continued from page 39) been finished by this time, has yet to start. Old promenade is down. Renting hasn't been too snappy, tho not extremely bad. As we see it, the morale is a little low there, but didn't a feller named Jimmy Braddock once spring a surprise?

ROCKAWAY BEACH: Playland Park is better looking this year than it has been in several seasons. Has a score of attractive-looking rides. Several of the concessions have been altered to make the park roomier, and the giant Coaster has been dressed up like a bride. . . . Sammy Cohen, pro wrestler, back for life-guard duties. . . . Allen's Palais Danse functioning. . . . Latest vehicular fad hereabouts is motorcycling. . . . Twenty-five cents a shot will be the standard fee for most bathing lockers. . . . Riis Park in okeh shape and Commissioner Moses has said that he would like to turn the spot into a "second Jones Beach." . . . Ed Bregman arrives back within a few days from Dundee Medical School, Scotland, to tackle the concession biz. . . . Cranes going strong at select Boardwalk locations, in many instances replacing pin games. . . . Beer selling lively around Seaside and Steeplechase drinking spots, of which there are almost 100. Dime a throw is the standard rate; no nickel stuff, tho it was thought there would be this year. . . . John Gordon's giant hammer game was blown over by wind recently and it cost him a pretty penny to get it back in shape again.

LONG BEACH: La Cabana, it appears, will be the main hangout of the local big shots. . . . Official American League Bridge Championship tourney slated to take place here on June 19. Event should pep up the community's life quite a bit, bringing in, as it will, many visitors. . . . Auto safety drive in motion. . . . Newsreel people taking shots of local beaches and Tim Grady pushed himself in every take. Says Tim: "I'm the lead in that picture if ever I was." . . . Lou Saltzman, of New York's Cafe Loyale, will concentrate his summer biz between here and Far Rockaway.

ASBURY PARK (Continued from page 39) ated by Asbury Park Amusement Company (Ross and Fountain), doing nice biz, especially with the record temperatures for this time of year hung up here the past few days. Cool lake water gets 'em. Ocean avenue all dressed up, with two new spots opened over Memorial Day by Minna Wetzel and Sam Scheinhorn, and new outdoor terraces for the Monterey and Berkeley-Carteret hotels on the north end. . . . Connie Atkinson's ORK, originally scheduled for Berkeley-Carteret supper club for the summer, will move to the grill in the same spot and cater to terrace and grill customers five nights a week. . . . WCAP, local Monmouth broadcasting company outlet, set for five pickups on WOR-Mutual hookup for the summer. Plans all drawn, according to Burley, local radio czar, for the tieup, with spots to be chosen shortly. Certain Casino will be one, but not officially okehed as yet.

PALISADES, N. J. (Continued from page 39) of publicity and getting plenty space. Anna Halpin still head "man" in office. Sadie Harlis back again, with teddy bears this time—her 16th year in park—and just to show the march of time, this year she's got neon lights. . . . Evelyn Berk here with two palmistry stands and four new readers. . . . Adolph Schwartz's mouse game showing a profit of one mouse already. . . . Anna Steinberger still operating all restaurants and feeling lots better after her recent illness. Harry Sheppard merits the title of busiest guy in park. . . . Tony Ganim back on job and feeling fit. . . . Joe Morris' Dancing Dolls, new attraction in

It's New! 6 1/2 inch Celluloid Carnival Doll Per Gross 9.25 Per Dozen .80 B34N141 Has gaily colored Rosette Fan, Complete with Feather Dress. The upward and downward movement of doll on springs opens and closes fan, making it an outstanding number. The Hat of the Season Per Gross 8.00 Per Doz. 70c Miniature Straw Hat, 6" overall. Has two-color band. Here is the hat that will go to town this year. It's Ready - Our New Catalog No. B126 1100 Pages of The Greatest Values Money Ever Bought Don't Wait-Send A Request Now! State Business You Are Engaged in, As We Do Not Sell Consumers N. SHURE CO. Adams and Wells Sts. CHICAGO

B & N LEADS THE FIELD HERE'S THREE REASONS CHROMIUM SAIL BOATS 6" wide, 9" high. A big flashy boat. Has proved to be a popular seller. Big Carnival item this season. A 50c retailer. Doz. \$1.50-Gr. \$17.00 (Order Direct From This Ad.) SUN GLASSES Adult Size. Packed 12 Dozen to Display Card. Black rimmed Goggles, ideal for summer use. Take advantage of our Special Offer. Only a limited stock available. In Lots of 10 Cards. 60c Per Card 65c Less Than 10 Cards. Per Card (Order Direct From This Ad.) INGRAHAM'S LAPEL WATCH Season's latest, most sensational timepiece. An ideal case in rich French enamel finish. Furnished complete with braided leather lapel cord and genuine leather button to match. Choice of Black, Ivory, Tan, Red, Blue and Gray. In Lots of 6. 98c. Less Than 6, Each \$1.05. (Order Direct From This Ad.) Please include 25% Deposit on all C. O. D. Orders. All Shipments F. O. B. Branches. SEND FOR OUR BIG FREE CATALOG. B & N SALES - Same Day Service CLEVELAND, O.—1444 West 3d St. CHICAGO, ILL.—118 South Wells St. CINCINNATI, O.—1005 Vine St. DETROIT, MICH.—527 Woodward Ave. MILWAUKEE, WIS.—1006 No. 3d St. ST. LOUIS, MO.—112 North Broadway. PITTSBURGH, PA.—967 Liberty Ave. DALLAS, TEX.—1914 Main St. Order From Your Nearest Branch

INTERSTATE NEWS! BUY DIRECT FROM MANUFACTURER GREAT BUY FOR CONCESSIONAIRES, SALES-BOARD OPERATORS, ALL PREMIUM USERS. AUTO RADIO \$12.50 5 R. C. A. Licensed Tubes 6-in. Dynamic Speaker. Fine quality, clear tone, plenty of volume. One-piece dashboard mounting. Easily installed. Full vision illuminated Aero Dial. Can also be used as house radio with 6-volt battery only. Immediate delivery. 10% Deposit—Balance C. O. D. INTERSTATE RADIO CO. 363 SEVENTH AVENUE, NEW YORK CITY

BULBS FOR CONCESSIONAIRES AT PARKS, CARNIVALS, FAIRS 50% OFF STANDARD LIST PRICES FREE! 1 Doz. BULBS With Every \$15.00 Order. We carry a complete line of Bulbs in all colors, shapes and sizes. Immediate delivery guaranteed. Make National your Bulb Headquarters and you will be assured Rock Bottom Prices and Satisfaction. Money order required with orders to assure prompt shipments. ALL BULBS MADE IN U. S. A. NATIONAL BULB CO., Inc., 870 Broadway, New York City

park, off to a neat start. . . . Bingo games doing well. . . . Joe McKee, park construction super, who has been busy getting park in shape, can now be found sitting under any shady tree. . . . Clem White (Madison Square Garden) here again announcing free acts and being plenty help on this. Warm weather on opening day forced park opening week earlier than anticipated. . . . Mardi Gras dance pavilion opened Friday night, May 29, with Frank and Milt Britton's Band. . . . Famous Central Park Casino Bar will open soon, too. . . . It is almost finished now. . . . Just gave a ride pass to the Albanis, our free attraction, who do that aerial act way up there. . . . they've all trotted off for a ride on the scenic for a real thrill. This week-end high-diving championship. . . . Expected to draw big biz. . . . Divers will plunge from one of two radio towers into a tank with

SPECIAL 39c A GROSS No. J66-Bird Warbler. Known as a ventrilo whistle. Imitates the calls, crys and songs of birds. Regular price, 75c a gross. Doz \$7.45 C209-Rayon Silk Tie 5.83 G854-Men's Cotton Hose78 M243-Octagon Shaped Lighters 3.95 J209-Playalls, 7 inch. 8.50 Reproduction Pearl Necklaces 2.85 N297-Clip Combs45 H232-Toothpick Knives, any quantity 1.05 N375-10 Sewing Needles to Package29 N369-20 Sewing Needles to Package58 100 Packages58 Double-Edge Razor Blades, Per 1,000 2.69 S157-22-Year Calendar of 3,000 Fast Sellers.57 FREE: Wholesale Catalog of 3,000 Fast Sellers. Send for a copy today. SPORS CO., 6-36 Erie St. LeCenter, Minn.

five feet of water. . . . Maybe the boss will be in a good mood and let me see it.

OAK BRAND HY-TEX BALLOONS

Five Fast Sellers



STARS AND STRIPES, (2 Designs)
4 and 5-Color Effect,
MERRY-GO-ROUND,
5-Color Effect,
POINSETTIA,
3-Color Effect,
BUTTERFLY,
3-COLOR EFFECT.

At Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF48.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

FOUNTAIN PENS

Western buyers order from us and save time
54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.

Get Our Newly Reduced Price List

STARR PEN CO., Dept. 7
300 W. Adams St., Chicago, Ill.

HAND STOPPERS
\$8.00 per gross.

RAZOR STROPPS, \$4.80 to \$72.00 per Gro.
WALLENBECK MACH. MFG. CO., Sandwich, Ill.

ELGIN-WALTHAM
Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.

H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

2.95

SHOE LACES and FINDINGS

Most staple, best selling items. Beautiful Golden Glow and Artistic Label. Send 25c for sample assortment and prices.

CAPITOL SHOE LACE AND FINDINGS CO.
135 Pitt St., New York, N. Y.

We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

MY MONEY SAYS THAT I HAVE THE BEST LINE OF LOW PRICED PENS! My Pens Write It's All in the Pen Point. Always at the head of the Pen Parade.

BANKER PENS AND BANKER PENCILS.

JAR. KELLEY, the Fountain Pen King.
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

SUN TAN OIL

Marvelous Product. Largest Modernistic Bottle; Beautiful Golden Glow Label; Artistic Label. Golden—Plenty—and Low Priced. Sells 25 cents. Costs you \$1.25 Dozen or \$11.50 Gross. A fast summer money maker. Territories closing fast. Samples, 10c. **DOPKINS COMPANY, 545 5th Ave., New York City.**

Fountain Pens, \$8.00 per gross; Vacuum Fillers, \$12.00 gross; Plunger Fillers, \$18.00 per gross; Combination Pen and Pencil in One, \$15.00 per gross; Stylo Pencil Pencil Pen, \$27.00 per gross; Fountain Pen and Pencil Set, complete with extra point and folding carton, \$18.00 per gross. Large stock either bulk or 12 on a card order shipped same day as received.

NASSAU PEN & PENCIL CORP.
116 Nassau St., New York City, N. Y.

Thank You for Mentioning The Billboard.

PIPES for PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

M. H. GRIFFIN . . . shoots from Sugar Valley, Ga.: "The Ricton show closed a three-day engagement here May 16. Show drew capacity business despite the fact that the farmers are busy right now. Sold out a big candy shipment Saturday night. Manager Ricton reports good business thru-out this entire section. The show, to my mind, makes the best appearance of any small show I have seen in the South. Trucks and trailers are all painted spick and span and the top would be a credit to many a larger show. Among visitors were Eddie Mitchell and wife, who spent a week on the show. Eddie is a former big-time vaude dancer and now has a religious picture which he and his wife have been presenting thru North Carolina recently. They left last Sunday for New York. The Ricton show's program includes good vaude with sound pictures. It was their second appearance here this season. Show goes into Tennessee June 1 for the summer."

CURLY GATES . . . pipping from Winnemucca, Nev.: "Have been out here visiting on my sister's ranch, the Diamond F. Came to Elko for a stock show and found Bert Beadle, Lou Browning, Collar Box Kelly, Slim Gruman and the Roberts brothers. Came in from their 'lead mine' near here and brought plenty of it with them to take orders from the breeders. Weather is plenty hot and business fair. Lots of confab for a while. The boys all left Saturday, Beadle and Browning going to Yellowstone Park, where they have a concession. I will stay at Elko until the fair starts."

FRANK HAITHCOCK'S No. 1 Blue Mountain Show is playing North Carolina and Virginia, under Bob Regan management, to good business. The show moves in five passenger cars, three trailers and a 22-foot semi-trailer. The four-piece orchestra is under the direction of Professor Olson. Outfit is heavily billed and carries 20 people (all white). Frank Haitcock does the lectures when not out working his drug store interests. In his absence Bob Regan takes care of the whole show. Frank, by the way, thinks the suggestion for a separate section in Pipes for the med shows would be a good idea. Let's hear from others on what they think of the idea.

"STILL IN CHICAGO . . . and sure hate to move but am going to look for greener fields soon," tells B. E. (Frenchy) Thibaut. "See where Sam Coe and missus have a new store. More power to them. Expect to see them soon. Hope Mickey Romanelli and Happs Moldenhouser left a little of the long green in Milwaukee, as I am thinking of going up that way in a few days. Here's to a red season for all."

"OPENED MY SATANIC . . . show unit on lot here to good business," cards Doc Tom McNeely, from Greeley, Colo. "Have a real good show this season. Honey (Sceeter) Seaver and wife and daughter are with me for their second year. Bobby (Jazz) Chambers has just joined and with my wife, Mildred, and I we managed to make up a truck, trailer stage, 500 free seats and passenger and house car. We look for a good season."

"IT HAS BEEN . . . a long time since I sent in a pipe," tells Art Wilson, from Waterloo, Ia. "The missus and I are still working sheet. This town is the home of some of the best pitchmen in the game. Have been working around here for a couple of weeks. Well, the fountain pen king and queen have come and gone. Town was billed like a circus. Coupons on the papers, coupons at the homes, on the streets and in fact everywhere. Never saw anything like it in my life. Had heard about Harry Woodruff and his

bride thru *The Billboard*, but never saw them before. Boys, when you meet this team you have met the best. They are clean workers and it looked like they sold most of the natives in town. I talked to the druggist after the sale. He said he had never seen a pen sale like this one. Lasts only a few hours but you can hardly get in the store while it is going on. Even the Better Business Bureau didn't molest them. This town is supposed to be closed, but the Woodruffs sure opened it. I sure take off my hat to these fine people."

DOC DAVIS SHOOTS . . . "Made my first pitch in Lynn, Mass., in 1913, but this is my first pipe. Am not going out this year, as I am operating my two shooting galleries again, one here and one in Prescott. Worked here this spring on med with James Ferdon. Let's hear from some of the oldtimers, such as Hardwick, Tommy Evans, Doc Nelson and Jack Hamilton. If any of the boys drop thru would appreciate their dropping by. Will cut up a j. p. or two. Am trying hard to quit the road, but it's doubtful. Boys, here is one straight from the shoulder. Phoenix has always been good to pitchmen, but a little more flukum, horned nuts and gummy and Phoenix will always be closed to pitchmen. I have become well acquainted with the city fathers here and complaints come in so fast sometimes they almost tear their hair. Don't blame the town, boys. Blame yourself. Ninety per cent of pitchmen I have met in my time are swell, clean workers. It is a shame they have to be made to suffer for a few."

BILL GOFORTH SHOOTS . . . one from Lincoln, Neb.: "L. Chapman, Whitey Allen and I are here for the week, chewing the rag. Just left our good friend Jimmy Watson in a tubercular sanatorium, Sawyer's Bluff, Sioux City, Ia. Would appreciate friends dropping him a line as he will be confined there some time. Would like to see pipes from Frank Libby, Frenchie Del Mar, Herb Johnston and Dave Schoan. We will make Yankton, S. D., June 6-13."

"JUST A LINE . . . pipes Smokey and Marie Norton, from Greenwood. "We are making a few stands in Mississippi on our way to Arkansas. This is a real outfit we are with now and the show is doing a big business. Prof. Frank Clark is our manager. Have four people joining this week, making a total of 10 on the show."

'RAY HERBERS HAS . . . been making towns along the Allegheny River recently to good results. He cards from Oil City, Pa.: "Found Buffalo okeh. Will now follow the Ohio down to Cincinnati and then will make the Great Lakes Expo, which should be in full swing by that time. Expect to be there and in that vicinity for the remainder of the season."

"HAVE BEEN . . . wandering thru Arkansas using high-priced gas, paying 50-cent tolls to cross the creeks and reading 'hurry back' signs," pipes Willie Skeets from Dallas. "No wonder they want you to hurry back. And when you hit Texas doesn't that 12-cent gas sign look good? Dallas is a beehive of activity and does that Centennial look good! Here we see all the big shots, the little shots and the half shots. Among those seen so far are Guy Sullivan and family; the Goldsteins, Irving, Mike, Al and Teddy; Mickey and Manly Sax, Folk and missus, the Allsings, Jimmy Johnson, Sid Wolfe, Harry Horn, Johnny Morris, Lionel Hirsch, Jack Broda, Newman, Rogers, Dufour, Goldberg, Danny the Scale Man and all are busy and have high hopes of a great season. Came thru Memphis during the cotton carnival, where I saw Fido Kerr, Al Sterling, Danny Krasner, Billy Scott, Charlie Peters and plenty more of the boys. Had the pleasure of seeing what I consider one of the

outstanding shows in the country, the Royal American Shows. I sure compliment Doc George M. Reed. He must be a wizard to be able to sell goods that the public knows the price of. I, like many others I know, will not buy for resale any article from any jobber or wholesaler who advertises the price of his items. And now I must sign off with this: Fred (Slizz) Cummings asked me how Martz got the name 'the Soft Shoe Kid.' Well, Ray told me that you can't catch a reindeer with hard shoes on."

A. STRAUSS PIPES . . . from St. Louis: "Just a few words in regard to a recent article by O. O. McIntyre in which he made some reference to pitchmen being on relief. You should correct this fellow. He must have been referring to some of the local 40 millers. Certainly not to trouperers. My attention was called to the article by a clerk in the hotel where I am stopping with my family. I have always made money and don't know the meaning of the word relief. And I am sure there are thousands of other pitchmen who would express the same sentiments were they to run across the article."

C. I. REESE . . . also known as Doc Wilkerson, cards from Paragould, Ark.: "Am working thru this section accompanied by my wife and little girl, whom we found in Fredericktown, Mo., after an 18 months' search." I want to thank all my friends for their assistance in locating her."

"THIS IS TO LET . . . my friends know I am still rolling along," pipes Salem Bedonie, Lincoln, Neb. "Doing about as well as could be expected at this season. Hope to have a jam store at Dallas for the Centennial, about mid-summer. Looks like I will be opening there around August 1. So far since entering Nebraska I will say that it has topped Illinois and Missouri for me. Would like to read 'em from Joe Gar-

IT SELLS PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!

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JOHN F. SULLIVAN
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Fast Service Sully.

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This new sensation comes in all colors. Only tie of its kind on the market. \$1.25 Doz., \$12.00 Gro. Texas Centennial Ties (All Colors), \$1.25 Doz., \$12.00 Gro. Silk Lined Fancy Ties (Assorted Patterns), \$1.00 Doz., \$9.00 Gro. Single Sample Ties, 25c Each, 25c Deposit, Balance C. O. D.

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Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

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Big Profits. Our 135c Emergency Paper Raincoat sells to every man and woman. Every rainy day you clean up; also steady sales to novelty stores, advertising agencies, etc.

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MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

Uncle, Morris Kahntroff and Gene Maxwell. My next pipe will be from South Dakota. Glad to read about A. L. Clark doing well in Dallas. Wish I could pass out pen sets as fast as he can move the socks. More power to him."

DOC MATHERS... in Chicago doing film work, says he would like to read pipes from Elmer Long, E. A. Weidlund and others from the Coast.

OLD BILL ELLIS... scribbles from Indianapolis: "Worked the Jubilee at Poplar Bluffs, Mo., with everyone getting a little. Two boys were there with watches and blades, Jarry Meier, Jam, and myself with sharpeners. We left Monday morning. What a ride—six of us in a coupe with rumble seat. Intend to stay here for the races, then on to Des Moines. Intend to work a few fairs in Minnesota and the Dakotas to build up a winter's b. r. and boy, wasn't last winter a pip."

JACK BURLEY... cards from Detroit: "I am a constant Pipes reader and get a kick out of reading about how the boys cut up jackpots and especially how they buy out strings of hotels and retire from the game. Two years ago I bought a nice little beer garden here and quit the road. One consolation is that my beer and cakes come regularly. No one getting a dime here. Madam Ross recently blew the town. Couldn't scratch. Lots open for pitch but can't get a penny. So Chicago has nothing on this town. Conditions for pitchmen here are simply no good."

"WONDER WHAT HAS... become of those whistling demonstrators, especially Maxwell Schwartz, whom I haven't heard from in more than 10 years," writes Samuel Dressler, Brooklyn. "Schwartz, a professional vaudeville whistler, left the stage to become an ace demonstrator of the E-Z-Flute. I, too, was a successful whistle demonstrator but on account of my age now remain at home. Would appreciate visits from any of the whistle boys who happen into my vicinity. I can always be reached thru the Letter List. If I could find Maxwell Schwartz I would make a sterling silver flute for him."

DOC FRANK G. KREIS... now lecturing and doing office work for the N. C. O'Ban Variety Show, pipes from Keene, N. H.: "This is a new and beautiful outfit. Show moves on a large truck, with Packard and Oldsmobile passenger cars and a large covered wagon for office work. Color scheme is orange and black. Personnel has: N. C. O'Ban, owner and manager; Arthur Nute, assistant manager; George (Musical) Sims, producing blackface comedian; William Turner, handcut and escape artist; Harry McKeavey, piano; Jack and Gilda Rich, song and dance team; Helen I. Rex, the Pennsylvania Dutch Girl, and Charles DeGagney and myself. The outfit is a credit to the medicine show business."

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest and most elaborate flashes I have ever seen worked with med single-O is owned by Edward B. Graham, one of the best known and keenest workers in his branch of Pitchdom.

Graham's flash is built on an auto chassis and serves as a house-car, office and pitch platform. The rear end of the car, which resembles one of the brightest Pullmans, has a brass-railed platform to which is attached beautifully embellished pictures in half-tones, along with the latest type druggists' vials showing the different ingredients used in the medicine sold by Graham. Testimonials and recommendations in glass-covered frames are attached to every available space on the exterior. On the roof of the car is one of the most costly and well-arranged public-address systems, while a well-kept awning extends out approximately 10 feet to keep listeners in the shade.

When not working, a few switches to the interior transform the atmosphere of a busy metropolitan M. D.'s office to a modern and comfy living quarters.

Graham has been in the Portals of Pitchdom for the past 22 years. He left the old home town of Knoxville with the Old Ben Wallace show working for Harry Miller in the privilege car.

Graham stayed with the outfit during the summer months, switching to the sheet in the winter. About 10 years of taking sub-landed Ed out in Frisco and after watching some of those high-powered med workers out in that neck of the woods collecting with the tonic Graham decided that he was in the med game and soon after made his first pitch on Howard street in the Golden Gate city. He stayed out on the Coast promoting the Golden West Medicine Company and had as many as 10 units operating at one time. The crash in '29 changed the situation for Ed. The bank closed with the roll and he built his latest car, rolling east, and has been working in and around Atlanta for the past five years.

Graham carries his missus and son, Ed Jr., 3 years old, with him the year round. Graham is 52 years old and a member of the Masons and Eagles.

Weather here has been bad and crowds small, but with a change in weather the outfit should move along in grand style. Sanford, Me., is our next stop."

"TOOK DOWN WITH... the old-fashioned flu May 4 and had quite a siege of it," pipes Doc George M. Reed from Youngstown, O. "Am on the mend now but unable to work as yet. Mrs. Reed has not been feeling any too well either. My son, Elliott, fell off the roof of his home May 19 and suffered a compound fracture of the foot and fracture of the leg. Elliott would like to hear from Shorty McDonald, Jimmie Reed and others who know him. He can be reached thru the General Products Laboratories, 137 E. Spring street, Columbus. Had the pleasure of meeting two of the finest demonstrators, I have ever met recently, Johnnie Lewis and Fred Miller. The boys were working something different, putting the Lord's Prayer on a penny. They are neat, clean workers and getting the money. They are pleasant and sociable and treat brother demonstrators fairly. They should go far in the game. Tom Kennedy is back in a chain store here with knife sharpeners. He sure was playing a tune on the old cash register. Saw him May 23. He was in the same store for five weeks in February and March with gummy. Yes, it pays to work clean. Just had a letter from Jay Hobson, of the General Products Laboratories, telling me that F. L. (Fergy) Ferguson, of that firm, is all smiles these days as his daughter at Jamestown, N. Y., has given birth to twins. Fergy took a plane over to see them. If the twins take after their grandpa they will sure turn out to be 'swell people.' Had a letter from H. T. Maloney, who for 12 years was secretary of the old Devore Manufacturing Company. Ted is now in the jobbing and manufacturing business and writes he is doing fine. Wonder where Frank Libby is, also Bert Hull. Hear Red O'Brien has quit the pitch game and settled down in New York State somewhere. How about it, Red? Shoot in a pipe and tell us the latest. I'm in favor of keeping the old Pipes columns as they are—medicine men and all together. After all we are all pitchmen. Why separate the med men? One for all and all for one on the same page."

"MANY FRIENDS OF... the veteran pitchman John L. McCloskey, of Albany, N. Y., will be sorry to learn of the death of his wife May 23," writes Doc George M. Reed, Youngstown, O. "Mrs. McCloskey was well known to many oldtime pitchmen and pitch women. She traveled everywhere with John more than 20 years ago. Mary, as she was known to all road people, was over 65, and for the past 15 years had not been in good health. It would be nice if the following pitchmen would drop John a line: Arthur O'Day, George A. Grooms, Harry Belty, Ray Pierce, Billy Holcomb and other oldtimers who know him. (Address: 13 Van Woert street). We are all drawing near that 'final pitch' and a word of comfort and sympathy sure helps."

WPA Circus to Play Outdoors

NEW YORK, May 30.—After operating successfully in armories, auditoriums, hospitals and other available spots since October, New York's WPA Circus, wing of Federal Theater Project, goes canvas beginning June 16. Opening will be in Brooklyn or Long Island, with Staten Island a possibility. Outfit will play five-day stands, Tuesday thru Saturday, for a total of six performances, extra one being a Saturday matinee, all other evenings.

Show will be given beneath a 100-foot round top with two 30s and a 40, and padroom will be 60 feet round with a 20-foot middle piece. Grand-stand reserves will be 10-high seating 800, blues seating 1,300, with 40 cents for reserves and 15 and 25 cents for blues, lowest-priced ducat being for children. Performance in two rings and a stage. Band, 36 pieces (largest circus band unit in the country), will play on a grand-stand tier. Billing calls for 1,000 window cards, 25,000 heralds and 100 one-sheets. To meet the competition of 10-cent filmers, project will distribute 100,000 tickets good for admish on payments of a dime. There will be one ticket man at main entrance.

Show drew 15,000 admissions when it played for three days at 106th Infantry Armory in Brooklyn last month, considered phenomenal. Walter Diggs is project supervisor, working under Frank Merlino.

Peru Sunday Show Draws

PERU, Ind., May 30.—One of largest matinee crowds ever to attend a performance at winter quarters here was on hand past Sunday. Was under auspices of American Legion, who tilted regular admission prices to zoo and who had several concessions on grounds. Much credit is due for success of day to J. Lyman Keyes.

Regular circus acts at Sunday shows saw Cheerful Gardner working bulls; Bessie Hiser, horses, ponies and dogs; James McLeod, whipcracker. John Helliott still limping from effects of being bitten and clawed by bear. Helliott, since release from city hospital, has been breaking in Clawson, Sultan, Lena and Fasha, year-old lion cubs, and for first time were worked publicly. Several bulldups were Mr. and Mrs. Ralph Du

SPIN-A-BELL advertisement featuring a bell-shaped toy and text: "Pat. Pend. FASTEST SELLING NOVELTY SENSATION IN YEARS. PITCHMEN, Demonstrators Etc., CLEAN UP NOW! Sizzling Speed! Swinging Sound! SPIN-A-BELL spins, whirls, spins, 'sleeps'! It is a riot of dazzling action. It sings a bell-like song while it works! You'll draw the crowds and hold them with a simple, fascinating demonstration with this new and wild seller. Youngsters cry for it! Grown-ups buy it! It's entertaining, exciting, thrilling. Will make the sensational sales record of all other action toys look like sales on a flop item. Here's the big chance for wide-awake pitchmen, demonstrators, etc., to climb the profit heights. Your price for Spin-A-Bells like hot cakes everywhere. Tremendous profits. Order today! To prove to yourself that you can make more money, quicker, with this new, fast-selling sensation, take advantage of the Special Trial Offer. If you're not rushing your order for several gross 12 hours later, you'll never make any money. If you're smart you'll get the jump on the rest by stocking up now. Full directions and attractive display are included in each box. Don't Wait! Get the Dough While the Getting's Good. It's Extra Good Now With Spin-A-Bell. 25¢ Deposit on All Orders for 1 Gross or More, Balance C. O. D. Goody Manufacturing Co. 15 E. 22nd St., Dept. B, New York, N. Y."

MAKE MONEY AT HOME RUBBER MOLDS advertisement featuring a woman and text: "Start big profit business at home. Make your own flexible molds with amazing So-Lo Go-Ma Molding Rubber. Turn out hundreds reproductions, ornaments, ash trays, medals, book ends, etc. in plaster, concrete, artificial marble. Costs you little as 3c each, sell for up to \$1.00 to friends, stores, by mail. Easy, quick—experience unnecessary. We supply all materials and instructions. Write today for FREE SAMPLE and Plan. SO-LO GO-MA MOLD CO. Dept. A-43, CINCINNATI, O."

MEDICINE MEN advertisement featuring text: "PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE. NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO."

Valle, working trained goats, dogs, etc. Flying Lesters, aerialists, stole the show. Troupe was joined here by Ray Hendricks. Crowd kept in uproar by clowning and comedy casting and catches of Al K. (Ma) Green and by Ralph Du Valle and Lester Thomas. Joeys were Jess King, clown cop, working come-in; Johnny Bessignano, Frank Conwell and Dee Tonquette.

Thru courtesy of Manager Tucker, of Al G. Hodge Shows, Ferris Wheel and Carousel were set up adjoining grand stand. Louis Benadone, former circus steward, had big cookhouse up and did good biz. Was assisted by Mrs. Benadone and Andrew Brenkle.

Miss Jessie King, at steam calliope, was assisted during waits by American Legion and WPA bands.

RING WORKERS advertisement featuring an image of a ring and text: "Our No. 58 is truly in a class by itself, and still the best selling White Stone eraser shown. Rhodium finish, three tiny sets, also gold finish. \$2.00 Sample Line will bring you 20 new styles. We carry the most complete line of Rings and Novelty Jewelry. HARRY PAKULA & CO. Five North Wabash Avenue, CHICAGO."

PEN and PENCIL SETS advertisement featuring an image of a pen and text: "Don't buy anything in the pen line until you get our high quality, low price list of bargains. Write today. GRODIN PEN CO., 396 Broadway, New York, N. Y."

RED HOT NUMBERS CARTOON BOOKS, 16 p., \$1.25 per 100; \$10.00 M POSTCARDS, Spots, Finish, etc., \$.50 per 100 Comic Cards, Comics and Others, 35 per 100 Comic Col. Back Mirrors, 12 Kinds, 2.25 per 100 SHIMMIE DANGERS, Hot Subjects, 2.00 per 100 FEET SHOW AT NUBIST COLONY, 2.00 per 100 PEEP CARDS, Bed Stories, 2.00 per 100 Order from above, or 25c for 10 Samples. T. R. PAYNE, 25 Cardinal Place, New York.

AL-JO advertisement featuring text: "The AL-JO COMPANY 710 SIXTH AVE., NEWYORK, N. Y. NEW for AGENTS and DEMONSTRATORS THE AL-JO IS HAILED AS THE FASTEST MONEY-MAKER IN YEARS! Sensational new patented Tie-Form. Makes natural, permanent knot. Made for Big Profits. Plushest, easiest demonstrating item in years. Sells on sight. Order sample carton today. 3 Dozen Al-Jos to carton with Free Tie, \$2.25 per carton. Or about 10c for Sample Al-Jo on attractive self-selling card. You'll clean up with Al-Jo. Ties with Al-Jo inserted, \$2.50 Dozen. Sample Al-Jo Tie, 25c. 1/3 Deposit. Balance C. O. D."

DENNERT AND KNEPP EXPOSITION, Inc.

Wants Loop-O-Plane, Loop the Loop, Kiddie Autos, Pony Rides. Can place Shows of Merit that don't conflict; Illusion, Monkeydrome, Snake Farm, Grind Shows with or without outfits.

CAN PLACE A FEW LEGITIMATE CONCESSIONS.

Can place Freaks for Side Show, also Ossified Man. Fair season starts in August at Berryville, Va. Fair Secretaries in N. C., we have couple open dates. Alexandria, Va., week June 15th—V. F. W. Celebration, Hagerstown, Md., Joint Pa. and Md. Firemen's State Convention, week June 22. Annapolis, Md., Mardi Gras and Anniversary Celebration, week June 29. Frederick, Md., next week. Fredericksburg, Va., this week.

COL. J. F. DENNERT, General Manager.

HAPPYLAND SHOWS, Inc.

Get with a show that has flash, a wonderful reputation for fair dealing and dates contracted where you can make money.

Will book Shows of merit with or without outfits. Strong Single Pit Attractions; outfits furnished. Capt. R. V. Ritz wants two Lions for Fighting Act. Will furnish transportation for long season and pay salary or percentage. Ray Tahash wants Grinders and Working Acts for Pit Show, also Man and Wife to take complete charge of Up-Side-Down Show.

Our entire season is booked at the best Celebrations and Fairs in the State of Michigan.

Can place a few legitimate Concessions. Will book or buy Caterpillar or small Ride-o. Complete route furnished to interested parties.

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AUSPICES: ROOSEVELT ROAD BUSINESS MEN'S ASSOCIATION AND LAWNDALE BETTER HOMES COMMITTEE.

11 — DAYS — 11 — COMMENCING JUNE 18th
EVERY DAY A SPECIAL DAY.

CAN PLACE RIDES * SHOWS * AND CONCESSIONS.
GET IN LINE * IT'S A RED ONE.

(Concessions will all be on Roosevelt Road.)

Write, Wire or Phone: McGRAIL & LEVITON, 3216 Roosevelt Road.
Phone: Kedzie 0030.

Gruberg's World's Exposition Shows Want

SHOWS, RIDES AND CONCESSIONS. BETHLEHEM, PA., WEEK JUNE 8; POTTSVILLE, PA., WEEK JUNE 15. LOCATION HEART OF CITY ON 12TH STREET. FIRST CARNIVAL IN THE CITY OF POTTSVILLE IN TEN YEARS.

WANTED—Motor Drome, Monkey Circus or Speedway (Lofstrom and St. Eloi please wire), Magician, Mind Reader and Lecturer for Illusion Show, Plant, Show Performers and Musicians. RIDES—Kiddie Chair-o-Plane, 7-car Tilt-a-Whirl. CONCESSIONS come on, all open, no exclusive. E. B. BRADEN, Concession Manager. Jim Braden wants to hear from Concession Agents. Jimmy and Bob come on. Free Act wanted to join immediately for long season. Must be high and sensational. Write or wire

GRUBERG'S WORLD'S EXPOSITION SHOWS, Freeland, Pa. This Week

KAUS SHOWS, Inc.

WANT for long season: Tilt-a-Whirl, Scooter and Loop the Loop, U-Drive-It-Cars, Pony Truck or any ride that does not conflict. Shows of all kind—outfits to capable showmen. Bill Riche wants Girl and Men Riders for Motordrome. Arcade, Legitimate Concessions. L. H. Harrell wants Acts for 10-in-1. Talkers Wanted for Shows. Ride Help in all departments wanted. Alex Fuller, of Albany, write like.

Address KAUS SHOWS, INC., this week, Dunmore, Pa.; next week, Dickson City, Pa.

AMERICAN LEGION CARNIVAL EATON, OHIO JULY 3, 4 and 5

WANT RIDES, SHOWS and CONCESSIONS

Everything open except Drinks. Spending \$1,000.00 for advertising; Radio, Newspaper and Billboards. Free attraction featuring radio celebrity, Horse Racing, Fireworks, Shirley Temple Contest, Bathing Beauty Contest, three big Door Prizes. Last American Legion Carnival I handled here made money for everyone. Showed to more than 50,000 people. You'll make money here this year or no pay. All address DOC HOWARD, care The Billboard, Cincinnati, O.

ART-LEWIS-SHOWS, Inc.

12 RIDES—3 FREE ACTS—2 GALLIOPES
HAVE 10 WEEKS OF REAL FAIRS, STARTING AUGUST 3

CONCESSIONS—Legitimate Grind Shows only, Photo Gallery, Pitch-Tilt-You-Win, etc. SHOWS—Anything that don't conflict, prefer Fun on Farm, Crazy House, Midgets. Will finance capable people only. Jack Kelly Wants Acts for Big Circus Side Show. Everybody wire or write

ART LEWIS, Worcester, Mass. Webster Square Grounds, June 1-6.

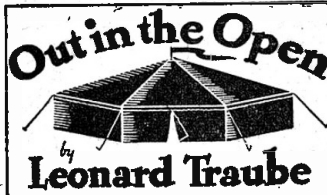
KENORA, ONT., CANADA, OLD BOYS' REUNION

Largest Celebration in Canada.

Seven Big Days—Saturday, July 4, to Saturday, July 11.

Can place Shows, Rides and Legitimate 'Concessions' of all kinds with your own outfits. Pay your own wires.

Address M.-M. WEBB, Post Office, Kenora, Ont., Canada.



The Trade Talks

YOUR correspondent's excursion into the realm of midway games and the evils thereof, printed in the issue of May 28 under the title of *Purging Midway Magic*, has drawn some interesting replies.

Says Joe Hughes, staff man of George A. Hamid, Inc., booking office:

"After reading your column I am satisfied that the concession question is still an unsolved problem. At meeting after meeting I have heard fair men debate, or should I say discuss, cleaning up their midways. Everywhere, everyone seemed to be of the same mind—that they want only legitimate concessions. Therefore, without ever having heard anyone uphold off-color concessions, how can the subject be debated?"

"Now I ask you, with everyone in favor of clean concessions, why can't all managers honestly co-operate and give the public a 100 per cent even break and at the same time satisfy fair boards and protect struggling legitimate concession operators who are fighting against odds?"

"The writer is not against anything that will satisfy and make money. I do know from experience that merchandise concessions were most popular, made real money, added pep and life to every midway. This profitable business changed or was killed when operators misused controlled devices.

"Lost confidence can easily be restored with legitimate concessions only. I say only because the two kinds of concessions can not mix, no more than oil and water can. Midways must either be racket or legitimate; if half and half, the legit operators act as props for the racket or add atmosphere, and they, the legits, must take it on the chin every time.

"Personally I believe that with legitimate concessions, public confidence will be quickly restored and that this profitable enterprise will come back and not only prosper but flourish as it should at all still dates and fairs in every part of Canada and the United States."

WE NOW hear from B. H. Patrick, manager of *The Billboard's* Philadelphia office.

"You surely hit the nail on the head with a bang. They are my sentiments exactly, and have been for many years. We have just been going thru a hectic time here with carnivals, after a shutout of four years, and now the clamps are on again.

"The political shakedown artists have been taking a toll from the carnivals. All the shows were crazy to get in here. Now they are tickled to death to get out. I am advising all the carnival managers to read your column containing the article.

"Congratulations again for the stand you have taken. I blame the politicians for the shakedown, and I also blame the carnival managers for standing for the shake. Now that they all have a gate, there is no reason for them to cater to the concessions which do not behave themselves."

ON THE agricultural fair side, there is representation from A. W. Lombard, secretary-treasurer Massachusetts Agricultural Fairs Association, who writes:

"The article on *Purging Midway Magic* interested me very much. The problem, it seems to me, is one which involves the fair management as well as the concessioner. Both are equally responsible for the kind and type of games which are operated on the fairgrounds and they should co-operate to eliminate any objectionable and unfair practices. A good clean midway is an asset to any fair and should return reasonable profits to both the fair and the concession operator."

THE carnival slant is furnished by Art Lewis, general manager of Art Lewis Shows, as follows:

"I read *Purging Midway Magic* and enjoyed it all the way thru. Your column was splendid and you hit the nail on the head. I have read numerous

other articles on the same issue and none half compare with yours. (Thanks, Mr. Lewis.)

"Inasmuch as times have changed, I might suggest a few things. Years ago, for instance, a show would carry a dozen or 15 wheels run by various individuals during the still-date season. All of them found it hard to pay their privilege, and naturally would take their best shot with these games to meet their obligations.

"I believe that is a thing of the past now. A fair-sized carnival carries or should carry only six or seven wheels that are well flashed with up-to-date merchandise. The carnival should operate these out of the office or rent them out to a reliable concession operator. In this way one man will be responsible for all the evils which may occur while operating these concessions. The carnival manager could then devote his time to watching his rides, shows and gate and everybody will be able to make a decent living."



BALL JOINT Auto Trailer Coupler \$1.95 (Rocky Mt. States West, \$2.25, Postpaid) Adjustable Bumper Hitch \$1.35 This hitch can be put on, taken off, or adjusted to different positions with a wrench. Postpaid, \$1.85, without Ball (Rocky Mt. States West, \$1.50.) Write for Catalog or Trailer Hardware and Camping Trailers. ZAGELMEYER AUTO CAMP CO., 766 S. Henry Street, Bay City, Mich.

O. J. Beaty WANTS

For the Coal Fields of Kentucky and Virginia, Mines all working, no depression. Auto Kiddie Ride, Girl Show, Concessions. Will book any show that has own outfit. Art Doggett, Bob White and others come on. Largest Fourth July Celebration in State. Wheelwright, Ky., this week.

Volunteer State Shows

WANTED

June 29th to July 4th; September 7th to September 12th

SHOWS—RIDES—ACTS—STANDS

AMERICAN LEGION FAIR ASS'N.
TUSCUMBIA, ALA.
In Muscle Shoals

DOC HOWARD

Will promote any kind of Indoor or Outdoor Show or Celebration. Flat rate, or percentage. Can furnish Acts for Entertainments of all kind. Address care The Billboard, Cincinnati, O.

Send for Descriptive and Pictorial Folder of The New Mechanical

DONKEY BALL GAME

A Ball-Throwing Game for Parks, Beaches, Carnivals, Etc. — A Crowd Stopper and a Money Maker.
A. W. MILLARD,
2894 W. 8th St., CONEY ISLAND, N. Y.

WANTED QUICK MUSICIANS

Two Cornets, Trombone, Bass, Calliope Player for Society Circus. Wire
NORMAN HANLEY
Meredosa, Ill.

L. J. HETH SHOWS WANT

LOOP-O-PLANE
PRINCETON, IND., THIS WEEK.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

KUHN CIRCUS WANTS

ENLARGING BIG SHOW want to hear from people in all departments. Acts doing two or more numbers, Youthful Aerial Girls with appearance and wardrobe, Family Troupes, act strong enough to feature, Clowns, Banquet and Menage Act with own stock and transportation. Will buy or lease Elephant. Want Organized Side Show with or without outfit. FOR THE ADVANCE—Sober Billposters, Lithographers that know who can cut it. Write or wire quick, stating lowest, and if wire pay your own. Advance Address "DUD" LAWRENCE, all others KUHN CIRCUS, care Billboard, Chicago.

FOR SALE

Trained Animal Acts and Ponies

Now with Eddy Brothers' Circus, spotted High School and Dancing Horse, Col Mack; seven pretty Ponies, Three Pony Act, Two Riding Collies, Riding Baboon, Two Trained Dogs, and a Banquet and Covered Chevy Truck for same. Bargain if sold immediately.

AL F. WHEELER,

As per routes: June 3, Brandon; 4, Bristol; 5, Vergennes; 8, Burlington; all Vermont.

Great Olympic Shows

WANTED WANTED

FERRIS WHEEL, MERRY-GO-ROUND, WHIP Foreman and Second Man, Side Help in all departments. WANT Experienced Builder. WANT GRIND AND BALD SHOWS WITH OWN OUTFITS. CONCESSIONS THAT OPERATE FOR STOOK ONLY. Gus Katz, inner. WANT SHOWS. BOSTON WANTS SLUM SKILLO AGENTS. NOTHING ELSE. OHLANDI WANTS BALL GAME AGENTS. SHELMAN SET JOHN YORKERS. Have long string of bona-fide fairs in Illinois, Tennessee and Mississippi. WILL BOOK Tilt-a-Whirl or Dual Planes. Fairfield Ill., next week.

PALMIST

For Long Season GREAT LAKES EXPOSITION. Must be good reader. No Gypsies. MADAM CLEO and MISSOURI write.

PAUL R. TREXLER,

1866 Lamson Road, Cleveland, O.

WANTED

HAM and BACON, and GROCERY WHEELS. BINGO and DEKORATORS. This is the first one since the war.

AMERICAN LEGION BONUS CELEBRATION

IT IS A RED ONE. COME ON. Louisburg, N. C. 12 Big Free Acts Booked.

WANTED CARNIVAL

For Big Celebration, EDINA, MO., JULY 2 TO 4. WANT good Carnival, but not too large. Prospects fine. Licenses fixed.

A. L. BERT,

American Legion Post 261, Edina, Mo.

ATTENTION

American Legion, V. F. W., Fire Companies, Celebrations and other Auxiliaries. We can furnish you complete outfits—Rides, Concessions and other features, on a rental or percentage basis. Write for full particulars.

JERE SHAW

405 Real Estate Trust Bldg., Philadelphia, Pa.

Joe B. Webb Circus WANTS

Ground Acts, Clowns, Wild West Musicians, Bob Stenius wants hustling Butchers. Wire and come on, as per route in The Billboard. Dates: June 8; Viboux; 4; Circle; 5; Jordan; 6; Winnett; 7; all Montana.

MINER'S MODEL SHOWS

WANT Shows—Loop-O-Plane, Flat Ride—Merry-Go-Round, Corn Game, Custard. All kinds of Ball Games and Concessions. This week Trenton, Pa.; week June 8, Slaton, Pa.; week June 15, Amber, Pa. Address R. H. MINER, as per route.

CAN PLACE CAPABLE SHOW PEOPLE

Who want to make money, also Concession Agents. Open to book Concessions and Shows with own outfits that don't conflict. Also will book one more Ride. Have five Secretaries and Committees, am open for a few more dates. Wire or phone. W. E. WEST MOTORIZED SHOWS, Burlington, Kan., all week.

JULY 4th CELEBRATION

BENEFIT SALVATION ARMY AT MARYVILLE, TENN. Want Small Rides, Plant, and Clean Concessions. Write A. L. BUTCHER, Manager.

COALPORT FIRE CO., NO. 1

Will hold Celebration and Old Home Week, June 8th to July 4th, inclusive. Something doing every day. Wanted a Carnival. Contact RAYMOND BRANIFF, Sec'y, Celebration Committee, Coalport, Pa. Phone 3R21.

GEORGIA ATTRACTIONS

WANT FOR MOTHER'S COMMUNITY FAIR, Lawrence, S. C., June 8-13 and Balance of Season. Merry-Go-Round, Kiddie Ride, Concessions. No profit. Free Act with Concession. Furl Shibles wants Musicians and Performers. This week, Woodruff, S. C.

Dallas Midway Is About Ready

Roper will handle official opening, Garner to visit with President on June 13

DALLAS, May 30.—The long-delayed wet season arrived last Saturday and for six days showers soaked this area. Beautiful landscaping of Texas Centennial Exposition grounds was favorably affected, but work on building exteriors was somewhat delayed. However, construction department announced they were far enough advanced not to suffer from the delay.

Midway is practically completed, work in that section being chiefly on dressing interiors and placing attractions. Centennial officials congratulated the amusement men on their speed and performance in erecting an amusement center in record time.

Productions in Rehearsal

Opening-day program has been changed. Instead of Vice-President Garner handling opening day as representative of President Roosevelt, Secretary of State Roper was substituted. Vice-President will make his appearance with President Roosevelt on June 13, definitely set as Presidential Day and confirmed by the White House.

Ernie Young's Revue, contracted for the Streets of All Nations, will arrive several days prior to opening and will be ready for the stage upon arrival, company now being in rehearsal in Chicago.

Cavalcade of Texas, with cast of 500, has been rehearsing on the set since last Sunday, scheduled for two shows a night with no matinees. Acting cast will pantomime parts and voices will come over a loud-speaking system from a booth hidden in scenery. Neely Edwards and wife, Marguerite Snow, arrived from Hollywood on Monday, to be featured players in The Drunkard Company on Texas Queen Showboat, a Stanley Graham attraction.

Speed on Attractions

Terry Turner, publicity man for Warden Lawes' Crime Prevention Show, a Dufour & Rogers attraction, and Hamilton Thompson, Warden Lawes' personal representative, are on the scene. Warden Lawes is scheduled to arrive latter part of June.

Old Globe Theater, undergoing finishing touches under Major Keating, is sponsored by Shakespearean Club of Dallas and will have its premiere for press and sponsors next Friday, company to arrive on Tuesday from California.

Streets of Paris and Streets of All Nations are ready for patrons. These two villages created more talk among midway men than any other attractions on the grounds, because of speed in which they were erected, both having started construction on May 4.

TWO GOOD WEEKS FOR CARNIVAL

WANTED—Good-sized Carnival for American Legion Celebration at Beaver Dam, July 1, 2, 3, 4, 5. Address Wm. Lawrence, Beaver Dam, Wis., and also for Winnebago-land Rodco and Race Meet at Oshkosh, Wis., on July 8, 9, 10, 11, 12. Address TAYLOR C. BROWN, Oshkosh, Wis. Forty-five mile jump from Beaver Dam to Oshkosh.

EDDY BROS. WANTS

Circus Trumpet, Trombones, Feature Acts with Three or More People, especially Ground Act. No acts are too good for this show, if your price is low. Boss Hostler for ring stock, Working Men all departments. Full particulars in first and lowest salary. Bristol, 4; Vergennes, 5; Burlington, 6; St. Albans, 8; all Vermont.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS MILLARD & BULSTERBAUM 2894 W. 8 ST. CONEY ISLAND, N. Y.

HILDERBRAND'S UNITED SHOWS

"THE SILVER FLEET ON WHEELS"

Will book two outstanding shows to feature. Will furnish outfits and help finance same. Will book Tilt-a-Whirl or any Flat Ride that does not conflict. At present we are carrying twelve shows, eight rides and two big Free Acts. Have best fairs and celebrations in the Northwest booked. Everybody wire or write as per route: North Bend, Ore. (Bridge Celebration), June 1 to 7; Eugene, Ore., June 9 to 13; Astoria, Ore., June 15 to 20; Raymond, Wash., Fourth of July.

Season ends December 1 at Long Beach, Calif., at Industrial Celebration.

10 FAIRS - WALLACE BROS. SHOWS - 10 FAIRS

—WANT CORN GAME EXCLUSIVE—

Can place Fish Pond, Bowling Alley, Pitch-Till-You-Win, Bumper, Cigarette Gallery, Candy Floss, Ball Games, Blower, Frozen Custard or any 10-Cent Grind Concession. No Wheels. No Skillo. Want small Motordrome, Mechanical City, Monkey Circus, Outlaw Show, Acts for 10-in-1, Musician and Performer for Minstrel Show, Salary and Percentage, Ride Help on all Rides. Bingo Randolf wants Agent for Coupon Store. Address E. E. FARROW, Peru, Ill., this week; Bloomington, Ill., June 8-13.

CONKLIN SHOWS

Can place for Carman, Man., Exhibition June 30-July 1 and 2 and balance of season; Independent Show, Rides and Concessions. O. F. Friend can place real Side Show Acts, long season. Geo. Vokak, Jack Huber, "Cleve" Seal Boy, Joe Allen, "Corkscrew" Man for Second Opening, Red Munson, come on. All winter's work assured above people. Address J. W. CONKLIN, North Sudbury, Ont., Canada, June 8-13.

WANTED

ACTS, CONCESSIONS, SHOWS, FERRIS WHEEL, FOR MERCHANTS & MANUFACTURERS EXPOSITION WITH NATIONAL HOME SHOW, OWENSBORO, KY., WEEK JUNE 15. Building and Oil Boom at top. Tie up with nine counties. Under Good Fellows Club, Write Organization of KENTUCKY EXPOSITION CO.

SMALL & BULLOCK WANT

Experienced Ride Help that can Drive Truck and Trailers. Must be sober and reliable. Salary sure, no brass. Can also place Electrician that can Drive Truck. Few more Legitimate Concessions. Photo Gallery, Penny Pitch, Pitch-Till-You-Win, American Palmist, Snow Ice. We carry no racket and have no pay gate. Montcalm, W. Va., week of June 1.

AL G. HODGE SHOWS, INC.

WANT for Gary, Ind., week June 1 and thereafter; Shows of merit with or without outfits, Concessions of all kinds, Long-Range Lead Galleries. We own eight Rides, eight Shows. Celebration and Fair Secretaries, we have few open dates. All address AL G. HODGE SHOWS, INC., Gary, Ind., this week.

POP CORN

Festival Brand Special White TenderKorn, \$5.50 Par 100 lb. Sack. F. O. B. K. C., Mo. Cash With Order.

BAGNALL COMPANY

STATION A, KANSAS CITY, MO.

SOBER, RELIABLE EXPERIENCED

RIDE HELP WANTED. L. J. HETH SHOWS Princeton, Ind.

CONCESSIONS, SHOWS, RIDES

For the Westmoreland County Firemen's Convention and Jubilee Week Celebration, Irwin, Pa., June 10th to 20th, in the heart of the city on the city park playgrounds. Special features and parades daily. Everyone that knows me, knows there is moneey in my spots. I have more to follow this, so come on, must be sober, reliable, able to set up and tear down. Have a few tops and fronts. What have you? Five Rides and some Shows already booked. Address SAM BURGDORF, Director, City Hall, Irwin, Pa.

GERARD SHOWS 20 Weeks in N.Y. C.

MERRY-GO-ROUND FOREMAN WANTED. Must be sober, reliable, able to set up and tear down. FOR SALE—Allan-Herschell Merry-Go-Round. WILL BOOK Two-About Merry-Go-Round. WILL BUY FOR CASH Smith & Smith Chairplane. CHARLES GERARD, Room 611 1545 Broadway, New York City

VETERANS BONUS CELEBRATION AND EXPOSITION

IN DOWNTOWN ASHTABULA, O. WEEK STARTING JUNE 15. WANTED—Ball Games, Photo Gallery, Cigarette Gallery, Penny Arcade, Merchandise Wheels and others. WILL BOOK all Shows except Athletic and Girl Show. Have them booked. Ferris Wheel, Loop-o-Plane and one Kiddie Ride wanted. Other Rides all booked. High Dive or other Free Acts. Communicate ED WEYERS, Veterans of Foreign Wars Headquarters, Ashtabula, O.

WANTED

RIDES, SHOWS AND FREE ACTS 4th July Celebration. Write CHAMBER OF COMMERCE, Oberlin, Kan.

WANTED --- CARNIVAL

Near 200,000 People. U. S. Route 6 Near Moline, Ill. W. J. PARSONS, Cor. Sec'y., Silvis Fire Dept. SILVIS, ILL.

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

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

OVERCOATS IN JUNE?

Coin-machine operators have pulled the independent retail merchant out of a bad rut by opening up an avenue of new and non-conflicting profits, for which merchants up and down the land are grateful. It's entirely possible, however, that the location owner can teach the operator a thing or two about his business.

Pollyanna, the glad girl of questionable literary fame in the mushy era that preceded the World War, told the world that every misfortune has its compensations. With all her over-developed optimism, the girl must have known something about what she was saying.

Take the case of the depression. If you're sick of the word, call it a "lag in the business cycle," as did economists who could be impersonal about it because they were not in business. Whatever you choose to call it, consider it. With all its calamitous results, industrial leaders generally concede that it taught the American business man how to merchandise his wares.

Back in the days of easy money a storekeeper didn't have to know much about merchandising. There was enough money floating around so that he could show a profit in spite of his lack of business ability. When the dark days came a good many men woke up to the painful fact that they had been making money as a result of sheer luck. They found out that they had to do things the right way, squeezing every penny of profit from every possible angle and stopping up every tiny leak.

One of the first things the merchant learned was that dead merchandise was much worse than no merchandise at all. It represented dollars that were not working—that were, in fact, depreciating. He studied turnover and soon realized that every day this dead merchandise stayed on his shelves represented a day's profits lost, money that could never be replaced. Dead stock, he became convinced, was a more ruthless robber than any thug that ever roamed the alleys, occupying space that could be devoted to attractive, quick-selling, profit-yielding merchandise.

The coin-machine industry is a business and not a game. The sound proven methods of business management that have brought retail establishments out of their slump apply just as rationally to coin-machine operation as to any other field of selling.

Yet some coin-machine operators persistently close their eyes to the seemingly obvious fact that dead stock kills business and represents profits that might have been but never will be.

Maybe these operators fail to realize that they are in the selling business because of their lack of direct contact with the men and women who buy their merchandise. The operator's stock in trade is amusement, and a pinball game that has been in one location for too long a period is dead stock that's deader than a door nail. The sad part is that after a machine's obituary notice has been published in decreasing revenue it continues to prey upon the pocketbooks of the operator and location owner by filling space that might be occupied by a new and profitable unit.

No sane business man would think of devoting valuable space to a display of last season's overcoats in June. If he

hasn't been able to sell his supply in the early winter months he will take a loss in profit on them in a January sale rather than carry them over.

Some operators are trying to sell overcoats in June.

The very word amusement implies novelty to the average person. An amusement that becomes old ceases to be entertaining and the public puts its coins into the machines only when there is a prospect of deriving personal pleasure in return. Take away that prospect and the customer simply ceases to be a customer.

A few days ago I visited a confectionery. Three games occupied fine spots in the front part of the store. Pinball fans were actually waiting in line to deposit coins in a new machine that has been a recent smashing success all over the country. The other two machines were idle. One was a game that had scored a phenomenal hit more than a year ago and the other had been a dud from its first day on the market. The first of these two machines had repaid the operator for his investment many times. The second hadn't and never will. The point is that both machines are dead stock, at least in that particular location.

This operator has probably said to himself: "Well, these machines aren't making me much money, but it isn't costing me anything to leave them in this store and I can't lose anything on them." He's losing every day—losing those ghost-like profits that might have been but never will be.

The average operator would have to look long and far to find any business that would pay him a fairer return on his investment per unit. Nobody tries to mislead him concerning the profitable life of the machines he buys. Manufacturers are frank to admit that the life of the average popular-priced machine in one location is seldom more than 90 days to 120 days, and sometimes less. They see no reason to misrepresent this fact, for they know that the average machine will make a substantial profit for its owner in that length of time, even after depreciation has been figured.

Often change of location is the difference between profitable operation and inactivity on a game. What has become old stuff to the patrons of one establishment or even an entire territory may be real novelty to the pinball fans in another location. The operator who knows his economics hustles any machine into a new spot the instant its play begins to fall off.

But eventually there comes a time when every machine should be pensioned, retired from service after an honorable career. Even then it can continue to be an asset to the operator and the industry. One operator of my acquaintance donates all his outmoded games to church recreation parlors, Boy Scout clubrooms, recreation centers and private individuals who are influential men in the community. His territory is almost completely free from unfair and uninformed criticism of his business.

Maybe this criticism of worn-out games is unnecessary. The success of the industry as a whole is so solid and so secure that most operators and location owners will show a profit in spite of faulty merchandising. But after all the coin-machine business has passed the guess-and-gamble stage and as a gigantic industry deserves to be operated along sensible, practical lines.

While the suggestion is aimed primarily at operators of pinball games, it can be applied equally well to operators in other fields.

Mr. Phonograph Operator, do you permit dead stock to cut down your revenue? How often do you change your records? Are your machines the most modern and attractive on the market?

Is your digger merchandise changed regularly and is it capable of creating desire for ownership in the minds of those who see it?

In other words, are you doing a 1936 merchandising job?
SILVER SAM.

Cleveland Puts Okeh on Games

Machines legalized and licensed—other Ohio cities plan similar action

CLEVELAND, May 30.—Mayor Harold E. Burton will sign the coin machine and pin-game ordinance recently passed by city council. The ordinance has made legal the playing of slot machines and pin games in Cleveland. It is estimated that an assessment license fee of \$2 per month for each machine will increase the city revenue by more than \$100,000 yearly.

The figure is based upon the number of machines and games now in operation in the local area. The ordinance was passed by a vote of 24 to 8. Sportland palaces having 35 or more machines will be assessed a flat fee of \$25 per month instead of the \$2 per machine per month.

Joseph Cassidy, license commissioner, is charged with the enforcement of the new law and the issuance of licenses.

CINCINNATI, May 30.—City fathers this week informally discussed the idea of legalizing and licensing skill pinball games. Discussion centered around Cleveland's new ordinance, which puts the stamp of approval on the games and licenses them at the rate of \$2 per month for each machine. Some action on the matter is expected to be taken at the city council's next meeting.

Mayor Lee D. Schroy of Akron is checking the legality of various types of pinball skill games with a view to seeking an ordinance licensing their operation in Akron.

The mayor's announcement followed action by Cleveland city council in licensing that city's machines.

"They're here in great numbers. If they're legal they should be licensed and controlled," the mayor said.

City council of Dennison has instructed City Solicitor J. R. Hill to draft an ordinance licensing vending machines at \$10 per machine per month. The bill will go to council at its next meeting June 2.

Ray Becker Writes Effective Propaganda

CHICAGO, May 30.—An extremely effective piece of propaganda in the defense of coin games has just been designed and written by Ray Becker, sales manager of J. H. Keeney & Company.

The idea is in the form of a stand-up card or folder for the operator or location owner to place upon pin games so that those around watching or awaiting their turn to play may pick up the folder and read it.

The card, similar in size and appearance to menu cards found on soda-fountain tables, shows an illustration of an ancient bagatelle game and explains that pin games are not altogether new but are merely the modernization of one of the oldest known parlor games, bagatelle.

In the text matter also appearing on the inside of the folder are listed nine points associated with pin games; their economic importance during the depression, their presenting a very inexpensive and popular form of diversion and amusement and other points in the justification of such games. The covers bear the caption "Play a Pin Game—Just for Fun."

Operators and others associated with the coin-game industry may secure a supply of such cards for location distribution and display by writing Mr. Becker.

Future Is Rosy, Rothstein Says

PHILADELPHIA, May 30.—I. H. Rothstein, of Banner Specialty Company, Philadelphia's oldest exclusive distributing house, adheres to the popular saying, "Pleasure should not interfere with business." However, he doesn't believe in letting business interfere with pleasure either.

Rothstein states that while he has been pretty well occupied within the last several weeks taking care of his junior estate, arranging flower beds to suit his taste and seeing to it that the shrubs and fruit and shade trees are properly cared for, and taking in a fishing trip every week-end unless it rains, he is giving sufficient time to the business and is planning an impressive game schedule for the operators.

Banner Specialty Company has long been known as one of the most dependable and largest distributing organizations in the country. The firm conducts its business along established conservative methods. Everyone connected with the organization is trained to protect the interests of the customer.

Rothstein, who is considered one of the best judges of machines because of his 20-odd years' experience, in the business, believes that the best days for the operators are yet to come. He states that this can be brought on if all manufacturers, distributors and operators will adhere to making, distributing and using only the best machines.

Speaking on the subject of distributors, Rothstein states that the exaggerated statements, false promises and alluring offers are doing a great deal of harm to the business in general, but, he states very emphatically, those who indulge in these practices will soon be out of the picture. The industry, he says, will then be on a more solid foundation and will enjoy the prosperity which he believes is bound to come.

Daily Races Is Seasonable Game

CHICAGO, May 30.—With the Kentucky Derby and the Preakness not long gone and numerous other turf classics impending to give horse-racing a vogue, the game Daily Races is proving its popularity as a substitute for those who like races and haven't the chance to actually attend.

This game presents eight horses, with odds very similar to the track mutuels. The player gets paid off if his horse wins, places or shows. The player can regu-

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.

OPERATORS

Keep up your batting average this summer. Do not be satisfied with anything but the best money-getting games. They are the only kind we sell, and only kind we sell, and you can buy on extended payments. Write for details of our plan.

Lee D. Jones

WRITE TODAY.
ASK FOR CREDIT.

P. S.—Don't be a pinch-hitter for other operators. Get up to the plate and swing on our payment plan.

THEY CALL US TRADIN' FOOLS

But we are not foolin' when we say that we need used machines, and are prepared to make you the most liberal offer on the following brand new machines.

ALAMO	\$149.50	HOLLYWOOD	\$ 89.50	GALLOPING PLUGS	\$149.00
BIG RICHARD	149.50	RED BALLS	121.00	RAINBOW	89.00
BAMBO	125.00	SOCCER	89.00	ELECTRIC	8.50
50 GRAND	59.50	TOTALITE	49.50	DAILY RACES	125.00

USED MACHINES					
PEERLESS	\$60.00	BONUS	\$80.00	MAMMOTH	\$30.00
FORTUNE	30.00	DOUBLE SCORE	50.00	PROSPECTOR	22.50
5 & 10	10.00	BEANO	10.00	TOP HAT	20.00

Write or wire us today for the best deal you ever heard of. Tell us what you have to trade on new machines and we'll surprise you with our offer.

VEECH SCALE CO. DECATUR, ILL.

ATTENTION OPERATORS

ALL LATEST BRAND NEW HITS					
MILLS McCoy	\$130.00	RAINBOW (Payout)	\$ 99.00	TREASURY BANK	(Write for Price)
FIFTY GRAND	59.50	RAINBOW (Free Game)	99.00	MULTIPLE	\$142.50
BIG RICHARD	149.50	SOCCER	89.00	KINGS	8.50
ELECTRIC EYE	260.00	RED MAN	99.50	HALEAH	139.50
GRAND SLAM	127.50	BASE BALL	99.50	BALLY BABY	17.50
(Payout)	135.00	FLICKER	135.00		

Be sure to get your sample of "RED MAN," "FLICKER" and "BASE BALL" at once. Send for price list on all types of used machines.

ROANOKE VENDING MACHINE EXCHANGE
101 COMMONWEALTH AVENUE ROANOKE, VIRGINIA

Suggests Licensing Of Pinball Games

CHICAGO, May 30.—S. Waterfall Jr., of the Du Page County board of supervisors, has proposed to the board that pinball machines be licensed and the proposition has apparently met with favor.

"The Appellate Court has held pinball machines legal," Supervisor Waterfall declared, "and I understand that in Downers Grove the city charges a license fee for every machine in operation. Westmont also has an annual charge. Why not have the county license such machines in the rural area outside of the towns and receive the extra revenue?"

It is estimated that there are some 100 taverns in the county, each of which has at least one pinball game. The proposal has been taken under advisement.

late his own odds by inserting additional coins into the multiple coin slot.

"Daily Races is building in popularity daily," Dave Gottlieb, president of D. Gottlieb & Company, manufacturers of the machine, reports. "Our factory is working night and day and producing more Daily Races than ever before and operators inform me that its popularity is constantly pyramiding."

Women Going Strong for Pinball

AURORA, Ill., May 30.—"Women pinball fans will outnumber men before long," is the interesting assertion made today by an Aurora druggist.

"I have noticed for a long time," he said, "that women have been becoming more and more interested in the games. At first my women customers would stop and watch the crowds of men around the machines, which are lined up beside my cigar counter. A few of the less timid ones broke the ice and began playing."

"That was all that was needed. Soon office girls who ate their lunches at our lunch counter at noon were bringing girl friends in with them and showing them how to play the machines. Our lunch counter business nearly doubled and the increase was entirely from feminine trade."

"A few weeks ago I got an idea that worked out remarkably well. I moved the two machines that had been getting the lightest play from the cigar counter to a spot back by the cosmetic counter. The patronage for these machines has been entirely from women, with a female gallery, and I've added a third machine. Now the men play the games at the cigar counter and the women play at the cosmetic counter."

"Business women have passed the word around that the games can be played at our store without a lot of man onlookers, and the play in both locations is increasing every day. Incidentally, cosmetic sales have shown an increase of nearly 20 per cent."



JIMMY JOHNSON, one of the best liked personalities in the coin-machine industry. Mr. Johnson's aggressive organization, the Western Equipment & Supply Company, has contributed in a large measure to the advancement of the entire automatic field by devising new automatic parts, which have enabled manufacturers to increase the versatility of their machines.

FAILURE

is inevitable unless you use the best machine. WE ENDORSE NO OTHERS. Jackpot Bells—Counter Games—Amusement Pin Tables—Automatic and Ticket Pin Tables of EVERY description.

ALWAYS first with large stock of latest creations. We make no misleading statements—no trick offers—We give HONEST VALUES—HONEST PRICES.

BANNER SPECIALTY CO.
1530-32 Parrish St., Philadelphia, Pa.

FOR THE BOOTH THE BAR AND SODA FOUNTAIN!

To get new spots, good spots, better paying spots, to get more business from your present spots get

VENDEX I
New Model.
CHROMIUM PLATED
The Ritz Peanut Vendor at a Democratic Price!

Write Today!
THE VENDEX CO., 1127-9 Tremont St., BOSTON, MASS.

WANT TO BUY

FOR CASH OR WILL TAKE IN TRADE

JUMBOS • SUNSHINE DERBIES
JUMBO TICKET • TROJANS!
BALLY BONUS • PEERLESS
BALLY DERBIES

Send Us Your List of Automatic One-Bar Cash Payout and Ticket Games.

Trade Any of the Above Machines You Have On Hand for Any New Machines You Might Be Interested In.

If You Want Cash, Ask Us for Our Offer.

BESSER NOVELTY CO.
3028 OLIVE ST., ST. LOUIS, MO.

Weekly MUSIC Notes

Bill Shayne, Miamian, Designs Music Machine

CHICAGO, May 30.—William (Bill) Shayne, prominent and popular leader in Miami Beach, has tossed his hat into the ring as candidate for Congressional committeeman in Dade County.

Bill is one of the best liked personalities in both civic and political organizations in sunny Florida and has been director of the Junior Chamber of Commerce in Miami Beach and at present is a director of the Young Democrats' Club and an officer of the Elks' Lodge.

Bill, in addition, is designer of a successful music machine that recently set a mark of playing a record 3,368 times without a miss. Bill's music producer is one of the most modern and improved type of machines to reach the market and has many innovations that have been raptly praised by the industry.

Victor Has Natural in Novel "Star Dust" Disc

NEW YORK, May 30.—Just two weeks ago RCA Victor issued what is believed to be the first "double" record of its kind in phonograph history, under record 25320. Benny Goodman plays his version of *Star Dust* on one side and Tommy Dorsey plays the number on the other. Dealers and jobbers vastly underestimated the demand for the exceptional record, with the result that repeat

orders have been pouring in at a rate that has made it difficult to fill them promptly. The record, it is estimated, will be one of the biggest sellers the firm will have this year.

Victor has just introduced to its Bluebird dance list Shep Fields and his Pierre Hotel Orchestra. Shep has a style all his own, which he calls Rippling Rhythm. It is a style difficult to describe, but it features one of the greatest accordions in the business and Victor officials believe that his records are going to step right out in front.

Entering Photo Machine Field

DETROIT, May 30.—Julius Pearlman, partner with Forest Siegel in the Eagle Amusement Machine Company, is entering the photograph machine field and is planning to make contact with a distributor for a new type of machine in this field. He will operate a number of machines in Detroit locations. Edward Baker, who was formerly listed as a partner in the company, is field man for Pearlman & Siegel.

Rock-Ola Men in St. Louis

ST. LOUIS, May 30.—I. F. Webb, of the Rock-Ola Manufacturing Company, of Chicago, spent several days here this week with one of the factory mechanics at the plant of the Ideal Novelty Company, Missouri and Southern Illinois distributor for the Rock-Ola phonographs. Mr. Webb and the mechanic flew to St. Louis and were met at the

airport by Carl F. Trippe and Earl Bowman, of the Ideal firm. Trippe is high in his praise of the Rock-Ola phonographs and since taking over the distributorship has had a heavy sale.

Dallas

DALLAS, May 30.—The purchase of 100 Simplex phonographs for operation in the Valley District will make J. E. Deleganis one of the largest music operators in the State when they are placed on location shortly.

H. C. Hay, of Greenville, a recent visitor here, reports that the rain in his town has boomed music business considerably.

A. N. Conklin and J. Chote, of the Dixie Novelty Company, reveal the opening of a new jobbing house on College street in Beaumont. The company will operate in music as well as a number of amusement machines in and around Beaumont.

J. E. Miller, of Mingus, is another addition to the roster of those operating Simplex phonographs. He recently acquired 25 of the '36 models.

E. J. Shelby, of Waco, who has more than 90 Simplex machines on location, is visiting in Dallas and reports business in his community as very brisk.

Pirate Color Enhances ABT Captain Kidd Game

CHICAGO, May 30.—A pirate scene naturally suggests swash-buckling hearties, sturdy ships, glamorous islands and treasure trove.

It is thru this medium that the A. B. T. Manufacturing Company draws upon the imagination in its highly colorful and decorative three-ball game, Captain Kidd.

The fascinating touches of buccaneer background give an inviting appearance to a game which offers players a greater number of "almost" wins.

The player may win with all three, two or even a single ball. This serves to key interest and promote a more continuous play, operators report.

Four Rockaway Spots Opened by Ted Mittel

ROCKAWAY, L. I., N. Y., May 30.—Teddy Mittel, concessioner, has opened a foursome of new spots here on the Boardwalk as basis for others he intends to put into operation in the near future.

Mittel at present is operating 25 International Mutoscope cranes, a Balloon Racer and a Rabbit Racer. He reports all to be strong attractions.

Taksen Has Foreign Branch

NEW YORK, May 30.—Leon Taksen Company, Inc., which has been actively engaged in exporting coin machines past few years, announces the opening of a special foreign branch.

They will feature many used machines arranged for export shipment, with lists of same printed in foreign languages for European market.

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEAJ and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, May 22, to Thursday, May 28, both dates inclusive.

All My Life (35)	34
Robins and Roses (32)	32
You (25)	31
Is It True What They Say About Dixie? (21)	28
Lost (23)	28
She Shall Have Music (23)	25
Would You? (19)	24
There's a Small Hotel	23
Touch of Your Lips (21)	23
Melody From the Sky (24)	19
Christopher Columbus (15)	18
Goody, Goody	18
I'll Stand By	18
Glory of Love	17
On the Beach at Bali-Bali	17
I'll Bet You Tell That to All the Girls	16
You Can't Pull the Wool Over My Eyes	16
I've Got a Heavy Date	15
Let Yourself Go	14
Let's Sing Again	14
Rhythm Saved the World	13
Let's Face the Music and Dance	10

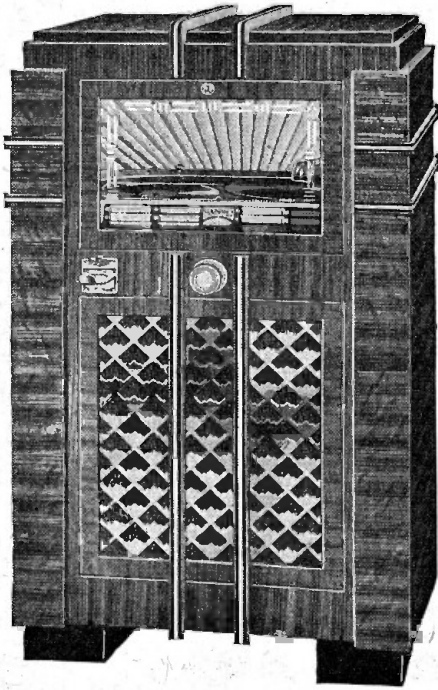
Sheet-Music Leaders (Week Ending May 30)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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

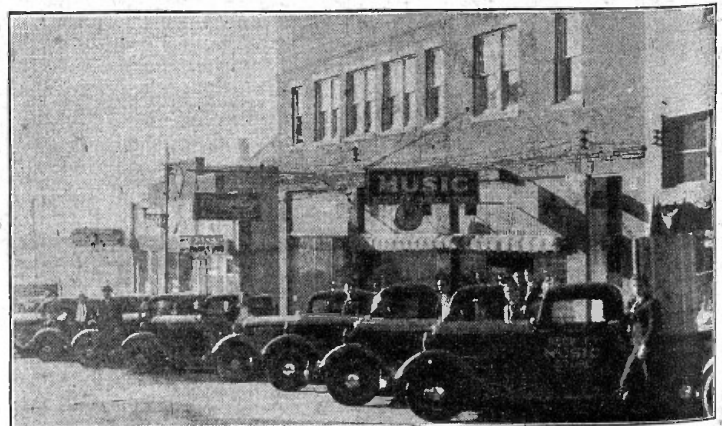
- Melody From the Sky (1)
- Is It True What They Say About Dixie? (2)
- Robins and Roses (4)
- All My Life (7)
- Lost (3)
- You (6)
- She Shall Have Music (8)
- Tormented (14)
- Would You? (5)
- You Started Me Dreaming (10)
- Glory of Love (11)
- Touch of Your Lips (12)
- It's a Sin To Tell a Lie (9)
- It's Been So Long (15)
- Love Is Like a Cigaret (13)

THE SEEBURG FRANCHISE IS MORE VALUABLE!



HIGH FIDELITY
Symphonola
MODEL "B"

The Instrument without "Service Headaches"
J. P. SEEBURG CORPORATION
1502 DAYTON STREET CHICAGO ILLINOIS



FLEET OF TRUCKS USED BY THE BECKLEY MUSIC STORE, Beckley, W. Va., in servicing its locations. In the fleet are eight Dodge commercial express trucks, and one Dodge coupe.

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Operator Oscar Wurflie reports an unusual occurrence on one of his new Buggy Layout one-shots. The location owner, Elmer Plotz, demanded 27 nickels for refunds made when the tilting device became temperamental and worked before the ball had been shot. Operator Wurflie had to go into his reserve to reimburse Elmer because there were only 19 nickels in the machine. The only thing Operator Wurflie can figure out to remedy the situation is to remove the antitilter.

Location Owner Lem Scroggs, monarch of the Scroggs Cafe and Sewing Machine Agency, fainted dead away last Friday. A stranger won a dollar skill award on the Flaming Fanny game and then proceeded to put the whole amount back into the machine without another hit. What made Lem faint was that this stranger didn't come over to the counter and say: "Can I take this game home with me? I've paid for it."

Over at Lazy Corners pinball is taking hold like mad now that Operator Wilbur Wheeny has sawed the legs short on all his machines so the boys can play sitting down.

Cy Higgins over at Clem Landing introduced a game last week in which eight live mice race across a board when they're released by putting a nickel in the coin slide. The game was a big hit until Doc Colby came along munching a cheese sandwich and got interested in it. When the first player put in his nickel next morning 256 mice swarmed out onto the board!

Joe MacGogging, strictly cutting up a touch, wandered into Operator Zeke Smyth's place last week and asked Zeke if he had the phonograph recording of the song of the midget who was hanged. "What's the name of it?" Zeke innocently asked. "Swing Little Thingy," Joe said,

ducking as soon as he pulled the snapper.

Prize awards were mighty heavy on the No Gaff 10-ball game around these parts, but the boys seemed to have solved the problem by plugging up two of the holes and removing one ball from the machine.

A pal of Jimmie Johnson's out here got a letter from him the other day telling about his newest invention, a payout unit that heats the coins before ejecting them. The idea is that the coins will be too hot to handle and will immediately go back into the machine.

California Exhibit Enlarging Quarters

LOS ANGELES, May 30.—Heavy rise in the demand for three models of its Big Shot game has again made it necessary for the California Exhibit Company to enlarge production quarters, Harry Stearns, president of organization, announces.

The new expansion program will enable the company to slash production costs thru increased output. It will permit the manufacture of their own cabinets and the installation of additional equipment that will greatly effect a wide range of economical measures. These production benefits will in turn be passed on to jobbers and operators.

Stearns is leaving the Coast soon on an extensive trip thru the East and North to make a survey thru the eyes of prominent jobbers and distributors. He will also study the newest type of machine equipment and chart the latest developments in the industry.

He has also made the disclosure that the California Exhibit Company is about to release its latest development in a pin game and the executive reveals that it is his belief that several of the most novel ideas ever attempted in the construction of a pin game are incorporated in the new one.

Daughter at Likens' House

WASHINGTON, May 30.—Mr. and Mrs. E. O. Likens, of this city, are receiving congratulations from their many friends on the recent arrival at their home of a daughter. Likens is a well-known distributor of amusement machines in Washington and vicinity.

Victor and Blue Bird Records FEATURE BIGGEST NAMES

The most popular swing bands—the greatest exponents of sweet music—all the names the public pays highest to hear—are yours on Victor and Blue Bird Records.

WARP LESS...
SAVE YOU
MONEY

Victor and Blue Bird Records give the longest play per record—save service costs on jammed machines.

VICTOR AND BLUE BIRD RECORDS

Are You On Our FREE Mailing List?
SEND THIS COUPON NOW

We will put your name on our free list to receive special announcements, other interesting mail.

RCA Manufacturing Co., Inc., Dept. B
Camden, N. J.
Please put my name on your free mailing list.

Name

No. Machines Operated.....

Street.....

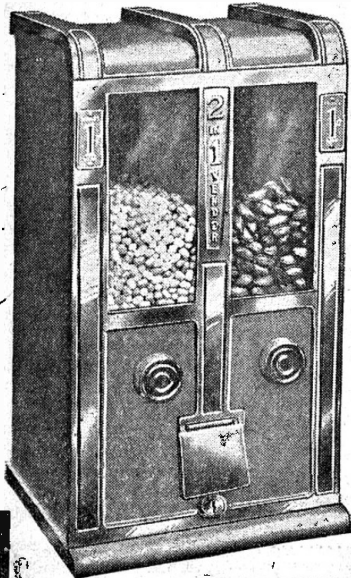
City..... State.....



Ten Best Records for Week Ended June 1

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7658—"She Shall Have Music" and "My First Thrill." Lud Gluskin and his Continental Orchestra.	764—"You" and "You Never Looked So Beautiful." Jimmy Dorsey and orchestra.	25320—"Star Dust," Benny Goodman, and "Star Dust," Tommy Dorsey.	3214—"Lost" and "I'll Bet You Tell That to All the Girls." Henry Allen and orchestra.
2	B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	762—"What's the Reason?" and "Wha-Hoo." Jimmy Dorsey and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3224—"A Melody From the Sky" and "A Little Bit Later On." Bunny Berigan and Boys.
3	B6359—"You Started Me Dreaming" and "Tormented." Winy Mannone and orchestra.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	761—"A Melody From the Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Garber and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3225—"Rhythm Saves the World" and "I Can't Get Started." Bunny Berigan and Boys.
4	B6375—"Dallas Blues" and "Swingin' at the Hickory House." Winy Mannone and orchestra.	7667—"Oh, Babe! Maybe Some Day." Duke Ellington and orchestra, and "Monopoly Swing," Hudson-DeLange Orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25322—"The Scene Changes" and "Dream Time." Guy Lombardo and orchestra.	3215—"The Touch of Your Lips" and "Every Minute of the Hour." Henry Allen and orchestra.
5	B6363—"Drifting Too Far From the Shore" and "What Is Home Without Love?" Monroe Bros. and orchestra.	7661—"I've Got a Heavy Date" and "I'm Pixilated Over You." Johnny Green and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3226—"There's Always a Happy Ending" and "I'll Stand By." Emmett Matthews and orchestra.
6	B6381—"Robins and Roses" and "I'll Stand By." Dolly Dawn and orchestra.	7660—"The Glory of Love" and "Lazy Weather." Nat Brandwynne and his Stork Club Orchestra.	727—"Goody, Goody" and "What's the Name of That Song?" Bob Crosby and orchestra.	25247—"Stompin' at the Savoy" and "Breakin' in a New Pair of Shoes." Benny Goodman and orchestra.	3200—"I Don't Want to Make History" and "Taint No Use." Stuff Smith and Onyx Club Boys.
7	B6382—"Cabin in the Sky" and "You Can't Pull the Wool Over My Eyes." Dolly Dawn and orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	757—"The Touch of Your Lips" (Vocal) and "Twilight on the Trail" (Vocal). Bing Crosby.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3201—"After You've Gone" and "You're a Viper." Stuff Smith and Onyx Club Boys.
8	B6379—"There's Always a Happy Ending" and "Love Came Out of the Night." George Hall and orchestra.	7659—"Stompin' at the Savoy" and "Doing the Prom." Ozzie Nelson and orchestra.	739—"Lost" and "The Touch of Your Lips." Jan Garber and orchestra.	25321—"Isn't Love the Strangest Thing?" and "I Nearly Let Love Go Slipping Thru My Fingers." Eddy Duchin and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
9	B6374—"The Glory of Love" and "Ride, Red, Ride." Willie Bryant and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	756—"Lovely Lady" (Vocal) and "Would You?" (Vocal). Bing Crosby.	25293—"Tormented" and "Every Once in a While." Richard Himber.	3191—"Goody, Goody" and "Is It True What They Say About Dixie?" Winy Mannone and orchestra.
10	B6351—"Cheatin' on Your Baby" and "Must I Hesitate?" Bill Boyd and orchestra.	7655—"It's You I'm Talkin' About" and "There's Always a Happy Ending." Nat Brandwynne and his Stork Club Orchestra.	698—"I'm Putting All My Eggs in One Basket" and "Yes-Yes! My-My! (She's Mine)." Louis Armstrong and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3192—"Shoe-Shine Boy" and "West Wind." Winy Mannone and orchestra.

READY FOR DELIVERY!
ROBBINS'
2 IN 1 VENDOR



TOTAL CAPACITY: About 8 lbs. SIZE: 9 inches wide, 7 in. deep, 16 inches high. Shipping weight 16 lbs. Can be set on counter, against wall or on floor stand.

America's Most PRACTICAL

Bulk Merchandiser. Possesses Features Which Experienced Operators Have Found Necessary In A PERFECT MACHINE

★ OUTSTANDING FEATURES ★

- 99% slug proof coin slots, rejecting practically every commonly used slug or washer.
- Water-proof construction, so that machine can be placed on outside as well as inside locations. TESTED and PROVEN mechanically perfect.
- Vends over 20 DIFFERENT fast-selling items, including salted peanuts, pistachio nuts, cashew nuts, chewing gum tablets, jolly beans, pumpkin seeds, toys and candy, etc.
- Beautiful modernistic design, which makes it easy to secure the best locations. Highly polished aluminum front, steel sides, baked enamel finish. All parts treated to resist rust.
- Vends goods at 40c to \$1.00 per pound. Easy to adjust for various portions.
- Substantially constructed to be a life-long money maker. Earns TWICE as much as a single column vendor with no additional servicing cost.

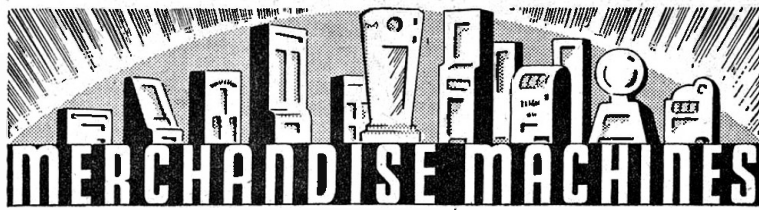
\$17.50 Each

F. O. B. Factory. 5c Model—\$1.00 Extra. Metal Floor Stand—\$2.50 Extra. TERMS: 1/3 Deposit, Balance C. O. D.

LIFE TIME PROFIT MAKER

SEE NEAREST Distributor OR ORDER DIRECT

ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.



Des Moines Show Is Well Attended

DES MOINES, May 30.—Midwest Coin Machine show and joint convention of the Automatic Merchandisers' Association of Iowa held Tuesday at the Savery Hotel here brought scores of the industry to this city for one of the most successful conventions ever held by the coin-machine men.

The show was an exhibition of legitimate coin-operated equipment, held in the interest of creating a stronger bond between operators and others of the industry and the general public.

The Hon. Joe H. Allen, mayor of Des Moines, made the address of welcome, and another speaker of importance was Lieut. Gov. Nels Kraeschel, candidate for governor in the coming primary.

Large delegations from neighboring States attended the convention to make it one of outstanding success. The affair was presided over by Fred K. Chandler, who acted as master of ceremonies and introduced the guest speakers. A banquet and musical entertainment and floor show arranged by Jack Levensky capped the convention.

Eddie Ginsberg, of the Atlas Novelty Corporation, attended the convention. Eddie took advantage of this meeting to again meet many of his operator friends in the surrounding territory who have already availed themselves of the famous Atlas Novelty personal service. His advice to the operators is always appreciated by them because they know it comes unbiased.

Karl Klein, of the Groetchen Tool Company, also was a visitor to the operators' meeting here. Karl is popular with operators and jobbers throuthout the Iowa territory, inasmuch as he periodically visits the Iowa ops in their home towns. He not only displayed Punchette in the complete line of Groetchen counter games but also a new Groetchen surprise, which will be announced generally to the trade in the near future.

New Monarch Service

CHICAGO, May 30.—Roy Bazelon, head of the Monarch Coin Machine Company, announces a new service for the benefit of his many out-of-town customers. Effective from this date the Monarch showrooms will be open seven days a week. Either Roy or his assistant will be in attendance from 10 a.m. until 3 p.m. each Sunday. This is to accommodate many operators who spend their week-ends in Chicago and are unable to inspect the hundreds of used games during the week.

Roy also reports that interest among vending-machine operators is high with regard to the new Robbins 2-in-1 Vender. He has been receiving some very favorable comments on this machine from the oldtimers in the business.

Automatic Merchandisers Of Michigan Reorganize

DETROIT, May 30.—Reorganization of the Automatic Merchandisers' Association of Michigan as approved by the full membership at the Detroit convention two months ago was completed Tuesday night at Flint, Mich.

Under the new setup the organization no longer consists of individual members, as in the past, but will be made up directly of delegates to the Central State body from local operators' organizations throuthout the State. In this way intensive local co-operation will be secured in the future between operators of any particular locality, while their mutual interests will be represented by their delegates in the AMA.

Twenty delegates assembled at Flint for the meeting. Under the new constitution each delegate ordinarily represents about seven members, and the new organization has a voting strength of about 140 members.

The meeting was presided over by Frederick E. Turner, president of the

association. A committee was appointed which went to Ann Arbor Wednesday night to meet with the ordinance committee of the Ann Arbor Council to ask that the proposed ordinance to tax skill game operators \$6 a month be revised, as such a figure is prohibitive.

Election of officers for the ensuing year resulted as follows: Frederick E. Turner, Detroit, president; James Underwood, Grand Rapids, vice-president; Herbert Englehart, Flint, secretary and treasurer.

The following board of directors was elected: L. V. Rohr and L. C. Paul, Detroit; Loren Clum, Flint; Charles Yuille, Pontiac; Harry Benedict, Grand Rapids, and Elton Smith, Durand.

Robbins 2-in-1 Vender In Full Production

BROOKLYN, May 30.—D. Robbins & Company advise that their factory is now working day and night on 2-in-1 Venders and that all orders can be shipped within a week.

The vender has gone over with a bang because it possesses features which experienced operators have found to be necessary in a perfect machine, according to Dave Robbins. Among the outstanding features he lists the following: Ninety-nine per cent slug-proof coin slots, rejecting practically every commonly used slug or washer; water-proof construction so that machine can be placed outside as well as inside locations; vends over 20 different items, including nuts, chewing gum, tablets, etc.; beautiful modernistic design, and substantially constructed to be a lifelong money maker.

Irving Mitchell Advances

BROOKLYN, May 30.—In recognition of Irving Mitchell's excellent record during the last 10 years as chief engineer of D. Robbins & Company, Dave Robbins announces that Mitchell is now general manager of the firm. Mitchell has also been given an interest in the company.

Dave Robbins is now spending most of his time traveling seeing jobbers and operators regarding the 2-in-1 Vender. Dave is also introducing the new Stoner games, which he claims will be the biggest money makers Stoner has ever produced.

Detroit

DETROIT, May 30.—Vendo Cigaret Company, operated by Abraham Bello and Morris Nerenberg, has taken over all cigaret vending machine routes operated by David Levin, one of Detroit's largest cigaret machine operators. Levin continues to be interested in the company but has no direct share in the operation any longer, devoting his attention to his wholesale tobacco and candy business.

National Dispensing Corporation, which manufactures a new type of soap dispensing machine, is concentrating its efforts in the Detroit territory. Company is absorbing practically all factory production in this area at present and will establish a strong background of operating history locally before marketing the product further nationally in new territories.

Morris Smith has had such good business in recent months that he has appointed a special manager for the cigaret machine department of his business.

James J. Passante, owner of the J. & J. Novelty Company, vending machine jobber and operator, is building a new home in an exclusive neighborhood on the east side.

Sam Rosenthal, head of the General Novelty and Amusement Company, flew to Chicago last week to close a large deal for a new type of machine which he is planning to operate.

Evelyn Littman To Marry

BROOKLYN, May 30.—Evelyn Littman, office manager of the American Vending Company here for the last three and a half years, is leaving her position in a few weeks to marry Sol Farman, wealthy steam laundry man of Panama.

The wedding will take place in Panama, where the Farman's will reside.

Jersey Trading Distrib For Jantzen's Swim Wear

NEWARK, N. J., May 30.—Sam Broudy, of the Jersey Trading Company, distributor of premium merchandise to the coin-machine trade, reports that his firm has been granted machine premium distribution rights to Jantzen swim suits in Eastern territory.

Representation was granted by Jantzen to the Jersey firm during the past week.

Carldick Firm Incorporates

MANITOWOC, Wis., May 30.—Carldick Manufacturing Company, organized to engage in the manufacture of vending machines and supplies, has filed articles of incorporation here. Capital stock of the new company is \$21,000, divided into 1,000 shares of common stock and 200 shares of preferred stock. Victor H. Kellely heads the incorporators.

EXCLUSIVE DISTRIBUTORS
NORTHWESTERN MERCHANDISERS

The fastest-selling biggest money-making Bulk Merchandise Venders for operators ever made. We carry complete stock on hand. No delays! Immediate delivery GUARANTEED! Get started TODAY in a STEADY Money-Making business! Royal Distributors are READY TO HELP YOU EARN MORE MONEY!

WRITE TODAY FOR COMPLETE DETAILS.
ROYAL DISTRIBUTORS, INC.
1125 BROAD ST., Newark, N. J.
(Tel. Elgetow 3-3508)

Write For Prices Today.

LITTLE NUT

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

LITTLE NUT VENDOR CO.
Lansing, Mich

INDEPENDENCE

with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year—earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

Pat. App'd For.
FIELDING MANUFACTURING CO.
Dept. 624, Jackson, Mich.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FOR SALE
10 Easy Freeze Frozen Custard Machines
 Machines covered with Stainless Steel and Steel Gears.
 Without Motors. \$400 Each. First-class condition.
 Write or wire FRANK C. MILLER, care Ringling-Barnum Circus, per Route.

WANTED
 WILL BOOK Carousel. WILL BOOK OR BUY Ferris Wheel. CAN BOOK any Grind Stores.
BUSHAY AMUSEMENT CO.,
 Week of June 1 to 6, Athol, Mass.; other good spots to follow.

WANT
 For Tappahannock, Va., Firemen's Celebration on street and for rest of season, with big Fourth of July celebration to follow in West Virginia. WANT—Ferris Wheel, Kiddie Rides, Tilt-a-Whirl. Open for one or two good Shows, will furnish outfit. Will book legitimate Concession. Write or wire by Western Union.
LEO BISTANY
 West Point, Va., week June 1st; Tappahannock, June 8th.

WANTED
 For biggest Fourth of July Celebration in Southwest, Side Show People, Glass Blower, Tattoo Man. Can use good illusions. Bill Brown, Human Heart, write. Bob Brookshire, big proposition for Cook House.
FRANK BURKE SHOWS
 Box 535, HOLBROOK, ARIZ.

WANTED CARNIVAL
 HOME COMING, JULY 3, 4 and 5.
 Write JOHN MAYES, Port Austin, Mich.

FOR SALE
 A real Cook House, well equipped and in A-1 shape. Now booked. Priced right. Other business.
WIMPY'S MIDWAY CAFE
 Care Peerless Exposition, Buckhannon, W. Va..

WANT ACTS
 Doing three or more. Must have transportation. Wire, don't write.
REO BROS. CIRCUS
 Berwick, Pa., Wednesday; Shickshinny, Pa., Thursday.

WANTED
 For Ferris Wheel. Will book or buy. CAN PLACE one more Flat Rides, also legitimate Concessions.
METROPOLITAN SHOWS
 Citra, Fla., This Week.

KRAUSE GREATER SHOWS WANT
 To join in Monessen, Pa., next week, Shows with or without outfits. Opening for Monkey Circus or small Wild West or Dog and Pony Show, Motordrome, Outlaw, Life, Fat Women, Midget, Mickey Mouse, Single Pit, Mechanical Show or any other Pit Show or Ballyhoo Show not conflicting. Will book Loop-o-Plane or Loop Rides. Opening for Chair-o-Plane Foreman. Will sell exclusive Merchandise Wheels, have none at present; Diggers and Plantation Performers, Musicians. Want Comedian, Musicians and Girls for Revue. Want other legitimate Concessions. Bob Coleman wants two Bingo Workers. Address this week Mingo Junction, O.; next week Monessen, Pa.

BARFIELD'S COSMOPOLITAN SHOWS
 Will furnish all attractions for Veteran's State Convention and Legion Celebration at Lafollette, Tenn., week June 8th, with other good ones following. WANT—Shows with own outfits, will furnish complete Side Show outfit to Manager with Acts, or will place Side Show Acts. Want Tilt-a-Whirl, Loop-o-Plane, Kiddie Auto or any Novelties Ride. Want Grind Stock Concessions, Girls for Curley Lewis' Revue. Address C. E. BARFIELD, London, Ky., this week; Lafollette, Tenn., next week.
 P. S.—Want capable, sober General Agent who knows this territory.

CRYSTAL EXPOSITION SHOWS WANT
 For six of the best celebrations in Virginia, with Galax, Va., for the Fourth of July week. Want legitimate Concessions of all Kinds, Shows with or without outfits. Want Ride Help and Foreman for Merry-Go-Round. Want Colored Musicians, \$10 a week. Want one more sensational Free Act, state price for balance of season. Address this week Abingdon, Va., with Marlon, Putaski and Radford to follow.

Ray Moloney Hunch Again Scores Hit

CHICAGO, May 30.—A hunch on the part of Ray Moloney, popular prey of the Bally Manufacturing Company, is again responsible for another fine pin-ball success in the new five-ball payout game, Sky High.
 It was Moloney's happy hunch last fall that an extra large one-shot game would click and the result of that thought produced the outstanding hit, Jumbo.

Sky High is described as a five-ball payout with one-shot appeal. The player has several chances to win on a single skillful shot or he can shoot for one of the many other awards which can be made with two to five balls. The machine is housed in the popular Jumbo size cabinet and features a double-score idea as well as an out-hole award.

BALDWIN WITH—
 (Continued from page 3)
 bama State Fair, met with other executives of the fair, discussed exhibits and improvements and signed contracts for attractions.

After saying that all old officers of the association had been re-elected, Manager Strieder announced that Doug Baldwin, who has been assistant manager of Minnesota State Fair a number of years, has been made assistant manager of Alabama State Fair. Mr. Baldwin is known as an extremely capable fair man, knowing every angle from practical experience, and the other officials feel he will be a great asset to the fair.

At the meeting held here Barnes-Carruthers was awarded contract for grand-stand attractions and Thearle-Durfield Fireworks Company was awarded contract for its big fireworks spec. Royal American Shows were awarded the midway and J. Alex Sloan the auto races.

Manager Strieder said particular attention will be given to live stock, boys' and girls' clubs and Future Farmers. A new Flower Show building, 50 by 150 feet, is being constructed. R. H. Worford is president of the association and William Martin continues as superintendent of concessions.



PHIL GREENBERG, manager of the Atlas Novelty Company's Pittsburgh branch.

7 REASONS
Why OPERATORS APPROVE Snacks

- INSURANCE** Every "Snacks" insured against Fire and Theft for one year.
- CAPACITY** Each compartment holds 7 lbs. of merchandise—total 21 lbs. Volume business with "Snacks".
- DESIGN** Compelling, streamline beauty attracts and holds best locations.
- FOOL-PROOF MECHANISM** Completely sealed. Cannot be tampered with. Easily serviced.
- FRESH MERCHANDISE** Separate, insulated compartments keep merchandise fresh and clean.
- STEADY PROFITS** 3 compartments permit wide variety of products for every location—thus producing steady, dependable income.
- A TRIMOUNT PRODUCT**

TRIMOUNT COIN MACHINE CO.
 1302 WASHINGTON STREET — BOSTON, MASS.

GOLD MEDAL SHOWS WANT
 Motordrome, Fun House, Midget, Mechanical City, Big Snake, Marine or other meritorious Shows, with or without transportation. Have new Top and Panel Front for party that has Two-Headed Baby. Will finance any worthwhile Attraction.
VIOLA HAYES WANTS CHORUS GIRLS AND MUSICIANS FOR REVUE.
RAY SWANNER WANTS SIDE SHOW ACTS.
CAN PLACE Drive-Yourself Autos and Live Pony Ride. WANT good Builder and Scenic and Pictorial Artist. Happy Craft and Tex Stewart wire. **CAN PLACE** following Concessions: Fish Pond, Country Store, String Game, Bumper, Dart, Candy Floss, Penny Arcade, also two Stock Wheels. Address Chicago Heights, Ill., this week; Battle Creek, Mich., next.

DIXIE MODEL SHOWS, INC.
 Gary, W. Va., June 8 to 13. Want to hear from party with Dual Loop-o-Plane to join on wire, also want genuine Baby Eli Wheel in first-class condition. Shows with or without outfits on a reasonable basis.
CONCESSIONS—Can use one more Ball Game, Cigarette Shooting Gallery, Photo Joint, Long Range Gallery and Penny Arcade. Showmen, take notice: We have the spots to get money, so if interested get in touch. All address, this week, Wytheville, Va. J. P. BOLT, General Manager.
 P. S.—Want to hear from 8-Piece Band that can join on wire.

PAN AMERICAN SHOWS WANT
 Shows and Rides that don't conflict. Want Acts for Sideshow, Steel Player and Performers for Hawaiian Show. Want Colored Band Musicians and Performers. Want Ride Help for Loop and Tilt
CONCESSIONS—Want Legitimate Concessions, opening for Custard, Scales, Gallery. Can place Agents for Wheels, Coupons and Ball Games Address, Rochelle, Ill., this week; Freeport, Ill., week June 8.

COREY GREATER SHOWS
 Scalp Level, Pa., This Week; Somerset, Pa., Next Week.
WANTED—Loop-o-Plane, Kiddie Rides, Plant Show, Fat Girl, Motordrome or any worth-while Shows not conflicting, Frozen Custard, Novelties, Stock Wheels, Ball Games, Long-Range and Cigarette Galleries and Legitimate Grind Stores of all kinds for a long season. Reasonable rates. Address E. S. COREY, as per route. P. S.—Wanted, Talkers and Grinders, Mabel Mack, Laverne and John Rae, come on.

PANAMA

THE GREATEST PIN GAME IN HISTORY!

Postal Telegraph
THE INTERNATIONAL SYSTEM

DAVAL MANUFACTURING CO.
200 SOUTH PEORIA STREET
CHICAGO ILLINOIS

PANAMA BRINGING BACK
BIG PROFIT PIN GAME
DAYS - RUSH ANOTHER
CARLOAD - SUPREME



\$52.50

DAVAL MFG CO. 200 SO PEORIA ST. CHICAGO

NEED WE SAY ANY MORE ABOUT THIS 3 DECKER SENSATIONAL MONEY MAKER?

Maybe it's because the player sets his own award odds, or because he gets 5 balls with which to fill only 2 skill holes, or because PANAMA is thrilling, beautiful, different and full of appealing skill action. Anyway, whatever the real reason is—PANAMA IS BRINGING BACK BIG TIME PROFITS FOR OPERATORS EVERYWHERE! And that's THE BEST REASON why you should RUSH YOUR ORDER FOR PANAMA TODAY!! Earn "Pay Table Profits of a Pin Game Price."

Ginsberg Praises Pulling Power of the Billboard

CHICAGO, May 30.—Morrie Ginsberg was so happy with the results received from his last week's ad in *The Billboard* that he has taken time off to write to the Chicago office reporting the ad's success.

Morrie states that his office was swamped with orders for the advertised games far beyond their fondest expectations. Orders came in for every one of the 15 games advertised. To date the Atlas firm has received bona fide orders on the ad from 18 States and 143 cities.

Morrie claims that this must be a record of one kind or another and says that the response he received from his ad is a marvelous testimonial of the pulling power of *The Billboard*.

ROUTES

(Continued from page 31)
Original Floating Theater: Smithfield, Va., 1-6; Gloucester Point 8-13.
Ricton's Show: Oltewah, Tenn., 1-3; Apslon 4-6.

REPERTOIRE

Billroy Comedians, Billy Wehler's: Easton, Md., 3; Cambridge 4; Sallsbury 5; Crisfield 6; Seaford, Del., 8; Milford 9.
Bishop Tent Show: Noxen, Pa., 1-3; Nescopeel, Pa., 4-6.
Choate Show: Karnak, Ill., 1-8.
DeForest Dramatic Co.: Woodbury, Tenn., 1-6.
Favorite Players: Kansas, Ill., 1-6.
Ginnivan, Frank, Dramatic Co.: Adrian, Mich., 1-6.
North, Ted, Players: Wichita, Kan., 1-6.
Roberson Players: Pontiac, Ill., 1-6.
Sadler's Own Co.: Lamesa, Tex., 4-6.
Sweet Players: Sutherland, Ia., 1-8.
Toby Players: Arcadia, Kan., 1-6.
Tolbert, Milt, Players: Smithers, W. Va., 3; Gauley Bridge 4; Oak Hill 5; Hinton 6.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)
American United: Sunnyside, Wash.; Pasco 8-13.
Anderson-Strader: Junction City, Kan.
Arenas: Frisco, Pa.
Bach, O. J.: Corinth, N. Y.; Carthage 8-13.
Banty Greater: Petrolia, Pa.
Barfield's Cosmopolitan: London, Ky.; La Follette, Tenn., 8-13.
Barker, Dwight, Ill.; Clinton 8-13.
Barkley Bros.: Tawas City, Mich.; Alpena 8-13.
Beckmann & Gerety: Galesburg, Ill.
Bee, F. H.: Mt. Sterling, Ky.
Berger, Louis J.: Dearborn, Mich.
Big: Lincoln, Neb.
B. State: Yoakum, Tex.
Bremer Midway Attrs.: Winona, Minn.; Austin 8-13.
Brodbek Bros.: Pampa, Tex.; Kinsley, Kan., 8-13.
Bryce & Lynn: Eastport, Me.
Brown Novelty: Batesville, Ind.
Buck, O. C.: Stamford, Conn.
Byers Bros.: Perry, Ia.
Campbell United: Lebanon, Pa.; Lykens 8-13.
Central State: Madison, Kan.
Cetlin & Wilson: Philadelphia, Pa.
Coleman Bros.: Hartford, Conn.; Norwich 8-13.
Colley, J. J.: Henryetta, Okla.; Coalgate 8-13.
Conklin's All-Canadian: Troquais Falls, Ont., Can., 1-3; Sudbury 8-13.
Corey Greater: Scalp Level, Pa.; Somerset 8-13.
Crafts 20 Big: Emeryville, Calif.; San Leandro 9-14.
Crowley United: Shenandoah, Ia.
Crystal Expo.: Abingdon, Va.
Cumberland Valley: Winchester, Tenn.
Curl Greater: Waverly, O.; Jackson 8-13.
D. & H. Am. Co.: Madison, Mo.
Dennert & Kinnip: Fredericksburg, Va.; Frederick, Md., 8-13.
Dixie Belle Attrs.: Irvington, Ky.
Dixie Expo.: Erin, Tenn.
Dixie Model: Wytheville, Va.; Gary, W. Va., 8-13.
Dodson's World's Fair: Uniontown, Pa.
Dudley, D. S.: Benjamin, Tex.
Edwards, J. R.: Massillon, O.
Ellman: Waupun, Wis.
Eudy Bros.: Norristown, Pa.
Enterprise: Madison, Mo.; Vandalia 8-13.
Evangeline: Carthage, Mo.
Exhibit Prod. Co., No. 1: Williamstown, N. J., 8-13.
Exhibit Prod. Co., No. 2: Oreland, Pa., 8-13.
F. & M. Am. Co.: Lock Haven, Pa.; Renova 8-13.
Fair at Home: Englewood, N. J.
Florida Expo.: Charleston, S. C.
Frisk Greater: Fairfax, Minn.
Georgia Attrs.: Woodruff, S. C.; (Fair) Laurens 8-13.
Gibbs, W. A.: Council Grove, Kan.
Glick, Wm.: Albany, N. Y.

Gold Medal: Chicago Heights, Ill.; Battle Creek, Mich., 8-13.
Golden State: Los Gatos, Calif., 2-4; Santa Clara 4-8; Reno, Nev., 11-20.
Golden West: Englewood, Colo.; Fort Morgan 8-13.
Golden West, Wm. Barnhart's: Breckenridge, Minn.; Oakes, N. D., 8-13.
Gooding, A. W., Am. Co.: Canonsburg, Pa.; California 8-13.
Gooding Greater No. 1: Clarksburg, W. Va.; Steubenville, O., 8-13.
Graham, Hal: Pocaehontas, Ia.
Great Olympic: Fairfield, Ill.
Great Sutton: Wheaton, Ill.; Hoopston 8-13.
Great World Expo.: Bastrop, La.
Greater Dickerson: Lawrenceville, Va.
Greater Expo.: Kankakee, Ill.; Joliet 8-13.
Gruberg's World's Expo.: Freeland, Pa.; Beth-lehem 8-13.
Hames, Bill: Lawton, Okla.
Hansen, Al C.: Salisbury, Mo.; Macon 8-13.
Happy Days: Loogootee, Ind.; Bloomington 8-13.
Happyland: Birmingham, Mich.
Heller's Acme: Manville, N. J.
Henke's Attrs.: (27th & Capital drive) Milwaukee, Wis., 8-12.
Hennies Bros.: Elgin, Ill.
Henry Lew: Shenandoah, Va.
Hildebrand's United: North Bend, Ore.; Eugene 9-14.
Hodge, Al G.: Gary, Ind.
Howard Bros.: Parkersburg, W. Va.
Hughes Bros.: Louisville, Ill.
Hurst, Bob: Jacksonville, Tex.
Imperial: La Crosse, Wis.; St. Cloud, Minn., 8-13.
Joe's Playland: Hoisington, Kan.
Jones, Johnny J., Expo.: Oil City, Pa.
Joyland: Pleasant, Mich.
Kaus: Dunmore, Pa.; Dickson City 8-13.
Krause Greater: Mingo Junction, O.; Monessen, Pa., 8-13.
Lagasse Am. Co.: South Lawrence, Mass.; Medford 8-13.
Lands, J. L.: Arkansas City, Kan.; Coffeyville 8-13.
Lang's, Dee, Famous: Fort Madison, Ia.; Muscatine 8-13.
Lewis, Art: Worcester, Mass.
Liberty National: Norcross, Ga.
McGregor: Hamilton, Ill.
M. B. Am. Co.: Advance, Mo.
Majestic: Mullens, W. Va.
Marks: (Woodlynn Lot) Camden, N. J.; Norristown, Pa.; Citrus, Fla.
Metropolitan: Citrus, Fla.
Mid-West: La Fayette, Ind.; Crawfordsville 8-13.
Miller Bros.: Hazard, Ky.
Miner Model: Ateskora, Pa.; Slatting 8-13.
Page, J. J.: Blufffield, W. Va.; Beckley 8-13.
Pan-American: Rochelle, Ill.; Freeport 8-13.
Pearson: Paxton, Ill.; Pontiac 8-13.
Peerless Am. Co.: Wappingers Falls, N. Y.
Perras Expo.: Iberia, Mo.; Crocker 8-13.
Pine Tree State: Rochester, N. Y.
Pollie & Latta: Alma, Mich.; Saginaw 8-13.
Reading's United: Fayetteville, Tenn.
Regal United Am. Co.: Waldron, Ark.
Reid Greater: Jacksonville Beach, Fla.
Rogers & Powell: Swifton, Ark.
Royal American: Dentonport, Ia.
Royal Amusement Co.: Hunsville, Ala.
Rubin & Cherry Expo.: Madison, Wis.
Sheesley Midway: Pontiac, Mich.
Shugart, Dr.: Houston, Tex., 1-13.
Siebrand Bros.: Billings, Mont.
Silver State: Thermopolis, Wyo.
Sims Greater: Kingston, Ont., Can.
Six, J. Harry, Attrs.: Cloverport, Ky.
Small & Bullock: Montclair, W. Va.
Stahl Greater: Meyersdale, Pa.
Snapp Greater: Jacksonville, Ill.
Sol's Liberty: De Kalb, Ill.; Fond du Lac, Wis., 8-13.

(See ROUTES on page 71)



CANDY GIVE-AWAY PACKAGES AND INTERMEDIATES.

SMILES	ORIENTAL SWEETS
200 To Carton	100 To Carton
Per Carton \$2.00	Per Carton \$2.00
Per 1,000 \$10.00	500 Pkgs. \$10.00
	1,000 Pkgs. \$20.00

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line.
20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St., New York City.

Concessionaires! CARNIVAL-PARKMEN!

LINE UP WITH THE LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

CATALOG IS NOW READY—Send for Your Copy Today

CONTINENTAL PREMIUM MART

317 G. WELLS STS., MILWAUKEE, WIS.



MARVEL LAMP No. 6603. Each, 55c; Doz., \$6.00.

SMART BETS FOR SMART OPERATORS

DID YOU GET OUR LATEST CATALOGUE?

Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties.

WISCONSIN DELUXE CORP.

1902 North Third St., Milwaukee, Wis.
"IF IT'S NEW, WE HAVE IT"—One Day Service

Concessionaires

NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STOPS, WHEELS, PARKS, COGN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

WANTED

A-1 young Saxophone Player, also Trumpet Player doubling Stage, to play once. State all and lowest. Pay your own wires.

FRANK SMITH PLAYERS
Anna, Ill., this week.

WANTED

Can Place MITT CAMP, Long Itanac Gallery, Snow Cones, Candied Apples, etc. Can place capable agents all times. Have opening for one capable Painter. Bid Game Workers, must look good. CAN PLACE AT ONCE! Real Cooks and Waiters for modern cook-house. Can place real show people, have outside, also with outside route—no pay rate. Reply to CROWLEY'S SHOW, Roy Goldstone, Concession Manager, Shenandoah, Ia.

WANTED TO JOIN AT ONCE

First-class Wagon Builder and Repair Man that can handle lot. CAN ALSO USE Secretary.

DODSON'S WORLD'S FAIR SHOWS
Uniontown, Pa., this week.

CANDY BUTCHERS - ATTENTION - CANDY BUTCHERS

A NEW DEAL IN PRICE PACKAGES
CAROLINA CANDIES IS THE SHOP OF THE FAIR.

All Bally Packages Plus 10 Super Gifts per Hundred. Delicious Assorted Caramels and Flashy Boxes.

PAUL BOTWIN
Supervises the Making of Carolina Candies. He Has Sold Prize Packages for 15 Years AND GUARANTEES THIS PACKAGE THE BEST EVER SOLD

100 Packages \$4.50 10 Boxes FREE for Express

25% Deposit With Order — Balance C. O. D.
Reliable Candy Butchers Wanted — Meyer Hamburg and Phil Mayer Wife.

EAULA CANDY COMPANY, 1203 Calhoun Street, COLUMBIA, S. C.

ORDER YOUR PANAMA 5 ball skill game from GERBER & GLASS

\$52⁵⁰



IMMEDIATE DELIVERY

IT'S NOT A SALE UNTIL YOU ARE SATISFIED

GERBER & GLASS
914 DIVERSEY BLVD. - CHICAGO

WANTED RIDES, CONCESSIONS
VIRGINIA BEACH, VIRGINIA.
Caterpillar, Whip, Hey-Dey, Tilt-a-Whirl or any other popular Ride, Kiddie Rides. CONCESSIONS Legitimate Wheels and Grand Stairs, Fortune, Penny Hearts, Foxean Custard, Popcorn, Soft Drinks, Photos, Linnex Store, Candy Floss and any other that is suitable. Wanted Publicity and Exploitation Man. S. LIVINGSTON, 1305 E Street, N. W., Washington, D. C.

CELEBRATION COMMITTEES
Minnesota and Dakotas
ATTENTION!
We have Candy Family Revenue, 7-piece Band, 8-piece Orchestra, 6 Tree Acts, 2 Rides & Shows 16 Concessions Sound Car. WANTED Legitimate Concessions for two more Shows, Kiddie Ride, Loop-o-Plane for Street Fairs and Celebrations. Wire or join Watertown, Minn., this week! Norwood following.
ENTERPRISE ATTRACTIONS.

P. J. SPERONI SHOWS
Man for Athletic, organized Minstrel Troupe, Concession Agents, Ride Help.
Mendota, Ill., This Week.

Opening Enterprise Shows
Wandalia, Mo., June 6; Bowling Green, Quincy, Ill., to follow.
WANT Shows, Loop-o-Plane, Kiddie Rides. Have Photos, Penny Pitch, Popcorn, Ball Games booked. Others open. **ENTERPRISE SHOWS**, Madison, Mo., this week.

Seils-Sterling Circus
WANTS account enlarging Band, one more strong Trumpet, one Clarinet, other Musicians. Address **ARTHUR HELLER**, Bandmaster, Workmen all departments. Address **SCOTTY DUNNE**, CAN PLACE high-class Pit Shows. All others address **SEILS-STERLING CIRCUS**, Sheboygan, Wis., June 8 and 9.

BARKER SHOW WANTS
Capable Lot Man, Show Talkers and Grinders. Stock Concessions, Ball Game Agents, Ride Help. Illusion, Pit Show, Pit Girls-any other Attraction that don't conflict. Dwight, Ill., this week; Clinton, week June 8.

Philly AMA Fights Hostile Officials

PHILADELPHIA, May 30.—Upshot of the stormy public meeting Thursday before city council's safety committee on the proposed ordinance of Councilman Louis Schwartz to charge a \$10 annual license fee on each pinball machine operated in the city was a sudden war on the machines by Mayor Wilson. Following police seizures, the Amusement Machines Association of Philadelphia struck right back when a suit was filed yesterday in Common Pleas Court No. 4 to compel the police to return two pinball machines seized under orders of Mayor Wilson.

Frank F. Engel, local distributor and complainant in the suit, thru Bernard R. Cohen, counsel for the AMA, asked the court to issue an injunction ordering the mayor, Director Andrew J. Emanuel of Public Safety and Superintendent of Police James H. Malone to return the machines to the complainant and to enjoin police from interfering with their operation.

It is contended the machines are operated for amusement only, "their operation being dependent entirely upon the skill, judgment, practice and adroitness of the player, that they are not dependent upon chance or luck, and are not a game in which hazard entirely predominates." The complainant also maintained that the machines emit no money or slugs or any articles of value, and all the player can do is run up a score according to the numbers near the holes into which he gets the marble. It was further contended that seizure of the machines was unlawful.

Insisting the machines are perfectly legal, Attorney Cohen, representing the distributing agents, made application to the court asking for a preliminary injunction to prevent destruction of the machines and restraining the police from making further raids. Early yesterday he appeared before Judge Harry S. McDevitt in Quarter Sessions Court, where he argued on a petition requesting the return of five other pinball games seized by police.

Councilman Schwartz said he introduced the ordinance as a means of bringing much-needed revenue to the city. Prior to the Wilson administration, "according to Schwartz, there were about 10,000 machines in the city, but now there are only about 3,000. The Schwartz measure prohibits operation of machines by children under 18 and provides a \$25 fine for each gambling device.

The mayor suggested to Cohen that a case be taken to Common Pleas Court to decide whether pin amusement machines were gambling devices, and Cohen said he personally agreed with the mayor's suggestion. Mayor Wilson said he would abide by the Common Pleas Court decision until the matter should be finally decided by the Pennsylvania Supreme Court.

A test case brought before Judge McDevitt several days ago and scheduled for a hearing yesterday was postponed at the request of Assistant City Solicitor James F. Ryan, pending the outcome of the injunction suit instituted by Cohen on behalf of the AMA. The test case is an effort to force the city authorities to show cause why seized machines should not be returned.

Schwartz then offered a motion to postpone consideration of the ordinance until a court decision shall have been obtained on the legality of the machines. And since no decision has ever been handed down by the State Supreme Court as to their legality, the machines now pay a \$1 license fee and 4 per cent of its reported intake to the State Department of Revenue under the State amusement law.

Monopolee Game In Ticket Model

CHICAGO, May 30.—It was announced this week that Chicago Coin's new Monopolee payout game will also be obtainable in a ticket model.

The ticket model may be conveniently operated in this way. The location owner is furnished the key to the payout drawer, which is kept locked. When the player hits a winning pocket a ticket is vended, which is redeemable by the location owner. At the end of the day or whenever he may care to do so the location owner may reimburse himself for the payouts by merely unlocking the payout drawer and removing the coins therein.

In this way it is impossible for the location owner to cheat the operator and

it is impossible for the player to cheat the location owner.

Monopolee has stood many thoro location tests under various operating conditions and, much to the satisfaction of the Chicago Coin Corporation, the game has definitely proved to be mechanically and electrically perfect.

While practically every hole on the Monopolee playing field is a payout hole, the game is so devised that by making those holes a second time they pay off higher awards. A special model of Monopolee is also obtainable for two-ball play where one ball is not permissible. There is no extra charge for this feature and it is furnished at the operator's option.

Cocoanuts Are Coming

CHICAGO, May 30.—Western Equipment and Supply Company announces that its newest game, Cocoanuts, is in production and Western officials predict that it will be one of the greatest games extant. Too many features to list here, they say, but they promise important announcement soon.

Baum Display Brings Visitors

ST. LOUIS, May 30.—Baum Novelty Company, under the direction of Dan Baum, has recently altered its showroom here with a great display of coin machines.

The display, Baum reports, is a magnet for most of the operators in the St. Louis region, who always drop in to look over his exhibition.

Calcutt Plans House Organ

FAYETTEVILLE, N. C., May 30.—A regular monthly house organ is scheduled by Joe Calcutt, of the Vending Machine Company, the firm that made this city known in the coin-machine world.

The proposed periodical is to have 48 pages and will contain many interesting features by writers of importance in the coin-machine industry. The publication will be free to operators.

BIRTHS

(Continued from page 28)

6½-pound boy. Father is a rodeo contestant and the mother, Helen Clancy, is a fancy roper and daughter of Fred (Fog Horn) Clancy.

To Mr. and Mrs. Howard Hawks a five-pound girl in Los Angeles May 20. Father is film director and mother is sister of Norma Shearer, film star.

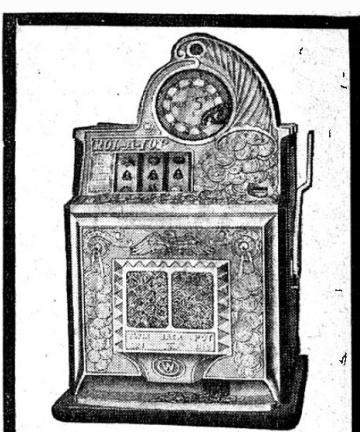
Divorces

Olga Barbara Whitsett, radio entertainer, from Stewart W. Whitsett in Los Angeles May 28.

Nate T. Eagle, who managed the Midlet Village at a Century of Progress, Chicago, May 26 in Chicago from Mrs. Cleo S. Eagle.

Nelson Injured by Lioness

BURLEY, Ida., June 1.—Bert Nelson, with Al G. Barnes Circus, was injured by his wrestling lioness, Norma, at the climax of Saturday night's performance at Boise, Ida. Was momentarily stunned by the attack. He quickly recovered and drove Norma back to her cage after finishing his routine with her. He received two bad tooth wounds in the head.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1888—Tel. COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

4 NEW WALK-THRU SHOWS
FOR STORE-ROOMS, PARKS, OARNIVALS, AMERICAN LEGION, V. F. W. CELEBRATIONS AND FAIRS.
Write for FREE Description, Testimonials, What Shows Are Doing and Price of These Shows. Special opportunities for EX-SERVICE MEN. All comrades please write me at once. Also, we want every manager of any kind of CRIME SHOW to write for our new list of WORLD'S Greatest CRIME SCENES, FREE
Every one is an actual photograph, not newspaper cuts, but big glossy 8x10 inch actual photographs on heavy photo paper with full descriptions included. For sale by dozen or hundreds. Pick out the pictures you want. Flash your joint.
I would pay showmen and comrades to come to our office, as many are doing, and see our new shows.
CHAS. T. BUELL & CO.
Box 209, Newark, O. Office, 62 N. Williams St.

ACME UNITED SHOWS WANT

For Manufacturing Cities of Northern Ohio and Pittsburgh District.
WILL BOOK OR LEASE Merry-Go-Round and Ferris Wheel, Shows of all kinds not confiding. Good opening for Girl Show with flashy frame-up. Legitimate Concessions all open. Bingo sold. Rates reasonable. Write or wire this week West Union, O.

M. B. AMUSEMENT CO WANTS

Athletic People. Have my own outfit. Shows with Corn Game, Cigarette Gallery, Ball Games, Pitch-Pit-You-Win, Ride Help.
Advance, Mo., June 1 to 6.

OPERATORS--TREMENDOUS COLLECTIONS with A. B. T. Big Game Hunter 1c or 5c

TRY ONE AND BE CONVINCED.	
ABT—TRANSFACIFIC (1 Ball).....	\$89.50
ABT—CAPTAIN KIDD (3 Balls).....	89.50
ABT—SPORTLAND.....	19.75
ABT—WAGON WHEELS.....	19.75
ABT—SMOKE UP—PROBIT.....	65.00
ABT—BIG SHOT (1 Ball).....	72.50
ABT—COMBINATION (3 Balls).....	

1/3 Deposit, Balance O. O. D.
Exclusive Eastern ABT Distributors.
NEW YORK DISTRIBUTING CO.
3682 Broadway, New York, N. Y.

\$32.50 Ball Gum Vender \$4.50 Extra F. O. B. Chicago.

J. L. LANDES SHOWS WANT SENSATIONAL HIGH FREE ACT

Shows with or without your own outfit, except Athletic and Hula Show. Legitimate Concessions, no follow. CAN USE Musicians for Minstrel Show, Trombone, Saxophone. Salary sure.
J. L. LANDES, Arkansas City, Kan., June 1 to 6; Coffeyville, Kan., June 8 to 13.
P. S.—CAN PLACE complete Pit Show. Have swell Frame-Up with new Truck to transport it.

1¢ 2¢
TWO PROFITS
 INSTEAD OF **ONE!**
A DELUXE TWIN VENDOR



COMPARABLE WITH VENDORS SELLING FOR TWICE AS MUCH!

Its handy size . . . its appealing appearance . . . its thoroughly dependable performance make the DUETTE the most profitable vendor you could operate. It vendors two products instead of one. DUETTE gives you two profits, twice the money.

- Each compartment holds 3½ to 4 pounds. Two separate coin chutes.
- Attractive 2-tone baked enamel finish. 3-sided glass window display.
- All-steel construction. Trouble-free mechanism.
- Portions Easily Adjusted. Jack Up Your Locations By Operating Modern Equipment.

SEE YOUR JOBBER. HE HAS THEM OR CAN GET DUETTES FOR YOU. OR YOU MAY ORDER DIRECT.

THE AD-LEE CO. Inc.
 827 S. WABASH, CHICAGO

McClellan Visits Nation's Capital on Business.

CHICAGO, May 30.—Taking time out from his numerous duties at the Chicago plant of Pacific Amusement Manufacturing Company, which he heads, Fred McClellan paid a flying visit with Jack Staples, owner of Coin-o-Matic Distributing Company, Washington, D. C., this week. Rumors to the effect that Coin-o-Matic had obtained an exclusive distributorship on Pamco Handicap, Pacific's new ticket game, have been confirmed during a recent interview with Mr. McClellan. He advises that Coin-o-Matic has obtained Pamco's exclusive national sales franchise on the new ticket number and that interest is running high on the game.

According to Mr. McClellan, the demand for Handicap ticket games is due to the extra amount of ball animation incorporated in its play. It includes among other horse-racing features the popular win, place and show idea tied in with high scores, and the player is handed a ticket on the last ball after the race has been run. Mr. Staples, of Coin-o-Matic, contemplates making heavy deliveries on the new Pamco ticket game and has already stocked up on an advance supply to insure immediate shipments when orders are placed. In addition to Handicap, Staples has been instrumental in bringing a large number of Lite-a-Line games of the bowl variety into his territory.

NACOMM Wants Suggestions

CHICAGO, May 30.—"The 1937 coin-machine show committee wants your suggestions for making next year's exhibit even more profitable to you than in previous years," is the message of C. S. Darling, secretary of NACOMM, to those interested in the show.

"Each year's exhibit has been more successful than previous ones in attracting large numbers of buyers of coin machines and related products," says Darling. "The 1936 exhibit had more than 3,000 registered buyers from outside Chicago, representing 46 of the 48 States and several foreign countries, in addition to many hundreds of Chicago purchasers of such equipment."

PYTHON RESISTS

(Continued from page 3)
 bert Markell, who resides with Lyons in Lakewood, aided by two police patrolmen, released Wilson and Loughney, both of whom were given treatment for injuries to their hands at Charity Hospital.

The incident drew issuance of a feature Associated Press story.

SOLOMON WINS

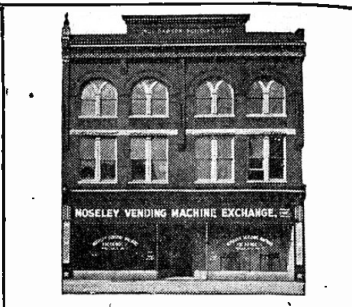
(Continued from page 3)
 Salt Lake City, who plunged 99 feet for \$25 plus an equal amount for gaining sixth place in the mixed division. Viola Moss, Chicago, was third in the women's class, with 80 feet.

Other entries were Frank Cushing, Los Angeles, and Harold Arias, who arrived from his native Germany a few days ago but quit the tourney with the statement that he did not realize plunging was to be in shallow water, being a stunt specialist.

Diving was done in a tank five feet deep and 15 feet in diameter. It was a two-day competition, starting on Memorial Day, when five stanzas, two hours apart, were registered and the tourney attracting capacity crowds, which not only filled nearly 3,000 seats in the free-act area, but took vantage points thruout the park and even on the New York side to watch the thrilling leaps, which brought a pandemonium of applause at each descent.

Opening was under the worst conditions possible, high winds bringing shivers and leap fright to contestants. On Saturday Brook Temple, WHN announcer, followed Latkowski up the ladder and put over a "splash by splash" broadcast, following which some of the contestants and guests spoke into the mike while Temple described the doings.

Clem White, of the park, officiated as emcee, and the event was staged by Bert Nevins, Palisades publicity director, who originated the idea, which carries with it not only the universal title but a booking route of six weeks thru George A. Hamid, Inc. Arthur L. Hill represented Miss Anderson, and George Traver, owner of Fair at Home Shows, represented Buster Gordon, Boston, whose late entry was not sanctioned. Kenneth Blake did some exhibition fire dives in the evening. There were no entry fees and shelter was furnished free.



WANT TO BUY FOR CASH OR TRADE 100 SLIGHTLY USED

JUMBOS DERBY BONUS PEERLESS GOLDEN HARVEST
 Either Cash or Ticket Models. Prefer Ticket of Model. Will make liberal trade-in allowance on any of the latest games out. Write, Wire or Phone us what you have to offer.

ALL LATEST BRAND NEW HITS
 Ready for Immediate Delivery.

Multiple, Rollance, Tycoon,	BALY'S RAY'S TRACK MILLS, MCGOY, GOTTLEB'S FENCE BUSTER, ROKOLA'S	Hialeah, Sky High, Double Header, Broker's Tip, Phonographs.
-----------------------------	---	--

Alamo, PACIFIC'S Galloping Pig, PAPE'S RACES, Palooka.

SLIGHTLY USED AND FLOOR SAMPLES

10 Tilt Tat Toes, used 2 weeks	\$ 9.50
1 Book-Old Black Magic Dico.	35.00
10 Penny Packs	7.50
1 Peas Races, 250 Play, Perfect Condition	300.00
5 Daily Limits, new, 2 S.	57.50
8 Peerless, Cash Payout	85.00
4 Q. T. 50 Play Vendors	25.00
1 Eclipse	15.00
3 Frisky	6.00
1 Bally Rambler F. S.	50.00
8 Big Games, 10	8.00
8 Traffic A	3.50
1 Traffic B	8.50
1 Traffic C	5.00
15 Red Arrows	9.00
12 Champions	8.00
2 Rocketts, take lot at	8.00
2 Mills Dial Vendors, 50 Play, Each	25.00

SUPPLIES
 Batteries, per case \$ 5.00
 Ball Gum, per case 10,000 balls 12.00
 Pistachio Nuts, No. 1 Grade, Per 100 30.00
 1/8 Deposit With Order, Balance C. O. D.
 We are manufacturers and distributors.
JOBBERS, Write for Quantity Prices.

MOSELEY VENDING MACHINE EXCHANGE, INC.
 00 Broad Street, RICHMOND, VA.
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DISTRIBUTORS OF SUPERIOR SALESBOARDS
 GIFTS—NOVELTIES—PREMIUMS—PRIZES.
 Write for Catalog.

MARKEPP Co. 3902 4-6-8 CARNEGIE AVE. CLEVELAND, O.
 1410-12 CENTRAL PARKWAY CINCINNATI, O.

HAVE YOU SEEN THE NEW "ELECTRO FREEZE" FROZEN CUSTARD MACHINE?
 AN OUTSTANDING SUCCESS

Biggest Improvement in Custard Machines. No Filth—No Ice—No Water—No Salt. Passes State and Local Health Regulations. Cleaned and Sterilized in five minutes. Capacity 30 Gallons per hour. Can be seen in operation with Ringling Bros. and Barnum & Bailey Circus en route. Address **FRANK C. MILLER**, care Ringling-Barnum Circus, per Route, or 712 E. 135th St., New York City, N. Y.

WANTED SHOWS AND CONCESSIONS

FOR TEN WEEKS OF BONA-FIDE CELEBRATIONS:

DANVILLE, N. Y., June 8 to 13; SMETHPORT, PA., Old Home Week, June 15 to 20; BATAVIA, N. Y., June 22 to 27; WELLSVILLE, N. Y., Community Celebration, June 29 to July 4; FRIENDSHIP, N. Y., Firemen's Convention, July 6 to 11; PORTVILLE, N. Y., Old Home Week, July 18 to 19; ALLEGANY, N. Y., Old Home Week, July 20 to 25; BOLIVAR, N. Y., Old Home Week, July 27 to August 1; ELDRED, PA., Old Home Week, August 8 to 9. The Ace Celebration Spots of This Section. **KARL MIDDLETON**, Danville, N. Y.

DAILEY BROS. SHOWS
 A SHOW WITH GOOD DATES

WANT more Rides and Shows to join before week July 4th, Pittsburg, Kan.; then Italian Celebration, Omaha, Neb. Frank Finch, wire. This week, Neodesha, Kan.; then Independence, Kan.

J. J. PAGE SHOWS

Beckley, W. Va., all next week, auspices Boy Scouts, followed by War, Logan and Keystone Fourth of July Celebration. All West Virginia! Can place legitimate Concessions and Side Show People, Musicians and Dancers for Girl Show. Opening for Kiddie Rides and Motordrome. Twelve Southern Fairs already booked. Everybody address **J. J. PAGE**, Bluefield, W. Va., this week.

DIXIE EXPOSITION SHOWS WANT

Athletic Manager with Boxers and Wrestlers, Half and Half. Have new outfits, panel fronts. Musicians and Performers, salary and percentage from office. Want Flat Ride, prefer Tilt-a-Whirl, shows that can get money. Will furnish outfits. Legitimate Concessions. Want to book or buy small Merry-Go-Round. Address **C. D. SCOTT**, Erin, Tenn.

JOHN R. WARD SHOWS WANT

Shows, good proposition to Ten-in-One; experienced Operator for Monkey Motor Drome, Girl Show People, Performers and Musicians for Minstrel Show. Capable show people write. Want Stock Concessions all kinds. Place Concession Agents, Banner Man who can drive sound truck and Promote. Flat River, Mo., week June 1st; Louisiana, Mo., week June 8th.

RIDE HELP WANTED

For Tilt-a-Whirl, Merry-Go-Round and Ferris Wheel. All season's work in Chicago. **BOX 205, Billboard, 8th Floor Woods Building, Randolph and Dearborn Streets, Chicago, Ill.**

CENTRAL STATES EXPOSITION SHOWS

Opening 24th and Vinton Streets, Omaha, Neb., June 1-14.
 CAN PLACE Shows, Rides and Concessions. Anything that don't conflict. Wire at once **T. CORY**, in care Western Union, Omaha, Neb.

Is Your Subscription to The Billboard About To Expire?

FENCE BUSTER

"Gottlieb's New Baseball Payout"

\$125.00 ELECTROPAK STANDARD EQUIPMENT

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1, mechanically adjustable for tight or liberal awards. Just wait and see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

Beautiful Duo-Tone Cabinet, measures 50" long by 29" wide.



ST. LOUIS DISTRIBUTORS FOR D. GOTTLIEB & CO. PRODUCTS

We also highly recommend the following Automatic Games.

SUNSHINE DERBY... \$39.50	ALAMO... \$149.50	MILEAH... \$149.50
BROKERS TIP... 125.00	DAILY RACES... 125.00	MULTIPLE... 142.50
BAMBIÑO... 125.00	GRAND SLAM... 127.50	SKY HIGH... 99.50
GEE WHIZ (Counter)... 16.50		RAY'S TRACK... 400.00

SYSTEM... \$52.50	FINANCE... \$39.50	NEIGHBORS... \$39.50
50 GRAND... \$29.50	TORPEDO... 47.50	BIG SHOT (5 Ball)... 55.00
MAD CAP... 47.50		GREAT GUNS... 52.50

THE LATEST WINNERS IN COUNTER GAMES

RHYTHMIC... \$21.50	HORSES (Buckley)... \$17.50	BALLY BABY (1c)... \$17.50
SANDY'S HORSE... 29.50	WIN-A-SMOKE (1c)... 12.00	HALF MILE (ABT)... 32.50

GUARANTEED RECONDITIONED MACHINES AT BARGAIN PRICES SUBJECT TO PRIOR SALE

TRICKS (Large)	Special Close-Out Sale	\$22.50
ACTION (Large) \$7.50	KINGS \$10.00	SIGNAL (Large) \$8.00
BEACON 4.00	LUCKY STAR 17.50	SIGNAL (Small) 4.00
BEAM LITE 4.00	SINK OR SWIM 4.00	TIT-FOR-TAT 1.00
BLUE RIBBON (6c) 2.50	SPITFIRE 10.00	THREE-IN-LINE 5.00
CRISS CROSS ALITE 6.00	SUBWAY (1c) 9.00	TRIO-LITE 7.00
CRISS CROSS (Plain) 4.00	STAY ALIVE 15.00	TROCK (Small) 7.00
DEALER 5.00	SCREAM 15.00	TREASURE HUNT 15.00
		ZOOM 17.50

RECONDITIONED AUTOMATIC TABLES

BALLY DERBY (Straight Money or Check Separator).....	\$65.00
BALLY PEERLESS (Straight Money or Check Separator).....	65.00
KEENEY DOUBLE SCORE (Straight Money Only).....	65.00

In ordering used machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.

MORRIS NOVELTY CO. 4505 Manchester, ST. LOUIS, MO.

YOUR COPY OF OUR NEW CATALOG IS NOW READY. SEND FOR IT TODAY AND SAVE MONEY

Showing a large variety of Novelties, Concessions Goods, etc.

RODIN NOVELTY CO.

RODIN BUILDING, SIOUX CITY, IOWA

WANTED FOR MABEL R. WEER SHOWS

Shows, with or without own outfits; Monkey, Mickey Mouse, Reptile or Big Snake, Illusion, Mechanical, or any other money-getting shows. Jack Winters, Joe Hilton wire. Lester Knapp wire us again. Robertson wants Acts for Ten-in-One, Concessions of all kinds that work for stock. WILL BOOK Merry-Go-Round, Chairplane or Flat Ride with own transportation for No. 2 Unit. Like to hear from sensational Fire Act. We pay Napoleon, O. Mammoth Fourth of July Celebration, Four Days on the streets, with a long list of the best Celebrations and Fairs to follow. Eaton Rapids, Mich., week of June 1st; Adrian, week June 8. Factories all working. Big payrolls. Wire all communications to MABEL R. WEER, Manager, per Route.

WANT—SHOWS, RIDES, CONCESSIONS—WANT

WELFARE ASSOCIATION CELEBRATION, ON HAYMARKET, NASHVILLE, TENN., JUNE 16 TO 27. FOLLOWED BY THE BIGGEST AND BEST FOURTH OF JULY CELEBRATION IN THE SOUTH, AT MARTIN, TENN. SHOWS OF MERIT—Must be high-class. GIRL REVUE, TABLOID, PIT SHOWS. MECHANICAL CITY (Joe Teska wire). Finance anything high class. HAPPY RAY Wants Acts for His Big CIRCUS SIDE SHOW. RIDES (Book or Buy) LOOP-O-PLANE and MERRY-GO-ROUND (Two-Abreast Preferred). Concessions That Work for Stock Only. Positively No Grift. All Applicants Address H. V. ROGERS, Manager, Rogers Greater Shows, 814 Clark Place, Nashville, Tenn.

ABANA BROS. FAMOUS SHOWS

A five-baggage Railroad Carnival playing industrial cities only. Will furnish tents, fronts, banners for Athletic, Hawaiian, Half-and-Half, Illusions, Fat Girl Shows, single Pit Attractions. Capable Promoter to sell merchants space in big tent, 90x280. Free Act, aerial preferred; Small Band, Cook House Manager and Griddle Man, Scenic Artist, Show Carpenter, experienced EH Wheel and Allan Herschell Merry-Go-Round help. Will book Tilt-a-Whirl, Auto Ride, Loop-o-Plane. Address 3700 Bond Avenue, East St. Louis, Ill., June 4th to 13th. We play Alton, Ill., Exposition and Carnival on River Front, week June 22nd, with fourteen Street Celebrations, Home Comings and Fairs to follow, with Southern tour this fall. Can also use a few more Concessions.

CHRIST UNITED SHOWS

WANT for continuous Celebrations and Fairs, COOK HOUSE catering to Show People. No Rides, as we have 6. Would consider good 10-in-1 or 8-in-1. Monkey Circus or Drome and any meritorious Shows. Also legitimate Concessions, including Pitch-Tilt-U-Win, Bowling Alley, Hoop-La and Fish Pond, or any others. CAN USE good Agents, Girls for Revue and Nudist Colony come on. \$15.00 per week with privilege of 10%. Also Talkers for Nudist Show and best Geek Show on the road. Fair Secretaries Ohio, Indiana and Kentucky come on or address all wires or mail Ashland, O., this week. Write Parma, O., week June 8. Under strong auspices. First show in seven years.

Ideal Novelty Company Buys Out Rosenfeld

ST. LOUIS, May 30.—The Ideal Novelty Company, of which Carl F. Trippe is owner and general manager, consummated a deal this week whereby it purchased the entire jobbing business and routes of the Union Novelty Company, of which Jack Rosenfeld has been president and owner. The deal takes effect June 1, when Trippe will close the office and display rooms of the Union Novelty Company and move all equipment to his office at 1518 Market street. The routes taken over will be handled by several of Trippe's men.

Rosenfeld has been in the jobbing and operating business for the past four years. He will take a two months' trip to Europe, leaving on or about June 20, and upon returning plans to become associated with Ideal.

ROUTES

(Continued from page 68)

Spencer, Sam E.; Emporium, Pa.
Speroni, P. J.; Mendota, Ill.
State Fair: Rawlins, Wyo.; Laramie 8-13.
Strates Shows Corp.; Binghamton, N. Y.
Sunset Am. Co.; Sigourney, Ia.; Oelwein 8-13.
Thomas, Dug; West Plains, Mo.
Tilley; North Chicago, Ill.
United Shows of America; Sioux City, Ia.
Volunteer State; Wheelwright, Ky.
Waide, W. G.; (Michigan ave. at 8th) Detroit, Mich.
Wallace Bros.; Peru, Ill.; Bloomington 8-13.
Wallace Bros.; Ottawa, Ont., Can.
Ward, John R.; Flat River, Mo.; Louisiana 8-13.
Weer, Mabel R.; Eaton Rapids, Mich.; Adrian 8-13.
Weer Bros.; Am. Co.; Pergus Falls, Minn.; Valley City, N. D., 8-13.
West Coast Am. Co.; Klamath Falls, Ore.
West Coast Shows; Chehalis, Wash.; Portland, Ore., 8-13.
West, V. E.; Authorized; Burlington, Kan.
Weston, Steve; Amarillo, Tex.
West's World's Wonder; Stroudsburg, Pa.
Wilson Am.; Morton, Ill.; Delavan 8-13.
Winters Expo.; Sewickley, Pa.; Ellwood City 8-13.
World R. H.; Clymer, Pa.
World of Mirtil; Olifton, N. J.
Zeiger, C. F., United; Twin Falls, Ida.; Boise 8-13.
Zimdars Greater; Joliet, Ill.; Dixon 8-13.

CIRCUS AND WILD WEST

Barnes, Al C.; Pocatello, Ida., 2; Salt Lake City, Utah, 3; Logan 4; Blackfoot, Ida., 5; Idaho Falls 6; Dillon, Mont., 7; Helena 8; Great Falls, Great 10; Glasgow, 11; Wiliston, N. D., 12; Devils Lake 13.
Bockus & Kilonis; Bridgton, Me., 3; Lancaster 4.
Cole Bros.-Clyde Beatty; Erie, Pa., 2; Niagara Falls, N. Y., 3; Jamestown 4; Howell 5; Corning 6; Hiramston 8; Ithaca 9; Elmira 10; Williamsport, Pa., 11; York 12; Lancaster 13.
Conroy Bros.; Marcus, Ia., 3.
Cooper Bros.; Englehart, Ont., Can., 3; Kirkland Lake, Ontario, 5; 8; Poreupine 6; Cochrane 8; Smooth Rock Falls 9; Fauquier 10; Kapuscasing 11.
Eddy Bros.; Brandon, Vt., 3; Bristol 4; Vergennes 5; Burlington 6; St. Albans 8.
Gainesville Community; Gainesville, Tex., 4-6; Hawkins, Bud; Mooresville, Ind., 3; Thornton 4.
Kay Bros.; Somerville, N. J., 5; Haddonfield 6; Woodbridge 7.
Mik, Tom; Salina, Kan., 2; Hutchinson 3; Wichita 4; Emporia 5; Topeka 6; Norris Bros.; Sweet Springs, Mo., 2; Concordia 3; Corder 4; Alma 5; Waverly 6.
Polack Bros.; Memphis, Tenn., 1-6; Cairo, Ill., 9-13.
Raum's Rodeo; Centralia, Ill., 1-6.
Rising Bros.; Bannum & Bailey; Newark, N. J., 2; Trenton 3; Easton, Pa., 4; Scranton 5; Paterson, N. J., 6; Poughkeepsie, N. Y., 8; Waterbury, Conn., 9; New Haven 10; New London 11; Stamford 12; Bridgeport 13.
Tiger Bill; Bristol, Ind., 4; Middlebury 5; Topeka 6; Ligonier 7.
Vanderburg Bros.; Tipton, Ia., 3; Clarence 4; Mt. Vernon 5; Monticello 6.
Webb, Joe B.; Baker, Mont., 3; Wieboux 4; Circle 5; Jordan 6; Winnett 7.

Additional Routes

(Received too late for classification)

All-Fun Show; Fort Motte, S. C., 1-6.
Almond, Jehro, Show; Oakboro, N. C., 1-6; Newburg 8-13.
Bink's Show; Cleveland, Wis., 1-6.
Brown Family Am. Co.; McRae, Ga., 1-6.
Dandy Dixie Shows; Roxboro, N. C.
Daniel, Magician; Fiat, Ill., 1-6.
Marine-Pirestone Co.; Lawton, Ok., 1-6.
Miller, Al H.; Show; Athens, Ga., 1-6.
Montague, Magician; Marysville, Utah, 4; Junction 5; Antimony 7; Escatante 9-10; Tropic 11; Pangulth 14.
Sharpsteen Show; Hulsdale, Mich., 1-6.
Sweat, Herbert; Vaillards Circus; Borton, Ill., 1-6.
Turtle, Wm. C.; Magician; Bly, Ore., 1-6; Lakewey 8-13.
Wisard Circus Unit; St. Marys, Kan., 5; Wamego 6-7; Alma 8-9; White City 10.

MAD CAP

Sensational Long-Run, Non-Payout Game!



Size 21" x 41"

Every Game INSURED At Stoner's Expense Against Fire and Theft.

\$47.50

STONER CORPORATION

Aurora, Illinois



RIALTO Assortment

Extension Edge Box. Assorted Colors. Packed with 2 Layers of High-Grade Assorted Chocolates. 4 Doz. per Carton.

DOZEN, \$1.25

CARTON, \$4.80

25% Deposit with Order. Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc.

101-103 Wooster St. New York City

CARNIVAL WANTED

FOR 12TH ANNUAL W. O. W. PICNIC, June 25, 26 and 27. Address PICNIC COMMITTEE, Duke, Okla.

KINSLEY PICNIC

JUNE 11-12-13

WANTED—Shows and Concessions that do not conflict. Have Athletic, Bingo, Photo, Doll Rack, Cotton Candy, Pancorn. Booked solid. BRODBECK BROS., Kinsley, Kan.

WANTED COWBOYS, COWGIRLS

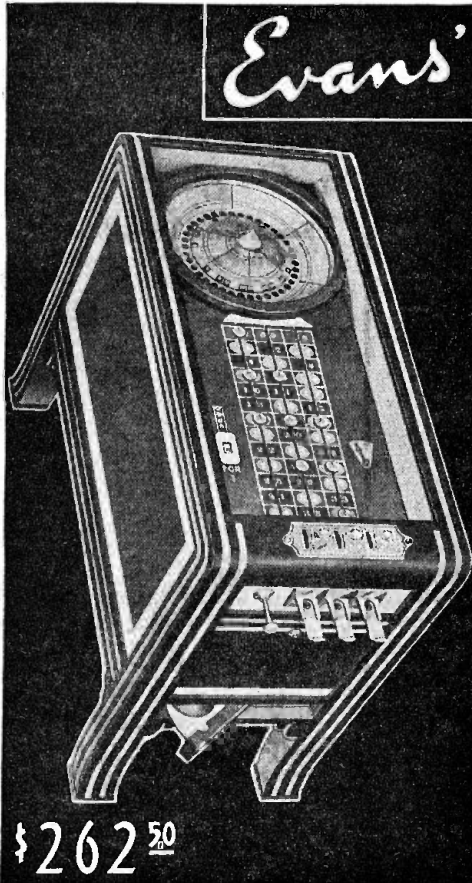
People with or without stock. Horse Acts of all kinds. All my old people come on. Twenty weeks' work. Open Taylorville, Ill., June 12 to 14; Mount Vernon, Ill., June 15 to 21. Our Big Rodeo, Blytheville, Ark., July 3-4-5. Address CHEROKEE HAMMOND, Arena Director, Peoria, Ill. Pay your wires.

Greater Dickerson Shows WANT

Stock Concessions. Shows that don't conflict. Also Ferris Wheel, Have Chairplane and Calliope for sale cheap. Write, wire, or come on. Lawrenceville, Va., all this week.

Elane's Exposition Shows

Opens June 11 for Nine Days in the Best Show Town in Western Pennsylvania. CAN PLACE Shows, Rides and Concessions of all kinds. Position go gratis. WANT Free Acts. Have contracted 12 Fairs & Celebrations and 3 Conventions. Write or wire 916 Federal St., N. S., Pittsburgh, Pa.



Evans' Roll-ETTE

THE SENSATIONAL AUTOMATIC PAYOUT ROULETTE GAME!

HERE is a masterpiece for operators who want the best. A "big time" attraction for those special spots that must bring "big-time" profits!

ROLL-ETTE is played by one to three players along the lines of regulation roulette. Each coin chute controls a row of numbers. By rotating the proper selector the three checks may be moved up and down to a combination of three numbers. Odds ranging from 6 to 20. Ball is released by touching a button and spins swiftly around a beautiful, inlaid roulette wheel. If a player is on the winning number, payout is automatically made.

From mechanical and beauty viewpoints ROLL-ETTE has everything brilliant coloring... indirect illumination of field... mushroom light on wheel... big black and silver 45" x 20" cabinet. Electric Pack equipped. See it! Marvel at its stately beauty and smooth playing action. Test it for profits! You will agree it's the biggest money-earning attraction on the market. Immediate delivery.

At Your Jobber or Direct

A PERMANENT INVESTMENT

\$262⁵⁰

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO, ILL.

Announcing a Brand New Revolutionary TICKET Game — "PAMCO HANDICAP"

HAS MORE ANIMATION THAN OTHER TICKET GAMES! BETTER!



Here at last is something NEW and DIFFERENT in Ticket Game Scoring! Horse Racing in a 10-ball machine with "Win"—"Place"—and "Show" scores totaled on a ticket and handed to the player. New "Kicker" Animation loops balls into HIGH WINNING POCKETS. Yes! Pamco "HANDICAP" is FULL OF THRILLS and "SUSPENSE"—a Real "Buy"!

Priced Right at

\$97⁵⁰

Equipped With the **STANDARD TICKET GAME UNIT**

NEW REPLACEMENT BOARDS **\$21⁷⁵** each

42" by 21"

Order Today from PAMCO'S Exclusive Handicap Distributor—

COIN-O-MATIC DISTRIBUTING CO., 815 Eye Street, N. W., WASHINGTON, D. C.

GREATEST RADIO BUY IN HISTORY "J. T. C. JUNIOR ACE" WORLD'S SMALLEST MIDGET SET



WITH EVERY GREATEST RADID FEATURE

SIZE ONLY 8 1/2" Long, 7 1/2" High, 5 1/2" Deep. "J. T. C. Junior Ace" fits anywhere! A "NAGURAL" for bigger, better profit! Equipped with the world famous Quam Chromatic Speaker—the newest and most efficient. AG-DC. & R. C. A. Licensed Sales Agent. Shaded Tubes. Beautiful. Natural Grain. Walnut Finish with attractive grilles. Front Backed by the Jersey Trading Company THREE MONTH GUARANTEE. 1/3 with order, balance C. O. D.

PRICE **\$5⁹⁵** LOTS OF 6 OR MORE **\$6²⁵** SAMPLE

RUSH YOUR ORDER TODAY IMMEDIATE DELIVERY! **JERSEY TRADING COMPANY** 11-15 East Runyon St., NEWARK, N. J. • 900 No. Franklin St., PHILADELPHIA, PA.

New Gerber & Glass Showroom For Machine Product Display

CHICAGO, May 30.—When you walk into the Gerber & Glass establishment all the games of leading manufacturers are there on display. They don't show you pictures of games or try to explain the features of games from circulars. There before you, ready to be played and demonstrated, you will find all the latest hits. This service is especially valuable to operators, jobbers and distributors alike now that the average game is in the higher priced bracket. Everyone has the opportunity of playing the game and inspecting it minutely from every angle before the purchase is made.

While Gerber & Glass feature the games of all manufacturers, they are direct factory representatives for the Mills Novelty Corporation, Daval Manufacturing Company, Pacific Amusement Company and the J. H. Keeney Company firms. Max Glass and Paul Gerber are thoroly convinced that their policy of having all machines that they sell on display is a service to which all of their customers are entitled.

The showrooms of Gerber & Glass are veritably a miniature coin machine show. All types of devices are there to be seen.

Because of their wide and varied experience in the business, this firm knows from the start which games will be definite successes. Accordingly large stocks of these games are kept on hand so that immediate shipments may be made.

Gerber & Glass have done a tremendous job for the Mills Novelty Corporation on their Tycoon, one-ball payout machine. They are now featuring, as a companion game, Mills new payout game, appropriately named McCoy, equipped with the Mills 35-year tried, tested and proven Bell mechanism. McCoy is one of the most beautiful payout games ever produced. Its imported Avodire and Tlamo cabinet is the ultimate in cabinet beauty and design.

In the Daval line Gerber & Glass are featuring the counter game "Rithmatic, one of the most simple to understand and an appealing counter device, its play being entirely different from any other.

Reports have come in to Gerber & Glass that "Rithmatic" is doubling and even tripling profits in many locations. Daval's new Panama, five-ball novelty game, is also on display. Here is a real tantalizing five-ball light-up skill action game where the player has the opportunity to set his own reward odds.

For J. H. Keeney & Company firm Gerber & Glass are presenting two popular payout tables, Grand Slam and Rainbow. Grand Slam is a de luxe payout table that has nine skill chutes for fluctuating odds from 2 to 40 to 1. Because the multiple coin chute takes up to seven coins, seven people can play at one time. Keeney's Rainbow is in the lower priced field and has a two-play chute which doubles the awards if two coins are played.

Gerber & Glass are going to town for the Pacific Amusement Company with Pamco's Galloping Flugs, a game that seems destined to truly make pin game history. Galloping Flugs is featured in beautiful payout and ticket models. Its new odds commutator is double the size of the old ones, giving it twice the flash and appeal.

Gerber & Glass have their warehouses piled high with amusement devices of every description. They move hundreds and hundreds of used games week in and week out.

The offices and showrooms are being redecorated and refurbished by a prominent Chicago interior decorator. The walls and ceiling are being painted in a graduated variation of the same color, giving a unique effect. Pleasing to the eye, the color is supplementary and will not detract from merchandise being displayed. The remodeling and renovation of the establishment will be completed in a week or 10 days.

50 MILLS WATLING

Jannings, Cattle Single Jackpot Balls, Nickel, \$12.00 each; Dime and Quarter, \$10.00. If you take all only \$9.00 each. All machines have been on locations, good working condition. Wis. NOVELTY CO., Kaukauna, Wis.

LOOK AT THESE BUYS AND ORDER NOW! PERFECT USED GAMES AT NEW LOW PRICES WHILE THEY LAST!

SPECIAL —Exhibit Whirlpool, Rodeo, Football, 10-Ball Payout, like new with Check Separators \$27.50					
\$3.45 Blue Ribbon Golden Gate Pushover Merry Go Round International Lightning Pennant Fleet	\$4.45 Action Jr. Drop Kick Live Power Subway Criss Cross Relay Pontiac Contact	\$5.45 C. O. D. Castle Lite Flying Trapeze Signal Jr. Register Sky Scraper Rebound	\$6.45 Bean Ball Signal Sr. Major League Sensation Kelly Pool Army & Navy 3 in Line Angle Lite	\$7.45 Globe Trotter Be-mille Mills Impact Beacon Turn Table Traffic Model C Rock-Ola 21 Rock-A-Lite	\$8.45 Crisis Cross Lites Kings Roto-Lite Spelling Bee Chicago Express Kings of Turf Balance Line
\$9.45 Skill Circle T. N. T. Tri-A-Lite Builder Upper Jungle Hunt Jockey Club Action Sr. Sink & Swim	\$10.45 Til for Tat Frisky Field Goal Pyramid Spotted A. S. T. All Bar Golf Big Game	\$11.45 Chain-A-Lite Barrel Roll Manhattan Man N Moon Sports'n Jr. (Tape) Auto Dart (Tape) Autocount (Tape) 1/3 Deposit With Order	\$12.45 Cheerleader Ball Fan Spit Fire Domino Put & Take Red Arrow Champion Treasure Hunt	\$13.45 High Hand Flying Colors Quick Silver Genco Base-b Homestretch Plus & Minus Fairway Scrimmage	\$14.45 Soreamo Banker 666 Rapid Transit Five & Ten Base Hit Hi-Lite Carload
MONARCH COIN MACHINE CO., 2308 Armitage, Chicago, Ill.					



Punchette
WITH THE *NEW*

MYSTERY TAPE AND STEP-UP SALESBOARD

Now a Faster, Greater Play on the Sensational Punchettes! Increases Profits Over and Over!

Besides the innumerable small awards, the new Tape has "Mystery" punches which allows the player a free punch in the mystery row of the salesboard. "Mystery" Row pays from 50c to \$5. A "Jack Pot" punch in the mystery row allows the player on a punch in the Jack Pot row which pays from \$5 to \$25. The greatest of all come on "Plays" ever presented.

Immediate Delivery

STAND-ARD MODEL **\$19.75** STEP-UP MODEL **\$21** on both! Models •

ORDER TODAY!

GROETCHEN Tool COMPANY
126 N. UNION ST. CHICAGO, ILL.

Here's FAST MONEY

FOR SMART JOBBERS AND OPERATORS

"FRESH'ND-AIRE"

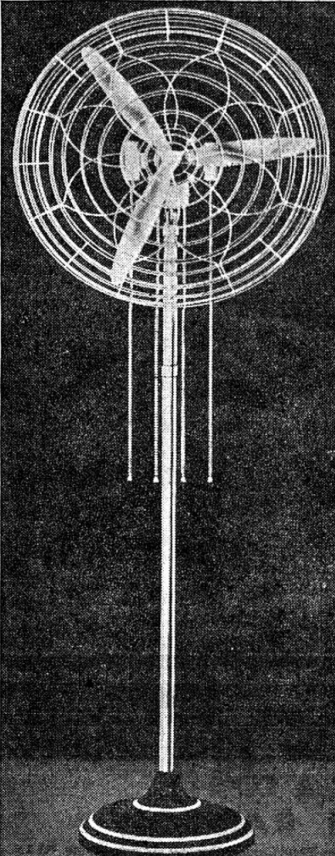
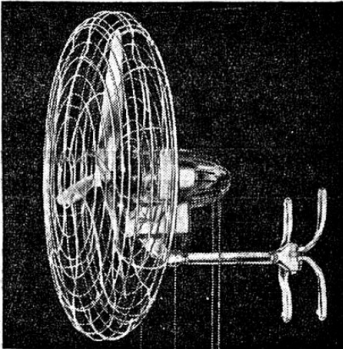
Marvelous New AIR CONDITIONING Unit

in HEAVY DEMAND
LOW PRICED!!!

Most OUTSTANDING INVENTION in YEARS—this fan-type AIR CONDITIONING unit is being ACCEPTED ON SIGHT wherever shown. Its GIANT Fan Element COOLS large—small—or enormous areas. Has FIFTY SPEEDS—SILENT in operation—CIRCULATES air in any desired quantity positively WITHOUT DRAFT

DEODORIZES - PURIFIES - LENDS FRAGRANCE PLEASING to PATRONS

Equipped with DEODORIZER—"FRESH'ND-AIRE" removes ALL obnoxious air—PURIFIES - CLEANS - while its FRAGRANCE compartment lends choice of many pleasing aromas. Stores, Offices, Shops, Hotels, Clubs, Taverns—business places of every nature NEED IT—ASK for IT—TAKE IT AT ONCE!

HIGH STAND MODEL—Adjustable 5 to 9 feet Bottom of Guard to Floor. Operates on both A. C. and D. C.

WALL MODEL—Furnished with Brackets—Also LOW STAND Model for Counter, Table or Desk.

An Understanding of Diggers Of Importance to Operators

By P. C. SMITH

Probably the least understood of all coin-operated machines is the digger-type merchandise vender. Altho this machine has been on the market for the last eight years and has widespread distribution, both in the United States and in nearly every civilized country of the globe, it is still not a well understood machine so far as the average operator is concerned.

There are several reasons why the average operator has not entered the digger business and why business men from other fields of endeavor have so heartily embraced this particular coin-operated machine.

The investment in the digger-type machine is much greater per unit than in the ordinary type coin machine. The investment for dollars returned may or may not be large, but the investment per unit construction is not so large. Therefore, many operators have hesitated to enter this field. The reluctance of the operator to make the necessary investment to test merits of the business has caused the manufacturer to turn to other avenues to secure sales for this type of equipment. Hence the entrance into the field of successful business men from other callings. These business men know that it is necessary to figure the return on an investment from the dollars invested, rather than from the units invested. One machine that costs \$275 and returns \$50 per day is in exactly the same proportion as 10 machines costing \$27.50 each that return \$5 per day each. It is all a matter of income compared to investment.

However, it is impossible for any operator to attain any degree of success from the operation of the digger-type machines unless he owns enough machines so that one operator can concentrate his entire time and attention on the operation of this type of equipment. The manufacturers do not recommend

the operation of digger equipment by the same operator at the same time that he is operating other types of machines.

The operation of the digger is a business all its own. If it is given proper thought and proper personnel it is a business that will last forever. If the proper attention and skill are not devoted to the business it will, naturally, fail.

The mere fact that the manufacturer sells these machines on partial-payment basis proves their confidence in the money-making and long-life possibilities of the machine. They are built to last a lifetime. Cabinets are constructed to stand the rigors of climate, even in the heat-sweating cities of far-away India. The Fiji Islands have their complement of digger machines. Capetown, South Africa, reports good receipts. China, Australia, and as mentioned before, every civilized country of the globe has digger machines in operation. The constructions are built to stand the climate of all these different countries. Where a machine is only built to last a few months, it is not important that it be built to last a long time, but it is important as far as diggers are concerned.

Many concerns have started into the merchandise business and into the importing business because of the lucrative outlet presented by operation of so many thousand digger machines. These firms guarantee an ever increasing and steady stream of new and attractive merchandise items designed for use in the digger-type machines.

To be successful the merchandise amusement type machines must have certain qualifications. The purchasers of machines must be guaranteed a long-time income. The mechanism must be so constructed as to be capable of taking in tens of thousands of dollars gross play. Legal status must be satisfactory so that games can be proved to be games of skill. Player appeal must be dependable and steady. Merchandise control must be in the hands of the operator, but at the same time the player must be satisfied that if he is sufficiently skillful he will receive the reward that he desires.

None of the above features can be dispensed with. Each is as important as the other and failure of any of them would mean unsuccessful machines.

Fort Wayne Likes Amusement Machines

FORT WAYNE, Ind., May 30.—Pin ball machines, especially those of the Derby type, have proved a hit in this city.

The more modern amusement machines have replaced the old type of coin-operated machines and practically all of the leading hotels, restaurants, drug stores and taverns possess the most up-to-date equipment.

Fort Wayne operators report a steady patronage thruout the city.



"... YOU WON'T NEED IT when you specialize in Bally games." Thus the Bally Manufacturing Company puts a new twist to a popular notion in distributing these rabbit-foot key chains to jobbers.

The BIG SUMMER SELLING SEASON is HERE

- See Your Nearest Distributor Listed Below!
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| A. H. BECHTOL,
11 Wild Olive St.,
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Automatic Spec. Co.,
Webster, Mass. |
| MOHR BROTHERS,
2916 W. Pico St.,
Los Angeles, Calif. | EARL REYNOLDS,
222 Jefferson Hotel,
Dallas, Tex. | SOUTH COAST AMUSE. CO.,
M & M Building,
Houston, Tex. |
| BRENNAN-COLE CORP.,
11 W. 42nd St.,
New York, N. Y. | SHY BROTHERS,
1201 W. Mitchell,
Milwaukee, Wis. | ORIOLE COIN MACH. CORP.,
17 S. Charles St.,
Baltimore, Md. |
| THE MARKEPP CO., INC.,
3902 Carnegie Ave.,
Cleveland, O. | A. R. KISER & CO.,
127 N. Broad St.,
Charlotte, N. C. | J. M. NOVELTY CO.,
1378 Mahoning Ave.,
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| FRESH'ND-AIRE DIST. CO.,
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Bridgeport, Conn. | H. J. MARK,
1314 Vine Street,
Philadelphia, Pa. |
| HUNTER BROS., INC.,
457 Hay Street,
Fayetteville, N. C. | UTILITY SALES COMPANY
OF NEW ENGLAND,
150 Causeway St.,
Boston, Mass. | FRESH'ND-AIRE COMPANY
OF MISSOURI,
1518 Market St.,
St. Louis, Mo. |
| C. & M. NOVELTY CO.,
213 N. Peters St.,
New Orleans, La. | ALBANY DIST. CO.,
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Albany, N. Y. | DANVILLE WELDING COM-
PANY, INC.,
Danville, Va. |
- THE STRAUS COMPANY, 1004 East Cary Street, Richmond, Va.

MANY OTHER GOOD TERRITORIES STILL WIDE OPEN—HUNDREDS OF PROSPECTS IN YOUR VICINITY WAITING FOR "FRESH'ND-AIRE". ACT QUICK! WRITE — WIRE FOR FULL DETAILS TODAY!

GAYLORD MANUFACTURING COMPANY
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"WORLD'S
Largest"
MILLS NOVELTY COMPANY
4100 FULLERTON AVENUE
CHICAGO

Write us about Coin Machines

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FIVE STAR SPECIAL

WRITE
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★ IN STOCK ★
IMMEDIATE DELIVERY

- 1—NEIGHBORS 10-Ball Novelty Game with Light Up Backboard—Non-Payout—Fast Money Maker. **\$46⁵⁰**
- 2—TYCOON \$149.50
- 3—McCOY \$130.00
- 4—DOUBLE HEADER \$115.00

Equipped with A. C. Pack, \$5.00 Additional—D. C. Pack, \$7.50 Additional.

5—TICKETTES Used Only 1 Week, \$6.00 Each. Lots of 5, \$5.00 Each. Tickets, \$1.25 per 1,000, in 5,000 Lots.

1/3 Cash or Certified Check Deposit With Orders, Balance C. O. D.
MILLS EASTERN FACTORY DISTRIBUTOR

UNITED AUTOMATIC SALES CO.

693 BROADWAY Tel. No., Gramacy 7-7072 NEW YORK, N.Y.

**Wheel of Fortune
Has Novel Payout**

CHICAGO, May 30. — "Round and round it goes, where it stops nobody knows" is the basic idea upon which Western has just built a great new one-ball automatic payout table called Wheel of Fortune.

One of the outstanding features of this latest Western game is the fact that it is fully automatic. The player shoots the big one ball which lands in any pocket on the playing field. This sets the Wheel of Fortune spinning around. If the wheel stops on a winner the player is automatically paid out the award showing. Two other pockets on the board, the \$1 pocket and the 10 cents to \$1 dollar pocket, automatically pay out that award if the player is skillful enough to get his ball into either of these pockets.

Great success for the Wheel of Fortune is predicted by practically all of the coin-machine men who have seen it so far, according to Western officials. In addition to the player getting the action out of the ball he shoots, he has the added action of that tantalizing wheel spinning around.

In the course of discussing his new game, "Jimmy" Johnson, owner of the Western Equipment and Supply Company, stated: "I have placed an almost ridiculously low price on the Wheel of Fortune for the simple reason that I want to make it possible financially for every operator in the country to have this game. I sincerely believe, and I have lots of company in this thought, that the Wheel of Fortune is unquestionably one of the greatest action games ever offered in any automatic payout table. It has been in all types of locations and the receipts were phenomenal." The big de luxe cabinet of the Wheel

of Fortune is especially attractive. The colorful design of the cabinet itself and the modernistic lines of the backboard combine to make this new Western product an especially beautiful job.

**Atlas Distributor
For J. P. Seeburg Corp.**

CHICAGO, May 30.—Morrie Ginsberg, who has just returned from the Pittsburgh branch of the Atlas Novelty Corporation, announces that Atlas' Pittsburgh office has been appointed distributor for the products of the J. P. Seeburg Corporation. All of the Seeburg High Fidelity automatic phonograph models will be available thru the Atlas firm, as well as Seeburg's new Ray-o-Lite target device.

Phil Greenberg, who is general manager of the Pittsburgh branch of the Atlas Novelty Corporation, reports that he has many promotional plans in mind for the exploitation of the Seeburg phonographs. Assistance will be rendered to the operators in establishing routes. Phil will also feature another invaluable service for automatic phonograph operators. Every week he will feature a model record selection. Thus the operators will have an authentic guidance on the selection of their records.

Atlas will feature Seeburg's new Ray-o-Lite target device as soon as the first production models are introduced. The Ray-o-Lite promises to open an entirely new field for automatic device operators.

The Pittsburgh branch of the Atlas Novelty Corporation is direct factory distributor for not only the J. P. Seeburg Corporation but Western Equipment and Supply Company, J. H. Keeney Company, Stoner Corporation and other prominent manufacturers.

READY AT ALL ELECTRO BALL OFFICES

J. H. KEENEY & CO'S

GRAND SLAM and RAINBOW

Multiple-Slot, Odds Changing 1-Ball Pay - Two Play Chute, Double Action, Odds 40 to out. A sensational value at \$127.50 | 1. Another sensational game at only \$99.00 Used games accepted as part payment! What have you? Write for our list of Reconditioned Games, Slots, etc.

Order from the office nearest you.

ELECTRO BALL CO., INC. 1200 CAMP, DALLAS
Fort Worth, Waco, San Antonio, Houston, Wichita Falls, New Orleans, Memphis, Oklahoma City.

- Case of No. 1 Grade Clear Birch.
- Cadmium Plated, Rust Proof Mechanism.
- Jam Proof and Glug Proof.



**6 Coin Chutes
Changing Odds**

*The Little Giant
of Counter Games!*

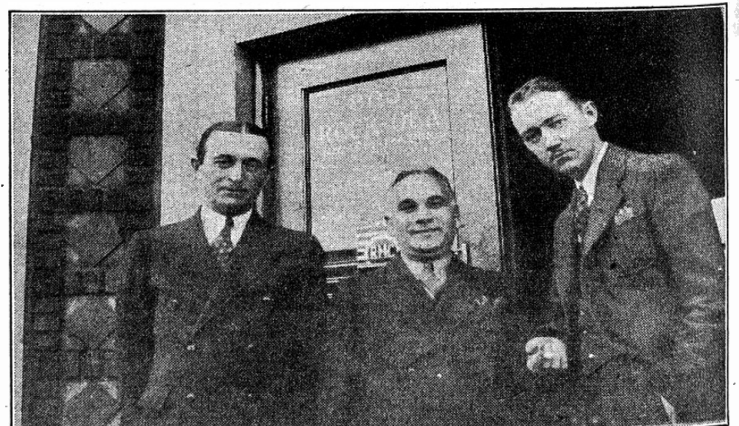
**"SANDY'S
HORSES"**

\$\$\$ \$20 a day in profits! \$\$\$
Here's the machine that's coining the money! Has 10, 2c, 10c and 25c plays. Compact (11x17 inches) and weighs only 21 lbs. The only Six-Coin Chute, Changing Odds Counter Machine made! Simple mechanism eliminates service calls. Has many other advantages over \$500 race horse machine. One operator reports \$50.60 in one day! Send your order today!

PRICE ONLY \$29.50 F. O. B. Omaha

One-Third Down, Balance C. O. D.

**NATIONAL PREMIUM CO.
1322 Dodge St. OMAHA, NEBR.**



SIMON RISSOBOR AND BILL MARMOR, of Cincinnati, and Milton Swanson, of the Rock-Ola Corporation, in front of the entrance of the Rock-Ola plant in Chicago.

Thank You for Mentioning The Billboard.

Attend the Big Grand Opening

of the ED. GEORGE NOVELTY CO.

37-39 IRA AVENUE

AKRON, OHIO

Saturday, June 6, 1936

All operators are invited to join us in celebrating our grand opening. The new, large, beautiful showrooms will be a scene of gayety and hilarity — lunch, refreshments, dancing — Everything to show you a good time — and all FREE. Don't miss the fun. Come early and stay late.

Distributors
Of All
Makes of Coin
Controlled
Machines

Wish you a great
SUCCESS
Pacific Amusement
CO.

You're going places!
WESTERN
Equipment & Supply
CO.

CONSCIENTIOUS BUSINESS
DEALINGS Deserve SUCCESS
DAVAL MFG.
CO.

Come and See
All the Latest
Machines on
Display
Immediate
Delivery

BEST
SUCCESS
J. H. KEENEY
& CO.

Congratulations
and Best Wishes
Chicago Coin
CORP.

YOU DESERVE
SUCCESS
Mills Novelty
CO.

BEST
WISHES
D. GOTTLIEB
& CO.

Congratulations
GENCO
INC.

Keeney Tours Jobbers On Long Plane Trip

CHICAGO, May 30.—Embarking on what is perhaps one of the longest continued business trips by plane, Jack Keeney, of J. H. Keeney & Company, coin-machine manufacturers, is making

a 10-day trip, calling on West Coast jobbers and distributors. Stops en route include Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and intermediate points.

According to advices received from Ray Becker, sales manager of the Keeney concern, the new products, Rainbow, Grand Slam and Booster, have taken exceptionally well with the trade in the Western areas surveyed by Keeney. He advises an unusual amount of activity on and demand for the latest numbers in the Keeney line. The machines, which are essentially of the payout variety in 1, 2 and 5-ball play, are furnished in ticket models, too. Both Rainbow and Booster may be had either as straight payouts, ticket models or with Keeney's "free-game" recoding device. Both the ticket and "free-game" models being identical in play principle to the payouts, there's room to believe their pulling power is heavy.

The Keeney organization has been turning out some of the best machines in its business history, according to Becker. He reports an increased demand for "free-game" and ticket models from territories which ordinarily call for novelty games only. The "free-game" idea places the pay-out table in the novelty-game class after a fashion, however, "free games" easily counter-balance the earning power of novelty games, according to reactions voiced by Mr. Becker.

With Keeney covering the West Coast on the first leg of a nation-wide tour, and with a fine line of products building up good repute wherever they appear, a banner season is being looked forward to by Keeney on his new productions.

Ordinance Licenses Machines

MONROE, Wis., May 30.—An ordinance has been adopted by the city council here licensing pinball machines. The measure becomes effective June 15 and provides for an annual license fee of \$25 for owners of amusement pinball machines.

The ordinance committee of the common council at Appleton also has been asked to prepare an ordinance licensing pinball machines.



J. P. SEEBURG, president of the J. P. Seeburg Corporation, pioneer manufacturer of coin-controlled automatic phonographs. For more than 30 years, with Mr. Seeburg at the helm, his company has been significant of leadership, aggressiveness and honesty. Mr. Seeburg is acknowledgedly one of the best informed men in the automatic field. His wise counsel is treasured and sought by his vast legion of friends who know him as "J. P." In a recent interview Mr. Seeburg stated that the unprecedented interest and enthusiasm shown in the new line of High Fidelity Symphonolas have produced an overwhelming and record-breaking demand for these Seeburg masterpieces.

MILLS Q. T. VENDER & BELL

Here's the fastest, neatest little automatic payout counter machine made. It's as strong and solid as the big Bells and just as free from service calls. Its reels spin 66-2/3% faster and it has PAYING FREQUENCY. Takes up only a square foot of counter space and weighs only 35 pounds.

\$59.50
Tax Paid

5c Q. T. SIDE VENDER




Mills Extraordinary Vender

There never was a machine as beautiful or impressive as this prize winning model. Doesn't look like ordinary Bells and hence is most popular in refined types of location. Mills latest improved Silent mechanism.

\$89.50
TAX PAID

5c Mystery Extraordinary

TERMS: 1/3 deposit with order, balance C. O. D.
OHIO SPECIALTY CO.
129 W. Central Parkway CINCINNATI, OHIO

Salted Spark Plugs Ruin Op's Machine

NEWARK, N. J., May 30.—Archie Kass, of the Major Amusement, will know better than to take the word of a pseudo-chemist again when it comes to cleaning spark plugs in his auto.

Seems that Kass was instructed that the effective way to clean plugs was to remove them, drop in a tablespoon of salt, replace them and then run motor. Archie did this, with the result that everything under the hood of his car exploded.

From now on Archie avers he will have his spark plugs looked after by experienced mechanics.

WILL TRADE

JENNINGS DAILY LIMITS FOR SLOT MACHINES, OR WHAT HAVE YOU?
NATIONAL SALES & DISTRIBUTING CO.
3136 San Jacinto St., DALLAS, TEX.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Avenue, New York City.

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

50 GRAND

WILL TAKE IN AS MUCH MONEY AS A 1 BALL PAYOUT TABLE YET 50 GRAND IS A 5 BALL NON PAYOUT NOVELTY GAME! CAN BE PLAYED WITH FROM 1 TO 5 NICKELS

\$59.50
F O B CHICAGO TAX PAID

Genco, Inc.
2625 N. ASHLAND CHICAGO, ILL.

Parking Meters Coming to Fore

Rockola heads new corp. to make meters embodying latest developments

CHICAGO, May 30.—National Park-o-Graf Corporation, a new \$1,000,000 corporation, has been incorporated under the laws of the State of Illinois for the purpose of manufacturing and distributing parking meters. It is to be headed by David C. Rockola, prominent industrialist and president of the Rock-Ola Manufacturing Corporation.

It is understood the corporation controls valuable patents which will play an important role in the development of parking meters. Incorporation was effected thru the law offices of McInerney, Epstein & Arvey, who will continue to act as legal advisers. The firm of Williams, Bradbury, McCaleb & Hinkle, widely known patent attorneys, will represent the firm in all patent matters.

The study of parking meters by towns and cities thruout the whole North American Continent is rapidly gaining ground. There are a number of cities on the West Coast and in the South now using them. Kansas City, Mo., has just contracted for 3,000, while Chicago and Detroit are giving serious consideration to them, especially because the revenue derived at practically no expense to the city will aid the officials to a larger extent in the maintenance of better streets for its citizens.

The parking meter to be distributed by the National Park-o-Graf Corporation will embody the best and latest development in this type of timing meter. Several years have been spent in research and the proper development of the meter. Not only will it show the "parking" period in green, but it carries a "grace" period in yellow and then comes the "penalty" period in red.

The production schedule, it is understood, has been fully developed in all details and calls for the manufacture of 1,000 units per day from the beginning.

Mr. Rockola, who came to Chicago from Eastern Canada 15 years ago and has built up his business covering more than three and a half city blocks on the northwest side, said: "It must be remembered, in the complex problems of traffic and traffic control, you have many factors, among which are the very important ones of speeding, obstruction of traffic and illegal parking. I am extremely happy to say I sincerely believe from the research work which we have carried on unwaveringly while a lot of unfortunate misinterpretations and misrepresentations have been made during the past couple of years, the public will not only receive it very enthusiastically but will be greatly benefited and thankful for this development of ours. Certainly to aid in the elimination of traffic obstruction and at the same time serve your motorist to a greater extent thru the assurance of his knowing he will be able to park and transact his business without having to take a verbal tongue-lashing by some officer if not the payment of a fine goes a long way in helping to solve these complex problems. Thru the elimination of ill temper, as well as general disrespect for police power, you obtain a great increase in the general respect of the laws of the city, to say nothing of the extra good will created. Everyone will be directly benefited.

"The regulation of street and other highway parking has long been a thorn in the flesh of the larger communities. The necessity of rigid regulation of parking has caused woe to business establishments thru the loss of business to smaller and more accessible towns. Now a blessing is in the offing thru the use of parking meters.

"Parking meters are here to stay—just as your traffic signal lights have become an indispensable factor in regulating the more even flow of motor vehicles."

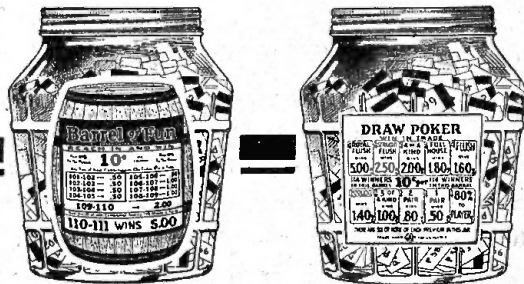
Blatt Lauds Panama As Great Pin Game

BROOKLYN, May 30.—Willie Blatt, president of the Supreme Vending Company, reports that from the unusual sales of the game Panama, featured by his firm, he believes it to be the season's best.

Blatt discloses that a secret test system tried on the game before it was sold to operators assured him of its success.

BARREL of FUN!

Deals Are Made Under Our Registered Trade Mark No. 333451



Also the following are copyrighted by us for your protection:

- Barrel of Fun Match Play Jack Pots
- Barrel of Fun Low Ball Tri-Pots
- Draw Poker, Win in Trade
- Turkey Special
- Barrel of Fun, Reach in and Win

Watch this magazine for new Barrel of Fun Deals See your Jobber Immediately or Write Us Direct

GAM SALES COMPANY

Manufacturers Only PEORIA, ILLINOIS
1321 S. ADAMS STREET

BATTER UP!

A sensational cry for a "Hit Over the Fence." A Home Run scored—a cheer! Someone won \$20.00!! Playing baseball play by play on a salesboard. Singles, doubles, triples and home runs and advancing of bases. A proven success! Order yours today!

1,000 Holes.
Takes In \$50.00
Average Payout 24.60

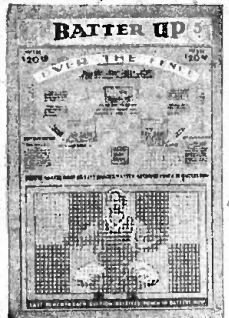
Average Profit \$25.40

PRICE: \$3.30 plus 10% Tax.

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
3502 1/2 McKinley Street, TACOMA, WASH.

227 S. Press Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Maricopa Street, N. W., ATLANTA, GA.
SEND FOR CATALOG



SLOTS

WHILE THEY LAST!

- MILLS SINGLE JACK POT, with Reserve \$14.80
- JENNINGS VICTORIA 14.90
- DAVAL'S PENNY PACK 7.80

WRITE FOR BABE'S BARGAIN BUYS.

BABE KRAUFMAN

455 West 42nd St. New York City Tel. Mead Union 3-0468

SPECIAL SALE PHONOGRAPHS

- WURLITZER'S P12 \$185.00
- GABLE JRS. Selective 99.50
- GABLE MODEL "E", Rebuilds, in Brand-New Cabinets 149.50

WONDERS NEVER CEASE—WHEN YOU BUY FROM US LOOK AT THIS VALUE!

ELGIN WRIST WATCH and 600-HOLE 5c BOARD

Takes in \$90.00. Also Pays Out 50 Pkgs. 15c Cigarettes and \$4.50 Trade. PROFIT \$13.35 (Plus Cigarette Profit). No. B106 Sample Deal, \$4.65; 12 Lots, Each, \$4.45. Our Big New Circular Full of 1c and 5c Assortments JUST OUT. Send for a Copy and Save Money.

Terms: 25% with Order, Balance C. O. D. LEE-MOORE & CO., 180-182 W. Adams St., Chicago

WERTS NOVELTY COMPANY, Inc.

MUNCIE, INDIANA. Jobbers, Manufacturers and Distributors are cautioned against handling goods bearing any imitation or simulation of our Jar-o-Smiles trademark, U. S. Registration No. 332,224, of Feb. 4, 1936, at our Jar patent No. 98,899, of March 10, 1936. Play safe; buy the original Jar-o-Smiles.

READY FOR DELIVERY—Genco's New Sensation "50 GRAND" NON-AUTOMATIC PAYOUT, 1 to 5 Coins, 5 Ball Skill Play—also "BIG SHOT" 5 BALL, NON-AUTOMATIC PAYOUT HIT!! WRITE FOR PRICE TODAY! GEORGE PONSER CO. 11-15 East Runyon St., NEWARK, N. J.

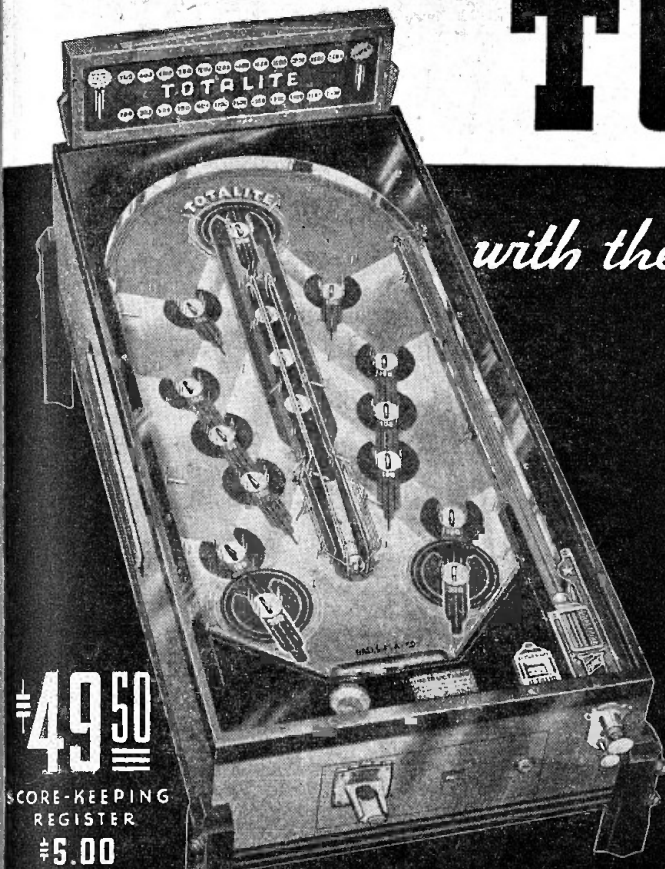
TOTALITE!

with the SCORE-KEEPING REGISTER

FOR EVERY TERRITORY . . . EVERYWHERE!

★ With the special cheat-proof score-keeping register that shows you the exact number of winners and amounts ★ Fast 5-ball action ★ New step-up scoring switches on the field ★ Score-totalling light-up panel that keeps the exact score before the player always ★ Elevated runway for the special ball that steps up the score 3 times!

TOTALITE is everything you want in a pin table. It's what you want right now! Get your order in to your ROCK-OLA Distributor today!



\$49.50
SCORE-KEEPING REGISTER
\$5.00



ROCK-OLA MFG. CORPORATION ★ 800 N. KEDZIE AVE., CHICAGO, ILLINOIS

Pittsburgh

PITTSBURGH, May 30.—Sam Strahl, of the American Cigaret Machine Company, in from New York over the weekend to spend the Decoration Day holiday here with his family. He visited his firm here, which recently moved into the Fifth Avenue Bank Building. New quarters are being renovated and many repairs made.

Harry Finkel is now helping his brother Ben, local distributor of merchandising machines. Harry was a recent student at the University of Pittsburgh.

Coin-operated phonographs have enjoyed one of their best seasons in this territory. The increased popularity is due to the many new beer gardens and cafes which have sprung up in the last year.

N. H. Lazier, tri-State representative for the Berio Vending Company, recently returned from an extended trip thru Ohio and West Virginia territory and reports business good. Lazier has candy machines in all the local chain theaters. He is paying particular attention to them during the warm weather, giving them more frequent service and assuring customer satisfaction.

The recently installed photo machine at West View Park is proving one of the most popular concessions on the midway. The gayly painted exterior and the

costumed attendants prove real business stimulants. Similar machines are now doing business in almost all of the local 5-and-10-cent stores.

The uptown Fifth avenue district is now housing five coin-machine distributing firms and, as a result, is the most frequently visited section by local and neighboring coin-machine operators.

Many Fine Features In Western's Races

CHICAGO, May 30.—Western's Races, the multiple coin, odds-changing, one-ball automatic payout table, has proved to be a "favorite that always pays long-shot odds" to the operators. Officials of the firm say the record-breaking operator demand for this great Western payout table is steadily increasing. The firm is using as standard equipment its new Western motor-driven automatic payout unit, which is positively jam-proof, clogproof and accurate. The unit will function perfectly with an unlimited payout tube load.

For territories and locations where the multiple coin slot is not permitted Western's Races will be shipped to the operator equipped with the mystery single coin slot. In Western's Races this slot takes only a single coin for each game, but it affords the player the opportunity of getting from two to eight horses and odds as high as 40 to 1.

The Western Equipment and Supply Company has contributed vastly to the advancement of the entire automatic field and has enabled manufacturers to increase the versatility of their machines. The new jamproof motor-driven automatic payout unit has already been hailed by operators, jobbers and distributors as a great step forward in the history of the coin business.

Abel Buys Electric Eyes

NEW YORK, May 30.—Al Abel, of Connecticut Amusement Machine Company, likes the new Electric Eye machine so well that he has purchased 50 of them from the Modern Vending Company here.

RITHMATIC

Most Sensational Counter Game in 50 Years!

Any counter—ANYWHERE—will bring the biggest PROFITS in all coin machine history with the FIRST REALLY ORIGINAL COUNTER GAME IN 50 YEARS—Rithmatic.

No Scorecard Necessary! Answer MUST BE CORRECT to get award! That's how simple it is to understand Rithmatic.

So beautiful—storekeepers demand it! So different—players appreciate it! So practical—it assures you of getting the pennies on any type location, because everyone will gladly invest a penny!

That's WHY operators everywhere are flooding us with REPEAT ORDERS for RITHMATIC!



REMEMBER: "It's the REPEAT orders that count." GET A SAMPLE TODAY—that's the real convincer.

\$21.50 WITH DOUBLE DOOR AND COIN TAKE-IN REGISTER **+\$2-EXTRA**

DAVAL MFG CO. 200 SO PEORIA ST. CHICAGO

Brainteaser No. 11

A girl said: "I have as many sisters as brothers."

Her brother said: "I have only half as many brothers as sisters."

How many boys and girls in the family?

Answer to No. 10:

A show had 100 people in the audience. Box office collected \$10. Men paid 50 cents each, the women 20 cents each and the children 1 cent each. How many men, women and children in the audience?

Answer: 70 children, 19 women, 11 men.



JUMBO JAR-O-SMILES

A NEW OPERATOR'S DEAL

(Sold Only to Operators)

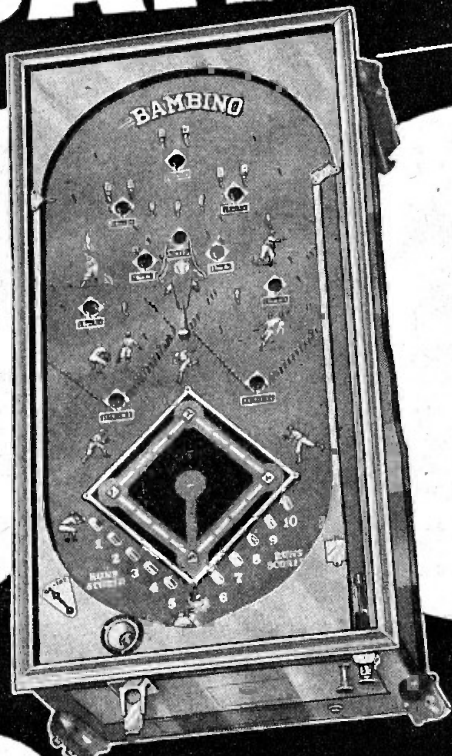
Every 1,000 tickets averages about \$39.50 clear profit. Can be bought by box of 1,000 tickets or complete combination of 20,000. All tickets sewed with 5-stitch thread. Per Box, \$4.00. Jack Pot Card, 50c. Complete Combination, \$70.00. Twenty Jack Pot Cards, \$10.00.

Add 10% Government Tax. Jars, 25c. Jack Pot Card Holders, 40c Each.

WERTS NOVELTY CO., Inc. Muncie, Indiana

BAMBINO and TOP ROW

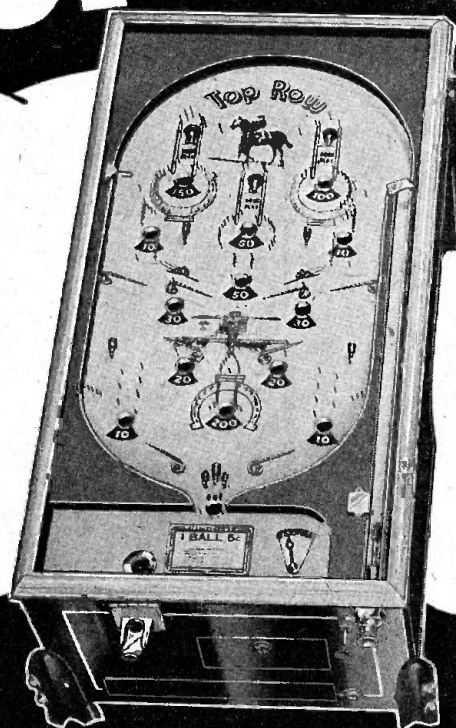
10 BALL PAY OUT



HERE'S REAL VALUE!

TOP ROW—One-Shot Payout at only \$89.50 and BAMBINO 10-Ball Payout at only \$125.00—
If your territory demands 10-Ball Games—give them BAMBINO. If you use only One-Ball Tables—by all means—get TOP ROW. At these special low prices you can't help make big money with these guaranteed mechanically perfect winners.

1 BALL PAY OUT



Order Now

from
 Your
 Jobber
 or
DIRECT

125.00

1 to 5 POSSIBLE PAY OUTS PER GAME. Top \$2.00. Large, Beautiful 44" x 22" Cabinet—1" metal balls. Equipped with Electropak—plugs into light circuit—no batteries—"Players" run the bases—every run scored registered in lights—PROGRESSIVE PAYOUTS—Mechanically perfect and Profit-Proven. Locations are demanding a real automatic Payout Game—"BAMBINO" is the game they want—Give it to them.

Three Top Row Holes—\$1.50—\$1.00—50c—three wide open holes that invite big play. Ball placed in \$1.50—\$1.00 or 50c hole closes trap and returns for free play—with trap closed player has only to be "skillful" to cash in on big awards. If he misses he still has a chance for smaller rewards as well as the big \$2.00 hole near the bottom. What a game—what a money maker!! Fill every location with this big money maker. You've been demanding a low price winner—here it is!

89.50

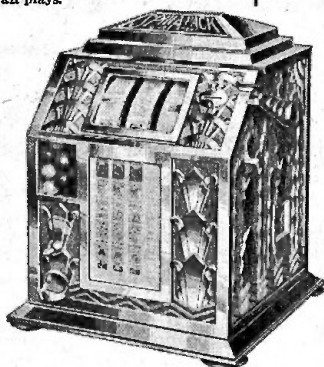
EXHIBIT SUPPLY CO. • 4222-30 W. LAKE ST. • CHICAGO

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new 10 Stop Reel Cigarette Machine. Can be had with Double Door and Register, allowing operators to leave key with location for lower door. Register keeps track of all plays.

Plain Model,
\$12.00
 With Register and Double Door,
\$1.50 Extra

BALL GUM
 15c a box (100 pieces)
CASE LOTs,
 100 Boxes,
 \$12.00.
 1/3 Deposit With Order.



Mills Blue Front Mystery

Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Coin Machine operators who complain about trouble, will buy "Mysteries" and take a vacation. Made in 5c, 10c and 25c Play.



5c MYSTERY BELL.

ALL TYPES OF Mills Bells & Venders AT FACTORY PRICES

1922 Freeman Ave., Cincinnati, Ohio

Lights Enhance Mystery Single

CHICAGO, May 30.—Numerous requests for a machine that would feature all the appeal and suspense of the multiple coin slot is responsible for the introduction of the Mystery Single coin slot, according to Dave Gottlieb, head of the firm manufacturing the machines.

Months of research and experimentation evolved the Mystery Single coin slot, which is an endeavor on the part of D. Gottlieb & Company to give the operator a chance to place games not equipped with the multiple coin slot. The single slot machine has been a great success to date, its makers reveal, and especially in territories where multiple slots are not permissible.

The action of the Mystery Single unit, taking Gottlieb's Daily Races as an example, is this: As the coin is inserted into the slot the light-up rack, which shows the eight horses and the odds for win, place and show, bursts into a flash of color. For a few seconds it is hard to figure whether the result is going to be two horses with win odds of 4-1 or all eight horses up to 40-1.

After flashing from one horse to another and from one set of odds to another the lights finally come to rest at a combination which may leave the player any number of horses from one to eight, with odds up to 40-1.

Operators have called the attention of the manufacturer to the many instances where the action and the intrigue of the flashing lights has been added incentive for play.

People watching the play of a game equipped with the Mystery Single coin slot are startled at the brilliant flow of

color that flashes thru the light-up rack during the few seconds before the choice is made.

Pair of Game Keys A Big Help to Ops

HARTFORD, Conn., May 30.—Abe Fish, president of General Amusement Game Company, is using a new idea to help operators to whom he sells used games. Idea is to give two keys with each used machine so ops receive machine in same manner as a new game.

Providing pair of keys, Fish reports, is a great help to operators who greatly appreciate this extra service on the part of his firm.

BASEBALL SALES TALLY CARDS

and all kinds of Coupons for Operators, Daily and Weekly Series, Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tipa Games, etc., etc. Get new copyrighted, confidential course of instructions. Just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref. Dun & Bradstreet). See order is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
 322 N. Senate Avenue, Indianapolis, Ind.

CASH FOR YOUR

Jumbos, Prospectors, Derbys, Peerless, Repeaters, etc. Send your list of Used Slots. Must be in perfect condition. Send lowest price immediately.

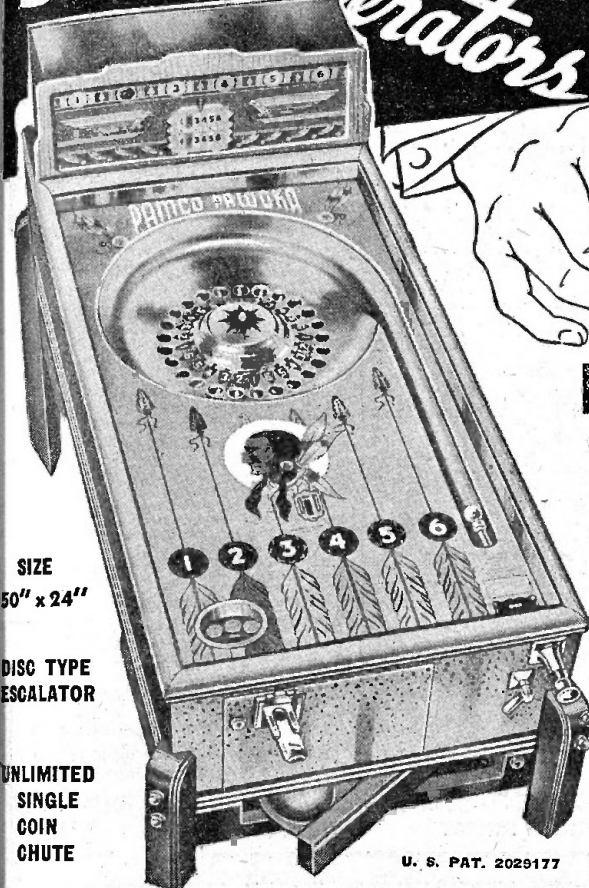
GLOBE GAMES CO.
 1210 Walnut St., CINCINNATI, O.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keeney & Co. Exhibit Supply Co.
 Pacific Am. Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
 Croetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

3000 Generators



SIZE
50" x 24"
DISC TYPE
ESCALATOR
UNLIMITED
SINGLE
COIN
CHUTE

U. S. PAT. 2029177

asked for it!

**PACIFIC
ANSWERS
WITH**

**PAMCO
PALOOKA "JUNIOR"**

You ASKED for it—Here it IS—PAMCO PALOOKA "Junior"—same BIG BOWL TYPE SCORING AREA with MANY NEW FEATURES ADDED by POPULAR DEMAND!

- UNLIMITED SINGLE COIN CHUTE TAKES' ENDLESS NUMBER OF NICKELS. A DOZEN CAN PLAY AT ONCE!
- DISC-TYPE ESCALATOR SHOWS LAST 7 COINS—POSITIVELY CHEAT-PROOF! ALWAYS IN ORDER!
- ODDS CHANGE AUTOMATICALLY WHEN BALL LIFTS INTO PLAYING POSITION. COIN CHUTE LOCKS UNTIL NEXT PLAY!
- SAME HIGH FINISH CABINET AS SENIOR MODEL—SUPER DE LUXE—SNAPS UP LOCATIONS AT ONCE!
- CHECK SEPARATOR AND ELECTROPAK STANDARD EQUIPMENT!
- FURNISHED IN PAYOUT OR TICKET MODEL. BOTH TESTED AND PROVED ON ACTUAL LOCATION FOR HEAVY EARNINGS!

PAYOUT MODEL **\$159** TICKET MODEL **\$169**
GET IMMEDIATE DELIVERIES TODAY !!!

**THOUSANDS MORE
ARE RE-ORDERING
PAMCO GALLOPING
PLUGS**

PAYOUT MODEL **\$149** TICKET MODEL **\$159**
ELECTROPAK—CHECK SEPARATOR STANDARD EQUIPMENT

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. Chicago, Ill. 320 South Hope St. Los Angeles, Calif.

**Varied Activities
In Rock-Ola Plant**

CHICAGO, May 30.—A visit to the Rock-Ola plant here reveals a varied and interesting summer activity in the manufacture of amusement machines. Rock-Ola is centering attention on meeting the production demand of several colorful and fascinating games that possess a definite seasonable appeal, and with summer days drawing great numbers of vacationers to resorts and country hotels orders for the popular Rock-Ola machines have been pouring in.

Foremost in current favor in earnings in the new Rock-Ola line is Alamo, a one-shot table with such features as multiple coin chute that plays five coins at one time, an escalator showing last five coins played, equipped with Rock-Ola-Pac battery eliminator, which can be changed over automatically from Rock-Ola-Pac to batteries or vice versa. Comes equipped with Battle of Alamo sound effects. Alamo has a 50-inch cabinet and is played with the new 1 1/4-inch catline balls. As the balls roll over each switch odds increase from 10 cents up to \$10. Another feature of Alamo is in-a-drawer mechanism, which slides out in clear view of operator. Alamo is also equipped with new super-tilting device which automatically rings a bell and warns the location owner.

Another pin table that directly ties in with the season is the new Totalite announced by Rock-Ola in last issue of *The Billboard*. Totalite is a straight amusement-type game and is now ready for national distribution. Operators who have previewed the game have described it as one that is radically new and different in action and appeal. As the game is played score is totaled in lights on back board, making it exceptionally simple for all players to understand. Totalite has an exceptionally fast five-ball action. The playing field is radically different, the balls rolling over score-increasing switches and score is instantly flashed in the lights on the light-up panel. There is an exciting action of special ball shooting over

elevated runway and stepping up the score three times. Another feature of Totalite is the cheat-proof register that shows the exact number of winners and the amounts. This register is concealed inside the game.

Completing the trio of games that have marked seasonable appeal is that of Major Series, a new baseball counter machine that is gaining notable attention. Major Series is a 10-ball game with the thrilling excitement of the diamond and has already proved itself a popular and profitable game, especially for the summer.

Every day finds several of the country's leading coin-machine personalities at the Rock-Ola plant. Among recent visitors were Sam Cohen, chief of the Atlanta Coin Machine Exchange, of Atlanta, Ga., one of the largest distributors in the South.

Bill Marmer, president of the Sicking Manufacturing Company, Cincinnati, and Simon Rissover and his partner, Sam Klayman, who conduct the Midwest Automatic Music Company in the same city, were also seen at the Rock-Ola plant and as usual placing large orders.

Another distinguished visitor was B. D. Lazar, president of the NADA and of the B. D. Lazar Company, Pittsburgh. Mr. Lazar is an outstanding user of Rock-Ola Multi-Selectors and the entire line of Rock-Ola products and has achieved great success with their amusement machines.

Mills Organizes League

CHICAGO, May 30.—Mills Novelty Company is organizing an interdepartment softball league comprised of 12 teams. They will be gayly attired in brilliant uniforms, each department having a different combination of colors. They plan to run their games off Monday and Tuesday nights of each week under the lights at Mills Stadium, Kilpatrick and Lake streets.

Admission is free and all operators are invited to attend. All players are employed in the Mills Novelty plants. Mills Novelty Company has an opportunity to form an all-star team from the 180 players which comprise the teams.

PUT 'N TAKE

400 Hole Form 3875
Takes in \$15.00
Average Payout 7.54
Price with Ease! 1.10
Plus 10% Federal Tax.

CHAS. A. BREWER & SONS
LARGEST BOARD and CARD HOUSE in the WORLD
6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE

Jack Pot Pays 50¢ Jack Pot Pays 50¢
\$2.50 \$2.50
\$5.00 \$5.00

PUT TAKE

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

**OPERATORS!
MEET the BAR-BOY**

The brand **NEW VENDER
FOR TAVERNS**

Barrels of Player Appeal in BAR BOY and Barrels of Profit for both operators and locations. It's a brand-new fast action four reel game for taverns and bars. Gets the Best Spots. Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play. Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO
7-Day Trial Offer.

GARDEN CITY NOV. MFG. CO.
4329 E. RAVENSWOOD AVE. CHICAGO, ILL.

Just out! WESTERN'S
WHEEL of FORTUNE
 10 2 20

ROUND AND 'ROUND
 IT GOES - AND
 WHERE IT STOPS
 NOBODY KNOWS

THE 1 BALL IN ANY
 POCKET SPINS
**THE WHEEL OF
 FORTUNE**

If it stops on a winner,
 player is automatically
 paid as high as 20
 coins.

If the ball lands
 in the \$1.00 or
 the 10c to \$1.00
 pockets, player
 automatically re-
 ceives that amount.

IMME-
 DIATE
 DELIV-
 ERY

BIG DELUXE CABINET
 24" x 50"

\$125.00 PRICES ON BOTH GAMES THE SAME **\$135.00**

Slancor Univerter
 Equipped—Batteries Optional
 Check Separator \$5.00 Additional

WESTERN'S GREAT
1 BALL AUTOMATIC PAYOUT TABLE

RACES

PLAYERS CAN PLAY
 ALL 8 HORSES

THEY CAN CHANGE ODDS
 BY INSERTING MORE COINS

THEY CAN INSERT MORE THAN
 20 COINS ON 1 GAME

IMME-
 DIATE
 DELIV-
 ERY

24" x 50" MULTIPLE COIN CHUTE

In locations where multiple coin slots are not permitted, you can get RACES with a slot that takes a single coin on one game. For example, by inserting one coin, player gets 2 to 8 horses and odds as high as 40 to 1.

Wheel of FORTUNE And RACES Are Equipped With Western's New
 Motor Driven Automatic Payout Unit!

WESTERN EQUIPMENT & SUPPLY CO
 925 WEST NORTH AVENUE • CHICAGO, ILLINOIS

PRICED TO SELL INSTANTLY

ALL PREVIOUS PRICES CANCELLED—READ CAREFULLY AND THEN, TO SAVE MONEY, CONTACT US FOR YOUR REQUIREMENTS IN COIN-OPERATED EQUIPMENT. Listed below are some of the bargains in guaranteed used machines and games which we have to offer. DON'T HESITATE! Write, Phone or Wire your order now. Instant shipment.

AUTOMATIC PAYOUT GAMES		MISCELLANEOUS MACHINES	
24—Bally Rockets, new style	Each, \$ 6.95	7—A. B. T. 1c Big Game Hunters (like new)	\$27.50
2—Bally Rockets, black case	6.95	3—A. B. T. Wagon Wheels	7.50
1—Bally Red Arrow, 1 ball	10.00	3—Daval Penny Packs	8.75
1—Bally New Yorker, 10 balls	12.50	14—Daval Tit-Tat-Toes	9.75
3—Bally Ramblers, 10 balls	32.50	3—Grand National Automatic Pay-out Horse Race Machines	37.50
1—Bally Model Traffics, 5 balls	14.50	2—Punchette Counter Machines	8.75
26—"B" Model Traffics, 5 balls	9.95	1—Black Magic Automatic Payout Dice Machine	32.50
3—Daval Big Bens, 5 balls	47.50		
1—Gottlieb Liberty Bell, 10 balls	9.95		
1—Gottlieb Match Play, 2 balls	14.50		
2—Keeney Big Five, Sr., 2 or 5 balls	47.50		
AMUSEMENT GAMES		SLOT MACHINES	
12—A. B. T. Autodart Ticket Games	9.95	7—Mills 5c F. O. K.'s with original Mills Double Jackpot Fronts	\$29.50
2—A. B. T. Special Marble Games	2.00	1—Mills 5c Baseball F. O. K.	19.50
1—Big Bertha, Jr.	2.95	3—Mills 1c Dial Venders	29.50
21—"C" Model Traffics, 5 or 10 balls	4.95	14—Mills 1c Skyscraper Venders	42.50
1—Cavalcade	4.00	3—Mills 5c Escalator Silent Ft. Vds.	39.50
1—Exhibit Whirlpool Ticket Game	32.50	3—Mills 25c Escalator Silent Ft. Vds.	39.50
1—Flying Colors, Sr.	9.95	1—Mills 5c Regular Golden Bells	59.50
5—Flying Colors, Jr.	3.95	5—Mills 25c Regular Golden Bells	59.50
1—Gold Medal	9.95	2—Mills 25c Single Jackpot Bells	17.50
1—Jennings Foot Ball	2.95	1—Pace 10c Bantam J. P. Side Vd.	37.50
1—Live Power	4.95	3—Watling 5c Regular Twin Jackpot Front Venders	44.50
4—Lightnings	2.95	1—Watling 1c Baby Gold Award Vd.	39.50
1—Merry-Go-Round	2.95	1—Watling 5c Blue Seal J. P. Bell	32.50
1—Mills Senior Official	3.50	2—5c Baby Grand Jackpot Bells	27.50
4—Mills Junior Cannon Fire	3.50	1—Jennings 5c Escalator Silent Jackpot Front Vender	39.50
1—"New Century" counter pin game	1.95	1—Jennings 1c Single Jackpot Little Duke Vender	14.50
1—Neonfact	7.95	1—Jennings 25c Single Jackpot Bell	17.50
1—"1-2-3" Pin Game	3.95	1—"Good Fortune" Automatic Pay-out Ball Gum Vender, 1c-5c play	32.50
7—Rock-Ola Bombers	11.50		
1—Rock-Ola Head-Lite with free game feature	32.50		
2—Rock-Ola Screams	14.50		
3—Rock-Ola Trans Atlantics	9.95		
1—Stoner Ball Fan	7.50		
1—"21" Pin Game	8.50		

(NOTE: If games or machines wanted are not listed here, write for our complete list.)
 TERMS: 50% Certified Deposit With Order, We Ship C. O. D. for Balance Due.

THE VENDING MACHINE COMPANY
 205-15 FRANKLIN STREET FAYETTEVILLE, N. C.

5 PIRATE GOLD 5

AHOY, MATES! HERE'S PIRATE GOLD WITH ITS TREASURE OF PROFITS!!!

Takes in \$50.00
 Average Payout 15.19
 Aver. Gross Profit \$34.81
 (Highest Possible Payout \$25.25)

Price Each **\$3.86** Plus 10% Tax

No. 1187—1000 Holes
 A Harlich Jumbo Board

Our General Catalog and Supplements Illustrate Over 100 Boards Designed Especially for Operators. Send for Them Today!

HARLICH MFG. CO.
 1401-1417 W. Jackson Blvd. Chicago, Illinois

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise, and manufacture Blank Boards, a complete line of Cut-Out Boards—In fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.

Takes in **\$24.00**
 Costs You **\$2.90**
 One-Third Cash Balance C. O. D.

JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNDATION PENS, four times as large as ordinary. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY
 312-314 BROADWAY NASHVILLE, TENN.

GOTTLIEB'S FAMOUS "QUADS"

FOUR THRIVING PROFIT BABIES

Gottlieb gives you four proven ways to get into the big money! Daily Races, Brokers Tip and Fence Buster are equipped with the famous Multiple Coin Slot which gives the player more chances to win and the operator many more times the usual "take." First nickel allows the player one opportunity to win at three different odds. Additional nickels up to eight increase the opportunities as well as change the odds. Subsequent nickels only change the odds. As much as \$1.00 or more in nickels collected on each play. Adopt these "Quads" for your route—they're all lusty money-makers! Immediate delivery on all orders placed now.

DAILY RACES — Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show; Multiple Coin Slot or Mystery Single Coin Slot. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing" — place **DAILY RACES** today... the game that accomplishes more than products selling for as high as \$500.00.

SUNSHINE DERBY—One-ball automatic payout with player controlled changing odds. Sunshine Derby permits the player to leave the odds stand or he has ONE opportunity to change them. Ball returns for play. The profit sensation of the day as well as the lowest priced payout in its class.



Big, massive, beautiful machines, rich in colors! Measure 50" long and 24" wide!

DAILY RACES \$125 — SUNSHINE DERBY \$89.50

TICKET MODELS

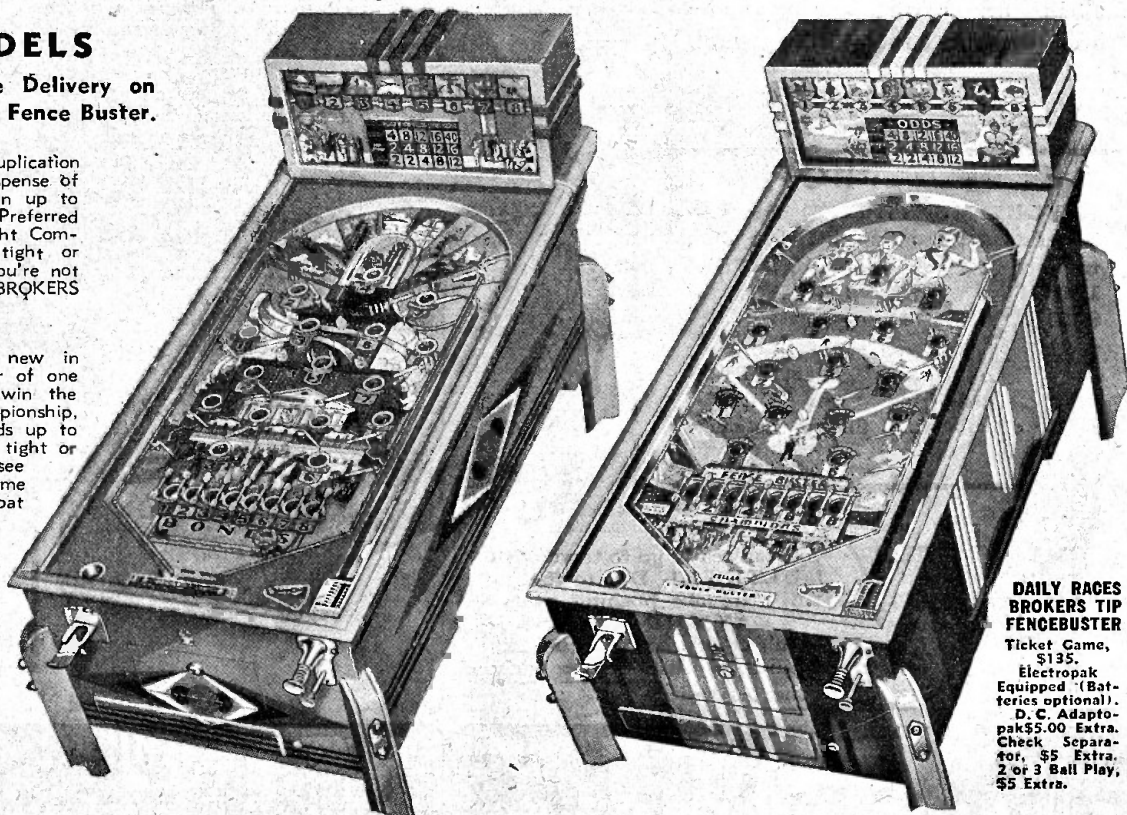
Now Ready for Immediate Delivery on Daily Races, Brokers Tip and Fence Buster.

BROKERS TIP — The nearest duplication of the frenzy, excitement and suspense of a real Stock Exchange! Odds run up to 40-1 and pays out on Bonds, Preferred Stock and Common Stock for eight Commodities. Awards subject to tight or liberal mechanical adjustment. You're not speculating when you invest in **BROKERS TIP**—not by a wide margin!

FENCE BUSTER — Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1, mechanically adjustable for tight or liberal awards. Just wait and see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

MYSTERY SINGLE COIN SLOT

For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.



**DAILY RACES
BROKERS TIP
FENCEBUSTER**
Ticket Game, \$135
Electropak Equipped (Batteries optional).
D. C. Adaptok \$5.00 Extra.
Check Separator, \$5 Extra.
2 or 3 Ball Play, \$5 Extra.

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BROKERS TIP \$125 — FENCE BUSTER \$125

MULTIPLE

the one 1-SHOT game you can count on for

\$50 to \$60 DAILY PROFIT

NINTH WEEK EARNINGS HIGHER THAN EVER

YES, we've got a rule against broadcasting machine earnings—but when a game goes out and gets up to \$200 daily play—and NETS \$50 TO \$60 A DAY PROFIT—and keeps it up week after week—when operators report NINTH WEEK EARNINGS higher than the first—when a de luxe machine that's good for six month's to a year's run on any live location actually EARNs ITS COST IN A SINGLE WEEK—then it's time to skip the rules and tell every operator in the country about America's greatest money-maker! And operators who have not yet tried **MULTIPLE** will thank us for "spilling the beans" and thus letting them in on profits that make Jumbo earnings look like small change!

50 IN. BY 26 IN.



EXTRA PROFIT

PAYOUT MULTIPLIED by number of coins played, up to 4. But, due to fact that ODDS - BOOSTER LIGHTS boost ALL POCKETS to \$1.50, \$1.00 or 50 cents—and flash for every coin deposited—players go for 10 OR MORE NICKELS PER GAME—and how those HALF-DOLLAR GAMES fill up the cash box!

- 12 COIN ESCALATOR
- IN-A-DRAWER MECHANISM

PAYOUT

\$142.50

CHECK SEPARATOR
FURNISHED FREE

1/3 With Order, Balance C. O. D.,
f. o. b. Chicago.

Licensed by Consolidated Pat. Corp.
(Pat. No. 1,802,521) and Ace Pat.
Corp. (Pat. No. 2,010,966).

NOW you can really go to town with **MULTIPLE!** Due to the increasing demand for **MULTIPLE**, we are pushing everything else aside and concentrating **DAY AND NIGHT** production on **MULTIPLE**. But don't count too much on this increased output, as orders are piling up fast. Order early and start earning big money sooner!



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TENT SHOWMEN—MED. MEN

\$200.00 TO \$500.00 PER WEEK PROFIT FOR YOU!

TREMENDOUS VALUES FOR YOUR AUDIENCE!

**NOTE SALES TRAYS—
REPLACES OLD TIME BASKETS**



SUGGESTED ANNOUNCEMENT FOR CHEST O'GOLD (CHANGE TO SUIT YOUR REQUIREMENTS)

ANNOUNCEMENT

Ladies and Gentlemen:—

The usual thing in most theatres throughout the country today is to give some premium, present or prize, in order to attract and induce attendance. You have undoubtedly attended many theatres where they had Gift Nights of various kinds—all with the sole purpose of attracting you to their particular theatre. However, there is one element connected with all of these various contests and drawings. There is, as a rule, only one or very few of the most of those in attendance at any theatre where these different prizes and premiums are given out that receive any benefit from same. In other words, whereas a thousand people may go to a theatre on a Gift Night, only one person will be the recipient of the award.

We believe that when there are hundreds of people in a theatre to give one among their number a prize or present and let the many go without is unreasonable and unfair. In this theatre tonight we are breaking away entirely from the old order of things. Instead of having a contest or a drawing where one or a very few persons in the audience will receive a gift, we are going to pass out a beautiful gift, a marvelous and extraordinary article of merchandise to each and every person in the audience. This is without exception as we have provided extraordinary presents for each and every one here tonight.

Among these articles are beautiful silk hosiery, silk lingerie, perfumes and cosmetics, beaded and leather handbags, costume jewelry, Peter Pan pearls, beautiful gold plated rings, gold and silver bracelets and many other articles of costume jewelry for the ladies.

For the gentlemen, we have silk hose, silk neckwear, pearl handled pocket knives, briar and rose-wood pipes, silver plated cigarette cases, novel and unique cigar lighters, leather wallets and bill-folds, leather belts, gold and silver plated safety razors and a great variety of other items of great value.

For the home we have imported vases, miniature statuary, silver plated sugar and creamers, other items of silver plated table wear and many other useful articles. Many imported and domestic novelties too numerous in number to mention.

Now, we have gone to a tremendous expense in our desire to give a gift to everyone. All we ask is that you each pay a small part of the cost of these extraordinary articles. We guarantee 100% satisfaction in each and every instance. Where you are not entirely satisfied we are most pleased to refund the small amount paid. We are asking each and every person in the audience to pay the small sum of 10¢. The various members of the company will now pass among you and we will be pleased to present each one of you with one of these unusual gifts. Kindly have your change ready. I thank you.

CHEST O' GOLD

IS A STRAIGHT MERCHANDISE PACKAGE
(NO CANDY)

That is so entirely new that its tremendous possibilities must be actually experienced to be realized!

The first and only sales proposition ever created that actually gives tremendous value to each and every member of your audience at every performance!

COST YOU \$50.00 PER THOUSAND
Delivered Prepaid
SHIPPED IN UNITS OF 200 PACKAGES

25% DEPOSIT REQUIRED ON ALL ORDERS
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WE GUARANTEE

THE SALE OF

"CHEST O' GOLD"

to 100% of your audience at each and every performance.

CHEST O' GOLD

can be returned at any time at our expense for full refund.



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