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FEBRUARY 23, 1935

# The Billboard

The World's Foremost Amusement Weekly



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AT THE SPORTLANDS



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THE 1934 PRESS:

"... he is the Ace of all Mentalists!"



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"Harry Kahne is History's greatest mentalist."

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"Harry Kahne reminds you of that famous saying, 'What Wonders God Hath Wrought'."



### KANSAS CITY TIMES

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### PORTLAND TELEGRAM

"A miracle act is that presented by Harry Kahne."

L. A. EXAMINER  
"He makes the Yogis appear like numbskulls."



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"He surpasses all others so as to leave them absolutely out of the running."

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"Take all the other mentalists you have seen, multiply them by ten and you have something approaching Harry Kahne."



### BIRMINGHAM NEWS

"Harry Kahne demonstrates and proves that he possesses the greatest brain of all times."

### WASHINGTON STAR

"Harry Kahne is worthy of headlining any bill on any stage."



### SEATTLE TIMES

"Here is an act that headlined vodvil in the two-a-day period. He always presents something new and the fact that Kahne sells it just as well to present-day audiences attracted by today's prices is all the more proof of his greatness."

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"Vaudeville audiences who enjoy entertainment out of the ordinary will marvel at this Wonder Worker."

### DAYTON HERALD

Dayton, O.

"Harry Kahne who headlined long ago when vaudeville was in its heyday at Keith's is back at the Colonial this week, and he again proves he is The Ace of Mentalists. He headlines the bill and looking as youthful and enthusiastic as ever. We thought he would be a nervous wreck by this time, but evidently his work agrees with him. Kahne is a Mental Wizard if ever there was one."



### NEWARK EVENING NEWS

Newark, N. J.

"Harry Kahne who headlined Loew's State this week amazes his audience with the phenomenon of his intellect, which is really incredible."



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# HARRY KAHNE

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# The Billboard

Vol. XLVII  
No. 8

The World's Foremost Amusement Weekly

February 23,  
1935

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
108 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

## 802 FAVORS BURLY WALKOUT

### Abbey Players Near Capacity

*Other Chicago shows hitting high marks — this week's openings good bets*

CHICAGO, Feb. 16.—The Abbey Theater Players from Dublin have done sensational business during their engagement here at the Harris, so much so, in fact, that the engagement has been extended until February 23. The Irish Players have made the most pronounced hit of any group that has played Chicago in a long time. The critics have given them rave after rave and their encomiums appear to have been justified, for the public has kept the Harris filled almost to capacity. Closing date had been set for February 16, but insistent demands of the public led to a week's extension.

Other Loop legit shows have been hit—(See ABBEY PLAYERS on page 16)

### Administration Favors Actor Unemployment Law

*Objection raised to "casual workers," but President asks their inclusion — Wisconsin bill has no provisions, but hopes to work them out with other States*

WASHINGTON, D. C., Feb. 16.—The House Ways and Means Committee approved the revised old-age pension section of the President's Social Security Program Thursday and is sending the revisions to the President for approval. The revisions give the States greater latitude than before, which is not good for traveling actors and theatrical workers. In addition, amendments that would include traveling workers were attacked by William I. Harriman, president of the U. S. Chamber of Commerce, and by Secretary of Treasury Henry Morgenthau. The committee has been informed by the President, however, that the amendments on "casual workers" should be retained. With the administration behind the amendments they have a good chance of being retained.

MADISON, Wis., Feb. 16.—Spokesman for the Wisconsin unemployment insurance law admitted to *The Billboard* that the law was not of much use to traveling performers who play dates in this State.

The *Billboard* inquired as to whether actors who are residents of this State, but who make their living by traveling thru other States in vaudeville, would be eligible for unemployment benefits under the Wisconsin unemployment compensation law, which is, incidentally, the first of its kind in the country.

Paul A. Raushenbush, of the Industrial Commission of Wisconsin, speaking officially for Governor La Follette, tells *The Billboard*:

"The place of residence is relatively immaterial under the Wisconsin law. The basis for building up benefit rights in Wisconsin is the work done in Wisconsin. In other words, a week in which the majority of the person's working time is spent in Wisconsin would be considered under the law; whereas a week in which only a small fraction of the person's working time is spent in Wisconsin would have to be disregarded."

"This is not a satisfactory method of coverage, especially for people working successively in a number of different (See ADMINISTRATION on page 16)

### Virgin St. Louis Lot for Dodson

ST. LOUIS, Feb. 16.—C. Guy Dodson, owner of Dodson's World's Fair Shows, accomplished the seemingly impossible here yesterday when he contracted the lot located at Kingshighway and Southwest for his show to play there from April 14 to 27, inclusive, which will be the opening spot for the 1935 season.

It was thru such influential help as Senator Mike Kinney, John Golden, D. D. Murphy and Tom W. Allen that Dodson put this deal over. This will be the first time that this lot was ever contracted by a carnival or circus. For (See VIRGIN ST. LOUIS on page 85)

### Theater Authority Indorses Schanzer Fake Benefit Bill

NEW YORK, Feb. 18.—The Theater Authority this week indorses the bill introduced by Assemblyman Albert D. Schanzer in Albany, which seeks to curb the sale of tickets to fake benefits.

### AFM Is in Accord With Local on Move Affecting All Union Labor

*Situation brought to a head thru continued charges of kickbacks, chiseling, etc.—stagehands' and operators' unions favor musicians' stand—final conference today*

NEW YORK, Feb. 16.—Local 802 of the American Federation of Musicians, supported by the national body, has gone on record as favoring a general strike in the burlesque field and is concentrating efforts on pulling out all union labor employed in burlesque houses. Local and the AFM went on record to that effect yesterday (Friday) after the Local had been working on the burlesque situation some time. Local claims that no branch of show business has been mulcting its members as have the burly men, stating that \$20,000 worth of claims, from all

parts of the country, have been filed by musicians with the national body. The field, state the local executives, is rife with chiseling and kickbacks, and other means of settling the issues have failed. Music men state point blank they feel the industry is anything but advantageous to show business generally.

Several conferences have been held among the musicians', stagehands' and operators' unions, with the last two favorable to the musicians' sentiments. However, the recent death of Thomas Maloy, Chicago operators' union head, has caused delays in working out definite arrangements concerning the New York situation.

Last week the local called out the union band at the Apollo Theater, 42d street burlesque house, after it was decided no other means would avail against the alleged kickbacks and chiseling going on at that house. Men were still out at time of this writing. Band at the Star, Brooklyn burly house, was called out for the second time yesterday (Friday). The week before the men were out when the management refused to do business with a union delegate. Some time ago, shortly after the first of the year, Local 802 instituted a method whereby burlesque managements were to pay union delegates, who in turn paid the musicians at the local's offices, thereby seeking to end under-scale pay and kickbacks.

Some developments may also occur at the Eltinge Theater, another 42d street burly spot. This week the national body placed the Shubert Theater, Philadelphia burlesque house, on its unfair list because of money owed musicians, both (See 802 FAVORS on page 16)

### Bull Does a Mae West

SARASOTA, Fla., Feb. 16.—Postmaster-General James A. Farley came to town Friday to dedicate the Sarasota post office and federal building—and he was given a surprise that kept him laughing for several minutes along with the several thousand people who gathered at the hotel to greet him and witness the military review. This surprise was in the form of a beautiful girl aboard a huge white donkey, and right behind the donkey was a big elephant all decked out in widow's mourning with a sign reading, "I'm all alone; come up and see me some time."

### Ringling-Barnum at Garden April 11-May 4, Then Boston, Brooklyn

SARASOTA, Fla., Feb. 16.—A better and bigger Ringling Bros. and Barnum & Bailey Combined Circus will open the 1935 season in Madison Square Garden in New York on April 11, the engagement continuing thru May 4, when the

Big Show will move on to the Boston Garden for a week. This announcement was made today by General Manager Sam W. Gumpertz, who was interviewed while participating in a luncheon honor—(See RINGLING-BARNUM on page 86)

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### Dallas Pointers Offered by Lohr

*Organization and speed for centennial stressed by Chi former W. F. director*

DALLAS, Feb. 16.—Four division chiefs of A Century of Progress arrived here Saturday to join Major Lenox Lohr, consulting with the Texas Centennial Exposition directors and planning board. They are M. Mersog, accounting; Lewis Skidmore, design and construction; J. Franklin Bell, exhibits and concessions; and E. W. McConnell, chief engineer. On Lohr's advice, Centennial officials are working to complete by May 15 three alternative building programs to fit three possible appropriation totals. They have set June 1 as the deadline for actual construction start.

DALLAS, Feb. 16.—Better organization and greater speed were urged upon directors of Texas Centennial Exposition (See DALLAS POINTERS on page 90)

# Theater League Approves Report on Relief Circuit

**But does not mention relief project by name—wants equal representation for managers on executive board and employment for p. a.'s, etc. — plan at standstill**

NEW YORK, Feb. 16.—Chances for a circuit of 10 theaters here to be operated at a nominal admission price were strengthened Thursday when the League of New York Theaters heard the report of a committee appointed to investigate the matter. The circuit would be similar to, if not identified with, the relief project circuit suggested several weeks ago by Col. Earle Boothe, theatrical relief head. The report was favorable, and it was unanimously approved by the League. The relief project circuit, which was responsible for the appointment of the League's committee, meanwhile failed to get any nearer realization. No definite plans have been laid out for it as yet, and there have been reports that the city relief administration frowned on the idea. The original plan was to make the present free relief shows permanent by charging a nominal admission fee. It was argued that the response to the free shows was so great that it warranted the belief that people would come even tho they had to pay a few cents admission. It was also said that such a circuit would offer permanent employment to actors, and that it would increase interest in the legitimate stage thruout the city.

The report read Thursday did not refer to the relief project by name, nor did it specifically approve of the proposal made by Boothe, which was the subject of a general theatrical conference several weeks ago. It did, however, agree "in principle that help should be given in the way of work to people in the theater, provided that any such effort does not injure the permanent legitimate theater." In order to be sure that this policy is carried out the committee recommends that there be established an executive board, and that, on this board, the managers have equal representation with the other "organized elements of the theater." The report also specifies that other theatrical workers, besides actors, be given the benefit of employment offered by such a circuit. It refers specifically to company managers, press agents and treasurers.

Meanwhile, opponents of Boothe's original plan pointed out that there was grave doubt whether or not the public would respond to legit shows when an admission, no matter how low, was charged. Thousands have attended the free shows with enthusiasm, but would they pay to see them, ask the doubters. "Charge even 10 cents," said one, "and see what happens to your attendance."

Another point brought out by opponents was that the free shows, instead of creating interest in the stage and thus aiding legit, have actually hurt it, by showing the people that the theater can be given away for nothing. They thus make them resent any charge and cause them to object to payment at regular commercial productions, since they have seen the relief project shows free.

## Mills Back From Coast

NEW YORK, Feb. 16.—E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, returned yesterday from a three-week trip to the West Coast, also visiting several branch offices en route. Work of rearranging its directorate so that it does not interlock with that of the Music Publishers' Protective Association is going along okeh, as well as preparation on the ASCAP defense in the forthcoming trial of the government's anti-trust action, he said at his office.

Mills was suffering from an attack of laryngitis as a result of hitting 16,000 feet altitude during his airplane trip in from the Coast. Temperature at that altitude was about 20 degrees below zero, and none of the passengers upon arriving at Tucson were able to talk or walk under their own steam.

## Eddie Rio Sued

CHICAGO, Feb. 16.—Suit was filed against Eddie Rio, of the Rio Brothers, now playing in this territory, in the Municipal Court at Cleveland last week by Nicholas Agneta. He claims \$460 commission for booking Rio in the *Murder at the Vanities* production.

MAE LUBOW, Artie Rice and Davey Kraft head a new five-people flash produced by Solly Turek. Opened in Hartford last Wednesday.

## SEND IN ROUTES

The Route Department (appearing in this issue on Page 33 and 34) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the constant co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

## "Merrily" Folds

NEW YORK, Feb. 16.—*Merrily We Roll Along*, which had intended to stay for two weeks in Philadelphia and then go out on a long road tour which might, according to rumors, have led eventually to the Coast, decided suddenly this week to call it a season. It closes tonight after a week. The piece closed a week ago in New York.

The decision to cancel the road tour and even cut out the second scheduled Philadelphia week came when business for the first two performances was so slight that there was little chance to clear the expenses of the heavy production and the 91-player cast.

## O'Hara Trial March 25

CHICAGO, Feb. 16.—Trial of Ralph J. O'Hara, organizer for the motion picture operators' union, for perjury in connection with his grand jury testimony on Thomas J. Maloy's income tax deficiency has been set for March 25. O'Hara pleaded not guilty.

# Managers Hit From Two Sides; Gillmore's Circuit-Stock Plan

NEW YORK, Feb. 16.—While the managers were discussing plans for a possible low-priced circuit in and about the city as a means of bolstering both public interest and employment in legit, they were the targets of attack from two quarters. The two different viewpoints were expressed, the attacks arrived at about the same conclusion, namely, that the managers refuse to co-operate or to look to the future. The statements were made by Frank Gillmore, president of Equity, writing in *Equity Magazine*, and by William A. Brady, veteran producer, speaking informally to the press before a meeting of the Cheese Club Monday. Gillmore, in addition to attacking the producers' constant lack of foresight thru the years, suggested an out-of-town circuit which might possibly be worked as an adjunct of the circuit that the producers' discussed Thursday.

Brady, who was largely instrumental in starting the NRA setup in legit, was frankly deponent about its outcome. Because of lack of co-operation among theatrical groups, he said, the entire code is useless. He laid the blame on no particular group, saying that there was a general lack of co-operation thruout, and that not a single one of the theater's problems had been solved by a layout which it had been hoped would solve many of them. That, he said, includes the ticket broker problem.

In theory, he continued, the NRA code is of great benefit to the theater—and so it would be if it were effectively carried out. "Under the code," he said, "every existing evil could be eliminated. But —"

Gillmore, in his article in the current *Equity Magazine*, charges the producers with constant lack of foresight, citing various cases in which, thru their insistence on momentary advantages and

petty jealousies, they let the entire structure of the stage fall to pieces. The decline of the road he brings up as a case in point, along with various suggestions made from time to time by Equity and not carried out by the managers. Among the latter he cites the plan offered by Equity four years ago, whereby promising dramatists would be subsidized by the theater at large, in an effort to keep them writing for the stage, instead of forcing them into the more lucrative fields of films and other hack work.

According to that plan, 10 dramatists would be assured incomes of \$4,000 a year, under which they would turn out two plays. That would make 20 plays, and Gillmore argues that if there were even one success among them the \$40,000 outlay would be more than met.

"The principal charge of inefficiency," he says, "concerns the lack of foresight as to changing conditions, competition and prices. The theater has never been able to get its component parts together, to gather and consider estimates of conditions and probabilities, and to make common plans to meet predictable contingencies."

There is no evidence to support the belief that beyond keeping a production or two ahead of the current play the producers, or any considerable number of them, ever make any real plans for the theater.

In suggesting his plan for small stock circuits on the road he says: "As an initial effort I would recommend to such a conference (a theatrical round table) the consideration of inaugurating a series of small related groups, or circuits of theaters, in cities of a certain magnitude of population, reasonably close together, and (at the moment) not served by the existing theater. Such (See MANAGERS HIT on page 11)

# Screen Actors' Guild Expects Complete Recognition Victory

HOLLYWOOD, Feb. 16.—If the studios expected a rush to the Academy of Motion Picture Arts and Sciences following the announcement of a new contract, they have been disappointed. The players are staying away from the Academy in droves and it is not likely that any members of the Screen Actors' Guild will desert for the producers' union.

The Guild members have decided to fight it out with the studios and will demand recognition in addition to the changes in contracts. There is a practically unanimous feeling among members to stick to the organization and carry the fight along. This will call for a general strike on March 1 unless the producers come to an agreement. The studios are not inclined to give in on the recognition phase. This is an open-shop town and the producers believe that if they give in to the players the

move will be followed by demands from every labor organization.

The Guild is pleased with the trend of events. Executives believe that if the producers were not frightened they never would have presented the new contract, and it is no secret that the studios are looking forward to March 1 with a great deal of concern. Guild men feel that the producers will grant the recognition demand and thus avoid a closing of all studios. Guild members point out that, had the producers offered the new contract a year ago, it would have been gladly accepted and the Academy would be the power in actor circles.

The head men of the Guild are satisfied with the situation and look for a complete victory. All the members have the greatest confidence in their leaders and are willing to go all the way to break once and for all the slavery conditions said to exist in the studios.

# Booth Solons Resume Probe

**Fact-finding committee works on O'Reilly, 306 plans—may elect soon**

NEW YORK, Feb. 16.—The fact-finding committee for a new projectionist wage scale in this city has resumed conferences. The committee is probing the Charles O'Reilly and the Local 306 plans, the Harry Brandt plan having been definitely rejected at a public hearing in Washington two weeks ago. The main difference between the O'Reilly and Local 306 schedules is 306's elimination of picture runs as a determining factor in figuring a new wage scale.

Affairs within Local 306, meanwhile, are still confused. Harland Holmden, IA vice-president, who had been running Local 306 for the IA, has been transferred to Chicago to supervise the operators' local there. This leaves Local 306 without an active head. The membership is waiting for George Browne, IA president, to call an election meeting, as he promised last month. Browne assured the membership that it would be allowed to elect a new set of officers, except president and business agent. These two posts will be named by the IA itself. This arrangement would continue until "the local was able to govern itself."

Meanwhile, Browne and Holmden are in Chicago trying to reorganize the projectionists' local, which was left without a president when Tom Maloy was murdered two weeks ago. Tom Reynolds is the latest officer to resign. A complete reorganization is in sight.

## Chi Exhibs Checked On Pink Pix Violation

CHICAGO, Feb. 16.—Seven exhibitors whom investigators of the Chicago Censor Board found allowing children to attend their theaters on adults only pictures appeared before Judge Gibson E. Gorman, of the district police court, last week in answer to the charges. Managers in many outlying theaters have been lax in enforcing the rules concerning "pink permits," with the result that the Censor Board caught up with several of them and brought them to time.

All the cases were continued until March 29, with the judge's instructions that if the violators obeyed the law in the meantime they would be discharged. Theaters called on the carpet were the Brighton, Indiana, Olympia, Colony, Highway, Arcadia and Boulevard.

## Basquette Sues Shoe Firm

CHICAGO, Feb. 16.—Lina Basquette, now appearing in the Continental Room of the Stevens Hotel, filed suit this week thru her attorneys, Samuel Huffman and Nathan Schwartz, against I. Miller & Company, makers of theatrical shoes. Miss Basquette claims that the company is making and featuring a shoe named after her without her sanction or permission and is asking \$100,000 damages.

## Public Theater Suit Feb. 22

CHICAGO, Feb. 16.—The suit filed by the Public Theater against several film distributors and theater circuits here charging conspiracy to prevent it from getting picture product to show at 10 cents admission will be heard February 22 before Judge Charles Woodward, of the United States District Court.

**"LET'S PLAY PINBALL"**  
This Week's Cover Subject

THIS week's front cover shows in a large circle in the center many prominent personalities playing pinball at the Bagatelle Bar in the Flying Trapeze Restaurant, New York City. Among them are Freddie Berrens, orchestra leader of the Flying Trapeze Restaurant; Lew Hearn, Sid Marlon, Bert Frohman, Sam Hearn, Bobby Gordon, Harry Rose, Fred Block, Oscar Lorraine, Harry W. Conn, Irving Edwards, Dave Ferguson and Anatole Friedland.

# BEA Fight Is Sidetracked

Modified form of closed shop is seen in register of approved artists

LONDON, Feb. 16. — The fight of British Equity for a closed shop was, in a manner, sidetracked in the settlement of the organization's dispute with West End managers here this week. The threat of a theatrical strike was averted by a compromise agreement establishing a permanent arbitration board between actors and managers, but this closed shop clause, over which the battle originally raged, was not specifically mentioned. British Equity had hitherto held that the closed shop was essential to the entire future of the organization, as it was in the case of American Equity.

The negotiations between the disputants were started and guided by F. W. Leggett, principal assistant secretary of the Ministry of Labor, and they provide for the establishment of a London theatrical council, composed of 20 members, half from managers and half from Equity, the Ministry of Labor nominating an impartial chairman.

The objects are as follows: To obtain the largest possible measure of co-operation between managers and actors in order to foster the theater in the national life. To obtain recognition of mutual interests and to devise ways and means of settling disputes that may arise. To obtain complete reorganization between managers and artists and to protect the establishment of standard conditions by resisting those who offer or accept employment under conditions less favorable than those established. To approve and maintain the standard forms of contracts.

Altho the closed shop clause was not specifically mentioned, a possible closed-shop agreement, in a modified form, is seen in the fact that the council is to establish and maintain a register of approved artists. If Equity can see that only Equity members are included in this approved register a condition analogous to closed shop will have been established. However, unlike a complete closed-shop situation, there will be the danger that the managers, at any time, may be able to include players who are not Equity members.

Faint hope for complete closed shop is still held out, thru the fact that the present settlement, altho announced as satisfactory to both sides, must still be ratified at a general meeting of Equity members.

## Showmen Hit Detroit Op

DETROIT, Feb. 16.—Protests of George W. Trendle and other local showmen against the Shubert plan to present opera at Navin Field Ball Park this summer have been made on the ground that the St. Louis Opera, which is a model for the Detroit project, has caused theaters to close during the opera season.

However, John Nick, vice-president of the International Alliance of Theatrical Stage Employees, told Detroit union officials this week that not a single house in St. Louis had closed for the summer as a result of the opera. The only houses affected, he said, were the legitimate theaters, which normally close during the summer anyway.

On the other hand, it was pointed out by interested parties, the hall games as well as the opera will bring people into the city who would not otherwise be there, and a certain percentage of these will attend the theaters in the evening anyway.

## "Decameron" Off Till Fall

CHICAGO, Feb. 16.—Fortune Gallo's proposed production of *Decameron Nights* is off until next fall and has been definitely set to open at the Auditorium Theater September 1. This will be its United States premiere.

**WANTED AT ONCE**—Med. Performers in all lines who play parts in some dramatic bills, also Piano Players; others. Mention if you double. No advance—just being stung. Long season. Cal and Babe Townsend write. **CHIEF DEERFOOT**, Granville, Ill.

## "Revenge" Sought After By Picture Companies

NEW YORK, Feb. 16.—*Revenge With Music* has bids from Paramount, Warner and MGM for the picture rights, with MGM seeking it as a starring vehicle for Ramon Novarro. A fourth picture company, Columbia, has nibbled. MGM loaned Frankwyn, producer of the show, \$30,000, calling for a one-third interest in picture rights.

The show is now operated by Benny Stein in conjunction with Lebiang's and has at least four more weeks to run.

## Pitt Op Guaranteed

PITTSBURGH, Feb. 16.—The Pittsburgh Civic Light Opera Association guaranteed the production of light opera here during the coming summer if an auditorium is erected in Highland Park. Details of the plan are now before city council. They involve construction of a \$450,000 auditorium with city and federal funds. The city's share is estimated at \$250,000.

A 30-year lease, with the association paying rental equal to 3 1/2 per cent annually on the cost of construction and installment sufficient to pay off the principal, is urged by the association's president, Harmer D. Denny Jr.

It also agrees to guarantee \$50,000 for the productions during the first season. The auditorium is to seat 10,000 and there will be a profit when it is 60 per cent occupied.

## Two Pictures Banned By Chicago Censors

CHICAGO, Feb. 16.—After having reviewed Warner's *Dr. Monica* for the third time, members of the Chicago Censor Board still refuse to issue a permit for its showing here. Another picture to be banned is *UFA's Our Flag Leads Us On*, a German production, refused because of its strong communistic and Nazi propaganda. Universal's *Notorious Gentlemen* is being held up for another review.

## Chi Clearances Cases

CHICAGO, Feb. 16.—Two cases, both where theaters wanted their competition's clearance reduced, were heard and denied at the meeting this week of the Clearance and Zoning Board. The Calumet, Hammond, Ind., filed against the Fararount, Parthenon and Orpheum, all Warner Bros. houses in the same town, and the Lawndale, Chicago, complained against the Gold and Twentieth Century theaters.

## Jaffe Sells Pittsburgh House

PITTSBURGH, Feb. 16.—George Jaffe sold his Variety Theater, burlesque house, to the Mustang Enterprises, Inc., with the first show to play for the new owner opening tomorrow midnight.

Jaffe, who has been here for years, will stay in New York, where he is co-owner of Galety.

# Relief Project Schools Cut In on Commercial Teaching

NEW YORK, Feb. 18.—Government-subsidized music, dance and drama schools are steadily drawing students away from commercial schools and are being blamed for the unusually large number of commercial schools folding. The lower priced schools scattering to working or lower middle class students are the ones hit the hardest. Their pupils are drifting in increasingly large numbers to the many classes being run by the various emergency relief projects thruout the city.

For example, 11,000 people are registered in free music classes alone, according to Miss Grace Gosselin, assistant director of the Works Division of the Emergency Relief Bureau of New York City. When one remembers that the Works Division is only one year old, the implications can be better appreciated. The 11,000 pupils are registered in free classes in instrumental music, singing, theory and harmony, ear training and sight singing. The classes are conducted in community centers thru-

## Code Ticket Clauses Wait

NEW YORK, Feb. 16.—At a meeting Wednesday of the legit code authority it was decided to take no definite action on the working out of the disputed ticket broker clauses until the committee appointed to examine them makes its report. Enforcement, which was expected to begin in earnest immediately after the brokers, who objected to the clauses, were beaten by the code authority in a legal battle, is still waiting, altho heavy artillery, according to reports, can be brought up at any moment. This includes co-operation from the Treasury Department and the Department of Justice, with the NRA administration also promising unlimited aid. Last year, under the old code, the NRA administration reversed two decisions of the code authority, and so broke down any attempt to enforce the ticket provisions.

The report of the committee is expected in two or three weeks.

## British Equity Ends War

NEW YORK, Feb. 16.—A brief report from the British Equity Association, received here this week by American Equity, states that the recent battle for Equity recognition and a closed shop has ended satisfactorily to both sides. The dispute arose when the management of the Drury Lane refused to agree to closed-shop clauses in the Equity contracts, and Equity instructed its members to sign no contracts unless the clauses were included.

London officials stepped in to arbitrate the war, which for a while threatened to close all London legit houses. Just what the terms of the settlement are was not included in the report received here, further word being expected next week.

## "Bishop" Well Received

PITTSBURGH, Feb. 16.—*The Bishop Misbehaves*, a new play by Frederick Jackson, starring Walter Connolly, was premiered here at the Nixon on Monday and was well received by both press and public. Presented by John Golden, the play will be offered to Broadway audiences within a couple of weeks. The plot deals with an English bishop who outwits a circle of crooks and recovers stolen jewelry.

Connolly is supported by Jane Wyatt, Lucy Beaumont, A. P. Kaye, Alan Marshall, Reynolds Denniston, James Jolley and Charles Laito. The production was staged by Ira Hards, with the settings designed by Woodman Thompson.

## "L'Aiglon" To Swing East

CHICAGO, Feb. 16.—Eva Le Gallienne, in *L'Aiglon*, closes a successful two-week engagement at the Grand Opera House tonight. Business was big thruout. Show goes to Madison, Wis., for one day, Milwaukee two days, then Cincinnati, Indianapolis, Columbus, Cleveland and east.

# Warner Men Realigned

Many important shifts in theater key positions to broaden men's authority

NEW YORK, Feb. 16. — Following a three-day meeting of zone managers held here, Joseph Bernhard, general manager of the Warner Bros. Theater Circuit, has announced important realignment of key men of the organization.

Moë Silver, formerly in charge of the Western division, will go to Albany to take charge of the New York State houses, with the exception of the metropolitan division. I. J. Hoffman, Eastern division head, will be stationed in New Haven and will have charge of the New England theaters. Ted Schlanger, Bernhard aid, has been named assistant general manager, with offices in Philadelphia.

Herbert Copeland will be zone manager, Atlantic City; Dave Weschner will have charge of the Philadelphia sector first-run houses; Leonard Schlesinger will be Philadelphia zone manager of key theaters and subsequent-run houses; A. J. Vanni will be zone manager of out-of-town districts.

Mort Blumenstock, T. Stewart MacDonald and Clayton Bond will continue in the home office.

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# THRU SUGARS DOMINO

**R**ALPH WHITEHEAD has again rated streamer mention on our first page due to his intelligent and indefatigable effort in behalf of the acting profession. This time due to his lobbying for the inclusion of actors in the Roosevelt administration's social security, health insurance and old-age pension plans. Confined tho he had been of late to the furtherance within the show business of his American Federation of Actors, Whitehead's broad outlook dictated to him that regardless of what progress is made in lining up AFA members in New York, Chicago, Boston and Oskaloosa, the actor can be benefited in the larger sense by intelligent activity in the new Washington, the home of the NRA and the economic capital of the world. Whitehead's efforts in Washington and the hoped-for results of these labors will live for many years as an important chapter in theatrical history.

We have as much qualms of conscience about our frequent mentions of Whitehead as the editor of a daily paper who devotes from 5 to 10 pages to the progress of what is referred to interchangeably as the Hauptmann and Lindbergh trial. Public interest demands that men of Whitehead's stamp be given the spotlight. It is well for the actor that the activities of Whitehead be brought out in bold relief and with pleasurable frequency. Whitehead has shown definitely that he is overwhelmingly larger in stature, greater in vital force and far more deserving of the spotlight than the most deserving of his carping critics. We are with him 1,000 per cent and we shall continue to fight his battle and use our every resource to help him achieve his aims. Whitehead and his splendid organization need encouragement and practical support more now than ever before. The group that was about a year ago a chirping chick in the incubator of theatrical unionism is today a fighting cock, wearing spurs provided by an executive secretary who represents the greatest blessing that has been conferred on performerdom in a decade.

Whitehead will succeed in obtaining for the actor the things that are his due. He is playing his role now on a gigantic stage; one that embraces the whole United States and is the cynosure of the eyes of the world. Most of us haven't his energy or his zeal but because of God-given qualities of sympathy and native intelligence we can understand what

he is driving at. And in our own way we can help him. If certain of the big shots who are tripping over themselves in their chase for the almighty dollar will but stop a moment and lend a helping hand to the AFA, it is a safe bet that half its battle will be won. The AFA has already earned the respect and co-operation of wise public officials and legislators who see in it a tremendous force for good as well as evil. Prophets, they say, are rarely honored on their native heath. We hope this will not be the case with the AFA. This organization has the support of many big "names," but not enough to permit us to say that it is fully represented in the upper strata of performerdom.

At the head of the AFA nominally, for example, is Fred Keating. We know of few actors with more personal charm and sincerity than Keating. But Keating's professional engagements prevent him from functioning properly as the president. The AFA has no room for figureheads. Every post in its officers' roster must be filled by men and women who will give their utmost to the organization. If Keating is to retain his acting status he cannot do this. It is therefore high time that he voluntarily resign or is politely asked to relinquish his place at the top of the AFA letterhead. A man should be elected who will actually perform the duties of president. We can think of nobody better to fill that job than Whitehead. But perhaps Whitehead is in a better position to carry on his work as executive secretary. It is really up to him to decide. After he makes his decision his worthy colleagues should act accordingly.

**SIDE GLANCES**—Again the Dickstein bill, which aims at the exclusion of alien actors, is scheduled for a hearing by the House Committee of Immigration. The bill should again be killed, and this time, we hope, once and for all. It is undemocratic in concept and if passed will work havoc among actors. Retaliatory measures by other countries will affect the livelihood of many American actors who have found a refuge from unemployment in recent years in London, the provinces, Paris and other cosmopolitan European spots.

The current rage for sepien bands is indicative of the unchanging operation of the show business style cycle. Negro outfits are getting choice spots and good money. They have won public fancy and for this they are reaping a rich reward. This is as it should be. The show business as a whole has never barred talent on racial, religious or other grounds. But bullying will never get an attraction anywhere for very long.

A certain manager of a Negro band—a gent of white hue—demands good mentions or else—something akin to a ride for the razing party. He is ruining the chances of what might have turned out to be a good attraction. The racket days are not yet entirely gone but they are coming to an end. And our friend, the bully, will be drowned in the backwash as they pass.

Tom Phillips, fighting head of the Burlesque Artists' Association, hung up another trophy on the walls of his den when the Minsky venture down at Miami Beach became a 100 per cent BAA proposition. There's something fascinating about Phillips. And we know what it is. Phillips gets things done first and lets guys like us talk later.

The Friars will hold their 27th annual Frolic February 24 at the Imperial Theater, New York. This is not a plea for ticket sales. The Frolic will be a sellout—as usual. This is merely by way of expressing our admiration for the fine work done by Fred Block, business manager of the Frolic. Betwixt and between his work in the Jewish Theatrical Guild and other charitable interests, the peppy, ingratiating little feller has worked up more enthusiasm for the forthcoming annual shindig than has been evident around The Friars in many years. The boys penthousing atop the Hollywood Theater Building are fortunate in having such men as Block attending to their interests.

## The Broadway Beat

By GEORGE SPELVIN

**C**ARDINI will soon do a Fred Keating—that is, he'll play in a legit show in a non-magician role. The Truford (vegetarian) Restaurant has added fish—and in a window announcement proclaims that scientists have officially oked fish as food. A certain wire-walker was complaining to his agent about the rigors of performing on this side of the Atlantic, claiming that, since he hit the five-a-day routine, his wife objected that he didn't have time to make love to her. Andrew Ponasos gave a welcome-home party to Bellit and Lamb at the Somerset Restaurant Sunday night. Dorothy Phillips, after six years on her own in the rehearsal hall and casting biz, has rejoined Murray Phillips as an artists' rep. Located in the Casino Theater Building. Helen Westley has been signed to a term contract by Radio pix after her two-film assignment. Her first under the term will be *Spring in Paris*. MGM wants to test Billy House for the part of Sid in *Ah, Wilderness!* and he's also received a test request from Hal Roach. Mr. and Mrs. Dionne, parents of the quins, are reported to be playing the Fox, Detroit, at a \$3,000 guarantee plus a percentage on gross over \$25,000. RKO recently canceled an amateur show at the Coliseum uptown because kids were getting by the age barrier by presenting birth certificates belonging to their older brothers and sisters. Rex Billings, former manager of Luna Park in Coney, who is in Florida, may come up north to direct indoor doings for the George Hamid office. Max Linderman, manager of the World of Mirth Shows, is heading a big party of carnivalites from New York to Albany for the State convention of county fairs on the 19th. *Popular Science Monthly* is reading a spring article on carnivals. Edwin W. Teale is doing it. When an Austin car got tangled with a traffic sign at Broadway and 46th the sign got under the car. A cop removed the sign while another cop lifted the car. Most of the saloons are absorbing the city sales tax by reducing the price of drinks one cent. The new type of kiltzer is one who looks over your shoulder and tells you how to play your pin-game shots. Why sailors go rowing on the lake; a dramatic critic's wife recently went to the country for two days of rest—and spent one of her evenings watching a local amateur show.

The current issue of *Fortune* has a long article on burlesque. Sign in a Chink joint on Sixth avenue: "Today's special—chop suey, chow mein and Irish stew." Bookshops claim that one of their best sellers for the past month has been the *Decameron*—and nobody knows how come. At a recent screen showing aboard the Italian liner Rex the guests called everybody "Tony"—including the captain. Boris Aronson, one of the most prolific scenic designers of the current season (*Three Men on a Horse* being exhibit A), is having more than a dozen of his water colors exhibited in a Philly museum. The dark Friars' Club on 48th street looks like a real monastery now. Mel Elwood and Mickey Ferris have opened a dance studio. Louis K. Sidney has returned from a deep-sea fishing trip in Florida waters. George Browne has gone to Chi to straighten out the affairs of the Chicago operators' local. Coast rights to *Three Men on a Horse* (stage; not pix) are reported sold, with chances also bright for London. C. B. Cochran, they say, pronounced it the funniest show he saw while he was here. Joe Losee, the director, is going to Russia, and may study under Meyerhold. A myrmidon insists that this be printed: "Some preachers are employing newsreels to illustrate their sermons. Pewsreels!" Don't blame Mr. Spelvin. R. L. Hague is chairman of the executive committee for the Lambs' St. Patrick's Day Gambol.

## Chicago Chat

By NAT GREEN

**S**TRANDING unit shows and acts appears to have become the favorite pastime of local shoestring producers and it's high time that someone should "bear down" on these birds who engage people, then thru one subterfuge or another squirm out of legal responsibility for paying off. Several flagrant instances have come to the Chat scribe's attention of late and inquiries usually are met with the reply: "I'm not responsible; I only booked the acts" or "It's not my show; I merely loaned Blank some money to finance it." But we've collected some highly interesting names, dates and facts for—well, for future reference.

The Dionnes, parents of the quintuplets, fopped as an attraction at the Oriental, the house doing less than normal biz—maybe, after all, the public's IQ is improving! Irma Glen, NBC's "wonder organist," has been making movie shorts, working before the kites as late as five o'clock in the a.m. Rumors are current that the French Casino soon may close. The current show goes into the RKO Palace shortly for two weeks or more. Eddie Peabody, banjo king, will return to B. & K. nabe houses after two weeks in Indianapolis. The Faith Palmer who is doing a home program on the air is Mrs. Fritz Blockl. Ralph Seabury did a swell job on the February PEGOC, organ of the Professional Entertainers' Club, with efficient co-operation in the way of news and squibs from Mort Schaeffer, Dorny, George Troseth, Grace Ingram and Ben Berger. Seabury has a clever cartoon in the issue on "Hope for the Shipwrecked Performer." Jack Geyer, stopping off here on his way from Miami, Fla., to the West Coast to join the Barnes show, used to Dempsey's sparring partner. Iry Cohn is a busy gal these days, handling publicity for Herbie Kay's orchestra, the 885 Club and the National Liquor Show.

The irony of fate—Mary Wiggins, stunt girl, who has stepped off airplanes in midair, driven thru board walls on a motorcycle and dared death in many other forms, has been laid up for 40 days with a broken back—"all from a five-foot springboard," she writes cheerily. A game girl—never a whine from her, and her letter to me radiates optimism. May fate speed her recovery!

Tony Wons is at work on an elaborate "highway cruiser" in preparation for a homadic vacation, when and if it can be arranged. D'Oyly Carte (what a biting name!) Opera Company opens a two-week engagement at the Erlanger March 4. Suggestion to the Relief Commission after seeing the crowds at Leo Seltzer's walkathon—why not open a string of walkathons and put all the idle actors to work, or maybe all the unemployed, and let the rest of the population pay admission to see 'em. Screen version of Roberts due at RKO Palace some time in March. E. K. Fernandez, showman from the Philippines, enthusiastic over prospects for his walkathon in the islands. *Night Life of the Gods*, which pleased sophisticates here, is a dud on small-town screens. World's largest and finest hospital for animals and birds is to be built at the Brookfield Zoo. It is to cost \$35,000 and will be equipped with a laboratory, autopsy room, maternity ward and every comfort and convenience imaginable. Carroll Dickerson and his music makers pinch-hitting for Earl Hines while the latter is playing Eastern dates.

## Pittsburgh Papers Resume Broadcasts

PITTSBURGH, Feb. 16.—The Pittsburgh Publishers' Association after a series of meetings here early this week agreed to resume its daily news broadcasts over local stations beginning February 14. News reports given by dailies here have been off the air the last several months.

This move, it is reported, has been caused by the Trans-Radio News, which feeds WJAS here under the sponsorship of Kaufmann's, leading department store.

Cy King, news-reeler for *The Pittsburgh Press*, is on the air daily over KDKA, 12:20 and 8 p.m. Jimmy Murray, the *Globe-Trotter* for *The Pittsburgh Sun-Telegraph*, a Hearst publication, flashes news twice daily at 12:30 and 6:15 p.m. over WCAE, a Hearst-owned station. Walt Framer has been employed by *The Post-Gazette* to air the news over WWSW at 5:45 and 8:10 p.m. every day but Saturday.

In addition to the latest news flashes, all of these programs will also sponsor interviews with city notables and visiting celebrities of stage, screen and radio.

## CBS Going In for Heavy Ork Buildup

NEW YORK, Feb. 16.—Columbia Broadcasting System's band booking department is going in for heavy exploitation of its dance orchestras this coming season and it will be optional with the buyer of a band whether or not he wants the extra service available.

Band booking department of the CBS Artists' Bureau has placed an initial order for 150,000 throwaways, plus 50,000 window cards in three colors. Also additional matter to be used in direct mail selling. A supply of stock cards will be used with space for insertion of the dance resort's name. It is the belief of CBS that by buying huge quantities it can supply the cards and other publicity matter to the dance men cheaper than they can buy a small quantity themselves. At least six bands will receive the benefit of special exploitation by CBS. They are Eham Jones, Ozzie Nelson, Enoch Light, Little Jack Little, Red Nichols and Joe Snymes. CBS dropped four more bands the past week.

Tom Martin left the CBS band department this week and joins the artists' bureau of WCAU in Philadelphia. He will be assigned to the band booking division of the Station and formerly came from Philly himself. He was with CBS for about a year, during which time he successively handled one-nighters, spot booking and out-of-town jobs. Solbert Zeakon, from Atlantic City, joins the CBS band department to work under Al Zugsmith.

## Esso Off "O'Flynn"; Signs Lombardos

NEW YORK, Feb. 21.—Esso Marketers (a Standard Oil group), sponsoring the *O'Flynn* operetta on Columbia Broadcasting System network, will not renew and takes the show off the air after two more broadcasts.

Esso has signed Guy Lombardo and band for a new ether show that will get under way several months hence, at the termination of Lombardo contract for Plough, Inc., now on NBC Wednesday nights. Lombardo has been doing a road show for Esso, and as reported in these columns last week, will do another soon.

## KFAB Needs More Room

LINCOLN, Neb., Feb. 18.—Both the studios of KFAB here and the hotel in which they are quartered needing more room has brought out the announcement that the station will seek other quarters before March 1. Studio wants added floor space for some new offices. Hotel wants room for a cocktail bar and accompanying accessories.

KFAB has eyes on the Lincoln Hotel, which has promised it almost an entire floor, and the old Buick Building, where the ether link started. KFAB, part of the same organization, is already in the Lincoln, so that spot is favored to centralize the offices.

## Another for Ripley

MACON, Feb. 16.—WMAZ, Macon station, has evolved a sure-fire stunt to get its weekly direct mail bulletins read by the business men to whom they are addressed. Station incloses a dollar bill in three of the bulletins mailed weekly.

First three recipients selected were chosen for their conversational ability with the news getting around fast. Idea was started by E. K. Cargill, president of the Southeastern Broadcasting Company, and WMAZ's manager.

## LaGuardia Kills Station Income Tax

NEW YORK, Feb. 16.—Proposed New York City tax on incomes of radio stations in the city was killed yesterday (Friday) by Mayor Fiorello LaGuardia at a Board of Estimate meeting. Discussion of the proposed tax came up during talks about other taxes on electric sub-metering.

The mayor killed the radio tax clause himself, stating "I'm not prepared to deal with that subject yet. My feeling on this question of taxing the radio income is based on the fact I can't see why we should tax advertising on the radio." It is felt in radio circles that in view of this statement by the Mayor that the radio tax is doomed permanently. It would have cost the local and network outlets here approximately \$800,000 annually.

## Cormier Joins WIP

PHILADELPHIA, Feb. 16.—A. A. Cormier starts in as vice-president and general manager of WIP, owned by Gimbel Brothers, on Monday (25), after several weeks of negotiations with the station's owners. Understood he succeeds Franklin Lamb.

Cormier comes from New York, where he was for a short time vice-president in charge of sales for American Broadcasting System until that network changed from WMAZ to WNEW, Newark. Prior to that he was general manager of WOR, Newark, at which station he was a pioneer in various radio developments.

## New WISN Personnel

MILWAUKEE, Feb. 16.—Russell Leddy, formerly with Fox Midwestco here and more recently manager of the Avalon, local neighborhood house, has been named production manager of Radio Station WISN. Ray J. Largay, formerly of Hollywood, has been named new director of dramatics at the station, while Alex Sherwood, sales manager for Station KDKA in Pittsburgh for three years and also manager of KUV, Pittsburgh, and WRCK, Rockford, Ill., is the station's new advertising and sales promotion director.

## WMCA Sells "Five Star"

NEW YORK, Feb. 16.—Station WMCA, New York, sold one of its best known sustaining shows this week and is on the verge of closing with another advertiser for a second sustaining buy. First show is *Five Star Final*, which was sold to Barney's, New York men's clothier. Program is on seven times weekly, dramatizing news events. Other sustainer is the weekly broadcast of the Harlem amateur nights from the up-town Apollo Theater, New York, show being the colored amateur contests. Probable sponsor is Ansonia Shoes.

## Quick Responses to the Labor Questionnaires Reported by CA

WASHINGTON, Feb. 16.—Returns of the labor questionnaires sent out recently by the Code Authority for the broadcasting industry are coming in at a satisfactory pace. It was stated here this week by James W. Baldwin, executive officer of the CA. Of the 550 total mailed out, about 400 had been mailed in at the time of writing. Baldwin stated he could not comment on the nature of the information, firstly since all returns are not in and secondly it has not been collated.

Questionnaires have been long awaited by various labor groups concerned with

## Hauptmann Trial Coverage Helped Radio Circulation

*Stocks of commentators rose in Crossley reports, while indie stations, with running stories, sold much time—erroneous Press-Radio flash smoothed over*

NEW YORK, Feb. 16.—Altho radio gained considerable extra "circulation" as a result of the comprehensive coverage offered by both Press-Radio Bureau and Transradio Press Service thruout the Bruno Hauptmann trial, the blowoff is conceded to have given ammunition to the Press-Radio news antagonists, who can point to the fact that NBC, CBS and independent subscribers to the official news service offered by the big news-gathering associations of the dailies gave out an erroneous bulletin and verdict report at the most crucial moment, just about the time the jury was actually filing in with the true verdict, and millions of listeners were on their toes.

## Save \$6,000 Weekly On NBC Budget Cuts

NEW YORK, Feb. 16.—National Broadcasting Company is inside estimated to have effected savings between \$6,000 and \$7,000 weekly as the result of the recent trimming applied to its sustaining artists' program budget. Reductions came in three ways—ending programs, reducing sizes of house bands and the sustaining pay out that went thru some time ago.

It is explained that the way things were going NBC would have been away ahead of its sustaining allotment quite soon and that the year's allowance would have been spent in nine months. In one way the network is placed in a peculiar position since some contract artists which the web wants to sell commercially are now left without any program.

Accounting for the size of the savings is one major program, the B. A. Bolfe early morning spot, which cost considerably with musicians, counting in rehearsals as well as actual broadcasts, getting about \$3,000 per week. Other house bands also figured in the reductions, plus the elimination of several comedy sustainers, including East and Dumke and *The Grummit*.

To make up for the difference in sustainers coming from New York, NBC is picking up quite a number of remotes from various out-of-town stations. This costs little and is considered a good break by the other stations, since it publicizes various acts they might be building up and which, very likely, they may have had on at the same time anyhow.

## Music Hall on WOR; Buys Two Test Spots

NEW YORK, Feb. 16.—Another major Eastern theater to buy time on the air is the Radio City Music Hall, which took two spots on WOR last week on a test basis. No plans made for immediate repetition of the broadcasts. Practice of New York houses to buy time was started by the Strand, altho plenty of Western theaters have been radio customers for some time.

Music Hall took two five-minute spots on the Newark station, going on with a partly recorded program. Lynn Farnol, handling the advertising for the house thru Donahue & Coe, advertising agency, stated reaction was favorable, but that discussions were still on as to future policy.

First official Press-Radio report stated that the verdict was guilty with recommendation for mercy. The bulletin was flashed on at approximately 10:34 on Wednesday night and then corrected nine minutes later. Transradio locally, came on over WOR, which was doing the mob scene in front of the courthouse and which was going out to over 100 subscribers and on short wave. The time claimed for its verdict flash was 10:45.

The Associated Press took all blame for the erroneous report being given out and apologized to both radio and its newspaper members, some of whom were out on the street with the wrong verdict.

However, during course of the trial, all stations subscribing to one service or the other had more news than they could send out. All were copiously supplied. Press-Radio sent out approximately 200 bulletins to stations during January and February to the date of the verdict. Six to eight bulletins with a total of about 6,000 words were supplied daily.

Transradio also states it sent out an average of 5,000 words daily. All news commentators had plenty of material and their stocks rose considerably as judged by the Crossley reports. Both the news services claim they gave better coverage than the stations which sought independently to rush bulletins to the mike.

Indie stations sold plenty of open spots as a result of the trial broadcasts, but whether these accounts will remain is yet to be seen. Press-Radio claims that inasmuch as their verdict was at least "guilty," they were not so far wrong and according to the AP, garbled code signals caused the mixup. It is pointed out, however, that if such took place it was before the actual verdict was delivered. As against the radio news antagonists, those in favor of the official Press-Radio tieup believe that the past two months has proved amply that the events coming under the head of "transcendent importance" are not being held out by the various news associations, as proved not only by the Hauptmann trial, but the fine coverage given on the Macon disaster on the Pacific Coast.

## Spence Leaves WPG; Will Manage WBAL

ATLANTIC CITY, Feb. 16.—Edwin M. Spence, vice-president and general manager and director of WPG Broadcasting Corporation, announced this week he tendered his resignation to CBS, effective today. Spence resigned to become manager of Radio Station WBAL, Baltimore. He will assume charge February 18. He has been associated with radio since 1922 when WPG first built and operated by city. At completion of station, he was made manager; also one of original members of National Association of Broadcasters.

Norman Reed, who has been program director and chief announcer of WPG, will be promoted to manager replacing Spence.

## Myrtle Vail Sued

CHICAGO, Feb. 16.—Mrs. Myrtle Vail, the Myrt of the radio sketch *Myrt and Marge*, appeared in Superior Court this week as defendant in a personal injury suit for \$50,000 filed by Emil Olson, who charges he was struck and permanently injured by an auto driven by Mrs. Vail on October 18, 1932. It was indicated the defense would claim that Olson was struck by some other car.

broadcasting, especially the actors and Actors' Equity, which has been seeking acknowledgment as recognized representative of actors in radio.

NEW YORK, Feb. 16.—Frank Gillmore, president of Actors' Equity, stated this week that the organization was not contemplating any further action in the immediate future regarding radio, since after waiting as long as the group has it was felt worth while to wait a few weeks longer until the outcome of the questionnaire data had been settled.

# CBS Taking a Look at 1940; May Build Own "Radio City"

*Continuously in need of more room, especially studios that can accommodate audiences—present lease up in about four years—lends big move plausibility*

NEW YORK, Feb. 16.—Columbia Broadcasting System continues to grow and squirm for more room in its present quarters, where it recently took additional space and never had a sufficient supply of big studios, with the result that the network is at work planning a layout to suit its needs and ready for occupancy in 1940. Persistent rumor is to the effect that CBS' own version of "Radio City" may be built. Authoritative sources in the real estate field believe that CBS wants nothing that is already built and the move four years hence will result in a big building job. Substantiating this report is the fact that the CBS lease rups out in about four years or so.

Also the leases on all of the several theaters used for studio audiences are for short terms, not over a year, altho the former Hudson Theater is for one year with an option to buy. In addition to the Hudson, CBS uses two other houses as well as the Mecca Temple Auditorium. CBS is spending around \$100,000 a year for its outside studio rentals, all of which could be saved and the same audiences attracted to a suitable studio. No CBS studio, in the building on Madison avenue, accommodates more than a handful of outsiders.

By the time 1940 arrives the conservative policies of CBS will be in a position to be more liberal and all of the potential moves in Congress and as well as television developments will have taken place, leaving no room for hazardous moves. It is the contention in CBS inside circles, a matter of conjecture.

## More Space for KTAB

SAN FRANCISCO, Feb. 16.—KTAB, the Associated Broadcasters' outlet in San Francisco, has taken over the entire 31st floor of the Russ Building and has spent several thousand dollars in making it one of the finest broadcasting stations in Northern California. The setup includes a lounge, main studio, several small studios, executive and sales offices, transmitting and control rooms.

Philip G. Laskey, former station manager of KDFL, Salt Lake City, and well-known radio executive, is general manager of KTAB, having taken over the position on February 1.

## AFM Fines WMCA Leader

NEW YORK, Feb. 16.—Local 902, American Federation of Musicians, has fined Jack Freeman, orchestra leader at WMCA, New York, \$450, after Freeman had been found guilty of charges alleging he had kickbacked on salaries to the WMCA management. Local also levied the one-year ban against Freeman, which prohibits him from working for the station for one year.

NBC, because of crowded conditions here, found it necessary to take over two outside spots this week to get all of its programs thru on time. Wednesday was the peak day with four programs, Mary Pickford, Jimmie Fidler, John Charles Thomas and the Guy Lombardo program. Besides its own studio on the RKO lot the network used studios of Recording, Inc., and a stage at RCA Victor.

Pete de Lima, manager of the Thomas Lee Artists' Bureau of the Coast Columbia-Don Lee network, has resigned to leave for the East and a position with the Columbia bureau in New York. Robert Braun, member of the local bureau staff for more than a year, gets the managerial position.

## Mutual Signs Another

NEW YORK, Feb. 16.—Mutual Broadcasting System picked up one more new account this week with the Pittsburgh Plate Glass Company, starting a show March 18, originating in Chicago from WGN. It's the first MBS early morning program, going on at 9:45. Talent is Don Carlos and a marimba band, with a rebroadcast later in the day for stations other than the MBS links. All four of the latter, WOR, Newark; WLW, Cincinnati; WXYZ, Detroit, and WGN are getting the program. Agency is N. W. Ayer.

## CA Regional Authorities

WASHINGTON, Feb. 16.—James W. Baldwin, executive officer of the Code Authority for the broadcasting industry, was instructed by a meeting of the CA last week to present a plan whereby regional authorities, under the National Code Authority, might be created. The plan is now in the works, altho no date has been set for the next meeting.

# NBC Disk Library of Talent To Be Supplied to Agencies

NEW YORK, Feb. 16.—Thru the introduction of a new sales promotion plan for selling artists by the National Broadcasting Company's Artists' Service, NBC will soon be supplying advertising agencies with what amounts to a library of recordings of various NBC sustaining programs and program ideas. At the same time the plan may be instrumental in cutting down the number of live talent auditions produced for possible sale.

Promotional copy consists of a large loose leaf folio, in modern design, pages of which carry the printed presentation of the act or program idea being submitted. As part of the inside back cover of the binder is an envelope built to hold a transcription record. With this, salesmen will be able to follow up immediately on interest aroused by sales talk, presenting an audition thru the

recording, instead of having to wait until the program can be auditioned or the sustainer is on the air. Presentation is also pointed out as having the feature of cutting down somewhat on the number of especially piped auditions which always run into money. No thought, of course, exists that all live auditions will be stopped.

Idea, planned by Edward DeSalisbury, sales promotion manager of the NBC artists' service, also may mean that group auditions, wherein a host of advertising prospects are called in to hear the same audition, may likewise be partly eliminated.

System also cuts down on sales promotion expense, being regarded as effective, if not more so, than the costly special presentations rigged up and being much less costly.

**Continental Orchestra Corporation**  
 Principal Office, Branch Office,  
 Hotel Utica, 640 Main St.,  
 UTICA, N. Y. BUFFALO, N. Y.  
 Exclusive Management  
**JACK ALBIN**  
 AND HIS ORCHESTRA  
**TEDDY BREWER**  
 12—RADIO STARS—12.  
**CLIVE SHERMAN**  
 RIVIERA ORCHESTRA.  
**FREDDY KAY**  
 AND HIS ORCHESTRA.  
**Reggie Johnson**  
 AND HIS SOUTHERNERS.  
**LEW REDMAN'S**  
 12—COLORED BELLHOPS—12.  
 CAMPBELL'S  
**Washington & Lee**  
 ORCHESTRA  
 PAT HOKE, Directing.

**ANNE BOLAND**  
 "Songs of Love"  
 NOW  
 ON  
 TOUR

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

**AL GOODMAN**  
 SELTZER HOUR  
 WEDNESDAY, 9:30 P. M.  
 COLGATE HOUR  
 WITH OTTO HARBACH,  
 WEDNESDAY, 9:30 P. M.  
**PALMOLIVE HOUR**  
 BEAUTY BOX THEATRE,  
 WEAF, Tuesday, 10 P. M.  
 LIFE BEGINS AT 8:40  
 Musical Director,  
 William Wilder  
 New York.

**★ EDDIE PEABODY**  
 RADIO'S MOST VERSATILE ENTERTAINER.  
 +  
 Now Playing  
 LYRIC THEATER, INDIANAPOLIS IND.  
 +  
 Exclusive Direction  
**SIMON AGENCY**  
 RKO Building,  
 Radio City, New York

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

**★★★★ FREDDY BERRENS**  
 AND HIS MUSIC  
 Now Playing at the  
 FLYING TRAPEZE  
 New York's Smart Restaurant and Cafe  
 57th St. at 6'eat  
 BROADCASTING COAST TO COAST VIA WEAF-WJZ  
 N. B. C. NETWORK THrice WEEKLY  
 Fred Berrens Flying Trapeze Orchestra, Inc.,  
 217 West 57th St., New York, N. Y.

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

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

**LEON FRIEDMAN**  
 NOW ON TOUR.  
 Direction: Consolidated Radio Artists,  
 New York City.

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

**★ BILL SCOTTI and his N. B. C. ORCHESTRA**  
 Now Appearing HOTEL HAMILTON, Bermuda.  
 Direction M. O. A.  
 Personal Management: CHARLES E. GREEN,  
 1619 Broadway, New York, N. Y.

**EMIL VELAZCO and his ORCHESTRA Dir. CBS**  
 Now Playing Waldorf-Astoria, New York City.  
 The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.  
 Personal Management CHARLES E. GREEN,  
 1619 Broadway, New York, N. Y.

**HOWARD WOODS and his Royal Crest Orchestra**  
 Now Playing OIBSON HOTEL, Cincinnati, O.  
 Broadcasting Nightly, WLW.  
 Direction CHARLES E. GREEN, 1619 Broadway,  
 New York City.

**ERNEST AND HIS ORCHESTRA**  
 Broadcasting via WTIC-NBC.  
 16th Week THE PATIO, Hartford, Conn.  
 Dir. CONSOLIDATED RADIO ARTISTS,  
 1619 Broadway, New York, N. Y.

**MRS. LOUIS ARMSTRONG**  
 AND HER KINGS OF RHYTHM.  
 Featuring KING LOUIS II.  
 Now Playing Hotel Vendome, Buffalo, N. Y.  
 Direction: CONSOLIDATED RADIO ART,  
 1619 BLDG., 1619 Broadway, New York, N. Y.

**McKINNEY'S COTTON PICKERS**  
 Personal Direction WILLIAM McKINNEY,  
 COTTON CLUB, Cleveland, Ohio.  
 Direction: CONSOLIDATED RADIO ART-  
 1619 BLDG., 1619 Broadway, New York City.

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

**JERRY JOHNSON AND HIS ORCHESTRA**  
 Floridian Hotel, Miami Beach, Fla.  
 ORCHESTRA CORPORATION OF AMERICA,  
 1619 Broadway, New York, N. Y.

**HENRI GENDRON and his AMBASSADORS**  
 ORIENTAL GARDENS, Chicago, Ill.  
 ORCHESTRA CORP. OF AMERICA  
 1619 Broadway, New York, N. Y.

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

**Something To Remember**  
 There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.





**THE INTERNATIONAL FAVORITE OF DANCE**

**FERDINANDO**

And His MUSIC.

**NOW ON TOUR**

**PAUL TREMAINE**

AND HIS BAND

FROM LONELY ACRES

**NEW YORK**

**JAMES I. GLASER**  
Operating the New England Office of

**STANLEY H. WILLIS**

340 Little Bldg., Boston, Mass.  
Servicing the Smartest Clubs with Box-Office Attractions.

**MIAMI**

**JESS HAWKINS** NBC CBS

and HIS ORCHESTRA

Now Playing Merry Gardens, Chicago. Featuring "RED" EVANS. R. W. STEVENS, Mgr., Belmont Hotel, Cleveland, O.

**ALWAYS A GOOD REPORT ON**

**CHIC FARMER**

Featured Artist SALLY'S FUR HOUR. Daily 10:30 P. M., WNEW. ABC NETWORK. Res. Phone: Riv. 5-9557, N. Y. C.

**ANTHONY TRINI**

The Romantic Fiddler, AND HIS MUSIC.

Now Playing Hotel Governor Clinton. Personal Management SOL TEPPER. Hotel Governor Clinton, New York City.

FRANK FISHMAN Presents NBC and ABS Networks.

**ARCHIE BLEYER** And His Orchestra

**EDDIE ELKINS**

AND HIS MUSIC

Personal Direction HARRY BESTRY, Paramount Building, New York, N. Y.

**AIR BRIEFS**

By JERRY FRANKEN

**CLICK** of the Phil Spitalny Girl Orchestra show on CBS has apparently set other advertisers along similar lines of thinking and may be the forerunner of a new radio trend. First indication was an all-female show that even went further than Spitalny's program, auditioned at NBC Thursday (14). Not only was the band composed of women, but the announcer was a woman, with plans said to be that if the show is sold to the account, it will be produced and directed by women, instead of the usual production man. Agency, which is Lenzen & Mitchell, also hopes to have a woman engineer in the studio control room, to replace the usual staff man.

Unverified reports are that New York State radio stations may get a new source of revenue from dentists wanting to go on the air. It is stated that until recently this was not allowed, but a court decision handed down within the past few weeks has lifted the barriers. First local instance is the advent of a dentist, Dr. Rose, starting a series on WHN, New York.

WOR is setting its plans to pick up bands from out of town when the unemployment tax of Local 802, charging each player \$3, goes into effect next month. Station has arranged to pick up two bands from Philadelphia, one of which is Eddie Duchin. From Chicago the station will have a solid hour one night weekly, with Ted Weems, Jan Garber and Wayne King taking 20 minutes each. Besides, every other Saturday

night the station will have the Chicago Symphony on from 9:30 to 11 p.m., as a contrast to the usual run of dance music on at that time.

**WARNER BROTHERS** are using some of the time bought on WNEW to plug the legit show, *Fly Away Home*, at the 48th Street Theater, in which the company is financially interested. Joe Hoffman is now in the Fox scenario department in Hollywood. Dave Cusem is radio editor of *The Miami Daily News*.

LBO hasn't leased space in 711 Fifth avenue, it being on a temporary basis only. Chester Thomas returns from WCAE, Pittsburgh, to WINS, New York, as office manager, in a week or so. Rod Arkell started a WMCA series last week. Winninger, McNamara & Culbertson, radio production firm set up last year and including Charles Winninger as a member, filed a bankruptcy petition last week. Ditto Harry Rosenthal, orchestra leader.

Johnny Johnstone walking around with a cane last week, due to a sprained knee suffered in a fall. And Phillip Whitten, of WHN, to round out the clinical notes, is suffering from neuritis.

Studebaker inserted a choir on Richard Himber's Monday (18) night show, as an experiment, Joe Nash going off that one time. Reis and Dunn open at the Park Central February 28, and are due to go on the air twice weekly over CBS. Carolyn Marsh starts a Columbia sustaining in April. Phil Cook came back to the air Monday (18) on a new NBC program of his own.

**CHI AIR NOTES**

By NAT GREEN

The Pure Oil Company is sponsoring a new series called *The Diary of Jimmy Mattern*, telling of Mattern's transatlantic flights and his adventures on a round-the-world flight. Time has been taken in 32 States, electrical transcriptions to be used. Darrell Ware is writing the script from material furnished by Mattern and Jack Clark. Bob White is in charge of production and Bob Brown and Truman Bradley are the announcers.

Marrow Manufacturing Company will launch a 15-minute twice-a-week musical program, Betty Marlowe and her Californians, on NBC this week. Ann Courtney is now head of hostesses at NBC, replacing Virjean Richey, who will be married on February 28 to Burton Mudge, an insurance man. Miss Courtney, popular alike with network execs and artists, has been with NBC four years.

Thru a contract renewal effective February 24, Wayne King's melodies will continue to be heard over the Coast-to-Coast WABC-CBS network Sundays and Mondays as at present, the programs being sponsored by the Lady Esther Company. Irene Wicker, "Singing Lady," will have a number of stations added to her network beginning February 18. Henry Klein, CBS continuity head, has abandoned his crutches

after a six-week siege on them due to a broken ankle. The Minneapolis Symphony Orchestra will inaugurate a new weekly series February 23 over the WABC-CBS network. Classical music and readings of Anne Campbell's poetry will be featured. Virginia Lee and her Sunbeam program, sponsored by Northwestern Yeast Company and heard locally heretofore, goes to the NBC-WJZ network February 18.

WGN will move into its new studios some time in July, according to present plans. Work on the studios, which adjoin *The Tribune* Building on Michigan avenue, is rapidly progressing. Homer Griffith, WLS Friendly Philosopher, celebrated his seventh anniversary on the air February 7. Homer started on KWFB, Hollywood. Norm Sherr, CBS staff pianist, has taken to shoveling coal in his spare moments—the result of a recent move to a country house. Irene Beasley, long, tall Dixie gal, opens a personal-appearance tour February 22 at the Keith Memorial Theater, Boston, and will play a number of Eastern cities, including Washington. She is not, however, severing all Chicago connections.

WJJD will move its transmitter from Mooseheart to Des Plaines if consent of the Federal Communications Commission is obtained. Basil Loughrane, radio production man, is making sound pictures of his shows to be used for reference in planning television broadcasts.

ARE YOU LISTENIN'?

**Tony Wons** N. B. C.

Monday, Tuesday, Wednesday, Thursday, Saturday, 10:15 A.M.  
Sunday, 4:20 P.M., Central Standard Time.

JOHN F. MURRAY Presents **LARRI** WMCA

**OPPEY LEE**, Accordion. **VIOLA BURT**, Harp.

AND HIS HOTEL PICCAOILLY ORCHESTRA, N. Y. C. Personal Management FRANCIS GORDON.

**joe REICHMAN** and his ORCHESTRA

Now Playing HOTEL STATLER BOSTON, MASS. COAST TO COAST, Via NBC. Direction Music Corp. of America.

**UNCLE EZRA** (PAT BARRETT) Owner, Manager and Chief Announcer of STATION E-Z-R-A. The Powerful Little Five-Water. Monday, Wednesday and Friday, 7:45 P.M. E.S.T. NBC RED NETWORK. Sponsored by Alka-Seltzer.

Now on Tour

**ANSON WEEKS**

NBC Coast to Coast WJZ-WEAF

**EDITH MURRAY**

The Dramatist of Song Recent London Lead "Good News" Featured Star Blue Monday Minstrel. Exclusion Management CBS Artists' Bureau. Personal Representative, IRVIN Z. GRAYSON. Hotel Roosevelt, New York City.

**DON BESTOR** Says of "RUDY BUNDY" "SUCCESS WILL BE YOURS."

Now Playing OASA N. A. D. R. I. D., Louisville, Broadcasting Nightly Over WHAB. Featuring MARLINE GILBERT. Personal Management E. D. PERKINS, 7418 Delicbaugh Ave., Cleveland, O.

MUSICAL DIRECTOR WNEW AND NETWORK

**LEO KAHN** AND HIS ORCHESTRA NEW YORK, N. Y.

82nd Week WMCA.

**PAUL MARTELL** AND HIS ORCHESTRA. Featuring The Ross Sisters, Still the Dance Favorite at **ARCADIA BALLROOM** New York's Million-Dollar Dance Palace.

**FREDDY MACK** AND HIS ORCHESTRA

Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

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

**BOB HOPE** BROMO-SELTZER

Every Friday—8:30 P.M. WJZ-NBC Direction LOUIS SHURR AL MELNICK

**GENE AUTRY** Oklahoma's Yodeling Cowboy. RADIO, RECORDS, STAGE AND SCREEN. Now Making Personal Appearances. Personal Representative, J. J. FRANK, Care The Billboard, Chicago.

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





## Loew Vaude On the Up

**Flesh into ex-vaude spots  
—spending for b.o. acts  
—Bridgeport a full week**

NEW YORK, Feb. 18.—To the joy of agents and actors, Loew continues to push vaude into several of its former vaudefillers and is still putting heavy dough on the line for "name" acts. Late bookings include attractions in the Grand, Evansville, Ind.; Loew's, Rochester; Loew's in Akron and Canton, and the Poll, Worcester, Mass. All have been without vaude for some time. In addition, the Globe, Bridgeport, is switching from a split to a full week Friday.

The Bridgeport house has not been doing so hot and the Bert Smith show is being brought in for a return run March 1. A stage-band show put together by Irving Yates is filling in next week. Comprises Helen Compton and Orchestra, Trado Twins, Dean and Joyce, Dolly Kramer, Frankie Jerome and Toots Renee.

Worcester gets the Mills Blue Rhythm Band unit March 8 week. Unit features Five Perculators, Sally Goody, Nicodemus and Josie Oliver. The Ch. Calloway unit, given an extended Loew route thru-out the East and Midwest, will be sent over the Poll houses some time in April or May.

Evansville is being fed occasional shows. It had Chick Meyer's *International Revue* last Sunday to Tuesday and gets the Don Redman Orchestra February 25 and 26.

When Calloway does a repeat in Rochester March 22 that house will be having its first vaude this season. Akron and Canton, which get Calloway in May, have also been without flesh for some time.

Loew is spending plenty of dough in Pittsburgh, where it is battling Warner and the indie Alvin-Harris. It has Lita Grey Chaplin and George Jessel lined up week of March 1; John Fogarty and Herb Williams and possibly George Olsen's Orchestra, March 8, and Cantor and Rubenoff March 15.

The Capitol is getting its usual quota of "names." When the *David Copperfield* picture ends its five-week run Thursday the *Casino de Paris Revue* comes in, with Bob Hope heading the March 1 show and Ben Bernie's Orchestra the March 8 show.

Jersey City ends its two-week trial of a presentation policy Thursday. Ray Perkins remaining as house emcee for another two weeks. First week of the policy was not so hot, but the second was much better. Loew, however, is undecided about continuing the stage-band idea for the rest of Perkins' run.

## Philly Mastbaum May Close Feb. 22

PHILADELPHIA, Feb. 18.—Altho the Mastbaum, which reopened under RKO's direction on Christmas, did a reported \$45,000 gross last week, the theater may close after the current show. Jack Benny did the record business last week, but the current show is without "names" and it is expected that the house will go into the red again.

The arrangement with the musicians' union ends this week and notice has already been posted putting the crew on a week-to-week basis.

## Salary Claims Settled

DETROIT, Feb. 18.—The local branch of the American Federation of Actors has collected \$126 from several theaters recently, Walter Ryan, local representative, says. This sum represents payments due various acts for engagements played and paid for at less than the NRA code minimum of \$7.50 per day. Practically all cases in this territory have now been settled due to the AFA, Ryan said.

Several of the acts cannot be located. These are Read and Wright, Mansfield and Madeline and Haun and De Shen. They can get their money by communicating with the AFA in the Tiffin Hotel.

## Even in London

LONDON, Feb. 9.—A certain old established local music hall plays a 12-act vaude program, twice nightly, every week. The money paid to some of the acts, many of whom are tryout turns and acts from the sticks, is sometimes as low as \$10 a week for the 12 performances. The limit will be reached next week when a three-people act, with the standard bearer having quite a name in legit circles, plays there at \$25 for the week with the stipulation that they will have headline billing. Bait generally used to secure acts is the old cry that all the agents visit this house. They do—to take alcoholic refreshments at the bar.

## Trial Principals Get Vaude Offers

FLEMINGTON, N. J., Feb. 18.—As soon as the Hauptmann kidnaping trial ended Wednesday night theatrical agents swept into the limelight with lurid offers of vaude dough for various principals of the sensational courtroom drama.

One agent, who has specialized in handling people involved in criminal trials, issued statements that he already had contracts for the signatures of Verna Snyder, Rosie Hill, Ethel Stockton; the jury foreman, Charles Walton, and a hill-billy chorus of Sourland Mountain witnesses. He also claimed he could guarantee Mrs. Hauptmann \$25,000 for 10 weeks of personal appearances.

## "Folies de Paris" Dates

CHICAGO, Feb. 18.—Nick Bolin's *Folies de Paris* unit has been given two weeks by RKO, the week of February 22 in Kansas City and March 8 in Minneapolis. Both dates are on a guarantee and percentage, the latter a 50 per cent split over \$14,000. Unit comprises the Three Jackson Brothers, Norville Brothers, Bernie and Walker, a dance team, line of 12 girls and a girl band.

## Another Agency Bill

BOSTON, Feb. 18.—A new bill for State regulation of theatrical fee-charging employment agencies has been filed by Representative Quigley. Patrick J. Kearns, representative from the Lynn district, recently introduced a bill giving the State power to license all agencies, including theatrical. The Kearns bill is being backed by the Boston branch of the American Federation of Actors.

## Vaude for Ford Exhibit

SAN DIEGO, Calif., Feb. 18.—Henry Ford's plans for a \$2,000,000 industrial and educational exhibit at the California Exposition here will include a 350-seat theater for pictures and vaude.

## Simon's Big Week With RKO; French Units, Other Biggies

NEW YORK, Feb. 18.—One of the biggest vaude deals negotiated in some time on the RKO floor was swung this week by Percy Simon when he landed 10 weeks apiece for the French Casino show in Chicago and the *Folies Bergeres* here. In addition, he also contracted dates for quite a few other attractions getting high four-figure salaries.

The Chicago French Casino show opens for RKO March 1 at the Palace, Chicago, for two weeks, and then follows with eight other weeks. The *Folies Bergeres* holds an open contract, which calls for a two-week notice to the circuit as to when it can start its 10 weeks. Contracts for each show call for \$8,500 net a week, plus a percentage split and plus railroad fares and baggage costs. This would

## Agents Still Watch State Bill; Move To Organize

**Leave matter of State bill to Senator Walters—latter claims cause for concern—seeks to exempt air-talent bureaus—agents to organize after bill is cleared**

NEW YORK, Feb. 16.—Following up on their several meetings over the bill for State regulation of employment agencies now up for Albany legislation, the vaude agents are lying low on it now and leaving it all in the hands of Senator J. Henry Walters, of RKO. It is understood that M. H. Rose met with him last Monday, and the Senator agreed to look out for their interests while he was handling circuit angles of the bill. However, the bringing together of agents again by this bill is responsible for the thought

## Spitalny Strike

NEW YORK, Feb. 16.—Phil Spitalny does not play benefits often, but when he does he expects an attentive audience. Appearing for the Jewish Musicians' Society at the Elks' Clubhouse last week, Spitalny put his girl ensemble thru about 18 bars of music without being able to halt the audience chatter. So he stopped the act cold, ordered the girls to pack up, and sent them home. He had spent \$100 in special orchestrations for the affair, in addition to spending dough to transport the instruments.

## Big Colored Show For Soviet Tour

NEW YORK, Feb. 18.—Harry Saltzman, of the M. S. Benthams Office, intends producing a colored revue, *Evolution of the Negro*, for bookings in Soviet Russia. Charles Adler, who is heading the Amsov Agency during Alexander Basy's stay in Moscow, says Basy is now trying to get an okch for the show before Saltzman goes ahead and produces it. Show will carry 40 to 50 people.

Adler, meanwhile, is still gathering authorizations from acts and cabling them to Moscow, where Basy will submit them to the government amusement monopoly for its okch.

## Acts Going to Europe

NEW YORK, Feb. 18.—Mann, Robinson and Martin open abroad Monday in Birmingham. Booking was done by Lou Wolfson, of the William Morris Agency. He also arranged for Pops and Louie and Thelma Leeds to open with Jack Hyton at the Palladium for a run, starting March 4. Pops and Louie will double into the Trocadero. Wolfson also signed Betty Kean with C. B. Cochran and she will go abroad some time in May.

## Merchants Urge New Orleans Vaude

NEW ORLEANS, Feb. 16.—Hope that flesh had a chance in the larger houses here received encouragement when it became known that the Association of Commerce had written the Associated Theater Managers, requesting conferences on a return of stage shows. It is known that John M. Taylor, president of the association, was somewhat startled when stage-show protagonists showed him figures to prove that over \$15,000 weekly was lost to the city thru present theater policies.

While the theaters are not in a mood to welcome back vaude, the influence of the Association of Commerce, together with petitions of 15 other organizations for the return of flesh, may have its effect. Other petitions pointed out that while programs had been curtailed and expenses cut, admissions remained the same.

## Actors Squawk Over Free Shows

NEW YORK, Feb. 18.—Performers have lodged complaints with the AFA against two theaters, claiming the house managers compel them to play free shows in local cafes. There have been squawks against the Capitol, Lynn, Mass., the actors claiming they have to do a free show at the near-by Edison Hotel.

The Tabor Grand Theater, Denver, is accused of requesting acts to join the floor show at the Brown Palace Cabaret after their last show at the theater Saturday nights. Ralph Lee, manager, and Jack Laughlin, house producer, arrange to bring the acts by bus to the cabaret Saturday nights, it is alleged. The AFA is investigating both squawks.

## Something To Remember

There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.

**Palace, New York**

(Reviewed Friday Afternoon, Feb. 15)  
(First Show)

A faster moving and a more entertaining vaude layout than this week's bill is hard to find. This one socks all the way, from start to finish, with a graduating buildup to a perfect finish. Only fault is the conflict because of the acro dancing in the last two acts, but it got by anyway. Runs 60 minutes on the dot, with the customers applauding most every minute. Current film fare is the Myrna Loy-Cary Grant combo in *Wings in the Dark*, and business was good at this early show.

Robbins Trio, as usual, make a swell opener with their fast and punchy roller-skating novelty. The three of them are good skaters and follow thru effectively with a neat routine of solo, duo and trio stunting. Audience palmed them well.

Don Zelaya is a tremendous sock for so early in the bill, but the others fol-

low him all right. His act is a distinct novelty and chock-full of laughs, and oftentimes he gets quite suggestive yet it's never offensive. Runs his fingers over the grand's keyboard in masterful fashion and also attacks comedy in a most amusing way. He had to curtain spl.

Radio Ramblers, consisting of Sid Rice, Irving Lane and Sammy Vine, came thru okeh on applause with their barrage of imitations of radio personalities. Most of them are good and some not so good, but they're lost in the shuffle. Have the act staged well, work with three mikes and spots from the footlights.

Cass, Mack, Owen and Topsy, in next-closing, wallop with their ever-socko routine. They're a quartet of whirlwind acrobatic and tap dancers, with the two girls injecting hoke for the laughs. They never let up a minute and their endurance is really amazing. Any audience is a pushover for their stuff.

*Moscow Varieties*, featuring Col. Fedor Maybaum and his Russian Military Orchestra, closes this show just right. This is one band flash that gives out with everything—outstanding settings, smart routing and good talent. Maybaum's ork. 13 pieces in all, provides corking musical sessions, led ably by Maybaum, who doubles as the act's dialectic m. c. Too bad that his three specialty people had the edge taken off their work by the preceding act, but they did well nevertheless. Lillian Field does neat acrobatic tumbling. Carolyne Dine, nifty blond looker, does a grand tap on toes, a synco routine and a bit of acrobatics, and Serge Abagoff ebbs with his impression of a wild Cossack doing hocking, dizzy spins and handling knives. **SIDNEY HARRIS.**

**Loew's State, New York**

(Reviewed Friday Afternoon, Feb. 15)

Ted Lewis packs his 80-minute unit with entertainment from the opening gong right down the aisle until the end. Between Lewis' handling the song numbers, his comedy twists, an agile colored comic, Charles (Snowball) Whittier; Carroll and Shalita, first-class ballroom team, and three decorative girls, the show moves right along.

Lewis amply demonstrates his ability as a showman thruout, but particularly in two numbers. These are *Two Cigarettes in the Dark* and *Me and My Shadow*. First number finds a couple walking across a dark stage, with but two lighted cigarets to show their presence, the glowing ends so used as to follow out the lyrics. In the shadow number Lewis has Whittier follow him, dressed similarly, and simulating every move. Both numbers drew solid mitting.

Whittier has another spot where he does an imitation of Schnozzola Durante that's a pip and shapes up as one of the better Durante takeoffs. Carroll and Shalita's chores include very good adagio and ballroom numbers. Radio Aces, hot-lick trio, are at the mike on and off during the layout, with their own and background numbers. Unit is okeh on the steam stuff, but appears stylistically limited. One of them does a Cab Calloway imitation.

Band plays in the expected torrid Lewis style, the hot songs including *Limehouse Blues*, *Tiger Rag* and a blazing handling of *St. Louis Blues*. Lewis also goes back into the files for several songs with which he is closely identified, these including *Three O'Clock in the Morning*, *When My Baby Smiles at Me* and the previously mentioned *Shadow* number. Comedy twist is given to *The Peanut Vendor*, with Whittier out pushing a wagon and Lewis throwing the nuts to the front-row customers.

Picture is *Lives of a Bengal Lancer*, and business was good for the second show. **JERRY FRANKEN.**

**CARDINI THE ORIGINAL**

With Casino De Paris Unit, Touring the Loew Circuit.  
The Pittsburgh Sun-Telegraph says "easily the best of the younger (vaude) artists. Cardini's compering is the standout individual contribution of the snappy revue."

★  
TRULY the ACE OF ALL MENTALISTS  
**HARRY KAHNE**  
Washington Star, November, 1934:  
"Harry Kahne is worthy of headlining any bill on any stage."  
★

**FRED SANBORN**  
The International Comedian  


★  
**DON RICARDO**  
THE YOUTHFUL SENSATION OF TWO CONTINENTS  
MAX RICARDO, Rep., Radio City, N. Y.  
**JUGGLER MODERNE**

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**JACK JOYCE**  
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**R K O THEATRES**  
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**Southtown, Chicago**

(Reviewed Friday Evening, February 15)

Formerly a full-week stand, this house is now running stage shows each Friday, Saturday and Sunday. Present show is framed as a stage-band unit, with Harry Soanik's Orchestra and three vaudeville acts working in front of the band.

Soanik's Orchestra, composed of 11 men and Adele Girard, harpist, open by playing *The Continental* and Bob Hannon's singing of *Blue Moon*. Adele Girard followed with London on a *Ratny Night*, sung over the p.-a. system with lorgnette and English accent. She tries hard to be a comedienne without much success, and her steps between verses would be better left undone. She also sang *On the Good Ship Lollipop* to fair results.

Soanik then introduced Harris and Shore, who got started with an acrobatic routine and followed it with a slow-motion adagio, peppered by remarks and mugging of Sylvia Shore. They closed with a comedy ballroom version of the *La Cucaracha* that sent them off to a nice hand. Bob Hannon, featured vocalist of the band, put over a couple of numbers. *One Alone* and *Stay as Sweet as You Are*, with a nice pair of pipes and got plenty of applause for his efforts.

Beatrice Howell was next with some satiric impressions of celluloid luminaries. Of her mimics, the opening one of Zasu Pitts is the weakest. The others are all good, sounding like, if not resembling, the stars she is imitating. She does Katharine Hepburn, Garbo and an excellently thought out takeoff of Lionel Barrymore, and closes with one of Barbara Stanwyck that actually looks like her. Three bows. A hit.

Woody Herman, out of the band, sang two numbers with a bit of tap dancing, and Soanik played a piano solo. Hannon and Girard did a duet before the appearance of Bobby May, who opened with a tune on the harmonica. May then performed speedily with three Indian clubs, then switched to four of them, interspersing his work with comedy chatter. His clever manipulating of several balls later was very well done. A stooge in trick attire assists briefly at intervals. May is one of the best in his kind of work and was an easy hit. The show closed with the playing by the band of *China Boy*.







# Theater Set For Sundays

Religious orgs in fight to prevent Sabbath shows—hearings on Wednesday

NEW YORK, Feb. 16.—Forces of the theater are massing for the first skirmish of what is expected to be the last battle on the Sunday show question. The skirmish will take place Wednesday (20) at Albany, when the joint committees on labor and industry of the State Senate and the Assembly open hearings on the Berg and Neustein bills. The bills provide for local option on Sunday shows throughout the State.

Frank Gillmore, it is expected, will head the Equity delegation, which will include at least three or four others, various prominent actresses among them. Madge Kennedy and Peggy Wood are among those who have signified their intention of taking the trip to wage war against the right of the legitimate stage to compete with vaudeville and burlesque shows on the Sabbath. The Equity delegation will be the only theatrical unit fighting against the bills, altho it will be aided, probably, by delegations from various religious groups such as the Lord's Day Alliance.

On the other hand, the massed might of all other theatrical organizations, backed by the power of the State Federation of Labor, will be arguing pro.

Opponents of the bills seemed more hopeful of beating them today than they did a week ago. Various religious organizations which were thought to have died have again reared their heads in the battle to keep theaters closed, and it is felt that perhaps they may swing the result. The result of last year's vote on the Berg Bill, which resulted in an overwhelming defeat, is pointed to.

On the other hand, opponents of the bills feel that the so-called "jokers" that they contain practically guarantee their passage. One is the provision that the actor receive one day of rest in each seven, regardless of Sunday playing, which spikes one of the chief arguments hitherto used against the bills. The other is the provision for local option. In regard to the one-day-a-week-off clause, opponents of the bill argue that the actor will end by working seven days regardless.

Some strength has been given to the managers' contention that Sunday playing will aid the theater by the results of recent Sunday benefits given by hit shows for the Stage Relief Fund. A week or so before it closed here *Merrily We Roll Along* played to standees at a Sunday benefit, despite the fact that weekday business had been poor. Last Sunday *The Children's Hour* packed in standees for its Sunday benefit.

## Jr.-Sr. Ratio Report

NEW YORK, Feb. 16.—It is expected that Equity council, within the next two or three weeks, will hear the report of this committee it appointed to investigate the question of establishing a fixed ratio between junior and senior players in any on-production. The question arose when Equity members objected that, due to the lower minimum for juniors, they were being hired in preference to veteran actors. It was originally argued that a single minimum should be established, but a later suggestion was that a fixed ratio between the two groups be set.

It is probable that the council will take definite action as soon as the report of the committee comes in.

## Moskowitz To See FTC

NEW YORK, Feb. 16.—Dr. Henry Moskowitz, vice-chairman of the legit code authority, will shortly go to Washington to discuss with the Federal Trade Commission the question of free admission to radio broadcasts, which is claimed to be an unfair trade practice by the legit and pix code authorities. He will go down some time after February 20, since on that date he will be in Albany at the hearings on the Berg-Neustein Sunday Show Bills.

## American Academy Students Present "Hotel Universe"

NEW YORK, Feb. 16.—The senior students of the American Academy presented Philip Barry's *Hotel Universe* yesterday afternoon at the Empire on the seventh performance of their current series. Just why the Academy insists on doing the Barry bewilderment year in and year out is a mystery. It's true that it abounds in excellent acting parts, but those parts go deep. They're extremely difficult and far beyond the depth of any but exceptional students. They were far beyond the depth of the company that the Theater Guild assembled for the original production.

For that matter, the play itself is beyond almost everyone's depth—including Barry's. Aglan James Branch Cabell's old saw is brought up as the ultimate criticism: "Wonder, and not bewilderment, is the gateway to the palace of art."

The finest job of the afternoon was turned in by John Raby, who played Fat with clarity, sincerity and fine effect, turning in an outstanding performance. He was ably seconded by Marc Daniels, who played excellently as Tom. Their scenes together, particularly the famous Barry-fantasy scenes, were the finest that this reporter can recollect in any amateur production of *Universe*.

Gilbert Ralston was finely effective as

Mr. Field, tho, in his effort to underplay (which he did beautifully), he became at times almost inaudible. William Korn did a good job as Rose, and Marcelle Larose was quietly excellent as Faith. John Neill was effective in the brief part of the servant.

Ouida Courteol emphasized, perhaps overemphasized, the sweetness of Ann, while Mildred Pearce stalked dreamily thru the underwritten part of Alice. Mary Dewing, unfortunately, failed entirely in her effort to capture the bite and sting of Lily Malone, a part upon which most of the effect of the play must depend. She was, for the most part, one-tone, and allowed the role to spill innocuously over surfaces into which it should have corroded.

Paul Kendall, Paul Marian, David Ainsley, Lois Lang and Carmel White appeared in Susan Gaspell's *Trifles*, which was used as the curtain raiser. The level of the character acting was high throughout.

EUGENE BURR.

## Haight Invites CA

NEW YORK, Feb. 16.—At the meeting of the legit code authority Wednesday members of that body were invited by George Haight to witness a performance of *Post Road*. The show has been unofficially banned from film sale by the Hays office, with Haight threatening to bring the matter before the legit CA. He wants the members to be acquainted with the show in case they have to decide.

# THE NEW PLAYS ON BROADWAY

## MANSFIELD

Beginning Friday Evening, February 8, 1935

### FIELD OF ERMINE

A play by Jacinto Benavente, adapted by John Garrett Underhill. Production staged and supervised and sets designed by Ben All Haggin. Presented by Crosby Gaige, Inc. Luisa ..... Alice Alworth Natalia ..... Nedda Harrigan Doatea ..... Janet Leland Gerardo ..... Charles Bellin Demetria ..... Harriet Sterling Cesar Estevez ..... Clarence Derwent Santiago Solana ..... Courtney White Irene Marchioness of Montalban, Frances Starr The Duke of Santa Olalla, St. Clair Bayfield Paco Utrillo ..... David Leonard Butler ..... Francis French Porter ..... Harmanus Van Wile Baltasar ..... Gerald Cornell Martin ..... Frank Ray Court of San Ricardo ..... Harold West Jose Maria, Marquis of Los Robledales, ..... Leonard Penn Feissa ..... Alma Kruger Carolina ..... Lenore Chippendale Maria Antonia ..... Mary Mason Beatriz ..... Frances Tannehill ACT I—Natalia's Bedroom, Morning. ACT II—Drawing Room of the Marchioness of Montalban. Afternoon, Several Days Later. ACT III—The Same. An Interval of Two Days. The Action Takes Place in Madrid at the Present Time.

Advertised curtain time—3:50. Curtain rose at showing caught—3:50.

Granted that Jacinto Benavente's *Field of Ermine* (which Crosby Gaige brought to the Mansfield last Friday night in a John Garrett Underhill adaptation) is old-fashioned; granted that its last act falls down badly, skimming in expected emotional flights over the surface of its problem; still the play is sturdy and filled with potential drama. Certainly its second act, even in the present adaptation, has power and interest and strength and the ability to hold. It is old-fashioned—as a solid, hand-carved table is old-fashioned when compared with modern, factory-made veneer.

The production at the Mansfield, one suspects, makes the play look far worse than it really is. And the fault for that lies with the adaptation and the direction. The adaptation is alternately high-blown and stiltedly colloquial, giving the impression of being merely a literal translation. It should be all of a piece—and it fails to be. Sometimes it seems to be in the idiom of the Madrid in which the scene of the play is laid; sometimes in an incorrect imagining of the idiom of New York. As a result, falsity flaws the work and the play rings hollow upon frequent occasion.

And the acting is in the spacious manner, studded with overemphasis and false rhetoric. There are many fine players in the cast, and it is doubtful that the fault was theirs. It must have been the direction; so many good actors couldn't suddenly have decided to go haywire all of their own accord.

The plot has to do with Gerardo, left-

handed offspring of a rich grandee, whose scarlet mother seeks to win for him his father's fortune when the latter dies. She is aided by the father's sister, a fine and honest woman, and opposed, of course, by all the rest of the family. The sister, Irene, takes the boy to live with her and fights the family for him. But a cousin, a young fibberty-gibbert, gets him drunk, and at the same time the marchioness gets indisputable proof that the boy is really the son of another of the light lady's lovers. So she turns him out, sending him back to the red-and-gold bordello of his mother.

However, the lad, a fine and sensitive youth, wanders instead about the streets of Madrid—and when news of his loss reaches her the marchioness realizes that she loves the boy. When he comes back to her she accepts him as her son.

The emotional overtones, the plumbing of character, the depth of insight and the rich feeling all make it more than occasionally stirring. The last act falls down badly, being expected, and never really probing its central situation, remaining instead upon the thin heights of rhetoric. But, in view of the previous acts, that may be attributed to the adaptation. There are, when the adaptor contents himself with a single and consistent mood, passages of really fine writing, despite the fact that our embattled sophisticates will probably find them sentimental.

The acting, as remarked, is lush, even Frances Starr, as Irene, indulging in some thickly overemotional passages. Others who unexpectedly fall victim to what must have been the too-spacious direction of Ben All Haggin include Clarence Derwent, St. Clair Bayfield, Lenore Chippendale and David Leonard. Alma Kruger gives an amusing burlesque as an aunt, and Frances Tannehill (grown up into quite a young lady) is charming as one of the cousins. Mary Mason does nicely as the other, Nedda Harrigan performs with gusto of gusto as the mother, and Charles Bellin, a little boy, gives a clear, sensitive and finely effective performance as Gerardo.

The play, one suspects, is better than it seemed. EUGENE BURR.

## LYCEUM

Beginning Monday Evening, February 11, 1935.

### BITTER OLEANDER

A play by Federico Garcia Lorca, in an English translation by Jose A. Weissberger. Featuring Nance O'Neil and Eugenie Leontovich. Settings designed by Cleon Throckmorton from sketches by Santiago Ontanon. Costumes designed by Polaire Weisman. Folk music collected by Federico Garcia Lorca. Songs directed by Carol Eberts. Play staged by Irene Lewisohn. Presented by the Neighborhood Playhouse. Mother ..... Nance O'Neil Novio (the Bridegroom) ..... Edgar Barrier Neighbor ..... Alice Ann Baker Leonardo's Wife ..... Louise Glover Mer Mother ..... Genevieve Belasco Leonardo ..... William Lawson

Girl ..... Rose Lieder Servant ..... Effie Shannon Novia's Father ..... Thomas Coffin Cooke First Girl ..... Eugenie Leontovich Second Girl ..... Dazma Minty Third Girl ..... Jane Haverhill Fourth Girl ..... Dora Southern Fifth Girl ..... Cortrude Stone First Man ..... Sana Martin Second Man ..... Jerome Thom Woodcutters ..... Paul Mann

Arthur Singer, Eric Kelton, Yisrof Libman. Spinning Girls: Beatrice St. Ives, Marian Barnes, Grace Carey, Woman ..... Ludmilla Toretska

Wedding Guests and Musicians. Locale—District of Guadix, Andalusia, Spain. ACT I—Scene 1: A Room in House of the Novio's Mother. Scene 2: A Room in Leonardo's House. Scene 3: A Room in House of the Novio's Father. ACT II—Scene 1: The Courtyard of the House of the Novio's Father. Scene 2: The Same. ACT III—Scene 1: A Forest. Scene 2: A Room in House of the Novio's Mother.

Advertised curtain time—2:45. Curtain rose at showing caught—2:48.

The Neighborhood Playhouse, in order to commemorate an anniversary, resurrected itself Monday night and moved uptown to the Lyceum, where it presented *Bitter Oleander*, a new Spanish folk play by Federico Garcia Lorca, turned into stylized English by Jose A. Weissberger. The stylized translation lent itself naturally to the stylized direction of Irene Lewisohn, and the result, unfortunately, was something that was a little too arty for comfort—certainly for the comfort of Senor Lorca, who wrote a play which might possibly have been both touching and lovely.

The story is simple, merely that of a girl who loves a man with whom she has fought and who runs off with him on the day of her wedding to another. The lad with whom she elopes is of her clan, a clan which has killed the father and older brother of the bridegroom. And the bridegroom's mother is left to lament when the two men kill each other in the forest. Like the old woman of Synge's *Riders to the Sea*, she is at last at peace, having no more men to deliver to the bullet and the knife. In fact, a long and poignant speech paraphrases the Synge play closely. And the girl wins her mingled forgiveness and hate by pleading that she was swayed by a force beyond her; she picked the bridegroom, but she was powerless to resist the lover.

All of that is couched in language that is sometimes ally with self-conscious artiness and sometimes strangely poignant. Sharp stabs of it hit home like the play's own flashing daggers, and parts have a strange, rich loveliness that hangs heavily about them. But even these sections are falsified by the highly mannered direction, which has all the players performing as tho they had stepped out of an illuminated 14th-century missal.

It is the sort of mannered pretending which, at its best, grows and grows until it reaches its effect. Unfortunately, it fails to grow at the Lyceum. It remains merely mannered pretending, palely reminiscent of the fine old days in Grand street. In fact, much of the performance is reminiscent of Grand street—even to the banging of scenery and the shouts of stagehands between scenes.

The stylized acting also forced the players into false evaluation and accentuation in most of their lines, thus bringing out false meanings. That was something the direction, if it insisted upon its individualized style, should have remedied.

Nance O'Neil gives a powerful performance as the bridegroom's mother, despite the fact that her surroundings make her most vigorous efforts seem somehow insincere. Also aiding greatly is Effie Shannon, in a small part, and Thomas Coffin Cooke, as the girl's father. Miss Shannon and Mr. Cooke, it seems, are the only two who succeed in being believable and in avoiding stacy interpretations of the individual lines.

Edgar Barrier, William Lawson and Louise Glover, as the bridegroom, the lover and the lover's wife, are all to a great extent snowed under by the prevailing medieval mood. The effect of all three performances might have been doubled if the false values had been avoided. Genevieve Belasco gets nice effect as the lover's mother-in-law, and Eugenie Leontovich, co-featured with Miss O'Neil, plays the girl as tho she were giving an imitation of Carbo giving an imitation of Lillian Gish giving an imitation of a stage-struck girl with a

Moscow Art fixation. She falls entirely to suggest the sultry, budding womanhood so necessary to the theatrical belief that the director sought to establish—and so she may have been the chief cause for disbelief in the production. For Miss Lewisoohn's stylized method, in the past, has proved that it could grow and grow until its desired mood was established.

But not in *Bitter Oleander*. EUGENE BURR.

LONGACRE

Beginning Wednesday Evening, Feb. 13, 1935.

NOAH

A play by Andre Obey. In an English adaptation by Arthur Wilmurt. Featuring Pierre Fresnay. Staged by Jerome Mayer. Settings by Cleon Throckmorton. Animals and masks by Remo Bufano. Costumes, animals and scenery under the supervision of Ludwig Bemelmans. Costumes executed by Maxine Borowsky and Mary Merrill. Music composed and arranged by Louis Horst. Dances directed by Anna Sokolow and Louis Horst. Presented by Jerome Mayer.

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

Pantasy, legend and drama combine to create fine and moving theater in the last act of Andre Obey's Noah, which Jerome Mayer brought to the Longacre Wednesday night in a translation by Arthur Wilmurt. And greatly aiding them, welding them together and forging them into a powerful and affecting whole is the splendid playing of Pierre Fresnay, who performs the title role.

Obey's play is a simple, at times fanciful, at times slightly humorous retelling of the Biblical legend of the flood. The chief contribution of the dramatist is the creation of a living and

BROADWAY RUNS

Performances to February 16, inclusive.

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Lists plays like 'Accept on Youth', 'Bitter Oleander', 'Children's Hour', etc., with dates and performance counts.

breathing Noah as his central character—a stumbling, faithful, great-hearted, fumbling, lovable prophet, who holds congenial conversations with the Lord God, who is altogether unable to understand the divine scheme, but who somehow muddles thru, obeying orders and keeping his straying little flock together until the arrival at Ararat. Mutiny on the ark is often imminent.

It is a fine and moving character, entirely capable of carrying the play—but it emerges fully only in the last act. Before that, any audience could be forgiven for becoming restive at Monsieur Obey's determined whimsy. Fantasy must believe in itself—it must create a world in which it can live and breathe without restraint; for two acts Noah is infernally self-conscious.

That it attains theatrical heights even in its last act is due, one suspects, to Fresnay's performance. It is fine theater in its every phase. The perhaps overinclined to the use of fortissimo, the actor knows how and when to get his effects—and he gets them, unerringly and excellently. In the last act Noah is deserted by his flock, his three sons and their mates straying east, west and south, and the animals, with the artificial restraint of the ark removed, returning to savagery. Noah and his wife are left alone and cold, but the faithful, stumbling servant of the Lord wavers only momentarily. "Are you satisfied, God?" he asks, brokenly but with love—and, as the rainbow appears in answer, he seizes his ax and begins chopping at the ark, to get wood with which to build his lonely cottage.

It is here that Fresnay shines—his performance thruout is scintillant. And he is ably aided by Margaret Arrow, as his wife. Harry Bellaver plays the rebellious Ham with energy; David Friedman is easily adequate as Shem, and Norman Lloyd gives a coy and flutery performance as Japhet. The three girls are played by Gertrude Flynn, Frays Gilbert and Cora Burlar, the latter a sultry and lovely lass who is playing, so far as this reporter can recollect, her first Broadway part.

Cleon Throckmorton's sets are excellent, particularly fit for the whimsical humors which lurk in the play—but which come out in full only in Noah's conversations with the Lord God. Remo Bufano's animal costumes are needlessly overstylized. Only in that for the cow did he catch the essence of the beast which he was evidently seeking.

The Wilmurt translation is, for the most part, playable—particularly in view of the drama's type. It could, however, easily do without the occasional efforts at colloquialism, which merely em-

phasize the self-consciously fantastic humors of Monsieur Obey's first two acts.

Mr. Mayer's direction is finely effective in the big moments, tho apt to grow stylized when the play goes back on it. At such moments, however, there isn't much else that it can do.

The lovely and moving combination of fantasy, legend and drama in the last act make the evening worth while—that and Monsieur Fresnay's splendid performance. EUGENE BURR.

RITZ

Beginning Monday Evening, February 11, 1935.

THE ELDEST

A play by Eugenie Courtright. Staged by Anthony Brown. Setting designed by Raymond Sovey, painted by Robert W. Bergman Studio, and built by T. B. McDonald Construction Co. Presented by Sam H. Grisman.

Janet Janeway... Helen Claire
Jimmy Wilson... Damian D'Flynn
Mrs. Wilson... Suzanne Jackson
Mrs. Trent... Minnie Dupree
Nancy Janeway... Nancy Sheridan
John Sales... William Post Jr.
Aurelia Janeway... Lillian Foster
Alec Janeway... Richard Jack
First Photographer... Paul Clare
Second Photographer... Charles Lawrence
Samuelson... Joseph Greenwald
Mervin Strong... James Spottswood
ACT I—The Living Room in the Home of the Janeways. An Afternoon Early in September. ACT II—Scene 1: The Same. Five Weeks Later. Scene 2: The Same. Three Weeks Later. ACT III—Scene 1: The Same. Evening of the Same Day. Scene 2: The Same. Half Hour Later. The Action of the Play Occurs in a Small Town in the Middle West.

Advertised curtain time—8:50. Curtain rose at showing caught—8:58.

What would seem, on the surface, to be an interesting dramatic problem is presented by Eugenie Courtright in The Eldest, her first play, which Sam H. Grisman presented at the Ritz Monday night. It is the situation of a silly, vicious, headstrong and neurotic woman, acquitted after six years in jail of the murder of her husband, returning to her family filled with the spurious glory of newspaper publicity and freak notoriety that has attended her. The problem is twofold: the woman's own reactions as she tries to settle down into the dull respectability of a small Midwestern town, and the reactions of her children, who have built defense-mechanism dreams about her for six years, as they are confronted by the real woman.

There is just one major difficulty—but, unfortunately, it is one that destroys almost all belief in the play at the Ritz. How could such a woman have the fine, upstanding, clean and cultured children that Mrs. Courtright presents as the crux of her second problem?

None the less, the play has its moments. Theatrical moments they are for the most part, it is true—such as the death of Mrs. Janeway's mother, which furnishes a show-worn second-act curtain—but they give the play a certain power. And there is always the fascination of the strange, warped central figure—unreal, perhaps, but intriguing.

Even the more dramatic moments, however, are dulled by direction, which, in the hands of Anthony Brown, seems sketchily and obviously directed at any hoke values which happen to come to hand—which gives cheap farce value to situations that might have been poignant or dramatic and which accentuates all the mechanical defects in the writing of a first play. The direction is seconded by Lillian Foster's performance as Mrs. Janeway. As it was written the character was a pitiful, vicious clown of a figure, horrible yet pathetic. It is seldom pathetic in the playing of Miss Foster, whose detailed overaccentuation of mannerisms emphasizes comedy where no comedy should be and who convinces her audience that poison would hardly have been needed to kill Mr. Janeway; having him live with the lady presented by Miss Foster would have been quite enough.

And yet, thru the mass of irrelevant details that the actress presents, there emerges a real character—a muffled character, perhaps, and one that does not entirely fit the writing, but a complete and compelling personality dimly seen thru the shrouding mist of external characterization. It is an odd performance.

Nancy Sheridan, as the eldest daughter, who sacrifices her love to save her younger brother and sister and who is happy at the end when she finds that her mother has run away with the man

accused of the father's murder, does nice, straightaway pretending. But the best job of the evening is turned in by Helen Claire, who has done many fine jobs in the past—and without proper recognition. Miss Claire gives a fine, sensitive performance as the younger daughter in a routine and difficult part.

Minnie Dupree plays the grandmother sometimes most affecting and sometimes with an overaccentuation that falls in with the direction. Richard Jack is reasonably effective as the brother, and William Post Jr. is pleasant as the elder sister's sweetheart.

Until the mother, in the big last-act scene, admits that she has killed her husband there is doubt as to whether it was suicide or the work of her paramour. The more one saw of Miss Foster's Mrs. Janeway, however, the stronger the suicide theory seemed. EUGENE BURR.

MUSIC BOX

Beginning Tuesday Evening, February 12, 1935.

RAIN

(Revival)

A play by John Colton and Clemence Randolph, based on a short story by W. Somerset Maugham. Starring Tallulah Bankhead. Production staged and directed by Sam Forrest. Settings by W. Odon Waller. Presented by Sam H. Harris. A Native Girl... Elizabeth Dewing
A Native Policeman... K. A. Fernando
Two Natives... John Walter, Frank De Silva
Armea... Charles Criss
U. S. M. C... Kent Thurber
Corporal Hodgson, U. S. M. C... Jack McKee
Sergeant D'Hara, U. S. M. C... Walter Gilbert
Joe Horn... Granville Bates
Mrs. Alfred Davidson... Ethel Wilson
Doctor McPhail... Nicholas Joy
Quartermaster Bates (of the Orduna)... Ethel Intropidi
Sadie Thompson... Tallulah Bankhead
Reverend Alfred Davidson... Herbert Ranson
ACT I—Morning. ACT II—Late Afternoon. Two Days Later. ACT III—Night. Four Days Later. The Action of the Play Takes Place in the Hotel Store of Trader Joe Horn, Port of Pago Pago, on the Island of Tutuila, South Seas.

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

After a storehouse rest of some years, during which two somewhat emaciated picture versions of the play were produced, Rain is back again on Broadway, as effective, dramatic and powerful as ever. There are few plays that could stand revival as well as this one, few plays, which, despite the audience's knowledge of what is to come, can hold attention as strongly as does the Colton-Randolph dramatization of a Maugham short story. The revival proves without shadow of a doubt that Rain is one of the great plays of past years.

In the place of the late Jeanne Eagels, Tallulah Bankhead is playing Sadie Thompson. Probably her performance will arouse some controversy, not on the basis of comparison with the creator of the role, but as to the actual worth of Miss Bankhead's interpretation. Generally, it seemed that not until at least one-third, and possibly more, of the show passed did Miss Bankhead actually start acting with any sincerity whatever. Until this point it was mechanical, studied and affected, very much as tho the actress had said to herself, "Sadie Thompson would act like this and that is what I must do." Her performance seemed to be from the outside in, instead of the reverse. Later on, in the dramatic denunciations of the blindly cruel and tragic Reverend Davidson, she naturally proved effective—there are few actresses who wouldn't. But any shortcomings in Miss Bankhead's enactment of Sadie in the earlier parts of the play were made up in the latter half when she seemed to get better grasp on the part and followed thru accordingly.

For the rest, the performances are all even and accurate. Herbert Ranson recreates the cruelly written missionary with all the fanaticism the part requires. Ethel Wilson plays a somewhat similar part as his wife with equal forthrightness. Her lines in the third act, when finally she does confess she would have enjoyed a more normal course of life, constitute an excellent piece of writing. Nicholas Joy is the level-headed Doctor McPhail, a role which presents its play with a chance to gain audience favor. The most likable part, of course, is Granville Bates, as Joe Horn, the scholarly trader, who likes to spout philosophy, which he handles so well.

Rain's only fault is in its overly smooth direction—the too exact timing of exits and entrances and its rainstorms that come and go too precisely. JERRY FRANKLIN.

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# SELF-CENSORSHIP CLICKING

## Managers Attend Fox Get-Together

CHICAGO, Feb. 16.—A midseason conference, national in extent and the first of its kind, was held by the Fox Film Corporation at the Congress Hotel here February 10 and 11. The meeting was called and presided over by John D. Clark, general manager of distribution, and was attended by 52 members of the Fox sales force from Coast to Coast. The confab was not a sales meeting but more of a get together between Clark and his divisional and district managers to discuss future releases, exchange ideas and give Clark an opportunity to congratulate the heads responsible for the increased number of Fox contracts this season.

Those at the meeting were divisional managers, Edmund C. Grainger and W. J. Kupper; district managers, Herman Wobber, Coast; H. G. Ballance, Southern; Tom Bailey, Northeastern; Edgar Moss, Atlantic; George A. Roberts, Central States, and J. P. O'Loughlin, Canada. Others were Harry Buxbaum, New York; Clyde W. Eckhardt, Chicago; William C. Gehring, Chicago sales manager; Joe Lee, New York sales manager; Jack Lorenz, Milwaukee manager; Lester Sturm, Detroit manager, and M. A. Levy, Minneapolis manager, besides others.

## California Deluge Of Anti-Film Bills

SACRAMENTO, Calif., Feb. 16.—California is going overboard on film bills at its coming session. It is understood that 177 bills will be presented which will directly or indirectly affect the picture industry. This is by far the greatest number of any State. At least half the bills are directed at taxation of admissions, film inspection, theaters, censor costs and practically every phase of the business.

It is understood that most of the bills will come from members of the Legislature voted in by Upton Sinclair's Epic supporters. It is well known that these members are peeved because of the picture industry's activities against Sinclair during the last election and are understood to be gunning for the film crowd.

It is conceded that with the mass of legislation against the picture business that one or more measures will win out.

## Lincoln Bans Sunday Dancing; Helps Films

LINCOLN, Feb. 16.—Sunday show biz in this town gets a hypo in the arm after this week, according to a ruling laid down by the county board of supervisors which closed the gate to Sunday night dances anywhere in the county. Dance biz inside the city limits never has been allowed, but several spots just on the outskirts were making dough on the single night's play.

Now Sabbath entertainment can go but to theaters, in which case the latter may switch openings to Sunday from the present system of Fridays and Saturdays.

## Nebraska Grabbing

LINCOLN, Feb. 16.—Announcement recently that W. M. Youngclaus would start a Nebraska circuit has caused some action among other theater strings in Nebraska. First action came when the Central States group picked up the Rex. Albion, Neb., from C. B. Marks. Albion was picked by Youngclaus as his first town.

## Speed

NEW YORK, Feb. 16.—Five minutes after the verdict of guilty in the Hauptmann case 107 Loew houses in Greater New York flashed the verdict on the screen and showed a specially prepared reel, giving the highlights of the trial. This is probably the speediest bit of news-reel work this season.

The audience reaction to the verdict was audible. There was applause in most houses when the guilty verdict was flashed.

## Mary Quits

HOLLYWOOD, Feb. 16.—Mary Pickford, for years America's leading film actress, has definitely decided to forsake acting for producing. The announcement was made here yesterday. Miss Pickford will produce several pictures a year for United Artists release.

The actress has not made a picture for several years but has been active in radio. Her decision to leave the screen comes as a surprise, for it had been understood that she was planning to make a picture this season in which she was to star.

## Allied Re-Elects Sidney Samuelson

WASHINGTON, Feb. 16.—At the Allied meeting of the board of directors held here yesterday Sidney Samuelson was re-elected president of the national organization. Abram Myers was re-elected chairman of the board and Herman Blum retained his post as treasurer.

Since Allied has been organized Samuelson has been one of its most active members and has contributed much of his time to legislative matters. He is thoroughly conversant with the needs of exhibitors and has always fought in their behalf.

Allied is particularly active at this session of Congress in an effort to eliminate block booking and make changes in the copyright laws. Myers is attending to the Washington phase and is pleased with the trend of events as regards the theater owners.

## Pennsylvania Looks For Legal Sunday Pix

HARRISBURG, Pa., Feb. 16.—A bill has been offered in the Legislature here to permit Sunday pictures and the prospects of it passing are very bright. Theater owners throughout the State have fought for this for years, but the Republicans have always turned it down, fearing the church vote. The Democrats, now in power, have signified their intention of passing the bill.

Pennsylvania has long been known for its rigid blue laws, which, among other things, make it illegal for a man to kiss his wife on Sundays. The theater men see a chance to up their grosses if the bill is acted upon favorably.

In some spots in the State pictures have been shown on Sundays regardless of the blue laws, but there is always difficulties with the churches as a result.

## Chi M. P. Union Election Soon

CHICAGO, Feb. 16.—An election to choose new officers of the Chicago Motion Picture Operators' Union probably will be held in a few weeks. All of the old officers resigned following the death of Tom Maloy, business agent of the union, and affairs of the organization were taken over by the International Alliance, parent union. George Browne, president, came here from New York to take charge and he has ordered an accounting of the union's funds. Auditing of the books is now in progress.

It is probable that the federal government will start civil action against the Maloy estate to collect \$81,000 said to be due the government for income tax delinquencies. Indictments of some former officers of the union also may be sought, it is said.

## Breen Setup Has Proved Boon; No Reversals Since Starting

*Churches pleased with results thus far and plan no pressure if good work continues — majors agreeable with curb on producers of films of salacious character*

HOLLYWOOD, Calif., Feb. 16.—Producers here have finally decided that self-censorship of the industry is one of the most important steps ever made in the picture business. They have come to the conclusion that even had the churches not made a protest, it would have been smart on their part to have established a censorship group to curb salaciousness. It is agreed that the censor business has brought about better pictures and has created more good will than could have been accomplished in any other manner. All credit for the improvement is given Joe Breen and his assistants. All agree that Breen's insistence on cleanliness has raised the moral standard of films to a point where they are above reproach.

## Sunday Films Okeh In North Dakota

GRAND FORKS, N. D., Feb. 16.—Two months of Sunday movies, legal in North Dakota since December 10 for the first time in the State's 47-year history, have convinced theater managers that their 15-year fight for legal operation on Sundays was worth while.

North Dakota voters, by a hair-line margin in heavy balloting, in the November election approved a measure to legalize Sunday movies. A month later the first Sunday performances were shown December 10.

Gene LaVoy, manager Dakota Theater, Grand Forks, speaking for his own show-house and reporting other theaters here and in other of North Dakota's largest cities had the same experience, said Sunday business was "entirely satisfactory" the "not rushing."

Business on the Sabbath has increased steadily during the two months and further gains are expected as North Dakota becomes accustomed to the innovation. The law prohibiting Sunday movies was as old as the State itself. It served to stimulate Sunday movie patronage in the Minnesota border cities of East Grand Forks, Moorhead and Breckenridge.

An initiated law to legalize Sunday movies was defeated by North Dakota voters 27,363 to 23,523 in March, 1920. It was revived in 1930 and was defeated 96,990 to 84,629 in the June election. In September, 1933, a similar measure lost 82,255 to 81,445. With this narrow margin to overcome theaters sponsored the reintroduction of the law in 1934 and were rewarded with victory.

## Chattanooga Painters Give Up Cards; Go Back to Work

CHATTANOOGA, Feb. 16.—Labor difficulties between the State and Rialto theaters and the Painters, Decorators and Paperhangers' Union have been settled from the viewpoint of the theaters, but from the union viewpoint the theaters remain on the "unfair" list.

When the difficulties between the theaters and the men who paint the show cards arose several weeks ago the Tivoli and Bijou theaters signed contracts with the union. The State and Rialto theaters did not sign and since then pickets wearing placards had walked back and forth in front of the theaters.

Spokesmen for the union have declared that the pickets were no longer on duty because the men who were involved and who did the picketing had "thrown down their cards and gone back to work."

Early in the setup most majors resented the idea and determined to fight it out with Breen. Joe, however, stuck to his guns and has gained the respect of all the producers. In addition he has made it possible for the small town exhibitor to show a brand of pix that will not hurt the prestige of his business.

Late reports from the Legion of Decency indicate that the churches are completely satisfied with the cleanup and, altho the Legion will remain as an organization, no pressure will be brought to bear so long as features remain as clean as the last batch. Churchmen are agreeably surprised at the improved tone and censorship boards throughout the country report little shearing to be done.

Producers have effected a great saving by their own censorship. It means that pictures will not be mutilated by State censors, which in many instances cut a picture to such an extent it lost its value as entertainment. This is especially true in Pennsylvania and Chicago, where censors have always been exceptionally severe.

It is not believed that the producer censorship setup would be eliminated even if the Legion were dissolved. It is agreed that with the self-censoring plan a curb is placed on all producers equally and that those studios which were inclined to turn out smut have been successfully curbed, which would have been impossible without the Breen bureau. Breen, it is understood, will remain with the censorship group for at least a year, after which it is understood he will become associated with a major producing outfit.

To date Breen has not had a single setback in his decisions and it is not likely that he will. With the preponderance of public opinion back of him, Breen wields a power second to none in the industry.

## No First-Run Pictures; McVickers Stays Dark

CHICAGO, Feb. 16.—McVickers Theater, which was turned back by Balaban & Katz last fall to Jones, Limick & Schaefer, who re-leased it to the Paramount Pictures organization, still remains dark. Agreement between Aaron Jones Sr. and the Paramount people prohibits anything but first-run pictures being shown at the house until the lease expires on August 31, which places them in a predicament, inasmuch as there is not sufficient product on the market to provide film for the many Balaban & Katz Loop houses and McVickers, too. Clause in contract also bans lobby of the theater being used for any purpose other than that for which it was originally intended. When the house was closed before the lobby was used as an outdoor cafe.

DOVER, Del., Feb. 16.—A resolution opposing the proposed legislation which provides for the censorship of motion pictures in Delaware was adopted by the Delaware State Federation of Labor in its biennial convention here. The measure introduced in the House of the Delaware Legislature calls for a Board of Motion Picture Review. The Federation opposes the bill because it feels the public desires to act as its own censor.

## Something To Remember

There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.

# 20 FILM BILLS ARE PENDING

## Congress Ready To Legislate All Phases of Pix Industry

*Everything from block booking to curtailment of huge salaries ready for consideration—congressmen flooded with mail from exhibitors, churches and organizations*

WASHINGTON, Feb. 16.—There are now 20 bills pending in Congress which will directly or indirectly affect the motion picture industry. They range from curtailing executives' salaries to block booking. It is expected that other bills are being drawn up for presentation and that one or more have a good chance of passing. Present indications are that there will be more bills aimed at the picture business than any other industry and that there will be considerable lobbying when the bills are being heard. Congressmen, as a whole, are in favor of film legislation.

Altho most of the legislation will be aimed directly at the producers, much of it will finally react against the exhibitor. The exhibitors throughout the country have been plugging the representatives with letters and wires asking for relief, and in many instances they have sought the backing of local organizations in their fight.

Just what the producers will do when the bills are on the floor is a question. They have always maintained a strong lobby and there is little doubt that the brigade will be out in force when the bills come up.

It looks like a foregone conclusion that block booking and blind buying will be curtailed or eliminated. There are many bills governing the buying of film and the churches are back of the move to kill block booking entirely. There has been a deluge of letters from churches in all parts of the country regarding this phase and it is practically certain that the producers will be unable to stop the passage of a bill regarding this.

It is not expected that any of the film bills will come out before the administration legislation is out of the way. Observers feel that about the latter part of March will see the parade of film bills.

### Providence Burly House Turns to Arty Features

PROVIDENCE, Feb. 16.—Spitz & Romano will reopen the Modern Theater here February 18 as a Fine Arts film house. Initial booking is *Man of Aran*, in for a week's run. House has been redecorated during the past three weeks and new screen and General Electric wide-range sound equipment installed. Policy will be daily matinees and continuous evening show, with Sunday showings still undecided by the management.

Modern until recently played IBM burlesque shows, and for a time last year housed permanent stock under the same managerial interests. A Fine Arts theater is something new for Providence, altho some of the neighborhood theaters have played foreign films from time to time.

### Picket Signs Must Tell Truth in Goshen, Ind.

GOSHEN, Ind., Feb. 16.—An important decision was handed down in Circuit Court here this week by Judge Walter R. Arnold, South Bend, sitting as special judge. It regarded picketing of business establishments by labor or organizations. The court ruled that members of the motion picture operators and stagehands' union must discontinue their practice of picketing the New Circle Theater here with signs that read: "This Theater Unfair to Organized Labor."

The court ruled that while the 1933 State laws permit picketing in such cases, the signs carried by the pickets must refer to the particular labor craft having the difficulties. In clarifying his ruling the court declared the pickets must bear signs reading, for example, "This Theater Unfair to Motion Picture Operators' Union," since that is the only union with which the theater is having difficulties.

### Big Dough

NEW YORK, Feb. 16.—Altho they knew they had a hit in "David Copperfield," the Metro execs did not realize that it would remain at the Capitol here for five weeks, and possibly six. It has broken the house record for length of run.

During the first four weeks of its run at the Capitol the film has grossed better than \$200,000, which is real money. The gross has varied little from week to week. The last week being within several thousand dollars of the opener.

## Pennsylvania Tax Of 10% Promising

HARRISBURG, Pa., Feb. 16.—Theater owners in Pennsylvania face a 10 per cent admission tax in order that the State treasury may gain \$6,000,000 in the next two years from this source. The exhibitors claim that business being what it is, the tax will prove ruinous to most of the smaller independents who are now in the red.

Governor Earle is confident that the bill will pass. The Democrats are in a majority in the lower house and will back the governor, but the bill may find some opposition in the State Senate, which still has a small Republican majority.

Exhibitors of the State feel that the tax will go thru. The theater men have not had sufficient time to gather their forces for a fight. It is a foregone conclusion that should the bill pass both houses, the wholesale closing of small theaters will start. The tax is scheduled to become operative immediately after it is signed by the governor.

### More Competition in Lincoln Territory

LINCOLN, Neb., Feb. 16.—Midstate competition was upped a little last week when Grand Island, Neb., one of the key towns, saw the entrance of another exhibitor, Fred Hailor, who has opened the Island, Harry Shiller, at the Grand, was the only previous picture competition to the A. E. Blank pair, Majestic and Capitol.

The island was taken over by Hailor after two different stock companies, the Hazel McOwen assembly and Hugo Players, had been unable to cope with poor business.

### Universal Promotes A. J. Berman and Kelly

NEW YORK, Feb. 16.—Effective immediately, A. J. Berman, for the past three years branch manager of the Universal Boston exchange, was appointed district manager supervising the Boston, New Haven and Albany offices, with headquarters in Boston. Herman replaces the late James P. Dermody.

On the same day William P. Kelly, for the past 12 years salesman in the Boston office, will become branch manager of the Boston office, succeeding Herman. Both promotions are in line with the company's policy to reward its own deserving employees when the opportunity arises.

Herman before going to Boston three years ago was the manager of the Universal Albany Exchange. He has been with Universal for six years.

### Louis Nizer's New Book Says Motion Picture Code Is Model

NEW YORK, Feb. 16.—Louis Nizer, attorney for motion picture interests, has written a book in which he discusses the motion picture code and finds it o.k. The book is published by the Longacre Press and is probably the most comprehensive volume on any code.

Nizer says the motion picture code has successfully avoided four dangers that threatened it. They are deadlocked decisions, resorts to court, refusal to comply with awards and delay in handling complaints.

In reviewing the work of the Code Authority Nizer asserts that "if the motion picture industry, in which the various branches are highly competitive, can, thru its industrial courts, satisfactorily determine its disputes, then the way is open to other industries to follow similar paths.

"The only vertical code adopted was the motion picture code. Despite the additional obstacles necessarily created by this novel structure, the industry has demonstrated the ability to discipline itself. In this sense the motion picture code has come nearer to the goal of code regulation than any other. Its internal judiciary system may become a model for industry regulation."

### Bermuda Houses Merge To Cut Competition

HAMILTON, Bermuda, Feb. 16.—Bermuda Moving Picture Company, Ltd., operating nine cinemas in the land of sunshine, has arrived at an operating agreement with Reid Hall, Ltd., which controls six other houses. Both groups will now be managed by a business committee of two directors from each of the former companies under the new company name of Bermuda General Theaters.

This move was engineered by E. S. C. Coppock, well-known theater "doctor" with Paramount for many years. Coppock was brought to Bermuda expressly for the purpose of forcing this amalgamation, and it is reported that he will return to the States in March to consider several offers for similar circuit rehabilitation.

Under the new Bermuda group three houses will be closed, one each in St. George's, Bailey's Bay and Platts.

### George W. Keys, Veteran, Opens Johnson City House

JOHNSON CITY, Tenn., Feb. 16.—Johnson City's newest motion picture theater, the State, is now open and going full blast, having enjoyed a most cordial reception at the hands of the public. The new house, which is ultra-modern in every respect and is surpassed by none in appointments, occupies the site of the old Criterion, which was dismantled last summer.

Coincident with the opening of the State, its owner, Manager George W. Keys, dean of Southern theater managers, is celebrating his 25th anniversary as an active manager whose 25 years of continuous service has never been interrupted.

### Shakeup Looms at RKO Radio Studio

HOLLYWOOD, Feb. 16.—Frank O'Heron, vice-president of RKO Radio studio and associate producer, has resigned from the company. He is a veteran RKO man, having been associated with the company for years.

There is a feeling of unrest at the RKO studios here, and there are reports that a gradual shakeup will be effected. Just what heads will fall is a question, but everyone at the plant is on edge waiting to see where the ax will fall.

It is understood that word has come from the East that a general shakeup would not be a bad idea and that a study of the workings is being made to determine just what spots can be improved. O'Heron's resignation is said to have come of his own volition and not due to any dissatisfaction at the studio.

### Pittsburgh Houses Get New Ruling On Previews

PITTSBURGH, Feb. 16.—Local motion picture house operators who intend to preview their new films before an audience the night before their opening date will have to have a written permission of the exchanges, District Judge Olsson, sitting in the U. S. District Court here, ruled.

The ruling followed the suit brought by United Artists and MGM against Bart Dattola, of the Paramount Theater, at New Kensington, near here.

## Texas Independents Burned Over Majors' Doubles Stand

DALLAS, Tex., Feb. 16.—Film distributors here are putting the screws to the nabe houses on double-features and admissions and the little fellows are burning plenty. Downtown Interstate theaters, monopolizing with all five first-runs, are blamed for the action and suburbs are coming back with a word-of-mouth campaign figured to hold their old patrons and give Interstate plenty of competition.

First trouble started two years ago when distributors started ruling out twinx in the neighborhoods. This was fairly o.k. but current product contracts attempt to establish admission price, and so trouble brews. Patrons want to know why the nabes are upping prices and nabe owners come back by telling all, mentioning Interstate in no uncertain terms.

Karl Hoblitzelle's Interstate, in addition to his old vaude Interstate houses in Southwest, has all of the erstwhile Public houses in Texas, which makes him potent with the distributors. Consequence is that he's the bull's-eye for nabe owners' darts and patrons are prone to lend an ear, since their pocketbooks are affected.

Action started two years ago when Warners ruled no nabes could use more than a four-reel subject with one of their features. Last year Para. Metro and U. A. followed in the ban on double-features, and other distributors have since come in.

Latest action gives Interstate the ax on admissions and is the cocklebur un-

der the nabes' tail. This demands the suburbs charge 25 cents, no less, for night ork seats, effective with current season releases, for any picture which has previously played Interstate's Palace, Melba or Majestic, where the night top is 40 cents or over.

Interstate's two nabes, Arcadia and Melrose, and two or three independents are not affected by this, but it cracks wide open at least a dozen of Dallas' 18 suburban houses, which have been topping with 20 cents or less.

E. G. Glass, owning the Knox and the Fair, brought suit—with the aid of other nabe owners—directly against Interstate, charging monopoly, was ruled out when a district judge declared that, if it wasn't a matter of interstate commerce, it was not a violation of the State anti-trust laws. Nabe owners appealed and the case is due up again in March.

In the meantime current product is just getting around to some of the 20-cent houses and the up in price is necessary. Patrons howl and ask why. They get told—plenty!

Interstate Melba has matinee price of 15 cents and Majestic and Palace mezzes are 25 cents, making it double-tough on small nabe houses, which have no balconies and don't regularly go in for matinees.

Nabes with balconies are pointing them out to patrons for a play, matinees are being plugged and word-of-mouth is doing the rest to keep "business as usual" with the little fellows.

## PRICE WARS CUTTING INTO NATIONAL GROSSES

NEW YORK, Feb. 16.—Theater business held up well this week, tho there were few broken records. The brand of pictures was tops in most spots and brought out the fans. The weather gave the theaters a break and few exhibs are complaining.

It is agreed that were it not for the excellent brand of pic this season conditions in the show game would be bad. In many spots price cutting is making heavy inroads in the grosses and efforts are being made by exhibitor groups to bring about a tilt in admissions.

The new tax bills in most of the State legislatures are causing many headaches and theater owners feel that if the bills go thru it will be disastrous, for in most spots the fans will not stand for a tilt to take care of the additional tax burden.

### New York

Business in the Times Square sector was average this week. There were no outstanding hits, but the film fare was superior to that of last season. The surprise of the street is the strength of *David Copperfield*, now in its fifth week at the Capitol. It has hit better than \$50,000 a week for the past month. *Pimpernel*, at the Music Hall, got a good play and is a holdover. Other theaters hit about average grosses.

### Chicago

The Loop houses chalked up average grosses this week. Good weather helped both the de luxers and the nabs. No outstanding hits but a good brand of films. Next week's lineup looks good for average or better grosses. The neighborhoods are coming in for a play and the double-feature spots are standing up well.

### San Francisco

Business was in the dumps this week. Altho the pictures were good the fans took a week off. Exhibs can't figure out the decrease in biz but are looking forward to better grosses next week when stronger names will be up in lights.

### Philadelphia

Altho the attendance has increased in most downtown houses in the past two weeks, the grosses have dropped due to the price war started by the Warner chain. Were it not for the cut fight the houses would be away over the top. An effort is being made to bring about an adjustment of prices, but at the moment it looks gloomy. Most houses are considering additional cuts unless Warners agree to up prices.

### Cleveland

Grosses were slightly above average this week due to box-office hits. The fans are going for them in a big way and the weather is giving the theaters a break. There were no spectacular grosses this week but all the downtown, and most of the neighborhoods, cashed in.

### Pittsburgh

The price war here is taking its toll and grosses have taken a nosedive as a result. There seems to be no chance of an agreement among theater owners to stop the war. New theaters are joining the cut-rate move and practically every house in the city is suffering as a result. Several houses have closed, finding it impossible to face the keen competition.

### Lincoln

*David Copperfield*, landing at the Stuart in beautiful weather and after a breakneck ad campaign, went spinning along to what will probably be the most substantial gross since *Little Women* over a year ago. Business is almost 200 per cent, 100 per cent figured as average *Sweet Adeline*, with a good start, nosedived at the Lincoln on account of its relative weakness to *Copperfield*, which opened a day later. Benny Moten's band and *Girl of My Dreams* for the Orpheum's first half and *First World War* following, was another sock. *Garnival*, at the Varsity, couldn't get into the money because of the opposition monopoly on attention. This week-end's biz in all branches of the amusement game was the largest in many a day.

### Providence

With strong attractions at several theaters, either film or stage, every first-run house will turn in highly satisfactory statements at end of week. Strand is running extra shows on at least four nights, operating until 12:30 a. m., to accommodate crowds anxious to see *Gilded Lily* and will more than double average business on the week. Albee and Fays, both plugging vaudeville above their film attractions, will also come close to doubling their average take, as will also Loew's State with *Clive of India*. *Majestic*, getting the overflow from other theaters, will likely hit 150 per cent mark, while *Victory*, trying out "Amateur Nights" this week for the first time, will doubtless do better than usual.

# MPTOA

The Motion Picture Theater Owners of America will have an opportunity to make history at the New Orleans convention this year. Whether or not they will take advantage remains to be seen. The last two or three sessions of this body proved to be duds, but all this will be forgotten if the leaders will call a spade a spade and put the industry's troubles where they belong—in the laps of the majors.

Heretofore every time any speaker got started on the subject of "What is wrong with the business" and asked for concrete relief from the majors he was immediately counteracted by the affiliated, or major, representatives, who promptly changed the subject. Every effort on the part of any of the independent members to get somewhere was met with half-baked promises.

Every exhibitor knows that he can get all the promises he wants, but getting action is quite another thing. If the independent expects to get anywhere with the affiliated boys he must be prepared to stand up and fight. He may expect to have the affiliated vote against him every time. Therefore, his only salvation is to get all the independents to work together and show strength.

If the majors are smart they will instruct their delegates to play ball at least to a small degree. If they don't this may be the last session of the group, for it is expected that there will be a big drop in membership if the indies are sent back home empty handed.

One of the points to be asked from majors is the right to cancel 20 per cent of the contracted pictures. They now have a theoretical right to cancel 10 per cent, but those who have tried have found themselves hog-tied in red tape. Such being the case, the majors can promise 50 per cent cancellations, for the exhib will not be permitted to cancel.

This is going to be a trying year for the majors. Heretofore they have assumed an attitude of arrogance toward exhibitors. If the exhibs are wise they will appreciate the fact that the majors are on the run and now is the time to get somewhere. It is the right time to stand up and demand relief.

There are a few independent members of the MPTOA with courage enough to buck the affiliated majority. It is up to these indies to stand up in the open and assert themselves. They will no doubt be outvoted in anything against the majors, but they will at least be able to go on record. If the producers are smart they will heed the words of the minority. The indies should not be satisfied with being thrown a bone. They must demand real concrete relief and yell until they get it. It is remarkable how quickly a yell is registered on Congressional ears these days.

We are not over optimistic regarding any relief that may come from this session, but unless it is granted we can foresee a wholesale resignation orgy and justly so.

We believe most delegates are going to the convention with the idea of working for the betterment of the theater owner. If the affair turns out to be another social gathering it will be just too bad.

It is doubtful if any of the majors will send important executives to the convention. That would probably be beneath their dignity. If the majors were smart they would send their key men, but this is perhaps asking too much from the big minds. In any event, the indies should speak their pieces in no uncertain terms and let the majors know their attitude regarding the present setup in the motion picture business.

Len Morgan.

## PERSONALS

The sale of the Albion Theater in Albion, Ind., to Bernard Bell, of LeGrange, Ind., was announced this week. The theater was formerly owned by a group of Albion business men. Bell took charge immediately.

The Hines Theater, of Portland, Ind., has inaugurated a "guest day" on Fridays. With the admission of a single person he is entitled to take with him a guest free to the show.

Howard C. Burkhardt, for the past few weeks at Poll's in New Haven, arrived in Providence, R. I., last week to take over the managerial reins of Loew's State. Burkhardt prior to going to New Haven was manager of the Century in Baltimore.

Grove City's (Pa.) newest theater, the Kayton, operated by a company of Franklin men, who acquired the Majestic Building in December, was formally opened last week. The Kayton Company has expended \$20,000 in building alterations, including the most modern projection, sound and screen equipment and new seats.

Charles Freeman, formerly of Freeman & Newman, operators of the Penn Theater, New Castle, Pa., has taken over the Victor Theater in Meadville, Pa., from Dave Victor. Victor is retaining his Victor Theater in New Castle. Freeman took possession of the Victor Theater February 1 and plans to change the name of the house.

B. B. Benfield, of Dillon, S. C., proprietor of a chain of motion picture theaters in the two Carolinas, has signed

a contract with J. E. Hobeika whereby the latter will erect a modern motion picture theater at Myrtle Beach, S. C., for Benfield. It is understood that Mr. Benfield is negotiating for more theaters in other cities and towns of the Carolinas.

O. K. Theaters Corporation has been organized at Dallas, Tex., to operate theaters. The authorized capital stock is \$100,000. Incorporators: Ozkar Korn, D. K. Tudor and Ozkar Korn Jr.

The Strand Theater, Washington, Ga., announces plans for modernistic designing inside and out, with larger stage, increased seating space for both white and colored.

After being closed for 10 years as an amusement place, the Opera House on South First street, Union City, Tenn., has reopened as a motion picture theater under the management of W. W. Elliot, formerly of Hopkinsville, Ky.

A new motion picture theater is being erected at Summerville, S. C., by the Carolina Film Corporation, of which Sidney Legendre is president. Seating capacity will be 500. Summerville has been without a movie theater for several years.

Adams Theaters, Inc., has been formed at Overton, Tex., by H. B. McNair, W. W. Adams and J. E. Adams. Authorized capital stock is \$5,000.

Joyner Amusement Company, with principal office at Wake Forest, N. C., has been incorporated to own, operate (See PERSONALS on page 22)

# FROM THE BOX-OFFICE POINT OF VIEW

## "The Little Colonel"

(FOX)  
 Previewed at the Ritz,  
 Hollywood, Calif.  
 Time—80 minutes.  
 Release Date—March 1.

Once again Shirley Temple comes thru with a honey that the Temple fans will love. The child's personality and ability to actually live the various moods portrayed is something to rave about and her acting herein transcends the rather weak material prepared for her. However, the story is suitable for the juvenile rave, and Fox has built several of the scenes into near-extravaganza bits. And then too there's the famous stairway dance of Bill Robinson, which many will find worth the price of admission alone.

Story is based on an old Bible saying that "A little child shall lead them." Lionel Barrymore, a stubborn old Confederate Colonel, orders out his daughter, Evelyn Venable, when she marries a "damn Yankee." Shirley, his granddaughter, born at a Western army post, comes to live with him while the father, John Lodge, goes in quest of a fortune. Gradually she warms her way into the heart of the old Colonel and paves the way for the return of her mother.

Shirley's bits with Bill Robinson and the colored cook are incidents long to be remembered. And then when the frightened little lass can't go to sleep Robinson does his famous step clog. Besides Shirley shows her versatility by doing some excellent dancing, too.

David Butler's direction is first-rate. The musical score, by Cyril J. Mockridge and Arthur Lange, does much to increase the entertainment value of the film. *Blackford.*

## "Transient Lady"

(UNIVERSAL)  
 Previewed at the Pantages,  
 Hollywood, Calif.  
 Time—70 minutes.  
 Release Date—February 25.

As presented on the screen Octavus Roy Cohen's *Liberty* magazine story of a trio of promoters is far less interesting than when published in the weekly. Hampered by poor dialog the cast headed by Gene Raymond hasn't a chance. Henry Hull, as a political ring-leader of the hamlet, gives an unusual portrayal. Frances Drake, the feminine interest, is sweet and demure, fills the bill quite capably and holds the attention of the audience.

Miss Drake, with Edward Ellis, travel the country operating roller-skating rinks in the small towns. The trio strikes Karnak and starts on what looks to be a profitable engagement. The first night the town had boys visit the rink and take a pass at Miss Drake. Ellis orders them from the place. After the

evening is over Clark Williams takes Miss Drake over to her rooming house and while they are gone the town rowdies return, batter down the door to attack Ellis, who fires and kills one of them when they fail to stop on his drawn gun. Ellis sails out of town and Williams is left to take the responsibility. Hull marshals his forces, and Gene Raymond, a young lawyer with a sugar look at Miss Drake, takes the case. When Williams is acquitted the Hull crowd shout a miscarriage of justice and storm the jail. Raymond's father is on hand and Raymond is hurrying back to town with Ellis, who confesses all. In the closing shots Raymond and Miss Drake go into the clinches while his former love, June Clayworth, stands by with the pangs of human heartaches shining in her countenance.

Picture is only ordinary audience material and will have its best chances to please in the neighborhoods and small towns. *Blackford.*

## "Jack Ahoy!"

(GAUMONT-BRITISH)  
 (Raumy, New York)  
 Time—74 minutes.  
 Release Date—February 8.

Gaumont-British has done a light, breezy and for the most part amusing job with *Jack Ahoy!*, in which Jack Hurlbut, the musical comedy star, is the whole works. Hurlbut has done pictures before, but in none of his previous efforts has he come across quite so infectiously.

The zany yarn tells of a British tar who saves the admiral and the inevitable admiral's daughter when they're kidnaped by Chinese bandits. They make their escape in a submarine, and it's in the submarine scenes that the film goes haywire. They're funny, but strung out far too long.

The supporting cast, all English, includes no names that mean anything here. The ingenue is Nancy O'Neil (not to be confused by any means with Nance O'Neil), a pert and pretty youngster who's going to be in Hollywood within six months if Hollywood isn't crazy.

It's idiotically amusing, but don't count on it to pull them in from the sidewalk. *Burr.*

## "Ruggles of Red Gap"

(PARAMOUNT)  
 Previewed at the Paramount Studios,  
 Hollywood, Calif.  
 Time—95 minutes.  
 Release Date—February 22.

Charles Laughton, in the title role of *Ruggles*, a gentleman's gentleman, walks off with this picture in every scene in which he appears and he's in almost every minute of it. His pantomime, the expression in his eyes, his cryptic manner all provide countless laughs. Picture is a comedy riot.

Mary Boland and Charlie Ruggles, wealthy and from Red Gap, Wash., are visitors in England. In a draw-poker session they win heavily from Roland Young, who finally bets his valet, Charles Laughton. The pair win and take with them. Wires are crossed, and the local newspaper prints the information that Ruggles is an English Colonel visiting in Red Gap. Miss Boland and Charlie Ruggles allow the impression to remain. Ruggles discovers his real self and that here in America all are created equal. He opens a restaurant, with the help of Zasu Pitta, the two wed, and his former employer, Roland Young, comes over to Red Gap

and marries the town's best hostess, Lella Hyams.

Director Leo McCarey has given Laughton plenty latitude thruout, and he injects laughs into the story that probably were never dreamed of by Humphrey Pearson, who adapted the original by Harry Leon Wilson for the screen. His bit wherein he recites Lincoln's Gettysburg address, when a whole barroom of Americans can't recollect it is a highlight of the picture. Roland Young's sketch wherein he learns to play the drums to the tune of *Pretty Baby* is another memorable scene.

Picture possesses unlimited exploitation possibilities. This is the first American picture with Laughton in a comedy role, altho he scored heavily in this type role in England. Boland and Ruggles have packed plenty theaters on their team name alone and added here-to should do exceedingly well. *Blackford.*

## "Maybe It's Love"

(WARNER BROS.)  
 (Mayfair, New York)  
 Time—62 minutes.  
 Release Date—January 12.

This one is just an ordinary programmer dealing with the lives of middle-class people. A young clerk is in love with a girl, but thru fear that his salary would not permit him to marry, he hesitates to ask the girl. She finally managed to make him propose. They are happy until her family enters the picture; then there is trouble. The young couple separate but are finally reconciled.

There isn't much plot; the whole thing being more of a psychological study. As a play, *Saturday's Children*, it went over big, but as a picture it doesn't stand out.

Gloria Stuart, Ross Alexander, Frank McHugh and Joseph Cawthorn carry the burden of the feature and do all they can, but there isn't enough plot to make it exciting.

This one will go okeh on a dual bill. *Morgan.*

## "Roberta"

(RADIO)  
 Previewed at the RKO Hillstreet,  
 Los Angeles, Calif.  
 Time—106 minutes.  
 Release Date—Not set.

The Radio Pictures successor to *The Gay Divorcee* falls way short of delivering the knock-out entertainment that made *Divorcee* a mortgage lifter for countless numbers of theaters everywhere. However, *Roberta* is pleasing to look at; presents Astaire and Miss Rogers in two more beautiful dance numbers; offers a truck load of fashions and has a few catchy tunes.

With Astaire and Miss Rogers are Irene Dunne, Randolph Scott, Helen Westley and Claire Dodd. Astaire brings his Wabash Indians to Paris to play at a smart cafe only to find the management expected Indians when they arrive. Left on their own, Randolph Scott, a member of the group, visits his aunt Roberta, who runs the smartest modiste shop in Europe. He meets Irene Dunne, forms a fast friendship, and with her as a partner takes over the shop when Roberta dies. At the shop Fred Astaire meets Miss Rogers, also from the States. She has acquired a thick French accent and is reigning queen of the night spots. She gets a job for Fred and the boys and from then on there's an occasional song, a few dances, some style parades

and a grand merging of affections for a final fadeout.

Outstanding production number is the dance of Astaire and Miss Rogers to *Smoke Gets in Your Eyes*. Sets are lavish thruout, costumes are superb, but the action is slow and draggy as it nears the end of the story. William Selter directed, and Jerome Kern and Otto Harbach are responsible for the music, book and lyrics.

*Roberta* should be an easy picture for exhibitors to sell. Astaire and Rogers scored a tremendous success in their first picture. They are together again in *Roberta*, with Irene Dunne, singing two songs, added. The story ran in *The Ladies' Home Journal* under the name of *Gowns by Roberta* and also had Broadway standing in line as a musical review. *Blackford.*

## "Straight From the Heart"

(UNIVERSAL)  
 Previewed at the Pantages,  
 Hollywood, Calif.  
 Time—70 minutes.  
 Release Date—January 14.

This picture possesses very little to recommend itself to picturegoers and can be classed as only the most ordinary of program fare. Only redeeming feature is Baby Jane Quigley, who will delight and surprise with her brightness and ability to handle lines like a veteran. The child is somewhat of a carbon copy of Fox's Shirley Temple, but Universal will have to give her more consideration and better material if they hope to advance her to stardom.

Roger Pryor has the role of a politician. As such he obtains for Mary Astor a job in a day nursery. Pryor has his eyes on the office of mayor and persuades Miss Astor to reveal that a mother on her deathbed told her the father of her child was Pryor's opponent. When Miss Astor discovers the opponent isn't such a bad fellow and that Pryor is crooked she turns the tables on him and reveals Pryor as the father. Incident brings the matter home to Pryor and he discovers that honesty is the best policy and the office of mayor is a hard grind anyway. He marries Miss Astor and the two presumably adopt the child.

Carol Coombe has an excellent bit of screen work to her credit as the dying mother of the child, as has Andy Devine as an employee of Pryor. Robert McWade and Doris Lloyd in smaller parts do well. *Blackford.*

## PERSONALS

(Continued from page 21)

and conduct moving picture theaters. Authorized capital stock is \$5,000, with \$1,000 subscribed by Mrs. E. L. Joyner, Henry E. Joyner and M. E. Joyner, all of Wake Forest.

The Wilmington Advertising Club went on record as opposing the proposed legislation at Dover, Del., in connection with the censorship of motion pictures in Delaware. In event the censorship question is discussed in the House, the Advertising Club plans to place on record its disapproval of censored movies for the State.

Stage shows return to Wilmington, Del., this week at the Queen Theater! Stanley-Warner second-run downtown, which has been boosted to first-run. The Arcadia, Stanley-Warner first-run downtown, will be dropped to second-run. Stage shows will be presented Saturdays only, with music furnished by Paul Wilkinson's Commanders.

William McDermott, of Providence R. I., who has been an actor for the past 25 years, has been named assistant manager of the Poli Palace Theater Worcester, Mass. He appeared in vaudeville in that city several times and once played the theater at which he is now to be assistant manager.

## To Fight Pooch Racing

SEATTLE, Feb. 16.—Washington State Theater Managers' Association, which is making a strong fight against the legalizing of dog racing in that State, is now sending numerous theater passes to the State senators and representative good at any association theater in that State until next June.

OAK BRAND • HY-TEX  
**MICKEY MOUSE**  
**BALLOONS**  
 For Theatres Showing United Artists Productions.  
**PROMOTION PLAN THAT PRODUCES**  
 Present a Mickey Mouse Balloon to every child accompanied by an adult. This plan makes certain that you get the grown-ups as well as the children. Write for complete details.  
 Only Oak Makes Genuine Mickey Mouse Balloons. Licensed by Walt Disney.  
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**THEATRE EQUIPMENT NEW & USED**  
 MOVIE SUPPLY COMPANY  
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**THE FILM WEEKLY AUSTRALIA**  
 Covering the Motion Picture and Entertainment Field Generally.  
 Conducted by MARTIN G. BRENNAN,  
 100 City Telephone Building, Pitt Street, Sydney, Australia Office of THE BILLBOARD.

CURRENT BROADWAY FILMS		Issue Reviewed.
Home on the Range (Paramount)	Criterion	Current
The Marines Are Coming (Mascot)	Mayfair	December 22
The Rhumba (Paramount)	Paramount	February 2
Behold My Wife (Paramount)	Roxy	December 15
The Right to Live (WB)	Rivoli	Next Issue
<b>Holdovers</b>		
Scarlet Pimpernel (UA)	Music Hall—2d week	February 16
Devil Dogs of the Air (WB)	Strand—2d week	February 16
David Copperfield (MGM)	Capitol—5th week	January 19

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

**Talbott South Bend Walkathon Clicking**

SOUTH BEND, Ind., Feb. 16.—Despite the statute recently signed by Governor McNutt, prohibiting walkathons in Indiana, Hugh A. Talbott's show at Tasmoo Gardens here is over the 400-hour mark with 18 couples left out of the original field of 25.

The opportunity to test the new law disappeared when it was discovered that the statute will not go into effect until June. Talbott, however, plans another show at that time for the purpose of testing out the law.

The staff of the Talbott show includes Hugh A. Talbott, general manager; Richard S. Kaplan, legal adviser; Bob Taylor, contest director; Bobby Gilbert, Skippy Williams, Merrit Cook and Tony Lewis, emcees; Paul Bryant and Eddie Grayson.

(See TALBOTT SOUTH on page 25)

**Irvington Down to 19 and Six at 400**

IRVINGTON, N. J., Feb. 16.—The W. E. Tebbetts show, opened here the last week in January, has passed the 400-hour mark with 19 couples and six solos still battling away. Ted Mullen heads the emcee staff, which also has Tex Falk, Mao McGreevy and Frank Lovocchio.

Those still on the floor up to Tuesday night include: Lucille and Skippie Kennet, Estelle and Artie White, Lois Haxby and Gordon Haring, Lou and Ben Compo, Eleanor Johnson and Kent Rogers, Marian Heed and Goober Wilson, Lillian Leonard and Lindy Nelson, Millie and Frank Lomelo, Yolanda and Joe Tigerella.

(See IRVINGTON DOWN on page 25)

**We're Facing a Test**

With the signing of the new anti-Walkathon bill by Governor Paul McNutt, Indiana joins the list of States barring Endurance shows. Kansas is about to pass a similar measure and five other States are rapidly hastening anti-legislation.

From authoritative sources I have just learned that two Atlantic Coast States and two Southern States are about to consider similar bills.

The National Endurance Amusement Association, Inc., was organized at a recent convention held in Chicago. One of its primary purposes was to contest vigorously every form of anti-endurance show legislation. Already many of the leading operators in the field have shown their attitude on the question by joining the Association and paying their initiation fees of \$100.

BUT—if the Association is to be able to carry on its functions in proper and efficient manner, EVERY legitimate operator MUST and SHOULD join without further delay. We're facing a crisis! Theatrical organizations throughout the country are behind the various ministerial associations which sponsor anti-legislation. They're throwing money into the fight. What are WE going to do about it?

Recently, while the convention was in progress in Chicago, Sam Fox spent a considerable sum of money and did everything in his power to fight the legislation which was being enacted in South and North Carolina. He put up a valiant lone and single-handed fight. How much more successful would he have been had this fight been carried on by an organization using concentrated effort? The answer is self-evident.

In Indiana a vigorous assault will be made on the new law by the Association, thanks to the willingness of Hugh A. Talbott to co-operate. In May or June, when the new law goes into effect, a fight will immediately be launched to have the law invalidated. I believe we have an excellent prospect of having the law declared unconstitutional. Then will follow one assault after another on the laws of Iowa, Maine, New Hampshire, Virginia, Texas, New York and every city and town enforcing anti-Endurance Show legislation. It is the intention of the Association to do all in its power to wipe out of existence EVERY law of this nature and to introduce and sponsor REGULATORY legislation making it IMPOSSIBLE for illegitimate operators to exist while every legitimate operator member of the Association will find it easy to open anywhere in this country.

We do not want FIXES! We do not want court fights! We do want to make it possible for every legitimate operator to pick his spot, open under proper regulations and run his show without fear of being closed.

Of course all this will not be obtained without a great deal of court action, but the results will warrant the efforts to be put forth. AND EVERY OPERATOR WHO BECOMES A MEMBER OF THE ASSOCIATION WILL SHARE IN THE BENEFITS AND REAP THE HARVEST THEREOF.

All you major promoters! This is a call upon YOU as well as the many other operators in this country. This DOES concern and affect YOU regardless of what you may think.

Will YOU heed it and join the ranks of legitimate operators by becoming a member of the new Association which was formed for YOUR benefit or are you going to procrastinate and suddenly wake up to find that the country is closed to you and you must seek other forms of making a living?

The propaganda bureau of the Association is already hard at work preparing model ordinances and statutes which will be sent out to city councils, commissions and legislatures as soon as the organization begins to function. Your legal bureau is ready to function at any time. The writer has already prepared a department to serve every member or non-member who wishes to become a member.

Think it over—but don't waste too much time in doing so. WE'RE FACING AN IMPORTANT TEST. And—as you sow, so shall ye reap. Send in your application to Don King, Association treasurer, who is also the Endurance Shows Editor of The Billboard. Attach your check or money order for \$100. Agree to live up to the rules and regulations as set out in the code, which was printed in the issue of The Billboard dated February 9, attend the next meeting of the Association which will be called by our National President, Hal J. Ross, and from then on forget your worries but co-operate with us and everyone of you will be benefited.

Hal J. Ross approved of the idea. Pop Dunlap approved of the idea. Leo A. Seltzer was one of the first to pay over his initiation fees. Guy Schwartz slapped down his \$100 bill in a hurry. Our Western friend, Charles Noltimer, didn't hesitate to join. Pughe and Foster enthusiastically joined. Hugh Talbott hastened to co-operate. Sam Fox and Ray Alvis didn't even hesitate in pledging co-operation. AN ORGANIZATION GOOD ENOUGH FOR THESE MEN IS CERTAINLY GOOD ENOUGH FOR EVERY LEGITIMATE OPERATOR.

Once again I repeat: WE'RE FACING A REAL TEST—A CRISIS! The decision rests with every one of you. Be sure that decision is a wise one. As you finish this plea, open your check book, write a check for the initiation fee and mail it without a moment's delay to Don King. That will eventually turn out to be the best investment of your business career.

Further inquiries regarding the Association, its plans and aims, may be sent to either Don King or to the General Counsel's headquarters of the Association at 814 Gary State Bank Building, Gary, Ind. A prompt reply will be sent you.

RICHARD S. KAPLAN,  
NEAA General Counsel-Secretary.

**Waterbury Down To Four Couples**

WATERBURY, Conn., Feb. 16.—The Eagle's Indoor Endurance Circus, directed by Lew (Pop) Watson, passed the 2,600-hour mark with four couples remaining.

Tiny Epperson is now handling the heat, eliminating Midgie Deane in his first elimination test. According to reports, Tiny is the most unpopular person in Waterbury because of his role of Simon Legree. Packed houses are proving the rule at this stage. Freddie Hall is still handling the platform, with Red Oleski carrying on in his w.-k. comedy style.

**Endurance Notes**

JIMMIE SWEENEY is now handling the kitchen nights on the Tampa show.

GEORGE W. PUGHE'S Fresno (Calif.) show is still going strong, with five couples and one solo on the floor. The 3,800-seat stadium is generally well filled (See ENDURANCE NOTES on page 39)

**WANTED  
CLASS A CONTESTANTS  
OPENING**

Feb. 28—Cincinnati—Feb. 28  
Walkashow Stadium  
5600 Vine Street  
Cash Prizes Up to \$1,500

Want strongest teams in country for short tough show. Must have decent wardrobe.

Proven winners or runnersup given preference. Want Teams of all nationalities for international event. If you are good enough you can win. No preference. Best teams win.

This will be a one fall and sprints show. If you can't take it save your time. Entries close February 28.

Modern quarters and good food our pride.

Can use two good Masters of Ceremonies and some Floor Help. Contest under personal supervision of

MRS. G. H. SWARTZ

**GEO. W. PUGHE**

WANTS

WALKATHON CONTESTANTS

for California. If you can entertain, have good wardrobe and appreciate good treatment, you will find plenty sponsor and floor money here. Next contest opens within two weeks in virgin spot.

**\$1000**

**First Prize**

No collect wires or transportation. Always glad to hear from capable, sober, reliable people in all departments. Address GEO. W. PUGHE, Hotel Fresno, Fresno, Calif. Member NEAA.

**MARATHONERS!  
LAST CALL!!**

I have Changed the Opening Date From  
**February 20 to February 28**  
GET IN ON THE BIG ONE.

I Accept No Collect Wires.

ERNE MESLE  
7 Howard Street, BOSTON.

**RAY C. ALVIS**

UNIT No. 1  
Another Virgin Spot  
**MACON, GA.**  
Opening February 27.

Contestants, if you have good wardrobe and appearance, can entertain and go the hours, write or wire at once, otherwise don't bother me. No collect calls, wires or transportation. Don't come without communicating: will reply to everyone. Emcees and other help wanted. Communicate immediately with

**RAY C. ALVIS**  
Hotel Dempsey, Macon, Ga.

**CONTESTANTS  
WANTED**

for  
**SUPER WALKATHON  
OPENING FEB. 23**

at  
**GRODE'S PARK  
LOUISVILLE, KY.**

Ruth Booth, Dillie Willis, Joe and Mary Landiso, Peggy Jay, Eddie Tuils, Hazel Shammel, Peggy Wegner, Eddie Jamleson, Doug Mills, communicate at once to

**LEROY SNYDER**  
No collect wires.

**TROPHIES, MEDALS, RIBBON BADGES**  
Callfield Hustons. Write for Booklet C.  
RECREATION SILVER CO., 1123 B'way, N. Y. C.

**Tampa Walk Passes Godar To Run Super 1,000 Hour Mark**

TAMPA, Fla., Feb. 16.—On Thursday the Tampa show passed the 1,000-hour mark, with eight couples and two solos, as follows: Frank Lyons and Joan Woods, Jack Tyler and Evelyn Thompson, Bobby Madeson and Margie Rice, Ernie Gilbert and Jean Andrews, Buddy Struck and Helene Mills, Carlos Cooley and Mickey Grove, Bobby Allen and Sue Bowen, Bill Garrison and Loraine Langley, and two boy solos, Jack Diamond and John Watson.

The heat under the direction of Mickey Rosenberg has really got the fans on their toes. They have had hot shots, sprints and treadmills for the last two weeks that have taken a steady toll of contestants. Starting last night with

(See TAMPA WALK on page 25)

**Godar To Run Super**

CANTON, O., Feb. 16.—The Ralph Godar show, which opened here January 17 with 26 couples, was down to eight couples and two solos at the end of 552 hours. Larry Troy is head emcee, and the show is aired over WHBC, Canton, twice daily. Joe and Mary Landiso and Billy Steele are doing comedy, with Eddie and Janice Watson and Bill Seeley and wife caring for the contestants. Ernie Steele and Buzz Johnson are doing the judging. Promoter Godar is starting a super February 21.

**St. Petersburg Passes 1,000**

ST. PETERSBURG, Fla., Feb. 16.—The Fred Crockett show here at the 1,000-hour post was down to six couples and three solos. Those still going are Joey Richie and Phyllis Bello, Jackie Sellers

(See ST. PETERSBURG on page 25)

# Moss Keeps an Eye on Burly

NEW YORK, Feb. 16.—Despite the seeming inactivity of the License Department of late, it is definitely known that License Commissioner Paul Moss has kept and is still keeping a close watch on the burlesque theaters here. While he has taken action only on occasion, he has been constantly warning the theaters and is understood to be storing up all his information for use on May 1, the date for license renewals.

A recent victim of the censorship drive has been the Gotham Theater uptown. Police first made the charge against the house, but the Commissioner now has taken the matter into his hands. Many are under the impression that the National Burlesque Association of America, headed by I. H. Herk, has an understanding with the License Department that any censorship action shall be taken by the licensing bureau and not by the police.

In view of the Burlesque Artists' Association recent statement that it will attempt a clean-up drive in burly, that office was contacted today on this License Department angle. Tom Phillips, president, only would say that this further threat to the welfare of the burlesque industry is additional indication as to why such a plan as his organization has in mind should be launched.

## Rialto, Chicago, Reopening

CHICAGO, Feb. 16.—N. S. Barger plans to reopen the Rialto Theater on March 15 with a burlesque and picture policy. House has been dark for several months. Barger also operates the Star and Garter Theater.

SONYA LEE (Hilda Henderson) is one of the features at the Merry-Go-Round Club, Detroit. She has just finished a fortnight's stay at the Dutch Club, Toledo.

JOHN DIAN  
**HEAD & ROWLAND**  
Straight—Bartons. Stripping Sensation.  
In Stock. Variety Theatre, Pittsburgh, Pa.  
Direction, PHIL ROSENBERG, N. Y. C.

BILLY "REO" CONNIE  
**EGAN & MARTIN**  
Light Comedian. Solo Extraordinary.  
Reps. PHIL ROSENBERG AND OAVE COMM.

**TINY HUFF**  
THE PERSONALITY GIRL.  
Featured on Independent Circuit.  
Personal Management JACK BECK.

**KARL BOWERS**  
ECCENTRIC DUTCH COMEDIAN.  
Always Working—East and West.  
"Georgia Peach"—Independent Circuit.

**CHARLEY LAFORD**  
"THE HARRY LADDOON OF BURLESQUE."  
With "Georgia Peach." Independent Circuit.

BERT DOROTHY  
**Saunders & De Haven**  
Straight. (IND. BUR. CIRC.) Scotch-Irish.

Jean—Carroll Sisters—Jean  
JUST SWEET AND LOVELY.  
Mgmt. Milt Schuster, West, and Jack Beck, East.

"YEAH, MAN"  
**HELEN GREENE**  
THE REG-HEADED OYLCONE.

**BOB SNYDER**  
Peerless Radio Tenor and Talking Juvenile.  
Thanks to The Wilners and Allen Gilbert.

**JESS MACK & LEE JEAN**  
BOOK PRODUCER. SPECIALTIES.  
Irving Place and Apollo Theaters, New York City.

**HARRY CORNELL**  
STRAIGHT MAN.  
Irving Place Theatre, New York City. Stock.  
Management OAVE COMM.

Margie—BARTEL & FRANCIS—Jimmie, Jr.  
Exotic Dancer—Strips—Singing—Straight.  
Phil Rosenberg, East, and Milt Schuster, West.

**MARIE ALLEY**  
THE "IT" GIRL.  
Playing Independent Circuit.

## Burlesque Review

### Eltinge, New York

(Reviewed Tuesday Afternoon, Feb. 12)

This Lincoln's Birthday mat found the Madden-Rudnick-Quittner house packed solid, despite the near-by opposition of the Apollo and the Republic. A fair show was on hand for the palm pushers, tho not as elaborate as those provided by the neighbors. Appears that the pursestrings are watched pretty closely here, but the owners do a pretty good job at that.

Show runs a snappy hour and 35 minutes, but there's a little too much stalling in scenes. Benny Bernard, now out of the house, produced this show, and Sunny Watson did the numbers. Latter has done a commendable job, and what's more there is a corking troupe of 16 girls to execute the nice routines. House's five-piece ork does a good job of playing the show despite its size.

Comics are Lou Costello, Harry Evanson and Harry Shuffles Levan and, while they've got a big job on their hands, they do a good job. Stall a little too much, tho, as in the "cabinet" bit, taxing the patience of the audience waiting for the strippers. Yet they garner lots of laughs with their many scenes, which for the most part are kept pretty free of the blue. They get sterling straight support from Buddy Abbott, Joe Lyons and Milt Bronson. The three of them working hard and effectively. Bronson doubles well as the show's singer. Rounding out the male contingent is Jimmy Kraft, a classy stepper and worthy of the solid mittings he received.

Stripping is left to a capable trio, Margot Lopez, Mary Joyce and Dagmar. While all three have the goods, Miss Joyce tops 'em with her s. a. and good singing voice. Her applause ruined one production number. Miss Lopez is another grand looker and gives the boys what they want, while Dagmar puts her stripping secondary to Oriental routines and a fan dance. She's a dandy stripper besides. Betty Abbott is in as talking woman and does a good job in helping to make the scenes more effective. This scarcity of femmes is more than made up for by the clever chorus, who double capably as a good hoofing ensemble and showgirls. They're nice lookers, too.

Show has been given nice treatment on production numbers, such as the

## BAA Prepares Plan For West Invasion

NEW YORK, Feb. 16.—The Burlesque Artists' Association is preparing plans at the present time for roving deputies to invade the West and to remain there until the territory is thoroughly organized and conditions are changed to meet the requirements of the organization.

Tom Phillips, president of the BAA, stated Wednesday that each operator in the West is a party to the basic agreement signed by the National Burlesque Association of America members. Furthermore, that these operators have not lived up to the agreement nor have they lived up to the code. He stated his organization intends to correct this condition.

## Lyric, Philly, Reopens

PHILADELPHIA, Feb. 16.—The Lyric Theater here definitely reopens tomorrow with burly stock. As reported in last week's issue, Max Cohen, former operator of the Trocadero, will take over the reins, with Joe Rose, recent operator, assisting. Cast will include Hap Fryer, Boots Rush, Harry Stratton, Chickie Rhone, Jimmy Francis, Mary Brown, Dick Brooks and Mickey Markwood.

## Cohan Theater Burly?

NEW YORK, Feb. 16.—Reports were making the rounds this week that the Broadway sector would see another burly house. The new house is said to be the George M. Cohan Theater, which an unnamed operator is rumored as considering for a two-a-day policy.

CHARLES GOLDIE and Al Pharr replaced Jack Sobel and Ann Smith with the Wilners. Miss Smith to the Oxford, Brooklyn, relieving Evelyn Cushman. Kane and Harris, dance team, after two weeks with the Wilners, back to Frank Peumbo's night club in Philly. Mabel Sloan and Jerri Mitchell quit the Supreme for the Wilners, and Bettie Lee quit the Star, Brooklyn, for a rest at her home on Ninth avenue, New York.

Shine on Your Shoes opening, the Egyptian affair, the Valentine Greetings and the military finale. SID-HARRIS.

## Burly Briefs

CHARLIE EVANS, straight, is now night manager at the Florence Hotel, New York. . . . George Jaffe went to Pittsburgh last week, leaving the Gaiety, New York, to partner I. H. Herk. . . . Charlie Hendricks left the Gaiety abruptly last Tuesday. . . . Joy St. Claire is nursing a badly bruised face in her hotel room, the result of a fall from an auto. . . . Juanita Cassini replaced her at the Gotham, New York. . . . The weekly bulletin on Mrs. Sue Phillips, wife of the BAA's Tom, is that she's showing much improvement after hectic days early last week. . . . Burly folks in the know can't get over the grand treatment accorded some of the up-against-its by the Palace Hotel, New York. . . . Shorty McAllister came in for a lot of heckling last Wednesday when he visited the BAA quarters. . . . Chief hecklers were Charlie McNally, Joe Forte and Jules Howard. . . . Shorty enjoyed it himself.

CARROLL SISTERS bring novelty to burly in the Indie Circuit show *Brevities* with their modernistic dance in radium. . . . Bert Grant and Jack Tiny Fuller at celebrate every week of their stay at the Star, Brooklyn, by adding a coat of paint to their joint dressing room. . . . Figure they'll have the job completed if they stay another 18 weeks. . . . They'd

better watch out for the painters' union. . . . Vera DeHaven, former principal, now retired in Mexico as Dorothy Teel de Elsondo. . . . Sends her regards to all her friends in burly. . . . Markio Wood moved from the Eltinge, N. Y., to the Supreme Circuit. . . . Bower Sisters (Florence and Maryon) closed a 12-week run at the Roxy, Toronto, late last month and opened a couple of days later at the Palace, Buffalo, for Dewey Michaels.

INDIE CIRCUIT show featuring Mike Sacks went in for some cast changes before it opened at the Howard, Boston, this week. . . . Earl Root, Billy LaMoat and Frank Smith jumped in, replacing Joe Forte and Al Hilliar. . . . Forte and Hilliar go into another indie show, which went into rehearsal Monday in Philly. . . . Their cast will include Jack Montague, Joe Devlin, Jack Richards, Dorothy Wahl, Billy Miflin, Ann Mitchell, Dolly Hendricks and Elvie Herndon. . . . George Broadhurst has gone to the Variety, Pittsburgh. . . . Ann LaMorris closed at the Gaiety, New York, and jumped to the Hirst wheel, booked by Jack Beck. . . . Maxine DuShon will be an added attraction at the Gaiety, Washington, week of February 24, and the Trocadero, Philly, week of March 3.

## U-NOTES

By UNO

GEORGIA SOTHERN quite enthusiastic over the local daily paper raves while at the Minsky Music Hall, Miami Beach. Both *The Miami Daily News* and *The Tribune* accorded her plenty of space.

SEDAL BENNETT, from her home in Venice, Calif., writes she was the only burlesk representative present at the May Howard funeral. According to Miss Bennett, the deceased was sent to the County Hospital January 30 and passed away February 1. The Troupers, a club, took care of the remains. Burlesk was Miss Howard's first love.

HERBERT FAYE, comic at the Irving Place, New York, celebrated his 35th birthday February 2. A diamond ring from Barbara Janis (Mrs. Phyl) was one of the many gifts. On January 17 the Fayses celebrated their 17th wedding anniversary, when Herbert's gift to Barbara was a wrist watch.

MARGIE BARTEL, back from a Waterbury (Conn.) engagement, opened at the Star, Brooklyn, Monday. Harry White, straight-ener, opened at the Irving Place, New York, after seven weeks with the Supreme and 13 at People's, New York. Hazel Miller opened at the Oxford, Brooklyn.

MAC (GOOGLES) BARRON, the Ed-Win comic, opened February 9 at the Oxford, Brooklyn. Booked by Lou Redelsheimer.

FREDDIE O'BRIEN replaced Paul Kane as number producer at the Star, Brooklyn. Kane returned to the Eltinge, New York, last week, relieving Ben Bernard, who goes to the Wilners, replacing Allen Gilbert during the latter's four-week vacation in Bermuda, and then to alternate with Gilbert between the Irving Place and the 42d Street Apollo.

DON DIXON, comedian and instrumentalist, left the Irving Place, New York, after a brief stay on his first appearance in Manhattan and jumped into the Gerriek, St. Louis, as per Milt Schuster's booking.

LEON DEVOE, John Grant, Irving Sellig, Jimmie Dugan, Lillian Harrison and Carmen are the new stock players at the Gaiety, New York, opening this past Friday. Exits were Frank X. Silk, George Broadhurst, Lilyon Law, Charles Hendricks, Charles Cane and Ann LaMorris.

PAL BRANDEAUX wearing a large plaster on his forehead, the result of a recent auto accident.

TOOTS BRAWNER, a new stripper from the West, opened at the Republic, New York, Monday. Elaine LaMont, another new stripper, on the way from the Coast for Eastern engagements. Helen Nelson extra-attractioned last week at the Strand, Fort Wayne, Ind.

ANN CORIO booked as extra attraction for Gaiety, Buffalo, Washington's Birthday week.

EVELYN MYERS reopened at the Eltinge, New York, last week after an air flight from her engagement for the (See U-NOTES on opposite page)

## Foster and Kramer

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## Georgia Sothern

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## Something To Remember

There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.



# Davis "Follies" Has Mardi Gras Bookings

NATCHEZ, Miss., Feb. 16.—Ches Davis' *Chicago Follies*, after an extended tour of the West under the Wilbur Cushman banner, has invaded the Southland and is slated to move into New Orleans March 1 for carnival (Mardi Gras) bookings.

Several offers have been tendered Manager Davis to take the company to South America on a long-term contract.

With the unit are Chet Wiley and his 10 Barbarians ork, Frank (Peg) Jones, one-legged dancer; Ches Davis, Hy Heath, Burt Southern and Hoskins L. (Dud) Deterly, comics; the Dorcas Sisters, dancers; Anita Muth, Bobbie Bedford, LeRoy and his Pais, Ginger Stover, the Mathew Twins, the Venetian Trio, Bernie Nolan, Francis Stanfield, Helen McFarland, Mrs. Ches Davis and others.

Show played here this week under the auspices of the American Legion and in Jackson, Miss., under the sponsorship of the Elks' Lodge. Full houses greeted both engagements.

# Poole's "Paris Follies" In 4th Year in Houston

HOUSTON, Feb. 16.—Harry B. Poole's *Paris Follies* this week entered its fourth year at the Pollitz Theater here. After a long run with one company Manager Poole several months ago decided to inaugurate the policy of using two companies—one during the day and the other evenings. The plan has panned out successfully.

The Follies house staff includes H. B. Poole, manager; Kittle Poole, secretary-treasurer; Harry Rowe, house manager; Albert Moore, electrician, and Scooty Burns, carpenter.

Otto Holland's Revue, with Holland producing comic and Ita Holland in charge of the line, has been at the house for more than a year.

Manager Poole formerly had on the road the H. B. Poole Shows, carnival company.

## U-NOTES

(Continued from opposite page)

Minikys at the Million-Dollar Pier, Miami Beach.

TOMMY LEVENE, because of Bert Carr's illness, was booked into a Supreme Circuit show last week in Brooklyn, when Murray Lewis also replaced Jack Rosen, who moved to Waterbury.

GEORGE TUTTLE, tenor-juve, forced to turn down an offer for Lester Allen's vaude act because of a previous engagement at the Star, Brooklyn, and also because he was not tall enough.

MAXINE DUSHON left the Wilners for five weeks of extra-attraction booking in Waterbury, Washington, Philly and Boston. Back for the Wilners March 17.

**'ROUND THE TABLES**

(Continued from page 12)

Club (Columbus) dinner, along with Ken Murray and Pat Vernon.

FRED (SWEDE) JOHNSON, m. c., who recently completed 15 weeks at the Horseshoe Gardens in Calumet City, Ill., is now in his fifth week at the Vanity Fair night club in Harvey, Ill.

THE BLUE LANTERN, Detroit night spot, is featuring Don McKay in a series of operettas, supported by the dance routines of Babe Marlow, Steve's violin, Willie Stewart and Georgio Melsack's Band.

BILL ROBINSON, who recently completed an engagement at the Club Continental and the Clover Club, Los Angeles, was signed by Universal Pictures to appear in *The Great Ziegfeld*, a film picturization of the life of the late Florenz Ziegfeld.

HENRY SLEVA, former maitre d'hotel at the Schroeder Hotel, Milwaukee Country Club, and Astor and more recently at the Old Heidelberg in Milwaukee, has been named manager of the Fox Head Inn, located in the La Salle Hotel in Milwaukee.

## WANTED

Young Straight Man, Chorus Girls, Good Script People write. Would consider 12 or 14 people Show. Salary small but sure each week. RIALTO THEATRE, Dayton, O.

## Tab Tattles

**"SEABEE" HAYWORTH'S** Broadway *Novelties* opened for Bob Shaw, of the Sun office, at the Paramount, Middletown, O., February 10, with a string of Sun dates in Indiana and Ohio to follow. "Seabee" has given up trying to answer all the replies to his recent ad in *Billyboy*. . . . It was recently reported that Howard Thomas and his ork, featuring Doug Marshall and Francine, would be with Eddie Mason's style show, slated to open March 3 at the Paramount, Middletown, O. Thomas advises that he has no connection with the Mason attraction and that he and his combo are now at the Skirvin Hotel, Oklahoma, for an indefinite engagement.

Cash and Carry have closed at the Tablor Theater, Denver, and opened with Joe Marcan's *Surprise Party* in Beaumont, Tex. . . . Johnnie Wages, the "one-man band," has just finished a fortnight's stay at the Melody Club, Kokomo, Ind., night spot. Second week was a holdover. . . . Wally Lane's Manhattan Trio, adagio dancers, formerly with various tabs, are keeping busy on club dates in the Indiana and Kentucky territory. Wally stopped off at the desk last week en route from Port Wayne, Ind., to the Club Joy, Lexington, Ky.

Howard Fuller, of the Fuller Brothers and Sisters, postcards from Memphis: "Have played thru the West with Harry Berry's *Sunkist Vanities* and now heading thru the South and into Florida. Referring to the article about bad conditions wish to state that we haven't had any bad experiences so far."

Melton and Merrick have replaced Leona and Emil on "Seabee" Hayworth's Broadway *Novelties*. . . . Harry Rogers' colored unit, *Shufflin' Along*, is currently playing Indiana theaters. In the cast are Flourney Miller, Manton Moreland, comics; Fay Canty, singer; the Three Brown Spots, sensational steppers; Manning Joyce, Roy Carter, Josie Oliver and Eubie Blake and his ork. . . . It was Teddy Harris and not David R. Harris who recently replaced W. Rex Jewell as director at the Playhouse, Salt Lake City.

**J JEAN LUDER**, erstwhile tab actor and producer, is now playwrighting for the National Pictures Company, San Antonio. . . . Many tabsters, both past and present, are wintering in San Antonio. Among them are Norman (Virgil) Owens, Virginia Klemke, "Happy" Larry Bennett, Lucille Archer, Jimmie Bobb, Lillian Scott, Percy D. Barbat, Florence Saxon, Anita and Thelma Ciska, Thomas O'Keefe and Lester Ketner. *Billyboy's* representative there, who formerly was with the Billy Allen show. . . . Radio City Follies, a tab with 14 principals and a line of girls, has been working some mighty good spots in Western Pennsylvania the last few weeks. Its three-day stand at Hershey, Pa., last week was especially bright. Cast is headed by Fred Lightner and Roscella, Clark Kramer, the Roxy Quartet, Rogan and Romero, Ruskin and Norman, Miriam Bradford, Jack Bickle and Buella Berson. . . . Solly Childs is this season presenting *Radio Dolls*, with Ross Lewis and the Grimes Sisters, which in former years flew the Lewis banner. Company played the Ben All, Lexington, Ky., last week, and one of the newspapers called it "one of the best presented here this season." Other features, besides Lewis and the Grimes girls, are Bert Snyder, comic; the Three Revelers, tumblers, and an attractive chorus of 12 girls. . . . Henry E. Frather opened his new company last Friday at the Princess, Youngstown, O. It's in for an indefinite engagement there. . . . The A. B. Marcus Continental Revue is set for the Schubert, Cincinnati, the week of March 1. The house has just been taken over by RKO interests and the Marcus show is the first one in under the new arrangement. . . . Chuck Morrison, that well-dressed straight, is now with the burly at the Colonial, Indianapolis. . . . Phil and Peggy Hart, hoofers, are with Jack Ballard's burlesque in Fort Wayne, Ind. . . . Earl Meyer, tab and burly straight man, will again have his girl show with a carnival company this spring and summer. He and the wife are currently with Charley (Joy) Gramlich's troupe at the Empress in Ciney. . . . Marshall Walker's tab is still at the Rialto, Dayton, O., with biz holding up okeh. . . . Let your friends know where you are and what you're doing. Shoot in a line.

## IRVINGTON DOWN

(Continued from page 23)

Julia Natishon and Johanie Carnes, Dorothy Esenhower and Melvin Weiss, Madeline Silotti and Whittie Maddox, Rutlile and Al Smith, Clara Sadler and Johnny Gulliflow, Bee Johnson and Hobe Reynolds, Louise Muro and Harold Wallace, Frenehie Lehman and Johnny Reed, Patsy Morrison and Mickey Evans, Mildred Scudder and Frankie Wagner, and Betty Sue Long, Joe Carlo, Jack Kelly, George Golden, Ted Wolezanski, Nick De Marco, Pete Kowal, Steve Riggo, Frank Ryner and Charlie Curran, solos.

## TALBOTT SOUTH

(Continued from page 23)

floor judges; Mike Kelly and Francke Ammerman, trainers; Mrs. Merrit Cook and Juanita Simpson, nurses; Bob Burns, maintenance director; Jane DeMasters, cashier; Franklin Hastings, radio; R. Brandon Parkinson, public relations; Glenn Adams, artist; Mrs. Betty Taylor, commissary; Robert Thomas and O. E. Cooper, parking, and 12 ex-contestants who are employed about the building.

The show looks like a winner, especially since it went on the air over WIND.

## ST. PETERSBURG

(Continued from page 23)

and Rose Parsek, Cliff Real and Mitz Lyman, Jerry Bresnahan and Flo King, Rex Morse and Bobbie Waddel, Chester Patten and Evelyn Burnett. Solos are Billy Gilbert, Clyde (Stooge) Morse and Jimmy Craig. Father Time McCherry is on the floor in a challenge grind.

The emcee platform is being handled in great shape by Eddie Gilmartin and Mac Maurada, assisted by Frankie Rizzo and Cliff Real on the comedy end. Teddy Hayes is heat judge, assisted by Harold Monte.

## TAMPA WALK

(Continued from page 23)

250-lap derbies, the beginning of the end is in sight.

King Brady came directly here from the closing of the Asheville show and has handled the unit in a fine way ever since taking hold with, of course, the clever and capable assistance of little Eddie Leonard, who has been his old self in this show. In addition, Brady brought the three Ryan boys down from Springfield and they are in their second week now.

Too much cannot be said for the extremely capable manner in which King Brady and Eddie Leonard, with the able co-operation of Mickey (Simon Legree) Roenberg, have handled the show since they got together. From the first they have had the people standing.

Attendance has been very good, but not S. R. O. However, considering all the grief which this show had, the attendance has been remarkable.

## Endurance Notes

DUKE HALL, emcee at the Charlotte, N. C. show, would like to read of the whereabouts of Benny Leonard, Al Painter, Nick Reeding, Wiggles Royce, Frank Costello, Helen Chester, Jimmy Lynch, Alice Erug and Tex Falk.

FORREST BAILEY, floor judge, is resting at his Pasadena (Calif.) home and would like to read notes from Bobbie McLane, Jill Watts, Jerry Whalen, Steve Stevens, Wallie Adams and Pinky Rumes.

KENNY WERKMAN, of the Ray G. Alvis organization, is resting between shows at Morgantown, W. Va., and wants to read 'em from Doris Hartpence, Dot Townley and Georgie Grow.

CLIFF REAL, working in the St. Petersburg, Fla., show, would like to see something from Jackie Fields, Bobby Jones and Clara Jay.

BOB McCLURE is judging at the Miami Beach show, and Sid Curtis speaks very highly of him as a capable judge.

LUMAN J. BEEDE and Florence are just recovering from a terrific attack of flu. Florence had a touch of bronchial pneumonia with it. L. J. dropped over 12 pounds in four days and didn't smoke any cigars, which is ample proof

that he was sick. Dr. Bradshaw even took their little Scotty Laddie to his own home until they were able to be around again.

**KING BRADY**, Luman J. Beede and Florence Beede took a flying trip to Miami last week and, not seeing enough walkathons of their own, spent most of two evenings visiting Fred Crockett's Miami Beach show as guests of Sid Curtis, efficient Crockett manager.

DOUG MILLS, dancing in the Jackson, Mich., show, would like to read notes from Junior Jack Kelly, Paddy Gallagher, Johnny Stevenson, Mickey Ray, Tony Berthelot, Cliff Real, Stooze Morse.

LOU BROWN, trainer with Sheldon's Marion, Ind., show, wants 'em from Maxie Capp, Chink Newman, Al Howard and Jimmie Lynch. Tiny Shillinger, doing dope sheets on the same show, wants notes from Charlie Loeb, Lou and Jean Williams, Johnnie Sparks and Billy Lyons.

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- King, Molly
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Kinandy, Mrs. Ida May
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- Kramer, Eddie Lou
LaBass, Pauline
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LaMar, Nettie
Lamar, Milla
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Lucille
Lacey, B. M.

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.

- Bowley, Alice
Kudick, Mrs. Stella
Rupp, Mrs. Lilly
Russell, Eleanor

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- Aarons, Moe W.
Adams, Harry
Adams, Geo. M.
Adams, Hubert
Adams, Wally

- Daniels, Grover P.
Darr, I.
Dawson, Alex
Davis, Ade
Davisport, B. C.
Davis, H.
Davis, Ruddy
Davis, Ches

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CONVENTIONS

ALABAMA
Birmingham—G. A. R. Encampment. April 25. M. D. Friedman, Box 494.

ARIZONA
Kingman—State Elks' Assn. April — L. G. Cavagan, 326 W. Washington st., Phoenix.

ARKANSAS
De Queen—Veterans of Foreign Wars. June 9-11. Henri Pernot, 308 N. 16th st., Ft. Smith.

CALIFORNIA
Berkeley—Un. Spanish War Veterans' Encampment. Mar. 19-20. O. Kohler, 2118 Eagle ave., Alameda, Calif.

COLORADO
Boulder—Veterans of Foreign Wars. July — E. Winchester, Box 491.

CONNECTICUT
Hartford—State Order of Adv. Assn. April 19. Arthur S. Fox, Box 634.

FLORIDA
Daytona Beach—American Legion. May 2-4. C. Howard Rowton, Palmetto, Fla.

FLORIDA (cont.)
Tampa—Odd Fellows' Encampment. April 15. Max L. Tharinger, 220 E. Monroe st., Jacksonville.

GEORGIA
Atlanta—Order of Red Men. June 19. C. G. Gillet, 180 Central ave., S. W.

IDAHO
Pocatello—Order of Eagles. June 10. H. Moore, Nampa, Ida.

ILLINOIS
Belleville—Order of Eagles. June 18-20. James O'Keefe, 4245 Madison st., Chicago.

INDIANA
Indianapolis—Knights Templar. May 8. W. Swintz, Masonic Temple.

INDIANA (cont.)
Indianapolis—Knights of Pythias (Colored). July 23. G. L. Upthegrove, 634 Gilbert st., Terre Haute, Ind.

INDIANA (cont.)
Indianapolis—Knights Templar. May 8. W. Swintz, Masonic Temple.

INDIANA (cont.)
Indianapolis—Knights of Pythias (Colored). July 23. G. L. Upthegrove, 634 Gilbert st., Terre Haute, Ind.

INFORMATION
In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry.

PORTLAND
Portland—Northern Ind. Volunteer Firemen's Assn. June 12-13. G. W. Darr, Columbia City, Ind.

IOWA
Cedar Rapids—Woodmen of World. April — Otto A. Rief, Arcadia, Ia.

KANSAS
Eldorado—State Firemen's Assn. May 6-8. K. D. Doyle, Wamego, Kan.

KANSAS (cont.)
Eldorado—State Firemen's Assn. May 6-8. K. D. Doyle, Wamego, Kan.

KENTUCKY
Louisville—State Elks' Assn. May — Richard H. Slack, Owensboro, Ky.

LOUISIANA
Baton Rouge—Knights of Pythias. May 27. W. E. Adolph, Carondelet Bldg., New Orleans.

LOUISIANA (cont.)
Baton Rouge—Knights of Pythias. May 27. W. E. Adolph, Carondelet Bldg., New Orleans.

MAINE
Augusta—Knights of Pythias. May 15. Harold S. Elder, 341 Cumberland ave., Portland.

MARYLAND
Baltimore—Order of Odd Fellows. April 15-16. William A. Jones, IOOF Temple.

MASSACHUSETTS
Boston—Sons of Union Vets. Civil War. April — L. H. Palmer, 88 Tremont st.

MASSACHUSETTS (cont.)
Boston—Sons of Union Vets. Civil War. April — L. H. Palmer, 88 Tremont st.

MASSACHUSETTS (cont.)
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MASSACHUSETTS (cont.)
Boston—Sons of Union Vets. Civil War. April — L. H. Palmer, 88 Tremont st.

MICHIGAN
Ann Arbor—State Soc. Sons of Amer. Revolution. April 6. E. E. Van Syckle, 1729 Ford Bldg., Detroit.

MICHIGAN (cont.)
Ann Arbor—State Soc. Sons of Amer. Revolution. April 6. E. E. Van Syckle, 1729 Ford Bldg., Detroit.

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MINNESOTA
Benson—State Firemen's Assn. June 10-12. J. B. Lee, Benson.

MINNESOTA (cont.)
Benson—State Firemen's Assn. June 10-12. J. B. Lee, Benson.

MISSISSIPPI
Brookhaven—Junior Order. April 23-24. W. D. Hawkins, Box 543, Meridian, Miss.

MISSISSIPPI (cont.)
Brookhaven—Junior Order. April 23-24. W. D. Hawkins, Box 543, Meridian, Miss.

MISSOURI
Branson—Un. Spanish War Veterans. June 16-19. J. W. Castanie, 509 N. Broadway, St. Louis.

MISSOURI (cont.)
Branson—Un. Spanish War Veterans. June 16-19. J. W. Castanie, 509 N. Broadway, St. Louis.

NEVADA
Elko—Knights Templar. June 10. E. H. Beemer, Box 2444, Reno, Nev.

NEVADA (cont.)
Elko—Knights Templar. June 10. E. H. Beemer, Box 2444, Reno, Nev.

NEW HAMPSHIRE
Concord—Sons of Union Vets. of Civil War. April — Jackson S. Carr, Box 503, Hillsboro, N. H.

NEW HAMPSHIRE (cont.)
Concord—Sons of Union Vets. of Civil War. April — Jackson S. Carr, Box 503, Hillsboro, N. H.

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# WANT LOWER BILLERS' SCALE

## Motorized Units Claim Unable To Meet Rail Show Agreement

Take offense at not having been invited to billposters and billers' union meeting in Boston to discuss issue—understood would consider separate scale

CINCINNATI, Feb. 16.—Owners and managers of motorized circuses feel offended because they were not invited by officials of the International Alliance of Billposters and Billers to attend the recent convention in Boston. In December, 1933, when the circus code was being formed and debated at Washington, it was agreed by all concerned, including representatives of Labor, that there should be one scale of wages and salaries for railroad shows and another for motorized shows. Never was it intimated that the motorized show should pay the same salaries as the larger railroad shows. Yet motorized show owners report to *The Billboard* that the IABP&B, "without giving us any voice or opportunity to discuss our wage scale, flouts before us the same agreement which the railroad shows signed and says 'sign this scale or else'."

The alleged treatment accorded them has as much to do with the feeling and present attitude of motorized circuses as the price scale, which they declare they cannot meet. Only one motorized show has signed the Alliance scale—the Tom Mix Circus, which thought that all other motor shows would sign, but it is now claimed that they will not do this. *The Billboard* understands that motorized showmen would be willing to consider a separate scale for their class of shows.

## Morton To Present Show at Buffalo

PHILADELPHIA, Feb. 16.—Bob Morton returned from Buffalo this week and advised having signed to furnish the show for the circus of the Buffalo Shrines, week of April 22. He has sold the show outright to the Shrine, which will conduct the ticket campaign and make all other arrangements. Morton will combine one of the units of the Christy Show, Dutton Circus Attractions and other acts.

The advance sale for Shrine Circus at Atlanta, Ga., is progressing exceptionally well, under supervision of A. E. Waltrip, representing Bob Morton. Sale is far ahead of any advance sale for any previous Shrine Circus held in that city.

Bob Morton has sold his lease of Ocean Pier, Wildwood, to the owners of the pier, who will operate it themselves. It had two years yet to run.

## Millers Playing Houses

BAINBRIDGE, Ga., Feb. 16.—Mr. and Mrs. Obert Miller, of Miller Society Circus, are playing theaters and are now on the Martin Time. Acts include Mickey, the monkey; dogs and Cupid, pickout pony. Their little callopo, mounted on a small circus wagon drawn by Shetland ponies, makes a swell ballyboob. At Ritz Theater, Dublin, Ga., on February 2 the Millers broke house records—has seating capacity of 1,000. They gave five shows and stood them up for three. John H. Phillips visited the Millers.

## English Tallyho For Cole Parade

ROCHESTER, Ind., Feb. 16.—A gaudy English tallyho, relic of the gay nineties and reminiscent of the heyday of the famous "400," when the call to hounds was making history around Waverston, Va., arrived at the Cole quarters this week. It will be seen for the first time in a circus parade.

Reported to have been built in Edinburgh, Scotland, nearly a half century ago, this famous old tallyho, until just recently the property of the E. M. Nettleton estate, bears lasting tribute to the craftsmanship and sound manufacturing policies of its builder.

Just prior to the turn of the century it featured much in the society news along with such names as Astor, Belmont and Vanderbilt.

## Large Turnout For Detroit Show

DETROIT, Feb. 16.—The 28th annual Shrine Circus was making local history this week with an attendance record in excess of everything since 1924, according to Orrin Davenport, co-producer.

Total attendance thru Wednesday was estimated unofficially in excess of 175,000. Show closes Sunday night. The full houses required seating in the arena for first time in some seasons. The spectacle was hampered by this condition, requiring to be put on almost in Indian file.

Jess Adkins looked over the show on Wednesday night. The show moves practically intact to Cleveland.

Fred Bradna was equestrian director. Merle Evans directed the band. Don Francesco's wire act was one of the sensations of the show. He is doing a featured solo for the first time. Ralph Hunter, Detroit artist, was busy making sketches and portraits of practically every performer.

## Meyer Schlom Recovers

HOUSTON, Feb. 16.—Meyer Schlom is here visiting his parents. Schlom, who has been off the road four seasons, has recovered from illness and informed *The Billboard* representative that he intends to be in harness again this season on one of the railroad circuses.

## Trainers and Workmen Are Busy At Hagenbeck-4-Paw Quarters

PERU, Ind., Feb. 16.—Activities at farm and railroad shops, preparing Hagenbeck-Wallace-4-Paw Show, now in full swing under watchful eyes of Ira Watts. Bert Nelson will present two animal acts. Helliott is breaking lion and lioness to work in mixed group of lions, tigers, pumas and leopards. He is training Jiggs, black panther, never worked before.

Charles Brady, prop superintendent, has completed menagerie, dens and cages and moved last string to paint shop this week. Assistants are John Eberle and George Dory, blacksmiths; George Brown, Whitey Warren, William Britton, Sam Hurley, William Davis and Wayne Doyle.

Dan Faust is overhauling all lighting equipment. Waxy Lord is in charge harness shop, assisted by Tony Schmidt, and making many new six and eight ups, also new harness for working bulls and liberty and pony trappings. Charles Young is overhauling big top poles, canvas, seating equipment and rigging.

Anthony Dunn, Scotty Cromer and Monk Bowman have all cage animals looking sleek and healthy. Emory Stiles and Dad Copeland are making new cage and den covers. Cheerful Gardner and assistants, James Ryan and Lou Clayton, are busy with elephants this season.

Rudy Rudynoff is working 36 head liberty horses, assisted by Jack Joyce. Joyce also in charge ponies and dogs.



ALFREDO CODONA, former ace flyer of the Flying Codonas, big-top feature attraction, who recently was appointed equestrian director of the Hagenbeck-Wallace-4 Paw show.

## McGuyre's 5th Year With Downie Bros.

TALLADEGA, Ala., Feb. 16.—Frank McGuyre has been re-engaged as legal adjuster with Downie Bros.' Circus, making his fifth consecutive season with Charles Sparks. It will be his 35th consecutive season with circuses.

His wife, Evelyn, will take reserved-seat tickets at center gate, and daughter, Myrtle, will ride menage, do swinging ladder, single traps and finish with muscle grind.

## Shipley Again With Hagenbeck

DETROIT, Feb. 16.—Earl Shipley has signed to go back with the Hagenbeck Show for his 14th year as principal clown. His wife also will be with the show.

FOLLOWING the burial of her husband at Bloomington, Ind., Mrs. Nettie Dill went to Dallas, Tex., due to the illness of her brother-in-law, Fred Crandall. She wishes to thank friends for their messages of condolence.

John West and grooms have ring stock in top form and same can be sold for baggage stock, in charge of Henry Brown. Charley Getz, blacksmith, has all menage stock shod and now working on baggage horses.

At car shop and railroad yards Superintendent Jack Biggers, with assistant, Joe Wren, has rebuilt No. 40, 41, 42 and 44 Pullmans. Now being overhauled, 43, 46, 48, and advertising car No. 1. Paint motif is red, gold and black. Cars in line on side tracks, receiving publicity from press of State and city. Car department roster: George Raynor, Frank Slegers, Roy Baker, Andy Snyder, Blackie Martin, Daddy Growtch, Henry Matthews; Joe McClen, boss carpenter; George Ziegler, fireman and night watchman; Walter Champion, electrician; John Shestanowski, blacksmith; John Packard, sawmill, and Buck Owens, gilley team; Ben S. (Dinty) Moore, toolroom.

Ernest Sylvester, superintendent paint shop, will soon complete all dens and cages. Said that show will not have parades, but equipment already decorated outdoors any effort past years in scenic artistry and good leaf. Sylvester's assistants are James O'Connor, Earl Greer, Ollie Miller, Frank Miller, George Valentino, Harry Rooks, Ted Keplinger, Mike Tabor, Walter Welsh, Frank Roudaud, Theodore Moore, Joe Janiero and John Nowald. Vic Davis is in charge of shop dining room.

## Cole Operating On Full Time

180 employees at Rochester, Ind.—show to use more than 70 lithos

ROCHESTER, Ind., Feb. 16.—The woodworking, blacksmith and paint shops of the Cole quarters began full-time operation on Monday with the arrival of a large consignment of railroad and vehicular equipment which arrived Saturday from the Christy headquarters at South Houston, Tex. This week's pay roll will show a total of 180 employees exclusive of those now engaged with the winter show which closes at Detroit today and opens Monday at Cleveland.

Visitors at quarters included Theo. Lee, Louisville Colorgraving Company; John J. Oberly, Cuneo Press, Inc.; G. B. Culbertson, of Alco-Gravure Company, and Maurice D. Lowe, of the Erie Lithographing and Printing Company. More than 70 lithographic bills of various size will be used in the Cole paper department this season.

E. H. Tucker, of Peru, Ind., will manage the candy stands.

Eddie Vaughn, general legal adjuster of Ringling-Barnum, and George Davis, manager candy stands of Hagenbeck-Wallace, visited Cole quarters last week.

Arthur Hoffman, 24-hour man of the Cole organization, who has spent the winter at his home, Burlington, N. C., is expected at quarters shortly.

Robert E. Hickey, general press agent of the Cole Show, who has been spending the winter at Miami Beach, stopped off at quarters this week en route to his home in Chicago.

## Indoor Show at Lexington

LEXINGTON, Ky., Feb. 16.—The Junior Order will present a circus at Woodland Auditorium from February 28 to March 5 for benefit of its relief fund. There will be numerous concessions, also a popularity contest.

Among the acts will be Helene Sisters, Pat Kelly's dog, pony and monkey circus, the Harrisons, Comedy Cloyd, Al Hatch's animals; "Fecular," the clown; Steiner Trio, the Three Macks, Sterling-Rose Trio, Roscoe Armstrong's Ford act. Music will be furnished by the Uncle Henry Original Kentucky Mountaineers. Big band will be made up of former members of Hagenbeck-Wallace Circus.

## Bryan Show in Quarters At Opa Locka, Fla.

OPA LOCKA, Fla., Feb. 16.—Bryan Bros.' Show is in quarters here at the zoo, 15 miles from Miami. Garling Sermon is owner-manager of the zoo. The show wintered there two years. On Sundays it gives four performances, using the monkeys, dogs and ponies. Quarters have been a Sunday loading spot for showfolk near and around Miami. Mr. and Mrs. William Ketrow, Mary Ellen and other members of Kay Bros.' Show are regular visitors. Mr. and Mrs. Clint Barnes and Harold are also here on Sunday. Mr. and Mrs. John G. Robinson were here February 10. Other recent visitors were Bill Rice, Vern Sewell, Doc Scanlon, George Rinehart, Cash Wiltsie and Jack Neal.

The Bryan Show has been changed to a one-night show and will consist of the Woods' monkeys; Billie Woods, emcee; Dorothy Lewis and her dogs and ponies, Barnes Trio, George Stoltz and his six-piece band. Arthur Welsh has the top and Hank Tank is still in charge of the monkeys, making his fifth season with show. Doc Hefferan is business manager and press agent. Clyde Welch had candy stands last year and Barney Dexter the pit show, owned by Mrs. (Mother) Victor Lee. Show will move on 10 trucks and cars. E. A. Murray will be agent again this year; Howard Jones, billposter, and Margaret Burke, 24-hour agent and on banners. Show will open early in April and go north.



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With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. HICKINGHAM, 2980 West Lake Street, Chicago, Ill. Secretary, THOMAS BARK, Norwich, Conn. (Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

Harry Baugh, CPA, in charge of Hotel Cumberland Circus Room, New York. Writes that Buck Owens and wife called on him recently. Other visitors were Mrs. Madeline Park, Mr. and Mrs. Dan Meyerderks, Mrs. L. G. Hill, Frank Gignac, Oscar Decker, Mrs. Cora Wilson, Fletcher Smith, Billy Merrill and Ed Kelly.

Charles Bernard, of Savannah, Ga., sends us program of the Eagles' Charity Circus, which took place at Municipal Auditorium February 4-7. The program shows that there were 28 acts. Bernard regrets that the palatial home of the late J. A. Bailey should have been destroyed. He reports a satisfactory sale of the book Dan Rice Memories.

Alfredo Codona Tent of San Antonio Circus Fans recently gave a dinner at Gunter Hotel in honor of National President Frank H. Hartless of CPA; Col. W. C. Johnson, producer of rodeo programs, and Sheldon Hopkins Barrett, of Memphis, Tenn., son of S. H. Barrett, the brother-in-law of the Sells Bros. and for many years their associate in both the Sells Circus and the Barrett show. A portion of the Scaperland Bros.' Miniature Circus formed the center piece of the table decoration. Senator Harry Hertzberg was toastmaster, and talks were made by the guests and others.

Chairman George H. Barlow III of the Van Amburgh New York State Top, Binghamton, writes that he is making great preparations for a party on the Big One when it makes the Garden this spring. He wishes all CPA members, whether residents of New York State or not, to try to attend. Barlow arrived home from Florida on January 21.

Several members of the Chicago Tent have luncheon each Wednesday noon in the Old Town Tap Room of Hotel Sherman. Fans are invited to sit in with them should they be in that vicinity at the time.

Orlando, Fla., Show Draws Good Crowds

ORLANDO, Fla., Feb. 16.—The Municipal Zoo Circus, at Coliseum, February 2-10, under direction of and sponsored by Ormedz Grotto and Lions' Club, drew 50,000 crowds.

William Ketrow was equestrian director, and show included some Kay Bros. and Downie Bros.' acts. Bumpy Anthony was producing clown, assisted by Pewee. Shorty Hinkle, Lew Kish. Band was under direction of William G. McIntosh, former circus bandmaster, now conductor of the Orlando Municipal Band.

The program: The Anthony Troupe (Bumpy, Pewee and Hinkle), comedy table acrobatic act; Sl Kitchie Troupe and Larkin and Larkin, perch; Anthony and Wells Bros.; Mile. Georgette, iron jaw; Mary Ellen Ketrow, tight wire; Ella Harris, trapeze; Larkins, furniture jugglers; Sunshine Girls, swinging ladders; Hinkle's fan dance; Anthony and Donald Wells; Capt. Walker's dogs and ponies; Chief Running Elk and tribe in songs and dances; LeRoy Troupe, bars; Pewee and dog, Rex; Sl Kitchie, head balancer; elephants, by Mary Ketrow and Joseph Sebastian; Mickey Larkin, head slide on wire.

Peru Pickups

PERU, Ind., Feb. 16.—Capt. Billy Curtis arrived from Gulfport, Miss. Was guest of Messrs. Cook and Watts and renewed acquaintances among troupers here. Will visit Cole Bros. at Rochester

and then to Baldwin Park, Calif., to join the Barnes Show.

Fred Young was removed to Duke's Memorial Hospital, where major emergency operation was performed by Dr. S. A. Malouf, circus physician.

Harold and Grace Jenders, Red and Mrs. Sietler wintering at Bloomington, Ill., and Mrs. Emmett Kelly, Mulberry Grove, Ill., arrived last week. Jenders and Sietlers will work indoor dates, and Mrs. Kelly will await return of husband, former jockey on H-W, now working indoors.

Mrs. Louise Ackley, sister of Ernest Sylvester, decorative artist on H-W, returned to Alliance, O., after winter visit here. Stated Mrs. Sylvester will again be with Ringling show, working bulls and doing aerial work.

Frank Rotaudi will again be in charge of horses on Cristiani riding troupe. Elephant Smith was here last week from Cole Bros.' show.

Pacer Tardy, out of hospital after injury to ankle, is again in charge of Joe and Josephine, chimpanzees.

Mrs. Erna, wife of Rudy Rudynoff, of H-W, was awarded damages in suit in Miami Circuit Court last week against Harold Lane, former emcee Silver Dollar Club.

J. P. (Casey) Carson is wintering here.



By Charles Wirth

BEST wishes to Frank Cook, recently appointed manager of the Hagenbeck-4-Paw Show. May you have many big days this season. The appointment was in recognition of his long services with the Ringling interests and as a reward for his loyalty to the shows.

THE Cole Bros.-Clyde Beatty Circus is going right along in making preparations for the forthcoming tour. One of the largest circus deals made for several years was recently pulled off in Houston, Tex., when the Christy Bros.' Circus, with the exception of horses, elephants and title, was purchased by Jess Adkins and Zack Terrell, the managers. The new show certainly has been on its toes since getting started last fall.

THERE will be lively doings in Chicago when the Cole Bros. and the Hagenbeck shows play simultaneously in that city from April 20 until May 8, the former at the Coliseum and the latter at the Stadium. Both, of course, will present excellent performances, and here's hoping that both will come out big on the right side of the ledger. But one cannot get away from the fact that opposition is a costly thing. Plenty of paper will be posted and cards placed in windows and a great deal of money will no doubt be spent in the windy city dailies.

THE ROBINSON name will again be seen on the billboards after several years' absence. It will be the first time since 1916 that a circus operated by one of the Robinson family (John Robinson IV) will tour the country. It will bear the title of the New Robinson Circus and at this writing will be operated as a 10-car show. Up to a few years ago the John Robinson Circus was on the road under the direction of the American Circus Corporation and later by the Ringling interests. In 1916 the late "Governor" John F. Robinson sold what was then called the John Robinson Ten Big Shows Combined to the American Circus Corporation. One of the features of the new show will be street parades. And judging from the activities at Houston, Tex., it appears as if George W. Christy will also have a show on rails.

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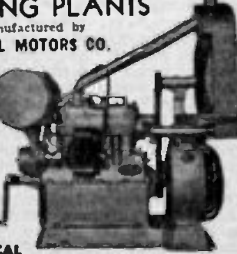
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Something To Remember There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.





# BEACH MOVE STARTS

## Seek Protection Thru Senate Bill

Recognition of coast lines as asset by government is sought by Jersey solons

WASHINGTON, Feb. 16.—Recognition of the important place beaches occupy with respect to the pleasure, health and protection of visitors to them is being given by members of Congress. Senators W. Warren Barbour and A. Harry Moore, New Jersey, have jointly introduced a bill in the Senate (S. 1517) looking to "the improvement and protection of the beaches along the shores of the United States." The bill, now before the committee on commerce, reads:

"That it is hereby declared to be the policy of the United States to assist in the construction, but not the maintenance, of works for the improvement and protection of the beaches along the shores of the United States, and to prevent erosion due to the action of waves, tides and currents, with the purpose of preventing damage to property along the shores of the United States, and promoting and encouraging the healthful recreation of the people. As used in this Act, the word 'beaches' includes all those situated on the coasts of the Atlantic and Pacific oceans, Gulf of Mexico and all estuaries and bays directly connected therewith.

"It shall be the duty of the secretary of war, thru the Beach Erosion Board, organized under provisions of Section 2 of the Rivers and Harbors Act, approved July 3, 1930, to make investigations with a view to determining the most suitable methods of beach protection and restoration of beaches in different localities, to advise the States, counties, municipalities or individuals of the appropriate locations for recreational facilities; to construct any works authorized in accordance with this policy and to publish from time to time such useful data and information concerning the protection of beaches as the board may deem to be of value to the people of the United States.

"All provisions of the existing law relating to examinations and surveys and to works of improvement of rivers and harbors shall apply, insofar as practicable, to examinations and surveys and to works of improvement relating to shore protection, except that all projects having to do with shore protection shall be referred for consideration to the Beach Erosion Board instead of to the Board of Engineers for Rivers and Harbors. The Beach Erosion Board, in making its report on any work or project relating to shore protection shall, in addition to any other matters upon which it may be required to report state its opinion as to (a) the advisability of adopting the project, (b) what federal interest, if any, is involved in the proposed improvement, and (c) what share of the expense, if any, should be borne by the United States."

## Steinberg Goes With M.-D. Pier

ATLANTIC CITY, Feb. 16.—Alvin H. Steinberg, for the past three years publicity director of Atlantic City's \$15,000,000 Auditorium, this week resigned to take over Ber duties as publicity director and production manager of Young's Million-Dollar Pier, which has embarked upon a \$50,000 improvement program.

Mr. Steinberg, besides his background in the advertising field, took several theatrical ventures on the road, including the "Miss America" setup in which Norma Smallwood, Atlantic City beauty pageant winner, starred.

He announced that improvements will get under way at once and that a number of novel features will top the '35 pier program, including circus acts, vaude, dance bands, thrill acts, sports, sun decks, net heels and bathing activities.



WILLIAM FREDERICK MANGELS, Coney Island ride manufacturer since 1886 and director and a trustee of the American Museum of Public Recreation, Coney Island, N. Y., which he organized and chartered in 1928, who is preparing a work on amusement device patents. He is being given credit for acquiring and assembling in the museum's unique collection.

## More Than a Score Seek Bistany Post

SAN FRANCISCO, Feb. 16.—More than a score of applications have come to the park commission for the post of superintendent of Fleishacker Zoo, made vacant by death of George Bistany.

Most prominently mentioned is Dr. W. L. Williamson, San Francisco and Ripon, veterinary and animal trainer and owner of a fine private zoo at Ripon. He was once with Al G. Barnes and other circuses as trainer.

The commission and Spring Valley Company, Ltd., have reached an agreement by which 69 acres can be added to Fleishacker playfield and zoo. Of initial payment on \$364,000, about \$19,000 would be provided in the 1935-'36 municipal budget, with payments extending over a 10-year period. Proposed purchase would extend eastward along Sloat boulevard to Sunset boulevard, making the zoo one of the largest of such units in the nation.

Mayor Angelo J. Rossi, who submitted the proposal, said the commission plans to develop animal houses, dens, pits and additional recreation facilities.

## Peace Reigns at S. L. Zoo

SALT LAKE CITY, Feb. 16.—Peace reigns on the Hogel Gardens Zoo question, Mayor Louis Marcus, who maintained the zoo was not worth the expenditure of city funds, has made peace with Robert Murray Stewart, president of the Zoological Society, and Captain Ralph McCollum, in charge of the zoo, and plans are under way for a big season. Last year water supply was cut off and the tax subtracted from the appropriation made by the city commission. This year there is a problem of getting hay. City will provide a tract and has asked volunteers to give seed.

SIBLEY, Ia.—Storm Lake Casino Amusement Park is no more. The tract on the south side of the lake, widely known as an amusement center for years, has been taken over by the Assemblies of God Church.

## Chippewa Lake To Open Again

Receivership expected to permit operation next season again under Beach

MEDINA, O., Feb. 16.—Chippewa Lake Park, near here, one of the largest and best known of Northeastern Ohio amusement parks, in receivership since last fall, will operate again this season, company officials said this week.

E. P. Masch, Cleveland attorney, placed in charge of the property by Judge John Owen on application of Guardian Trust Company, Cleveland, hopes to remove all legal entanglements in time for the usual May opening. The receivership appointment is effective only till May 30.

The trust company, chief holder of the park company's assets, said in a petition that the park company, managed by Max Beach, owed \$69,800.92. Plaintiff company also obtained an order enjoining stockholders and creditors from proceeding against the park company or levying on its property.

More than a year ago the company was reorganized, with the trust company dictating control. Mr. Beach has been at the park, helm for several years and, it is said, he will be returned in that capacity this year.

## Brown Back to Canton Spot

CANTON, O., Feb. 16.—George K. Brown, several years on the executive staff of Meyers Lake Park here, who has been in Youngstown, O. several months managing a walkathon in Idora Park, has returned to Canton and will be associated with the local spot, doing special promotions and assisting with picnic bookings. Mr. Brown for many years was identified with dramatic stock companies before he became identified with the park here.

## Sutro Baths for Hobby Show

SAN FRANCISCO, Feb. 16.—Sutro Baths and Museum, famous old landmark, will be locale for the first annual San Francisco Hobby Show, April 27-May 5. With collectors from all parts of the nation exhibiting, the show will be first of its kind ever held in the West, sponsored by San Francisco Hobby Show Association.

## Fansher on Biz Swing-Around

CINCINNATI, Feb. 16.—Fred Fansher, amusement device manufacturer and distributor, New York, active in the National Association of Amusement Parks, Pools and Beaches and its New England Section and a director of NAAFPB, passed thru Cincinnati on Wednesday on a business trip west. He had visited Philadelphia and Pittsburgh and was en route to Chicago and St. Louis before returning to New York.

DETROIT—Zoological Park lost two polar bears out of the colony of 11 within the last three weeks. Latest death was due to a fight in which two males killed Cincinnati, a female. Superintendent John T. Millen attributed the fractious to irritation because of relatively mild weather. Death of Fanny, a female, was caused when she slipped over a high icy ledge.

## But Cops See Red

ATLANTIC CITY, Feb. 16.—Earl Carroll, recently appointed costume-in-chief of Atlantic City police department, this week sent the following to Mayor Bacharach for new "beauty squad" uniforms: "A uniform of deep blue-green, signifying ocean; the coat, a double-breasted model with boutonniere of old-fashioned flowers, fresh each morn; white leather trimmings and touch of chromium plated ornaments. Which is a grand combo of color, but the coppers are still seeing plain, old-fashioned red over the whole idea.

## Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: They say that certain political influences are holding up federal funds meant for State parks on the Island. . . . Eddie (Moon) De Lange, Roadside Rest's ork pilot, is leading Bert Block a merry race for the honor of being the Island's No. 1 band leader. . . . What a response greeted the application of a certain pair to an island town for permission to open a place to be operated on the taxi-dance principle! The town has been priding itself for years on its ancestry.

Al Benninger, once boss of Queens parks and to whom credit goes for construction of Rias Park, Neponset, is now U. S. marshal for the Eastern District of New York. The gang here is inquiring as to what official uniform Al will sport. . . . With so many restrictions at Jones Beach it's really odd how even so little as 1,333 arrests were made in '34. . . . George Kane, Island concession promoter, is now affiliated with the Hotel Roosevelt, New York City.

Frank Eck will pilot most of Broad Channel's pool publicity the ensuing spring and summer. . . . And, speaking of Broad Channel, the dwellers in those cottages on poles were given plenty to worry about when ice blocks in Jamaica Bay battered two bungalows into the surf. . . . A recent survey by civic leaders showed that some 400 extra buses are put into operation at beach spots for the summer months. . . . There were ray doings at the Queens-Nassau-Suffolk Operators' Association (coin-machine men) shindig in Jackson Heights Lincoln's Birthday eve.

Boats laden with powerful tone amplifying systems will be a popular medium of advertising off Long Island's coastline the coming summer. But right now there are a lot of legal technicalities attached to the whole thing. . . . If Bert Morris will reach us thru Box 593, Far Rockaway, L. I., we'll let him know something of real importance to him.

ROCKAWAY BEACH: Manager Lou Meisel of Rockaway's Playland has to wait until some of the snow at the giant play spot melts before he can start preparations for the spring. . . . And that'll take plenty more time.

John Gorden's half-completed kid park will be finished long before Decoration Day, John vouches. . . . Auer's Midway, which means to uphold its laurels of past years, will open early in May. . . . The night place owners around here are having their headaches looking for lessees.

LONG BEACH: Surf and Surf Club Pool has managed, thru clever exploitation, to make things go during the winter. . . . The Frankel Walk concessions will go thru a lot of renovation before they open the coming summer. Somebody has mentioned a clearing house on the Walk for concession coupons, and it sounds like a real good idea. . . . Mayor Gold has reiterated his wish to have only concessions of an above-board nature next season.

## Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 16.—With more than 50,000 educators and families from all sections swelling ranks of invading thousands intent on making most of the three-day Washington's Birthday holiday, the city will entertain greatest February crowds in history next week. Washington's Birthday has come to mark beginning of spring activities and is followed by extensive preparations for Easter and the summer season. All (See SEASHORE BREEZES on page 49)

## Something To Remember

There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

I had intended relating experiences I had last week attending an honest-to-goodness nudist club in a New York City indoor pool, but two very interesting letters have come from readers which I think rate the first order of things. I actually went nudist for my dear old public last week and, believe me, I learned plenty which should be of interest to pool owners.

However, for the nonce, look over my shoulder and let's see what Mrs. Minette Hiener Dixon, bathhouse operator of Lake Winnepesaukee, Chattanooga, Tenn., has to say. She writes, in part: "I have enjoyed your columns in The Billboard for the past two years and since my husband's death in April, 1933, have managed our park here very successfully. You have had so much in your column about our government entering into the amusement business. I agree with Capt. Bob Rodger in his letter, which was mentioned in the February 2 issue of The Billboard. We have always kept our park clean and sanitary; our pool is thoroughly cleaned and scrubbed, and we have always stressed the importance of our employees being courteous to the public, which, as you always say, is as it should be.

"For advertising we started about eight years ago giving thru schools a free swim ticket to each teacher, including all city and county schools and all small towns within a radius of 35 miles. This has brought us in touch with all the school children the first of each season. In this way also we get most of the school picnic.

"I also have a radio announcement each day giving interesting news about the park. Both our daily papers give us space for the picnics on their society pages, and they have also been very nice to us by giving us several front-page pictures. We have always used tire covers with a real sketch of our park, and we have also used some free attractions. I intend to use more this season. Also several fireworks displays from the center of the lake.

"The best drawing attraction of last season was the human cork. Norris Kellum, in an endurance swim, Norris Kellum, in an endurance swim. He entered the lake Sunday night, July 1, establishing a new world's record of 73 hours and 34 minutes in the water. On this event Station WJOD gave us announcements over the air several times daily at no charge.

"I am trying to contact a circus for next August, just as our swimming business falls off, and would like also to line up a tri-county fair for September. You speak of what an outdoor pool should be used for during the winter months. I would like so much either to use the pool or another spot adjacent to it for ice skating, but I hardly believe it would go for the South. Last winter I planned the men's bathhouses of brick and concrete so we could move the lockers and use the building for boxing and wrestling in the winter, but was unable to get the right promoter for this year. However, I intend to try again next season.

"I would like to hear some of the larger park men's views on the soft-ball game. It seems to me this free entertainment is really going to hurt us. Should we build soft-ball diamonds and encourage the game or stay out of it?"

"Well, anyway here's hoping for a real hot summer season and here's wishing our public will have more money to spend and also that the government will give us a chance to make an honest living in the amusement game."

That's a most interesting communication from an apparently energetic femme operator, don't you think? Whoever it was who called them the weaker sex never met Mrs. Dixon. More power to her! And, by the way, I should like to hear your views on the soft-ball situation referred to by the above letter writer.

Writing about Capt. Bob Rodger, as Mrs. Dixon was, here's another letter from him from Bedford, Fla. It's rather lengthy and I regret I haven't space to publish it intact, but I'm sure some of

his ideas will interest you. Capt. Bob starts off this time: "Well, here I am again with all these misspelled words and advice, but I just want to help you if I may. First of all, here is what I think a good bathhouse manager and life guard should do. He should first of all read your column, which I do at all times, for you always have many real suggestions and give many original ideas (I swear the cap is no relation of mine—Ed. Note). Second, here are some faults you will find with 80 per cent of pools you enter today. They have too much chlorine in the water, which plays havoc with swimmers' eyes. Some keep their water too warm, which makes the body feel sticky and the skin dry. Others don't keep in enough fresh water to give that snap and make one feel full of pep. In other words, some pool men don't pay enough attention to their water system.

"I see that in your column you speak of races and pools not being able to carry their names in swimming teams. Well, I sure could write you plenty about the A.A.U. I was the one who first created the Pennsylvania State championships. Most of the people I have met in the association are old fogies who don't know what it is all about or else they belong to some athletic club and want things their own way. As you have said, the quicker the pool man steps in and demands his say the better."

Thanks for them kind "wolds," Capt. Bob, and insofar as the A.A.U. is concerned, I'm glad to learn someone agrees with me. It won't be long, tho, before a great many will come over to our side and see the A.A.U. in the right light.

Appropos of this being the Amusement Machine Special Number, it might be interesting to point out that arrangements are being made for operation of Sportlands at a number of outdoor and indoor pools this coming season. And what could be a better sideline attraction for a tank than a well-equipped section devoted to coin-operated machines? I know that a great many squadromes have had one or two pin games and the like in past seasons, but the only logical way to run it profitably is to operate a regular sportland in conjunction with the pool. However, for more info on this operators of tanks are urged to read the special articles in this issue and also to consult the regular Coin-Operated Machine and Sportland section on the back pages of this publication.

DOTS AND DASHES—See where the majority of those special sports lectures given for the first time this season at New York University deal with aquatic...

Castle Hill Bathing Park, Bronx, New York, inaugurates its publicity campaign this week for next summer, being first of the Eastern outdoor tanks to start beating the drums.—Would it interest you to know that one of last summer's columns of this department is reproduced in the annual year book of Camp Roosevelt, Sackett Lake, N. Y. "Make a Million" is the name of that new card game blossoming forth on the verandas of local tanks.—And don't forget to read this writer's experiences as a nude in the next issue.

With the Zoos

LONDON—A baby dromedary, born on Christmas, is on view in London Zoo. A recent acquisition is a gift of five giant chameleons, rare species from Madagascar, each more than 12 inches in length.

CHESTER, W. Va.—Rock Springs Park will enlarge its zoo for the season opening in May. C. C. Maedonald, president of the park company, said three cub bears will be added shortly and other animals will be acquired.

FORT WORTH, Tex.—Tim, a wander-doo recently brought to Forest Park Zoo thru a trade with a circus for three rhesus, one baby mangabey and one capuchin monkey, is drawing largest winter crowds in history, according to Zoo-keeper Hamilton Hittson. On February 3, nearly 7,000 people viewed the animal, said to be the largest daily winter crowd ever to visit the zoo.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

While we are considering public liability insurance, it behooves us these times to get as much law in our favor as possible.

In Albany, N. Y., a bill has been introduced which makes it a misdemeanor, punishable by a \$500 fine and six months' imprisonment, "for any attorney or any person acting in his behalf to solicit or seek employment or a retainer, written or oral, to perform or render legal services, or to enter a public hospital, police station, prison or court, for the purpose of soliciting or seeking employment or procuring a retainer, written or oral, to perform or render legal services."

A Law With Teeth

Usually such bills die in committee. It is a triumph for this one that it has been reported out for Assembly action. It hits ambulance-chasing lawyers and hits them hard. It is going to be interesting to hear what certain type of lawyers have to say against this bill.

Should it pass, it is going to be easier to dispar and send up the river a type of pests who have long been a detriment to any profession or community. It should be easy to enlist the support of insurance companies for this bill. They should help to make it easier for us to reduce fraudulent claims which they have not the courage to fight.

These companies count a fraudulent claim again our accident frequency the same as a legitimate one and allow our experience rating to suffer accordingly. A law with the teeth given to this bill would be welcomed by the Society for the Prevention of Fraudulent Claims and for a time help to repopulate Sing Sing.

Research by Mangels

Should this bill be enacted into law, just watch the New England section of park men carry it thru New England legislative chambers. Our national association will no doubt then put it on its legislative calendar. This then will become a new deal with a spine.

In the Province of Quebec, Canada, the one who brings a suit and loses it must pay costs, including your attorneys' fees. They do not have the ambulance chasers that we have this side of the line. This bill, if successful of enactment, will give us a new and effective weapon of defense from unjust claims.

W. F. Mangels' book on the origin of the amusement devices will run into approximately 500 pages. The painstaking research work has already extended over some years and is not yet concluded. He has much yet to accomplish, but does not despair. Best of all, his enthusiasm grows with the progress of the work. When he calls for further information we urge all of you to do your best and with promptness. Do you know that he has gone thru all of the patents from the beginning of our patent office up to 1927? These volumes take up all of one side of his office. Here is a book in the boring that you will want to keep as a reference.

Church, Scott Confer

Why not, if you have not yet started it, begin the collection of your private library on books appertaining to the summer amusement park business, fairs, etc.? The writer has no books for sale but can suggest some worth-while ones. Aside from our museum collection there are valuable ones which many of our members have not read.

Keep a good one by you for your otherwise wasted scraps of time. You will surprise yourself on what you can accomplish in one year. Best of all, the habit will grow by what it feeds on. It is sure to produce a finer efficiency and ultimately bring to our conventions much better papers that will materially aid in sustaining interest in our programs.

Fred Church was in from Playland, Rye, N. Y. He has planned some improvements for 1935 and is working on them now. He wants the great resort on Long Island Sound to keep up with the procession. He obtained some good suggestions from Dudley Scott, of Euclid Beach, Cleveland, and the mechanical genius from the big resort on Lake Erie profited likewise from Fred.

CANTON, O.—A 5-year-old elk buck, in Municipal Zoo several years, became unmanageable last week and was shot. Two cub lions, born several months ago, will be shipped shortly to St. Louis zoo.

SPACES TO LET AT REVERE BEACH

The Playground of New England. One Lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate device for Summer Amusement. Rent reasonable. Apply at 103 DONOVAN, Derby Road, Revere Beach, Mass.

WANTED

For North Beach, Corpus Christi, Tex., Roller Rink. Rides wanted except Merry-Go-Round. Long season, low percentage. FRED SCHAEFER, Box 1661, Corpus Christi, Tex.

WANTED TO HEAR FROM SENSATIONAL ACTS For Outdoor Swimming Pools. ROMAN POOLS, Miami Beach, Fla.

FOR SALE OR LEASE OPPORTUNITY OF A LIFE TIME TO THE RIGHT PARTY, NEW WHITE CITY PARK, WORCESTER, MASS. Located on the main highway and beautiful Lake Quinsigamond. Five minutes from the heart of the city. Drawing population over 500,000. Park includes Swimming Pool, Beach, Beautiful Ballroom, eleven modern Riding Devices, Concession Buildings, etc. Ready for immediate occupancy. Reasonable cash layout; reference and ability required. GEORGE A. HAMID, 1560 BROADWAY NEW YORK CITY N. B.—Pressure of other business requires me to relinquish my interest in above Park. I find it impossible under present conditions to give it my personal attention.—GEORGE HAMID.

# 1,634,506 GO THRU PA. 'STILES

## Receipts and Admissions Higher Last Year Than in '33 Season

**Operating loss of \$12,309.79 is attributed to increase in expenses and to bad weather—York, Allentown, Reading, Bloomsburg and Pottsville lead with figures**

READING, Pa., Feb. 16.—More than 1,500,000 people attended county and community fairs in Pennsylvania in 1934, according to figures of Secretary Charles W. Swoyer, of this city, at the annual meeting of Pennsylvania State Association of County Fairs in Harrisburg. There was an increase in total paid admissions and gate receipts when 869,580 paid \$285,590.16 in 1934 as against 724,502 paying \$257,377.78 in 1933. Total attendance in 1934 was 1,634,506 and 1,529,276 in 1933. Total receipts from all sources at Pennay fairs in 1934 were \$662,055.65. Total receipts in 1933 were \$611,943.51. Total expenses in 1934 were \$674,365.44 and in 1933 they were \$595,004.72, showing an operating loss of \$12,309.79 and a profit of \$16,058.79 in 1933.

Secretary Swoyer said that the loss in 1934 apparently indicated that a majority of fairs are operating beyond their incomes, although some of the loss could be attributed to rain, as fairs that had two or three days rain all showed losses. Following are figures on the five leading fairs of '72 listed:

	Number Admissions	Paid Admissions	Amt. Paid
York	221,260	101,335	\$33,103.20
Allentown	170,829	87,682	30,261.25
Reading	128,665	61,675	23,994.48
Bloomsburg	128,000	55,715	23,883.25
Pottsville	103,098	38,847	12,554.75

Comparative State-aid premiums paid were, 1930, \$200,768.75; 1931, \$140,000.46; 1932, \$109,301.53; 1933, \$48,665.89; 1934, \$56,548. Total premiums paid: 1930, \$224,188.93; 1931, \$189,687.52; 1932, \$148,705.17; 1933, \$111,330.66; 1934, \$131,572.37.

### Revenue Is Needed

"During the past year the Legislature met in special sessions but no bills were presented that pertained to county fairs," Secretary Swoyer told the association. "At this regular session which convened on January 1 a number of horse-racing bills, by which the pari-mutuel system of betting shall be permitted, have been presented and no bill provides for the operation of same at county fairs.

"We all know the deplorable financial condition of the State treasury at present. We also know that additional revenues will have to be raised other than by taxation. From reports received from different parts of the State it is possible that a racing bill will be enacted at this session. Most county fairs in Pennsylvania have race tracks where your public enjoys harness horse racing. You must also realize that we have three of the largest harness race horse breeders in Pennsylvania, and the county fairs should encourage breeding of horses.

### Would Insist on Aid

"This association should go on record to support a pari-mutuel betting system, provided that the bill includes the county fairs, so that they could use said system if they saw fit to use it, either during fair week or any other time that a fair association wants to try it out.

"At our annual meeting in Allentown it was suggested that we get our Appropriation Act revised and endeavor to get more State aid for county fairs, but since that time we all found out the condition of the State treasury, so some boards have already suggested that we do not attempt to change the Act whereby the fairs receive appropriations, but insist that enough money be appropriated to pay out the amounts to which each association is entitled under the present act and to, if possible, have a deficiency bill passed for the amounts still due the county fairs for 1933 and 1934. Personally, I believe this would be the proper thing to do"

### WLS Barn Dance for Fairs

CHICAGO, Feb. 16.—WLS National Barn Dance has been booked by Barnes-Carruthers for 14 fairs next summer. So far contracted are Berea, Zanesville and Napoleon, O.; Escanaba, Caro, Adrian and Traverse City, Mich.; De Pere, Manitowoc, Marshfield and Waterloo, Wis., and La Porte, Kentland and Salem, Ind.

### Profit Regular Thing

STILLWATER, Minn., Feb. 16.—Washington County Fair has shown a profit each year since 1926 and during the past year paid all indebtedness incurred prior to 1926. Secretary A. L. Sjowall said there has been full co-operation of county commissioners, fair board and officers. Outstanding department has been that of 4-H Clubs. Officers are John McPherson, president; C. E. Nelson, treasurer and Secretary Sjowall.

## Murphy Censor For York Again

**Cleanup of games on mid-way impresses board — Smyser on public relations**

YORK, Pa., Feb. 16.—James F. Murphy, Piqua, O., has accepted the post of censor of concession games at the 1935 York Fair, said Herbert D. Smyser, manager of amusements. At its annual meeting the board voted to tender Mr. Murphy the position again because of his work on the York midway last year.

"Mr. Murphy surely did a great job," declared Manager Smyser. "It proved that 'it can be done,' and it was done so easily because we really wanted it done. We always employed private detectives and local police, but they knew nothing about games.

"Nothing ever done by the fair society in recent years has been so effective in improving public relations as has been the purging of the midway of off-color games."

## Balance of Over 9 Grand Reported for Bloomsburg

BLOOMSBURG, Pa., Feb. 16.—Treasurer Jacob H. Maust, Bloomsburg Fair, which is sponsored by Columbia County Agricultural, Horticultural and Mechanical Association, reported a balance of \$9,807.52 at the annual meeting.

Total receipts for 1934 were \$82,805.38, among which were 38,217 50-cent gate admissions, \$19,108.50; 1,378 25-cent kids' day gate admissions, \$344.50; 4,812 advance sale tickets at three for \$1, \$1,604, and 10,957 25-cent night gate admissions, \$2,739.25.

Grounds, buildings and personal property of the association are valued at \$343,725.10.

## Millican and Jordan Start On '35 Jacksonville Event

JACKSONVILLE, Fla., Feb. 16.—R. L. Millican, president Duval County Fair and Exposition, said the second annual Jacksonville Fair will be held here on April 12-21. E. Ross Jordan, secretary last year, and manager of Georgia State Exposition, Macon, has again been engaged to manage the fair and is on the job making preparations for an extensive exposition for Northern Florida.

Success of the 1934 fair, after a lapse since demise of Florida State Fair in 1930, appears to have assured increased activity and co-operation from business and agricultural interests. Attendance in 1934 was more than 100,000. There will be displays of agriculture, live stock, poultry, 4-H Clubs, domestic art, commercial and industrial activities.

Model Shows of America will be on the midway. Entertainment and free-act program is being arranged. Ohio Display Fireworks Company will put on displays each night. Remodeling of buildings, grading and clearing grounds, electrical installation and exhibit housing is to start at once. An advisory committee of farmers, stockmen and representatives of business interests has been named.

## Japan at San Diego Expo

SAN DIEGO, Feb. 16.—Japanese representation at California-Pacific International Exposition was assured when Consul General Tomokazu Hori of Japan and a group of Japanese business men inspected Japan's business men in the House of Pacific Relations, where international activity will center. General Hori expressed gratification over plans for Japanese-American representation, and pointed out that the cause of international activity will be furthered by the exposition, opening on May 29.

## Lohr, Chi's C. of P. Head, Confers on Expo for Dallas

DALLAS, Feb. 16.—Major Lenox R. Lohr, who was director of Chicago's A Century of Progress, arrived here for conferences with the technical planning board of Texas Centennial Exposition, tentatively scheduled to open in Dallas on June 1, 1936. Maj. Lohr was engaged for four or five days' advisory work and may return later for further help with the Dallas show.

Dallas architects, engineers and landscapers compose the technical planning board. Their work is proceeding while the Legislature considers a \$3,000,000 appropriation for the Centennial. The exposition corporation will begin marketing a \$2,000,000 issue, bearing 4 per cent, on March 2, Texas Independence Day. A city bond issue of \$3,000,000 won't be sold until other financing is completed.



MANAGING EXECUTIVES OF EASTERN STATES EXPOSITION, Springfield, Mass., who were re-elected at the annual meeting—General Manager Charles A. Nash (left), 25 years in the fair field, and Milton Danziger, assistant general manager. Mr. Nash started in 1909 as entry clerk at Iowa State Fair, Des Moines. Mr. Danziger was named NRA co-ordinator for fairs and exhibitions and is efficient chairman of the government relations committee of the International Association of Fairs and Expositions.

## Vancouver, With Profitable Year, Clears Up Much Old Indebtedness

VANCOUVER, B. C., Feb. 16.—Vancouver Exhibition Association made a profit of \$34,440, reported President Walter Leek at the annual meeting. The Winter Fair, solely to help farmers market stock at Christmas, showed a small deficit.

In 1934 the association paid final installment on old loans to the city and cleared up extras on the \$300,000 by-law. Total payments were \$25,233. Final installment on a loan from the Bank of Montreal on the golf course was also paid, making a total of \$20,000 in this connection.

Mr. Leek referred to loss of a revenue-producing unit in The Forum, where

the roof collapsed during a recent severe snowstorm. He said it would be replaced as soon as possible.

The president also pointed out that the association is one of the few institutions in this country which has increased its staff during depression. He predicted a rosy future, saying that 26 committees will organize activities for 1935.

Arrangements are on to stage a big gala year during 1936, which is the city's golden jubilee, and a pictorial booklet has been prepared in connection with the campaign for a British Empire building. It is anticipated substantial aid for this will be forthcoming from the British government.



Fair Breaks and Shakes

By Claude R. Ellis

STATE after State organization of fair managers is coming out for passage of pari-mutuel bills that will provide revenue to aid county fairs.

LOOKS like they've wished the job on him that they want to take away from him—Dan Ackerman getting ready for the 1935 New York State Fair in Syracuse.

WHEN carnival representatives appear before State associations of fairs and promise clean midways, as some have been doing recently, who can say that progress is not being made?

WHAT a lot to think about in those figures from Pennsylvania! The ones Secretary Charles W. Swoyer presented to the annual fairs' meeting in Harrisburg...

PROBABLY E. Ross Jordan, Georgia State Exposition boss, Macon, didn't care much what sort of a present the new Southeastern fairs' organization gave him...

DON'T overlook that advance sale of tickets. At slightly reduced prices they are bound to go if the sale is given plenty of pep and publicity.

FAIR FILLUPS: Julius Cahn, of Luxemburg, which is in Wisconsin, had the time of his life at the Florida fairs...

have to advertise himself (with that name) as a scion of old Knickerbocker stock. Ed Zimmerhaki, veteran bandsman, always toots his horn for Minnesota fairs.

Act Appropriations Boosted in Ontario

TORONTO, Feb. 16.—Managers told of a bright outlook for 1935 and showmen and attractions representatives displayed plenty of optimism at the two-day 35th annual convention of Ontario Association of Fairs and Exhibitions here.

Among shows and attractions represented were Conklin's All-Canadian Shows; Wallace Bros.' Shows; James Sullivan; Sims Greater Shows; Gray Shows; J. Atkinson, rides; George A. Hamid, Inc., Affiliated Theatrical Offices of America and Canadian Vaudeville Exchange.

Election resulted: Honorary presidents, Duncan Marshall, A. J. H. Eckhardt; honorary life director, J. Lockie Wilson, Toronto; honorary director, J. J. Tierney, Brockville; president, George E. Foeter, Honeycodd; vice-presidents, S. A. Gibson, Ingersoll; W. J. Hill, Madoc; secretary and editor, J. A. Carroll, Toronto; treasurer, J. E. Peart, Hamilton; auditor, J. R. Herrington, Richmond Hill; directors, Dr. A. E. Cavanagh, Carp; Dr. G. W. Alexander, Beachburg; R. H. Ketcheson, Belleville; Malcolm Calder, Beaverton; Irwin McMahon, Hawkestone; J. M. Musen, Niagara-on-the-Lake; R. E. Cowan, Galt; H. B. Mossip, St. Marys; G. Verne Robinson, Dresden; S. H. Buchanan, Owen Sound; Dr. J. J. Wilson, Burks Falls; W. Walker, Fort William; Norman Campbell, Providence Bay; H. Anjan, Englehart. Representatives to Royal Winter Fair, James McLean, L. J. C. Bull, George Foster; to Western Fair, London, S. A. Gibson, Inversoll; G. V. Robinson, Dresden; to Central Canada Exhibition, Ottawa, R. H. Ketcheson, Belleville; W. J. Hill, Madoc.

Amarillo Show Changes Date

AMARILLO, Tex., Feb. 16.—Dates of Amarillo Fat Stock Show, Panhandle Live Stock Producers' Association meeting, annual cattlemen's convention and Panhandle Hereford Breeders' Association meeting and sale have been changed to March 4-7. President Grover B. Hill Fat Stock Show, said this was necessary to avoid conflict with the Texas and Southwestern Cattle Raisers' Association convention in Houston.

Texas Race Law in Balance

AUSTIN, Tex., Feb. 16.—Fate of the Texas race-betting law is problematical. Governor Alfred has demanded repeal of the pari-mutuel law and assailed gambling. Advocates of the law urge its retention chiefly because of taxes collected. A jurisprudence committee voted 15 to 6 to repeal the law.

Let Solons Know

By MAURICE W. JENCKS

(Continued from last week)

Address by the manager of Kansas Free Fair, Topeka, before the 1935 annual meeting of the State Association of Kansas Fairs in the Jayhawk Hotel, Topeka.

What a Stranger Saw

Governor Landon told him it was not true, that while we did have a drought and perhaps some cattle were suffering, the State was far from being in any such condition as they were painting.

They came into my office at 20 minutes past 7, and I took them down thru the grand stand to the governor's box, where the governor was to turn on the lights and start the night show.

Two minutes after the lights came on we started what I believe to be the most marvelous parade of live stock that has ever been given in Kansas. We put a man from the Agricultural College in the box with this editor and we saw that the college man knew where every "critter" came from as it went by.

Keep After Legislators

I, for one, face the future unafraid. As a citizen of this State, I consider it my duty to overlook no opportunity to serve my fellowmen. Kansas has no greater educational institutions than the fairs we represent.

Two years ago, while working in the interest of the legislative committee at the Statehouse, I found many men in the House and a few in the Senate wanting to declare a moratorium on fairs.

The governor of this State is sold on the fact that the fairs were a great factor in keeping up the morale of farmers during the drought. The Legislature in Missouri came near declaring a moratorium on their State fair, and unfortunately allowed an article to be printed in the newspaper, with the result, in my opinion, that it caused Missouri State Fair to have a losing week.

Our Legislature has convened. We must not stand idly by. This job won't do itself. We owe it to the institutions we represent and to those who carried on thru other years to put the fairs of Kansas in their rightful place of leadership in this great agricultural and livestock empire.

Dominioners Book Heavily

Canada's leading events to show expensive grandstand layouts after big '34

NEW YORK, Feb. 16.—In last week's issue of The Billboard an analysis was given of early and increased grandstand bookings by the fairs in the eastern part of the country, parts of the South and practically the whole of New England.

The Provincial Exposition in Quebec City is perhaps typical of what the rest of Canada is doing along flesh lines. Emery Boucher, secretary, in buying a show from the George Hamid booking office, has the advantage of a considerably shot-up budget.

Will Repeat Revues

Sherbrooke, Que., has put its dates ahead from the last week in August to a June 29 opener in order to get in Dominion Day and July 4 for a try at the tourist trade.

Ottawa, and London, Ont., have both bought strong shows, with increases better than 10 per cent and repeat revue attractions in addition to acts.

Altho the Canadian National Exhibition in Toronto has not officially released news of its familiarly lavish grand-stand pageant, it is known that an elaborate production is under way under direction of Charles Ross, manager of attractions.

To Submit Importations

For attractions outside the grand stand, there is an inclination to go even beyond 1934. For instance, the name bands which proved so popular in the Hall of Fashion the past year, will repeat. New bands, of course, and more money for them.

(See DOMINIONERS on page 48)

Advertisement for George A. Hamid, General Amusement, 1560 Broadway, New York. Includes logo and text 'IT'S IN THE RECORD'.

Advertisement for George A. Hamid, Inc. featuring text: '... that the most successful fairs last season (and in recent seasons) had the best program for their grand-stand customers. That statement speaks for itself.'

Advertisement for George A. Hamid, Inc. featuring text: '1560 Broadway, New York'.

Advertisement for Window Cards, featuring text: 'We specialize in them; in fact nothing but! Quick Service. Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.'

Advertisement for Wanted, featuring text: 'WANTED For Week of September 8, 10 STREET ACTS—AERIAL AND PLATFORM. Send description and price. Early booking desired. E. L. SPARKS, care Courier-Post, Hannibal, Mo.'

Something To Remember

There are more paid subscribers receiving The Billboard today than ever before in the history of this publication.

# Canines Draw Record Mark

Fair men prominent during Westminster's dog classic in Madison Square

NEW YORK, Feb. 18.—Following record and near-record attendance enjoyed by the National Auto Show and other touted specialty and trade shows in the metropolitan area and in many parts of the country, the 38th annual Westminster Kennel dog classic ended its three-day run at Madison Square Garden Wednesday evening by smashing all marks for attendance and entries. About 80,000 people witnessed the best in show awards, the laurel wreath of dogdom's best going to a French poodle, thus cramping the style of the dopsters who had figured differently.

The 2,837 benched canines represent a record, and so does the 20,000 draw on Tuesday, second day of the famed Westminster opera. The Dominion came thru with a record entry, and in general this year's show was full of records. More people sans tweeds, walking sticks and lognettes were noted, which is probably an indication that Mr. Average Man is back in the money.

### Danziger Is Honored

From the point of view of fairs represented, Eastern States Exposition, Springfield, Mass., had things its own way. Charles A. Nash, its general manager, came in with his right-hand man, Milton Danziger, who is also a dog scribe for *The Springfield Republican* and an authority on breeds. Mr. Danziger holds membership and office in a flock of New England trade associations, clubs and other organizations, many in the amusement bracket, so they colored the rose by electing him the first president of the new dog writers' association during a get-together of the scribes on Wednesday.

Eastern States also had Alfred B. Maclay, exhibitor at its horse show, who heads the American Association of Horse Shows. Maclay judged best in show; J. Macy Willetta, ESE trustee, who judged spaniels, is also one of the leading Hackney exhibitors in the country; Dwight W. Ellis, trustee, who officiated as steward; Dr. Charles P. Lynch, of the expo's first-aid hospital, steward. Mr. Nash watched the Dobermann Pinschers intently, having acquired the habit from noticing Pallenberg's Dobermanns at the banquet of the Massachusetts fairs annual meeting a few weeks ago. There was also Fred A. Beare, of the ESE dog show, who sat in judgment on the Boston terriers for the fourth time running and marked up his 43d consecutive time here.

### Celebrities on Hand

As usual, celebrities of the theatrical, business, social, artistic and operatic niche attended in abundance. Many of them had entries. Rudy Vallee created a mild pandemonium when he entered the arena vicinity. Even the social registerites grabbed a look. The publicity on the show calls for a few lines, the lineage that Roland (Dick) Kilbon and Tom Killilea engineered, excluding art. Mr. Killilea has been one of the p. a.'s for four years and recently closed with the Guy Lombardo oil show in New Orleans.

During the show there were rooms for still camera and newsreel men, working press and a telegraph layout with 22 wires and correspondents from every major city, not including 35 regularly assigned men. Jim McNally, superintendent of the Garden, strained himself to see that everything went along smoothly. All the newsreel companies put in an appearance on the opening day, and there were 12 to 14 cameramen on tap thru the run.



**CHARLES A. HALLECK**, Republican Congressman-elect from the Second Indiana District, winner in a special election on January 29, who is secretary of Jasper County Fair, Rensselaer, and former president of Indiana Association of County and District Fairs. He is known as a friend of the amusement profession, and numerous well-known showfolks were active in his campaign, regardless of party.

### Bills Are Pending to Aid Two Expos for California

SACRAMENTO, Feb. 18.—Two bills, one asking a direct appropriation from State taxes to help finance San Francisco's 1935 World's Fair at completion of the two bay bridges and the other to enable the city to close streets near whatever site is finally selected are in the Assembly here.

San Francisco delegation introduced the bills. Los Angeles is also planning a World's Fair at the same time and bills are pending seeking \$500,000 for its financing. When the San Francisco show was proposed Los Angeles pledged its support, which meant no exposition in Los Angeles, according to San Francisco Exposition officials.

### Nebraska Senate Passes Ak Bill for Legalized Betting

LINCOLN, Neb., Feb. 18.—In the Nebraska Legislature on February 12 the Senate passed the pari-mutuel bill sponsored by Omaha Ak-Sar-Ben group, which campaigned strongly for the petition last summer.

The bill was sanctioned by a constitutional amendment adopted by a majority of 63,656 voters at last election.

It now moves to the House. The bill was jumped three files over other important measures for passage. Vote was 22 to 7.

### Prescott Slated in Michigan

LANSING, Mich., Feb. 18.—George A. Prescott, Tawas City, has been recommended by Governor Fitzgerald for secretary of the board of managers of State fairs, which supervises the State Fair, Detroit, and Upper Peninsula State Fair, Escanaba. Mr. Prescott's appointment will be made by the board. He was an unsuccessful candidate for nomination as Secretary of State at the Republican State convention last fall.

### Pomona To Run for 17 Days

POMONA, Calif., Feb. 18.—This year the 14th annual Los Angeles County Fair here will have the longest run in its history, dates having been set as September 13-29, for 17 days. Plans are on a scale expected to result in attendance figures higher than those of 435,000 in 1934.

### DOMINIONERS

(Continued from page 47)

MR. Hamid in which the latter is expected to present imported acts for approval, acts to make their North American debut in Toronto. Toronto is figuring in absence of the World's Fair in Chicago to help things along.

Peterboro and Lindsay, Ont., and Valleyfield and Olmstown, Que., are going ahead with biggest shows, with Valleyfield and Peterboro intent on revues.

In Western Canada there is heavy reliance on the night shows.

# Hankinson To Open in April

First auto speed events in Reading—sees a much more active season in '35

NEW YORK, Feb. 18.—Ralph A. Hankinson, New York, general manager of Hankinson Speedways and president of Rajloeh Corporation, owner of Langhorne Speedway, said first official opening of the Hankinson Circuit in the East will be on Reading (Pa.) Fair grounds half-mile track on April 28. The Reading office probably will be under management of James L. Malone, veteran staff member.

Official opening of Langhorne Speedway, one-mile course, will be on May 12 with a 100-mile sprint program. The Philadelphia office will be ready for occupancy on April 1, and it is expected the associate of Mr. Hankinson during the last 20 years, Bill Breitenstein, will assume management. As to Hankinson activities in 1935, it is anticipated by the management that a score or more of West Coast speed luminaries will be among entries at Reading and Langhorne.

### Early Canada Booking

Joe Basile's Madison Square Garden Band probably will occupy the spot position in the grand stand at both of these tracks. Beginning of the 1935 season marks the 25th anniversary of the house of Hankinson, which has promoted auto races in nearly every State of the Union.

More evidence indicating an increase in 1935 is the fact that the Hankinson organization concluded the first contract for the ensuing year with the Central Canada Exhibition of Ottawa on November 17, 1934, for two days of racing on August 23 and 24, and as early as January 3, 1935, 22 contracts had been annexed at Eastern fairs, where Mr. Hankinson had been designated to continue as directing manager in the automotive speed department at these fairs.

### Contracting Is Early

The list includes: Two days in Flemington and Trenton, N. J.; two days in Pottsville, Reading, Lehigh, Pa.; two days in Altamont, N. Y.; and two days in Ottawa, Ont., and one day each at these fairs: Allentown and Lewistown, Pa.; Harrington, Del.; Raleigh, Greensboro and Winston-Salem, N. C., and Afton and Middletown, N. Y.

"Never before in the last 24 years, in which time I have been affiliated with the promotional department of automobile racing, have fair managements displayed such early eagerness to close contracts for this part of their annual programs. This, of course, affords us an excellent opportunity to secure the best and most outstanding fields for these fairs," said Mr. Hankinson.



Fair Grounds

McMINNVILLE, Ore.—County officials have applied for \$608,745 federal aid to finance construction of a race track, fairgrounds and concession booths to bring back the same type of fair as flourished here in the '90s.

RAVENNA, O.—The city is negotiating for purchase of the old fairgrounds as a site for a public park, said Service Director George Krause. The grounds are owned by Portage County Fair and Exhibition Company. City officials will submit plans for a park project to PERA officials.

LUFKIN, Tex.—Texas Association of Fairs, Inc., with principal office in Lufkin, has been incorporated as a non-stock organization. Principals include M. D. Abernathy, Ed C. Burris and Claud Holley.

WAHOO, Neb.—With records showing Saunders County leading in the State with minimum number of people on relief, the fair board feels that improving (See FAIR GROUNDS on opposite page)

# Business End

By JOHN REDMOND

Former president, State Association of Kansas Fairs, Burlington.

I started in with the idea that what fairs of Kansas needed more than any one other thing was co-operation—co-operation in securing attractions, arranging dates, routing concessions, live-stock exhibits, etc., and in all things for mutual good.

The funny thing is that everyone seemed to think it exactly the right idea, but somehow we didn't get very far with it. Possibly one trouble is that secretaries are secretaries just a few weeks a year and have to work at something to make a living the rest of the year. Another trouble in many instances is that as soon as the fair is over the officers and directors forget all about it until shortly before the next fair.

### Sick to Budgeting

One thing I have discovered as secretary of a small county fair is that the business end of a fair is really the most important thing about it, and that fair officials must devote a lot of thought to the business end. You can't buy entertainment and services without money. The public doesn't think much of any enterprise that does not pay its bills, and exhibitors and helpers seem to want their money when due. You can't get real entertainment attractions without paying the price and you must use business methods to provide the money.

Many fairs have found that a budget, fairly closely adhered to, is quite a help in a financial way and it is certain that if you use the budget system you will get thought to curtailing expenses and cut out some needless expenditures. That is especially true when you have a free gate and depend upon grand-stand receipts and concessions, etc., for your income.

The present Kansas law concerning fairs in well thought out and is fair to the fairs and public. It demands that fairs do certain things in order to get county aid, but in spite of the fact that the demands are very reasonable there are a few fairs whose officers are so negligent that they neglect meeting the requirements, thus bringing troubles upon themselves and upon all the fairs and jeopardizing the law which is the best and fairest piece of fair legislation Kansas ever had.

### Need Is Co-Operation

The fairs of Kansas have been a great aid in advancing agricultural interests and will continue to be. In a year such as the one just past, the value of fairs was especially well demonstrated and the splendid exhibits, in spite of the drought, were a strong demonstration of the fact that Kansas soil will raise crops under the most adverse circumstances. My own county, Coffey, has received much favorable publicity over the fact that we had 106 entries of corn at our 1934 fair and that there were 31 bushel baskets of corn in one division. Seed corn from our county is going out in all directions, largely as a result of the showing at Coffey County Fair.

The one thing I tried all year to push was co-operation and now I am more firmly convinced than ever that fairs of the State must co-operate more thoroughly to meet present conditions and to give the kind of fairs the people want at a price that can be paid out of the receipts.

### Hennepin To Try Free Gate; Is To Bid for Minneapolis

HOPKINS, Minn., Feb. 16.—Hennepin County Fair is out of the red for the first time since 1926. As a result the board of managers has voted a free fair for this season and outlined plans for improved features.

Rural interests will be maintained, but extra emphasis will be placed upon attractions calculated to draw thousands from Minneapolis in this county. Among these will be a three-day Horse Show.

FLYING HOWARDS have been re-engaged for the 1936 Florida Fair, Tampa, as afternoon platform attraction, doing comedy aerial trampoline and Roman rings.

BANGOR, Wis.—Mr. and Mrs. Jack Kenyon, who have been residing here during the winter, will leave soon for Los Angeles.

# WANTED FOR THE WEEK OF JULY 4th

Two or Three Miles, consisting of Merry-go-round, Chair Plane and Ferris Wheel. Twelfth Annual Flumen's Fair. Set up in middle of town on streets.

J. A. REDMOND, Pres., Osceola Mills, Pa.





# LAW HALTED IN S. C. Jones Quarters Is Busy Scene

## Affects Travel Over Highways

**Motor truck-trailer act suspended until courts can rule in some cases**

COLUMBIA, S. C., Feb. 16.—Enforcement of an act of the South Carolina Legislature at its 1933 session, barring from the highways all vehicles weighing over 20,000 pounds gross, and all trailers, except two-wheeled vehicles pulled behind trucks, will be suspended until the courts have ruled in the various cases where the department has been enjoined from enforcing the law, it was announced this week by B. R. Stroup, director of the motor vehicle division.

The General Assembly, now in session, passed a concurrent resolution directing that enforcement of the act be suspended until the courts can rule on the matter.

## Greater Exposition Shows Speeds Work at Quarters

HOUSTON, Feb. 16.—With the announcement of Greater Exposition Shows, John Francis manager, securing contract for the Houston Fat Stock Show, the working crew at winter quarters has been doubled and there is much activity toward getting everything in readiness.

The Minstrel Show troupe, which was playing lots in Houston this winter under management of Harry Rennells, has closed. J. Crawford Francis has been booking spring engagements in the northern part of Texas and Agent Harry Smith is still working on dates in Illinois and Missouri.

Walter Jaap has returned from visiting relatives in the North and is building a new show. Jess Morris arrived from Chattanooga, Tenn. W. H. Huizes, who has a small farm near Hartshorne, Okla., is now at quarters readying his concession. Charles Edwards, who was operated on for appendicitis recently, is convalescing nicely. O. B. Francis has disposed of his business in Corpus Christi and is helping supervise work in quarters. James Arnold, electrician, and his assistants are rewiring all of the show fronts. Ralph Gionet is expected to arrive in a few days to start work on his attractions. Emil Schoenberger returned from visiting relatives in St. Louis and Cleveland and is getting his bird concession ready. The new Side Show frameup is nearly completed. The top is 130 feet long, with a 150-foot front.

## Hutchens Back to West

CASSVILLE, Mo., Feb. 16.—John T. Hutchens since closing last season with one of the carnivals in the Middle West with his tented museum, has been headquarters here, purchasing and selling raw furs, but will soon leave for Norfolk, Va., to join West's World's Wonder Shows, with which he was formerly connected several seasons. Mr. Hutchens states that he has not made a lot of money in his fur business, but has made a good living and is satisfied with his winter diversion. Mrs. Hutchens was confined to bed for a few days with the flu, but is now much improved.

HOUSTON PICKUPS — Mrs. Orville Hennes and Mrs. Noble C. Fairly have arrived in the city and taken up their residence at the Auditorium Hotel. . . . Mel-Rol has reported at Hennes Bros' quarters and is anxious for the season to open. . . . Col. Dan Macgulgian is expected in at any time.

BLOXTE, Miss., Feb. 16.—Blue Ridge Amusement Company, George W. Smith manager, is preparing to open its early season with an eight-day engagement here late this month.

## Harry Small Partners With Johnnie Bullock

CINCINNATI, Feb. 16.—Harry L. Small has severed his connection with Al C. Hansen Shows as general agent to accept a partnership with Johnnie Bullock in a new amusement organization. This information was provided Wednesday from Macon, Ga., by Mr. Small, who stated that his two seasons with Mr. Hansen were pleasant.

The new organization will be known as the Small & Bullock Amusement Enterprises with winter quarters at Langley, S. C.

## Mrs. Gist Under Knife

CINCINNATI, Feb. 16.—Mrs. (Blanch) Arthur J. Gist, wife of the side-show operator with the F. H. Bee Shows last four seasons, underwent an operation for appendicitis and gallstones late last week at Colbert County Hospital, Sheffield, Ala. Mr. Gist informed *The Billboard*. Mr. Gist also stated that reading letters from her showfolk acquaintances would be greatly appreciated during his wife's convalescence.

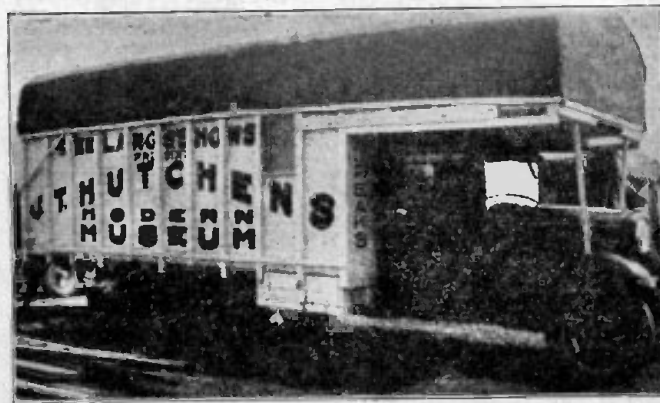
## Southern Tier's Down Dixie Debut

NEW YORK, Feb. 16.—For years a stand-by midway organization in New York State with Elmira as base, Southern Tier Shows will take a new geographical position during the coming season, especially at fairs, although the tier will be concentrated upon as usual.

Matthew J. (Squire) Riley, part owner and general representative of the show, announced from Reading, Pa., this week that the following fairs have been booked, including several in the South, new territory for the outfit, which is managed by James E. Strates: Caledonia, Batavia, Hamburg, Dunkirk, Elmira and Bath, N. Y.; Suffolk, Va., and Louisburg and Dunn, N. C.

First indication of STS expansion was given in *The Billboard* about half a year ago in an exclusive report of Riley's joining, and the presence of Riley and Strates at the outdoor meetings in Toronto the past November was another sign.

Show will open its season in Corning, N. Y., on or about May 1.



J. T. HUTCHENS' motorized conveyance for his museum attraction, which for the coming season will return to West's World's Wonder Shows after exhibiting last year in the Middle West.

## Six Ontario Fairs To Conklin Shows

HAMILTON, Ont., Feb. 16.—Frank R. Conklin, vice-president Conklin's All-Canadian Shows, has returned from attending the Ontario Fairs' Association meeting at Toronto and announced six of the fairs in this Province that have been awarded to the Conklin Shows for this year. They are Napanee, Peterboro, Lindsay, Stratford, Leamington and Welland. J. W. Conklin, president and general manager the company, is still on his trip to California.

## Mrs. David Wise Injured

HINESVILLE, Ga., Feb. 16.—Mrs. David Wise, wife of the manager of Great Southern Shows, which exhibited here last week, sustained a fracture of her right leg when a chair on which she was standing to operate an electric light button collapsed. From here the show's routing led to Port Wentworth, Ga.

## Miller Bros.' Shows Westward This Year

NEW ORLEANS, Feb. 16.—Morris Miller, manager Miller Bros.' Shows, advises that his amusement company will play new territory this year, fair and other engagements having been booked in Oklahoma, Arkansas and Louisiana. Formerly the organization has operated almost exclusively east of the Mississippi River.

## Royal Palm Books Summer Fairs in Ky.

CINCINNATI, Feb. 16.—Bob Kline, general agent Royal Palm Shows, informed *The Billboard* this week that a string of summer fair engagements in Kentucky had been added to that company's itinerary for the coming season at Somerset, Russell Springs, Columbia, Monticello and Barboursville.

## Railroad Shows, Attention!

For the purpose of supporting the application for a reduction in transportation rates and the elimination of the car-parking charges made by the American Carnivals Association, Inc., thru Max Cohen, its counsel, suggestion has been made that every railroad show which is not a member of the ACA immediately write or wire the association's counsel authority to appear for such show upon the hearing on the application.

Mr. Cohen informed *The Billboard* that inasmuch as the ACA efforts were

being supported by its members only, the application was being made in their behalf only. No attempt will be made to represent non-member shows at the hearing unless they request their inclusion in the list of shows seeking the reductions.

Accordingly, it is suggested that each railroad show not yet a member of ACA communicate with Mr. Cohen at 415 Central Trust Building, Rochester, N. Y., at once and request him to be included in the list of shows backing the reductions sought.

AUGUSTA, Ga., Feb. 16.—Winter quarters of the Johnny J. Jones Exposition is a busy scene these days. More than 40 men are engaged in completely overhauling and repainting the equipment. According to present plans the opening will be in this vicinity during the last week in March and with only a few weeks' time work is being speeded to have everything in readiness.

Walter A. White, general manager, accompanied by Mrs. White, is expected to arrive within a few days, at which time additional men will be put to work. Mr. White, who spent the holidays in a hospital at his home city, Quincy, Ill., recuperating from an illness, is fully recovered and with Mrs. White has been visiting Tampa, Miami and other Southern cities. E. Lawrence Phillips, director, and Mrs. Phillips, of Washington, spent several days at winter quarters and were much impressed with the amount of work being done. Arthur Atherton, treasurer, and Tommy Allen, assistant manager, are in charge of work and have been since the show closed here last fall. General Agent J. C. (Jimmy) Simpson returned from attending the fair at Tampa and General Agent Jack V. Lyles is in the North on a scouting trip. J. C. (Tommy) Thomas will be the special agent this season.

Charles Kidder is overhauling the Temple of Mystery show front and R. H. Sheppard, trainmaster, has the train entirely overhauled and repainted. A new stateroom car and another steel flat car will be added to the train to accommodate the added attractions the coming tour. Mrs. Mabel Kidder is on tour with her illusion show, playing theaters. Lillian Sheppard will have her Havana Rumba girl show, with beautiful new equipment. Dave Traugott, advertising agent, is proud of his new advertising truck. Incidentally, a complete line of new and attractive paper will be used this year.

The dining car at winter quarters is in charge of George (Wobbly) Henderson, veteran steward. Rube Nixon is enlarging his Monkey Circus and is putting his simians thru new routines of stunts. Mrs. Ollie Hager Lewis is out of hospital after a long siege, as a result of her accident last fall, and is eagerly anticipating the season's opening, as is Dudley Lewis, who is also out of hospital after an illness that laid him low for several weeks. Harry and Harvey Wilson are here with new ideas for their Funhouse. Mrs. Pearl Ringer Harvey has had the Caterpillar newly renovated. L. Reeves, chief artist, with six assistants, has turned out some wonderful work in his department. The writer, Walter D. Nealand, recently arrived and is in charge of the publicity department, with a beautiful press wagon as his headquarters.

## Mrs. Speroni in Hospital

ROCK FALLS, Ill., Feb. 16.—Mrs. P. J. Speroni, of the P. J. Speroni Shows, has entered Dixon Hospital at Dixon, Ill., to undergo an operation. She was ill at the hospital last summer.

## French Showmen Holding Meet

PARIS, Feb. 16.—The Federation des Syndicats des Marchands Ambulants et Forains de France, organization which groups nearly all categories of outdoor showmen and concessionaires, will hold its annual convention at Rennes February 19-21.

PARIS, Feb. 16.—The street fair season in Paris starts with a big event at the Place d'Italie, beginning February 17 and running thru March 3.

## Philadelphia Pickups

PHILADELPHIA, Feb. 16.—Reed McDonald, talker connected with Mighty Sheesley Midway last season, is wintering in the city.

Eddie Lewis, last season with World of Mirth Shows, is spending a while here.

Capt. Smith has taken Adam and Eve, trained chimps which had been filling engagements at various museums and at Joyland during the Christmas show, back to the winter quarters of West's World Wonder Shows at Norfolk, Va. Capt. Smith, who operates the monkey show with that carnival, contemplates enlarging his attraction this coming season.

# 3

## MUTOSCOPE PRODUCTS

*That will make History in the operating world*

Once more Mutoscope steps forward with three leaders that merit the patronage of coin machine operators throughout the world.

- ① The *Electric Traveling Crane* is conceded to be the greatest money maker ever offered to digger operators.
- ② The *MAGIC FINGER* is an entirely new idea in automatic merchandisers and is already receiving the enthusiastic praise of operators, location owners and the public.
- ③ The new *Pin Game CHECKERS* embodies so many radically new features that the many prominent coin machine men who have seen it, predict it will start a new era in pin game construction.

Each of these exclusive Mutoscope Products is built with the mechanical perfection resulting from our 40 years of manufacturing experience.

# MAGIC FINGER

AUTOMATIC MERCHANDISER

*The New Whirlwind Money Maker!*

Similar in size and construction to our Crane... with the same outward beauty and the same inward mechanical perfection this new "Magic Finger" merchandiser makes a perfect companion to the Crane.

A new type of Fascinating action! Vends the same type of merchandise as the Crane but instead of a digger descending and *lifting* the merchandise, the *MAGIC FINGER* actually moves forward and *pushes* the merchandise down the vending chute.

*Write for Illustrated Folder and Complete Details*

THE FINEST LOCATIONS DEMAND QUALITY MUTOSCOPE PRODUCTS



# MUTOSCOPE

*Sets the pace for 1935*

# MUTOSCOPE

The *only Crane* with automatic Candy Vendor that delivers a specified purchase of candy for every nickel—and rejects the nickel automatically if candy supply is exhausted. Shatter-proof Glass thruout.

These are only two of its 20 points of superiority that make the Mutoscope Crane welcome in the finest, best paying locations.

Exquisite walnut cabinet with fluted trims and imported zebra wood inlays

*Write for Illustrated Folder and Complete Details of how others are making big profits with Cranes*

**LOOK AHEAD 5 YEARS - AND YOU WILL BUY MUTOSCOPE CRANES**

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THE SENSATIONAL MUTOSCOPE PIN GAME WITH REGISTRATOR SCORE BOARD THAT —

**CLICKS THE SCORE BEFORE YOUR EYES**

*See it for the first time at the convention!*

**3**

INTERCHANGEABLE PIN GAMES IN ONE

CHESS

CROSS WORD

CARDS



Showmen's League of America

CHICAGO, Feb. 16. - Notes of this week's meeting cannot be given in this installment of the SLA column because of the special issue of The Billboard going to press earlier than for the regular issues.

The big thing with the League at present is the big Theatrical Night being arranged for March 4 in College Inn of the Hotel Sherman. Chairman Sam J. Levy and Co-Chairman Jack Nelson and their committees are busily plugging for the success of the affair.

Brother Lew Dufour made a number of films of places of interest while on his recent European trip, and he prepared to put them on the screen for the brothers at this week's meeting.

The news of the death of Brother Neil H. (Whitey) Austin was received with regret by members of the League. Messengers of condolence have been sent the family.

The boys are anxiously awaiting the arrival of President J. W. (Paddy) Conklin. Expect him some time during the next week.

The reinstatement application of Brother R. E. Marietta was received during the week. The membership committee expects this to be one of the banner years in total applications received.

All ye contenders, please note: Brother William (Bill) Carasky has declared himself a candidate for the first prize in the membership drive.

Brother and Mrs. Frank D. Shean are on the high seas bound for his summer's duties at the Brussels Exposition. All wish a safe journey and a pleasant season.

Past President and Mrs. Edward A. Hock recently left for a month's vacation at Hot Springs, Ark.

Mickey Ballinger was the guest of Brother Maxie Herman at the League rooms recently.

Brother John P. Tobin dropped in late for last week's meeting, but hobbled with the boys for the remainder of the evening.

Looks like the League rooms will have more activities. A night has been set aside to have as guests members of the Circus Saints and Sinners and the Circus Fans, to be designated as Past Presidents' Night. All of this upon suggestion of Brother Lew Dufour, whose stirring talk at last week's meeting created a lot of interest. Lew says, "If we can't think of something original, then let's copy the other fellow." PCBA, much obliged for the idea.

Cash Miller, of museum note, was the guest of Brother Dufour at the League rooms.

Carl Hellpenstell, formerly with the Hock Amusement Company, was a caller.



Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 16. - Monday night was designated as "Surprise Night." Only the committeemen had knowledge as to the details of the event. The boys came in large numbers, all anxious as to what was coming off. The meeting proper was presided over by President Clarke, with John T. Backman as secretary. Reports of standing committees were of interest, the relief committee that has done much good in looking after showfolk in need was voted thanks. Names of the beneficiaries of the organization's help were not announced. Financial report showed the organization in splendid condition. A new contract was ordered with a local concern to supply markers for the graves in Showmen's Rest yet unmarked.

Announcement of the continued illness of Brother Burr McIntosh was noted with regret. Past President J. W. Conklin heads the matinee gathering each day. He expects to remain here another week or so. Will Wright, back from a short trip, will remain also for some time. Brother Stanley Dawson among those who gave interesting talks. The "Grid Club" it seems it not getting organized as was expected. Harry Pink not being in regular attendance is one of the reasons, and

Mel Smith said he had not gotten his script arranged.

After "Good of the Order" Brother Al (Big Hat) Fisher announced himself as the emcee (there had been a stage erected), and Earl Bell, of the "41 Club," took charge of the program and the surprise idea. The entertainers had entered thru rear of the clubrooms, two back rooms reserved for dressing rooms, and this helped to carry out the surprise idea. The following appeared: Millie Werner, Harlem strut; Bertha Gould, blues singer; Lita Marty, Hawaiian dances; Earl Bell, song numbers; Castle and Sturm, soft-shoe dance; Marie Southern, songs: Al (Big Hat) Fisher, a novel skit titled 'I'm Telling You.' (At this point lunch and refreshments were served—George Tipton, Joe Krug and Charles Soderberg in charge—one hour given to this, then the resuming of the program.) Diane Winton, dance of the Sahara; McKeon and McKay, dancers; Lola Pickens, singer; Perkins Sisters, adagio dancers; Miles and Wray, parodies of the day; Eulalie Ibanza, dances of old Spain; Helen Miller, "Danse du Ventura." It was a fine program and hugely enjoyed. Program finished, back to the refreshment. Committees for the membership drive will have a definite working program, and while this drive is on it is suggested that those who are without the fold that now is a good opportunity to come in at a "cut rate."

LADIES' AUXILIARY

LOS ANGELES, Feb. 16.—Monday's meeting was presided over by President Martha Levine, with Vice-President Florence Webber, Second Vice-President Ethel Krug and Secretary Vera Downie in attendance. The special occasion being the Going Away party and Valentine party, a "straw house" resulted. Each member and visitor was presented with a valentine for the occasion—being a comedy all were asked to read them—many laughs. Games were played, with prizes.

Five members elected: Anna Velda Metcalf, Mrs. Edith Conklin, Mrs. M. B. Phillips, Mrs. Olga Celeste and Mrs. Amelia Earles.

There were many visitors, including Dixie Whitaker, Mrs. Robert Olsen, Mrs. Clara Wood, Dot Harrison, Mrs. Cook, Mrs. Peggy Stelnberg, Mrs. John Heeks, Mrs. S. (Smiles) Jones, Rosanna Norris, Awilda Landis, Mrs. George B. Geinae and Lorraine Hughes.

Luncheon was served, each member bringing a box. Rose Clark received many thanks for the keg. A standing vote of thanks was given Rose Clark, Mabel Crafts and the others who helped make this a grand party.

Mrs. Amelia (Bert) Earles returned to the fold. Was a member. Recently returned to California. Blossom Robinson still confined to her home. Her condition does not warrant an operation at present. Edith Bullock, Grace McIntyre and Dorothy Denny all under the weather.

Vice-President Florence Webber giving the writer, Lucille King, an argument about the difference between a dishwasher and a laundry queen. Chairman Ester Carley of entertainment committee very busy doing the honors and keeping the ladies entertained.

Los Angeles

LOS ANGELES, Feb. 16.—Charley Walpert in from Chicago and St. Louis. Came by auto and got the "helst" in the desert from a couple of highwaymen and reports taken for the b. r., \$200. Will be with the Mike Krekos Shows. Otto Tangleleber in from the South Sea Islands. The "Flying Dutchman" had a thrilling experience and barely survived a tropical hurricane that destroyed a lot of small shipping. Whitney Woods came from St. Louis. Will have a girl revue on Crafts Shows.

The midget group assembled by Clyde Gooding for trip to the Islands about ready. Will open in Honolulu.

Charles Hugo came from Chicago and sailed for Shanghai on Asima Maru. Is contracted to produce a historical pic-

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ture for the Chinese Government. Harry Wallace will be with the whale unit handled by M. H. Hutton and Jack Reilly. H. Anfinger leaves for Atlanta, Ga., where he will open one of the whale units. Ben Dobbert returned from a trip north. Joe Metcalfe and Anna Velde are working in the film Wanderlust with animals from California Zoo. C. T. Jessop in from Chicago and looking over the field. Cal Lipas back from San Francisco. Jack and Lorain Casteel in town, en route to San Francisco. Anna-John Budd back in town. Will be with the Crafts Shows. Mal and George Weller are at the Emeryville (Calif.) marathon. Harry Phillips in for short stay. Says the endurance show at Long Beach still going big. Ike Lewis is promoting the walkathon at Bell, Calif. Bob Cavanagh with equipment on film locations. Will open the Exposition Shows in March. John T. Backmann finished a set for the RKO production She, an ice cavern built of glass. Mr. and Mrs. Archie Clarke and Mr. and Mrs. J. W. Conklin are at the Gilman Springs, desert resort, for a short stay. Orville Crafts and Roy Ludington busy with preparations for opening at Orange Show. Phil Williams is general agent Steffen Superior Shows. H. O. (Red) Hildebrand is in Phoenix, Ariz., awaiting final settlement of the insurance matter occasioned by the destruction of the shows some time ago. However, there will be a Hildebrand show en tour. Mr. and Mrs. C. F. (Doc) Zeiger left for El Paso, Tex., where the Zeiger United Shows are in quarters. Jules Griffler left for Arizona. Will be accountant with a mining company at Ruby, Ariz. Sam Brown located at the Bristol Hotel while awaiting the opening of Clarke's Greater Shows. Frank Redman, concessioner recently covering the Carolines, came in this week and will be with Archie Clarke. Charley Chrysler is promoting a circus for the Veterans of Foreign Wars at Bakersfield. Doc Hal is hustling in advance of the Clarke Greater Shows. Elmer Hans was a visitor from Crafts Shows' quarters at San Bernardino. Bill Gately in by auto from Florida. Will be with one of the West Coast shows.

Neil Austin's Fuerial; Museum to "Carry On" DAYTON, O., Feb. 16.—The funeral services held Wednesday for Neil (Whitey) Austin, with Reverend Kohn officiating, were attended by many fellow showmen and local friends of the well-known trouper. The pallbearers, all former or current members of the Austin & Kuntz Palace of Wonders, were Howard Thurn, Jack Struybrake, Robert Nugent, Frank Kinzig, Jack Lee and William Lee. Interment was in Woodlawn Cemetery. Mr. Austin was a member of the Elks and the Showmen's League of America. There were floral tributes from many showfolks in various parts of the country, and the bereaved family received many telegrams and letters of sympathy and condolence. He is survived by his mother, Uiva Austin; brother, Clarence (Joe) Austin, and sister, Mrs. John T. Lee.

Announcement has been made that Joe Austin and Prof. Wendell Kuntz will carry on with Palace of Wonders, which at present is exhibiting at Reading, Pa.

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LETTERS WANTED Herbert Howell, Woody Gauthier, Art Radtke, Doc Blair, Blakey Hagenbeck and other concessioners with Johnny J. Jones, Exposition at New Kensington, Pa., in July, 1932, and knowing Charlie (Chink) Moore to be there, please wire or write JACK ROSS 6348 South Central Avenue, CHICAGO This information will be of great legal help to Moore.

SANTA FE EXPOSITION SHOWS OPENING MARCH 18 AT LAWTON, OKLA. WANTS Shows and Concessions, also Agents for Ball Games, for tour of Northwestern States. Address all mail care of Shows at Walters, Okla.

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DARE-DEVIL OLIVER WORLD'S PREMIER HIGH OLIVER, AT LIBERTY. Address Daytona Beach, Fla.

Golden Valley Shows KINGSFORD, Tenn. Feb. 16.—Work at winter quarters of this show will get under way March 1. Besides rebuilding, painting, etc., several new panel show fronts will be built, and an extensive lighting system produced. Sailor Myers will have charge of the rebuilding and painting. M. G. White will be electrician and lot man. C. L. Western, secretary and treasurer. M. J. Western, superintendent of rides. The color scheme of the equipment will be orange and black. The writer, Sam Collins, and S. J. Western have been booking engagements in the mining sections of Virginia and Kentucky. The opening is scheduled for about the middle of April. The management has purchased a loud-speaker apparatus for the main entrance for ballyhoo and prize-winner announcements.

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LOOK THRU the Letter List each issue, and send for mail promptly.

**ORVILLE (BUD) VALIER** will again have his Gala Girl attraction with West Bros. Amusement Company, third season, with Bill Krewson on the front.

**JEAN NADREAU** says he will be back with Cetlin & Wilson this year, handling the front of Speedy Merrill's Wall of Death.

Some railroad men have yelled about shows motorizing. What about those war-time car parking charges still in existence!

**MARIE (ALASKA) RUSSELL** will not troupe this year. She and her daughter, Nita, have a night club at Reserve, La., which opened recently.

WORD last week was that George A. Campbell had booked his concessions, including cookhouse, with Gold Medal Shows for the new season.

**BOYD HARRIS**, of Darktown Strutters on Cetlin & Wilson Shows, is putting on a revue of 22 people in theaters in North Carolina and Virginia.

**MEL SOBER**, formerly with Rubin & Cherry and Johnny J. Jones, has his or-

chestra working in Central Pennsylvania and is also handling acts at club functions.

**MRS. L. W. (BABY) LILLIAN JEANETTE** is at home again, after a very serious operation, in Baltimore. Will again be with the Cetlin & Wilson Shows.

**WORD REACHED** this department last week that Raymond E. Russell, of Dennison, O., formerly with Christ United Shows, was ill at St. Francis Hospital, Columbus, O.

**MEMBERS** of Iser Greater Shows were royally entertained by Mr. and Mrs. John Schratz, now operators of a gas station at DeValls Bluff, Ark., when the show played that city.

**HERE'S UNIQUENESS!** The owner of John D. Kilonis Shows ("Gentle John," as he is known to wrestling fans) has almost continuously appeared on big mat cards at cities the last several winters, and also continuously raking in the shekels.

**ART PARENT**, piano player of Karl Miller's Hollywood Revue with Cetlin & Wilson Shows, is holding down that position in the Roxy Theater, Knoxville, Tenn. Kitty McCarthy, of the same show, is working in Prolics Cafe, Montreal, as an entertainer.

**LEO GRANDY**, of O. J. Bach Shows, says that he has found trouping in Georgia this winter fair as to business but cold as to weather. Also says that Carroll Miller has booked his Side Show with the Bach organization.

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Stenbauer, Gene Parker, J. Mirsky, A. N. Freidman. The best captured first prize was the best story teller.

According to a published report in Savannah (Ga.) Evening Press, a fan dancer with a show at Springfield, Ga., "forgot her fan," and there were other accusations, and the collection of attractions got four nights in the town instead of a week. And the Savannah paper found the report fitting for front-page placement. Could it be another case of "cause and effect?"

**CLAUDE (BLACKY) MULLEN** recently underwent an operation and has returned to his home at Fort McCoy, Fla. During his show career, Claude has been with many carnivals, including Rubin & Cherry and West's World's Wonder (five or six seasons) in various capacities. He would appreciate letters from acquaintances.

**BOB SORENSEN**, with his tattoo studio, has been in Chattanooga, Tenn., since late last December. In April will leave to join T. W. (Slim) Kelley's Side Show. Also in Chattanooga lately were Richard LeRoy, escapes, and wife, sword swallower, who have opened a store on Market street.

**TONY NASCA** (band leader) is now the proud daddy of two boys. Nope, not twins—Anthony Jr. is five years old and Solly was born a few weeks ago. By the way, Tony has directed carnival bands "seenteen" years, including with the Sheesley, George Reynolds, Argyle, Benson, Brown & Dyer and Lapp organizations.

**JOHN T. REA** has been building a new house trailer of a caliber to correspond with other nifty new equipment for his John T. Ray Attractions—which probably will work independent the coming season. Mr. and Mrs. Rae, Mr. and Mrs. Shank and George Miller paid a visit to Carl J. Lauther's Museum when it was in Johnstown, Pa., recently.

**PICKUPS** from New Deal Shows—W. O. Seymour is the new general agent for this season. . . Mrs. Nena Johnson and J. L. Gardin have booked their cookhouse with the show after selling their cafe at Hattiesburg, Miss. . . O. E. Bradley contracted pop corn and peanuts, third consecutive year with this show. Mrs. Bradley will manage their interests at Knoxville, Tenn., while her husband is on the road.

**MAY MONTANA BELMONT**, also known as Jesse Kay, convalescing from influenza and a complication of ailments during the recent storm in New York City, was reminded of a severe storm in 1896 when the boat on which she was bound from Boston to Portland, Me., was snowbound for three days. Miss Belmont, of slide-show note, was traveling with Rose Coghlan's dramatic company at the time.

**ANOTHER "in the blood" case:** W. L. (Fun House Tommy) Wentworth last season told members of Empire Shows, with which he managed a Fun House



EARL STROUT'S Hussar Band which has been re-engaged with Hennies Bros. Shows for the coming season, and will travel in Strout's new deluxe bus

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and was salesman The Billboard, that he would not be "back on the road." With spring weather approaching, however, Tommy couldn't fight off the "fever" and has signed with Henry Meyerhoff's Crescent Canadian Shows.

CLARENCE MILLER has been on the staff of Camp Bedford (White River Transient Service Activities), Bedford, Ind., since last August. In office duties and of late has been associate editor of The Opecomeca, a monthly published at the camp and which is chock-a-block with newsy items, humor, editorials and suggestions toward mutual contentment in Transient Camps. Charles was off the road last year, the previous season a ride foreman with the late M. B. (Duke) Golden on William Glick Shows, and formerly with Cetlin & Wilson Shows.

The American Carnivals Association and its tireless general counsel, Max Cohen, are now making some of the lukewarms of the carnival field raise their heads and become co-operatively agreeable. The membership has tripled last year's roster (notwithstanding that little side meeting at Toronto).

MACON (GA.) BREEZES—Lots of road folks in town for the show in benefit of police radio car equipment. Earl Motley in from Florida. Earl Wheeler and Red Cunningham getting some business on paper subs. F. J. (Fats) Kingman having a pleasant winter while visiting relatives and friends here he had not seen in 30 years. Harry Small ably directing work at Hansen Shows winter quarters. Hansen showfolks received word (postcard) from Al Hansen that he was leaving Copenhagen, Denmark, on January 30, for the United States. K. G. Barkoot Shows arrived February 11 for an engagement here. Mr. Barkoot looking fine.

PICKUPS from Big State Shows last week as they were preparing to open February 16 at Houston—Winter quarters a scene of great activity. Show will probably play several Houston lots. Harry Steidler busy with Jesse Wright, manager, on Crims Show. M. H. (Able) Stark, scales man, visited quarters two days, has new touring car. Harold Smith, carnival electrician, visited Al Koch, super of that department this show. Joe Smith, electrician last year, a new arrival. Pete Wilson, who operates a kiddie ride, in from Longview. George Evans, ride foreman, late of Hennies Bros., joined. Hardy Boyet was a visitor from Dallas. Kid Burns to be on midway with Athletic Show.

Greystone Shows
McGEHEE, Ark., Feb. 16.—Things are coming along nicely around winter quarters and the spirit of spring seems here. Three weeks from today the band starts playing. Incidentally, Manager Miller has contracted with Frank Meeker to furnish the concert band and also feature Florence Meeker, "Girl Who Flirts With Death," as the feature attraction. They will report to winter quarters around March 4. There will also be a seven-piece colored band with the Minstrel Show, which is in charge of Charles Raymond, who will report to quarters in the near future for rehearsals. Mrs. Avalynn Vaughn, with her Arkansas Travelers, hillbilly show, for which the writer is completing a new and novel front and complete frameup, will arrive most any time now. In addition to the above features the midway will have Curly Spheris' Athletic Show, Turzan Show, for which a new panel front has just been completed, and Circus Side Show with a new 90-foot top and a 110-foot banner line, with all new banners. The show will carry seven rides and 30 well-finished merchandise concessions. The Whip is nearing completion, also the Ferris Wheel, and the Merry-Go-Round will be completely repainted and refinished, and a new coat of paint will be applied to the chairplane. The Kiddie Auto Ride and the Kiddie Swan Swing will also be repainted. Everybody getting along nicely around quarters with the exception of the shows two little mascots, Betty Miller, daughter of Manager and Mrs. Miller, and Juanita, granddaughter of Mr. and Mrs. Lyons (Mr. Lyons and Mr. Miller owners of the show), both of whom have colds but improving nicely. Bingo Randolph, who will act as secretary, will soon arrive in quarters. ART GARDNER.

Dodson's World's Fair Shows

EAST ST. LOUIS, Ill., Feb. 16.—The entire personnel of the organization felt that they had lost a good friend on hearing of the death of Mr. Van Lidth, who was always welcomed by this show with his string of concessions, and he was always regarded as "homefolks." With Guy Dodson spending about 10 hours daily at the quarters seeing that no time is lost for lack of material, work is going forward to such an extent that if it were necessary to open March 15 the show would be ready. With the added impetus of new territory and fairs booked by the Dodsons the independent show managers and owners are spending lavishly in preparing attractions. Mel Dodson and family advise from Columbus, Ind., that he will spend a few days there with Mel's father and then will make East St. Louis his headquarters. Dick O'Brien and Ed Bruer are expected in about February 25. Mr. and Mrs. Sherman inform from San Antonio that they will leave there shortly for winter quarters to get their string of concessions ready for the spring opening. Johnny Hoffman at the big barn daily getting his paraphernalia in shape. The writer had the pleasure of looking over the new special paper to be used by the advance and impressed with its originality. There arrived at winter quarters a big gas balloon, 20 feet in diameter, which will be put in the air at towns a few days before the arrival of the show. This a captive balloon with a 50-foot streamer announcing the date of the engagement and the auspices. One of the largest rubber companies designed and built the balloon, which will also advertise the firm's products.

MARK BRYAN.

Crescent Canadian Shows

VANCOUVER, B. C., Feb. 16.—Winter quarters work has been under way since October 12. The former crew of five men has been increased to nine and the work is about completed. The show will open the season March 18 and will travel on nine cars (one sleeper), which will be ample until the fair dates, when two more baggage cars and one sleeper will be added. Will carry for the still dates four rides and five shows (consisting of Silodrome, a 90-foot-front Side Show, Midget Platform Show, Fred Farnell's Show and one to be framed by the management). All the shows will have new fronts. All rides have been rebuilt and repainted and are ready to operate. Two Ferris Wheels will be carried, also the Little Beauty Carousel, Mixup and Caterpillar. The concessions for the still dates will be owned and operated by Mrs. Meyerhoff. A miniature church will be built (20x30) of metal sections, with a peak roof and a good-looking front, which will house the painting The Shadow of the Cross, which attraction will be located away from the midway at the fairs. The advance department will be in charge of Sam Borocoff and his two assistants, who will take care of banners and contests. Two trucks have been rebuilt and have a silk color scheme of orange and black, and it is expected that the transformer will arrive in time to be erected on a special trailer. The show will play mostly three-day spots, and most of the towns have not had a show in years. All of which is from an executive of the show.

United Shows of America

SHREVEPORT, La., Feb. 16.—Work is expected to pick up in a big way the coming week and winter quarters will be open in full blast. Much preliminary work has already been done pertaining to plans, etc., so there will be no loss of time or motion when the several departments get busy. The show will carry several new attractions that are certain to add to the popularity of United Shows of America. Among the new rides are a two-unit Loop-o-Plane and a four-unit Loop-o-Loop. Oscar Halverson, superintendent of rides, has been busy with a force building a new Fun House—something different and should be a winner. Mrs. Jack Rhodes fell and sprained her arm but is getting along satisfactory. Mrs. Rhodes is a great favorite with all on the show. Crawford Priest's Orchestra, which furnished the music for the Scandals of the Century last season, has been busy since the close of the show and was honored by being selected to furnish music for the ball honoring President Roosevelt on his birthday. Priest's orchestra has also been engaged

to furnish music for a swanky night club that opened in Shreveport last Saturday. The owners of the show are elated over the route that has been secured, among the already announced dates being Grand Forks, Minot and Fargo, N. D.; Great Falls and Billings, Mont.; Winnipeg, Can.; Des Moines, Ia.; Topeka and Hutchinson, Kan.; Oklahoma City and Muskogee, Okla.

R. L. Lohmar has been absent from headquarters in the interest of the show since the latter part of November but is expected here within a few days. John R. Castle has been in and out of headquarters since the first part of December, spending only a day or two at a time. He, too, will soon return. Mrs. John R. Castle, who has been spending the winter in California, is expected home about February 20, much to the delight of her friends. The popular Irving C. Ray is here and will again be in charge of the office. Arthur E. Sharpe, who has been engaged to handle the looks, is also here. All of which is from an executive of the show.

Price Amusement Co.

Rhine, Ga. Week ended February 9. Weather, favorable. Business, satisfactory.

The show was enlarged by addition of the following: Smith's Ferris Wheel and three concessions. Bob Burns, one concession; Doc Hall's Giant Lady, Doc Swan's three shows; Madam Ha (Mrs. J. J. O'Shea), palmistry; J. P. Landis Chairplane. The writer, J. J. O'Shea, is in advance of the show. Louie Barnes has long-range shooting gallery. Other concessioners include Mr. and Mrs. Abraham, S. Brown and Red Lambert. Geyer and Abbot present the free act.

Hennies Bros.' Shows

HOUSTON, Feb. 16.—The first break of real bad weather was experienced by Hennies Bros.' Shows since work started in their winter quarters and slowed up work considerably. Jim Dunlavey has started work, also Johnny Bejano, and now it is "nip and tuck" between the two "promoting showmen" around quarters. All fronts have been completed and the master builder, Lawrence McFarland, is now handling "pickup" jobs that appear from time to time. Earl Strout is mighty proud of his 20-capacity bus that he purchased for transporting his band and extra people, without transportation with his wife's (Alice Melville) girl show, since it has gone thru the show's paint shop. L. A. Dodson is working up routine acts for his monkeys in his new Monkey Hippodrome. Mrs. Dodson has been weeks making costumes for the monk actors and actresses.

The new concession tops ordered two weeks ago to fit the frames of seven new concession stands completed in quarters are ready and will be shipped from Dallas with the two large show tops ordered at the same time. Eddie Phillon left for East St. Louis to pick up his new 1934 Chevrolet truck purchased from Charlie Goss, and will drive it to Springfield, Mo., to get and bring to Houston his new 20-foot cookhouse van. Chl Morgan is a daily visitor. Other visitors lately included A. Obadal, George Engesser and family, Roy Gray, Mrs. Dave Morris and her mother, H. W. (Ellowatt) Currington and Mr. Gregory, of Muskogee, Okla., a representative of Springfield Wagon and Trailer Company, who visited for two days with the Hennies brothers. All of which is from an executive of the show.

Latlip Shows

CHARLESTON, W. Va., Feb. 16.—It is Capt. Latlip's intention to feature his rides and free acts, with few shows, this season and preparations are being made for a busy season. General Agent Bob Hall has been successful in booking of engagements in West Virginia, Ohio and Kentucky. Two more rides, a seven-car Tilt-a-Whirl and a Loop-o-Plane, will be added, making eight rides on the midway. The Latlip Family will hold down the center spot of the midway with their free attractions, on a large stage, and the high dive, in which act, incidentally, Capt Latlip was prominent many years ago. Two of the Latlip sisters, Rita and Virginia, have been on the road all winter with Happy Harrison's Circus Days company with their acrobatic act. The show will open here in April with a 10 days' engagement in the heart of the city. The canvas will be new and the midway will be brilliantly illuminated. Judging by the scene at winter quarters this will be one of the nicest gilly shows

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Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

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BUNTS GREATER SHOWS

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Wanted—A-1 CARNIVAL

DAVIS, W. VA., HOME COMING
AUGUST 5-10
Rides, Games, Concessions. Must be first class. Write W. C. INGRAM, Legion Commander, Davis, W. Va.

PERSONS KNOWING PRESENT ADDRESS OF HERMAN BENDER

Dr. BINDER, Carnival employee, will confer favor by writing ALLAN BENDER, 2325 East Baltimore St., Baltimore, Md.

of its size on the road this year. Among visitors have been Percy Martin, general agent Gruber's World's Exposition Shows; J. C. Donohue, who returned from the South; Ed Brennan, of New York City, and a number of showfolk wintering here and awaiting the show's opening. ROY REX.

Bunts Greater Shows

CRYSTAL RIVER, Fla., Feb. 16.—Manager W. J. Bunts and family are still vacationing here. Fishing is the main sport of everyone in camp, with honors going to Johnnie Bunts for catching the largest fish, a 14 1/2-pounder, and little Billie Bunts, a 9 1/2-pounder. The management has been informed by Mr. Seaggs, who is in charge of winter quarters in Brunson, S. C., that he has the Merry-Go-Round all remodeled, this being the only work done in quarters so far. The bulk of repair work will be started the latter part of this month. General Agent L. McAbee has returned from a trip which extended thru Ohio, West Virginia and Virginia in interest of the show. Mr. McAbee claims that conditions are much better than they were in 1931, which was the last year this show played that territory. ALTA MAE BUNTS.

Bantly Shows

REYNOLDSVILLE, Pa., Feb. 16.—Things look like old times around winter quarters with Manager Harry Copping supervising preparations for the coming season, and a number of people formerly with Mr. Copping when his own show was on tour will be on the roster. General Agent Ben Davison advises that he has been successful in booking still spots and events in Pennsylvania and will soon leave to add to the list of special events booked in Ohio. Mr. Bantly is on a trip, looking for more paraphernalia. STELLA OGLEY.



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THRILLS GALORE!

FASCINATING ACTION!

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In our beautiful exhibit (booths 120, 121, 122) at the 1935 Coin Machine Show, we will display a new STONER creation that is a sure bet to be THE OUTSTANDING GAME OF ALL TIME! It is a strict policy of our organization to have all our new games at your local dealers ready for immediate delivery before one cent has been spent for advertising. Again, let us assure you, within 24 hours after receiving your order, your game will be on its way to you.



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# BEACON

### American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 16.—This is being written as we are about to depart for the annual meeting of the New York State Association of County Agricultural Societies, being held at Albany, N. Y. From the information received at the ACA office it appears that the meeting will be well attended, and bids fair to be one of the outstanding fair meetings of the year. A representative group of carnival men is expected to be in attendance. In next issue, in this column, a report will be given of this meeting from the ACA point of view. The new plan of dues, about which members have been informed, seems to

be meeting with general approval and acceptance. We would appreciate it very much if the ACA members would write us indicating the estimated number of membership cards they expect to need.

ACA membership is increasing very satisfactorily, and at this writing we have tripled our 1933 membership. Jack V. Lyles, general agent Johnny J. Jones Exposition, writes about unfairness practiced by some electric light companies in Pennsylvania. It seems that there are more than 15 power companies in that State all operating under different rates, so that bills vary from \$175 to \$690 for an average week's service. In addition, unfair charges are made for incidentals, such as setting poles, etc. Undoubtedly, this is an important enough matter to warrant attention on the part of the association, and as soon as the railroad matter is

out of the way it will be given attention.

Developments in the railroad matter are progressing very satisfactorily. The carriers' committee is slow in setting a date; but the necessary preliminaries have been completed so that the transportation problems of the world will be given a full and complete presentation. We shall, of course, attend the hearing at New York City and represent the members of the ACA and file a brief in their behalf. Naturally, the association cannot undertake to speak for non-member shows, and it is requested that shows desiring to be included in the group backing the appeal for lower rates communicate with the ACA office (415 Central Trust Building, Rochester) at once. The larger the number of backers in this move the more forceful will be the argument we can present.

In order to assist in gathering certain pertinent information to be presented upon the argument, we will appreciate it if shows which have motorized since the last survey in *The Billboard* would advise, stating the amount of motorized equipment purchased and the number of railroad cars replaced.

The informal request to set a date of hearing on the railroad matter was sent by the association to N. W. Hawkes, chairman of the General Freight Committee of the Trunk Lines Association, on February 5. As soon as the date is known our members will be informed by mail and notice of the hearing will be carried in this column.

### Krause Greater Starts in Florida

SANFORD, Fla., Feb. 16.—Krause Greater Shows, under direction of Ben Krause, opened their early season here Tuesday at the Seminole County Fair, sponsored by the County Federation of Women's Clubs. The grounds are located centrally in the city and all available space is utilized by exhibit tents and shows, rides, concessions and free attractions. The foremost exhibit is that of the U. S. Department of Agriculture from the Florida Fair at Tampa. Right from the opening business was of a caliber that assured a successful engagement. A roster follows:

Staff includes Ben Krause, owner-manager; George Dorman, assistant manager; Bud Foreman, electrician; George Bennett, trainmaster; Prof. B. Crimi, director concert band; Frank LaBarr, mailman and salesman *The Billboard*.

Shows: *WU Animal Circus*, with Capt. Dan Riley, Madam Riley and L. Ceders as trainers; *Doc Burns*, front talker, W. Anderson and Tom Lewis, tickets. *Motordrome*, Cyclone Perry, manager and rider; *Pat Perry and Kittle (Moore) Parker*, lady riders; *Doc Smith* on front. *Slide Show*, Doc Wise, owner-manager; Madam Wise, inside lectures; *Tiny site*, *midget lady*, J. T. Newton, Buddha; *Chief Long Wolf*, Indian dances and beads; Rust and T. Walls, tickets. *Three-in-One*, C. Odal, manager; *Tinninghaast*, magic; *Arlene*, tattooed lady. *Flea Circus*, *Doc Heckler*, manager. *Fat Girl Show*, *Bonnie Jean*. *Petrified Man Exhibit*. Prof. Agnew, owner-manager *Thelma* (snake-girl illusion), *Ida Conaster* in the illusion; the writer, E. L. Pouplin, owner. *Minstrels*, *Harry and Lillian Clark*, owners; *William Floyd*, *John Temple*. *Kid Lewis*, *John Moore* and *Harry Clark*, comedians; *Rose Lewis*, W. Green. *Louise Griffin*, *Lillian Clark*; the orchestra, *Jim Williams*. "Live Wire" *Ambrister*, C. Hawkins and *John Williams*. *Havana Rumba*, *Lillian Shepard*, manager-producer; *Andy Carson*, assistant manager; *Al Mercy*, assistant talker; *Virginia Brown*, *Dot Mercy*, *Mamie Brown*, *Ruth Bryon*, *Maxine Powell*, *Ruby Wagner*, *Doris DeLouis*; *Emily Carson*, tickets; *Frank Bush*, accordionist; *Nat Mercy*, comic; *W. Brown*, pianist; *Tom Civel*, electrician; *Jack Granner*, candy pitch; *W. Reid*, canvas.

Show-owned rides: *Dizny Dangler*, E. Plummons, foreman; *F. Snyder*, *Ferris Wheel*, *Whitey Reed*, foreman; *B. Postwait* and *Sam Jones*, *Kiddie Auto Ride*, *Baker*, manager. Other rides: *Mike Zeligler's Merry-Go-Round*, J. Stiffey, foreman; *B. McCoy*, *Ferris Wheel*, A. Higgins, foreman; *C. Clevenger*, *Beckwith & Walsh's Caterpillar*, J. A. Logan, foreman; *W. E. Gaines*, *Earl Furtel's Rocket Plane*. S. Cover's *Riding Ponies*.

Concessionaires include *Murphy's* cookhouse, *Dad Carey* (pop corn), J. J. Allen (corn game), *Simon Krause* (frozen custard), Mr. and Mrs. Powers (shooting gallery), *P. Brown* (photos), Mrs. *Harry Morris*, *Ben Abrams*, *Earl Henning*, M. J. *Holden*, Mr. *Beckwith*, B. *Moore*, Mr. and Mrs. *Walsh*, C. *Beasley*, Mr. and Mrs. *Al Wallace*, *Roy VanSickle*, *Bud Bowen Jr.* and O. F. *Mack*.

The feature free act, the *Flying Melzoris*.

### Blue Ribbon Shows

COLUMBUS, Ind., Feb. 16.—With new arrivals at winter quarters work of preparing the show for the coming season is being pushed forward. All rides of last season are being overhauled and repainted, and there will be additions to that list of attractions. Manager L. E. Roth has been away on a business trip, but is expected back here within a few days. The writer, Franklin Smith, who will be special representative for the show, arrived last Saturday from Florida, where he had been since last November. Among other arrivals the past week were *Billy Davis* from Florida, where he operated a photo gallery for Mrs. G. E. Barfield, of the *Bar-Brown Shows*; Mr. and Mrs. Jack Kennedy, who will have the *cookhouse* (all new canvas) with this show for the third year; Mr. and Mrs. E. J. Stevens with their *Pony Ride*, fourth season with this show; *Marion Kessler*, foreman *Tilt-a-Whirl* (fifth season with this company), and wife; *Henry Arwood*, of *cotton candy* note. Mrs. L. E. Roth says her "family" is increasing so rapidly the boys will have to build a new dining quarters. At present there are 18 people in quarters. The management advises that according to present plans there will be 16 shows, 10 rides and 30 concessions carried this season.

### Great Southern Shows

Dorlan, Ga. Week ended February 2. Weather, cold. Business, poor. Hinesville, Ga. Week ended February 9. Location, heart of town. Weather, cold. Business, fair.

The work of construction, rebuilding, painting, etc., is being carried on while this winter show is en route and everything is beginning to look spick and span. *Charlie Carlton's* pit show banners are a flash on the midway, also *James Carlton's Illusion Show* and the attractive fronts of *Cecil Rice's* shows. *Manager David A. Wise* is eager to get started up-country and has high hopes for the new season. *General Agent Bob Page* is active and has been doing well with banners. *Harry LaMont*, former agent with *Blue Ribbon Shows*, is here as a visitor and seems to be enjoying his stay with the boys. *Solly Wasserman*, legal adjuster, and wife were confined to their room with severe colds. Mr. and Mrs. *Eddie Cole* are grieved in the loss of their canine pal, *Mose*, who died on Tuesday at *Hinesville*. *Manager Wisco* plans to exhibit for a few weeks around *Savannah* prior to opening the spring season. BILLY CONLEY.

### Cettin & Wilson Shows

GREENSBORO, N. C., Feb. 16.—With Mr. *Wilson* back from his trip to Tampa, Fla., and Mr. *Cettin* again able to be out and doing things are beginning to hum at winter quarters. *General Agent Harry Dunkel* is at present up the country getting the spring dates lined up. *Speedy Merrill's* new motordrome top arrived

from *Dize Tent & Awning Company*, and at the same time he received an order for three new concession tops, including a *20x30* for the *Bingo*. *New canvas* is also ready for *Leo Carrell* and will be delivered upon his arrival here the first of March. Incidentally, Mr. *Carrell* has purchased a new *Auto Ride*, known as *U Drive It*, which will use a space of *40x100 feet*, with a real board track and motor-driven cars. He has also during his stay in Florida broken in greyhounds for use in his *Monkey Circus*. *Eddie Eger*, special agent for the show, is putting on indoor circuses in *Eastern North Carolina*. The "*Boosters Club*" (new name for "*Jackpot Club*") is still holding social gatherings at the *Clegg's Hotel*, the latest hosts were Mr. and Mrs. *J. W. Wilson*. *Toney Vitale*, of *Ohio Fireworks Display Company*, was in town the past week. *Ice-Water Wilson* also a visitor. At present time there are about 100 showfolk in town. GEORGE HIRSHBERG.

### Wanted to Buy Monkeys

All Sizes, All Kinds, Trained and Untrained, for Monkey Circuses. Address: RAY TAHASH GIBBSVILLE, FLA.

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Now is the time to set yourself up in the photo business—don't wait until some one else grabs the good spots.

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### HAPPYLAND SHOWS

Now booking Novel and Entertaining Shows and legitimate Concessions for coming season. The Cream of the Fairs and Celebrations in the State of Michigan are included in eighteen engagements already contracted. Be assured of a pleasant and profitable season by booking now.

Address HAPPYLAND SHOWS, Gibsonton, Florida.

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### -WANT-

Cook House, Frozen Custard, Shooting Gallery, Pitch-Till-You-Win, Candy Hoop-La, Photo Gallery, Fish Pond, Seals, Diggers—no racket. CAN PLACE Shows such as *Minstrel*, *Ten-in-One*, *Hawaiian*, *Fat*, *Illusion*, or any Show of merit. WANT *Motordrome*, and *Caterpillar Ride*, or any Flat Ride. Will furnish wagons for same. This is a ten-acre Railroad Show. Show opens week April 8 in Atlanta, playing best route of Celebrations and Fairs in our history. HAVE FOR SALE two All-Steel Box Cars in new condition, also one Private Car. Write J. H. BRUCE, Manager, Boonesville, Va.

### LATLIP SHOWS

Open Saturday, April 20th, for Ten Days Engagement. Right in the heart of Charleston, W. Va., on the Reynolds Street location. Catch Two Big Circus Days. Route already booked in the very best of coal fields territory in West Virginia and Kentucky. Everybody wanting: WANT—WILL BOOK, LEASE OR BUY T-CAR TILT-A-WHEEL OR LOOP-O-PLANE FOR SALE—Big bargain. One Dayton Fun House; miniature Railroad, complete, with very latest type Gasoline Engine, 3 Cars to seat 80 People, Three Hundred and Fifty Feet of all Steel Track. Will deliver same within a radius of one hundred miles. One 8 by 12 Cookhouse, complete, all except dishes, with Three-Quarter-Ton Reo Panel Body Truck. Will book same with show for coming season and will guarantee real tickets to pay privilege each week. This outfit is like new and can be seen all set up here at my winter quarters. Come and see it. Address all mail to GUY F. LATLIP, P. 209 Elm St., Charleston, W. Va. P. S.—Will buy two or three Semi-Trailers; no less than twenty feet long. Send in your lowest price.

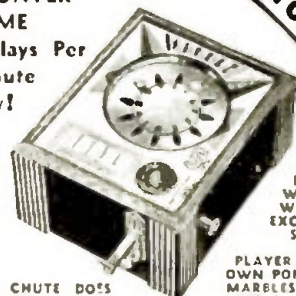
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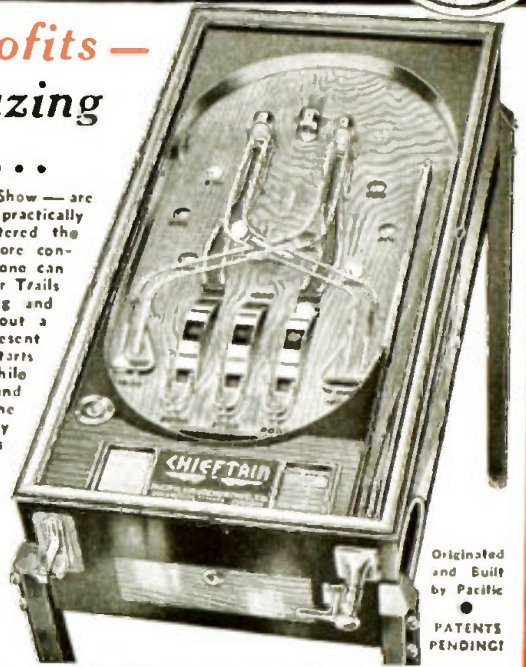
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PLAYER SELECTS OWN POINT—TWO MARBLES IN NUMBERED HOLES TO MAKE IT.

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**A Score Advancing-Chime Striking-Wonder Game!**

Again Pacific scoops the Industry with **TIME**—a fascinating table game where **SKILL** combines with the erratic roving of balls that bound toward Higher Scores repeatedly. **TIME**—a machine that ticks off the nickels in a constant stream of profits—with every feature developed to the Peak of Perfection. **TIME**—with Chimes sounding the joyous news of Scoring Success. It's an **ALL-TIME BIG MONEY** Operating Release — Proven by Actual Location Tests—**an ALL-TIME WINNER!**

**Opportunity Beckons Anew-- LITE-A-LINE for the COUNTER!**

The Larger **LITE-A-LINE** easily earns from three to **SIX TIMES** the income of average table type games. However, the cost of production has held **LITE-A-LINE** outside the reach of many Operators until now. Here's the **BIG NEWS!** **LITE-A-LINE** is now being made in **TREMENDOUS QUANTITIES** in its New **COUNTER SIZE**, with a Brand-New **ALL-SKILL** Playing Field—Twin Score Boards—Two Coin Chutes — and **ALL** the **BIG PROFIT** producing features of the larger games. Its new **LOW PRICE** puts it within reach of every operator.

**Another BIG MONEY-New Principle PACIFIC Winner!**

Another Mighty Pacific Product that's destined to lead the vast majority of Operators to Abundant Cash Returns —**SYNCHRO**—a machine that's simply "running wild" in Test Locations out on the Pacific Coast — where studious minds have conceived the clearest action ever injected into any amusement game. Make no mistake! Don't overlook Investigating the splendid qualities of **SYNCHRO!** See it at the **BIG SHOW**—or write direct for **FIRST HAND** information on **SYNCHRO's** record for producing Sustained Earnings over a long period of time. Get Full **SYNCHRO** Details at Once!

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**G**EOURGE A. HAMID, of George A. Hamid, Inc., made several excellent talks before meetings of fair men this winter, but none was probably more forceful or impressive than the one delivered at the convention of the Virginia Association of Fairs at the John Marshall Hotel, Richmond. Altho in the booking business, George, it will be remembered, has operated several fairs quite successfully in the last few years, and he was placed on the Richmond program to give his suggestions and ideas of running a fair.

After dealing with the agricultural end and how to get the farmers to the fair, George went into the matter of the midway. Since the price subject of almost every meeting revolves around objectionable devices, he hurled defiance to both fair secretaries and midway managers to get together and eliminate hypocrisy, connivance, prohibitive prices, to get down to business and take an inventory of themselves and their organizations and make the midway man to the mark by going on record and demanding legitimate concessions by making a contract on the basis of "live and let live."

George really put the blame directly in the laps of the midway managers, because, he said, they can eliminate off-color devices if they wish and thereby gain the respect of the fair man as well as the community and increase their revenue instead of having to hide in wagons and hotels and give out a lot of graft money to local officials and "fixers."

Taking the North Carolina State Fair at Raleigh for example, George said the midway grossed approximately \$4,000 on the week in 1932, and due to the method of booking concessions by the then fair manager, the patrol wagon was kept busy. All concessions, he said, were closed Thursday night, headline stories appeared in the newspapers, charged and countercharges made it necessary for most of the officials to hang their heads in shame and busy themselves giving alibis instead of being on the job to take care of the business, all this being due primarily to the objectionable features allowed to operate.

Contrasting the 1932 fair with the 1934 fair, George declared that the latter, with practically the same conditions prevailing, except that all illegitimate games and immoral shows were positively eliminated, the midway grossed \$14,000 in one day. The employees were happier, the newspapers were glowing in their praise, civic organizations were inviting the officials of the fair to luncheons and dinners, patrons were all happy and more money was made—clean money, he said.

George made it plain that it was his opinion the midway manager was perfectly willing to operate legitimately if some means could be devised to contract fairs on the live-and-let-live basis. He urged the elimination of cutthroat tactics of outbidding each other and placing the fair in the category of the "biggest dollar gets the contract."

I am in hearty accord with George Hamid's arguments. He is to be congratulated for his courage in openly voicing them. Let's hope they bring forth much good.

W. Lee Brandon, manager of the Foley & Burk Shows, was very appreciative of the reprints of the Max Cohen article, "Ye Olde Tyme Fallacies Again Exploded," which we sent him. "We consider it our duty to see that they are placed in the proper hands," he says. "Many of them have already been forwarded and I am confident the message will do a great deal of good. We have so much propaganda to fight, we are always glad to receive fresh ammunition. I think everyone in the outdoor field appreciates the help The Billboard has always given." Thanks, Lee.

THE FOLLOWING comes from a general agent of a smaller carnival: During a discussion of several agents and managers, we decided, inasmuch as The Billboard is trying to eliminate the off-color promoter, that it would be a good idea to let you know about some of the bigger carnival agents who are booking fairs in North and South Carolina and

leading the secretaries to believe that they are getting certain big shows and all the time they are turning the contracts over to smaller shows. I am personally grieved because of the fact that I have been one of the smaller show agents who has had to experience losing a fair after having booked it, due to the fact that the agent representing the larger show promised the fair his show. Please do not let this convey the impression that I am making a holler about competition. However, I think that if the agents could confine their duties to their respective shows all of us would be able to go out and produce the results expected of us from our shows. I sincerely trust that you will give this some consideration and please advise me what your views are."

Personally, I don't like such practices and all I can say further is that fair secretaries in North and South Carolina had better get hep to themselves and see if they are getting the exact shows for which they are contracting.

It would be interesting to know what the fairs concerned and other show agents have to say on the subject. Write in, please.

### West Bros. Amusement Co.

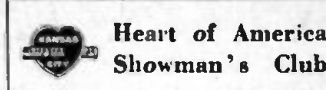
**SIKESTON, Mo., Feb. 16.**—Unfavorable weather slowed down work at the show's winter quarters for two weeks but it is again progressing. There are now six housecars belonging to concessioners and ride help located at quarters. The management recently sold its lions to a circus in Indiana. The rebuilt entrance arch has a very inviting effect. There will be 25 feet of lattice fence attached thereto, and three large floodlights will play upon the midway night, making an illumination that can be seen many blocks. Manager J. W. Laughlin is now working on a new idea for a novel front for the Side Show. The Athletic Show paraphernalia has received its finishing touches of color and looks beautiful. Scenic Artist Starkey is expected to arrive at quarters in the near future to get to his work on the fronts. All new licenses have been purchased for the fleet of trucks. A new loud-speaker has been installed in the corn-game frameup. The office truck has received a new outfitting of furniture. While J. W. Laughlin spent time at some places on business Mrs. Laughlin attended meetings of the Missouri Show Women's Club in St. Louis. Jimmy Boyd, general agent Great Sutton Shows, recently visited the writer while en route to Osceola, Ark., to confer with that show's manager, Frank M. Sutton. **DOC DECKER.**



### Kortes Makes Long Jump, Wichita Falls to Denver

**DENVER, Feb. 16.**—The Kortes World's Fair Museum made a long jump to this city from Wichita Falls, Tex., located at 1530 Welton street for three weeks, and since the opening February 7, has had excellent business. The location is fine, opposite the Orpheum Theater, with a 55-foot frontage. The interior is tastily decorated, the high walls bedecked in spangles and colors and with beautiful illumination. Opening night there was a stream of people waiting, and Manager Kortes after the checkup stated it was his best opening night in five years. The writer preceded the show here about two weeks and the town was billed "like a circus." Nick Leindecker and Joe Vera were given the billing contract, and being circus billposters their work was well done.

The movement of 800 miles from Wichita Falls was carefully planned and executed. There were no accidents and only one tire blowout was registered against the 12 motor-driven cars that are used to transport the show despite some bad roads to cover. Manager Kortes brought the caravan in on scheduled time. Duffy and Remington, auto mechanics, are also given credit for the upkeep of equipment. A six-hour stop was made at Trinidad, Colo., then to Denver without stopping. There have been many visitors. Mrs. Louis Ringol and Mrs. Kortes are taking in the sights, also some mountain climbing. Louis (Blacky) Ringol and Dr. Ford are great friends of the company. Nick Leindecker and wife visit with the writer each evening. There have lately been some changes in the roster, which follows:



**KANSAS CITY, Mo., Feb. 16.**—A number of visitors during the past week, some from shows and attractions playing the territory and others from the Auto Show at the American Royal Building.

Mr. and Mrs. George Campbell have signed with the Oold Medal Shows for the 1935 season with their cookhouse and concessions. They make their home in this city during the winter months. The Kumalae Family (eight) passed thru Wednesday and were visitors for several hours around the rooms. They are playing schools and clubs with their singing, dancing and Hawaiian entertainment show.

E. K. Fernandez visited the rooms late last week, en route to Chicago from his headquarters in Hawaii.

Charles Martin is a recent arrival from Chicago. At present he is working at the Auto Show.

Mr. and Mrs. Tony Martone are touring the Southeast, where they are visiting friends on the shows playing that territory.

George Hawk is abed with the flu, contracted early this week. Latest reports indicate he will be attending to his duties of chairman of the house committee within a few days.

Mrs. Eddie Strasburg arrived last week from the East to play the Auto Show with her photola machine.

Red Egan spent several hours here last Sunday. Came from Dallas. Morris Ventling a recent arrival.

### F. & M. Amusement Co.

**MANATEE, Fla., Feb. 16.**—It is the plan of the management to have everything ready for opening on April 29. All the rides at winter quarters at Lewisburg, Pa., have been repaired and repainted. There will be Merry-Go-Round, El Wheel, Chairplane, and G. A. Glines has booked his new Auto Kiddie Ride. Mrs. Frank L. Faust has purchased a new three-ton White truck for her No. 5 El Wheel. There will also be five shows and 20 concessions. Manager F. L. Faust has had all his show trucks and trailers repainted, red and black, lettered in aluminum and black. The management has been combining business with pleasure while wintering in Florida. All of which is from an executive of the show.

## MUSEUMS

**Staff:** Pete Kortes, owner-manager; Mrs. Pete Kortes, secretary-treasurer; Billy M. Wilson, agent; Blane Young and Billy Ellis, announcers; Joe Preveau and Paul Estus, front; Mona Preveau, hostess; Eddie Mahoney, director utilities; Clarence Remington, electrician; E. S. Duffy, mechanic.

**Entertainers:** Eko and Iko, sheep-headed men; Athelia, monkey girl; Tony Harris, the Alligator Boy; Wally Waldron and wife, glass blowers; Charles Nelson, wizard of the forest; Bobby Mack, wild animals; Harry Lewis, skeleton dude; Capt. Hoover, bag puncher; Malle Leatrice and monster pythons; Mary and Susie, boxing fat girls; Barney Nelson, armless wonder; Capt. Albert Peterson, sword swallower; Billy, trained chimpanzee; Lorenzo, mental marvel; Nabor Feliz, clay modeler and sculptor. Orchestra: Carter Blevins, director and traps; Monty Campbell, piano; Joe Applegate, sax; Jean LaRue, cornet; Ruby Blevins, violin; Flo Blevins, clarinet; Roxie Kortes, trombone; J. LaRue, alto.

The show has eight more weeks of indoor engagements, opening the outdoor season at San Antonio, Tex., Battle of Flowers, and will join the Beckmann & Gerety Shows for balance of season. **BILLY M. WILSON.**

### C. J. Lauther's, Traveling

**WASHINGTON, Pa., Feb. 16.**—John-town, Pa., can be chalked up as a red one for C. J. Lauther's Congress of Living Wonders. This town previously had seen two museums during the winter, but thru the use of judicious newspaper advertising and plenty of paper it proved one of the best stands of the season.

Mayor Ed McCloskey, who is also chairman of the State Boxing Commis-

sion, and party were guests of Mr. Lauther one evening, and after the show the mayor entertained several members of the museum at an impromptu party and luncheon. Mr. Lauther and the writer were made honorary members of the police force. Percilla Lauther blossomed forth in an entire new set of wardrobe made for her by a costumer in New York.

New platforms are being constructed and Solar Star, scenic artist, is producing 16 large oil paintings. These will later be used in connection with a new shaped banner front of the Side Show with United Shows of America.

Monessen, Pa., was the worst blank of the season for the Museum. **ROY B. JONES.**

### Philadelphia Houses

**PHILADELPHIA, Feb. 16.**—The weather has been particularly favorable the past week and, consequently, business has been very good for museums here. Eighth Street Museum this week presents the following attractions: Laurelio, in physical demonstration; Girl in the Goldfish Bowl; bloodless illusion; Bartel, human ostrich and Posing Venus. Dancing girls still in the annex. Jack Clifford still manages efficiently.

South Street Museum has a complete change of bill on the platform this week with the following: Neil Johnson, novelty bag punching; Baby Face Joe, fat man; Professor Villani, magician; Electra and Mme. Verona, mentalist, and the last week of Slim Johnson's revue in the pit. Dancing girls still hold attention in the annex.

## Equipment and Supplies

Manufacturers—Distributors—Jobbers.

THE WURLITZER MFG. COMPANY has just issued a new list of rolls for band organs, calliols and automatic player pianos that will be ready for distribution by February 25. Among the latest popular melodies on these rolls are *Stay as Sweet as You Are, With Every Breath I Take, One Night of Love, Winter Wonderland, Blue Moon, I've Got an Invitation to a Dance, I'll Follow My Secret Heart, The Champagne Waltz, You're the Top and June in January.* If there is sufficient demand for new rolls at this time the manufacturer will issue them at regular monthly intervals. The circular enclosed with the list appeals to the owners of automatic musical instruments to keep their instruments alive by using up-to-date music.

**DIALUX** is a new luminescent paint, the principal element of which is sulphur of calcium, a phosphorescent salt. "Sulphur of calcium," says Dr. E. A. Grobet, chemical engineer, "has this peculiar quality that after having been exposed to natural or artificial light, even for a very short space of time, it gives off in the dark a luminosity which lasts for 12 hours. The glow is very brilliant during the first 15-20 minutes following the exposure to light, then gradually fades away. Dialux paint is permanent. The luminescence of painted articles can be restored time and again by simply repeating the exposure to light. In other words, the sulphur of calcium acts as an accumulator of light. Like every accumulator, after 16 hours the sulphur of calcium can be considered as discharged, but on being re-exposed to light for a few seconds (20-30) it will recharge. Dialux does not contain any radio-active matter, is not inflammable nor toxic. It can be applied on everything and everywhere, on metal, glass, cloth, paper, wood and hard rubber compositions. Its chief value consists in indicating the position of objects in complete darkness."

A NOVEL merchandising idea has been developed and marketed by the Morrison Fountain Pen Company, New York City. This firm has a three-piece combination set, consisting of pen, pencil and cigaret holder, and sold in an attractive, durable cardboard box. With the pen-pencil-holder removed box serves as a handy cigaret case and is otherwise decorative. The set is made of a special rubber composition and mounted with a gold plating.

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Made of Finest Chrome Surgical Blue Steel.

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All Prices F. O. B. Philadelphia, Pa.  
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**RECENT VISITORS**  
at the Bryan Bros. Show, winter quartering at Opa Locka, Fla., include Doc and Mrs. Mike Silvers, Doc and Mrs. Clayton, Doc and Mrs. Krause, Doc and Mrs. Ross Dyar, Doc Harold Woods and son and Doc Maxey. The show has winter quartered at the same spot for the last two years, and every Sunday gives four shows, using dogs and ponies. Bryan Woods writes that the place has become a Sunday gathering spot for showfolks and that they have had as high as 46 showfolk there on a single Sunday.

**ANDY STENSON**  
pipes from New York City: "I am still at the crossroads of the world making a living, with all the customers still saying, 'Thank you.' Orchids to Joe Silverberg, the dynamic personality of the auction business, who has just opened a beautiful whitestone store on Broadway. The Broadway playboy, Lou Colmes, has a Sixth avenue auction sale and is doing nice business. The Schwadron boys, along with Abe Weisner, are still in action. Nat and Al Morris are still working peelers on Sixth avenue. Joe Gregory and Phil Ungar have opened a store at 48th and Broadway and are buying old gold. I would like to see pipes from the boys in Toledo, Denver and Los Angeles, as well as the former jam man, Joe Benson. The last I heard of him he was in a hospital in the Middle West. I am glad to hear that Harry Levitt, Joe Garfinkle and Johnny Hicks are doing a little advertising on the Coast. I also heard that my old friend, Lucky Smith, was selling \$5 bills for \$3.00 out in Los Angeles and could only sell two. Where were Artie Cohen and Lew Goldfarb at that time?"

**THE KELLY FAMILY**  
pipe in from Vienna, Va.: "Noticed where some of our friends have asked for a pipe, so here 'tix. Have been wintering in Washington, D. C., playing night clubs and schools to good business. We go out again in about seven weeks. Sure will be glad to hit the old road again. Wonder where our friends, Ruth and Sunshine Rogers, are. Haven't seen anything from them lately. Pipe in, Sunshine. Glad to read one from Ollie Olson."

**JOHN STARE PIPES**  
in from New York to ask a little information in regard to the different States that are open for med shows, licenses necessary, etc."

**"THIS PLACE IS**  
loaded with pitchmen," tells Tom Sigourney from Houston. "Very little money in circulation. No reader. Am on my 'physical' feet again. I evidently have a few friends. Dozens of letters came to me wishing me recovery of health and offering me everything from medical advice to money if needed. Thanks to everybody. I am again scratching for what it takes."

**HARRY B. MENEFFEE**  
Fort Wayne vet, is still working blades, strops and razors on West Berry street.

**RAY HERBERS INKS**  
"Left Pittsburgh three weeks ago. Have not found one red town in Ohio as yet. I am now in Detroit and business is just fair, altho it is supposed to be on the upgrade. One thing, tho, the hotels are becoming independent again and that is always a good sign. I will be

here until the birds begin to sing. Let's have a pipe from Doc H. Williams, as well as from some of the boys on Maxwell street."

**NEW ENGLAND JACK**  
Murray, calling himself "the greatest John since John the Baptist walked the earth," shoots from St. Albans, Vt.: "Here's a new one: A local railroad crossing attendant died here very suddenly and before the body was buried a fellow telephoned the deceased's former boss asking him for the job. It went like this: 'Hello, hello! Is this the superintendent?' . . . 'Yes, what do you want?' 'I hear the Garrity crossing tender has just dropped dead and I want to know if I can take his place.' . . . 'Well,' says the superintendent, 'I am perfectly willing if the undertaker is.'"

**TOM SIGOURNEY**  
pipes from Houston, Tex.: "Jack Hamilton, Buster Robertson and Jack Lemore and their charming wives left here after the finest party I ever attended. Soapy Williams, Earl Davis and plenty of jels are here. I received a letter from Doc Kukle stating that he might join my outfit again this year. I hope so! Even the best of workers are just getting by here. Hereafter I plan to confine my work to the East, where factories and payrolls are not so scarce. You can't get it where it isn't."

**JOE BIRDSONG**  
warns: "I have just finished the Tampa Fair working coils and none of us there made the nut. I want to warn all the boys to stay away from Florida because it is apparent we are not welcome. Above all, brothers in Pitchdom, don't try to work without a license if you wish to stay off the chain gang. I am leaving for New Orleans."

**DOC W. R. KERR**  
contributes from his home in Spartanburg, S. C.: "Here's more dope on Southern pitchmen. A. Z. Fischer, commonly known as Chief Fischer, altho not a real Indian, works and dresses like one. He pitches oil, tonic and soap, and is a good, clean worker. He spends most of his days in Tennessee, North and South Carolina, and makes his home in Asheville, N. C."

**"WHOA, BILL, HERE COMES**  
a real pipe," scribes Soapy Williams from Houston, Tex. "For months I have been hearing and reading about organization. Everyone is talking about it, even some who don't know the meaning of the word. It only costs a three-cent stamp to write in about it—and you get your name in print. Why has no one started an organization? You are right. It costs money. I found an old copy of *The Billboard* and in it was a pipe by Frank Libby. He spoke of pitchmen being well organized in Los Angeles. Yes, Frank, we know they were, but don't forget that was more of a social organization than anything else. And after a short time that went the way of everything pitchmen try to do. After a short time they were even fighting among one another. It was not too uncommon to hear a well-known pitchman get up on a platform and tell the assembled tip how low his brother pitchmen were. Ask Silk Hat Harry and Sid Hirsch, Frank mentioned in his pipe that he was an organizer for the association. Well, there were quite a few of them. Lots of the boys leaving

for the East were designated as organizers. But the same thing happened then as is happening now—no one could do any real organizing. To my knowledge there were only three locals organized. No. 1 in Los Angeles, No. 2 in Chicago and No. 3 in Baltimore (Soapy has forgotten the one in Cincinnati). I happened to be one of the charter members of the No. 2 local. Some of the others were Paddo Smithy, Tom Burnett, Harry Aising, etc. Everything was fine and dandy while some were putting in all the money. But just as soon as we attempted to put the membership on a \$1 a month dues basis everything went to pot. The trouble with the pitch business is that we have too many peddlers who call themselves pitchmen these days. It is these men who are hurting the pitch business—going for 10 cents, not the jam worker as so many of our boys would think. No, I am not a jam man. It takes nerve to be a jam worker. But I have worked on the same lot for two months with a jam man. He was making his jam and I was pitching med at the same time. How about it, Paul Houck? This is my first pipe in a long while, but it is not intended to hurt any of the boys' and girls' feelings. But it is the true statements that are hard for the pitchman to take. But if we are honest we must admit that we often make things hard for ourselves. Here are a few of the little things overlooked by most pitchmen: When pitchmen are standing in a group talking and a stranger comes up they often keep right on talking about how they put this or that over on someone instead of asking him if he wants something or moving on. Another thing a pitchman can do to protect himself. Every time he hears some of the boys and girls who can't pitch (but are always looking to make someone an agent) he should stop it right then and there. No? Why not? You don't want to keep him from making a few bucks? Yes, but for the few bucks he makes you are going to lose hundreds, especially you boys who work low. Well, I'll cut this now, but will shoot again soon."

**HERE COMES MY FIRST**  
pipe of the year," shoots Slim Rhodes from Wilmington, N. C. "I have been here all winter because I much prefer the long greensies I can get here rather than the long greensies one gets in Florida. I understand that most of them are palm leaves down there. There have been very few oldtimers thru here this winter. A few j. c. ls seem to be doing fair business. However, I imagine the reader scares most everyone away. I have one for a year so guess it best to stick it out in order to get my money's worth. I hope some of the novelty houses get some new pitch items out because I have worked just about everything I know of. It seems that my friend Doc Roberts and I have this end of the map to ourselves since the tobacco season has passed. I am planning to take to the road again real soon, depending on the weather. I wonder how my good friend Hoot McFarland is doing with his new store. Dig yourself out of the Maine snowbank, Hoot, and drop us a line. We would all like to hear a few encouraging lines from you."

**"LEFT NEW YORK A**  
month ago," tells Harry (Doc) Murray from Wilmington, N. C. "Made Lancaster and Harrisburg, Pa., to satisfactory business, which might have been much better if the mercury hadn't been down below zero and the snow several inches deep (a foot in places). Met Powers working varnish in a Harrisburg chain store, and Romano with the same item in a store across the street. In Winston-Salem, N. C., there were over seven demonstrations in the same store.

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**Joe Calcutt, President**

and believe it or not we all wound up with a good week's business. The industrious ones were: Lee Johnson, tie firms; Len Meeks, mice; Walter Britton, peelers; Ramsey, varnish; Fred Johnson, heels; a curler joint and myself, with corn punk. Everybody worked hard but there was no bucking or knocking. And we sure cut up the jackpots at night. On Sunday morning the lineup of cars in front of the hotel, and all the hand-shaking, reminded one of the blowoff following the last fair date of the season. Lee Johnson and Meeks jumped to Atlanta, Britton to Knoxville, Ramsey to New York, and Fred Johnson, his wife and I jumped in here. Business opened fair and looks good for the latter half of the week. I plan on making Southwest territory until spring and then to Canada for the summer."

"WELL, HERE IT GOES... once more," cards Ben Erescon, Miami, Okla. "Stopped off for a couple of days on account of the rain. Have been in Houston. The town is wide open for anything. Same goes for Dallas. Saw

**Pitchmen I Have Met**

By SID SIDENBERG

Rated among the best health-book workers is Luther R. Fry, who told me he broke into the business right after he saw Paul Hunt, also of book fame, make a pitch to a large crowd at a State fair. Well, that was enough said, for I know what made Luther a pitchman. Any time that Paul Hunt makes a pitch to a large crowd means just one thing and that is he got odds of the long green when he made the turn. I dare say that many of the boys working that branch of Pitchdom were inspired to enter the portals of Pitchdom after seeing Hunt do his stuff.

Luther had the pleasure of watching Hunt work about three years ago, and that is as long as Luther has been in the game, and I dare say for the short time that he has been making the health talks his passouts have been up to par, along with the boys that are known to be the go-getters.

Fry didn't stop at the book end either. Recently he took a fling at medicine and has been connected with a platform show working Illinois and Missouri, and from all indications and reports made while the boys are cutting up jackpots, Fry is getting it with the tonic, too.

Fry is bound to get well in this business, for before he became one of the members of the high-pressure art of salesmanship he was connected with a collecting agency at Tulsa, Okla. Fry told me that after chasing delinquent debtors all over the oil country he had enough tenacity and perseverance shoved down his throat to make him stick in any business he undertook.

Fry carries one of the most elaborate and substantial pitch platforms I have ever seen in the business, for it is not only attractive but holds the weight of Fry and about two more heavy-weight pitchmen, too, if necessary.

The platform itself is one by two and braced by two by four solid lumber. The legs for the foundation are 1 1/2-inch pipe, and shooting up from the floor is another piece of one-inch steel pipe that holds a table head for the stock, and serves as a leaning stand. The entire outfit fits in the back of his car, neatly packed away for use on the spur of the moment in the event he runs onto an unexpected spot. That idea of Fry's alone nets him many a dollar that other fellows would lose who are not equipped for sudden business.

Luther has a nice service record which assists him in obtaining readers in some tough spots. Fry saw service overseas and also saw service during the argument with Villa, in which he was partially disabled.

Luther recently celebrated his 42d birthday and is still single, which is a record in itself in this game.

Doc McFarland pitching on Elm street; also Chief, with soap. Had the pleasure of seeing one of the greatest mind-reading acts selling horoscopes I have ever seen. They are the Martinellis. Talked to him and found him a very nice fellow. Will meet all the boys in San Diego."

**WILLIAM CARR PIPES**... from Springfield, Mass.: "Doc Harold Woods, of the Woods Med Show, has just purchased a large band wagon to be the feature attraction on the show next season to get them on the lot. Doc is now fishing on his yearly winter vacation in Florida."

"AM WORKING THE RODEO" here (February 11-12)," pipes H. Tenez, Wilcox, Ariz. "Will work Sonita February 17 and the Tucson rodeo and livestock show February 21-24. Am announcing as well as writing sheet."

**DAVE ROSE**... of rad note, is making spots with the whistles in Mississippi and is reported doing well. While Dave is luring the long green with the tin missus has taken over the rad end and is giving a good account of herself as a pitchwoman.

"JUST CLOSED THE... worst two weeks business I have had in a year." Infos Doc George M. Reed, from Springfield, O. "Mrs. Reed and I are going to Columbus to visit our children and then the missus will spend a week in North Canton visiting her daughter before we go to Wheeling, W. Va., where I am scheduled to put on my corn remedy demonstration for three weeks in a local department store. From there I go to Parkersburg for an additional two weeks. One of the boys was fined in Columbus the other day for not collecting his sales tax. I got a ruling from the Ohio tax commission office that a demonstrator in a chain store does not have to take out a vender's license as long as he works inside the store, but he must collect the tax and you must collect the tax on all mail orders in the State, but do not have to collect the tax on mail orders out of the State. So, boys when in Ohio be sure you have a vender's license in the county you are working in and collect the tax. Will give the dope on Columbus next week. If you come to Springfield don't expect to get a b. r. Let's read pipes from Herbert Hull, Tom Kennedy and Frank Libby."

**HERBERT JOHNSTON HAS**... migrated a few miles from Oakland and shoots the following from San Jose, Calif.: "Have teamed up with George Smith and am working two spots here, the San Jose and California markets. Streets and doorways are closed tight to the boys of the tripe and keister family. Louis Falver, better known as the Belgian Kid, died in San Francisco January 31. We buried him as per his last request, with a full military funeral. He was buried at the Presidio February 5. A few of the boys were present and we all chipped in a little dinero and sent a beautiful floral piece. He was buried with the stars and stripes covering his casket. Hope Bill Goforth continues reading *The Billboard* each week so we will not feel so far apart. Weather conditions have been 'all wet' here for most of the winter and a lot of the hustlers are singing the blues."

**JOHN J. LOONEY**... fires a long one from Tampa: "I spent a very successful holiday season in New Bedford, Mass., and then made a long jump to Florida to enjoy an all-winter vacation. The Florida Fair and Osparilla is on here this week. I felt the urge, could not withstand it, and have been pitching this week. Business for myself and the other pitchmen here (there are just a few) has been very light. Biggest days are yet to come, however, and I still have hopes of getting some money. Tampa is filled with all types of troupers at present. Most of them are vacationing like myself. To those contemplating a trip to Florida bear this in mind. If you plan to work, do not come. Readers are high most every place. Living costs are low and the climate is fine, but you can't eat climate. So if you have a short bank roll don't come. A med-pitch store on Franklin street closed recently because of lack of business. Prof. Jack Scharding, pitching books, is the only outdoor

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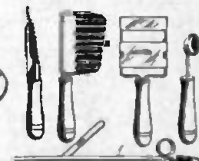
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worker here at present. Humanitonic Jim Knight, whistle worker, is spending the winter in Indianapolis and I understand he has perfected a new whistle he will offer to the boys shortly. Chick and Dorothea Townsend, mentalists, are in San Francisco preparing for a trip to the Orient. Eddie Davignon was here in Tampa but has left for New Orleans. He has put away his tripe and keister and is working sheet at present. I plan to remain in Florida until early spring hits the New England States and will then jump back there for the summer. The local colony of pitchmen were sorrowed to hear of the deaths of Doc Gray in Chicago and Doc Jack Dorsey in Philadelphia. We extend our sympathies to the families of both these popular members of pitchdom. Let's have a pipe from Doc Bill Sullivan and some of the boys who gather in Sam Lewis' Boston store these cold days."

**N. P. TATE**... of the Tate-Lax Medicine Company in Waco, Tex., pipes: "I have just returned from a trip to the West Coast. I saw more dried, burned-up territory than one can imagine unless he has been following the government reports. On my route there were literally millions of acres of barren land with not a sign of people, live stock or vegetation. The government purchased most of the stock, and the people have drifted from here to there attempting to derive a meager existence from the scanty resources that remain. If you ever visit Los Angeles do not miss seeing the Sequoia National Park, the Pacific fleet and the Gayless lion farm. The latter is advertised as the only place of its kind in the world, and at least 200 lions are harbored on the inside of its walls. I closed my show in November after enjoying the best season of my life. I will open again this spring with a few additions. Pay the Tate-Lax man a visit when you are near him—he likes to see you."

**MORRIS GOLDRING**... favors us with more of his humor this week. Morris was formerly known as George Hatto, comedy juggler for many years, and is a brother of the famed juggling act of years ago, Bedford and Winchester. He is working pens in the San Francisco area. Morris says: "The first million dollars is the hardest to get. After that the 'rest' comes easy. . . I have no worries. I engaged a man for \$50 a week to worry for me and his first worry has been when he will receive his first \$50. The trouble is, I have not paid him for four weeks and he is worrying h-l out of me. . . My brother and I started out for California with \$80,000 between us—and California."

"ONE OF THE WORST... weeks that I have had in the last six months was wish on me here last week." pipes Doc George M. Reed from Springfield, O. "This city is no good as far as pitchmen are concerned. I will stick it out one more week. The Ohio sales tax is going to hurt all demonstrators' business. Don't say it won't because it will! It knocked me out of a lot of sales last week. Each customer must be given a coupon. A local man here last week was fined \$25 for not following that procedure. While I was in Hamilton, O., recently the farmers received approximately \$83,000 hog and corn money. All I got out of it was a little corn money—the farmers

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**LOUIS SISLER** Or anyone knowing his present address, please communicate at once with BOX 9369, care Billboard, Cincinnati, O.

kept all the hog money. Ha! Ha! I see that my friend Hoot McFarland has left the pitch game again. Just how many times is it that he has 'quit'? Yes, Hoot, you are right, there are a  
(See PIPES on page 58)



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# Sioux Braves

## Make a Historical Trip Over Great Britain

By FRANK A. SMALL

"From John o' Groat's to Land's End" for centuries the ambition of every Britisher to have traveled, but was generally considered the ultimate of accomplishment in voyaging the world. Not many more than had received visits from angels could boast of the accomplishment of making the journey, and it is therefore with some pride that I record the visit of American red Indians to both points in the same summer. I stage-managed both expeditions.

As should be known, John o' Groat's is the extreme northern point of land as Land's End is the extreme southern point of the "tight little isle" that constitutes the mightiest part of the great British Empire, and travel in olden days by means of the slow methods of transportation available was one that would take about as much time as a journey around the world would occupy today using the most modern travel equipment offered. Even in 1904, when I took the Indians over this long trail, it was no small accomplishment, and in all my travels into every corner of Great Britain, covering more than 500 of its cities and towns, I never met one man who had ever made the visit to both places, but I could hear the expression almost daily to indicate great travels and great travelers.



When I looked over our proposed route for the season I found that we were booked for a three days' stay in Penzance, the most southern city of England and just 12 miles north of Land's End. Then for an August date of three days I found we were to play in Inverness, as near the northern point as it was possible to transport our show and the only large town that far north. By consulting railway guides I found that by two nights' traveling, going and coming, we could spend the greater part of one day at John o' Groat's and get back to Inverness in time to travel south with the show. I told Colonel William P. Cody (Buffalo Bill) that I intended to have the American red Indian make this trip and to photograph him at both points in order that he could say that he had made the journey and could prove it. The Colonel simply remarked: "You are the doctor and as far as I am concerned you may go to it."

Our season opened in April at our winter quarters in Staffordshire and we at once went south, saving the north country for the hotter months of the summer. In May we rolled

into Penzance early Sunday morning. I had written from Plymouth and had engaged a large double-decker motor bus to meet me at our grounds early in the day, and as we gave no performance on Sunday I had a free day to go to Land's End. With a couple of helpers, a few newspapermen of the local press and a couple of cowboys, I loaded the bus with Indians, with Chief Iron Tail in command. In other autos the whites traveled, and with envious eyes but the good wishes of those left behind we began to play for the first trick of my game to give the American red Indian the honor of doing in Great Britain a feat that all Britishers considered so great. The motor bus was of the day and would now be called of ancient vintage, but it served us bravely and well.



It was while visiting Land's End that Charles Wesley, the most brilliantly endowed sonneteer of Protestant religious hymns, was inspired to write the one containing the lines "On this narrow neck of land, 'twixt two divided seas," and on the spot where the great brother of John Wesley stood I stood and had every one of our party stand. It was a very narrow strip of rock joining another and larger rock to the mainland, making a natural bridge, under which the great Atlantic met the opposing waters, causing a constant turmoil in the meeting, and looking down on which would cause a dizziness in almost any head. All were impressed when the tale was told and the hymn read to them, but especially were the Indians interested as the interpreter translated the story into their own language. Many questions did they ask that showed their interest, and many of them were like unto those of little boys, they were stumblers and had to be passed over with a near equivalent of "that is something little Indians should not know or could not understand; run along to bed."

The trip was made in the finest of weather and luncheon was had en route at a wayside inn of the olden English type, and while the fare was modest in number of dishes it made up in wholesomeness and quantity for all lack of variety. The Indians surely did love to tell of their visit to Land's End, and poor Colonel Cody had to listen to their telling of it until every member of the party had reported personally to Pahaska (the Colonel's Indian name and meaning Long Hair).



Three months later, as we were nearing Northern Scotland, I reminded the Colonel of the fact that we would soon be in Inverness and I would have to arrange my affairs so that I could take the trip to John o' Groat's. "Do all you please," was his response.

Arriving in Inverness, I as usual met and entertained the local journalists with visits to all parts of the camp. Introduced them to the Colonel and other celebrities, such as Chief Iron Tail, Blue Shield, Lone Bear et al., and to Capt. Johnnie Baker, the great rifle shot, and to Fred Hutchinson, our efficient manager, who had agreed to attend to my press duties while I was absent going to the north. Among the newspapermen I also included two railway men, and when I told them that I was taking a couple of representative Sioux Indians who had visited Land's End to John o' Groat's I was at once tendered free transportation for the three of us. A special compartment was reserved for us and we were made as comfortable as "three bugs in a rug."

Up in that country there are no fast trains and the journey to Wick, the end of the line to the north, was a rather tedious one, but we made it overnight and did not notice it very much. Arriving at Wick, we had

breakfast, attracted unlimited attention and curiosity, the natives never having seen an Indian before and most of them never having heard of one.

From Wick to John o' Groat's the trip had to be made by carriage and it was one trip never to be forgotten. Driving alongside the northern seas all the way, the wind blowing a gale almost, the waters to our side lashed into furies as they beat helplessly against the rocky shores, and during the four hours' drive meeting and seeing only one man it was like going into exile.

Chief Iron Tail could not converse in English, but Blue Shield had been educated a bit in the Reservation Government schools and was an excellent interpreter, so that as we went along I was highly entertained by the comments of Iron Tail as conveyed to me by Blue Shield. Both these Indians were of high intelligence and they were appreciative of all the opportunities given them to see, hear and learn as they trekked over the white man's lands.

Finally we reached John o' Groat's and found that a hotel of modest dimensions and abilities to entertain, with half a dozen fishermen's cottages, together with a flagpole and some fishing boats, made up the town of John o' Groat's.



The wind continued to blow and clouds swept over the skies so frequently that I had to take my pictures with a small hand kodak, not being able to handle a larger machine. I managed, however, to get a couple of good shots, one showing my two Indians in the prow of a big whale boat that we pushed out over the extreme point of land to the north and projecting over the North Sea. In this boat I posed the Sioux warriors, Blue Shield standing, a heroic-looking figure, on the very last solid plank of the boat and Iron Tail seated near him. It was the climax of my desire to "beat Johnnie Bull" with a Sioux Indian in seeing his own country and I was happy.

On my return to camp next day I was congratulated by everyone and demands for copies of the snapshots almost took a week's wages to fill. My railway friends used the trip very effectively in advertising for several weeks after.

"From John o' Groat's to Land's End" was an accomplished fact for Sioux Braves with Buffalo Bill's Wild Pine Ridge agency in South Dakota when they could not find a native of that country who had ever been to both places, tho constantly speaking of it.

I need not say that I made effective use of the material thus afforded me to give a new dash to some of my publicity. It was a pleasure to be a press agent with such people as Colonel Cody and his manager, Fred Hutchinson, who would back you up in any sort of reasonable scheme to get publicity and would travel all the road with you and never kiel if some mischance would set your plans awry, only saying, "Better luck next time."

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### Showman's Wife Very Ill

CINCINNATI, Feb. 16.—Edwin A. Ludwig advises from Huron, O. (R. R. No. 1), that his mother, Mrs. C. B. Ludwig, is very sick and not expected to live. Mrs. Ludwig's husband has been connected with circuses.

### PIPES

(Continued from page 57)

lot of stamp collectors. Where is Tom Kennedy? Has he quit the game too? My friend Joe Irwin, production manager of the DeVore Manufacturing Company, has just returned from Florida, where he has been on business. I hear my old friends H. T. Maloney and Jack Thomas are taking in paper money in Columbia. I wonder what has become of Earl Wilson? Walter Byers and the High street bunch claim that he is the reporter for the gang, so how about a pipe? Bob Wilson, of coil note, shoot a pipe? I wonder what has become of Bill Sachs, that old coil worker of Philadelphia. All you oldtimers and all you j. c. l.'s shoot in pipes. We like to hear from you."

DOC W. R. KERR

shoots another sketch on Southern pitchmen from Spartanburg, S. C. This time it's Doc O. H. Walker: "Doc is one of 'our boys' who is making good," pipes Kerr. "He is what some pitchmen might call a j. c. l., but to meet him and see his smile of goodfellowship and hear him talk you would call him a member of the old school. Doc makes his home in Gastonia, N. C. He has a store show somewhere in Tennessee at present and is also making tobacco spots. He is a high-class worker and willing to cut time with brother pitchmen. More power to Doc Walker. We have been having summer weather here (Spartanburg), but yesterday it turned cold. Am painting up the old wagon, getting ready for an early spring opening."



CHIEF IRON TAIL (at rear) and Phillip Blue Shields at John O'Groat's, the very topmost point of Scotland. These two Sioux braves are the only Indians ever to travel from O'Groat's to Land's End, a trip that is the heart's desire of every Briton. This and the other photo reproduced on this page were made by Frank A. Small, press representative for Buffalo Bill in 1904 and 20 other seasons.



The DELEGATION of Sioux Chiefs at Land's End, England, May 29, 1904, at the point that inspired the great Methodist hymn writer to pen the hymn beginning with "On this narrow neck of land 'twixt two divided seas." These Indians were part of the Buffalo Bill Wild West entourage.



By LEONARD TRAUBE (New York Office)

In From the Open

THIS may be an "out in the open" pillar, but it's the lucky boys who are really out in the open and in from the cold at the same time. Like Ben Williams, pilot of the carnival under that name. He gives me the old stuff about enjoying a vacation with his family under the Miami Beach sunshine. That's supposed to make me very jealous, and as a matter of fact it does. But there's nothing I can do about it save hugging the old fireside and imagining myself in, say, Bermuda, just to be different. . . . I must remember to buy myself a fireplace, however. . . . Ernest Anderson, a builder of jungle shows for parks, is herewith thanked for the ad in last issue's Hartmann's Weekly Broadcast. . . . Just another sample of people ribbing your correspondent. . . . Anderson is another fellow who hugs the warm spots during the descent of the mercury. . . . That brings us to Florida again and a letter from Baby Ruth Pontico, Sarasota fat lady mentioned here recently by way of an item quoted from a New York newspaper: "Noticed your comment about me and thought perhaps you would be interested in knowing and letting my friends know that I am now well on the mend. Altho not yet walking, I am trying hard and hope soon to be successful in my efforts. After more than six months in bed I feel fortunate in doing as well as I seem to be. Good old Florida sunshine—there goes that sunshine again—Editor's Note) has done me worlds of good. It is true that I did lose more than 200 pounds, but now am gaining weight so rapidly that I am really heavier than when I first joined the Ringling Bros.-Barnum & Bailey Circus in 1931, with which show I have been for four years, and can notice that I am still putting on weight rapidly and hoping I shall be able soon to be well enough to show when the season opens."

I wonder if Baby Ruth knew Jolly Ethel, fat woman, who died in a Pennys town a few days ago, according to a report which just came in. . . . Another departure is Matton Valentine, whose loss is deeply mourned by the W. W. Workman Tent of the Circus Saints and Sinners in Richmond, Va. Valentine was one of the original members of the tent and as regular as they come. . . . Still another is Sam Dernberger, brother of Alfred J. Dernberger, owner of the late Brown & Dyer Shows. Sam was one of that fast-fading species known as a gentleman, and one of the most able men ever to work on any carnival midway. I can still see Sam chewing away feverishly at his favorite tobacco and supervising anything and everything around the lot from opening day to the Saturday night blowoff. His official title was manager of pay attractions, but that represented only a fair percentage of his duties. Tall, sturdy and in apparent good health when I last saw him about six years ago, he fell victim to a number of ailments during the last few years, and even at that his death was a shock to me personally. It's always a shock when one you like passes on, be he gravely ill or in superb health. As he makes the trip up yonder I hope the friends who have preceded him will be waiting with outstretched hands to say: "Here, Sam, here's your favorite tobacco." In death, as in life, he'll like that greeting best.

MY APOLOGIES to Archer Winsten, of The New York Post, whom I mentioned last week as being with The American.—Bert Nevins, the p. n. is working on a publicity campaign to make the East Sullivan (up in them Char Catskill Mountains) County conscious or unconscious, as the case may be. Official announcement of the appointment of Frank Cook as manager of Hagenbeck-Wallner Circus reminds me of the night a few months ago when he and his bride celebrated "something big" in Buddy's drinkerie on 49th street. We all knew it had something to do

with the recent appointment, and we all joined in the fun for that reason, but mum was the word until the formal news was released.—Talking about celebrations, Fletcher Smith, the circus p. a., celebrated his 66th birthday on February 10, and the Wirth Family out Forest Hills way helped along the festivities. . . . Gene Graves, scribe of Ringling show, just came in to rattle the typewriter keys.—Chalmers L. Pano-coast and Frank (Cannonball) Richards to say hi do. . . . From The Journal: "Ray Dooley, acclaimed the world's greatest lady clown, and Clark and McCullough, all appearing in Eddie Dowling's new musical revue, Thumbs Up, will journey to Bridgeport to be feted by Grock, Toto, Hines and all the famous clowns of the Ringling Bros.' Circus at their winter headquarters." The winter quarters of the Big Show is in Sarasota, Fla., Oh, Mr. Lachmann! . . . The cables carried an immensely interesting story from Moscow that the height of a midjet was raised six inches. Done by grafting pituitary glands into body.—Fascinating lion story in The Sun on Captain Gay's Farm near Del Monte, Calif.

Paul Moss, the license commissioner, has been calling hearings involving shooting-gallery owners. Other interested parties are ammunition suppliers and gallery builders, F. W. Mangels among them. Several sound recommendations were made by Bob Kirshman, of Luna Park, Coney Island, Range impresarios are agreed that there should be a uniform charge, fee under consideration being 15 shots for 25 cents. Some galleries with cheap rentals have been inclined to cut-rate it. They should be driven out of the business. Commissioner Moss said he could not regulate prices, but could revoke licenses for other reasons. Gallery men in Coney Island, for one, have had meeting after meeting to decide the question. If they abided by their own agreements there would be no necessity for the city to step in. New rules framed by the commission from suggestions at the hearings will go into effect on March 15.

I HAVE on hand a terrifically pungent letter from a keen observer of carnivals and their operating methods from the point of view of game concessions. It is of such outstanding proportions that I cannot eliminate it from my mind without leaving my conscience clouded. To leave it out of print would be a sin. Here it is:

"The boys are at it again. During the depression the managers of collective- (See OUT IN THE OPEN on page 74)

TOM MIX CIRCUS AND WILD WEST
All Acts and Personnel contracted will report to Winter Quarters at Compton, Calif., for Rehearsals March 1, 1935.
TOM MIX CIRCUS AND WILD WEST, DAIL TURNEY, Manager.

Peeping In
On the Performers' Club of America
By BERT CLINTON

CHICAGO, Feb. 16.—Just received a nice letter from President Toby Wells and Brother Chris Cornalia from Grand Forks, N. D., where they are playing this week for the Shrine. Show was produced by Brother G. G. Gray and following members of the club constitute program: Cornalia Troupe, comedy acrobats; Yoshida Japs, balancing act; Toby Wells and his Funsters; Roselio Bros., gymnasts; Mann Bros., on bounding rope; Vern Corriell Troupe, acrobats; Sjollin Bros., bumps and falls; Herberta Beeson, on the wire; Wells and his Fun-makers; Yoshida Troupe, posturing and balancing perch act; Wells and his cannon act; Kora, slide of death; Alfreta Bros., globe rollers; Tate's Comedy Canines; Great Sjollin, hand balancing; Toby and his gang; Echo, head balancing on swinging trapeze; Cornalia Troupe of Joys; Snyder's Bears.

The Three Cheers have recovered from their recent accident and opened on a vaude route in Champaign, Ill., this week. Smiletta Sisters returned to Chicago today from a trip to the West Coast and are leaving soon on a vaude route.

Lu Ella Beattie is still in McAllen, Tex. Johnny Dixon and family are visiting with their relatives in Galveston, Tex. Kocher and Fenwick are playing night clubs in Florida.

Phil and Doty Phelps and Hans and Roetta Claire will play Shrine Circus in Minneapolis next week. The Two Gobs have been playing night clubs in and around Chicago lately.

Emma Raymond will soon open on indoor engagements. Lloyd Miller, manager of Biondin Rellim Troupe, high-wire act, stopped in for a visit. Boyd and Wallin Troupe arrived and will play vaude houses around Chicago.

Treasurer Harry Sykes is playing in the South at Jacksonville, Fla., this

QUEEN CITY EXPOSITION
CHARLOTTE AUDITORIUM, CHARLOTTE, N. C., MARCH 18 TO 23, INCLUSIVE.
Sponsored by Federal Labor Union.
Concessions of All Kinds Being Booked Now, 20,000 Square Feet of Ranges, Exhibits, Best Cheap and Balcony, CAN USE good side Show and Feature Acts.
L. E. JOHNSON, Manager, Charlotte, N. C.
308 Independence Trust Bldg.
USE PROPERTY FOR SALE
\$ 1.65 Chicago Fibre Pink Stakes, All Sizes, Wood and Used Public Address Systems, Best Cheap, \$40.00 Holcomb & Nole Electric Peanut and Pop-corn Machine, Working Order.
\$30.00 Large Tiger Skin Rug, Mounted Head, \$50.00 Assorted Curtains for Theatres, Cost \$600.00.
WE BUY CONCESSION OR SHOW TENTS, PAT & SEC-ON, WEIL'S CURTAIN TV SHOP, 20 & Second St., Philadelphia, Pa.

Hauptmann in Wax
Life Size, Completely dressed as he was in the Flaminio Court.
Also Complete.
PUBLIC ENEMY WAX SHOWS.
B. W. CHRISTOPHEL STUDIO
3938 Long Ave., St. Louis, Mo.

LARGE TENT STAKES FOR SALE
43", with Iron Cap, 20c; 40", with Iron Cap, 30c; 30c; 32", with Iron Cap and Ring, also 13", Steel Point, 80c.
TAVETIAN, 61 Rutgers Street, New York, N. Y.

week. Nap Montambo, ex-partner of Toby Wells, our president, is now in Phoenix, Ariz., where he has gone for his health, and advises that he feels fine.

Mickey La Mott and his Ben Bey Troupe of Arabian tumblers were in today in the gym for a workout, as they are leaving on a route soon. Lawrence Flowers, of Irma Flowers Trio, has been confined to his home with a very painful carbuncle on back of his neck.

Members are requested to not allow their membership to elapse thru non-payment of club dues.

Starting a New Season
By JOE SIEGRIST

Soon another season shall be starting. With its trouble, struggle and its care And its joys and triumphs all entwining 'Monst its changing weather, bleak or fair.

What will be our fates and our fortunes? Now there is no way of finding out, But we start with optimistic feeling, Esmishing all thoughts of fear and doubt.

In the past we all have taken losses. But we've held our own with good success. Doles or outside help have not yet claimed us.

And we've shared with others who had less.

So this time we start with pride and courage, And with that same eternal hope that's strong, Fair and square we'll fight on for our living.

Distinguishing the right ways from the wrong.

We're forgetting all our past complaining. We will work hard to make things go right.

We'll continue helping one another, Believing there are better days) in sight.

Then when fall comes and we're looking backwards, Thinking of the season that's gone by, We'll not regret whatever has befall us, Knowing that we mortals can but try.

Because we know there is a Will above us Guiding us much better than we can, And the purpose of this world of vastness Is beyond the mind of mortal man.

If we try our best as we can see it, That is all that we're supposed to do. The other things are not for us to ponder;

We're just living life as we go thru.

O! Pagliacci

By ERNEST ANDERSON

Three months, long, weary ones, maybe more, before the "Merry Mimes" (around whom a circus really revolves), can do the motley. Without them a circus would indeed be a sad affair.

Yet, altho more is expected of them than any other branch of the tanbark arena, their pay is just a mere pittance. A novice stenographer would refuse to accept it in any medium-sized town.

But the clown is expected to make them shriek with laughter, hold their sides, always have new gags, clean white, spotless wardrobe, be ready to "jump in" when something goes wrong and divert the attention of the audience, be funny and laugh, laugh, no matter how much it hurts. Keep them in good humor. For what? How much a week did you say, mister?

Dig up new gags every season. Get new props built, and finish the season with just enough money to get back to a civilized town.

The writer listened one night recently to several radio programs, the stars of which were comedians, and after all a comedian is just a clown. And the stars actually "worked stops" (as we say in circusdom), but instead of a rider doing tricks, a band played numbers and between numbers the comic pulled his gags. Incidentally, there were four stops, which is an average for circus riders.

There are many oldtimers who can draw the same comparison, but the comparison in salaries is simply staggering. A comedian on the air draws a salary that runs into four numerals, while the poor old Joey of the big top has to accept two mediocre numbers, and is expected to be a tumbler and go in the leaps as well—for what?

It is a strange state of affairs. On the radio a comedian is encouraged, On a circus a clown is discouraged. It is always "get in there, you bums, and make 'em laugh!" It's the old army game—never give a sucker a break!

Surely a strange paradox. The circus press agents shrieking to the high heavens about the "Famous Funsters" (50, count 'em), the circus owner spending odds of jack (dough to you) or billposting, to boast the "Musgroves" and spending heavily on the radio to eulogize the "Jakes," while at the back door the aforesaid "merrymakers" are being bawled out and having the heart cut right out of them. What a laugh!

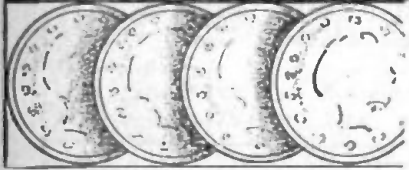
Why doesn't the average circus owner of these United States get hep to himself and encourage clowning? It is essential to his business, but it takes money to buy new gags, walkarounds, new ideas, white suits.

The elephants and the clowns stand out dearer in the mind of John Q. Public than all the riders, tumblers, gymnasts, acrobats or any other circus entertainer who can go along with the same routine season after season.

But a clown must change his gags, be ready to parody the news of the world, be "with it" all the time.

For how much did you say, mister? O! Pagliacci!

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Convention Greetings

The greetings of The Billboard organization are extended to all who are present at the 1935 Coin Machine Exposition and to those thousands of people interested in the coin-machine industry who could not be present, but who will depend upon The Billboard to give them the most complete story of the convention and its doings in this issue and the issue dated March 2.

Frankly, this message is an effort to dodge some of those serious questions which may be anticipated to break during the convention. A recounting of some of the objectives and accomplishments which The Billboard organization has kept constantly in mind will be worth something to all those who have the best interests of the industry at heart.

No person or organization will take greater pride in the success of the present convention than will we. The seven issues for the first seven weeks of 1935 have devoted fully one-fourth of the news matter to a direct or indirect boost for the convention. This weekly stream of publicity reaching thousands of readers has had its effects. It is no idle boast when we say that no other medium has given as much space or has had anything to compare with the wide circulation which this publication has had in spreading the news of the annual meeting. It should be kept in mind that in addition to the members of the industry itself thousands of other people have learned something about the convention thru this department. In addition to the publicity and news carried in this department we also sent a news story to daily newspapers over the country in an effort to get a news announcement of the convention in the daily press. It is a very difficult matter to get publicity for a small industry in the daily press, but we have made the beginning and a lot has been accomplished. Perhaps next year a more widespread movement can be initiated to secure publicity of the convention in the daily papers all over the United States.

Eighteen members of The Billboard organization are present at the convention and personal acquaintance with all members of the trade is desired and will be appreciated.

It should be perfectly clear to all that our editorial policy has given complete support to the standard type of pinball games as a form of popular amusement. Our advertising revenue from this type of game has been encouraging. Furthermore, public opinion at the present time is such that an open and honest use of pinball games can be successfully defended. But any efforts to use the pinball game as a screen for slot machines may mean ruin for the skill-games business and for the bulk of small operators who have made a living by operating these games.

We set as our objective during 1935 the work of cultivating better relations with the public press. Newspaper editors and reporters are trained men and know all the "tricks of the trade." Whenever they are told about skill games they recognize skill all right, but they also begin to question many men, firms and motives in the background. In other words, just as the United States Supreme Court heard and the Alabama State Supreme Court heard, they begin asking questions about who in the industry has "clean hands."

And that is a very embarrassing question. Frankly, we will not be able to promote a better understanding with the newspapers unless we get a more sincere support from the

trade itself. As long as there are manufacturing firms that insist on stabbing us in the back and undermining the good work which we undertake to do there is not much hope for accomplishing much.

We began working for the legal rights of pinball as a game of skill more than two years ago. We have put more time, money and effort into this cause than any other single agency up to the present time. Our work has opened up much new territory for operators. It is a pleasure to see the manufacturers' organization form a legal department to give advice and information to operators' organizations over the country just as we were trying to do as far as we were able. We have given all co-operation possible to the manufacturers in getting this work started. It is a bigger job than The Billboard could do, but the success of the work will always be of vital interest to us.

Organization among the operators has also been an object which this publication has supported in every possible way. Some organizations follow policies of which we do not approve, but we do support the idea that organization is necessary to defend against unjust discrimination which frequently arises. We extend our greetings to the many officials and members of organizations, State and local, from all parts of the country.

It is no idle boast when we say that no other agency or medium has given the amount of publicity and general support that we have given to the cause of organization. The news service which we have introduced and carried on has kept the subject of organization before the trade constantly. This news service has been the finest kind of a meeting place for an exchange of ideas. We have published by-laws and articles on how to conduct organizations and in many other ways furnished an educational program for local associations.

It would be a serious disappointment should special interests begin to seek control of these local and State organizations, as there is some evidence of this kind of work going on now. It seems perfectly clear that if organizations are to win the respect of the public they must always work openly and above board. Slot-machine secrecy and methods are sure to bring another wave of national disapproval such as swept over the country in 1933 and 1934. Whenever any organization of operators defends a case in which games of chance or automatic payout devices are involved, such an act is slapping public opinion in the face. Or to foster or support any bill which would legalize anything other than a simple type of skill game is to invite organized opposition from the public again. Trick phrases in bills or grouping pinball games with chance devices may stir up serious reaction.

The independence of local organizations and their support of local work as far as possible seems to be the ideal. It is very important that these local groups be kept free from the influence of special interests, and that they do not get into the control of men who will use the local organizations to promote and foster causes, bills and acts that may arouse public opposition again. This is simply a matter of common sense and will appeal to all who want to see the continued popularity of the pinball games. A number of very capable men in the trade have lost faith in organizations because of this very thing and have given up the whole thing as a bad job.

Perhaps the entertainment and pleasures of the convention will help all to forget their differences and unite on a simple program that will insure a living to the largest number of operators. We have worked to make this the best convention on record and will continue to work for the good of the industry as we see it.

SILVER SAM.

# FIRST

Published Reports of  
the Convention will appear  
in the MARCH 2 ISSUE of

# The Billboard

OUT FEB. 26 — JUST 5 DAYS AFTER THE CONVENTION CLOSES!

Operators who attended as well as those who were unable to be present will pounce on this issue to get complete details and information.

## ADVERTISERS

Manufacturers, Distributors and Jobbers — Take advantage of the extra reader value offered by the March 2 issue. Operators everywhere will read the convention news — and read your advertisement.

LAST FORM CLOSES IN CINCINNATI MONDAY MORNING, FEB. 25.

## RUSH YOUR COPY TODAY!

Or Leave It at The Billboard Booth, No. 64

The Billboard, 25 Opera Place, Cincinnati, Ohio

### Pingames Get Judge's Okeh

*Vancouver magistrate convinced skill is big factor—location owner dismissed*

VANCOUVER, B. C., Feb. 16.—Store-keepers who augmented their daily receipts by operating amusement games will be able to resume these operations as a result of a finding of Police Magistrate Mackenzie Matheson in the case of W. W. McLeod, who was dismissed on a charge of keeping a gaming house.

The charge against McLeod arose out of his operation of a "marble game." Players endeavored, for suitable rewards, to place marbles in numbered slots, awards being given for the highest scores.

It was contended by the crown that the game was one of chance and one that came under the heading of a gaming contrivance. This was denied by the defense and the machine was produced for the inspection of the magistrate.

"I find the evidence very meager," the magistrate declared. "It is true that there is an element of chance, commonly called the 'breaks of the game,' but that applies to everything. However, there is also the element of skill. I do not see why a person should not, with sufficient practice, become able to put the ball in any desired slot.

"I want it understood that this only applies to this type of machine, the only one of its kind I have seen."

Operators of other forms of marble games claim that the same element of skill marks their devices and they may bring a test case to court in an effort to demonstrate this contention.

### Behind the Scenes

By ED V. ROSS  
Oriole Coin Machine Corp., Baltimore.

Thruout the country today we hear distributors making claims of their unusual success and always taking due credit for the success. One contends his success is made possible because of the fundamentally sensible manner in which he treats his customers. Another says it's because of the unusual sales plans that he has cooked up and which always bring extremely savory results. But regardless of what they all say, all are right only to a certain extent. All should take cognizance of one positive truth behind their success. This truth remains no matter what one does to make a greater success of his venture. And that is customer acceptance. First, the man or business establishment and, second, the product. There may be those who dif-

fer, but it happens all too often where an inferior product is sold in preference to a superior thru the sheer personality of the salesman. But in all cases it is the customer who builds the success of any firm. His quirks of mind or, as in most cases, his ingrained knowledge of value makes or breaks the seller. So it is about time that due credit be given the customer in the coin-machine industry. And the customer in this case is the operator. In spite of the old business adage that "the customer is always right," this falls to hold water at certain times. Yet the basic necessity of considering the attitude or preconceived notion of the operator is very important.

During the time we have been in the distributing business this point has never been lost sight of. We have always realized the fact that an operator is a successful operator because he has a specific knowledge of the products that interest him. All distributors should come to realize that in selling to an operator they are not dealing with human ninnies, but rather men and women who know what they want and

should get it. We plan to continue to consider the problems of the operator and at all times to attribute our success to the common intelligence of the operator, as must all distributors.

A few months ago I made the statement that there would ensue many changes before the new year came in. This metamorphosis has come about. Today we see the rapid changes in all the industry. From just a low rumbling it has increased to a tremendous roar. And this change is the average fundamental attitude of the manufacturers and distributors. Those manufacturers who have given unstintingly of their valuable time have come to realize beneficial returns from greater confidence in their products and many repeat orders. This can only be defined as pure co-operation. This new outlook in the industry will certainly result in new standards of conduct by everyone in the coin-operated machine industry. And those manufacturers and distributors who have worked along with everyone in an effort to maintain prices, keep proper outlets satisfied and work in such a pleasant manner as to hatch those advantageous things everyone has been wanting have brought beneficial results. The right road seems to have been found. Every effort should be made to see that there is no straying. A goal must be set. That goal must be attained!

### Trade Treaty Is Signed

WASHINGTON, Feb. 16.—Second of the reciprocal trade agreements under Roosevelt policy of promoting foreign trade was announced February 2. It provides for reductions in tariffs on certain products of Brazil and the United States. Altho coin machines were not listed in the agreement, it is considered as a step which may open the way for the addition of further products. The Brazilian Government also agreed to remove obstacles to foreign exchange which would facilitate quicker payment on goods shipped to Brazil. Automobiles, radio, furniture, paint, cement and chewing gum were included in the list of products on which Brazil would lower import duties.



OFFICE FORCE OF H. W. SEIDEN & COMPANY, Albany, N. Y. Mr. Seiden, president of the firm, is seen at the extreme left.

# At the Coin Machine Show SEE THE WURLITZER-SIMPLEX

the Automatic Phonograph with the Famous  
**MULTI-SELECTOR**

*Let Us* demonstrate to you why the **MULTI-SELECTOR** (which permits the patron to select from one to ten records at one time and plays them in order of selection) *doubles and triples operator's profits.*

*Let Us* explain our co-operative plan to enable Wurlitzer-Simplex operators to get the most profitable locations.

*Ask Us* for facts and figures which prove that since Repeal music is one of the most profitable fields for Coin-Machine Operators.

and don't forget . . . the **WURLITZER-SIMPLEX** is **SOLD EXCLUSIVELY TO OPERATORS**

The Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y.

## Petition Gets Good Response

ALBANY, Ore., Feb. 16.—The power of a petition signed by merchants and business men in behalf of pinball games was seen here recently when a local newspaper commented editorially on "those marble games." When city officials had threatened to ban the games a petition was signed by hotel, restaurant and drug store proprietors, asking that the games be permitted to operate.

"Portland has dealt with the marble game problem," commented the local newspaper, "in a way that might be imitated here in response to petitions of local business houses, asking the city council to except these devices from the ordinance which outlaws both the outright gambling machines and those whose primary objectives are purportedly amusement and the demonstration of skill.

"Portland has differentiated between the strictly gambling devices and the games, continuing the ban on the former but licensing the latter under restrictions that bar participation by minors. A \$24 annual license fee is imposed upon the games.

"While existence of the games can not be said to be essential to the progress, happiness and welfare of the community, they do afford a comparatively harmless outlet for gambling instincts that might otherwise seek clandestine expression thru more harmful media.

"The games, of course, do involve an element of chance, but that the skillful have a better chance than the unskilled to win is clearly demonstrated by the fact that games must be moved from one location to another from time to time as they become easy of solution by those who play them. Otherwise they yield all their profit to the players and none to the owners.

"On the other hand there is the attitude held by some that to permit these machines to operate in public places encourages a gambling habit.

"This is a moral question which calls for separate action. Should the council agree with this view its only course would be to let matters stand as they

are, and continue the current local ban on all games.

"If it should be decided to accede to the wishes of the petitioners, Portland's precedent may show Albany the way."

## Uses Airplane To Win Phonograph Sales Race

HOUSTON, Feb. 16.—Harry Drollinger, direct factory representative in Texas for the Rudolph Wurlitzer Manufacturing Company, says that modern automatic music deserves the best in modern transportation. That is why he used the airplane route recently to win a sales contest for his company. Homer K. Capehart, general sales manager, inaugurated the contest in January for representatives of the firm.

Drollinger used the air routes to con-

tact his principal accounts and delivered something over three carloads of Simplex phonographs within a month. He claims that he has sold more than 20 carloads of phonographs in Texas since his connection with the firm in October, 1933. "This is just the beginning of Simplex business," he says.

## Players Call for Date

SOUTH AMBOY, N. J., Feb. 16.—The telephone at Billy's Corner rings all day long, and the reason is that players are making appointments with Billy for a certain time to play pinball games. Some of the questions callers ask before they come in are: The condition of the machine, the name of the machine, the high-score prize and what time the machines will be available.

## Still Deadlocked On Flint License

FLINT, Mich., Feb. 16.—Altho both sides agree to the idea of assessing operators of coin machines \$25 per year, the city commission and operators of skill games are still deadlocked upon the amount of license fee to be charged on the devices, following a joint session of the operators and a special committee Monday night.

The commission committee has specified a license fee of \$10 a year for each machine, while the operators hold for a fee of only \$3 a year.

Speaking before the commission, Attorney Howard Cline expressed the fear that imposition of a confiscatory fee would legislate a majority of the machines out of business.

According to others representing operators of pinball machines, there are now approximately 1,000 in the city and should too high a license be imposed not more than 100 could continue to operate.

## Michigan Firms To Show Small Model Nut Vender

JACKSON, Mich., Feb. 16.—Walker-Freeman Company, Inc., manufacturer of toys and novelties, has recently placed on the market a small peanut vending machine known as the Tom Thumb P-Nut Vender. It is reported to be gaining wide acceptance among the operators.

While the new vending machine is small, it is ruggedly constructed and built to stand a great deal of abuse and offers many valuable features to operators. It will vend all kinds of nuts, small candies and ball gum, and may be regulated to vend different amounts of merchandise as well.

Besides these features it has two separate locks and may be screwed down to booths or tables. It is equipped with a special vacuum-cup base, which holds it firmly to glass or marble-topped tables, and is painted in a beautiful green and aluminum crackle finish. It weighs only 5½ pounds when packed for shipping.



THIRD MOVE FOR ADVANCE AUTOMATIC. Advance Automatic Sales Company, San Francisco, moves to larger quarters, the third move in four years. Display room is shown.

**Modern Methods**

By NAT COHN  
President Modern Vending Company,  
New York.

The coin-machine market depends upon intelligent distribution of its products. Modern Vending Company has evolved a system of distribution which we claim has created a new era in coin-machine marketing.

At the present time most machines produced by the manufacturers require faster sale than at any other time in the history of the business. Because of the large number of new machines being constantly introduced and because of the rapid changes in public taste, the distributor finds it to be an involved problem to equitably distribute the machines he receives to the complete satisfaction of the jobber and operator.

Previous to the actual appearance of a

new game on the market we make it our business to investigate and survey the field to forestall any circumstances that might hinder the proper distribution of the machines. To further aid jobbers and operators the firm places all its resources back of a machine to promote a receptive market. The operators, given due notice of the arrival of a machine, can acquaint their locations with the fact that a new game will soon be ready for them and the jobbers at the same time have an opportunity to acquaint their customers with the fact.

In this way we have found that a receptive market is usually awaiting a new product. We also use a steady advertising program to give the machine a good sendoff. Unique cards are mailed. Letters are forwarded to all operators explaining the game and giving the name of the nearest jobber. Trade paper advertising is used extensively. Many times a party is given upon the arrival of a new machine.

For every game we have a unique merchandising plan. The plans are entirely original. The jobbers realize that the firm is attempting everything possible to aid them in selling the game. The operators have made it a practice to correspond with the firm to learn of the new games and to be ready for their arrival.

The games are received in carload lots. A carload of machines is usually distributed within eight hours after its arrival at the freight docks. A day previous to the arrival of the games, when the bill of lading is received, every jobber in our territory is notified by telephone, wire or letter that the games will arrive on the next day and usually the machines are equally assigned among the jobbers before even the arrival of the car.

The record sales of Modern Vending Company during 1934, equaling the \$1,000,000 mark, is an example of the number of machines the firm distributes during one year. During 1935 it is the belief of the members of the organization that twice the number of machines will be sold and it is also believed that the games during 1935 will exceed in beauty of appearance as well as novelty of play any games which have been constructed to this day.

Modern Vending Company has established a reputation for large quantity distribution and also one for fair dealing with the jobbers in its territory. Very few machines are sold directly to the operators. The firm uses every effort to gain immediate, fast sales for the products of the manufacturers it represents, and asks only that its factories produce the machines in sufficient quantity so deliveries can be made promptly.

**Bar Featured on Cover**

Featured in the front cover design of this issue of *The Billboard* is an illustration of the unique Flying Trapeze Bar opened a few weeks ago in New York City. The novelty of built-in pinball games in a bar arrangement attracted wide attention and will probably be duplicated in other cities.

The 25 pinball games in this bar were built to order by the Scientific Machine Corporation, Brooklyn, and the firm should be given credit for a good job. Many problems had to be worked out and the Scientific engineering force put in some real work in planning and designing the innovation. Max D. Levine is president of the Scientific firm.

**To Distribute Sensation**

NEWARK, N. J., Feb. 16.—George Ponsler Company, distributor of coin machines in this city, has been chosen as the metropolitan New York, New Jersey and Connecticut distributor for the new Sensation game of the Chicago Coin Machine Company, Chicago.

Ponsler reports the game has immediately clicked in this territory and that the reorders from the operators are an absolute sign of the game being one of the season's outstanding machines.

**Ideal Given Territory**

ST. LOUIS, Feb. 16.—The Ideal Novelty Company reports that the firm has been appointed distributor for the Bally Manufacturing Company for territory in Southern Illinois and Eastern Missouri. The new arrangement includes St. Louis, 33 counties in Southern Illinois and practically all of Missouri with the exception of Kansas City and vicinity. Carl F. Trippe is owner and manager of the Ideal Novelty Company.



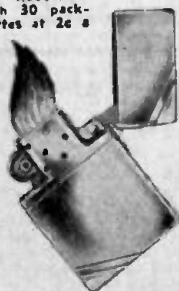
**YOU CAN'T BEAT THIS COMBINATION FOR FAST, SURE PROFITS**

6 Nationally advertised ZIPPO WIND PROOF LIGHTERS featured in smart department and tobacco stores at \$2.00 offered on a 1,000-Mole Salesboard, with 30 packages of Cigarettes at 2c a punch. Excellent profit for wholesalers & distributors.

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THE LAST DIME  
Vocal with Guitar and Piano Acc. Peeble Wheatstraw (The Devil's Son-in-Law)

02741—CORN LICKER BLUES  
HURRY DOWN SUNSHINE  
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# The Automatic South

By TOM MURRAY

*Genial Tom Murray is known to the trade simply as Tom. He says of himself that he came up thru the routine of ex-circus trouper, wire performer, newspaper feature writer and what not. He launched The Automatic World in 1930 and attended the national coin-machine convention in 1931, where he met the boys. In the face of predictions that a coin machine publication could not be put over in the South, his paper has made steady growth and has been an important factor in the development of the coin-machine industry in the South.*

Never has the growth of any industry been so amazing; in fact, so phenomenal as the advancement that has been in evidence in the coin-operated machine industry in the great Southwest. Every month during the last three years has witnessed an expansion in this particular field. And this program of growth has not ceased. It continues to march on and every day uncovers new advancements in every branch of the fastest growing industry in the South and Southwest. Today every large manufacturer of coin-controlled equipment will tell you that outside of the Eastern territory his next largest shipments go into the great South and Southwest coin-machine empire. Each year has registered outstanding gains for the industry down Dixie way, but the year of 1934 chalked up a string of winnings that made the entire industry pop-eyed.

## Life-Saver to Storekeepers

The coin-operated machines were a life-saver for the small merchants who struggled thru the lean years of depression. Ask any of the small storekeepers and they will tell you that it was the coin-operated equipment that kept the wolf off the welcome mat, paid their rent and helped feed and clothe their children during the recent years when the clouds of poor business hung low. And due to the period of operator cooperation with location there is now in evidence an existing and noticeable feeling of partnership between the operator and location owner. Never before have the location owners of the great Southern coin-machine territory displayed such a friendly disposition toward the operators. As a passing thought, permit this writer to suggest that the existing friendliness be respected, preserved and protected by every coinman in the South and Southwest.

There is also being displayed a better public opinion regarding the coin-machine industry than ever before. One Southern newspaper editor has already made the assertion that to hamper the coin-machine industry would hamper the social life of half a million people and throw a slug of depression in several hundred allied industries. We believe that the great South and Southwest really recognize the greatness and public benefactions of the coin-controlled industry.

## Manufacturers of the South

There are now few manufacturers in the South and Southwest. However, there are several firms that have turned out some good equipment. Most of the manufacturers of the territory confine their activities to counter units and attachments. During the last few years several very good counter models have been brought out and one or two floor-type pinball games have been made, but not on any large scale. The biggest run on pinball games was the introduction of the twin or double tables. A number of attractive types of these double tables were made by Southern manufacturers. In fact, we believe that Texas was first to introduce the double games, just as Texas holds the distinction for introducing the miniature pool tables which were coin operated. In reality the midget pool tables were the beginning of the table games industry. It was the initial move that started the little balls rolling. The first and best miniature pool tables were manufactured in the South and Southwest. Some high-grade jackpot attach-

ments are being manufactured in the Southern territory, and right now several manufacturing firms are offering some attractive insert boards. But this portion of the great coin-machine industry centers its activities upon the distribution and operating of machines mostly. Manufacturing facilities are limited and production costs soon mount too high to insure a product that will sell at a reasonable price and show a profit to the producer.

## Distributor Growth

Five years ago the great South and Southwest territory claimed one distributor of any distinction. That was the Vending Machine Company, of Fayetteville, N. C. Joe Calcutt is the owner of the firm, manages a continually growing business and is recognized as one of the South's largest distributors. But today this section can easily lay claim to scores of established distributors. Many of these firms have experienced an unusual growth during the past year. Their business has grown by leaps and bounds, and their profits have been interesting. Distributor expansion programs have been a daily diet, and it has not been unusual to witness a firm spreading from a single store-room to occupy half a block of space. And all within a few months.

Southern distributors take their jobs seriously and have been doing all within their power to render the highest type of service to jobbers and operators. For this service they are being well rewarded.

## Jobber Growth

We don't believe that there has been such an outstanding and noticeable jobber growth anywhere in the industry as in the Southern and Southwestern sections. The slogan has been: "Hush, little operator, don't you cry; you'll be a jobber by and by." The jobber parade started about three years ago. Two years ago it got well under way and today most every operator can jump in his car, dash over to the county seat, look over the latest machines, make his purchases, rush back and place them on location and then go home for lunch. By evening his machines have almost paid for themselves. With the exception of a few, operators in general seem to be well pleased with the jobber situation. The jobber's repair shops and his ever-ready supply of parts have proved instrumental toward helping the operator succeed. During the old days the only chance an operator had of seeing a new machine was to buy one direct from the factory. Today he can go to his jobber's showroom and look over all the new machines before making his purchase. This fact is well recognized by the operators of the Southwest section.

## Operator Growth

Until about 1932 the entire Southwest could lay claim to approximately



JOE CALCUTT  
Veteran distributor of the South.

400 operators, all told. Today we would not dare to state the number of men and women who are actually engaged in the operating business. The parade of new operators started about the middle of the spring of 1932 and by the middle of 1933 the line of march had lengthened and also widened. It was truly the march of the great cavalcade, only difference being the marchers were not on horses. Among them were members of the great army of unemployed. They came from the bake shop, grocery, garage, railroad shops and offices and from hundreds of other places. There were barbers, butchers, druggists, mechanics, insurance salesmen, clerks, bookkeepers, laundry-wagon drivers, lawyers, doctors, tailors, painters, cigar salesmen, chemists and others who began to look for an entrance into the operating business. Of course, the established operators frowned upon this new but courageous thundering herd that was seeking an entrance into their craft. However, the situation adjusted itself as time went on and today are confronted with a new era of things, a "new deal" for the coin-controlled industry in this territory.

Of course, not all of this new blood has remained. Some of it turned out to be only stubble, but those with the grit are with us today and they are a credit to the industry. They are the quality ones, and the operating profession of Dixie is proud of them. Right here I would like to paraphrase just a few lines that bespeak the law of the operating business better than any words I ever bumped up against. They were fashioned by Robert W. Service while he shivered in the icy cold of the Yukon. Listen to them. It is truly the operating business speaking:

"This is the law of the operating game. And ever she makes it plain, Send not your foolish and feeble; Send me your strong and your sane—Strong for the red rage of battle; Sane, for I harry them sore; Send me men girl for the combat, Men who are grit to the core; Send me the best of your breeding, Lend me your chosen ones; Them will I take to my bosom, Them will I call my sons; Them will I glid with my treasure, Them will I glut with my meat; But the others—the misfits, the failures— I trample under my feet."

And thus we have the law—the creed—of the operating profession, and may every man be guided by it.

The old and established operators quickly saw the opportunity and began to spread out with more and better equipment. It was truly the old saying that "Competition is the life of trade" coming to pass. Other experienced operators entered the distributing or jobbing business. However, some of the most successful distributors and jobbers we have today never had an ounce of operating experience before entering the jobbing game. Altogether it was the huge awakening of a great giant—a massive industry that had lain dormant too long and had no doubt become tired of its own inactivity. It arose, stretched itself and went on a "lam"—a rampage of expansion and growth that has startled a nation.

Do not think for a minute that the growth of the coin-machine industry in this territory has been a mushroom growth. It is to the contrary. The growth has been well planned and well managed. Of course, there will be obstacles encountered, gulfs to be crossed and chasms to be spanned, but with the noticeable determination that is now evident all these things will be achieved. No doubt the industry is to stand in the great South and Southwest and will continue its march of progress until it comes fully within its own and gains the recognition of the best public opinion.

The operating territory in the great Southwest is broad. Miles upon miles roll away beckoning to the operator to pioneer virgin territory and establish new locations for coin-operated equipment. Towns upon towns dot these many miles, and opportunities for the operators are evident at every turn. In this vast section towns have risen into being almost overnight. Within a few years cow pastures have become thriving cities. It still has unlimited elbow room to grow. And grow it will and with this growth the coin-machine industry will keep pace.

Some of the outstanding coin-machine hubs of this fertile territory are listed below.

Memphis and Nashville are two leading coin-machine cities; so are Louisville and Birmingham. Atlanta and Miami must be recognized, and New Orleans and Shreveport can't be overlooked. Jackson, Miss., comes in for recognition, along with Little Rock and Ft. Smith, Ark., Wichita, Kan., stands out as the leading coin-machine town in the center of the United States, while just south of it we find Oklahoma City, Muskogee and Tulsa. Okla., throwing their hats in the ring as leading coin-machine hubs, and their hats have a right to be thrown in the ring. Moving down to Texas we find no less than 20 leading coin-machine centers. Dallas, Ft. Worth, Houston and San Antonio stand out as the largest of the coin-machine capitals. However, we must give due credit to Beaumont, Waco, Austin, Corpus Christi, Abilene, Lubbock, Amarillo, El Paso, Texarkana, Tyler, Italy, Brenham, Eastland, Galveston, San Angelo, Brownwood, Wichita Falls, Vernon, Henderson and many other cities. There is not a State in the Union that has even one-third the active coin-machine hubs that Texas has. It is truly, outside of a few Eastern States, the greatest operating territory in the world. We do not wish our readers to get the impression that established territory in Texas is not being well handled by the present operators. It is. There is, however, ample oppor-



GROUP OF SOUTHERN COINMEN AT MIAMI. Left to right: Ed Padgett, Bill Shayne, R. E. (Smitty) Smith, Bill Littleford, Bill Frey, George Buckman, William Bartlett and Mr. Guehrst.



tunity for developing new territory and new locations.

This great growth has girded the industry for more action, and that action will be in evidence throughout the year. Every member of the great coin-machine profession in the South and Southwest has tightened his lips and expanded his chest with a determination to make 1935 a greater year than any previous one.

### Resents Attack On Pin Tables

ST. LOUIS, Feb. 16.—A. W. Long, of the Pioneer Distributing Company, an operating concern in Collinsville, Ill., took issue with Dr. Henry J. Gerling, superintendent of schools, by voicing his opinion in a letter to the editor of *The St. Louis Star-Times*. The newspaper published Mr. Long's letter, with comments by the editor. Mr. Long contends also that "inquiring reporters" had misrepresented the pinball games by saying that players spent as much as \$5 an hour on the games.

The letter, with editorial comment, followed as it appeared in *The Star-Times*:

"Editor, *St. Louis Star-Times*: I read with interest and a great deal of amusement your front-page article of Thursday, January 10, concerning the pin table games. I have been an operator of these pin tables for the last four years and never have I had a complaint from parents in regard to children playing these games, for the simple reason that children are not allowed to play them.

"Children are not allowed in most places where these games are located, and if they do have access to a game, in 99 out of 100 cases they will not be permitted to play.

"I have been a subscriber to your paper for the last 12 years and enjoy reading it, but before publishing this article of disillusion and misinformation, you should have studied the merits

of these games as a good form of amusement.

"Your reporter, who seems averse to telling the truth, said that he saw \$5 played into one of these games inside of one hour. Now these tables practically all have 10 balls. It takes an entire minute to shoot 10 balls as rapidly as they can be raised to the playing field and the plunger pulled. If a person uses any skill at all on each shot it will take anywhere from 4 to 10 minutes to dispose of all the balls.

"Taking an average of five minutes for each game, to play \$5 or 100 nickels, a player would have to play 500 minutes or close to nine hours of steady playing. If he could play them all in two minutes he would still have four hours of steady playing.

#### Not Supposed To Win

"Your 'unlucky' reporter also states that he played 10 games and didn't win a thing. In the first place he wasn't supposed to win anything. The proprietor or operator was only offering a reward for unusual skill in making any high score. As far as prizes are concerned, your own paper gave prizes to the most skillful skaters in the Silver Skates Carnival a few days ago. Just as those skaters required skill as well as speed, so do players of our games. It is natural to reward the most skillful in any contest.

"A sticker on every game clearly states that the game is for amusement only, but if it doesn't amuse a person he is not forced to play. For example, if he had gone into a billiard parlor but does not like billiards he will not spend his time and money indulging. The same applies to our pin tables, which are, incidentally, not a great deal unlike a billiard table, and billiards is one of the cleanest, most educational and recreational games known to man.

"As for Mr. Gerling, superintendent of instruction of St. Louis public schools, I think he is raising a big 'do' over nothing. No doubt his intentions are of the best in seeing that the children are taken care of, but I do not believe he fully understands these amusement games, which to most people are good, clean fun and well worth the money they spend in playing. There are cases of children mispending their money every day, and if it enters their mind to spend their car fare they will spend it on candy or something else that may do them more harm than dropping their pennies in these games. As I stated before, however, children are not even permitted to play them.

#### Cites Employment

"You also stated that none of the games are made in St. Louis. There are millions of dollars invested in the manufacture and distribution of these games, employing thousands of men. Some manufacturers would gladly spend thousands of dollars and take many a man off the relief in St. Louis to establish a plant here if some people would quit voicing unjust criticism of the games, which are legal in most States, including Missouri, even when prizes are given.

"I am an operator not because I am forced to be, for I make my living as a tradesman. However, there are many men with families in St. Louis who rely solely on the earnings they receive from these games, yet your paper is threatening their only means of making a living. And why? Because, at some time or other, some child may have dropped seven or eight cents into one of their games. An amount which most parents wouldn't even miss.

"My letter may not even be published, but it should be featured in your paper to offset some of the harm you have effected thru your front-page article. Let the public in on the truth.

A. W. LONG,

"Pioneer Distributing Company, Collinsville, Ill."

"Editor's Note—It is true, as Long states, that it would be almost impossible to play \$5 worth of games in one machine during an hour if each player shot all 10 balls. But in the instance cited in the article which appeared in *The Star-Times*, the players, 9 times out of 10, shot only three balls to a game, as they knew, after the first three or four shots, whether they had a chance of attaining a score for which prizes were offered.

"As to whether school children play the machines, a number of store proprietors told a reporter that school children were playing their machines. Some of them said that no prizes were offered children."

## SPECIAL ON Slot Machine -PARTS-

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In the near future our company will introduce a new game, and owing to its extreme originality every operator in the United States will be interested. Get on our mailing list for advance information.

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Owing to popular demand from operators—and contrary to our January Announcement—the Little "KAZOO" Dice Machine (\$8.80) WILL BE AT THE SHOW—at Booth No. 94. We will also exhibit TWO OTHER New Small Counter Games—One the "KAZOO-ZOO" (\$9.90), 5c slot, and "LEVEN-COME-SEVEN" (\$9.90), 5c slot.

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LOUISVILLE NOVELTY CO., 618 S. First Street, Louisville, Ky. If It's a Pin Game or Slot, New or Used, Write or Wire Us for Satisfaction

# Operating in a Small Town

By DON H. PHILLIPS

Don H. Phillips operates pinball games in a California town of 3,000 population, obtaining his machines on an arrangement with a jobbing firm in San Francisco. There are several points of interest in Phillips' experience; his use of games that are already "dead" in the cities; his co-operation with his jobber, and his study of human nature in the player. Mr. Phillips also has written a fiction story in which an operator is the hero fighting against a gangster element and winning public favor by donating games to charity. Phillips describes himself as a "country newspaper man."

I am a young operator of pinball table games and other types of coin machines. Since the advent of the pinball games a few years ago I have watched their progress thru *The Billboard* and have also studied them in actual operation locally. I have always had a hankering to get into the operating game but several things kept me from it for a long time beside the one good reason, lack of capital. I had learned that pinball games had a way of dying out on location and that kept me from entering the operating business for a while. In a town of 3,000 population the fact that games die a natural death on location is something to consider. More than a year ago a stranger came into town and a local merchant introduced us with the remark, "You have always wanted to get into the operating game, so shake hands with Mr. Blank." It turned out that Mr. Blank was a jobber from San Francisco looking for new fields. We soon

got together on a plan. He asked me for a surety bond, which I supplied. Later he shipped me an assortment of 20 pinball machines and I was in the operating business.

### Old Games Revived

The 20 machines were all old ones taken from locations in the cities. Machines I had seen advertised in *The Billboard* from six months to a year previous. I began clamoring for late machines but, much to my chagrin, I did not get them. But I did learn a great lesson right from the start. I put these machines on location and some of the oldest machines did a wonderful business right from the start. The secret was that out here "in the sticks," away from metropolitan districts, they were still new. They had never been on locations in this territory and the only people who knew they were old were the jobber and myself. I would not have known so myself if I had not been a steady reader of *The Billboard*. The thing I wish to make clear is that maybe lots of jobbers are overlooking a good idea.

### Works With Jobber

I note that some operators complain because there are jobbers who also operate. In my case it is a good thing for me and the people of my town. I have a neat little income each week, send my jobber the same amount I earn (as we go 50-50) and the merchants also get their commissions. I operate on the standard commission plan, giving the merchant 50 per cent after the prizes are deducted. The jobber and myself share the net.

Besides all this the most interesting part of the arrangement is that the jobber is turning old machines that have run their "string" in San Francisco into

producing machines again. I have had machines here to gross as high as \$65 a week and net me \$8 to \$10 for my share after commissions and prizes were taken care of. I could buy this same machine on the used machine market for \$4 to \$8.50. You might say that it is a poor policy not to buy my own machines. It might pay me on some machines to buy them myself, but taking into consideration that I am getting as many as 50 machines from my jobber, it would not pay me. In the small towns the games finally "go dead," too, as in other places. About the time I would have my machines paid for I would be needing new machines. In that case I would be buying machines for the locations and operating for my health. I would rather pay the doctor.

I have made a study of the coin machine industry for several years, even before the pinball machine came out. It has appealed to me. I have always thought that anything that will work while you sleep is a good thing. And this is the case many times, as the boys keep some of my local merchants up until the wee small hours.

There are many bright fellows in the small towns that would jump at the chance to operate machines for the jobber. In most towns of 3,000 population or less it is a good side line and that is the way I work it, also my side line frequently pays me more than my job, which, by the way, is on the local newspaper.

### Newspaper Advertising

Speaking of the newspaper, I use it every week to educate the public in favor of the pinball machines. This week I ran an ad where a judge in Stockton, Calif., had declared the pinball or marble game legal and a game of skill. The result of this advertising has caused the local city authorities to place a license on my pinball machines.

The license on a pinball game is \$12 per year in my town. I know that it is pretty steep, but I realize that now is a poor time to kick about it. I will wait until the location begins to feel it with me and then he will help me out in getting a favorable reduction.

Another thing I am trying out now is penny slots on dead machines. I sent for a bunch of penny chutes and am going to put them on machines that have played out and will place them on minor locations. This is an experiment with me. Following up a writer in *The Billboard* some several months ago. If it proves successful I will tell you about it later.

Another thing that has proved to me that you can do much to gain good will for machines and games of skill is related here:

When I first began to operate I ran an ad in the paper and the editor and owner asked me to not sign my name to the ads because of my connection with the paper. I used my telephone number for a long time. He has changed so much now that he is figuring strongly on going into business with me as a partner. He is now 100 per cent favorable to coin machines and especially the pinball or marble games. He helps me spot locations when he is out on the streets or on a new beat.

The campaign I am running in the newspaper to educate the public favorably toward the games is bearing fruit. One location which was guilty of permitting minors to play is now the strongest booster to keep youngsters out of the games. These things all help to further the industry and if every operator and location in the country would wake up and work to educate the public for favorable opinion toward the games the newspapers everywhere would soon be boosting them. The newspaper is the first institution to conform to public opinion, good or bad. As soon as the dear public begins to boost the games and speaks favorably of them, see how quick the press will begin to react favorably toward the games also.

### Service and Co-Operation

As to my locations, I go out on service when the telephone rings, regardless of whether I'm in bed or what I am doing. My locations have all had a few machines from out-of-town operators, but never more than eight or 10 machines in the whole town. I have almost an exclusive field now and the locations are fast realizing that I not only want to

give prompt service, but actually do so. They like that attitude. When I get a new machine in I dismantle it completely and pick the "bugs" out to be sure it is in good working condition before I place it. Sometimes I will have a machine in the house for two or three weeks before getting it ready for a location. If it does not work to my satisfaction I will not bother a merchant with it. I have hot arguments with my jobber at times on this question, but he knows that I am right on this point. He is a prince of a fellow and backs me to the limit. I try to do the same with him. When an operator can find a jobber like that he is in a position to make money for himself and for the jobber.

The manufacturer makes machines with the players in mind, or at least he should do that. However, he has a long road to travel before his machines reach the players. Everybody along the line must co-operate. The location must cater to the player, the operator must cater to locations, the jobber must cater to operators and the manufacturer must co-operate with both the distributor and jobber, with the entire line of distribution in mind until the machine is finally giving satisfaction to the players. When that is accomplished the industry may begin to feel that it is in some kind of a Utopian stage.

I would advise every operator to read one or more trade papers and also to attend all association meetings. My purpose in writing this article is to convince jobbers and the large operators that they can place their "dead" machines with fellows like myself to good advantage. It has worked fine in my case and I feel sure it will do so in any locality where the territory is not already covered. I am not able to say how many machines can be absorbed by developing the small towns, but it does appear worthy of any jobber's attention.

## Attention Operators-New and Used Machines

NEW PIN GAMES	
Checker	Write for Prices
C. O. D.	\$39.50
BEACON	\$38.50
RED ARROW	\$44.50
SIGNAL, Sr.	\$59.50
SIGNAL, Jr.	\$49.50
NATURAL	\$39.50
CHAMPION	\$39.50
ELECTRO	\$39.50
DROP KICK	\$42.50
SPORTSMAN	\$49.50
CRISS CROSS	\$39.50
ACTION, Sr.	\$44.50
ACTION, Jr.	\$39.50
SKYSCRAPER	\$47.50
REBOUND	\$39.50
USED PIN GAMES	
SUBWAY SPECIAL	\$14.80
TORPEDO	\$14.80
FLEET	\$12.00
SUPER	\$14.80
MILLS PROFESSIONAL BASEBALL	\$10.00
JACK RABBIT	\$14.80

NEW COUNTER MACHINES	
SPARK FLUG	\$29.00
SELECT-EM	\$28.50
BOOSTER	\$25.50
DABY SHOES	\$25.50
USED COUNTER MACHINES	
SWEET SALLY	\$ 5.00
SELECT-EM	10.00
BABY SHOES	10.00
NATURAL DICE	12.00
SPARK FLUG	14.80
WORLD SERIES	7.50

TERMS: 1/3 Deposit, Balance C. O. D. Write for Price List on New and Used Slot Machines.  
 Roanoke Vending Machine Exchange, 101 Commonwealth Avenue, Roanoke, Virginia

## WE SCORE AGAIN

At each convention time, we see our past year's business exceed the previous years. The confidence we have gained can only be earned by honest straight operators in Kentucky, Indiana and Ohio have gained much, in dollars and knowledge through dealing with us. We not only sell machines, but teach the proper principles of operating in a legitimate way, the proper care of machines and their operation, and the tactful handling of merchants and players.  
 We do operate and therefore can give our honest opinion of machines through actual experience. Look to the boys who deal with the Southern Automatic Sales Company, and you will find many who have come out of the red and are now in the money, up on top. Meanwhile some of the other boys are wondering where to raise the cost of the next machine.

**SOUTHERN AUTOMATIC SALES COMPANY** 540-542 South Second Street  
 Louisville, Kentucky. Est. 1929.  
 Phone: Wabash 5464. THE HOUSE THAT CONFIDENCE BUILT.

## Mississippi, Texas, Louisiana, Oklahoma, Arkansas AND ALL SOUTHERN OPERATORS

LOOK AT THESE PRICES ON USED GAMES!					
CONTACT J...	\$12.50	WORLD SERIES...	\$ 4.00	AUTOWINNER...	\$27.50
BLUE RIBBON	8.50	CHAMPIONS	40.00	AUTOWINNER	30.00
METROPOLITAN Sr.	12.50	WAMCO	30.00	LIGHTNING	8.50
AUTOBANK	27.50	STEEPLE CHASE	2.00	JIGSAW	18.50
ELECTRO	10.00	GRUSADER	8.50	SPORTSMAN	58.50

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AS SOUTH'S LARGEST DISTRIBUTORS WE CARRY COMPLETE STOCK ALL LATEST GAMES.

### STELLE & HORTON,

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## HORSE SHOES

With Thrills and Pays of the Turf

By EXHIBIT

Player selects his horse

with "Select-

or"

either 3-

2-3-5

or 6

while

cube

rolls

numbers

on

one of

the cubes

Another

cube

dis-

plays

WIN-

PLACE

AR-

S HOW

the

cube

quotes

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various

pay-off

odds to

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for PLACE

and to

SHOW. Plays

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nies, nick-

els, dimes

and quarters.

**\$12.50**

1 or 100.

Repeat with Order

Balance C. O. D.

Size 14" Long, 10" Wide, 4" Deep.

"Whether Large or Small, Deal With Electro Ball."

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## Do You Need to See A Doctor?

It's not that you are sick, and you certainly are not ailing, if you are, or have been, in the pin game business the last three years, nevertheless, you may need a good business tonic. We have it for you!

You have read for months past about our liberal credit plan for good operators, so when you come to the Convention, if you want to hear more about the plan, and learn how you can increase your business by use of our credit arrangement, come to SUITE No. 814, Sherman Hotel, and see us.

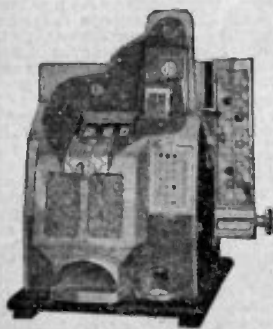
Remember, we will have no display of games, nor anything else to sell in the Suite. We may have a little refreshment "for the tired business man," but most of all, we want you to learn how hundreds of good operators in the country have increased their routes, and earning power, by use of our plan.

Come and talk the matter over, but prepare to tell us the truth, the whole truth, and nothing but the truth, because we can't use any bunk. In turn, we will not hand out any to you. Nothing like our plan exists in the country today, and you certainly want to know about it.

... Remember Suite 814 ...

*Lee D. Jones*

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Contacts, Master	12.50	Yu Chu Ball Gum Mach.	2.00
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Relays	7.00	Columbus Bubble Gum Venders	3.00
Subway (White Cab)	15.00	Victor Peanut Mach.	2.00
SPECIAL: 100 KIDDIE SCOPES WITH REELS. Each \$10.00			
WE CARRY IN STOCK ALL OF THE LATEST PIN GAMES			
RAINBO CANDY COATED PEANUTS. Per 100 pounds. \$12.00			
ADAMS 5 STAR BALL GUM. (F. O. S. Your Town), Per Case of 100 lbs. 12.00			
Globes and Parts for All Vending Machines.			
1/3 Deposit, Balance O. O. D.			

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Automatic (8c Play) PHONOGRAPHS at a price that means only BIG PROFITS. These fine instruments are BRAND NEW, NEVER UNPACKED. COST \$250.00. OUR PRICE \$95.00. Magazine holds Ten (10) Records. Height, 4 1/2"; Width, 3 1/2"; Depth, 20". Shipping Weight, 200 lbs. Complete, ready to plug into any current upon arrival (State Current). Limited Quantities. ACT PROMPTLY. 50% with order.

THE BEVERATOR COMPANY,

CAMBRIDGE, OHIO

## Write Lawmakers As Opponents Do

To the Editor:

"I like your efforts to place the coin-machine business on a high plane as to methods of procedure and to obtain favorable legal and public recognition. You should publish all the news, both good and bad, in order that others may take steps to prevent similar events in case of unfavorable legal action.

"Say, why not use the same schemes that our opponents use. Have all operators and location owners write their Congressmen when bills are up concerning coin machines. Have them state that they are helped by pinball machines which are legal games of skill and that a small tax to help get the business on a higher plane will be appreciated. I think we should state that it is not slots we are trying to legalize, because slots will always have to be operated on the sly, I believe.

"If every Congressman received letters from business men all over the State, it would surely have considerable effect upon him."—G. B., Texas.

EDITOR'S NOTE—As to publishing the news good and bad, the trade has not yet outgrown the old "slot machine secrecy" idea, and still follows the ostrich policy of keeping its head in the sand, while public officials know all about what is going on long before we do.

Your suggestion about writing to Congressmen is what will have to be done, but it will require effective organization of operators in each State to do it.

As to licensing, the proponents of slot machines have as much right to ask for license on their machines as the racing interests, lotteries and liquor interests. In the coin-machine trade, as you suggest, the pinball interests and the slot-machine interests should be kept entirely separate. Much of the work done up to the present time has given the public the idea that the skill games plea is being used as a screen to bring in slot machines. This is one of the most serious reactions to the business that could possibly happen.

## Code Assessments Low

WASHINGTON, Feb. 16.—The average rate of assessments for code enforcement was reported to be 10-65ths of one per cent in a recent NRA survey. The assessment is based on the volume of sales. Fifty-three budgets had an assessment rate under one-tenth of one per cent. 109 had assessments between one-tenth and one-quarter of 1 per cent of sales. 51 had assessment rates between one-half and three-quarters of 1 per cent. 10 had assessment rates between three-quarters of 1 per cent and 1 per cent, and 19 had assessments of 1 per cent or over.

The coin-machine manufacturing industry has been able to report a 50-per cent credit refund to its members for the past several months.

## Cotton Market Disturbed

HART, Tex., Feb. 16.—J. B. Holder, cotton buyer and merchant, operates coin machines in order to make a living, he says, during the unsettled and unsatisfactory condition of the cotton market. Holder finds the amusement machine business extremely interesting and highly remunerative.



JERRY WERTHEIMER, general manager of the Ad-Lee Company, Chicago, whose genial disposition wins him many friends.

# SEEING SIDEWISE

It often happens that a thing looks much better when seen from an angle. We actually get a truer perspective. After the Convention take a side view of your distributor. Perhaps you will get a new slant on things. The tangible things Oriole offers you are: Service with promptness and satisfaction; And selection of any machine manufactured any time you want it. This is possible only because of the excellent co-operation rendered Oriole by the Manufacturers.

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42 GRANT ST., BUFFALO NEW YORK

# Why a State Organization?

By ALBERT SCHLESINGER

Albert Schlesinger entered the coin-machine business at Port Chester, N. Y., in 1919 under the trade name of Luray Peanut Company, operating peanut and ball-gum machines. Went broke in 1923 and re-entered the coin-machine field in 1926, establishing an office in Yonkers, N. Y. Opened headquarters at Poughkeepsie, N. Y., in 1929, where he is still located, operating a route of more than 500 pinball games as well as a sportland. He has built up a fine jobbing business, too.

The formation of State associations of operators seems to be one of the most interesting phases of organization work and Mr. Schlesinger is qualified to discuss this subject, being vice-president of the Empire State Skill Games Association, Inc.

This is a query that was asked before and also since the formation of the Empire State Skill Games Association, Inc. Before the inception of the State organization the problem of the pinball table, after the passing of the slot machines in the State of New York, was one that vitally touched every operator, jobber and manufacturer. But while confusion reigned in New York City the matter was in the hands of a capable organization. What about the rest of the State? Operators and jobbers who had never heard the word organization before were now sending frantic pleas to the Skill Games Board of Trade in New York City for advice, for help, for anything that would lead them out of the wilderness. The call was heard by the board and they presumed that what was being done for New York City could be done for the entire State. Realizing that there was not one live local organization throught the State, Teddy Blatt, Ben Haskell and Joe Fishman set out to do what seemed the impossible—to organize the entire coin-machine industry of the State into one body. Authorities in every hamlet of the State had a preconceived idea of the status quo of the pinball table. Having solved the problem in New York City to the satisfaction of the authorities, their problem now was to solve this very same problem throught the State. You can imagine the amount of effort put forth when you stop to consider that there are 52 counties in the State. Someone had to make a personal visit to most of the district attorneys and sheriffs and convince them of the legality of the pinball table. After much time, money and a

great deal of effort were spent authorities were not only convinced regarding the legality of the tables, but also were left with the impression that the men engaged in the industry were hard-working, honest business men.

### Organizing Locals

With the legality of the machine settled, the next step was to organize operators in the larger cities into local associations. At the time of the outlawing of the slot machine in the State, outside of metropolitan New York there was one organization of operators that functioned spasmodically. It was known as the Hudson Valley Merchandisers' Association and was located at Kingston, N. Y. An operators' association was formed at Albany, N. Y., and lasted about three months. I merely cite this to show you how poorly organized the operators were at this particular time. For some reason or other operators and jobbers in the past were their own worst foes. Thru petty bickering and business jealousy associations never lasted more than six months outside of metropolitan New York. This is what confronted the men who started a tour of the State to organize the various local groups. They had to wade thru petty bickerings and jealousies of operators and finally formed associations in Buffalo, Utica, Binghamton, Rochester, Poughkeepsie and Schenectady. Operators were be-

ginning to really find out what organization meant.

### A State Organization

After the call for a State convention was sent out all over the State Saratoga Springs, N. Y., was decided upon as being ideally situated and centrally located for a meeting place. The convention opened its business session July 23, and when it adjourned after luncheon on the following day the Empire State Skill Games Association had been formed. Never to my knowledge were so many different angles of the coin-machine industry welded into one body. It brought together all operators', jobbers', digger and distributors' associations and also invited the membership of all manufacturers. Proviso was also made for the operators and jobbers who were doing business in sections of the State where there were no local associations to become members of the State body. Larry Nixon, who handled the publicity, exclaimed during the deliberations: "In all the years that I have been connected with large corporations and associations, never have I seen a body of men accomplish so much in such a short space of time." If ever an industry was welded together for a common cause, here was one.

### Purpose of State Body

Operators now have, whether they

digger returned. Then the State Alcoholic Beverage Board was contacted after getting opinions from the attorney general's office and the superintendent of State police. Taverns are no longer threatened with revocation of their licenses for installing a pinball table. Conditions are so today that operators are no longer molested and hounded. They enjoy the co-operation of the authorities after proving to their satisfaction that the coin-machine business is conducted on a clean business basis.

### Some Still Dubious

At the present time there are operators and jobbers who will not join any association, whether it be local or State. Whether they think they are too big or too small is beyond my calculation. I realize, of course, that there will always be some who will be contented to just ride along. But they are in the small minority. Live, progressive operators and jobbers should welcome an organization. They should be among the first to sponsor and build either a local or State organization. In New York State there are still some operators and jobbers who have not joined the State organization. If they are engaged in the coin-machine industry that is their only necessary qualification. No questions are asked. If a man be a large or small operator makes no difference. It is only by complete organization that this industry will withstand the shocks that it will get during 1935. There is no question in my mind that it will get many shocks. Those who think that everything is under control forget that reformers are still active and that they are on the alert to reform anybody or anything that they think needs reforming. We have nothing to fear from this type of opposition if we are organized. One only needs to look back to 1920 to see what reformers did to one of the largest industries in the nation, and it was only by years and years of constant effort that this force was eliminated. But who is going to take up the cause of the coin-machine industry when and if the reformers start into action? I can tell you now that if operators are not organized no one will take up the cause for them, and if they are not united then they must positively fail.

### A National Organization

This is the year when operators and jobbers should step out and take the initiative. It has all the earmarks of being a banner year in the coin-machine industry. Manufacturers are now building games that 15 months ago seemed impossible. No question that this industry has zipped along at a rapid pace in the last year. Pinball is more popular than ever, with no signs of decadence. It is only reasonable to believe that with manufacturers using all the mechanical ingenuity at their command they will continue to build more novel and interesting games. So with the operators, if they would show only half the initiative that the manufacturers show toward building their products it would not be impossible to have a State organization in every State in the Union. If this can be done, and it should be done by the time the annual convention is held in Chicago, representatives of every State organization should also meet and form a national organization, where a policy for those engaged in the coin-machine industry can be laid out that will be national in scope.



SKILL GAMES DELEGATES at the Saratoga Springs (N. Y.) conference to form a State-wide organization for New York.

operate in New York City or Podunk Center, a medium for first-hand knowledge and information of what is taking place in the entire State. If a city or town council tries to pass unfavorable local bills the State body acts for the interests of all engaged in the industry. If the State Legislature should attempt to pass unfair or arbitrary legislation, the body being organized can oppose those measures. We are all engaged in legitimate enterprise and can present ourselves in a large body to prove to our lawmakers that pinball operators are not thieves or racketeers, but on the contrary are business men who have the same civic interest as men engaged in other lines of industry. While good fellowship prevails amongst the rank and file, this is not a fraternal organization. Our main purpose is to cement together our industry on a high plane so that we can go about our business daily without the constant fear of hijacking or authorities seizing our equipment without due process of law.

### Results Accomplished

It was not long after the organization of the State body that the counsel for the organization, Ben Haskell, was called to Horneel, N. Y., where State troopers were seizing the pinball tables of a local operator. Not only did Mr. Haskell convince the local State troopers, but he journeyed to the headquarters of the county barracks and convinced the head of the troopers in that county of the legality of the pinball table. Shortly after this a call sent the attorney to an up-State city where police seized a digger. This case was successfully defended, the operator discharged and his

## HAZARD

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Three Games in One

Hazard — Even-Up — Big Six

For the past year HAZARD has enjoyed tremendous popularity. This remarkable little machine has really put big profits in the sale of Cigarettes; and bigger profits in the pockets of hundreds of operators everywhere. Sold on a 10-day Trial Plan. Order now.

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Harold W. Daily, Manager, M. & M. Building HOUSTON, TEXAS

BRANCHES 981 Liberty Ave., Beaumont, Texas 1803 Texas Ave., Shreveport, La. 117 N. A. Street, Harlingen, Texas



### ELGIN AND WALTHAM

MEN'S WRIST WAYTON—O.

Size, 7-Jewel, with Strap, in box with \$22.00

PRICE YAO. Each... \$3.00

Same in 15-Jewel, Each \$4.00.

In Single Lots, 50c Extra.

POCKET WATCHES—16.

Size, 7-Jewel Yellow Beautiful Engraved Case in 1/2

Dozen Lots, Each... \$2.95

Single Watch, \$2.50.

18 Size 15 and 17 Jewel, in 1/2

Dozen Lots, Each \$2.25; Single Watch, \$2.75.

BEAUTIFUL DUNER-HAMPDEN WRIST

WAYTON—AMERICAN MADE—With figure dial, strap in box, with \$22.00 price tag. Each... \$3.00

Special Prices on South Coast Pocket Watches, Dickens Chain, Yellow, as low as 80c. Also Ladies' Wrist Watches.

25% Deposit, Bal. C. O. D. Send for Catalog.

N. SEIDMAN

165-A Canal St., New York, N. Y.

## Mfrs.' Association Suggests Form For Petition to Public Officials

Frequently regulation, control or taxation affecting the industry is proposed by State or local legislative or regulatory bodies. This industry is no different from hundreds of others in this respect.

Often such proposals are made with no knowledge whatsoever of the facts of the industry and when these facts are brought effectively to the attention of those interested harmful proposals usually are promptly eliminated or modified to remove the possibility of any serious consequences to those who depend on the industry for their livelihoods.

In every State there are thousands of persons who would lose part or all of their incomes if regulation or prohibitive taxation should result in a discontinuance of the use of coin-operated machines. No State or community wants to assume the burden of throwing out of work or seriously reducing the income of these thousands of citizens, and it may be effective in many cases to have petitions signed and presented to the proper interested parties to bring out these economic facts.

Not only are operators and location owners interested in maintaining the industry which produces an income for such a large portion of our population, but all local civic bodies, such as chambers of commerce, manufacturers' associations, merchants' associations, Rotary clubs and so on, when given the facts will be interested in helping to continue the industry and avoid the serious effects that would result from the loss of income to thousands of families.

A petition prepared with this thought in view is given below. It can easily be modified to meet specific situations. Operators can help meet problems of this kind by explaining the object of the petition to each location and getting each location not only to sign the petition but to get the signatures of its customers and friends. With 10 to 20 names or more per location it is not difficult to demonstrate that a large percentage of any community is in favor of continuing the operation of coin-operated machines.

### Suggested Form

To Hon.....

#### RESOLUTION RE COIN-OPERATED AMUSEMENT MACHINES AND DEVICES

WHEREAS, there has developed during these past years of depression a growing industry concerned with the manufacture, distribution, sale and operation of coin-operated amusement games and devices; and

WHEREAS, this industry has grown into an industry of large proportion throughout the United States and in connection therewith many thousands of people are directly employed as factory workers, office workers, executives, distributors, operators, etc.; and

WHEREAS, in addition to the many thousands of people who are connected with the actual industry itself, there are additional tens of thousands who either derive an income thru this industry as

suppliers of the material used in making these amusement devices, or as storekeepers who receive a substantial increase of income thru the trade stimulation and profits derived from the possession of these devices in their places of business; and

WHEREAS, in the State of \_\_\_\_\_, thousands of merchants, storekeepers, restaurant owners and others have derived and are deriving substantial incomes from the operation and use of these machines and devices in their places of business; and in many cases have thereby been enabled to continue in business and to support their families as a result of this additional income; and

WHEREAS, in addition to the important economic aspect of the industry itself, it is noteworthy in that vast numbers of persons derive satisfaction and amusement from these machines or devices; which form a basis for infinite diversion and are so inexpensive of operation that they come within the means of everyone; and

WHEREAS, to remove this diversion and emotional outlet would be an injustice to the public at large, as well as a heavy financial burden upon this State and the local communities of this State thru the loss of employment and sources of income by many thousands of persons; and

WHEREAS, the beneficial aspect of the operation and maintenance of these machines and devices and the extreme importance of the industry as a source of livelihood to many thousands is often misunderstood by the authorities, partly because of the comparative newness of the industry and partly because of their not being fully informed as to the matters hereinbefore set forth;

NOW, THEREFORE, BE IT RESOLVED that we, the undersigned, who are citizens and persons entitled to vote in the County of \_\_\_\_\_, State of \_\_\_\_\_, who are aware of the facts in the recitals hereinabove set forth, and who are desirous of furthering and sponsoring an industry which is of economic benefit to our community and the State at large, and are further desirous of having a continuation in the operation and maintenance of the amusing and entertaining games of skill falling in this classification of coin-operated machines and devices, are in favor of the following:

- (1) That the State Legislature do everything in its power to further the successful and orderly promotion of this industry and to encourage the continued success of the same.
- (2) That all legislation heretofore enacted which tends to discourage or burden such industry be repealed or so modified as to provide for the manufacture and sale and operation of coin-operated games of skill and similar devices.

Editor's Note:—In many instances it may be very important to specify definitely that pinball games and games with a definite element of skill are meant. The impression has been given to the public in many places that the skill games plea is being used simply as a screen to bring in slot machines. It is a very unfortunate thing for pinball games when such an impression is made on the public mind and every precaution should be taken to prevent it.

Slot machines and other games of chance should appeal to the public on their own merits. It is just as reasonable to appeal for the legal rights of slot machines as for racing, lotteries, liquor sales, playing cards, etc.

### Philip H. Bethke Passes

CHICAGO, Feb. 16.—The Churchill Cabinet Company, maker of cabinets for pinball games, sent the following notice to the trade this week:

"It is with sincere regret and profound sorrow that we announce the death of Philip H. Bethke, our secretary, on Wednesday, February 6. Mr. Bethke has been a trusted employee and officer of this company and rendered loyal service for over a quarter century."



HERBERT BESSER, owner and manager of the Besser Novelty Company, St. Louis distributing firm. Before entering the jobbing field five years ago, Besser operated amusement machines in Southern Illinois.

WE ARE DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

— OF —  
**PAY TABLES**

WE DEAL EXCLUSIVELY IN  
**PAY TABLES**

WE BUY — SELL — EXCHANGE

Exclusive New York State Distributors for  
**JENNINGS SPORTSMAN**

The greatest Pay Table ever manufactured. Absolutely GUARANTEED to be the fastest money maker ever placed on location. Write today for price and descriptive circulars.

WRITE TODAY! Full information FREE on ALL the latest and best Pay Tables with detailed description and new prices. ASK FOR OUR PAY TABLE CATALOG! IT'S FREE!

**SQUARE AMUSEMENT CO.**  
75 Cannon St. POUGHKEEPSIE, N. Y.



**1935's BIG BUY**

2+ 41¢ STANDARD AUTOMATIC PAYOUT—2, 4, 8, 12, 16 JACK THE NEW PRINCE 5+ 45¢ PLUS 10% TAX DOUBLE MYSTERY JACK POT PLUS 10% TAX

**1935's Biggest Play**

Flashiest, Most Reliable Machine on the Market. Weighs only 45 lbs.; height, 14 in. Very Easily Handled. Tremendous Money Maker.

IDEAL FOR THE HARDEST OPERATING CONDITIONS  
Latest Improvements—Cash Box Removes From Front—Quiet Mechanism—Scent Coin Reflector—All Anti-Cheat Devices. Sold on 7-Day Trial Guarantee Basis.  
RUSH YOUR ORDER NOW WITH 1/3 DEPOSIT.  
Manufactured by  
**KING EQUIPMENT CORPORATION**  
BENTON HARBOR, MICHIGAN  
IMMEDIATE SHIPMENT GUARANTEED.



**GET A MUTUAL**

The new Rare Horse Game with all the thrills of real horse racing. A frame already a proven money maker. Over a 100 now on location and increasing fast. The reels show the race horses and the "nose, place or show" positions of the horses selected and the payable odds for the win, place or show horse. Also contains a selector that cannot be changed after the play is made unless another coin is inserted. A flashy name plate and instructions frame. Order now and get "in the money."  
Send us your old Chicago Club Horse, New Deal, Cardinal, 21-Vender or similar 3-reel machines or 3-reel machines.

**WALKER SALES CO.**  
Route 2, Box 289, Ft. Worth, Texas

WE HAVE 'EM ALL THE NEWEST GAMES. EVERY TYPE USED MACHINE (Reconditioned). We Also Make Exchanges. A FEW OF OUR RECONDITIONED MACHINE BARGAINS:  

Fleet..... \$15.00	Champion..... \$47.50	Broadcast..... \$ 4.00
Autobank..... 40.00	Signal, Sr..... 27.50	American Beauty..... 12.00
Golden Gate..... 17.50	Dice-O-Wario..... 8.00	Excuse..... 20.00
Lightning..... 15.00	Blissville..... 6.00	Jennings Football..... 30.00
Drop Kicks..... 23.50	Register..... 17.50	Shippers and Boxes..... 3.00
Rockets..... 37.50		

 TERMS: 1/3 Deposit, Balance O. O. D., F. O. B. Chicago. Know What You Want and We Will Quote Prices.  
**MONARCH COIN MACHINE CO.** 2752 Southport Avenue, CHICAGO, ILL.

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

# THE NEW MODEL MAJESTIC ELECTRO HOIST

★  
**90%**

of New York's digger operators are using Electro Hoists. (Proved by Greater N. Y. Digger Association)

★  
**THE FIRST**

Model Electro Hoist is still on the same, original location for three years and still earning \$20.00 per day. McKinley, Long Branch, N. J., is the operator.

★  
**MONEY BACK**

GUARANTEE applies to every Electro Hoist. The New MAJESTIC model Electro Hoist is sold on a Money - Back Guarantee FREE TRIAL Basis.

★  
**FREE TRIAL**

for Ten Days. WRITE TODAY!

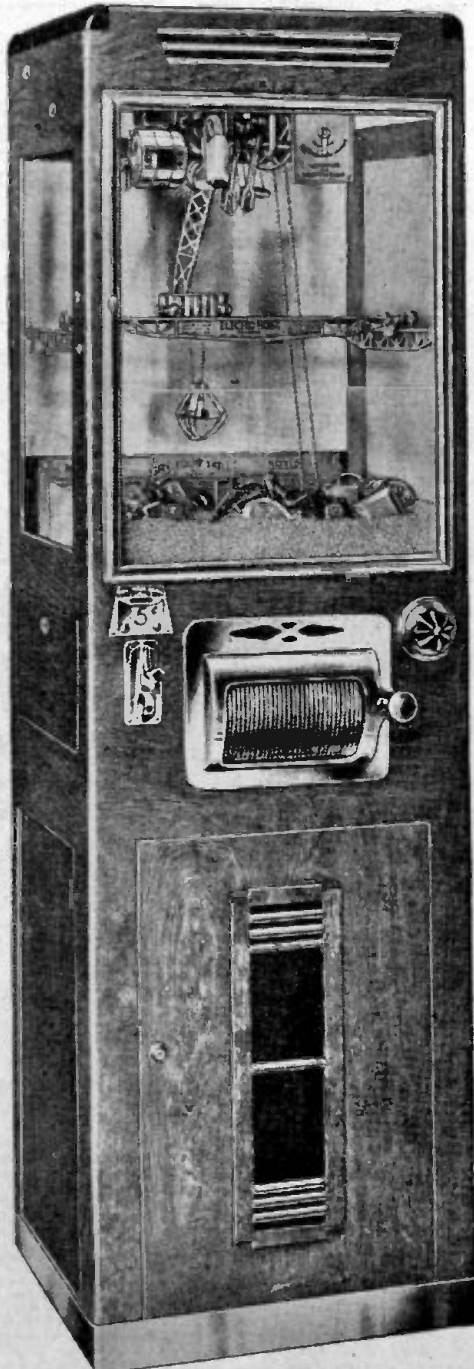
★  
**FASTEST PLAYING MACHINE**  
IN ALL COIN MACHINE HISTORY!

**INVESTIGATE TODAY!!**

Write for Complete Details or See the New Majestic Model Electro Hoist at the Chicago Show, Booth No. 16, February 18-21.

**STAR ELECTRO HOIST CO.**

— FLATIRON BUILDING —  
**175 FIFTH AVE. • NEW YORK CITY**  
— Tel.: GRamercy 7-5924 —



## Diversify Games

—By RAY T. MOLONEY—

Many leaders in the industry, many of the most successful operators and jobbers, have long been preaching the gospel of diversification. And now in 1935 the time has come when this idea must be put into practice. Every operator must adopt as his motto the old proverb, "Don't put all your eggs in one basket." We are preparing a line of machines which will enable every operator to diversify intelligently and profitably.

First and foremost, from the viewpoint of absolute novelty, is Planetellus, which is destined to be the sensation of the show. This machine operates with a dime and actually delivers authoritative astrological horoscopes for any birthday in the year—printed and sealed in an envelope. Planetellus is the product of many years of research. Three test machines have been on location for six months, demonstrating a truly startling earning power.

In view of the widespread interest in astrology, Planetellus is destined to be one of the biggest, most consistent money makers the industry has ever known.

Another new Bally number at the show will be our Ranger, a revolutionary new type of electrically operated pistol-practice machine. Ranger will be available with or without automatic payout. Due to certain exclusive features which insure extremely fast play Ranger is capable of a very high daily income.

We will also have ready for the show an automatic ticket game called Traffic, which will embody a number of exclusive features long desired by the trade. We sincerely believe that Traffic is the final achievement in pin-game construction from the viewpoint of player, merchant and operator.

Along the lines of clever mechanical developments we also have a machine which will not only record the score but also record payouts made, and the operators will marvel at the mechanism and ultra-modern playing field of this game.

Probably one of the most attractive machines at the show will be Bally's new motorless digger. This machine actually generates its own power so that the operator is not charged for any electric current. It embodies many unique ideas and is much more definitely a skill device than any similar machine which has appeared on the market to date.

In addition to the sensational new departures outlined above, Bally will announce several new payout skill games, a counter-size payout pin game, several new light-up games and several new pin games with carefully tested play-appeal ideas. Regarding our line of non-payout pin games, I want to emphasize that these have all been developed by practical operators—men who know from experience what the public wants.

We believe that Bally's 1935 line will afford every operator a genuine opportunity to build up his business—to increase the number of stops on his route—and to net more profit from each location. In short, Bally has taken the initiative and has created an array of machines which will enable the operator to be ready for good times.

## Office in Far Uptown

NEW YORK, Feb. 16.—Charley Lichtman, of New York Vending Company, Inc., has opened a new branch office in the Inwood section of the city to be known as the Inwood Vending Company. Address is 3852 Inwood avenue.

He reports that Nat Lichtman and J. Jackson will be in charge. Nat has closed the Fordham Vending Company and will place all his efforts at the new office. Mr. Jackson is reported to be very well acquainted in the Inwood section and to know coin machines from board to screws.

Charley believes that there is a need for an office in the far uptown section of the city because of the rapid development in the territory and also because of the Westchester County and far Bronx operators.

## Third Move in Four Years

SAN FRANCISCO, Feb. 16.—For the third time in four years the Advance Automatic Sales Company, distributing firm, has found it necessary to move into larger quarters. The new location is at 1021-1023 Golden Gate, where an entire building is occupied exclusively for the display, sales and servicing of coin machines. A recreation room is provided on an upper floor, where operators may visit and enjoy ping-pong and other amusements. A special "5 and 10" department has been arranged for used machine closeouts, everything on display being priced at \$5 and \$10.

Lotus E. Wolcher, of the firm, left by plane today to be present at the 1935 Coin Machine Exposition in Chicago. Following the convention he will go by plane to New York and Boston and return again by way of Chicago. He expects to make the entire trip in two weeks.



TOM WATLING, the "Daddy of 'Em All," who thrilled the 1934 Convention with his statement: "If you are as young as I feel, we will all have a good time."

# It's "STEALING THE SHOW" LISTEN TO THEM RAVE ABOUT IT!



## The Improved SPORTSMAN PAYOUT TABLE

Let's give the show a "gander" and see what all the noise is about. Look at that mob of Big Shots mobbing 'round Booths 27, 28, 39 and 40. Why, sure... it's the SPORTSMAN! No wonder they're raving. Listen to them "ound off!" There's E. G. Shaw of Washington. He says: "My SPORTSMAN earned over \$1,000.00 in 2 1/2 months." And get a load of this: G. D. Duke of Ohio pipes up: "Not one of my machines took in less than \$250.00 the first month." "Gets twice as much play as any other Pin Table I ever operated," puts in Vic Galda of Texas. Now let's listen to what that Jennings "rep" is spiling. He says: "The SPORTSMAN has consistently proven it

gets BIGGER and LONGER play than any other machine of its type. The SPORTSMAN is a game of SKILL. This is the decision of some of the brightest legal minds in the country. Merchants and operators prefer the SPORTSMAN because it requires no attention, stays in operation longer, pays out accurately and checks the rewards paid. The SPORTSMAN is an ideal game for licensing purposes. We stand ready to help you open any territory on a licensing basis."

De Luxe Size,  
18 1/2" x 42",  
Code  
"SPORT."

Try Sportsman 10 Days Free.  
Immediate Delivery.

SEE IT IN BOOTHS 27, 28, 39, 40  
WRITE FOR COMPLETE ILLUSTRATED CIRCULAR.

O. D. Jennings & Company manufactures a complete line of Coin-Operated Amusement and Vending Machines, Games and Scales. Write for Complete Illustrated Catalog Without Cost or Obligation.

**O. D. JENNINGS & COMPANY**  
430 9-39 WEST LAKE ST.-CHICAGO  
FACTORY BRANCHES IN PRINCIPLE CITIES

Manufacturers  
ESTABLISHED 1907  
RATED AAAI



**FREE**  
To Jobbers and Operators.  
**"TIPS & TOPICS"**  
The Business Journal of Coin Machines.  
A 64-Page Monthly Magazine concerning News of the Industry, Pictures of Operators and Jobbers, General Business News, World Events, a Little Philately and Bits of H.M.O.R. Subscribe in Booths 27, 28, 39, 40, or write at once.

## CANDIES

made especially for Coin Machines. Hard Shell Candies in a variety of bright colors and highly flavored.

Chocolate-Coated Raisins, Chocolate-Coated Peanuts, also a Mixture of Chocolate-Coated Candies for Vending.

Hard Shell IMPERIALS in Red, Green or Violet Color—for OIGGERS.

**BREATH PELLETS**  
for carding. Highly flavored—Five different flavors, including Clove Pellets, in demand wherever liquor is served.

Write for Our Price List  
SEE US AT THE SHOW—  
BOOTH No. 38

**PAN CONFECTION FACTORY**  
(National Candy Co., Inc.)  
345 W. Erie St., Chicago

## Newspaper Supports Campaign On Indoor Sport Called Pinball

NEWARK, N. J., Feb. 16.—The George Ponsler Company, prominent distributing firm, will sponsor an advertising campaign in *The Newark Ledger*, morning newspaper, running for 52 weeks. A display advertisement three by four inches will appear once a week, the first one urging the public to "play the new indoor sport—Pinball—at your neighborhood store."

In a generous news story *The Ledger* introduced the games to its readers, saying that "Newarkers have been enjoying a new, thrilling indoor sport for some time in their favorite neighborhood stores. These games, about which young and old of both sexes gather, are a variation of the bagatelle games that grandpa and grandma played many years ago and now termed 'pin games' by the men who place them in locations thruout the city, as well as by the players themselves.

"Pin games hold a new thrill for the public. They bring economical entertainment right into the neighborhood, with practical awards to skillful players. For the past few years new models of these games have been appearing constantly. They represent a new amusement industry. One that has grown remarkably during the depression.

"Those who are closely connected with this industry state that because of the need for economical entertainment at a time when the public could not afford the more costly amusements the pin games became an outstanding attraction. Also the fact that those players who developed sufficient skill on the

games could bring home various practical gifts intensified the interest in the games and caused them to become increasingly popular.

"The pin-game industry has become one of the leaders in the amusement world. Thousands of persons are directly employed by it in the various factories, and other thousands indirectly benefit from it. Chicago is the headquarters for the manufacture of the games. Storekeepers in the city claim that the games have been responsible for helping them to weather the depression and for helping to bring pleasing crowds and therefore revenue to their businesses.

"The games are placed in the many stores thruout the city by resident operators. These operators purchase the machines direct from the factory distributor and place them in the stores on a profit-sharing basis. The premiums awarded to skillful players range from electric clocks to bodily necessities, such as shoes, suits of clothes, etc.

"Many storekeepers interviewed in the city claim that the pin games in their place of business have actually been responsible for their remaining in business. They explain that the games have kept the folks in the store and have also helped pay the rent and taxes. The operators of the games also pay a yearly city tax on each machine.

"The pin games are likened to any other sport in the fact that skill can be gradually developed. They explain that in a golf game the golfer does not (See *NEWSPAPER SUPPORTS* page 82)

## A KNOCKOUT! "GAYEST OF THE 90s"

At Last Your Dreams Come True—It Sells—Repeats!

A Sensational Number for Concessionaires, Carnivals, Fairs, Clubs, Premium and Pin Game Operators, Sales-Boards, Etc.

These Fascinating Statuettes are 12 inches high. Cast solid of Reinforced Plastic Compo. Artistically Hand Painted. Six Stunning Colors. Detachable Feather Trimmings, Sparkling Green and Shoulder Straps, Rings and Earrings. What an "Eye Full" with Fan in Hand and that "Come Get Me" Smile!

**TRY THIS NEW NUMBER AND WATCH THE MONEY ROLL IN.**

\$6.00 per Dozen, \$64.00 per Gro. Assorted Colors. 1/3 with Order, Balance C. O. D., Express Collect. Or Send Full Remittance With Order and Save U. O. D. Charges. Single Name \$1.00 (Cash with Order Only)

**SALEBOARD OPERATORS—DISTRIBUTORS—WRITE FOR THE "LOW DOWN" ON OUR FASCINATING SALEBOARD DEALS. EASY SALES—REPEATS.**

**YOU CAN'T GO WRONG. GAIER MFG. CO.**  
Dept. 222, 1916 Sunnyside, Chicago.



## MAKE EASY MONEY

- WITH BANNER ITEMS.
- FACE POWDER—All Shades. \$1.00 40c
- Blush. Per Dozen Boxes. . . . .
- BLUR STEEL D. E. BLADES—Finest Quality. Per 100. . . . . 50c
- 6-Piece MANICURE KIT, in Leather Container. Dozen Kits. . . . . 65c
- LARGE OAKE SHAVING SOAP, in Attractive Box. Per Doz. . . . . 24c
- 25¢ Deposit—F. O. B. Chicago.

SEND FOR OUR FREE CATALOG  
**BANNER NOVELTY CO.**  
727 W. Madison St., Chicago, Ill.

**HEARTY ACTION MACHINE**  
Made its first appearance in this country at A Century of Progress, Chicago, and proved to be a steady money maker for Fairs and Department Stores. Nothing like it has ever been produced in America. Be the first to take advantage of this tried and proven money maker. For details write **JOHN P. HOORING, 10847 Edbrooks Ave., Chicago, Ill.**

**SHOOTING JOKES with Our New Super Powered Bingo**  
Every Number Listed is Supplied with our NEW BINGO. It is Double Action, Nickel Plated and Holds the Caps Securely.

- SHOOTING GUN. Doz. . . . . 65c
- SHOOTING BOOK MATCHES. Doz. . . . . 50c
- SHOOTING JEWEL BOX. Dz \$1.35
- SHOOTING AND SNAPPING GUN. Doz. . . . . 90c
- Snaps and Shoots Same Time.
- SHOOTING HANDBAGS. Doz. . . . . \$1.00
- All Above are Supplied with Caps.
- SHOOTING BINGO MECHANISMS—Same as Used for Above. Doz. 35c \$4.00 Gross
- SEND \$1.00 for Samples of Above and Get on Our List for All New Numbers.

**A. H. THEUER CO.,**  
909 Broadway, New York City.

### Something To Remember

There are more paid subscribers receiving  
**The Billboard** today than ever before in the history  
of this publication.

# THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

## New Game Room Open in Hotel

CHICAGO, Feb. 16.—A modern game room was being installed today in the West Lobby of the Hotel Sherman to be opened for the 1935 Coin Machine Exposition, which convenes February 18. Paul Gerber, pioneer in the game rooms movement, planned the new room and worked it out in conjunction with the hotel management. The Hotel Sher-

man, recognized as a center for coinmen visiting in Chicago and headquarters for the annual conventions of the coin-machine industry, welcomed the enterprise as an innovation for visiting guests.

The room has been given atmosphere by erecting a partition to screen it off from the main lobby, but one entire side of the room will be open toward a hallway. Adjoining the Celtic Cafe of the Hotel Sherman, the game room has a very advantageous position. It will be heralded as an example of what a modern hotel can do in providing the (See NEW GAME ROOM on page 72)

## Amusement Men To Celebrate

NEW YORK, Feb. 16.—The entire mezzanine floor of the Casino de Paree, New York night spot, has been engaged for the evening of March 12 by the Amusement Men's Association, Inc., organization of sportland operators. An annual dinner and dance will be given by the organization.

Murray Goldstein, business manager, stated that reservations have already taken up the entire mezzanine and that space is being reserved on the main floor to accommodate members. He said that other associations of coinmen in the metropolitan area have shown fine co-operation, and that the attendance will be swelled by visitors from these groups.

The largest attendance of premium firms of any organization affair is expected because of the wide use of premiums in the sportland field. Many of these firms have reserved complete tables for the dinner. Preparations are going ahead at top speed to have a gigantic program. The Casino de Paree became a favorite gathering place for coinmen following the testimonial dinner held there for L. G. (Andy) Anderson, of *The Billboard*. A new show is being arranged by the Casino for the special entertainment of the coinmen and a great program is expected.

Details may be had from Murray Goldstein, 2128 75th street, Brooklyn.

## Ft. Worth Sportland Opens

FORT WORTH, Tex., Feb. 16.—W. G. Fields, Frank Ball and M. C. Senter, local coin-machine operators, have opened a sportland at 800 Houston street, Fort Worth. The sportland has 18 different games at present, with prizes being paid in certificates good for merchandise at various stores in town instead of in money.

**HUNDREDS OF SPORTLAND OPERATORS ARE GIVING 'HIGHSCORE' WINNERS THE IDEAL GIFT**

**YOUNG'S-STETSON Hats**

**Free!**

**FOR WEEKLY HIGH SCORE**

**Free a Young's Hat**

NAME	SCORE	NAME	SCORE

These Beautiful Score Cards in Color FREE TO YOU

Here's a tempting Gift that inspires men to try their skill. SPORTLAND operators are reporting increased play when Gift Orders for a YOUNG'S-STETSON are awarded for the weekly high score prize! Try it and be convinced!

**Write or Call Today! Let's Tell You Our Proposition!**

**Young's** Phone: Stuyvesant 9-3160. Extension 101

SPORTLAND DIVISION 791 Broadway, N. Y. C.



**PRIZES for SPORTLANDS**

The latest Cocktail Shakers and Cocktail Sets, made up in the popular Satin-Ray aluminum or the sparkling chrome plate finish. The new Purple Tumbler (Cocktail Shaker) shown above is made up with rich black bakelite top and bottom and a cherry red bar on top of the cap. Three-pint capacity. Screw-on top and non-clogging strainer. Trays and cups to match. Excellent drawing card for sportlands display.

## Results Please I. Robins

NEW YORK, Feb. 16.—I. Robins, covering the sportlands trade for Young's Hats, is pleased with the response given his line by sportlands operators in the Eastern territory. Mr. Robins was quick to see the advertising value in this form of merchandising and has his firm thoroly sold on the idea. His concern, thru Robins, holds membership in the Greater New York Amusement Men's Association, and Robins is a regular attendant at all meetings. Young's has designed an attractive score card which is receiving favorable acclaim.

## Prepare Sportland News

BROOKLYN, Feb. 16.—Joe and Mike Munes, who operate a jobbing business here and in New York City, will soon have ready for their customers a sportland news booklet. It will be prepared for persons interested in the new amusement field and will present the latest ideas in newsy style. Joe Munes reports that the first booklet will discuss the complete setup for a sportland and that others to follow will discuss current developments in the operation of sportlands and new ideas suggested.

**GLOW LAMPS Solid Copper**

Flashy, non-breakable glow lamps with 5 1/2" silk cord. These lamps are a little over 3" high and are a double value—because these prices light up your whole display—an attractive way to show your games and skill machines.

Write for Catalog and Price List on other attractive prizes for sportlands, games and coin machines.

**WEST BEND ALUMINUM CO.**  
Dept. 632, West Bend, Wisconsin

**JAR-O-SMILES**

OPERATORS WRITE WERTS NOVELTY CO., INC. MUNCIE, IND.

**THE GREATEST**

Money-Maker of Them All  
**No. 77 PENNY-NICKEL**

Get a few and make some BIG money.

**FREE**

To legitimate operators only—15 days Free Trial Offer—write for full details.

**The NORRIS MFG. CO.**  
COLUMBUS, OHIO

**LITTLE NUT and NUT HOUSE**

Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.

**LITTLE NUT VENDOR COMPANY**  
Lansing, Mich., U. S. A.

**COUPONS AND TICKETS FOR**

Merchandise Premiums Used With Pin Games, Marble Games and Other Machines

**ELLIOTT TICKET CO.**

WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAD STRIP TICKETS COUPON 900'S-RESTAURANT CHECKS ROLL AND MACHINE TICKETS

12 VESTRY ST., N. Y. C.  
172 N. DEARBORN, CHICAGO  
615 CHESTNUT ST., PHILA.

**Peanut and Gum Venders**

Table Size also made. Write for Operators' Prices.

**SELF-SERV. MFG. CO.**  
CAMDEN, N. J.



## Sportland Premiums

One of the most interesting features of the modern sportlands is the ingenious manner in which they have placed every conceivable type of premium award to work for them. There is no set rule regarding the "best type" of premiums for the sportlands. The variety depends upon the neighborhood, the type of patronage and the ingenuity and showmanship of the proprietor.

Among the premiums used in three leading sportlands in New York at this time are the following: Gift certificates or credit memos with the larger department stores, neighborhood and chain drug stores, clothing stores, haberdashery shops, shoe stores, restaurants, hotels, lingerie shops, hat stores and many local trade stores of every type, including the chain grocery and the local grocer. One sportland in New York also features credit memos for a barber shop and for a beauty parlor. The number and type of other stores in the neighborhood which benefit from the sportland play is entirely dependent upon the owner and the class of patronage he has.

Every known type of store can be used if the patronage is transient. If more or less confined to the neighborhood wherein the sportland is located most owners feature the local stores. They explain that neighborhood loyalty is to be considered in such cases. They further explain that the patrons, having known their local trade stores for many years, have greater confidence in the sportland when they find co-operation with the stores established in the neighborhood for some time. In Brooklyn one sportland features free meals in a local delicatessen and this feature has helped to bring patrons of the delicatessen into the sportland.

Aside from the co-operative arrangement with local stores, other premiums to be found include the following lines: Radios, ranging from \$10 retail value to as high as \$250; electric washing machines, a new feature recently seen on display in the Broadway windows of the Sports Palace; jewelry of every variety ranging from the popular-priced costume jewelry to the more expensive watches and diamond rings; toys of every type and description, from small trinkets to miniature automobiles; drug sundries of every description, including shaving cream, tooth paste, tooth powder, razors, razor blades, etc.; electrical appliances of every kind, waffle irons, griddles, coffee urns, tea sets, toasters, etc.; lamps, ranging from table lamps to bridge and floor lamps, varying in quality and price; cigars, cigars, candies; clocks, electrical and alarm, all sizes and shapes; dishes, from complete expensive sets to single platters; silverware of every type and description; cooking utensils, large broilers to pots and pans of all types; rugs, ranging from small bathroom rugs to the large Orientals; novelties of all types, ash trays, lighters, cigaret cases, etc.; theater tickets, ranging from burlesque shows, movie palaces, to the higher priced musical comedies and the legitimate stage.

There is no department store in the country, regardless of its size, that offers so great a variety of items. A check thru the items listed will conclusively prove this fact.

And now that certain sportland owners have decided to price their merchandise in dollars and cents, just as do other stores, and at the same time also indicate the number of coupons necessary for each item, thereby allowing the players to gain a certain number of coupons and paying the difference in cash, the sportland begins to become a department store selling merchandise with entertainment.

The average profit on the premium items is figured to be approximately 30 per cent. This profit is on the direct cost.



### FIRST... THE SPORTLANDS

100% of New York's Sportlands feature ADLER'S QUALITY SHOES—because—ADLER'S SHOES bring happy, satisfied customers and constant repeat business.

### SECOND... The PIN GAME OPERATORS

More and more Pin Game operators feature ADLER'S SHOES every day for high score prizes. The players want ADLER'S QUALITY SHOES! PROVEN the finest high-score item in pin game history.

### NOW... FOR DIGGER OPERATORS

A Brand New Prize that has captured the public's imagination. AN INSTANT—OVERNIGHT HIT! The small metal replica of an ADLER SHOE, or a bullet is placed in the dressing with the other premiums. A Gift Certificate is enclosed. When the player removes the metal shoe or bullet he gets a Free Pair of ADLER'S SHOES! Signs supplied FREE! Call or WRITE today—an ADLER representative will call to see you with complete details.

# ADLER

SHOES for MEN

148 EAST 14th ST.

Tompkins Square 6-7977

NEW YORK CITY



### FASTEST SELLING PREMIUM for WIDE AWAKE OPERATORS! MY-WATE Jr. BATHROOM SCALE

A sure-fire success everywhere it's been tried. Appeals to all. A health scale is needed in every home. . . . Biggest value in years. Sturdy, accurate, My-Wate Jr. is an excellent leader, for the price is amazingly low.

Write for Prices and Descriptive Circular  
FAIR-WAY SCALES 28 Washington St., BROOKLYN, N. Y.

## JOBBERS!

WRITE US ABOUT OUR  
JOBGING PROPOSITION

### OPEN A SPORTLAND IN YOUR CITY

CANNOT MISS—ASSURED SUCCESS—MODERN BUSINESS

SECURE A LOCATION AND GET IN TOUCH WITH US AT ONCE.

We Specialize in Equipping an Entire Sportland—A Tremendous Variety—At the Lowest Prices. WRITE US FOR FULL DETAILS.

SHIRLEY TEMPLE DOLLS

18", \$3.75, Packed 12 | 22", \$5.00, Packed 6 | 27", \$8.50, Packed 4  
ORDER AT ONCE TO INSURE DELIVERY.

HORROW NOVELTY CO., 215 Market Street, PHILADELPHIA, PA.

# Northwestern

## OPERATORS HEADQUARTERS IN THE BULK VENDING FIELD



THE NORTHWESTERN  
Published monthly in the interest of bulk merchandising. Write for B. W. Bee.

It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser...Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operators.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

**THE NORTHWESTERN CORPORATION**  
255 ARMSTRONG STREET-MORRIS, ILLINOIS

## RED CROSS VENDERS

The Fastest Selling—Biggest Money-Making Merchandiser in the world. Largest profit maker in history selling a sanitary necessity. Operators everywhere are cleaning up with RED CROSS VENDERS—Write for Complete Details.

SEE MR. M. S. CISSER at the Hotel Sherman during the Convention, February 18 to 21, for territory proposition and full details. PHONE HIS ROOM FOR APPOINTMENT!

**HERCULES SALES ORG.** 1175 BROAD ST., NEWARK, N. J. Tel.: Bigelow 3-3984

## IF YOU WANT TO KNOW WHY?

There is only one real way to learn why the SIMMONS MODEL A is becoming the favorite of veteran vending machine operators—and that is to see it—examine it—put it on location.

Pick out your toughest spot on a busy street where you don't dare place your present machines. When you have stacked this rugged beauty against every other machine on the market, you will learn why old-time operators are installing the Model A on their routes.

Order the Model A today—operate it for ten days. If, at the end of that time, you are not convinced that it offers you more for your money and that it outstrips other vending machines, return it prepaid and we will refund your money in full.

### IMMEDIATE DELIVERY

On sale one year—to date not one machine has been returned.

**SIMMONS—Quality Machines**  
3942 N. Hamilton Ave., Chicago, Ill.

## FOR PREMIUMS QUALITY CIGARS AT THE PRICE YOU WANT TO PAY

Our LA DALAOIA CIGARS, 3-inch Perfecto, a Combination of Porto Rico and Havana Fillers with a Shade Wrapper, Real Quality. Packed in both Cedar and Monoco Cassettes, each with Lock and Key. Price is only \$1.75 Box of 50. Special Price to Jobbers.

**A. S. FREY & CO., - Red Lion, Pa.**

**CAN YOU USE TRICK CIGARS?**  
Explodes after smoking 1 inch. \$3.50 per 100 (50 to a box).

## TRI-STATE DISTRIBUTOR & JOBBER

Bally's Latest C. O. D. . . . . \$39.50  
Exhibit's Radio Station L. O. U. . . . . 39.50  
Pacific's Chieftain . . . . . 49.50  
Keeney's Quick Saver . . . . . \$67.50  
Scientific's Safety Zone . . . . . 32.50  
We Take Trade-ins.

**MILLS VENDING CO.** 1525 7th Ave., HUNTINGTON, W. VA.

## Comfort Is Big Feature

LONG ISLAND CITY, N. Y., Feb. 16.—Comfort for the players is the feature in the McCann & Rhinestone sportland at Queens Boulevard and 45th street. This is regarded as one of the flashiest sportlands in the Long Island sector, with many unique prize arrangements. A group of tables is so arranged that players on these games contest for a particular premium.

The most interesting feature of the sportland is said to be the chairs or stools which are placed in front of each game. They are just the right height for comfortable playing when seated. Many players have shown that they greatly appreciate this idea for comfort while playing.

## Crane Makes Bruno Case

PLEMINGTON, N. J., Feb. 16.—A coin-operated machine entered into the records of testimony at the trial of Bruno Hauptmann when a witness said that "Fisch was playing the crane game, in which the player, for a nickel, tries to snare a prize from a pile of candy."

It is said that the crane referred to was a product of the International Mutoscope Reel Company, New York, and that photographs of the machine were presented in court for identification. Apparently the idea was to prove that Fisch tried to get a \$20 bill changed in order to play the crane.

## Jobbing Firm Organized

UTICA, N. Y., Feb. 16.—Utica Novelty Sales Company was organized on January 1 and has been selling a complete line of pinball tables in Utica and surrounding territory. A. Arcone, who operated as the Paramount Novelty Sales Company for eight years, is manager. Joseph T. Abounador, formerly of the Century Novelty Company, is business manager of the new firm. The firm is contacting manufacturing firms with a view to adding to its line of machines carried.

## NEW GAME

(Continued from page 70)

popular pinball amusement for guests. It was rushed to completion in time for the convention, Gerber said, but it is also intended to be a permanent arrangement. Prizes will be in the form of free plays.

The room will be open to columnen attending the convention and will also serve as a demonstration to interested persons of modern game rooms or sportlands. Manufacturers have aided the project by making available some of their very latest pinball table games which will be demonstrated in actual play.

## OUT IN THE OPEN

(Continued from page 59)

amusement enterprises talked loud and long about square deals, fair deals, co-operation, etc. Last summer they all got some money—and what's the result? Cutting throats by absurd overbidding on fairs is again the rule. The tactics at some of the fair meetings prove it. When a carnival manager pays more than a spot is worth you know the answer. The strong joints must work, and when they work you know the result. Hell, pops, the business gets a black eye, towns are closed, crooked city officials demand more and more oil, and the thing pyramids itself to where eventually the federal authorities will take a hand—and then good night!

"Understand me, I am not against a legitimate game of chance, but the controlled game and the jackpotting of sucker morons are going to kill the game.

"Did you ever see a blank blank concession man with a game that pays \$12 for a \$2 prize chisel the winner? No brains! Did you ever notice that the average operator of a grind store or legitimate concession has money and that the big-shot something fellow who raves around hotel lobbies about 'making a monkey for a C note' usually heels the hotel and on Monday morning is picking up used nails around the lot to set up his joint?

"What the carnival business needs can be announced in one word: DELOUSING.

"The LaCiede street lot in St. Louis has gone to \$1,000—was \$500—through reckless bidding."

## VENDORS! make BIG MONEY on \$300.00 Investment

WITH 100 Tom Thumb Penny P-Nut Machines, operators make more than \$50.00 per week with only \$300.00 invested.

Cash received from operating 100 machines at 90c per filling for each machine . . . . . \$90.00  
Less 20% usual commission for location privilege . . . . . 18.00

Total . . . . . \$72.00  
Cost of P-Nut for one filling (1½ lbs. @ 10c per lb.) . . . . . 15.00

**NET CASH PROFIT . \$57.00**

- 2 Separate Locks.
- Vends Nuts, Candies, Ball Gum.
- Foot-Proof Rotatype Dispenser.
- No Jamming.
- Capacity: 1½ Lbs. Nuts.
- Color: Green and Aluminum.



## OPERATOR'S PRICE \$3.00 ea.

Due to their neat, small size and attractive green and aluminum crackle finish, Tom Thumb Vendors are well-come on tables and booths in beer gardens—and wherever people gather. Order today. 1/3 Deposit, Balance C. O. D. All shipments F. O. B.

**WALKER-FREEMAN CO., Inc.**  
Jackson, Michigan

## REMOVAL SALE

### UNION NOVELTY CO.

MOVES TO LARGER QUARTERS

New Address—4459 Olive St., St. Louis

We will prepay Freight (Not Express) to any part of the U. S. on the following Rebuilt Machines:

Write, Wire or Phone Your Order. All machines packed, ready to ship.

**DONTAOT, JR.** . . . . . \$19.00

**MAJOR LEAGUE, SR.** . . . . . 35.00

**MAJIK KEYS, SR.** . . . . . 25.00

**MAJIK KEYS, JR.** . . . . . 20.00

**GOLDEN GATE** . . . . . 18.50

**SIGNAL, JR.** . . . . . 23.50

**SIGNAL, SR.** . . . . . 35.00

**BEAUREG HOCKEY** . . . . . 29.80

**DROP KICK** . . . . . 23.80

**A. B. T. WINNER** . . . . . 80.00

**SUBWAY** . . . . . 16.80

**DICE-O-MATIC** . . . . . 9.50

**OHIOGALO CLUB HOUSE** . . . . . 8.00

**21 VENDERS** . . . . . 9.80

**MILLS Q. Y. VENDERS** . . . . . 55.00

(5c play, brand new)

**MILLS Q. Y. VENDERS** . . . . . 45.00

(5c play, rebuilt, like new)

All Rebuilt Machines carry a "New Machine Guarantee."

Write for the "Yellow Sheet" featuring Removal Specials on all the Latest Model Games.

Terms: 1/3 Deposit, Balance C. O. D.

**UNION NOVELTY CO.**

4459 OLIVE ST., ST. LOUIS, MO.

## WALTHAM-ELGIN

NEW JEWELRY  
WALTHAM, O. Size 7  
Jewel-REBUILT, in  
New Chromium Case,  
Snap and Gift Box. In  
Lots of 6, Each. . . . . \$2.95  
Same in 45-J. Each.  
\$3.95

15-J POCKET WATCHES, 18 Size, Rebuilt, New Round Chromium Case, Open Face. In Lots of 6, Each . . . . . \$3.15

Sample, 50c Extra.  
SEND FOR 1935 CATALOG.  
C. O. D.

**PILGRIM WATCH CO., 158 Canal St., N. Y. C.**

• WRITE FOR COMPLETE LIST OF USED MACHINES •  
OUR PRICES ARE THE LOWEST!  
**OCEANCREST NOVELTY CO.**  
1489 Coney Island Ave., BROOKLYN, N. Y.  
It Helps You, the Paper and Advertiser to Mention The Billboard.

**To Double Profits**

By LEO J. KELLY  
Exhibit Supply Company, Chicago.

The man who helps us make money is our best business friend. We can say the same thing about the manufacturer, because the manufacturer that gives us the machines that make the most money—that cause the least trouble mechanically—is, indeed, a great friend. And the operator that gives his locations the best machines and helps his locations make money is that location owner's best friend.

We all stick to our friends—well, we do stick as long as they make us money. And the location owner will stick to his operator just so long as the operator makes him money.

It is easy then, Mr. Operator, to realize that your best locations will stay with you only so long as you convince that location that you are making as much money for him as his location permits.

If his location permits a counter type machine you should get it for him. If you don't someone else will and then your location will realize that you did not take care of him properly.

The first week the counter machine is collected he will begin to think: "If Operator Brown had given me one of these counter machines two weeks ago I would have three times this amount of money." And, thinking these thoughts, Mr. Location Owner loses interest in you and soon you lose the location; the usual sad ending for the operator who expects to rest content upon past accomplishments.

Too many operators say: "I can't be bothered with that small stuff—I want the big money." These operators are riding to a fall. Locations expect you to make money for them. The more money you make for your location the longer you keep that location.

A counter machine properly constructed gives no trouble. It takes in big money because it will accept thru its coin slot pennies, nickels, dimes and quarters, and usually it gets the best profit location in the store right near the cash register. It doesn't require any extra service on your part and no additional expense other than the purchase of the machines. Counter machines are so low in cost that they pay for themselves in usually the first few days of play and after that they are a source of real profit.

It requires only about five minutes more of your time to collect your counter machine. You are in the location collecting your pinball machines. Why not make two profits from the same call? Operators have said: "If I put in a

counter machine my pinball collection will drop." Well, if some other operator puts in a counter machine the same thing may happen and you lose the co-operation of your location and allow some other operator to collect the profit from a counter machine that you could have easily purchased and cashed in with.

Counter games enable you to fill in your territory. There are many locations that for some reason or another can't use a pinball game. Yet these same locations may prove a real source of profit with the right kind of counter machine. You are in the coin-machine business to make money. If you have a pinball game in a good location take care of that location's entire coin-machine needs. Keep out competition by serving your locations completely. If you don't some other wideawake, progressive operator will.

There may be only one good pinball location in a block, but there may be spots that would enable you to place 10 counter games. Look over your territory and expand your business by filling every location along your route with counter games.

**Texas Trade Twinkles**

Coin-machine circles are somewhat at a standstill in Texas this week, due to the fact that most of the boys are attending the big show in Chicago. The Texas operators and jobbers realize the value of this annual affair and many make arrangements each year to attend. Following the show a renewed interest is always in evidence and many new machines appear on locations. The show seems to be the driving power to the coin-machine men and women for the rest of the year.

Operators report a good business and very pleasant operations in almost every county. The tax situation will soon be cleared up and 1935 is expected to continue and finish with a bang for all of Texas coin machinedom.

The State has been visited with good rains which mean millions of dollars to this territory. Stock pasture is assured and farmers are all smiles over crop prospects for the coming spring and summer. All of this means business for the operators.

Billboard representatives, Leslie Anderson, Bill Littleford and Gregg Wellingshoff, have been touring the State of Texas, meeting with operators and creating good-will and doing a lot toward helping the coin men with their problems.

Coin machine men from every section of Texas are attending the coin machine show in Chicago. From the lower Rio (See TEXAS TRADE on page 76)

**THE BEST PREMIUM BUYS AT THE SHOW WILL BE AT MORRIS STRUHL-BOOTH 97- HERE ARE 2 CONVENTION SPECIALS-**



**Sessions MANTEL CLOCK**

An immediate Sensation when first announced. By Popular Demand we have been able to obtain the last 1,000 of these beautiful Sessions Mantel Clocks. Beautiful Mahogany or Black Finish. 10" High, Base 8" Wide, 3" Deep. Each one packed in individual shipping containers with \$9.75 Retail Price Tag. **\$1.60 EACH** RUSH 1/3 Deposit with Orders, Balance C. O. D. Sample Order Full Cash. **SAMPLE \$2.00**

**Combination CIGARETTE CASE and LIGHTER with DETACHABLE STAND**

The newest, hottest Digger HIT! Enamel finished. With automatic lighter on cigarette case and new detachable base. Base made of sturdy anti-rust beautifully decorated. Can be carried in pocket or used on desk. An attractive, flashy and practical item at a special price. **\$3.00 Per Doz.** RUSH 1/3 Deposit with Order, Balance C. O. D. While They Last at This Low Price.

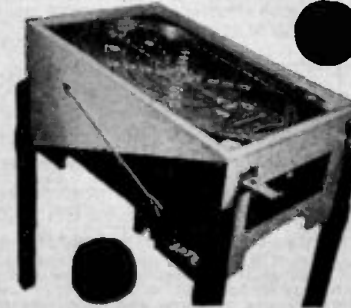


**NOW READY - JUST OFF THE PRESSES MORRIS STRUHL'S NEW CATALOG! WRITE TODAY! - IT'S FREE!!**

"The Operator's Premium Headquarters"

**MORRIS STRUHL 114 PARK ROW NEW YORK CITY**

**BULL'S EYE - \$69.50**



1 Second Pay. Skill pocket ball return free. 10 balls 5c — possible a winner every shot. Electric cut off tilting device. Beautiful walnut playing field. A. B. T. coin slot always visible. Positive Ball Lift. 22x36x18, with chrome trimmings.

Never a more thrilling, faster, livelier game built at a price so low.

Guaranteed, fully tested by public play, records available to prove this game the most outstanding money maker. Send 1/3 deposit with order today.

**WRITE - WIRE - PHONE - E. R. HENRY MFG. CO. BUCHANAN, MICH. PHONE 1-128**



**AUTOMATIC SHOWUP IN FORT WORTH**—Left to right: Stafford Page, L. G. (Andy) Anderson, Tom Murray, Helen Martin, Gregg Wellingshoff; Helen Savage, manager Automatic Amusement Company office, Ft. Worth; Bill Littleford, Pearl Stuckey, Marcus Reiners, N. A. Negro, A. E. Ritchey and Ernest Walker.

**CLAW—CRANE—DIGGER AND PIN GAME OPERATORS**

STOP at Booth 85 at the Coin Machine Show and get your Souvenir.

**\$10.00 ASSORTMENT**

100-piece assortment consisting of Clocks, Outlets, Watches, Combs, Lighters and various attractive cellophane combinations.

Adviso type of machine you operate. Will send the right assortment for that type machine.

**\$25.00 DE LUXE ASSORTMENT**

Cameras, Evans Combinations, Watches, Hunting Knives and Field Glasses are only a few of the 200 pieces of quality merchandise in this assortment.

Every item in the assortments is priced individually. You may return any undesirable items for full credit on other merchandise.

**\$15.00 ASSORTMENT**

Contains 150 pieces of quality merchandise. A variety assortment sure to please.

Write for our free service in securing Digger machines. **305 W. ADAMS ST. CHICAGO, ILL.**

**PARIS BEAD & NOVELTY HSE. (Dept. BB)**

# WORRIED About Money?

You'll Watch the Cash Roll in Once You Handle Our Goods

Tens of Thousands Can't Be Wrong 1c Postal Card With Your Name and Address Will Bring You Our Latest Thrilling 116 Page 1935 Catalog.

ALSO.. REMEMBER.. WE GUARANTEE TO Save You Money or Will Sell for Less

Fast Moving Numbers in Daily Demand Stocked in Toiletries, Sundries, Razor Blades, Notions, Novelties, Gifts, Premiums.

Also Specials for Crano, Digger, Pin Game and Sportland Operators

SEND FOR YOUR COPY OF OUR SENSATIONAL CATALOG TODAY. IT'S FREE.

Order From Nearest Branch Established 1916  
**MILLS SALES CO.**  
901 Broadway 27 South Wells St.  
NEW YORK CITY CHICAGO, ILL.  
35 ORCHARD ST. NEW YORK. OPEN DAILY INCLUDING SUNDAY

\$1.60 STARTS YOU IN BUSINESS!!  
BIG MONEY—ALL YEAR ROUND  
NEW SPRING LINE SILK LINED TIES

\$16.50 Gross—\$1.60 Sample Doz.  
New Gorgeous Colored Knitted Silks, Pure Crepes, Jacquards, Weaves, Polka Dots, Plaids. SELLS ON SIGHT! BIG PROFITS!

NEW BOUCLE WEAVES  
\$19.50 Doz.—\$1.95 Sample Doz.  
Finest Celadons, Nalin Stripes, Fountains and Pure Women Cloths. THE NEW YEAR'S TIE SENSATION! COMPLETE LINE MEN'S NECKWEAR! MEN'S HORN, SHIRTS and TIES TO MATCH and other novelties.

FREE Send for ILLUSTRATED CATALOGUE and see for yourself why OUR MEN are the BIGGEST MONEY MAKERS  
25¢ Cash, Bal. C. O. D. Money Refunded.  
**BOULEVARD CRAVATS**  
22 West 21st Street, Dept. B2-23, New York

## PREMIUM LEADERS

- CONCESSIONAIRES, DIGGER and CLAW OPERATORS** Des. Lots.
- AUTOMATIC POCKET LIGHT.** 21c  
EW—High grade, best colors.
  - BALL AUTOMATIC TABLE LIGHTS.** 70c  
EW—All round bottom.
  - NEW NOVELTY NICKEL PENCILS.** 4 1/2c  
EW—Each.
  - NEW LARGE NICKEL PENCILS.** 5 1/2c  
EW—Very attractive.
  - PEARLINE EVERREADY RAZORS.** 19c  
EW—With genuine Everready blades. (Big flash). Each.
  - NEW PEN & PENCIL SET.** 50c  
EW—Gold mounted. (Boxed, priced \$5.00.) Per Set.
  - FOLDING CAMERA.** 40c  
EW—Size 2, imported. Including Developer Set. (Sample 60c.) Complete.
- Send \$10.00 for 100 Hot Items, including examples of above. Money-back guarantee.
- 25% deposit with order. For single sample add 25c for postage.
- J. C. MARGOLIS**  
912-920 Broadway, New York, N.Y.

★ A 1c POST CARD ★  
Will bring our new, FREE Catalog of Blazes, Sundries, Notions, SMOKERS' ARTICLES, TIES, HANKERCHIEFS, Etc.  
DEPT SALES CO. 51 E. 20th St. N. Y. C.

**Earn \$500 A Month**  
Sell Genuine Fur Automobile Ties for \$3 to \$5. Cost \$11.25 Dozen. Sample, Postpaid, \$1.00. 50% With Order.  
**ALASKA FUR COMPANY,**  
629 Chestnut St., Philadelphia, Pa.

## High Tax Is Live Issue

Jersey ops bring issue of high and low tax into open

BLOOMFIELD, N. J., Feb. 16. — The issue between the "high" and the "low" tax advocates on pinball games came into the open here recently in a hearing before the city commission, when it was proposed to tax the games \$25 per year. The commission decided to assess this fee after representatives of the New Jersey Automatic Merchandisers' Association are said to have stated before the council that they had no objection to this high rate of tax. The high fee was opposed by the George Ponsler Company, Newark; Globe Vending Company and Lane Specialties. Irving Rhodes, attorney for opponents of the high tax, told the commission that the increased fee would force most of the operators out of the business and in the end bring less revenue than the \$5 fee.

The city commission voiced the opinion that "if operators could afford to give away such valuable prizes they could afford to pay the tax." Strong differences of opinion have developed in operating circles. The high tax fee on pinball games is said to bear resemblance to bills that have been introduced in a number of other places and said to have originated in Chicago. The rank and file of operators say that it is a move by certain groups to tax the "small" operator out of business and leave the field to a few. Manufacturers will face a falling off in the demand for pinball games, they say.

A movement is said to be under way to form a new organization of operators in this territory.

## Racing Device Approved

FT. WORTH, Feb. 16.—The Walker Sales Company reports that the Mutual race horse game is showing immense sales in this territory. The device will quickly convert any five-reel machine into an attractive racing game, it is stated. More than 100 of these devices are said to have stood the acid test on location and have proved to be unusually attractive to the public.

## TEXAS TRADE

(Continued from page 75)

Grande Valley to the extreme northern portion of the Panhandle and from El Paso to Texarkana operators have been leaving for the big show. With the long distance to travel and the number in attendance, Texas should be given first place as a supporter of the show.

Just what is really to be expected from Texas coin men during the remaining part of 1935 remains to be seen after everyone returns from the Chicago show. Expansion programs and other forward activities, no doubt, will be in evidence all over the State.



ANNE BARTLETT, secretary of Miami Digger Company and sister of William Bartlett.



## 20 SALES A MINUTE!

★ A Proved Money-Maker ★

This machine was designed for use in the manufacturer's own arcade. It has proved to be such a consistent money-maker that we decided to manufacture for others.

### \$100.00 A DAY

Is no task for Automatic Sales in an amusement park, arcade or wherever there are crowds. All you need to do is to change their money for the desired coins and see that chutes are kept filled with cartons. The constant urge to find out what the next piece of merchandise will bring in the coins fast.

### COIN DETECTOR

They hesitate to cheat Automatic Sales, because the patented visible coin detector plainly shows the last six nickels or seven dimes played. Our coin slot is also very sensitive. It can be adjusted for the desired thickness of coins you want it to accept and will refuse to accept slugs 1/32" smaller in diameter than the coins. It will also refuse to accept common washers with holes as small as 1/4".

### FAST PLAY

When the crowd is around it is time to make hay. They can drop twenty coins a minute into Automatic Sales, because there's no maneuvering—you push the coin into the slot, turn the lever and the play is over—the machine is ready instantly for the next coin.

### DRAWS CROWDS

The beauty of the machine gets the attention of the crowds and the attractive merchandise display holds them. It delivers this surprising merchandise fast. There's steady play because the player is always rewarded. It sells distress goods at profits you can control—and it does the selling automatically.

★ PRICE: \$250.00 f.o.b. Minneapolis—25% with order, balance C.O.D.  
Write TODAY for Full Particulars

**ARCADE AMUSEMENT CO.**  
O. R. HERMANEK, President  
115 North First Street Minneapolis, Minn.

## MISSOURI OPERATORS!

BE SURE TO VISIT THE PACIFIC AMUSEMENT MANUFACTURING COMPANY'S DIRECT FACTORY OFFICE IN THE HEART OF ST. LOUIS.

A Complete Line of All Pacific Amusement Machines on Hand at All Times for Immediate Delivery as Released.

Under the Management of  
**L. B. McCLELLAN**  
**PACIFIC AMUSEMENT DISTRIBUTING CO. OF MISSOURI**  
4402 Olive Street (Phone: Newstead 0349), ST. LOUIS, MO.

## BE THE FIRST IN YOUR TERRITORY

TO OPERATE THE LATEST HITS OF THE COIN MACHINE SHOW

WHILE AT THE SHOW, SEE OUR MR. BAUM AT BOOTHS 8, 9, 10, AND DON'T FORGET YOUR SOUVENIR.

WE WILL TAKE YOUR SLOTS IN TRADE, ON ANY GAME YOU MAY BE INTERESTED IN, OR BUY YOUR SLOTS FOR CASH, Providing They Are Late Serial Numbers, and in A-1 Mechanical Condition.

GET OUR NEW AND USED PRICE LIST BEFORE BUYING ELSEWHERE. WHEN IN OUR CITY, PAY US A VISIT.

**BAUM NOVELTY CO.** 2008-12 ANN AVE. ST. LOUIS, MO.  
Local and Long Distance Phone: Grand 7499.

## WANTED ON 50-50 BASIS

CRANE OPERATORS: Live, Aggressive, Intelligent and Experienced. Exceptional opportunity with responsible progressive organization.

BOX 554, The Billboard, 1564 Broadway, New York, N. Y.

BUT YOUR NEW AND USED MACHINES FROM KENTUCKY'S OLDEST DISTRIBUTOR, ESTABLISHED 1915.

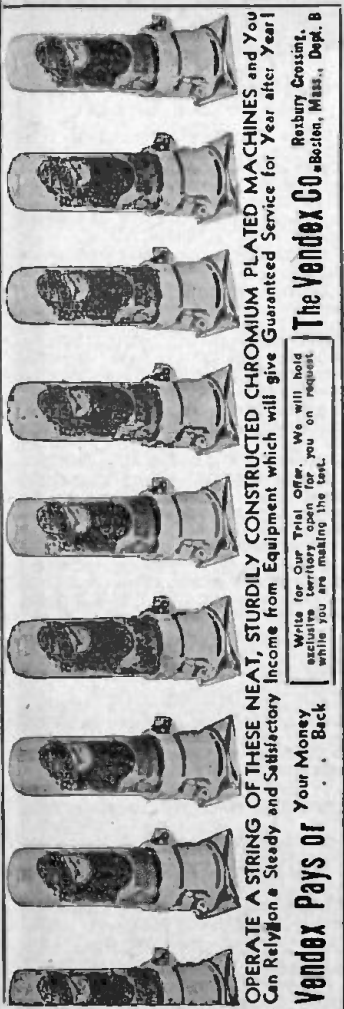
## ALL THE LATEST

CRISSE CROSS, LITE-A-LINE, SKYSCRAPER, A. B. T. AUTO OART, BEADON AND ALL OTHERS.

SPECIAL—SLIGHTLY USED MACHINES:  
JENNINGS FOOTBALL MACHINES, \$20.00; SUBWAY (Grey Cabinet), \$14.50; MASTER CONTACT, \$18.00; BABY CONTACT, \$9.00.

PRICE LIST ON OTHER USED MACHINES MAILED ON REQUEST.

**KENTUCKY SPRINGLESS SCALE CO. Inc.**  
847-551 SOUTH 20 STREET (P.O. Box 938), LOUISVILLE, KY.



**OPERATE A STRING OF THESE NEAT, STURDILY CONSTRUCTED CHROMIUM PLATED MACHINES and You Can Reap a Steady and Satisfactory Income from Equipment which will give Guaranteed Service for Year after Year!**

**The Vendex Co., Boston, Mass., Dept. B**

Write for our Trial Offer. We will hold each machine for you while you are making the test.

**Vendex Pays Off Your Money Back**

**Yendes Uses Aggressive Folder Defending Games**

DAYTON, O., Feb. 16.—H. W. Yendes, general manager of the Yendes Service, Inc., has entered the arena in defense of modern coin machine by publishing a pamphlet over his name in which he challenges politicians, reformers and the press to accept a "live and let live" policy.

Calling attention to many conditions in our current national life, he says that reason and judgment will indicate to anyone that all the evils charged against the coin-machine industry are a mere drop in comparison with the evils due to other lines of business which have been accepted as legal. Modern amusement games have spread to all parts of the world for one reason, he says, simply because the people want them.

"Automatic coin-operated machines have existed as far back as contemporary history," the pamphlet reads, "and today the best engineering minds are continually improving designs and mechanical constructions to meet the public's approval and demand. This particular item itself has kept factories going thruout this past depression far more convincing and satisfying to the unemployed and conditions than many other manufacturing lines. All this work is done in factories with up-to-date equipment and systems equal and exceeding in many instances the equipment and systems of well-known largely advertised concerns, who bleed the public on their regulated installment selling plans for their products.

"This industry compares most favorably in virtue to installment selling houses, which have proved one of the biggest detriments to good living and business that we know.

"It is often asked why all the extra mechanical features on a vending machine? One of the outstanding features of a successful automatic coin-operating device is its design. It must be inviting and above all must have a punch to it for appeal. It must do everything but talk when once a coin is inserted or deposited. It is just the reverse of personal service, as more often the clerk's personality sells the customer the article, therefore it must perform perfectly or it is ignored. Interest is maintained thru the added mechanical features and proves its most vital sales incentive.

**The Legal Side**

"Should a merchant in any line of business feel inclined to give additional awards or extra merchandise in connection with a sale to a customer that is not considered unlawful. Is credited with being a live wire and establishes a good feeling. It stimulates interest in his business and a checkup proves that the people are always going where they can get the most for their money. On the other hand, let the same transaction occur in the operation of an automatic coin-vending machine and immediately the radical element will point out that gambling exists. This fear of busy-body reformers is often exaggerated by their having heard of some inflated heavy collection being made by an agent or owner of a machine.

"The definition of what is gambling and what is not gambling is somewhat erroneous and constantly discussed with opinions differing according to locality or conditions.

"Regarding penny-play machines as being detrimental to the morals of youth, it is the writer's opinion that should all the pitfalls of life be shown to youth and not kept a secret, together with a little more home training and education there will be little need of criticizing the business life of the country of faults that should be corrected at home, for after all out of the home comes the nation."

**Ohio Specialty Is Moving; Will Merge Three Offices**

CINCINNATI, Feb. 16.—Ohio Specialty Company, 309 Main street here, is moving to new and larger quarters at 129 W. Central Parkway, this city, March 1. H. H. Cohen is president of the firm. The company will merge its Lexington, Ky., and Cleveland branches with the new Cincinnati office. Among the features of the new location will be a Wonder Bar, "just for the boys"; a meeting room for local operators to discuss their problems and a larger and more complete repair department.

**OUTCLASSING ALL COLORS**  
**New! MORRISON Elegant!**  
**4-PIECE GOLD MOUNTED SET**  
**Gets the PLAY . . . and HOW!**



**Sportland, Game, Salesboard Operators, ATTENTION!**

**B**IGGEST value in sight—Morrison's new jewelry-styled, substantial sized, heavy 14-K Gold-Plate Mounted, perfectly matched Fountain Pen, Pencil and Cigarette Holder. Four attractive designs. Great tie-up with 50-cigarette capacity humidor case, black and gold with colored ebonite knob. Each set carries manufacturer's Unlimited Service Guarantee. Smokers "shoot the works" for it. Marvelous flush to draw trade plus Real Quality to hold it. No colors can stand up alongside of the richness and design of this merchandise. Comparison invited on a money-back basis. **ACT QUICKLY! Sample \$2.25, Dozen \$24.00, your jobber or direct.**

MORRISON FOUNTAIN PEN COMPANY, 79-5th AVE., NEW YORK, N. Y.

**A Sure Fire Hit**  
 ● THE BIGGEST VALUE EVER BUILT ●



**"TARGET"** is the ONLY standard size AUTOMATIC pay-off Pin Game ever built. **PLAYS LIKE A GUN!** 100% Mechanical Perfection — Will Last Years.

Its Own Cashier — Its Own Watchdog — A chain of TAKE-GIFTS will put you in the BIGGEST MONEY you ever heard of.

Counter, Size 12" x 22" Shipping Weight, 44 Lbs. **BUY THEN FAST ACTION!** NOW. You can have it for **\$22.50.** Oh, Yes . . . Price **JUST \$22.50.** 6c Play or 10c. **TERMS: 50% with Order, Balance C. O. D.**

**THE BEVERATOR COMPANY**  
 6th & Myall, GAMBRIIDGE, O.

**MAGNO'S INVENTORY BARGAIN SPECIALS**

- TENNIS RACKET & BALL PUZZLE, gr. \$ 3.00
  - JUMPING MATCH STAND in ind. box, gr. 6.50
  - GIORGETTE VANISHER in ill. cov., gr. 3.50
  - CORD & STYOK'S TRICK, Wood, gr. 5.00
  - SQUIRTHING EYEGLASSES in env., gr. 5.00
  - JUMPING MONEY PURSE with coins, gr. 3.75
  - JUMP-A-PARTY GIGAR LIGHT, metal, gr. 5.00
  - BALL & VASE TRICK, large size, gr. 3.25
  - CEL. NOSE & SPECS with Goo Eyes, gr. 5.00
  - CONFETTI POWDER BOX, ind. box, gr. 5.00
  - FLASHLIGHT WITH SHARK, ind. box, gr. 5.00
  - LEAKING PERFUME BOTTLE, ind. box, gr. 3.75
  - SHIMMIE DANGERS, cardboard frame, 2.75
  - MAE WEST, Mula, Pleasure GIM, gr. 2.75
  - Cigarette Plug, large size, in can, gr. 9.00
  - SPRING KEY HOLDER, unbreakable, gr. .75
  - Boastful Trick Lock & Clear Outter, gr. 6.00
  - DOG & COLLAR PUZZLE, ml. nickel, gr. 4.50
  - COLORS & CARDS, Tube Trick, gr. 10.80
  - GIORGETTE & Tube Trick, \$1 item, gr. 10.80
  - Transparent Trick Mirror, art picture, gr. 3.00
  - Opera Glass Charms with 2 Art Views, gr. 9.00
  - HOY COMIG SPIGY West Squirrel, Os. \$1.25
  - FETZ CARDS, OZ. 35c
  - SAND CARDS, OZ. 30c
  - Lo. Sand Cards, OZ. 45c
  - ACE Folders, OZ. 15c
  - FUN Card Sets, OZ. 60c
  - WASTY MAN, OZ. 15c
  - SPINNER, OZ. 15c
  - SLOPOMAS, OZ. 25c
  - SIODANS, OZ. 35c
  - 10 in 1 Furniture Block Top Puzzle, \$5.00 OZ.
- Order from above or send \$2.00 for 50 samples. These items available while stock lasts; not less than 1 gross of an item will be sold; in 5 tons lots we will allow 1% discount.
- MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.**

**FREE EXPORT INFORMATION BUREAU**

★ Created for the benefit of coin-machine manufacturers, distributors and jobbers. The Information Bureau is under the supervision of experienced export men who have a thorough knowledge of the coin-machine field and are closely identified with it.

★ Whatever your export problems — WRITE to the Information Bureau TODAY! An example of one of the free services rendered by the Bureau — through rates from any part of the United States to any part of the world given FREE.

**DUMONT SHIPPING CO., INC.**  
 11 BROADWAY, -- NEW YORK CITY  
 DUMONT SHIPPING CO., INC., HAVE OFFICES ALL OVER THE WORLD.

**SPECIAL SALE—ALL LIKE NEW MILLS**

ESCALATOR SILENT DOUBLE J. P. FRONT VENDOR, 5c, 10c and 25c Play, Serial Nos. 288,000 to 312,000	<b>\$37.00 up</b>
MILLS Silent Esc. Belts, Dbl. J. P. Lato Serial Nos. 6c Play 35.00	
WATLING TWIN JACK POT FRONT VENDOR, 5c Play, Serial Nos. 48,900 to 50,000	<b>\$34.00</b>
WATLING SINGLE JACK POT BELL, 25c Play, Serial Nos. Over 34,000	<b>\$20.00</b>
PAGE Single Jackpot Bell, 5c Play	25.00
PAGE Single Jackpot Bell, 10c Play	23.00
PAGE Single Jackpot Bell, 25c Play	25.00
PAGE Twin Jackpot Front Vendors, 5c-10c-25c Play	25.00

QUARANTEED Original Factory Built Machines. All Equipped With Registers. Furnished With New Reward and Fruit Cards. New Frames and Handles. Must Be Seen To Be Appreciated.

**MILLS ADJUSTABLE & COLLAPSIBLE STANDS (Like New) \$1.00**

MILLS Locks, Bell Type, New, Two Keys 1.00

1/3 Deposit With Orders, Balance C. O. D. NOT FOR SALE IN STATE OF NEW YORK. Write for Particulars on All Other Slots and Pin Tables.

**WRITE FOR OUR LIST OF NEW AND USED PIN AMUSEMENT GAMES. GET THE RIGHT PRICE FOR THE BEST GAMES.**

**RELIABLE AMUSEMENT MACHINE CO.**  
 927 Broadway, New York City

**"BIG JOE" THE OPERATOR'S FRIEND**  
 MAKES HIS LIVING BY SELLING MACHINES ONLY.

EVERY MAKE AND TYPE NEW AND USED COIN MACHINES FOR SALE. FACTORY PRICES.

I DO NOT OPERATE

**HUBER COIN MACHINES SALES CO.,** 600 W. Van Buren St., CHICAGO, ILL.

The Last "Word" in Your Letter to Advertisers, "Billboard"

# Annual Association Directory

The Billboard contributes its share to the promoting of organization among operators and in the trade generally by publishing each year an annual directory of associations. The directory is published at the time of the annual trade convention for convenience and reference purposes. The directory is the most complete information published on organizations in the coin-machine industry.

Reports are also published from those organizations submitting them. These reports are of great interest to other organizations all over the country and serve as an exchange of ideas. Many organizations also use the weekly news columns of The Billboard for announcements, discussions of important questions and exchange of ideas.

One of the greatest services rendered to the industry has been this encouragement given to organization work. We do not support all the acts of any or all organizations, but support the general principle that the trade must be organized for its own defense against discrimination.

Information about organization at any time may be obtained by writing Silver Sam, The Billboard, 54 West Randolph street, Chicago. Corrections of errors in the following directory or additional information will be appreciated.

**ALABAMA COIN MACHINE OPERATORS' ASSOCIATION.** Max Hurvich, secretary, 1902 Eighth avenue, North, Birmingham, Ala. D. E. Green, president; Hyman Letaw, treasurer. Executive committee: C. E. Howard, Nathan Allen, George Howell, Charles Casmus, E. P. Rimp. Report, January, 1935: "Our meetings are held the first and third Monday of each month. We are includ-

ing copy of by-laws which you may use as you see fit. Thru the co-operation of operators in our association we have been able to counteract movements against us. Our association is also working for the legalization of pin tables and we feel that we will accomplish this."

**AUTOMATIC MERCHANTISERS' ASSOCIATION OF INDIANA.** No report in 1935. Last report: J. M. Dally, president, 1240 Roosevelt avenue, Indianapolis.

**AUTOMATIC MACHINE OPERATORS' ASSOCIATION,** Scranton, Pa. No report in 1935. Last report: Ben Sterling Jr., president, 105 Franklin avenue, Scranton, Pa.

**AUTOMATIC MERCHANTISERS' ASSOCIATION OF IOWA,** Fred K. Chandler, secretary, 535 Southwest 7th street, Des Moines, Ia. C. H. Robinson, president; I. E. Hoogner, treasurer; L. W. Lundall, G. A. Adams, vice-presidents. Report January, 1935: "Our regular meetings are held on the last Saturday evening of each month at the office of the Des Moines Novelty Company, 535 Southwest Seventh street. We organized May 28, 1934, and our membership, active and associate, is about 150.

"Our work consists in helping operators with their problems, such as taxation, legalization, ethics, building good will among locations and striving to place the business on a higher plane. Some accomplishments during the past season were a more liberal interpretation of the sales tax act, appearing before city councils and attorneys where exorbitant licenses were contemplated, supplying legal opinions to members, etc.

"The Billboard is to be complimented on its articles pertaining to the ethics of selling to locations, giving publicity to court decisions, etc. We hope you will continue this policy."

**AUTOMATIC MERCHANTISERS' ASSOCIATION OF OHIO.** William Marmer, secretary, 1922 Freeman avenue, Cincinnati. Ralph T. Young, Norwood, O., president; Phillip Noll, Canton, O., and George Keppler, Rocky River, O., vice-presidents; Estel E. Shaffer, Columbus, O., treasurer. Directors: Edward George, Akron; A. S. Levy, Dayton; Harry D. Lief, Cleveland. Chester, Chester & Keyser, counsel, Columbus. Headquarters, 5517 Warren avenue, Norwood, O.

Report, January, 1935: "The association was formed in November and subsidiary groups are being formed in various cities which are under the supervision of the State association. Con-

sidering the short time since organization we have made unusual progress."

**AMALGAMATED VENDING MACHINE OPERATORS' ASSOCIATION,** Joseph Fishman, executive director, 2248 Broadway, New York City, phone ENdcott 2-3244. No report received, but organization is very active and is probably the largest local organization of operators in the world.

**AMUSEMENT MEN'S ASSOCIATION,** Murray Goldstein, secretary, 2126 75th street, Brooklyn, N. Y. An organization for sportland operators. H. I. Nagin, president; I. Glaser, vice-president; W. Schork, treasurer. Directors: L. Fox, M. Schaffer, N. Faber, M. Weiss, J. Denver, W. Schork, H. Paul, H. I. Nagin. No recent report received.

**AUTOMATIC MERCHANTISERS' ASSOCIATION OF MICHIGAN,** L. L. Lane, secretary-treasurer, 1314 Division avenue, South, Grand Rapids, Mich. F. E. Turner, Detroit, president; L. V. Rohr, Detroit, vice-president; W. M. Zerby, Detroit, assistant secretary. Directors: Gerald Ensing, Grand Rapids; G. E. Clark, Royal Oak; J. Underwood, Grand Rapids; C. C. Huff, Detroit; Sam Liebers, Detroit; Morris Smith, Detroit; M. A. Angott, Detroit. Report, January, 1935: "The regular meetings of the State association are held the third Saturday in March of each year. The Detroit group of the association meets more often, subject to the call of the chairman. This group has met at least once every month during the past year. The greatest activity of the association during the past year centered in Detroit, where the licensing problem had the center of the picture. In the rest of the State we have been carrying on as usual. On January 17 of this year House Bill 85 was introduced in the State Legislature proposing the licensing of vending and other coin machines in the State of Michigan. The fee ranges from \$1 per year on penny vending machines to \$25 per year on games. We will be glad to keep you posted as to future developments on this bill."

**ATLANTA:** See Georgia Operators.  
**BIRMINGHAM:** See Alabama Operators' Association.  
**BALTIMORE:** See Coin Machine Operators of Maryland.  
**BOSTON:** See Massachusetts Association.  
**BRITISH AUTOMATIC MACHINE OPERATORS' SOCIETY,** Edward Graves, general secretary, care of World's Fair, Cromwell House, Fulwood Place, London, W. C. 1. The British association is listed here merely for reference purposes.

**COIN MACHINE OPERATORS' ASSOCIATION OF INDIANA.** No report. Listed as organized in 1933, with headquarters in Room 319, 215 East New York street, Indianapolis. Newspaper reports recently said that no such organization could be located.

**CHICAGO:** See Organized Operators of Chicago.

**COIN VENDING MACHINE OPERATORS' ASSOCIATION OF LOUISIANA,** Julius Pace, president, 517 North Scott street, New Orleans. Roland Johnson, vice-president; J. H. Peres, secretary-treasurer. No recent report, altho the association is understood to be active.

**CALIFORNIA CIGARET VENDING MACHINE OPERATORS' ASSOCIATION.** No report. A. B. McDonell, secretary, 1340 South Flower street, Los Angeles.

**CALIFORNIA AMUSEMENT MACHINE OPERATORS' ASSOCIATION.** No report. Listed headquarters, 1639 West Seventh street, Los Angeles. Will P. Cansan, secretary.

**COIN MACHINE OPERATORS' ASSOCIATION OF MARYLAND,** Stuart Anderson, secretary, 3320 Keaswick road, Baltimore. No report.

**DES MOINES:** See Automatic Merchandisers' Association of Iowa.

**DISTRIBUTORS:** See National Automatic Distributors' Association.

**DETROIT:** See Automatic Merchandisers of Michigan; also Skill Game Operators' Association of Detroit.

**EMPIRE STATE SKILL GAMES BOARD, INC.:** See New York State.

**PLINT AMUSEMENT GAME AND VENDING MACHINE ASSOCIATION,** Flint, Mich. No report. George R. Leonard, president; Allen J. Mason, secretary-treasurer.

**FLORIDA:** No report. Write A. H. Bechtol, Daytona Beach, Fla.

**GREATHER NEW YORK VENDING MACHINE ASSOCIATION.** No report, but association is known to be very active. Saul Kalson, manager, 186 Joralemon street, Brooklyn.

**GEORGIA OPERATORS' ASSOCIATION.** No report and correct name not known.

## BARGAINS!!!

- RAZOR BLADES—Blue Steel Double-Edged, Etched, Cello Wrapped, 100 40c
- ASPIRINS—In Tins, Per Gross... 2.00
- TOOTH PICKS—750 to Box, Cello-phanned, Doz... 22c
- SHOE LACES—Carded, 25 Pairs on Card, Black or Brown, Per Card... 22c
- STYPTIC PENCILS—Carded, 24 on a Display Card, Per Card... 15c
- POCKET COMBS—With Pockets, Doz... 35c
- POT HOLDERS—(Cloth), Doz... 35c
- PERFUME—4oz, Bottle, Doz... 40c
- LADIES' HANDKERCHIEFS—Assorted Colored Borders, Doz... 15c

SEND FOR CATALOG.

## BENGOR PRODUCTS CO.

10 E. 17th St., Dept. K, New York City

## LOOK! LIKE NEW!

- CONTACTS JR. .... \$12.75
- CONTACTS SR. .... 9.00
- BABY CONTACTS (Counter) ... 7.50
- NEW SILVER KING (Contact Features) ... 10.00
- FLEET ... 10.00
- CRUSAER ... 10.00
- SHOW BOAT ... 12.50
- FORWARD PASS ... 9.00
- AMERICAN BEAUTY ... 10.00
- METROPOLITAN ... 10.00
- CHAMPION ... 40.00
- HELL'S BELLS (Eva's Blot) ... 30.00

Guaranteed in perfect condition. All prices quoted V. O. B. Houston, Tex. One-fourth deposit absolutely required, balance C. O. D.

## FRIED NOVELTY CO.

Houston, Texas

Order  
**LIVE POWER**  
TO-DAY FROM  
YOUR JOBBER!



AUTOMATIC MUSIC TAKES TO FLYING—Harry Drollinger (on steps), Wurlitzer factory representative, boards plane at El Paso. V. W. Apodaca is handing Harry a check for Simplex phonographs.

**Factory Bargain Lot**  
**PHOTO HANDLE**  
**POCKET KNIVES**

Assorted Models, Regular Size, Polished Steel, 2 Blades, Brass Bolsters and Lined.

**A New Deal — Big Buy**  
Per Dozen, \$2.25  
Five Dozen for \$10.00

**AMERICAN POCKET WATCH**  
WHILE STOCK LASTS  
Mirror, Polished Case.

**QUANTITY PRICE EACH**  
**65c**

Sample, Postpaid, F. a. c. b. 80c.

Send for New Catalog.

**AMERICAN MADE WRIST WATCH**  
With Link Band, Each in Box ..... \$1.65

**RONDE-SPENCER COMPANY**  
Wholesale House, Chicago.  
223-25 W. Madison St., Chicago.

**Bargains, Reconditioned, Like New**

3 Official Sweetstakes at \$7.50; 4 Merry-go-Rounds at \$6.50; 10 Jennings Favorite Ball Gum Machines at \$10.00; Sweet Rally, \$8.00; 21 Vender, \$10.00; Odum Special, \$9.50; Electro, \$12.50; 4 Ideal Hot Nut Machines at \$8.00; 2 Columbus Ball Gum Machines at \$4.00; Ohio Ball Gum Machine at \$4.00; Penny, Nickel, Dime and Quarter Slots. One-third cash, balance C. O. D.

**Charles W. Fairbanks, Marion, Ohio**

known. Last reported headquarters at 123 Hurt Building, Atlanta.

**IOWA:** See Automatic Merchandisers of Iowa.

**INDIANA OPERATORS' ASSOCIATION:** Correct name not reported. Organized January 29 and has been very active since in meeting adverse conditions in the State. W. E. Slingerland, acting secretary, 18 West 22d street, Indianapolis. Committee on by-laws: George W. Roach, Fort Wayne; Charles Hughes, Ladoga; John R. Baughn, Warsaw; A. Fleig, Indianapolis; E. S. Boxwell, South Bend; W. E. Slingerland, Indianapolis; F. J. Horuff, Indianapolis.

**JOBBERS:** See Metropolitan Jobbers' Association.

**KANSAS COIN MACHINE OPERATORS' ASSOCIATION:** 1027 University avenue, Wichita, Kan. H. J. Morrison, president; A. M. Berkey, vice-president; E. J. Groth, secretary; M. T. Daniels, treasurer. No report received.

**KENTUCKY OPERATORS' ASSOCIATION:** Report submitted by J. E. Cobb, Kentucky Springless Seale Company, 547 South Second street, Louisville, Ky.: "We are still supposed to have the Kentucky Operators' Association, with headquarters in our office, but we have not had an election of officers since the organization over a year ago, and the only time we hold meetings is when an emergency arises. We regret very much the lack of interest shown in the work."

**LEGAL AMUSEMENT OPERATORS' ASSOCIATION:** Allentown, Pa. No report received and correct address not known.

**LOS ANGELES OPERATORS' ASSOCIATION:** Charles Craddock, attorney, Subway Terminal Building, Los Angeles. No report received, but association is understood to be active.

**LOUISVILLE:** See Kentucky Operators.

**LOUISIANA:** See Coin Vending Machine Operators of Louisiana.

**MILWAUKEE:** See Vending Machine Operators of Milwaukee.

**MANUFACTURERS:** See National Association of Manufacturers.

**MICHIGAN:** See Automatic Merchandisers of Michigan.

**MASSACHUSETTS OPERATORS' ASSOCIATION:** Correct name not reported. Organized December 16, 1934. Contact Ben D. Palastrant, 1254 Washington street, Boston. Legislative committee formed to present favorable bill on machines: David Bond, Ben D. Palastrant, Phil Swartz, J. S. Chaplain, Ellis Kagan, S. Nichols, C. Ridgeway, C. Santos, F. Palmer, S. Lieberman and J. Garbarlono.

**METROPOLITAN SKILL GAMES BOARD OF TRADE, Inc.:** 305 Broadway, New York. A board representing the coin-machine organization of metropolitan New York. No report received, but known to be very active.

**METROPOLITAN JOBBERS' ASSOCIATION:** 305 Broadway, New York. Herman S. Budin, president; Max Pearlman, vice-president; George Ponsler, treasurer; Dave Robbins, secretary. Meetings every other Wednesday night, Room 347, Imperial Hotel, Broadway and 32d street.

Report, January, 1935: "Our association has served a very useful purpose in the metropolitan area. Thru the banding together of all distributors and

jobbers in this territory we have succeeded in fostering and promoting a better understanding of the machines to the better benefit of all the members of our association. By reason of being banded together we have been able to co-operate with other organizations in clarifying legal problems that have arisen in the industry. Our organization has been represented in the Metropolitan Skill Games Board of Trade, which has been fighting the problems of the industry here. We have been able to bring about a better and finer understanding between the jobbers and operators. We have conferred on such problems as trade-ins, trade-in allowances, etc. The organization has protected the rights of the smaller jobbers in getting proper quotas of machines. We have also acted as a sort of credit clearing bureau for our members. We look forward to a new era in the coin-machine industry in this vicinity."

**MINNEAPOLIS:** No report, but an organization of skill games operators exists. Contact H. H. Greenstein, 1641 Hennepin avenue, or William Cohen, 204 11th avenue, South.

**MINNESOTA:** See above.

**NATIONAL AUTOMATIC DISTRIBUTORS' ASSOCIATION:** 100 Boylston street, Boston. E. V. Ross, secretary-treasurer, 17 South Charles street, Baltimore, Md. David S. Bond, president, Boston. Executive committee: David S. Bond, Nat. Cohn, B. Kaufman, B. D. Lazar, E. V. Ross, L. H. Rothstein, William Heirlegel Jr., M. B. Summerfield. The date of regular meeting is in February of each year.

**NATIONAL ASSOCIATION OF COIN-OPERATED MACHINE MANUFACTURERS:** 120 South La Salle street, Chicago. C. S. Darling, secretary-manager, Fred L. Mills, president; N. Marshall Seeburg, vice-president; O. D. Jennings, treasurer. Directors: Fred L. Mills, N. Marshall Seeburg, O. D. Jennings, W. E. Boleh, Dave Gottlieb, W. H. Rowe, Walter A. Tratsch. Annual meeting in February. Mr. Darling is also secretary of the Code Authority for the coin-machine manufacturing industry.

**NEW ORLEANS:** See Coin Vending Operators of Louisiana.

**NATIONAL VENDING MACHINE OPERATORS' ASSOCIATION:** Carl M. Smith, secretary-treasurer, 2615 North Cramer street, Milwaukee. This is an original organization to include local organizations of operators of merchandising machines, of which the Chicago local is still active. C. H. Robinson, 518 Third street, Des Moines, Ia., is president.

**NEW JERSEY AUTOMATIC MERCHANDISERS' ASSOCIATION:** D. M. Steinberg, president, 29 Elizabeth avenue, Newark, N. J. No report received, but the organization is known to be active.

**NEW YORK CITY:** See Amalgamated, Queens and Greater New York associations.

**NEW YORK STATE:** Empire State Skill Games Board, Inc., was formed to foster and include local organizations throughout the State. Write Benjamin H. Haskell, 305 Broadway, New York, for information.

**NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION:** J. H. Hirsch, secretary, 908 Times Building, New York. A national organization formed to frame a code under the NRA for operators of merchandising machines. No report received. Charles L. O'Reilly, president. The code, along with other operators' codes, was never approved by the NRA.

**NEW YORK DIGGER AND CRANE ASSOCIATION:** No report made and no address available.

**OKLAHOMA COIN MACHINE ASSOCIATION:** C. A. Kettering, secretary-treasurer, 825 Northwest Sixth street, Oklahoma City. L. W. Aashbrook, Lawton, president; W. T. Nelson, Tulsa, vice-president; Ike Lowenthal, Oklahoma City, vice-president. Report, January, 1935: "Our meetings are held on the last Sunday of each month and the meeting places alternate between Oklahoma City and Tulsa. Our membership has more than doubled during the past year and we now have about 60 active members. Our association raised about \$2,000 for attorney's fees in fighting a lawsuit brought against one of our members by W. E. Callison, who claimed a basic patent on all pinball games. We won in Federal Court, but Callison appealed and this appeal was heard January 29. The court's decision has not been handed down at this writing. Without organization to fight this case Callison would no doubt have won.

INTRODUCING...  
A NEW ERA IN PIN GAME HISTORY

# CHECKERS

THE SENSATIONAL MUTOSCOPE PIN GAME

"3 INTERCHANGEABLE GAMES IN 1"

WITH THE REVOLUTIONARY

## REGISTRATOR

SCOREBOARD

THAT CLICKS THE SCORE BEFORE YOUR EYES

### SOUTHERN OPERATORS

MR. S. CARL MANTELL

President of National Coin Machine Corp.

WILL BE AT THE  
INTERNATIONAL MUTOSCOPE REEL CO., INC.

BOOTH NO. 2

AT THE CHICAGO CONVENTION  
TO SHOW YOU CHECKERS

OR WRITE TODAY FOR COMPLETE DETAILS

**NATIONAL COIN MACHINE CORP.**  
1724 N. Charles St., -- Baltimore, Md.

"WATCH OUR SMOKE"

### NEW MACHINES AT BARGAIN PRICES

LIVE POWER—Reg. \$39.50. SPECIAL ..... \$25.00  
MERRY-CO-ROUND—Reg. \$39.50. SPECIAL ..... 20.00  
BEACON, RADIO STATION, C. O. D. ACTION, SKYSCRAPER IN STOCK.  
CLOSE-OUT IN USED MACHINES AT LOWEST PRICES.  
LARGEST LINE OF PREMIUMS IN THIS SECTION.

**K-C NOVELTY CO., Inc.**

415 MARKET ST.,

Bell Phone  
Market 4641

PHILADELPHIA, PA.

## TO OUR CUSTOMERS WHO ARE UNABLE TO ATTEND THE CHICAGO SHOW

We will have a showing of all the live numbers at our offices from February 27 to March 2, inclusive.

Plenty to eat and drink, and a good time for everybody.

The largest Jobbers between New York and Chicago.

### AUTOMATIC INDUSTRIES, INC.

991-997 MAIN STREET

BUFFALO, N. Y.



### OPERATORS - LOOK!

For the Newest and Best in  
Salesboard Assortments  
buy LINCOLN DEALS

Buy This Bargain. No. 2529. Only \$5.75. Dealer's Price, \$9.95.  
It's a brand-new 2,500 1c Sales Assortment—only one of scores of other 1935 numbers. Send for Our Latest Catalog.

LINCOLN NOVELTY CO. 4325 E. RAVENSWOOD AVE. CHICAGO



"SMITTY" CORNERED — L. G. (Andy) Anderson and Bill Littleford, of The Billboard, corner R. E. Smith, of O. D. Jennings & Company, down in Miami.

SPECIAL CAMPAIGN FOR NEW CUSTOMERS

THESE PRICES HAVE BEEN MADE TO ATTRACT NEW BUSINESS

NEW WINNERS:

Table listing various slot machine models and their prices, including Liberty, Action, Army & Navy, and others.

Table listing various slot machine models and their prices, including Little-O-Line, Majik-Keys, and others.

REBUILT MACHINES—Alphabetical Order

Table listing various rebuilt slot machine models and their prices, including Liberty Special, Ambassador, and others.

Table listing various rebuilt slot machine models and their prices, including Jiggers Senior, Jumping Jacks, and others.

WE TAKE TRADE INS

SLOT MACHINES

Table listing various slot machine models and their prices, including Galle Bell, Jennings Bell, and others.

WE ACCEPT TRADE-INS ON ALL YOUR PURCHASES. FOREIGN DISTRIBUTORS GET IN TOUCH WITH US FOR A REBUILT MACHINES.

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY PRODUCTS.

SKEE ROLL

ATTRACTS THE CROWDS and GETS THE BUSINESS. MAKE YOUR SPORTLAND COMPLETE BY INSTALLING SKEE-ROLL, THE POPULAR COIN CONTROLLED AMUSEMENT DEVICE.

Write for Catalogue

National Skee-Ball Company Coney Island New York

BUY USED MACHINES WITH CONFIDENCE

Table listing various used slot machine models and their prices, including Junior Traveling Crane, Panama Digger, and others.

EASTERN 350 MULBERRY STREET NEWARK, N. J.

Is Your Subscription to The Billboard About To Expire?

a matter that would concern every operator in the United States.

OHIO: See Automatic Merchandisers' Association of Ohio.

OREGON ASSOCIATED OPERATORS. No report received.

ORGANIZED OPERATORS OF CHICAGO, Herman Guttman, secretary, 3313 Armitage avenue, Chicago. Fred A. Mann, president. No report received, but organization is known to be active.

PHILADELPHIA OPERATORS' ASSOCIATION. No report received and no information available.

PITTSBURGH—No information available.

QUEENS - NASSAU - SUFFOLK OPERATORS' ASSOCIATION, Jack Gardino, business manager, 2 Hyde Park road, Franklin Square, L. I. N. Y. An organization of operators in Queens, Nassau and Suffolk counties, New York. No report received, but organization is known to be active.

SEATTLE: See Western Washington. SKILL GAMES OPERATORS' ASSOCIATION OF DETROIT, W. M. Zerby, secretary-treasurer, 6329 Diversey avenue, Detroit. E. C. Bourden, president; H. V. Barber, vice-president. Directors: F. D. Clark, Maurice Feldman, Frank Healy, John Estes, F. E. Turner and C. Gunn. Report: "Our meetings are held the first Tuesday of each month at the Detroit-Leland Hotel." The association has been very active in efforts to secure better operating conditions for skill games in Detroit.

SPOKANE OPERATORS' ASSOCIATION: No report received.

SACRAMENTO PIN GAME OPERATORS: No report received.

ST. LOUIS: No information available. TEXAS COIN MACHINE OPERATORS' ASSOCIATION, John A. Bachman, secretary, 5400 Goodwin avenue Dallas. No report received, but association is very active. Harry I. Drollinger, Houston, president.

UNION COUNTY AMUSEMENT ASSOCIATION, Murray J. Saltzman, president, 122 Washington street, Rahway, N. J. Thomas Burke, Elizabeth, vice-president; Ernest Clark, Elizabeth, secretary; Charles Sachs, Elizabeth, treasurer; Gus Kluin, Elizabeth, sergeant at arms. Report January, 1935: "Date of regular meetings—first Thursday of each month. The association has been in existence only since November, 1934. We are using a card system on all our machines, giving each member a certain number with the association name upon it, so that when a member sees a machine with this tag he will know it belongs to a fellow operator and avoid any interference. All members are cooperating very nicely in this respect."

VENDING MACHINE OPERATORS' ASSOCIATION OF CHICAGO, W. P. (Pat) Considine, secretary, 6400 Ellis avenue, Chicago. The organization of merchandising machine operators claims a record of 10 years of continuous existence, hence the oldest organization of operators in the world. Meetings are held the second Monday evening of each month at the Great Northern Hotel and operators are always welcome as visitors. C. W. Hoffman, president; N. Siegel, W. A. Fischer, R. Stanley Allison, vice-presidents; H. D. Hudson, treasurer.

VENDING MACHINE OPERATORS' ASSOCIATION OF MILWAUKEE, Carl M. Smith, 2615 North Cramer street, Milwaukee, secretary. R. C. Wook, president; E. W. Makus, vice-president; H. Timm, treasurer; Michael Klein, attorney. Report January, 1935: "The year 1934 showed a marked improvement for Milwaukee operators over the previous year. This is not only due to better business conditions, but to a more determined effort by the operators to get the most out of each and every location. Many new and modern machines were put to work and the old ones dressed up a bit. The nut venders have substituted a mixed assortment for the Spanish goobers, with gratifying results. Prizes on pinball games are not allowed here, but the association has the stage all set for a test case when the psychological moment arises. We have entered the new year with a determination to make this the best we have had for many years. Regular meetings on the first Monday night of each month at the Hotel La Salle, 729 North 11th street. Operators always welcome." VENDING MACHINE ASSOCIATION OF NORTHERN CALIFORNIA: No report.

WESTERN WASHINGTON COIN MACHINE OPERATORS' ASSOCIATION, W. K. Bert, secretary, 2124 California avenue, Seattle. George Heberling, president; K. M. Rader and H. M. Heath, vice-presidents; J. J. Michael, treasurer.

Salesboard Sensation

It's Sure Fire! It's a Smash Hit!



Now in New Larger Quarters at 893 BROADWAY, N. W. Cor. 18th St. New York City

Report January, 1935: "The above officers constitute the executive committee, which meets on call of the president whenever necessary. This is usually a noon meeting at some downtown cafe. Regular meetings of the entire membership are held on the first Monday of each month. Dues are \$3 per month. Jobbers are admitted as associate members and pay dues, but do not have a vote. Principal work of the association has been to fight unfair legislation. At present we are battling the proposal of the Seattle city council for a \$25-a-year tax on pinball tables. Washington operators are already paying a State tax amounting to one-half of 1 per cent of the gross profits, a county personal property tax, a heavy national and State gasoline tax and also the 10 per cent tax on amusement devices included in the purchase price of the machines."

WASHINGTON, D. C.: No report. WESTERN PENNSYLVANIA OPERATORS' ASSOCIATION, Pittsburgh. No report received. WESTERN VENDING MACHINE OPERATORS' ASSOCIATION OF SOUTHERN CALIFORNIA: No report received.

Geting Will Be There

NEW YORK, Feb. 16.—United Automatic Sales Company reports a marvelous business in the distribution of the Cannon Fire pinball game. Samuel Geting, known to operators all over the country for many years, is president of the firm. Mr. Geting will be at the Chicago convention and says he is looking forward to meeting all his old friends again.



PERC SMITH, general sales manager of Exhibit Supply Co., Chicago. Known as "Perc," he is a pioneer in the industry but seldom seen in pictures.



# QUICK SILVER

## Doubles Pin Machine Earnings by Knock Out Patented Features

**Endorsed and Sold by the  
Nation's Leading Jobbers**

For Quick Delivery—Order  
From Jobber Nearest You

- **BOSTON**  
Trimount Coin Machine Co.  
1292 Washington St.
- **NEW YORK CITY**  
Babe Kaufman, Inc.  
455 W. 42d St.
- **NEWARK**  
George Panser Company  
15 E. Runyon St.
- **PHILADELPHIA**  
Keystone Novelty & Mfg. Co.  
26th & Huntingdon Streets  
Banner Specialty Company  
1530 Parrish St.
- **BALTIMORE**  
National Coin Machine Corp.  
1724 N. Charles St.  
Oriole Coin Machine Corp.  
17 S. Charles St.
- **VIRGINIA-NO.-SO.  
CAROLINA**  
Vending Machine Company  
Fayetteville, N. C.
- **CLEVELAND**  
Markepp Company  
3906 Carnegie Ave.
- **LOUISVILLE**  
Southern Automatic Sales  
542 S. Second St.
- **MINNEAPOLIS**  
Silent Sales Company  
204 11th Avenue South  
E. T. Barron Company  
19 E. Lake St.
- **MEMPHIS**  
Automatic Amusement Co.  
683 Linden Ave.
- **FORT WORTH**  
Automatic Amusement Co.  
1304 Throckmorton St.
- **HOUSTON**  
Stelle & Horton  
1513 Louisiana St.
- **NEW ORLEANS**  
P-B-P Novelty Co.  
517 N. Scott St.
- **BIRMINGHAM, ALA.**  
Birmingham Novelty Co.  
109 N. 18th St.

**YIELDS  
SLOT  
MACHINE  
PROFITS  
LEGALLY**

PROTECTED BY  
U.S. PATENT  
1985736



**NO CHEATING  
AWARDS PAID  
BY MERCHANT  
AUTOMATICALLY  
RECORDED**



**PATENTED  
REPLAY FEATURE  
80% OF AWARDS  
REPLAYED  
AND LOST**



**REQUIRES  
NO ATTENTION  
FROM  
MERCHANT**

**ONLY  
\$67.50**

**ABSOLUTELY  
SLUG  
PROOF**

SIZE  
20" X 40"

1. Requires no attention from merchants—no tedious adding of scores—speeds up play. Skill awards won by player are automatically recorded on free game dial.
2. Pays to player twice the amount of ordinary pin game awards—YET YIELDS OPERATOR MORE THAN DOUBLE THE NET PROFITS OBTAINED FROM OTHER MACHINES.
3. QUICK SILVER liberality proves irresistible magnet to player. Lasts indefinitely on location—a permanent investment for the operator.
4. PATENTED REPLAY FEATURE permits player to replay his awards by operating coin slide WITHOUT INSERTING COIN. Each time this is done one free game is deducted from free game register.
5. BY ACTUAL TEST, QUICK SILVER pays skill awards to players amounting to 70%—BY ACTUAL TEST 80% of these skill awards are replayed—thus tremendously increasing net profits.
6. A separate recorder inside the machine gives accurate record of skill awards paid by merchant—ap invaluable asset to all operators.
7. Completely and finally eliminates slug problems. This ingenious feature is fully explained in our circular.
8. Quick Silver LEGALLY performs every function of the slot machine and pay-out pin table; performs every function of the ticket vending game.
9. Record-making profits are now open to you for the first time with an absolutely legal amusement machine.

**RUSH SAMPLE ORDER**

**Get QUICK SILVER MAKING MONEY FOR YOU!**

Terms, 1/3 Cash; Balance C. O. D.

Write or Wire for Circular

**J.H. KEENEY & CO. 2900 Michigan Blvd. CHICAGO**

**NOW** Complete European and Colonial Distribution for American Manufacturers

**NOW** 2 Spacious Offices in London, England

**NOW** That Our MR. GASPARRO Has Returned From Visiting European Markets He Is in a Position To Contract for Large Quantities of American Machines.

SEE MR. GASPARRO AT THE SHOW OR WRITE . . .

**WESTON NOVELTY COMPANY**

20 Alpha Pl., Kings Cross, LONDON, N. 1, England. | 31 Broadway, NEW YORK, U. S. A. | 311 Grays Inn Road, LONDON, W. C. 1, England.

★ **JOBBER - OPERATORS** ★

Immediate Delivery Guaranteed

GOTTLIEB'S NEW SENSATION

**..TURN-TABLE..**

WE ARE EXCLUSIVE DISTRIBUTORS

For Metropolitan New York and New Jersey

A FEW AMERICAN CONVENTION SPECIALS

FLYING TRAPEZE, JR. ....	\$22.00	GRIDIRON .....	\$21.00
FLYING TRAPEZE, SR. ....	26.00	CRISS CROSS .....	22.50
DROP KICK .....	19.00	LIVE POWER .....	21.00
SIGNAL, JR. ....	16.50	ELECTRO .....	14.00

1/3 Deposit, Balance C. O. D.

*American Vending Company* 45 Elizabeth Ave. NEWARK, N.J.  
BROOKLYN BRANCH 774 CONY ISLAND AVE. BROOKLYN, N.Y.

"Serving Best the Central West"

All the latest Pin Tables in stock for immediate shipment to any point in the United States.

**The Kansas Novelty Co.**

Largest Stock of New and Used Machines in the Middle West.

555 W. DOUGLAS AVE WICHITA, KAN.

WRITE FOR LIST MAILED EACH WEDNESDAY

**MILLER SALES CO. USED MACHINE SPECIALS**

OIDE-O-MATIO .....	\$8.00	FLEET .....	\$10.00
FIVE JACKS .....	8.00	GOLDEN GATE .....	18.00
FOUR JACKS .....	5.00	LIGHTNING .....	10.00
NEW OEAR .....	5.00	WERRY-OO-ROUND .....	12.00
ZIO-ZAO .....	5.00	BBY GRAND SLOT .....	20.00

IF YOU HAVE NEVER ORDERED ANY OF OUR USED MACHINES, DO IT NOW WHILE PRICES ARE RIGHT. SEE FOR YOURSELF HOW IT IS TO GET A USED GAME, CLEAN, WITH ALL PARTS PERFECT, IN APPEARANCE AND MECHANICAL WORKING ORDER. ONE ORDER FROM YOU WILL CONVINCE US THAT WE HAVE ADDED A NEW AND SATISFIED CUSTOMER TO OUR MAILING LIST.

All Orders Must Be Accompanied With 1/3 Deposit, Balance C. O. D.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

**Hey Look! Operators! Bargains!**

SILVER CUP, JIG SAW, 42ND STREET, } \$3.95 AIRWAY, PONTIAC, WORLD SERIES, } \$4.95 AMERICAN BEAUTY, RELAY, BABY CONTACT, } \$7.95

WRITE FOR MANY GOOD USED BARGAINS.

**W. J. C. VENDING COMPANY, INC.** 230 Canal Street, NEW YORK CITY.

Thank You for Mentioning The Billboard.

**APCO CONVENTION SPECIAL**

The New, Large, Banjo Clock

Novelty Desk or Wall Clock. The flashiest, most attractive money-getting digger item in history. A HIT EVERYWHERE!

SIZE:  
7 1/2" Long.  
3 1/2" Wide.  
4 Assorted  
Beautiful Colors

MEET US AT BOOTH No. 129, OHIOAGO CONVENTION



**EACH \$1.20**  
NEW LOW PRICE  
\$1.40 Each in Chrome Finish

**ATLANTIC & PACIFIC MDSE. CO.** 876-878 Broadway NEW YORK CITY

*Be Wise!*  
BUY YOUR GAMES FROM

**RECONDITIONED BARGAINS**

BOGO .....	\$3.95	COLOEN OATE .....	\$17.50
JIGSAW .....	4.95	OHIOAGO OLUB HOUSE .....	6.95
AIRWAY .....	4.95	OFFICIAL SWEEPSTAKES .....	4.80
21 VENDER .....	6.50	DANDY VENDERS .....	5.95

**MARKEPP Co.** 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O. 1410-12 CENTRAL PARKWAY CINCINNATI, O.

**NEW PENNY CIGARETTE VENDING MACHINE**

GUARANTEED MECHANICALLY PERFECT.  
Slang Proof. Attractive—Compact. All Metal. Size 4 1/2" wide, 7 1/4" long, 1 1/4" high. Weight 7 1/2 lbs. Fills huge demand for a Cigarette for a Penny. Locations everywhere waiting. No servicing—Merchant refills. Holds 100 Cigarettes. Its operation has been approved by Commissioner of Internal Revenue, Washington, D. C.  
Here is opportunity! Act now. Do not delay! Wire or write today. Sample Machine, \$12.50.  
Operators—Call at Our Display Room—One Block East of Hotel Sherman.  
**SMOK-A-TAIRE SALES COMPANY** OHIOAGO, ILL.  
140 North Dearborn Street.

**First Dance Big Success**

Queens-Nassau-Suffolk operators aided by other New York groups

LONG ISLAND, N. Y., Feb. 16.—The first annual dinner and dance held by the Queens-Nassau-Suffolk Operators' Association proved to be an outstanding success. The affair was held at the Roosevelt Gardens, Jackson Heights, Long Island. Associations in the metropolitan area sent large delegations to add to the attendance of the local groups. The Amalgamated Operators' Association is said to have had 40 members present.

One of the outstanding events of the evening was the presentation of a medal to Jack Gardino, executive director of the association, by the Modern Vending Company in recognition of his work "for the good of the industry."

Bill Oersah acted as emcee. An eight-course dinner was served with drinks included and a complete floor show was also offered. Arrangements had been made for about 300, but the attendance passed the 450 mark. Gardino thanked the guests and said that next time "they would arrange for one of the biggest night spots in New York."

die casting, the machine-stamping facilities, the actual man labor involved, the use of glass and other parts, such as paints, varnishes, stains, chrome platers, designers, mechanics and hundreds of others who come in contact with the game, directly or indirectly, in one fashion or another and who receive their weekly pay envelopes from the manufacture of each game. He explains that not only are thousands of workers daily kept busy manufacturing the games, which are popular thruout the European and Asiatic continents, but the many raw material sources which receive income from the factories and which in turn place more people to work to obtain the necessary materials. He believes that if it were possible to trace down to the very beginning of each game that the public would more greatly appreciate what the pin-game industry has done for unemployment in general.

"And, he adds, as the working days grow shorter more time for amusement is had. He claims that there is no finer amusement than the pin games. In the first place minors are not allowed to play the games. Furthermore, the operators themselves locate the games in the better stores thruout the city and thereby have gained a fine following. Every effort is made to comply with all the laws for better, cleaner amusements.

"Newarkers can again be proud of an industry which has come into being in a very short period of time and which is benefiting the city in manifold ways."

**NEWSPAPER SUPPORTS—**

(Continued from page 71)

become expert overnight; it requires months and sometimes years of practice before a golfer gets into the 80s. This same holds true, they state, in pin games. The first few times the player tries the game he usually falls far below average. After some practice he can almost call his shots. To meet this condition the factories have produced more intricate and interesting games and have therefore been constantly able to renew interest in the game with these new devices.

"George Ponsor Company, of Newark, has been distributing these games to operators for some years. It is considered the leading distributor in this State. Mr. Ponsor, of the firm, tells us that just looking at one of the games recalls an actual romance of manufacture. He explains that not only the lumber, and then the cabinet factory, but the raw metal and the polishing and



ART SAUVE, of A. P. Sauve Company, Detroit, a booster for Michigan's delegation to the convention.

# NEW!!!

Real Values for Alert Operators—**ROTO-LITE** and **NEONTACT** Ready Soon—With **TIME** All Set—Ready to Return **RICH STEADY INCOMES** Immediately!!

Nothing To Equal These Outstanding **PACIFIC** Convention Releases

## ROTO-LITE

Division a game with **FIVE Progressive Scoring Positions**—an **Activating Hole** that starts **Circles of Light** spinning on **Double Scoring Discs** built into the **Scoreboard** in back. Imagine **Red, Yellow, Green and Blue Lights** dancing all over the two sparkling discs, as other balls advance into scoring positions. It's **ROTO-LITE!**

PRODUCTION STARTS MARCH 1.

## NEONTACT

More **Progressive Scoring**—More **Serious SKILL**—Shoot a ball into the **MAIN Ignition Hole** at the head of the field—and **NEONTACT'S** **Triumphal Arch** becomes resplendent in **Red NEON Illumination!** There are **FOUR** optional routes to travel in building your score. **Player Awards** are actually **SPELLED** in **Brilliant NEON Script** on the **Scoreboard** in back. Find out about **NEONTACT**—Don't Miss It! You **CAN'T!**

IN PRODUCTION MARCH 15.

BOOTHS 88 and 89 at the SHOW

# TIME Invites PRIMARY and SECONDARY Systems of Scoring . . .

Here's a machine with **DOUBLE APPEAL**—First, "**Primary**" Scoring with **True SKILL** the chief playing requisite. A ball driven into the cubical enclosure atop the board, pops through the lid—and is taken in hand for a ride "round the Dial. Should the 1,000 or 2,000 holes be occupied as shown herewith—the hand drops the ball into the 3,000 hole—and so on for genuinely exciting **Progressive Scoring**. Then **TIME'S "Secondary"** Play—with balls hitting a "**Kicker**" at the base of the field—only to light out for **Higher Scores**—or even race around the **Rim of the Dial**—to be clutched by the hand, and lodged in the coveted **High Scoring Pockets**. It's a **WINNER** that **ANSWERS** every operating need!

Order **TIME** Now for Immediate delivery!

See Your Jobber at Once—Write, Wire for Complete Details!



TIME—Ready for Immediate Delivery!  
●  
ORDER TODAY!

# PACIFIC

**AMUSEMENT MANUFACTURING CO.,**  
4223 W. Lake Street, Chicago, Illinois  
1320 S. Hope Street, Los Angeles, California

## Watling Rol-A-Tor Has Numerous New Features

**CHICAGO, Feb. 18.**—Bound to create a sensation and a heap of excitement at the 1935 Coin Machine Exposition here this week is the new **Watling Rol-A-Tor**, manufactured by the **Watling Manufacturing Company** of this city.

Altho an entirely new product, the **Rol-A-Tor**, the latest development in bell constructions, has already caught on in grand style with the trade, as is evidenced by the stack of orders which have poured into the **Watling** plant since the first announcement of the machine was made recently.

Beautifully designed to give the machine a wealth of player appeal, the new **Rol-A-Tor** has numerous new features that will put it in solidly with those who know their machines. The machine gets its name from the **rol-a-tor** coin

detector feature, which shows the last nine nickels played. This is the only bell-type machine with such a feature. The penny machine shows the last 11 coins, the dime machine the last 12, the quarter machine the last 8 and the half-dollar the last 8 coins played. The coin detector is foolproof and of an entirely new construction.

The **Rol-A-Tor** comes in several models, employing all the standard and widely known **Watling** features. It has the extra large jackpots and is built with or without the **Gold Award** feature. It is built with or without the **mint vender** and has all the latest improvements. In addition it has a system for regulating play which every operator will understand.

The reels are placed close to the glass and are of standard size, making them easier to read for the player. The machine is equipped with many other new features to please both the operator and player.

## The Million-Dollar Distributors



NAT COHN

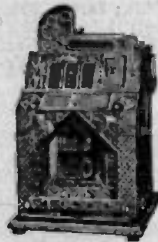


IRVING SOMMER

## LIMITED STOCK

Wire Your Order Today  
**MILLS Silent Front Venders and Silent Vender-Bells**

**\$47.50 Each** STEEL STAND FREE WITH EACH MACHINE ORDERED.



Like New—Every Machine guaranteed perfect condition and ready for operation as soon as taken from crate.

These Machines have **Double Registers**—Every coin played and every coin going into box registered.

When ordering specify if you want the **Check-Mint** type or the **straight money** model.

Also 125 **Mills Reserve Jack Pot** Machines, \$25.00 Each. Guaranteed good condition. Deposit With All Orders.

## SICKING MFG. CO. Inc.

Established 1895. America's Oldest Distributor. 40 Years of Service.  
1922 FREEMAN AVE. CINCINNATI, OHIO

## INDIAN SCOUT SHADOW LAMP

Made of French Composition. Height, 15 inches. A bigger hit than the **Dice-Card Lamp**. Fitted with full-length **Sils Cord**. Beautiful **Rainbow Effect**. Bright **Lacquered Colors**. Deal consists of **600-Hole Board** and 6 Lamps.

Complete each.....\$5.00  
6 Deals or more, each \$4.25

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY



Ask **J. Wilson, Harry Starr, Harold Reynolds**, they have sold more than one thousand of these beautiful **Shadow Lamps**. We have some restricted territory. Write for information. 25% with Order. Balance **C. O. D.**

**MIDWEST NOVELTY CO.,** Kansas City Missouri

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

**Live Wire Operators!**

Protect Your Investment on Your New Machines With Our New, Snappy Flash Novelties.

**"SPORTLANDS"**

Write for Complete Flash Setup Equipment, Merchandise, Etc.

**DIGGER, CLAW OPERATORS**

A REAL BUY—Order One New De Luxe Special Deal. 30 Latest Creations ..... \$10.00

**WISCONSIN DE LUXE COMPANY**

1902 N. Third St., Milwaukee, Wis.



**ORIENTAL SHAOW LAMP.**  
\$2.00 Each, \$18.00 Doz.

**OUPIC LAMP.**  
\$4.00 Each, \$10.50 Dozen.

**Diggers Okeh**

NEW YORK, Feb. 16.—Due to certain legal interferences with the operation of diggers recently, Attorney Benjamin H. Maskell asked for a ruling on the questions at issue by Honorable Paul Moss, license commissioner for the city.

Maskell informed the commissioner that he had discussed many questions about diggers with the department and that licenses for the machines had never been required. He said it was only fair that the police department should be instructed to cease serving summonses on locations because they did not have license.

The reply from Commissioner Moss was as follows:

"In reply to your communication of January 16, please be advised that this department considers the crane or digger to be primarily a vending machine, and vending machines are not required to be licensed. No license is required for the operation of the crane or digger."

"PAUL MOSS, Commissioner."

**NEW PENNY DRAWS**

**CLOSE-OUTS**



**QUARANTEED NEW MACHINES.**  
\$4.00 Each. In Lots of 5, \$4.00.  
**USED** \$3.80 Each. In Lots of 5, \$3.00.  
Supply limited. 1/3 Deposit.

**SUPERIOR NOVELTY CO.**  
27th and Agnes, Kansas City, Mo.

**CONVENTION SPECIALS**

PREPARING FOR NEW MACHINES, WE OFFER THE FOLLOWING BARGAINS!

QUEEN GATE	\$17.50	AUTOCOUNTS	\$27.50
FLYER	17.50	AUTOBANKS	27.50
LIGHTNING	17.50	ROCKETS	27.50
ELECTRO	17.50	BLUE RIBBON	9.95
REGISTER	17.50	RELAY	7.50
MAJOR LEAGUE, JR.	25.00	BLUE STREAK (Used)	10.00
MAJOR LEAGUE, SR.	35.00	BLUE STREAK (Orig. Cases)	18.00
MARBLE JAY (With Jackson)	17.50	BIG BERTHA, JR.	17.50
SHYVER'S GANNON FIRE	35.00		

ALL MACHINES QUARANTEED... 1/3 Cash, Balance O. O. O.

**BIRMINGHAM VENDING CO.,** Box 2065, 1902 No. 8th Ave., Birmingham, Ala.

**ROUTES**

(Continued from page 34)

Royal Palm: Homestead, Fla., 18-23; (Fair) Bowling Green 25-March 2.  
Royal American: (Fair) Orlando, Fla., 18-23.  
Stiffens Superior: Inglewood, Calif., 18-23.  
Ward, Johnnie: Biloxi, Miss., 18-23; Picayune 25-March 2.

**REPERTOIRE**

Bulroy Comedians, Billy Wehle's; Valdosta, Ga., 18-23.  
Blythe, Billy, Players; Wachapreague, Va., 18-23.  
Harvey Comedians; Stapleton, Neb., 21-23.  
Lewis, H. Kay, Players; Phoenix, Ariz., 18-23.  
Princess Stock Co.; Troup, Tex., 18-23.  
Russell, Bert, Players; Screven, Ga., 18-23.  
Siedler, Herley, Show; Sweetwater, Tex., 18-23.  
Stone, Hal, Show; Colfax, La., 18-23.

**Additional Routes**

(Received too late for classification)

Adams & Odark; (Grotto Circus) Cleveland 18-March 2.  
Banard Shows; Meridian, Miss., 18-23.  
Esp Brown Shows; Bushnell, Fla., 18-23; Wildwood 25-March 2.  
Bink Circus Revue; Sheboygan, Wis., 18-23.  
Pelton, King, Magician; Mineral Wells, Tex., 18-23.  
Great Dixieland Shows; (Correction) Abbeville, La., 18-23.  
Oruber's, Max, Oddities of Jungle; (Hendepin) Minneapolis 22-24.  
Mel Roy, Magician; St. Helena, Ore., 20; Longview, Wash., 21; Chehalis 22; Centralia 23; Montesano 24; Olympia 25-26; Puyallup 27; Ellensburg 28.  
Murdock Bros.; Show; Sand Ridge, Pa., 18-23.  
Rogers, Ruth & Sunshine; Smithfield, N. C., 20-24.  
Schneider's, Don, Texas Cowboys; (Station KEPN) Eagle Pass, Tex., 18-23.  
Spencer, C. L., Shows; Eutaw, Ala., 18-23.

**WANTED**

Side Shows, Grind Shows with own outfit. Want Photo Gallery, Legitimate Concessions only, Corn Game. Will book Merry-Go-Round reasonable. Reply

**BANARD SHOWS**  
Meridian, Miss., Until February 23.

**Blue Eagle Shows**

HUNTSVILLE, ALA., FEB. 19-MARCH 16. Four different locations. All mills working. Deatour, Athens follow. WANT Concessions all kinds except Cook House, Corn Game, Nobby Red answer. Rides, Shows not conducting, or will book out of three Rides. Harry Hunting answer, Address JOE KARR or BILL COLFFY.

**BOCKUS CIRCUS SHOWS**

8 FREE ACTS 8  
Want Shows, Concessions.  
66 Kernwood Drive  
Lynn, Mass.

**NOW BOOKING**

Exhibits, Legitimate Concessions, Small Animal Act wanted, for Tercentenary Celebration—The Valley's Parade of Progress—4th Annual Merchants and Manufacturers Exposition. April 30 to May 4, 1935, inclusive, Ansonia, Conn. Address

**EXPOSITION MANAGER**  
P. O. Box 468, ANSONIA, CONN.

**FOR SALE**—70 ft. R. T., three 30 ft. middle pieces, 8 1/2 wall, which came in red. Looks like new. All poles, blocks and falls and main guy. 20x20 striped marquee. No patches, no mildew. Used one season. Price, \$750.00, or \$700.00 without marquee. 8 lengths star back reserve seats, 14 lengths blue seats, \$150.00. Want to book wild animal acts, bar acts, bicycle and roller skate act. Travel acts with lady in act. Musicians write. W. W. KETLOW, Kay Bros. Circus, 2940 S. W. 28 Lane, Miami, Fla.

**AMERICA'S MOSEL SHOWS.**  
Opening Jacksonville, Fla., April 12. Featuring Big New Spectacular Acts. A presentation de luxe. WANTED—People in all lines, Chorus Girls, young and shapely; young, aggressive M. O.; Musicians for fast tempo band. Show booked solid for 30 weeks. Money sure; prices lowest. Address ETTA LOUISE BLAKE, until March 10th, Safety Harbor, Fla.

**SCHELL BROS.' CIRCUS WANTS**

Trainer for small Lion Act to help on Stock, Colored Band, Minstrels for Side Show, Hitchhiker, Photo Acts for Big Show. Open early in March. Route 5, Box 776-A, HOUSTON, TEX.

**HAUPTMANN IN WAX**

"The Grims of the Century."  
The outstanding sensational attraction for 1935. Hundreds of Wax Figures. Also breathing Wax Figures.  
"50 YEARS IN BUSINESS."  
W. M. J. SNAW, 3216 Sidney St., St. Louis, Mo.

**GREAT SUPERIOR SHOWS**

Opening Augusta, Ga., March 16th.  
WANT—Ten-in-line. Will furnish outfit for Hill-billy Show. Want first-class Corn Game, Legitimate Concessions. Will book Smith & Smith Chair-or-Piano Benny Wolfe, who Winter quarters: 842 Reynolds Bldg., Augusta, Ga.

**Sunset Amusement Co.**

Booking Shows and Concessions.  
Address P. O. Box 888, OANVILLE, ILL.

**MEET ME AT THE CONVENTION**

**HERB BESSER**

GET YOUR FREE VALUABLE SOUVENIR.

WE WILL BE THE FIRST TO MAKE DELIVERIES ON THE WINNERS AT THE SHOW. OUR BEAUTIFUL NEW CATALOG WILL BE READY ABOUT MARCH 1. WRITE TODAY FOR SAME SO THAT YOU WILL BE THE FIRST IN YOUR TERRITORY TO RECEIVE IT. IT WILL PAY YOU TO GET ON OUR MAILING LIST.

Besser Novelty Co., 3977 Delmar Blvd., St. Louis, Mo.

**T. J. TIDWELL SHOWS SUPREME**

**WILL BOOK**

Outstanding Shows with carnival experience. Excellent opening for strong Side Show; have 100-foot top and 120-foot banner line for same; also Performing Monkey Show, Fun House or any other show that don't conflict. Other shows write us. Wanted, Concessions: Candy Floss, Hoop-La, Frozen Custard, Photo Gallery, Pitch-Till-You-Win.

Our Fair Route is as follow: Anthony, Kan.; Pond Creek, Okla.; Eureka, Kan.; Chanute, Kan.; Parsons, Kan.; Girard, Kan.; Iola, Kan.; Miami, Okla.; Anadarko, Okla.; Bonham, Tex.; Roswell, N. M.; Denton, Tex.; Haskell, Tex.; Spur, Tex., and 6 other fairs pending. Also biggest 4th of July spot in the West

Capable Talkers and first-class Ride Help, write. Winter quarters open March 20. Show opens Sweetwater, March 30.

**T. J. TIDWELL SHOWS SUPREME**

P. O. BOX 954 SWEETWATER, TEXAS

**MARKS SHOWS, INC.**

**WILL BOOK**

Any shows of merit; will furnish complete outfits to capable showmen and finance any new ideas in keeping with our standard; will book any new or novel Ride; can use Ride Help in all departments. Few choice Concessions open, including Cookhouse. Our celebrations start early in July and twelve weeks to follow with the cream of the Southern fairs. Show opens early in April in Richmond, Va.

Address JOHN MARKS, Box 771, Richmond, Virginia.

**AL C. HANSEN SHOWS, Inc.**, OPEN MARCH 15th  
MACON, GEORGIA

Have complete Minstrel Show Outfit will furnish to organized Troupe. WILL BOOK any other non-conflicting Shows, with or without your own outfit. First-class Concession Agents write. Legitimate Concessions of all kinds wanted, except Cook House and Corn Game. WANT first-class Ride Superintendent. Address all communications to AL C. HANSEN, Mgr., P. O. Box 364, Macon, Ga.

**WANTED**

AGENT hat can handle publicity. Prefer one with car. PERFORMERS, SISTER TEAMS, CHORUS GIRLS, CHORUS PRODUCER that can do Specialty, MUSICIANS, UMBRELLA, TICKET TAKERS and BELLELS who also can play instrument, COOK HOUSE, MAN with Equipment, HILLPOSTERS, BONG, CANYANMAN, PROPERTY MEN and CANYANMEN. Lemnards, Toycom and Ice Cream Privileges open. WILL BUY two Electric Light Plants, 12 K. W. Must be cheap. Salaries must be right first letter. We furnish hotel accommodation and eat on lot. Boons bounds forgo the shows. Opening on or about April 1.

**EARL TAYLOR ENTERPRISES, INC.** CHICAGO, ILL.  
182 NORTH CLARK STREET.



**ALBERT SCHLESINGER**, vice-president of the Empire State Skill Games Association, Inc. Schlesinger has his headquarters in Poughkeepsie, N. Y., where he operates a route of more than 500 pinball games as well as a sportland.

**KORA SHRINE, INDOOR CIRCUS**

Lewiston Armory, Lewiston, Maine, March 11th to 16th.

First Shrine Circus in 15 years, 20 Acts. Six Automobiles given away, one each night. WANTED—Freak Show, Agents and Candy Butchers.

HARRY CUMMINGS, Supt. Privileges, Old Orchard Beach, Me., or Lewiston Armory, Lewiston, Me.

### STREETMEN DEMONSTRATORS

**4 New Hot Specials**  
**DANCING CLOWN**

One's New Sensation. Can be worked same as Dancing Kettle Clown. Balloon Head, inflates 10". Aided. Colors. Body in varied color combinations. Card-board feet. Complete size when displayed about 30". **\$8.50** Gross

**INFLATED "POPEYE"**  
Sells on sight. Just what we have been waiting for. Reproduction of the famous cartoon—original "Popeye" Colors. Over 12" high. **\$9.00** Gross

**INFLATED PLUTO PUP**  
Reproduction of original Mickey Mouse's Dog. Approx. 8 1/2". **\$9.00** Gross

**INFLATED MICKEY MOUSE**  
Gross **\$9.00**

**MICKEY MOUSE GIANT BALLOON**  
WORKERS. Inflates up to 20". To be used as a Demonstrator. **35c** Each

**No. 8 MICKEY MOUSE BAL. \$3.25**  
**No. 10 MICKEY MOUSE BAL. \$4.00**

Samples sent on receipt of cost, plus postage. 25% deposit on all orders. Immediate shipments.

**CLAW MACHINE AND SPORTLAND OPERATORS**—Special Closouts—Wonderful Values on hand. Write for Special List.

**GOLDFARB NOVELTY CO.**  
116 Park Row, New York, N. Y.  
The House That Service Built

### Arkansas Governor Says License Slot Machines

LITTLE ROCK, Ark., Feb. 16.—In discussing methods for increasing revenue for the State, Governor Futrell frankly advocated the licensing of slot machines at \$500 per year as one among a number of sources that would aid the financial needs of the State government. A gambling law that has been on the statute books for 30 years, he said, is not being enforced.

"We have a gambling statute which makes it a felony to conduct a gambling house or place (this statute has been on the books for 30 years), but when was a man sent to the penitentiary for its violation? We have a law against the operation of slot machines which provides also for their destruction, but when have they been destroyed and how many have been destroyed? It is said they are operating them in various parts of the State. It is current rumor that they are paying off for the privilege. Think of a condition of one paying for the privilege of violating the law! If there be any truth in this rumor, then the violation of a law is operating to undermine and corrupt our officers in many places. Nothing can be more demoralizing. I take the position that if you cannot enforce a law in a substantial way and can find no way to secure its enforcement, you should repeal it. If you cannot find some way or devise some means by which you can enforce the law against the use of slot machines, then you should repeal that law. In other words, no set of men should be able to collect a lot of money by permitting a violation of the law. If you do you get no relief from the law's enforcement and you have the factor of demoralization of men whose duty it is to enforce the law. For instance, if you decide you cannot enforce this slot-machine law and should tax each machine in a sum not to exceed \$500, you can get a lot of revenue and at the same time stop the practice of taking pay for violation of the law. The power of protecting a violation of the law for a concession will no longer exist."

# The ACE LOCK LEADS

## in Coin Machine SAFETY



"The Lock of the Century."

No. 4032.  
3/4 Actual Size.

(Below) Tumbler Action Shown Full Size.

Don't let a dishonest location owner milk all your profits away in his nightly 2 A.M. raid on your machine. It's a loss far more serious than the one-shot thief who may never have a chance at your cash drawers.

The ACE lock cannot be drilled. The ACE lock cannot be sheared open. The ACE lock cannot be picked within the time limit as set by Underwriters' Laboratories.

It cannot be opened by the most artful maneuvering of screw drivers, pen-knives, wires or tricky keys.

It is different from all others. Ordinary keys won't fit—like the well-known "square-peg" and the round hole.

Insist on Chicago ACE LOCKS on your new coin machines—and for replacements. It is readily adaptable to every situation where cylinder locks are required. Write for specifications, prices and complete information.

**FORD OWNERS**

Ask About the New ACE Automobile Door Lock!

## CHICAGO LOCK CO.,

2024 N. Racine Ave., Chicago, Ill.

### EXCLUSIVE PAMCO DISTRIBUTORS

in These MID-WEST STATES



ORDER FROM

## GERBER and GLASS Distributing Co.

914 Diversey Blvd., Chicago, Ill.  
Telephone: Buckingham 4166.

### VIRGIN ST. LOUIS

(Continued from page 3)

over 15 years shows endeavored to get a contract to play this "plum" lot but to no avail. Therefore it is a feather in the cap of Dodson.

Dodson has enlarged his show considerably this year and at the opening here will present eight free acts. The show will have a 10-cent gate at this location.

### Miner's Model Shows

PHILLIPSBURG, N. J., Feb. 16.—Equipment of the show is stored this winter in a large tobacco barn in New Holland, Pa., the closing stand last fall, late in October. Work has not been started there but will begin in March. Mr. Miner has just purchased another ride from Mr. Metham, of St. Claire, Pa. This makes a total of four rides. He has also purchased another five-ton truck to transport ride and concession equipment. William Goodrich, ride foreman, advises from High Point, N. C. that he will soon arrive at the quarters. George Russell will have one show and two concessions on the midway. Raymond Parker, wintering at Lambertsville, N. J., will have charge of trucks and will have one concession. Meyer Pimentell, New York, will again be show electrician and have a concession. John Appar will have a concession and be in charge of the Merry-Go-Round. Harry Mutchler will have charge of the Chairplane and Herbert Roth will return to the club of the Ferris Wheel. George B. Clutch and Russell Hand will each have two concessions and Clark James one. At this writing Mr. Miner is on the road doing his own advance bookings work. The show will open its season the latter part of April at York, Pa. The writer will not be with the show this year—will be in business for himself at Enston, Pa.

ROBERT H. MINER JR.

## Bakersfield Circus Exposition Show

Auspices Veterans of Foreign Wars of the United States  
Under One Mighty Tent — Bigger Than Barnum's  
Ten Days — March Fifth to Fifteenth — Ten Nights

**ADMISSION TEN CENTS FIFTY THOUSAND TICKETS**

Ten-foot Side Wall Mighty Midway—Concessions, Shows—Rides—Pit Shows—Side Shows—Attractions of all kinds—Street Men—Demonstrators—Novelty—Wire Workers—Cano Rack—Knife Rack—Hoopla. Wanted, Circus Acts—Radio—Vaudeville. Space and Concessions for sale. Town is crowded. Hotels all full. Oil boom. Silver money by the ton.

## CALIFORNIA'S GIGANTIC BAKERSFIELD

Address CIRCUS EXPOSITION SHOW, Bakersfield, Calif. Circus Headquarters,  
Offices and Show Room, Corner 18th and Chester.  
CHAS. B. CHRYSLER, Director General.  
P. S.—Al Painter, wire for valuable information.

### BUY DIRECT



### WILD EYED AND HANDSOME

This life-like Scottie Dog of genuine fur, size 15x18, only \$2.75. A sure winner on an open 600-Hole Nickel Board. Deal complete. \$2.25. 1/3 Deposit, Balance C. O. D. Write for Complete Circular.

National Mfrs. Distributing Co.,  
1420 S. Halsted St., Chicago, Ill.

### BILL HAMES SHOWS, Inc.

Now booking Shows, Concessions. Season 1935. Open Fat Kick Show, Fort Worth, Tex., March 15 to 24, inclusive. Nicke all and letter 511 Cockey Building. FORT WORTH, TEX.

**LADIES' FULL-FASHIONED PURE SILK MOBIEY**, 18 Gauge, Chiffon and Service, \$2.00 per Dozen. Men's Fancy, Silk, \$1.00 per Dozen. Men's Fancy Merc. Rayon, 60c per Doz. Postage extra. E. LEWIS HENDLEY, 416 S. 7th St., Reading, Pa.

\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$

**MOTORIZED**

We have MOTORIZED more SHOWS and SHOW PEOPLE than any other concern. (WHY?) BECAUSE I personally spent twenty-two years in the outdoor SHOW BUSINESS and know what type of Equipment it takes to make your Show. Also our FINANCE PLAN will take care of you when you are not operating. Write or see me.

**CHARLES T. GOSS**

WITH STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$

### 34 Week Season ENDY BROS. SHOWS, Inc. 1-3 FAIRS 33 Real Celebrations

**RIDES—WILL BUY OR BOOK** Caterpillar, Lindy-Loop, Skooter, Loop-the-Loop, Tilt-a-Whirl, Set Kiddle Rides, Motorbuses.

**SHOWS—Ten-in-One, Illusion, Single Pit, Monkey Circus, Dog and Pony, Hawaiian, Wax, Midgets or Fat People, Unborn, Fun House.**

Will finance and build fronts, furnish all new Canvas and Wagons for reliable Show People. **ALL CONCESSIONS OPEN.** Will sell X on Open Game. WANT Ride Foreman for Carousell and Whip. WANT Billposter and one more good Promoter. Man who can handle Truck and Calliope. The show with a long season. Proven territory. Advanced ideas. All answers. **DAVID B. ENOY, Manager, Potlstown, Pa.**

### Rogers' Famous Shows CHARLES KYLE

Opening May 4th, New York State.

**WANT**—Shows and Concessions; also Free Act for Carnival. Will give Ex on good Cookhouse and Grab. Have our own Hides. Write **ROGERS' FAMOUS SHOWS**, Genon, Conn. 415 Bridgeport Avenue.

**DARKER SHOW.** Now booking Shows and Concessions. Hawaiian Danes. Open first week April. **MRS. J. L. DARKER**, Charleston, Mo.

Never too busy to contact spots for Circuses, Carnivals, all Shows, Mardi Gras, Fairs, Promotional Director. Will BROW Set of Rides, complete Circus. Anyone interested address 104 Judson Avenue, New Haven, Conn.

**WANTED** 60x90 Tent. Must stand inspection. Also useful Performers doing three or more Turns. Long season. Man with Raabey Pit and own transportation. Candy and other Privileges open. Address **MANAGER SILVER BROS. SHOWS**, Newnan, Ga.

## Wanted Carrousel

Must be in good condition. No junk. Will pay cash. State best price and full details in first letter or wire.

**MURRAY JACKSON**, - Bonnetville, B. O.

# SUPREME'S OPPORTUNITY SALE!

Crisis Cross (Early Mod.)	\$22.50	Super "8"	\$10.00
Gridiron	20.00	Live Power	17.50
Subway	10.00	Contact Master	7.50
Signal, Sr.	25.00	Contact Junior	15.00
Signal, Jr.	20.00	Contact Senior	17.50
Sensation	20.00	Major League, Jr.	22.50
Merry-Go-Round	12.50	Major League Sr.	30.00
Register	12.50	Majik Keys Kicker	10.00
Push Over	7.50	Big Bertha Jr.	10.00
Lightning	10.00	Blue Streak	5.00
Golden Gate	10.00	American Beauty	7.50
Electro	10.00	Autobanks	30.00
Drop Kick	17.50	Cannon Fire (Shyver's)	25.00

**\$4.00 EACH**

Brand-New Puritan 3-Reel Gum Vendors, World's Series, Jig Saw, Waldorf, Letand, Ambassador, Big Broadcast, Scoreboard, Speedway, Silver Cup, New Century Special, 42nd Street, Pontiac, Step Up, Airway, Pennant.

TERMS: Full Cash Must Accompany All Orders Less Than \$25.00. Over \$25, 50% Deposit, Balance C. O. D., F. O. B. Brooklyn. ALL FOREIGN SHIPMENTS, Full Cash With Order. Cable Address: SUPVEN, New York.

**SUPREME VENDING CO., INC.**  
557 ROGERS AVE., BROOKLYN, N. Y.

BRONX OFFICE: 1416 Webster Ave., Bronx. Marty Rosen, Mgr.

## Genco, Inc., Is Showing Three New "A" Lite Games

CHICAGO, Feb. 16.—Genco, Inc., this city, headed by Louis Meyer and Dave Genzburg, is featuring a string of new games at its booth at the convention headquarters.

The firm, which in the past has had such pin-game hits as Silvercup, Pontiac, 42d Street, the Ritz and the very recent Criss-Cross, is now concentrating on three new numbers, one of which—Criss-Cross "A" Lite—has already met with splendid success. The other two are Score "A" Lite and Kiever "A" Lite. Included in the natural appeal of the games is the novel lighting system created by the Genco laboratories.

Score "A" Lite is made in four styles: 1—Three coin slots on a single game for nickels or a slot each for nickels, dimes and quarters; 2—The plain nickel slot; 3—The single nickel slot with a ticket venter, and 4—The single nickel slot with an automatic payoff.

Kiever "A" Lite is unique in that it not only has the new lighting effects but also adds by lights.

## DIVORCES

(Continued from page 32)

Kan., February 4. Miss Davidson is well known in stock and repertoire circles.

Gloria Halliday from Robert Halliday, stage and screen actor, at Reno, Nev., February 8.

## RINGLING-BARNUM

(Continued from page 3)

ing Postmaster-General James A. Farley, who came here to dedicate Sarasota's new post office and federal building.

Mr. Gumpertz said that the Madison Square Garden date would inaugurate many new acts and features for the Big Show. However, he declined to comment on these features, stating that he would make a detailed statement in a few days.

After completing the Boston date the show will move back to canvas, where it will be joined by the "second section" and go under canvas at Brooklyn for the first outdoor stand of the year. The route following Brooklyn will be announced shortly.

The April 11 opening means that the first section will leave Sarasota April 2 or 3.

## Now Ready Mysteries of the Zodiac

Revealed—Great Walk-Thru Show for all. Do business on a wholesale plan. Make \$10 where you made \$1 before.

Built by America's prominent astrologists and showmen, after three years' work. Low in price, greatest show to get money fast, as proved in actual trial by astrologists. You'll want it. Also two other new HOT shows for anybody. Also HAUPTMANN CRIME SHOWS and wonderful Crime lobby displays for all crime shows.

Write at once for free information on all.

Chas. T. Buell & Co.

Box 306, NEWARK, OHIO.

## Quick Demonstrating Item

Cleans Upholstered Furniture, Rugs, etc., like magic. Guaranteed to have real merit. Send 50c for sample. Excellent opportunity for distributors.

GRIFFIN & SON

Merchandise Mart, CHICAGO, ILL.

## HAUPTMANN TRIAL

Souvenirs—Exact Replicas of Hunterdon County Courthouse, Flemington, N. J., Coined on Back of New U. S. Lincoln Head Penny. Paste 10c value of all times. Samples, 3 for 25c. (Stamps or Money O.K. only.) \$5.00 per 100. Clean up! Order today, 1/3 deposit with order, balance C. O. D. ROY BRANDT, 130 Nye Avenue, Newark, N. J.

## Clark's Greater Shows

LOS ANGELES, Feb. 16.—Clark's Greater Shows are getting under way with work at winter quarters and will soon be ready for the new season. Manager Clark will augment his show this season and feature new shows for the West Coast. Paraphernalia is going thru the paint shop and a crew of eight men is kept busy going over the rides, etc. The management has ordered new canvas and new lighting effects will be displayed on the midway. General Agent Doc Hall left in January on a booking tour and seems to be getting spots in order. No opening date has been set. However, Manager Clark says some time in March. Everyone waiting patiently to get started. A lineup of the show given in an early issue. LUCILLE KING.

## E. J. Karm in Kansas City

KANSAS CITY, Mo., Feb. 16.—E. J. Karm, factory representative of O. D.

Jennings & Company, Chicago, was in Kansas City this week in the interest of his firm. Karm escorted a delegation of Middle West coin-machine men to the big show in Chicago.



MODERN SPORTLAND LAYOUT IN NEW YORK—Roomy, plenty of games, trained attendants, attractive signs calling attention to prizes and displays of beautiful prize items are all to be seen in this inside view of a sportsland by Schork & Schaffer.

## British Operating Firm Shows Big Gain in Amuse. Game Earnings

An illuminating document on the progress of operating in the British Isles during 1934 is found in the annual report of Chairman Major R. D. K. Curling, M. C., British Automatic Company, Ltd., to the board of directors. This large operating organization increased its net profits during 1934, indicating that operating conditions in England have shown definite growth. The report also shows an increase of 35.8 per cent in the revenue derived from amusement games.

The report, published recently by *The World's Fair*, is as follows:

"Last year in my speech," Curling said, "I referred to signs which seemed to give reasonable hope for improvement in the general trade of the country, and I think, on looking back over our year's working, that we have taken full advantage of the improved trading conditions, having earned £12,091 more in trading profit during the period. Part of this increase is due to our policy in cutting down expenses to the very lowest amount consistent with efficiency, and the other part of the improvement is due to a gradual increase in takings which occurred in every section of the business, and I am glad to say has continued since the end of September up to the date of the last returns received.

"On the railways, from which we receive a considerable part of our takings, the enterprise of the railway companies in reducing fares has resulted in an encouraging increase in the number of passengers carried, and the takings of our machines have benefited from this during the year. In accordance with our policy of giving the public the best value possible thru our automatic machines, we have, during the year, substantially improved the quantity, quality and presentation of chocolate and sweets sold in them. These improvements, coupled with the increasing number of passengers carried, has led to an increase in our railway takings.

"I think we may claim that we have always retained the good will of the railways, and our relations with them are quite satisfactory. We do our utmost to meet the wishes of the officials as far as we can, and they, on their part, show a desire to help us to get the best results in our mutual interests.

"I should now like to mention a change which has taken place in our business during the last five years,

which I feel sure will benefit the company. In 1928 the revenue we obtained from sites, other than those on railways, amounted to only 15 per cent of our total revenue. Since that time our business outside railways has been substantially developed, and last year formed nearly 40 per cent of our revenue. Part of this development has been made with additional weighing machines in chain stores, chemists' shops, on promenades and other places of public resort.

"Weight as an indication to health has long been recognized by the medical profession as a sound guide, and our machines are maintained in a high state of accuracy. Since we introduced our monogram B. A. C. two years ago the public recognizes that this mark on an automatic machine insures that the machine is continually maintained in an accurate condition by an organization which extends from Land's End to John o' Groat's.

### Amusement Department

"Another section of the business to which I should like to refer is our amusement department, to which we have directed considerable attention during the last few years. I am glad to say that our efforts have been rewarded with success, the increase in revenue from amusement machines having increased by 11.8 per cent between 1931 and 1932, by 16 per cent in 1933, and by 35.8 per cent in 1934. We have 60 amusement sites spread all over the country—the majority of which have been visited by myself or Mr. Till, our deputy chairman, during the past season.

"A word of two as to the nature of this amusement business will be of interest. In the main it comprises the use of automatic machines by which games, skill, and entertainment generally is provided in cheap penny form in enormous variety, solely for the innocent pleasure of the holiday maker. During the past summer season we have had many thousands of machines of this description in commission. It will be appreciated that the operation of such machines is a highly specialized business, and differs essentially from that of automatic vending and weighing machines.

"We are fortunate during 1934 season in having co-operated with the most



What's New - - the Big Question at the Convention.

You'll find the answer when you see what **GOTTLIEB'S** modern engineering skill and genius has produced. Don't fail to visit Booths 3-4-5.

*If You Are Unable To Attend*  
**ASK YOUR FRIEND WHO'S BEEN THERE.**

prominent corporations and pier companies, many large entertainment undertakings, including the Blackpool Pleasure Beach, Margate Dreamland, Southend Kursaal, etc., and also some of the best known amusement caterers, such as Mr. William Butlin, Mr. Patrick Collins, all of whom have expressed their appreciation of our efforts and methods of business.

"However, there is nothing so fickle as public fancy in craving for novelty, and changes in the amusement world occur from year to year. Obsolescence in amusement machines therefore comes quickly, and considerable skill and peculiar knowledge of the trade is necessary to anticipate public demand. We have at present no reason to doubt that the prudent policy adopted in our operations, coupled with the continued good will and mutual co-operation with those authorities with whom we are associated, will continue during 1935 and succeeding years to yield even more gratifying results.

### Belgian Subsidiary

"As you know, we have a small company in Belgium operating some 800 weighing machines, and for many years this company, owing to the depreciation in the value of the Belgian franc, and also to the depression which is still seriously affecting that country, trading conditions have been very difficult. During the year changes were made in the management of that company and I am glad to say that the results for last year showed an improvement of over 50 per cent on the previous year, and I think we may have confidence in increasingly better results from this source.

"In our manufacturing business of Reeves Limited, in addition to making chocolate and confectionery, sold thru the automatic machines, we also sell chocolate and confectionery to shops, and we are now endeavoring to extend this business. During last year the results of Reeves trading showed an encouraging improvement.

"In conclusion, I think it may justly be said that the results of the year's working are distinctly gratifying, and a



**THE BIG SIX**—The men behind the guns at the Watling Manufacturing Company, Chicago. Left to right: Bill Watling, manager scale department; Walter, manager machine department; T. W. Watling, father of the group, president of the company and pioneer of the coin-machine industry; Albert, sales manager; Burns, superintendent slot machine department, and Johnny, general manager.

# RINGS

CHROMIUM ..... 5 9.00 to \$13.00 Gross  
RHODIUM ..... 12.00 to 27.00 Gross  
STERLING ..... 24.00 to 39.00 Gross  
GLASS RING TRAYS CARRIED IN STOCK.

**SAMPLE ASSORTMENT**

No. 1—12 Chromium Rings ..... \$1.00  
No. 2—8 Rhodium Rings ..... 1.00  
No. 4—4 Sterling Rings ..... 1.00

Catalog Free.

**HARRY PAKULA & CO.**  
5 North Wabash Avenue, CHICAGO.

## See For Yourself WHY

The Largest Operator in the Country Are Using Superior Salesboards to Get the Big Profits From Their Locations.

We invite you to visit our Exhibit in Booth 25 at the Chicago Coin Machine Show, February 18, 19, 20 and 21. Don't miss these extra profit makers. They will add many layers of folding money to any Bank Roll. **ASK ABOUT HI-LO.**

**SUPERIOR** 113 MAIN ST. PEORIA ILL.  
MONEY PRODUCTS CO. - COIN MACHINES, SALES BOARD FACTORY

perusal of the balance sheets of this company for the last few years indicates a steady improvement each year, and while we are not yet in a position to pay a dividend, I think we may anticipate the future of this company with confidence.

"I should like to thank Major Montgomery, our general manager, and all his staff for the excellent work done by them during the year, and I should also like to record my appreciation of the very valuable assistance which I have at all times received from my colleagues on the board."

**SEE OUR EXHIBIT AT THE SHOW BOOTH 79**

B450—Old Top Cup Sets. Flashy Colored Enamel Mat with 4 Cups. Per Doz. \$2.48  
 B451—4 Aluminum Cups Nested in Nichelized Shell with Copper Base. Height, 3". American Made. A Real Buy at This Low Price. Dozen \$1.38; Gro. \$16.  
 B452—Imported Cup Set as Above. Highly Polished Case and Polished Finish Cups. In Doz. Sets, per Set, 35c.  
 B453—Barrel Cup Sets, Enamelled. Each, 30c.



**GIGARETTE CASE AND LIGHTER COMBINATION 75c Each**  
 In Dozen Lots



B21—Here is a real buy! These attractive enameled lighter combination cases in choice of red, green or black color with bright chrome trim. Because of slight defects in finish we are closing out a limited quantity at this remarkably low price. Regular \$1.00 value. Guaranteed mechanically perfect. Sample, Postpaid, \$1.00.

**BLANKETS**

At Reduced Prices  
 B11—Blankets, 66x 90", Indian Des. Each, \$1.45.  
 B12—Robes, Auto, 54x72". Ea. \$1.35  
 B13—72x94 Floral Plain Edge. Astd. Colors. Each, \$2.95.



**5000 DOUBLE ENAMEL COMPACTS \$1.00 doz.**

B440—They can't be made for this money, but we purchased a factory closeout of these smart little square compact cases with Rouge and cake powder, with Puffs and unbreakable mirror. Doz. \$1.00  
 B441—Polished Nickel Style with Inlaid Enamel Design, worth twice this price at least. Dozen \$1.35

**NICKEL DESK OR BOUDOIR CLOCKS \$1.00 ea.**



B444—Only 2 1/4 inches high, fitted with "Play Tim" a 30-Hour Movement, by makers of Big Ben. Etched Silver Dial. Modern Base. Ea. in Lots of \$2 Less Than \$2. Each \$1.20.  
 B442—Imported Musical Tops. Diameter 7 1/2". Per Dozen \$3.75  
 B443—Copper Pot Cleaners. 38c  
 B444—Zinc Pot Cleaners. Gro. 35c  
 B445—Tea Ball Box in Dozen \$1.75  
 25% Deposit on All G. O. O. Orders. Catalog Free on Request. State Your Business.

**JOSEPH HAGN CO.**  
 "The World's Bargain House," Dept. 88,  
 223 W. Madison St., Chicago, Illinois

**Progress in Digger Operating**

By BILL RABKIN

President International Mutoscope Reel Company, Inc., New York City.

The general public has been steadily growing more and more "digger-minded" in the last several years.

This growth in public interest has been paralleled on one hand by the increasing beauty and efficiency of the crane equipment and on the other by the increasing knowledge of operators as to how to sell more and more merchandise thru diggers.

As a manufacturer who has pioneered many of the improvements in crane equipment, it does not strike me as necessary to dwell too much on the part we played in the general progress and growth of this business. I propose to talk more about the business from the operator's standpoint rather than from my own.

**Successful Operators**

The successful men operating cranes today fall into four general classes:

1. Men with experience in selling novelty merchandise who realize the immense possibilities for selling huge quantities of such merchandise via a digger route.
2. Business or professional men who see cranes earning big money on location and upon investigation realize what a substantial, steady, depression-proof business it is.
3. Pingame operators who always realized that the big money was in cranes and who merely waited for an opportunity to build up some capital before "graduating" into this business.
4. Sportland owners, both in city and amusement park locations, who usually operate a minimum of five cranes in their sportlands. Many in fact have exclusive crane concessions. For example: In Playland Park, Rye, N. Y., owned by Westchester County, there are 15 cranes in operation, and at the Canadian National Exposition, Toronto, two concessions of 17 and 28 cranes, respectively, are operated.

Thus it will be seen that no previous experience is necessary to operate cranes successfully. It is really more a matter of a man having enough vision and business ability to grasp an opportunity to enter a field that offers a nice living, even if only operating as few as five machines, and almost limitless opportunities for expansion.

There are several firms that operate more than 100 machines. Just picture operating a unit of 10 cranes, which is about the number of machines that one man can efficiently service and which should earn a net income of \$2 per day per crane, and then look at the firm that operates 100 machines with a net income of \$200 a day, after deducting salaries and other expenses, and you can realize the immensity of the possibilities. The more units of 5 or 10 machines that are operated under single ownership or supervision the less the overhead and expense and the greater the merchandise profit, due to lower prices gained by larger purchases.

Bear in mind that you are actually in the chain novelty store business when you operate cranes. You are actually offering for sale items ranging in price from 10-cent novelties to \$10 lighters.



BILL WHOSWHO, better known as Bill Rabkin, president of International Mutoscope Reel Company, as the artist sees him.

Only, instead of your stores being tied to one spot for years by leases and other liabilities, your stores are portable. You can move them around until you hit spots that give you the maximum income.

To make a success of this business it should be a paramount consideration to see that your patrons get their money's worth, because in the long run it is far more profitable to you to have your customers secure a fair return on their play and in that way make continuous players of them.

In this connection it is of the utmost importance to make sure that every item you put into your machine can actually be taken out by the digger. In fact we advise inserting a card, such as we have been supplying free to our operators, reading:

"We guarantee that every item in this display can be obtained by operating the crane with the proper skill."

This does a great deal to instill confidence in the public and its confidence is your biggest asset.

It is needless to say that the utmost attention should be paid both to the type of merchandise you offer in your cranes and the method in which this merchandise is displayed.

Make your display look like a "million dollars." Fill your crane with quality and well-known articles. Your display is your salesman—a silent salesman, but you can make it talk and say: "Come and get me."

The future of the merchandise vending digger industry looks exceptionally bright. Every one in it is beginning to take the long-range point of view. Our own slogan: "Look ahead five years and you will buy Mutoscope Cranes," ex-

**Get Your NOVELTIES Now for ST. PATRICK'S DAY**

- B17—Shillelah Horn. Dozen, 30c. Gross \$3.50
  - B18—Pipe Style Horn. Dozen, 25c. Gross \$2.75
  - B19—St. Patrick Hats. Dozen, 35c. Gross \$4.00
  - B20—Giant Balloons. 60 Gm. Gas. Oaten, 30c. Gross \$2.75
  - B11—Shooting Boots, A Good Seller. Doz., 40c. Gro. \$4.50
  - B12—Snake Boots. Oats., 50c. Gro. \$6.00
  - B13—Belt of Sho-Me Oolis. Gro., 20c. Gro. \$2.25
  - B14—Plain Shamrock. Gro. 75c
  - B15—Shamrock with Hat. Gro. \$1.25
  - B16—Shamrock with Pipe. Gro. \$1.25
  - B21—Novelties Assortment St. Patrick's Novelties, 4 Great Ass'ts. Items, Complete \$3.25
- NOTE—Complete List of "April Fool" Novelties Mailed Upon Request. Deposit of 25% Required on All G. O. O.

Don't Wait, Rush Your Order Today

**LEVIN BROTHERS Terre Haute, Indiana**

FREE CATALOG OF OVER 1000 SIMILAR BARGAINS

- TOOTH POWDER—35c Seller, 100 Tubes, for \$2.50
- TOOTH PASTE (Darnation), 35c Seller, 100 Tubes \$2.00
- TOOTH PICKS, 75c to 60c, 100 Boxes \$2.25

Write for Our Catalog of Hundreds of Other Bargains. All orders, large or small, carefully handled and shipped same day received. Send us a trial order TODAY, 20% deposit with order. F. O. B. Chicago.

**SELL RELIABLE MERCHANDISE**  
**MAKE RELIABLE PROFITS**  
**RELIABLE MERCHANDISE CO.**  
 657 W. Madison, CHICAGO

**LITTLE GOLD MINE VENDOR No. 3**



For Spanish Pennants, Mints, etc. It is a top filler and is easily serviced as well as installed. Has a wall bracket not shown in illustration; uses a No. 2 Lantern Globe and is locked on top. Base is cast iron; other parts are cast Aluminum which is dull polished. Bases are lacquered in colors. Write for further information.

One Sample with Wall and Counter Bracket, \$3.68. Cash with order. Lots of 100 at \$2.00 each.

Bracket, 15 cents. Made and Guaranteed by  
**SMITH PATTERN WORKS**  
 103 McDonough St., SANOUSKY, O.

**TIES TAILOR MADE. \$1.00 Dozen; \$11.00 Gross. Sample Dozen, \$1.15. Latest Novelty Patterns. FASHION ORAVATS, 656 Broadway, N. Y. C.**

emphasizes that fact. When an industry with the earning power of this one gets so stabilized that it is looking ahead five years, it is time for wide-awake operators who want to build a permanent business to realize they are missing something if they do not take steps to participate in its operating profits.

**HOT SHOTS**

1 SHAVING BRUSH.  
 1 BOX SHAVING SOAP.  
 10 DOUBLE EDGE, FIRST QUALITY BLUE STEEL BLADES.  
 1 JUMBO STYPTIC PENCIL.  
 1 GLASS BALL BLADE SHARPENER.  
**COMPLETE DEAL 12 1/2c**  
 (No Less Than 24 Deals Sold.)

FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume, Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination \$5c

25% Deposit With Orders.  
 NEW FREE CATALOG JUST OUT.  
**PONTIAC MDSE. CO., Inc.**  
 11 East 47th St., NEW YORK CITY.



EXHIBIT'S PLANT No. 2—Exhibit Supply Company, Chicago, has taken over new plant at 1134 Kelbourne avenue, in addition to original plant.



GET ON THE RIGHT SIDE OF THE FENCE!  
 OPERATE WESTERN PAYOUT TABLES



# PUT 'N' TAKE HELLS BELLS



Only 1 BALL 1 SHOT

AUTOMATIC PAYOUT PIN GAME WONDER

... AND BOY HOW THEY'RE GOING FOR IT!

Don't fail to see these "Twin Sensations" of Big Profits in Western's Exhibit Booths 123-124.

BOTH MACHINES HAVE THE EXCLUSIVE WESTERN FRONT PAY-OUT DRAWER!

**\$67.50**

Western Equipment & Supply Co.  
 850 W. Blackhawk St. Chicago

THE PROVEN AUTOMATIC PAY-OUT PIN GAME That Guarantees You Tremendous Life-Long Profits

DE LUXE SIZE 42" x 19"

DE LUXE SIZE 42" x 19"

## HORSE SHOES

ORDER NOW FROM ATLAS \$12.50



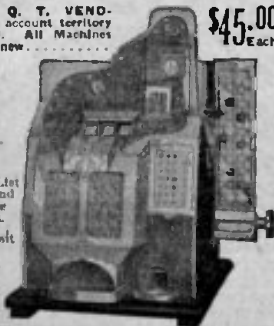
1/3 DEPOSIT

The Fastest Money Maker. "BEACON" Player can't stop. Pays Win, Place and Show. 1-5-10-25c coin slot. Ready for Delivery.

ATLAS DIST. CO.

2159 N. California, CHICAGO, ILL.

MILLS Q. T. VENDERS, account territory closed. All Machines like new. \$45.00 Each



Send for List on Slots and Pin Table Machines. 1/3 Deposit Balance Q. T. D.

IDEAL NOVELTY CO. 8003 Lemp Avenue, St. Louis, Mo. Missouri and Southern Illinois Distributors for Bally Products.

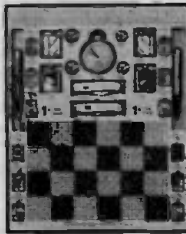
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

## GRAB THESE SHOW WINNERS

QUICK SILVER, \$67.50—Replays Awards Automatically, REX, \$79.50—Sensational 4-Ball Automatic Payout Table, PUT 'N' TAKE, \$67.50—1 Ball Super Profit Maker. We offer FIRST Southern Delicacies on all other Machines shown at show. Automatic Prices Are Guaranteed the Lowest.

### AUTOMATIC AMUSEMENT CO.

683 Linden Avenue, MEMPHIS, TENN. 1304 Throckmorton Street, FT. WORTH, TEX.



## SALESBOARD OPERATORS

2,400 1c Sale Takes in \$24.00, Nets \$17.60 after Cigarette and Cash Payout. Sells Outright to Retailer for \$8.00.

PRICE—SAMPLE \$4.25; lots of 5, \$4.00; lots of 10, \$3.75. We Carry a Large Line of Penny and Nickel Boards, Complete with Merchandise. We manufacture Blank Boards, a Complete Line of Cut-Out Boards—in fact, Any Kind of Board You Want, at the Right Price.

WRITE FOR SAMPLES AND PRICES.

### GENERAL SALES CO.

121-4th Avenue, South, Nashville, Tenn.

## OPERATORS! OPERATORS!

LOOK THESE BARGAINS OVER! ORDER NOW!

DROP KICK ..... \$20.00	PLEASURE ISLAND \$9.50	WORLD SERIES ... \$ 6.50
ROCKET ..... 18.00	RELAY ..... 10.00	KING'S HORSES
ELECTRO ..... 18.00	SIGNAL, JR. .... 18.00	(New) ..... 14.50
ELECTRO (Buy Back) ..... 17.50	5 H O W B O A T (1c Play) ..... 10.00	DANDY VENDER
FLEET ..... 12.50	SUBWAY SPEED ..... 17.50	(New) ..... 6.50
GOLDEN GATE ..... 12.50	STREAMLINE ..... 9.50	ALL NEW GAMES: Beacon,
LIGHTNING ..... 18.00	SUPER "8" ..... 19.50	Radio Station, Q.O.D., Bo-
MAJ. LEAGUE, SR. \$2.00	YORPEDO ..... 12.50	tion, \$39.50; Skyraider,
MAJIK-KEYS ..... 15.00	1/3 Deposit, Balance O. O. D.	\$47.50; Army and Navy.

IRVING MFG. & VENDING CO., Inc. 922 Eighth Ave., (Bet. 54th & 55th Sts.) Phone: Columbus 5-4859, NEW YORK CITY

## Deal With CARL -- Always A Square Deal

Sportsman ..... \$84.00	Spark Plug ..... \$28.50	Radio Station ..... \$39.80
Rocket ..... 69.80	Horse Shoes ..... 12.80	Rebound ..... 39.80
Red Arrow ..... 94.80	I. O. U. .... 12.50	Griss-Cross (Lite) ..... 44.50
Champion ..... 89.50	Jennings Diecilo ..... 18.80	Skyraider ..... 47.50
Put 'n' Take ..... 87.50	Jennings Arrow ..... 19.50	Army and Navy ..... 44.80
Mills Q-T Pay Table ..... 95.00	Jennings Black Jack ..... 26.80	Checkers ..... 47.50
Mold and Draw ..... 29.50	Jennings Card Game ..... 26.80	Cannon Fire, Jr. .... 69.50
Quick Silver ..... 67.50	Mills Q-T Penny Slot ..... 55.00	Cannon Fire, Standard ..... 42.50
	Mills Q-T Nickel Slot ..... 57.75	Lite-A-Line, Skillboard ..... 96.00

WILL TRADE SLOTS ON NEW TABLES. ANY OLD TABLE WITH \$5.00, IN TRADE ON ANY NEW TABLE. FREIGHT PREPAID TO YOU. 1/3 Deposit on All Orders. Balance Q. O. D. UNITED AMUSEMENT CO., 3411-15 Main St., Kansas City, Mo.

## ANNOUNCEMENT

We Are Moving to Bigger and Better Quarters March 1 at 129 West Central Parkway OHIO SPECIALTY CO. Now at 309 Main Street, CINCINNATI, O.

NOTE — If you missed the Chicago Show come see us. We are bringing everything to our new and large quarters. Mr. Emil, formerly with Cincinnati Vending Co., now in charge of Repair Department.

YES—SEE THE CHICAGO SHOW IN CINCINNATI.

## OPERATORS!!

### WHILE IN CHICAGO

WE INVITE YOU TO CALL ON US. Phone Haymarket 0645. And We Will Send a Car After You. SEE OUR LARGE ASSORTMENT OF MERCHANDISE FOR DIBBER MACHINES AND PREMIUMS.

SEND \$10.00 For an assortment of 120 items which includes Cigarette Cases, Combs, Lighters and a Big Variety of Large Flashy Merchandise.

M. K. BRODY,

1116 SO. HALSTED ST., CHICAGO In Business Twenty-four Years.

## READY for SPRING

BIG PROFITS FOR YOU!



OHAMPTON SPECIALTY CO. 314-N Central Street, Kansas City, Mo. End your correspondence to advertisers by mentioning The Billboard.

AND LOOK  
STOP LISTEN

THE WORLD'S LARGEST NOVELTY HOUSE

— PRESENTS —

THE MARKET'S BEST MERCHANDISE AT THE MARKET'S LOWEST PRICES. BOOTHS 41-42 COIN MACHINE SHOW, HOTEL SHERMAN, CHICAGO. ALSO AT OUR HEADQUARTERS JUST 3 BLOCKS AWAY.

SIX FLOORS OF VALUES  
EVERY TYPE OF PREMIUM FOR MACHINE OPERATORS-



**POCKET LIGHTER**  
Thin Model, Nickel Finish Case. No. 15886—  
Per Gross 7.20  
Per Doz. 65c



**ANTIMONY LIGHTERS**, Assorted Subjects. No. 95J64—  
Per Gross 18.00  
Per Doz. 1.75



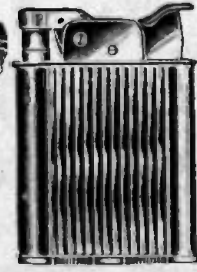
**FALCON BOX CAMERAS**, Assorted Colors. No. 99J412—  
Per Doz. 2.00



**PLASKON CRYSTAL COBLET**, Chrome Stem, Green and Orange Bowl and Foot. No. 23011—  
Per Doz. 1.80



**GOLD-PLATED VEST POCKET SAFETY RAZOR**, Each in Gold-Plated Case. No. 8C819—  
Per 100 9.50



**EVANS AUTOMATIC LIGHTER**, Chromium Finish. No. 95J55—  
Per Doz. 6.95



**NOVELTY SEWING KIT**, Various Bottle Shape. No. 220111—  
Per Gross 8.00  
Per Doz. 70c



**JUMBO MECHANICAL PENCIL**

Propels and Repels. Large Eraser and Extra Supply of Leads. Assorted Colors—Red, Green and Black. One Dozen on Card. No. 41550—  
Per Gross \$7.20  
Per Doz. 65c

**OUR SPECIAL CIGARETTE CASE AND LIGHTER SET**  
ELGIN AMERICAN CIGARETTE CASE WITH METAL LIGHTER. Cellophane Wrapped. NO. 95J65  
Each 50c

N. SHURE CO. ADAMS AND WELLS STREETS CHICAGO

Stoner Enlarging Plant To Handle Beacon Orders

AURORA, Ill., Feb. 16.—Stoner Manufacturing Corporation, 328 Gale street, this city, has launched a program of expansion, as the result of the grand welcome given by the trade to its newest game, Beacon. With its business growing in leaps and bounds, the Stoner organization has felt the need for enlarging its present spacious quarters. Work on the addition to the present factory building is carded to start in the very near future.

Stoner was among the first to institute the use of the assembly line in coin-machine manufacture. In this fashion the firm has been producing 150 machines a day. Since its latest feature, Beacon, has met with such a hearty response, the Stoner company has been working at top speed to knock out the orders. The first shipment of the new game included two carloads to New York alone.

With the exception of the glass and the coin chutes, the Stoner pin games are produced entirely at the Stoner factory.

persons," Major Lohr said, "with an average admission net of 42 cents, gives a gross gate of \$2,520,000. In Chicago average take of the exposition within the grounds amounted to \$1.16, on which our share averaged 20 per cent or a net of 23 cents per person. To be conservative, we will estimate that your take is 20 cents per person, giving a gross income to the Centennial from concessions of \$1,200,000, giving a grand total from gates and concessions of \$3,720,000. I will assume that you operate 150 days and that by careful management your Centennial can be operated for \$10,000 a day or a total of \$1,500,000. Subtracting this from the gross take cash gives \$2,200,000 surplus, enough to pay off your bond issue."

Major Lohr may return for further consultations.

Booked With Bocus Shows

CINCINNATI, Feb. 16.—Acts reported as booked with Curtis L. Bocus Circus Shows include the Silbon Troupe, Joe Krebbs, Ed Dally, Fred Reckless and Marvelous Melville Jr. Among concessioners, Joe Barry, F. W. Pauli, John Pantas. Also Annette McKiernan's Revue.

Royal American Shows

TAMPA, Fla., Feb. 16.—During the 11-day fair engagement here cold weather at night drove patrons away early in the evening. Children's Day and Gasparilla Day established new high records this year, and contrary to custom, the heavy play was during sunlight hours. A number of cases of illness with the closing Saturday night. Both Mr. and Mrs. Eimer Velare confined to their beds; others being W. J. (Doc) Carver, manager Carver's Hippodrome Show; Ed and Pearl Lowe and daughter, Helen; Jacques Booth, high-diving horse equestrienne; Mr. and Mrs. Tom Rankine, of Dick Best's Side Show, and others. The funeral of W. S. (Bill) Kohler, manager of a country-store concession, was heavily attended. Bill's heart had given him trouble for several years. While the Marion Reed Chapel is the largest funeral chapel in Tampa, there was room to accommodate only a small part of his Royal American

DALLAS POINTERS

(Continued from page 3)

tion, to be staged in Dallas in 1936, by Major Lenox E. Lohr, who was director of Chicago's A Century of Progress, who came here as consultant at a conference at a reputed fee of \$200 per day. He told the Texans they needed fewer bosses, less sifting of ideas and more concentration on ideas available to make the most of the time remaining before the exposition should open. Opening date is tentatively set for June 1, 1936.

If 6,000,000 visitors are attracted the expo should secure adequate revenue for operations and retirement of \$2,000,000 bonds which directors propose to market beginning on March 2. Exposition planners are counting also on a \$3,000,000 city bond issue already voted, a State appropriation of \$1,250,000 pending in the Legislature and large federal aid.

"Conservatively estimating paid attendance at the Centennial at 6,000,000



No. D49 DEAL—Consisting of 2 Pairs of Ladies' Nose, 320 needle construction; 1 Package of Face Powder and Perfume wrapped together, and 1 Genuine Rock Crystal Necklace. All quality items, no Seconds. Sell direct or to dealers.

SAMPLE DEAL 60c, DOZ. 59c Each Deal, GR. 58c Each Deal.

MAKE BIG MONEY WITH THIS FAST SELLER

No. D73 DEAL—Consists of 10 Safety Razor Blades for Gillette Type Razors, 1 Styptic Pencil, 1 Tube of Shaving Cream and 1 Genuine Goodrich Money, all high quality merchandise. Money back if you can't make \$15 a day.

SAMPLE DEAL 25c, DOZ. 21c Each Deal, GR. 19c Each Deal.

AMERICA'S FASTEST SELLER. LOOKS LIKE A \$5 VALUE SELLS FOR 99c.

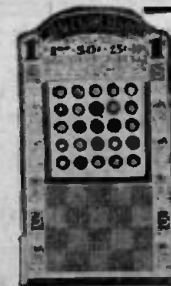
SPECIAL BARGAIN LIST

- Assorted Twin Edge Gillette Type Blades. Per 100... 45c
- No. 7 1/2 Reproduction Pearl Necklaces, 15". Gro... \$2.98
- No. C80 Ties, Ass'd. Patterns and Colors. Gro... \$2.75
- No. M243 Nickel Finish Pocket Lighter. Gro... \$6.98
- No. N341 Nandy Needle Threader. Gro... 72c
- No. N127 Sewing Kit. Gro... 4.95
- No. V296 Watch, \$5 Value, Special. Each... \$1.69
- No. K55 Flexible Metal Pot Cleaner. Gro... \$2.98
- No. K33 Scissor Sharpener. Gro... \$3.00
- No. T197 Palm and Olive Shaving Cream. Gro... \$7.65

FREE—Wholesale Catalog of 3,000 Items—Hundreds of Prize and Premium Articles. Send for Copy Today.

SPORS CO.,

2-35 Meyers Ave., Le Center, Minn.



BALL GUM VENDOR

Here is the greatest opportunity ever created in a 2,000-Mile Penny Board with a combination Cash and Cigarette payout.

This Board consists of 25 Ball Gum Jack Pots with every Ball Gum Jack Pot a winner from 10c to \$1.00. It takes in \$20.00, and pays out in the Jack Pots and Cigarettes a total of \$6.10, leaving a profit of \$13.90.

SAMPLE \$3.90 EACH

QUANTITY BUYERS WRITE IN FOR QUANTITY PRICES. TERMS: 25% Deposit With Order, Balance C. O. D.

NOVELTY SALES COMPANY

806 WALNUT STREET PHILADELPHIA, PENNA. 1935 Illustrated Catalogue on Request.

Shows' friends who attended, and many beautiful floral pieces were heaped upon his bier. Intimate friends and colleagues acted as pallbearers. Bill was born in Philadelphia in 1882 and spent most of his life on carnival midways. His wife, Evelyn, operates Walter DeVoyn's ball game.

A number of Royal American folks have been taking advantage of this week's vacation to visit Royal Palm Shows at Fort Myers and Krause Greater Shows at Sarasota. The week-end, however, will find the equipment rolling to Orlando for the Festival.

JACK DADSWELL.

## Convention 1935 Model

By DAVID C. ROCKOLA

From all indications the convention this year has every promise of being the greatest of all; the most brilliant affair in the history of the coin-machine business.

Up and down the great halls of the

Sherman Hotel, under the glare of bright lights, the industry's leaders will parade before your eyes products that can bring good fortune to you in the weeks and months ahead.

There is one thing, however, that you, as an operator or jobber, should keep in mind. Make sure that the products you select measure up to every standard of quality and earning power.

Ordinarily this is easy to do. But the convention will bring with it the inevitable excitement. There will be a good deal of running back and forth. Everywhere a carnival spirit will prevail.

And that is as it should be. For the convention brings together representatives from every branch of the industry, and it is fitting that the occasion should be celebrated.

Nevertheless, just as a matter of good business it is well to keep in mind that the most important factor of the entire convention, so far as you are concerned, is you yourself. Hence, it is well to watch your step and choose carefully. Use every available yardstick and be sure of getting quality. Be sure every product possesses merit. Pick those products that have real ideas back of them . . . products that will appeal to the public and put money in your pockets.

In the Rock-Ola booths, for example, you will find an array of sparkling new products. There will be the new automatic phonograph with the multi-selective feature. There will be the new Army and Navy game. The new Hold and Draw counter game. The new Gold Rush machine will be on display and so will Flash, with the revolutionary new feature that marks a new era in the amusement field.

Now then you may find the products you need among those presented in our booths. Or they may be products of other manufacturers. Of one thing you can be sure: There will be many, many products. But, as usual, it is necessary that you separate the "wheat from the chaff."

It is always well to remember that price in itself is not the only yardstick to use in measuring quality. And yet price is a very important factor. Perhaps one of the most important factors of all.

Another item to consider is quality. And quality is best judged by the company back of the product. Make sure that the products you select measure up to definitely established standards of excellence. That only fine materials are used. That only skilled, expert men work on the machines. That they are dependable and that they will give you smooth, steady operation in your locations.

Here, in our own organization, there is another factor to consider. And that is that your interests are placed first. All our products and facilities are utilized for your benefit and profit.

Much more can be said. But in these few sentences and paragraphs you have the sum and substance of the whole subject. And if you will consider this message in a friendly and personal light it will have served its purpose.

To add more is, I believe, hardly necessary. I am sure you will do your share in making this convention the very greatest of all. And I invite all of you to visit not only our booths at the show but also our plant on Jackson boulevard, where we shall be glad to see you one and all.



"MATCH KING"  
CIGARETTE CASE AND LIGHTER COMBINATION—Assorted Beautiful Colors. Regular \$2.50 Value. Our Special Price . . . . . 75c



101 "HARBRO" Gold-Plated Pocket Watch

82c



"MATCH KING"  
Genuine \$1.00 Model Match King Lighters. Black, Red and Green. Beautiful Color Sprayed Metal. Packed 1 Doz. to Display Box. Each . . . . . 12 1/2c



777—GENUINE PARKER \$4.50 DUOFOLD MODEL PEN & PENGIL SET, beautiful Pearl Colors. Per Set, \$1.50 Pen Only, \$1.00

WRITE FOR OUR NEW CATALOG.  
THE HARRIS COMPANY  
519 W. Madison St., CHICAGO.



# WANTED 1000 DIGGERS

AS TRADE-INS ON  
OUR FAMOUS NEW  
STREAMLINE

1935  
NOVELTY MERCHANTMAN

MADE BY EXHIBIT

FOR THE NEXT 30 DAYS  
WE WILL MAKE THE FOLLOWING ALLOWANCES AGAINST NEW MERCHANTMEN

ON MODEL E IRON CLAWS . . .	\$25.00
"    "    F    "    "    "	50.00
"    "    G    "    "    "	75.00
"    ELECTRO HOISTS . . . . .	75.00
"    BUCKLEY DIGGERS . . . . .	75.00
"    MUTOSCOPE CRANES . . . . .	75.00
"    "    ROLL CHUTE " . . . . .	125.00

## ANNOUNCEMENT

As exclusive National Distributors of the NOVELTY MERCHANTMAN we have worked out a new sales plan which will enable us to co-operate in harmony with jobbers and their operator prospects to the greater profit and more permanent satisfaction of all concerned.

We now have a new "Exclusive Distribution Proposition for the Progressive Jobbers." If you are interested in making a banner year—let us tell you about this New Sales Policy—Write Today—or meet us personally at the Convention, Booths 55-56-57-58-59-60-61-62-63.

Back of this plan will be the resources and knowledge of national operating conditions of the VIKING Organization. We are going to make 1935 the biggest year for the NOVELTY MERCHANTMAN. Let us help you make more money.

## OPERATORS

Ask your Local Jobber for particulars of the new 1935 STREAMLINE DIGGER Operators' Proposition.

A NATION-WIDE PROMOTION is now under way by the VIKING ORGANIZATION on NOVELTY MERCHANTMAN.

Complete Routes will be set up for you by our trained men — INQUIRE!

**HARLICH** *Newest*  
**SALESBOARD CATALOG**  
*Advance Issue*

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

**SEND FOR IT NOW**  
**HARLICH MFG. CO.**  
1401-1417 W. Jackson Blvd., Chicago, Illinois



CHARLES CLEVELAND, secretary-treasurer Exhibit Supply Company, Chicago.

*Eric Wedemeyer*  
VIKING IMPORTER • MANUFACTURER • EXPORTER VIKING  
170 FIFTH AVE., NEW YORK CITY  
The World's Largest Distributors of Novelty Merchandise to the Coin Machine Trade.  
BRANCHES IN ALL PRINCIPAL CITIES



*It's that "Something Extra" that makes a*  
**GRAND CHAMPION**

*Seeburg's* **NEW AUTOMATIC MUTUEL PAY-OUT RACE HORSE GAME!**

**AT THE START!  
 AT THE QUARTER!  
 AT THE HALF!  
 IN THE STRETCH!  
 THE WINNER!!!**

Your profits will positively amaze you!

Not just a spurt — GRAND CHAMPION will not quit on you!

This race horse game has no competition, truly a GRAND CHAMPION.

Going stronger than ever, GRAND CHAMPION is the Sure Winner for All Your Locations!

Once tested, GRAND CHAMPION proves itself the outstanding consistent winner of all time.

GRAND CHAMPION will last for years—GRAND CHAMPION is a permanent investment in assured Big Profits—yes, it's that something extra that makes GRAND CHAMPION the outstanding Mutuel Pay-Out Horse Race Game of them all — price considered. GRAND CHAMPION is Guaranteed Mechanically Perfect.

**J · P · SEEBURG CORPORATION** 1510 DAYTON STREET CHICAGO · ILL.

Large Variety of Designs **PILLOWS** Beautifully Colored

On High Luster Satin, Dozen.. \$6.00 On Quality Satin, Dozen.. \$3.75 (Size 20x20, Including FRINGE.) With Kappa Filling, \$1.00 Dozen Additional.

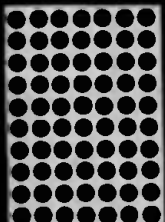
**FREE CATALOG—LARGE VARIETY DESIGNS—NOTES—COMICS—PATRIOTICS, "ROOSEVELT," ETC.** 25% Money Order Deposit Required, Balance C. O. D. For Quick Action, Wire Money With Order.

**WESTERN ART LEATHER CO.** 1616 Arapahoe St. (Manufacturers), DENVER, COL. P. O. Box 484.

**HAMILTON SALES BOARDS**

**AMERICA'S FASTEST SELLING QUALITY SALES BOARDS**

**NEW IDEAS, COLORFUL DISPLAYS, BIG PAYOUTS**



**SEND FOR CATALOG ILLUSTRATING NEW NUMBERS**

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 413 SO. 5th. ST. MINNEAPOLIS, MINN. U.S.A.

**DOUBLE JACK MILLS, \$29.50 each**

SINGLE JACK SLOTS, \$10.00 Each; POOL TABLES, 5c, \$10.00 Each; ADVANCE CIGARETTE MACHINES, \$22.50; USED CIGARETTE MACHINES, \$22.50; PAY-OFF SWEEPSTAKES, \$42.50; LIGHTNING, GOLDEN GATES, BIG BERTHAN, \$15.00 Each. Used Latest Machines Always in Stock.

LEHIGH SPEC. CO., 155 Green St., Philadelphia, Pa.

**DRAW POKER**

The Monarch of Card Games

DRAW POKER plays a real game of cards with the player—collecting 1c for every card drawn. Has a come-on feature that is irresistible.

Draw Poker gives the player a maximum amusement for a minimum cost. It has proven itself a great money maker for the operator and a wonderful trade stimulator for the merchant.

**DEPENDABLE OPERATION** — Draw Poker will earn many dollars without the need of mechanical attention.

Mechanism is sturdily constructed into one single unit and can be removed from the cabinet by removing two screws.

Draw Poker is sold on a 10-day trial play put on location. If you haven't received a reasonable return on your money in that time, send it back, transportation prepaid, and we will refund your money.

**WIRE OR WRITE YOUR ORDER NOW:**

**\$28.50**

One-third Deposit, Balance C. O. D.

**National Coin Machine Exchange**  
 2137 Tryon Lane, Toledo, Ohio



**SURE PROFITS**

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*What Kind of a Convention is this?*

That fellow in the corner there, stamping up and down like a lunatic, has been told that Babe wouldn't be at the Convention. But he's been misinformed! Of course, Babe will be there. "Come up and see me sometime!" says Babe.

featuring these **USED PIN SPECIALS**

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WRITE FOR BABE'S NEW BARGAIN BUYS

**EASTERN DISTRIBUTOR FOR AD-LEE'S**  
 NEW COLOSSAL, STUPENDOUS, EXTRAORDINARY, MARVELOUS  
**ZIP**

ALL NEW GAMES IN STOCK

**BABE KRAUFMAN**  
 ITC

455 West 42<sup>nd</sup> St. N.Y.C. Del. Me. Ed. Ill. 3-0468  
 NEW YORK OFF.

**JOBBER • OPERATOR • RUSH YOUR ORDERS TODAY  
FOR THESE PROVEN, QUALITY PROFIT MAKERS!**  
**→ IMMEDIATE DELIVERY GUARANTEED ←**

**EXCLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK  
AND STATES OF NEW JERSEY AND CONNECTICUT  
— THE NEWEST PIN GAME —**

**SENSATION SPECIAL ONLY \$39<sup>50</sup>**  
F. O. B. FACTORY

An Instant HIT! Beautiful, two-tone modernistic cabinet with highly polished aluminum fittings. Unique 3 gate —REAL SKILL PLAY! Player by skillful shooting into corresponding holes opens all 3 gates, allowing for progressive scoring. 4 Electrical Kickers at bottom of playing board shoot the balls into score holes every time—NO OUTS —always a score for the player. A PERFECT, FOOL-PROOF Money Maker! Rush your Order TODAY! Orders filled as received. 1/3 Deposit MUST Accompany Order, Balance C. O. D.

**EXCLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK  
AND STATES OF NEW JERSEY AND CONNECTICUT  
— SHYVERS SENSATIONAL PROVEN GAMES —**

**ANCHORS AWEIGH, \$80. ★ SILVER MOON JR. \$65.**

Anchor Aweigh is the new, sensational 5-foot Shyvers Pin Table. Silver Moon Jr., is the new 48" Table.

**RUSH YOUR ORDERS!**

**THE BIG ROUND-UP \$97<sup>50</sup>**

The Big Round-Up is the new big Table Game thrill—5-foot table with new thrilling play!

**RUSH YOUR ORDERS!**

**JOBBER—OPERATOR—Shyvers games are Proven Profit Makers. These 3 new tables are bringing in big money everywhere. Send 1/3 Deposit, Balance C. O. D. —Every game a Winner! Don't wait until the last minute—RUSH YOUR ORDER NOW—BE FIRST!**

**EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR ...  
CHECKERS ONLY \$44<sup>50</sup>**

CHECKERS is Mutoscope's first pin game! It's a SENSATION! The new Registrator that clicks the score on the scoreboard before your eyes will start a new era in pin game manufacture. 3 Interchangeable games in 1. Cards — Checkers—Cross-Word. 3 score cards with each game. Mutoscope have been manufacturing quality games since 1895. CHECKERS is the newest idea in the pin table field. ALREADY A WINNER! Send 1/3 Deposit, Balance C. O. D. GRAB THIS GAME QUICK! IMMEDIATE DELIVERY!

**EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR ALL GENCO GAMES  
CRISS-CROSS A-LITE \$44<sup>50</sup>**

CRISS-CROSS A-Lite is the Genco money maker. It's a BUGLESS game. A Proven, Better Money Maker! All the new Genco games will be ready for delivery immediately after the Chicago Show—WRITE TODAY—ORDER Criss-Cross A-Lite. Send 1/3 Deposit, Balance C. O. D.

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A.B.T. AUTODART \$95<sup>00</sup>**

The A. B. T. TICKET GAME Hit! The FIRST perfect Ticket Game! Every operator needs this game! Will remain on location for months. Will prevent any type of Cheating! Ticket comes out automatically! It's the greatest game of 1935. Built as only A. B. T. can build a game! Beautiful cabinet—attractive, skill playing field—new idea thrill play. RUSH YOUR ORDER TODAY! 1/3 Deposit, Balance C. O. D., F. O. B. Factory.

*"America's Most Progressive Coin Machine Distributors"*

**GEORGE PONSER CO.**

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"THE POWER OF

A MODERN PRODUCT  
IS ALWAYS A  
WINNER

A GOOD NAME"

... the outstanding products of the  
"World's Largest Coin Machine Distributors"

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656 BROADWAY • NEW YORK CITY

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| AMERICAN VENDING CO.<br>773 Coney Island Ave.,<br>Brooklyn, N. Y.       | INTERNATIONAL MUTO-<br>SCOPE REEL CO., INC.<br>520 West 34th Street,<br>New York, N. Y. | D. ROBBINS & CO.<br>1141 De Kalb Ave.,<br>Brooklyn, N. Y.                           | FRIEDMAN NOVELTY CO.<br>1025 So. Salina Street,<br>Syracuse, N. Y. |
| AMERICAN VENDING CO.<br>45 Elizabeth Ave.,<br>Newark, N. J.             | BABE KAUFMAN, INC.<br>455 West 42d Street,<br>New York, N. Y.                           | S. & F. SALES CO.<br>797 Coney Island Ave.,<br>Brooklyn, N. Y.                      | JOHN GOODBODY<br>1824 East Main Street,<br>Rochester, N. Y.        |
| ACME VENDING COMPANY<br>1121 St. Nicholas Ave.,<br>New York, N. Y.      | MIKE MUNVES<br>151 Park Row,<br>New York, N. Y.   | SCIENTIFIC MACH. CORP.<br>1072 Atlantic Ave.,<br>Brooklyn, N. Y.                    | RAY GUENTHER<br>1165 Michigan Ave.,<br>Buffalo, N. Y.              |
| BROOKLYN AMUSEMENT<br>MACHINE CO.<br>372 Broadway,<br>Brooklyn, N. Y.   | MIKE MUNVES<br>1061 Bedford Ave.,<br>Brooklyn, N. Y.                                    | SUPREME VENDING COM-<br>PANY, INC.<br>557 Rogers Avenue,<br>Brooklyn, N. Y.         | HOLLAND BROS.<br>34 Margaret St.,<br>Plattsburg, N. Y.             |
| BUDIN'S SPECIALTIES, INC.<br>174 So. Portland Ave.,<br>Brooklyn, N. Y.  | MANHATTAN VENDING CO.<br>2306 Amsterdam Ave.,<br>New York, N. Y.                        | SUPREME VENDING COM-<br>PANY, INC.<br>1416 Webster Avenue,<br>Bronx, N. Y.          | R. J. MARTIN<br>139 West Fourth St.,<br>Oswego, N. Y.              |
| EASTERN MACHINE EXCH.<br>350 Mulberry St.,<br>Newark, N. J.             | NEW YORK VENDING COM-<br>PANY, INC.<br>32 La Salle St.,<br>New York, N. Y.              | LEON TAKSEN CO., INC.<br>2512 Amsterdam Ave.,<br>New York, N. Y.                    | PARAMOUNT SPECIALTY<br>COMPANY<br>Beacon, N. Y.                    |
| FORDHAM VENDING CO.<br>2386 Jerome Ave.,<br>Bronx, N. Y.                | OCEANCREST NOVELTY CO.<br>1489 Coney Island Ave.,<br>Brooklyn, N. Y.                    | W. J. C. VENDING CO.<br>239 Canal Street,<br>New York, N. Y.                        | PARK VENDING CO.<br>420 Main Street,<br>Asbury Park, N. J.         |
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| IRVING MFG. & VENDING<br>COMPANY<br>922 Eighth Ave.,<br>New York, N. Y. | RELIABLE VENDING CO.<br>927 Broadway,<br>New York, N. Y.                                | BARMES NOVELTY CO.<br>Malone, N. Y.   | SQUARE AMUSEMENT CO.<br>75 Cannon St.,<br>Poughkeepsie, N. Y.      |
| INTERSTATE SALES ORG.<br>506 Warren St.,<br>Trenton, N. J.              | REX NOVELTY COMPANY<br>2264 Bedford Ave.,<br>Brooklyn, N. Y.                            | CONNECTICUT AMUSE-<br>MENT MACHINE CO.<br>335 North Main Street<br>Waterbury, Conn. | GEORGE R. THAYER<br>47 State Street,<br>Binghamton, N. Y.          |
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|   |   | BOB EDWARDS<br>677 W. Onondaga St.,<br>Syracuse, N. Y.                              | YALE AMUSEMENT CO.<br>947 Grand Ave.,<br>New Haven, Conn.          |
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MODERN VENDING COMPANY • 656 Bway • NEW YORK CITY

# ROL-A-TOR 9 Coins Show at All Times

SEE AND COMPARE  
MACHINE FOR MACHINE  
**PRICE FOR PRICE**  
AND YOU'LL BUY THE  
**1935 ROL-A-TOR**

The 1935 ROL-A-TOR is another notable example of Watling's pioneering—an achievement which ranks in importance with the introduction of the Twin Jack Pot in 1930 into the industry.

**NEW BEAUTY!** Design that is attractive without being extreme. Outward charm reflecting the inward ruggedness of Watling construction.

Any way you look at the ROL-A-TOR it's the most beautiful machine ever offered to the public. It will make more money. Why? Because it's more attractive. We have not sacrificed beauty to put on a coin top showing 9 coins, but we have made it more beautiful. The ROL-A-TOR built in 1c, 5c, 10c and 25c play.

## THE BEST THAT MONEY CAN BUILD OR BUY

Get a Watling ROL-A-TOR and you get the most for your money.  
We don't have to prove it—the machines themselves prove it!

MADE ONLY BY

## WATLING MANUFACTURING COMPANY

Established 1889  
4640-4660 WEST FULTON STREET, CHICAGO, ILLINOIS, U. S. A.  
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ROL-A-TOR GOLD AWARD FRONT VENDER TWIN JACK POT

### NICKEL ANTE A REAL MONEY MAKER

1,000-Hole, Form 3197.  
Takes in \$2.00. Pays out average \$23.37.  
Size 10 1/2 x 10 1/2 inches. 25 to Square Inch.  
PRICE COMPLETE WITH EASEL AND COUNTERFEIT PROOF NUMBERS  
**\$3.45**  
Plus 10% Federal Tax.

**Ghas. A. Brewer & Sons**  
Largest Board & Card House in the World,  
6320-32 Harvard Avenue, Chicago, U. S. A.

**NICKEL ANTE**

LAST PRIZE IN EACH SECTION IS RECEIVED FIRST IN BETTY

### JUMPING FUR DOG! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE DELIVERY.



- \$8.00 per Gross
  - 3-Blade Tooth Pick Knives, Per Gro. \$1.65
  - 5-Blade Tooth Pick Knives, Per Gro. \$1.90
  - Black Running Mice, with Red Glass Eyes, Gross \$3.75
  - Large Size Pon Pon Bosta, Gross \$8.00
  - Genuine Hurst Gyroscope Tops, Gross \$15.00
  - Imported Japanese Large Size Gyroscope Tops, Gross \$6.75
  - Tricky Mouse Yoo-Ups, in Envelopes, Per Gross \$4.50
- 25% Deposit Required With All Orders.  
SEND FOR A FREE COPY OF OUR LATEST GENERAL CATALOG.

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Write For Operators Prices of Our Complete Line of Money Makers!



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Write for Particulars of New "Show" Numbers.  
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### SALESBOARD OPERATOR

Here's a Gold Mine—Brand New and Red Hot!  
Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sells to retailer at \$6.00 each.  
Price—Sample \$4.00, lots of 10, \$3.75  
Order from this ad and be convinced that this is the biggest hit of the year.  
**H. G. PAYNE COMPANY**  
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### FEBRUARY SPECIAL

#### TRIPLE FEATURE GAME TEN BUCKS 600 HOLES

Lucky Box Section pays 10c to \$2.50. Jack Pot Row pays \$1.00 or \$10.00. Takes in \$30.00. Average Payout, \$8.45.

PRICE **\$1.26**  
Plus 10% Tax.

**GLOBE PRINTING CO.**  
MAIN OFFICE AND FACTORY  
1023-25-27 RACE ST. PHILA., PENN.  
16-18 WEST 22ND STREET, NEW YORK, N.Y.  
410 SOUTH WELLS STREET, CHICAGO, ILLINOIS.  
441 THIRD STREET, SAN FRANCISCO, CALIF.  
320 EAST 34TH STREET, TACOMA, WASH.  
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IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS.  
Jackpot Bells—Venders—Counter Size Machines—Amusement Table Games—All Sizes.  
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.  
**BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.**



To coin-machine operators—everywhere in the world—the name **BALLY** has come to mean "The Key to Greater Profits."

Bally Manufacturing Company, because of daring originality and natural leadership, have been responsible for helping the coin-machine industry to **FORGE AHEAD**. **BALLY** produced the **FIRST** real pin game sensation, "**BALLYHOO**," the game that started a **NEW ERA** in coin-machine history. Again, **BALLY** charted a new course for this industry with "**Rocket**," the most sensational Pay Table ever built. Forever progressing, **BALLY** introduced the "one novel an innovation. Those long connected with the industry, will recall that the first "progressive scoring pin game," ever made is also attributed to **BALLY** — the "**Monarch**." **EVERY GREAT ACHIEVEMENT—HAS BEEN A BALLY ACHIEVEMENT!**

**BALLY** is therefore responsible for **ALL** the greatest money-making, most sensational and most original games the Coin-Machine Industry **HAS EVER KNOWN**.  
 At the 1935 Coin Machine Convention in Chicago—**BALLY** will **ONCE AGAIN LEAD THE COIN-MACHINE INDUSTRY—**with the most sensational, original and greatest money-making games of **ALL TIME**. **BALLY WILL AGAIN CLEAR A NEW PATH FOR THE INDUSTRY TO FOLLOW.**  
**SEE** these startling new games at the **BALLY** booths—**WRITE TODAY** for complete details and advance information.

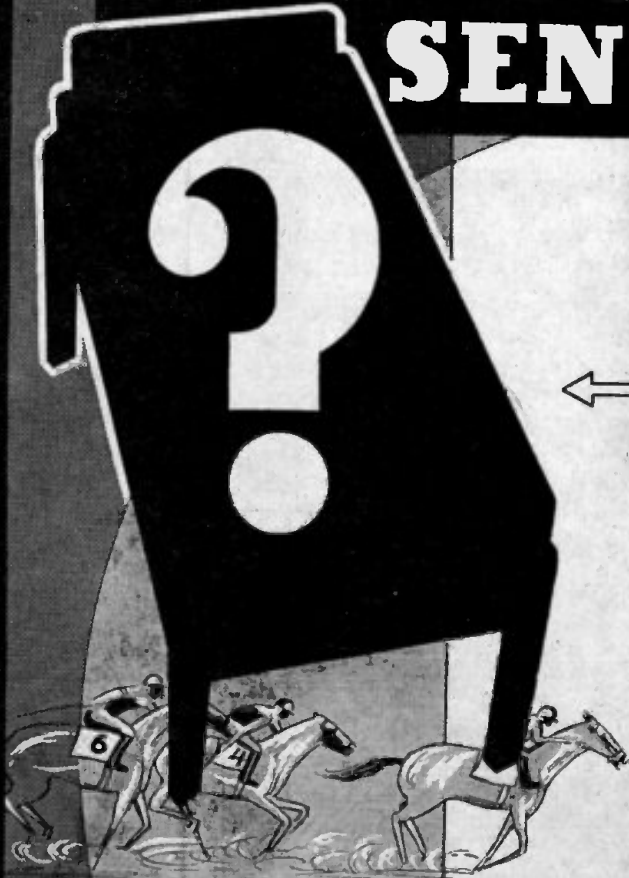
**DIRECT EASTERN FACTORY DISTRIBUTOR FOR BALLY MANUFACTURING CO.**

**JOHN A. FITZGIBBONS**  
 453 W. 47th STREET  
 NEW YORK CITY  
 NEW YORK



SEE THEM AT THE SHOW!

THEY WILL BE POSITIVE SENSATIONS!



KINGS

OF THE TURF!

A Remarkable NEW IDEA IN PIN TABLES!

ORIGINAL! UNUSUAL! STRIKING!

Hit of the show—that's what they'll call this great Evans creation. Nothing like it has been seen or tried before. At last you can have something really different. Don't miss "Kings of the Turf."

GALLOPING DOMINOES

RAINBOW

DARBY



GALLOPING DOMINOES—Fascinating beyond description! This game will have the greatest magnetic pull of its kind. See it at the Evans exhibit.

RAINBOW—Beyond comparison! This colorful Evans game will amaze you! Your pot of gold is at the beginning of Rainbow!

DARBY—A 100% mechanically perfect horse race automatic pay-out game. Proved for its appeal as a reliable source of income. Order yours now!

H·C·EVANS & CO. 1522-28 WADSWORTH ST. CHICAGO



Each case of **MAIN STREET** contains 120 items of merchandise—each and every article of wonderful value and merit—no two alike (no candy). Articles changed constantly.

**100% LEGAL TREMENDOUS VALUE EVERY PURCHASE**

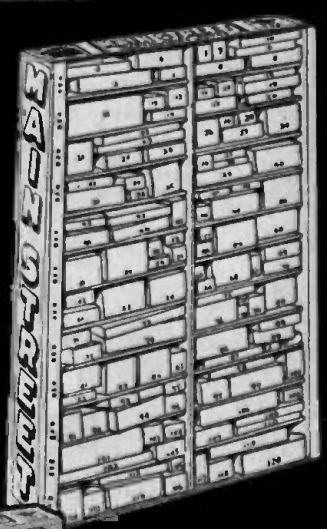
We positively and unequivocally guarantee the sale of **MAIN STREET.**

We guarantee the sale to you so... you guarantee the sale to the retailer!

We will accept at any time for full refund any unsold full or part cases of **MAIN STREET.**



**RECORD SALE 14 MINUTES PER CASE**



Each case brings \$12.00 to the retailer. Your price to retailer \$9.00 per case. Your cost \$7.00 per case, delivery prepaid. Your profit \$2.00 per case.

Average number of new accounts per operator daily—twenty. Your profit each day \$40.00 PLUS REPEATS—as each of your customers will sell from ten to fifty cases of **MAIN STREET**, there is created a tremendous volume of repeats that will create a profit figure so great as to astound you!

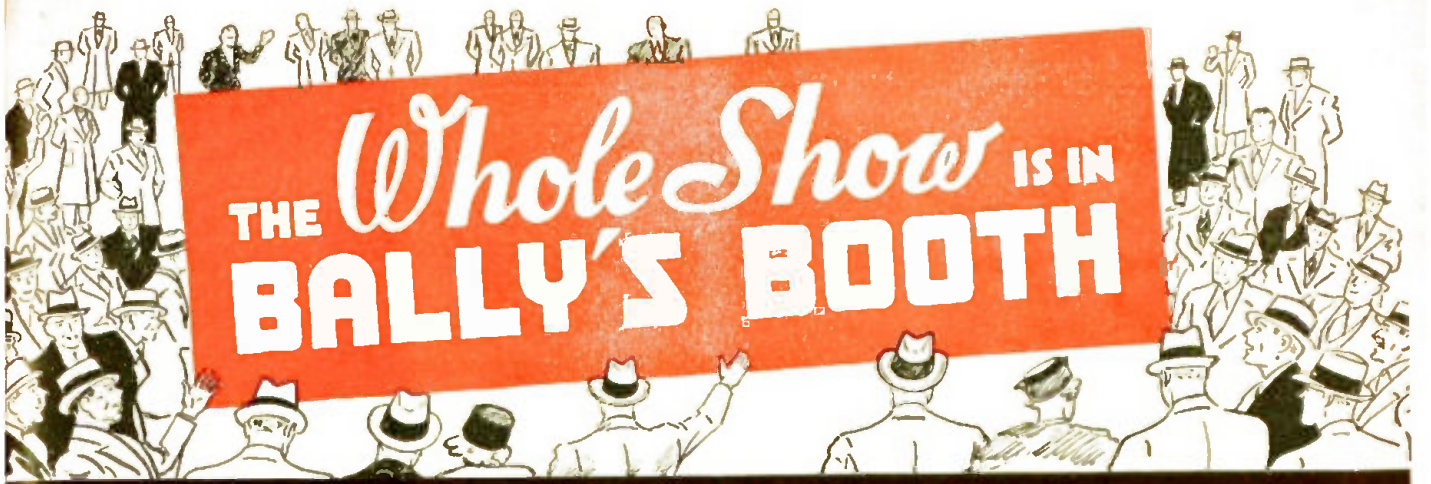
**ONLY YOUR OWN EXPERIENCE CAN CONFIRM THE TREMENDOUS POSSIBILITIES OF "MAIN STREET".**

**GENERAL CONCESSION CORPORATION**



**MAIN STREET \$7.00 Per Case DELIVERED PREPAID 25% DEPOSIT REQUIRED, BALANCE C. O. D.**

**6545 Carnegie Ave. CLEVELAND, OHIO**



# THE *Whole Show* IS IN **BALLY'S BOOTH**

## World's Most Complete Line of Coin Machines

**"PLANETELLUS"**  
Coin-Operated HOROSCOPE Machine  
Insert 10 cents—plug-in to your Birthday—receive sealed envelope with 2 printed pages of astrological information including your own Horoscope. Actually delivers individualized horoscope for any birthday in the year. Tells Your Lucky Numbers, Lucky Days and how your life and character are affected by the planet under which you were born! Machines on location for 6 months regularly taking in \$40.00 to \$50.00 DAILY!  
**BE SURE YOU SEE THIS SENSATION!**

New COUNTER Size  
AUTOMATIC PAYOUT  
PIN GAME  
"It's a HONEY!"

New  
AUTOMATIC  
PAYOUT  
SKILL GAMES.

New  
COUNTER GAME  
FOR EVERY TYPE  
OF LOCATION

New  
PIN GAMES  
GREATEST SELECTION  
EVER PRESENTED

**"RANGER"**  
AMAZING NEW ELECTRIC  
PISTOL PRACTICE  
MACHINE... WITH OR WITHOUT  
AUTOMATIC PAYOUT

New  
LIGHT-UP  
PIN GAMES  
You Haven't Seen Anything Yet!

**"TRAFFIC"**  
BALLY'S REVOLUTIONARY NEW  
TICKET GAME  
"ANSWER TO THE OPERATOR'S PRAYER"

NEW MIRACLE  
TOTALIZER  
PIN GAME  
Records Every Score!  
Records Every Payout!

New Motorless  
**DIGGER**  
NO ELECTRIC CURRENT NEEDED  
NO WIRES... OPERATE ANYWHERE  
New Exclusive Skill Features!

C. O. D.  
SKYSCRAPER  
RED ARROW  
ROCKET • CHAMPION  
AND MANY OTHERS!

**BOOTHS**  
**19 - 20**  
**47-48**

# **BALLY MANUFACTURING CO.** 4619 RAVENSWOOD AVE. CHICAGO, ILL.

Rockola MULTI-SELECTOR

LOBOY SCALES

ARMY and NAVY

HOLD and DRAW

GOLD RUSH

FLASH

WORLD'S SERIES

JIGSAW



*This year, as last . . . .*  
**LOOK TO ROCK-OLA  
for LEADERSHIP**



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