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The Billboard

The World's Foremost Amusement Weekly



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Henry GINE—Ruth DeQUINCEY—Basil LEWIS
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The Billboard

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CENSORSHIP ISSUE IN WPA

Mass. Fairs Talk Racing

Half a dozen States join in discussing horse angles—
E. H. Sparrell named pres.

GREENFIELD, Mass., Jan. 25.—If Maine has its way—the "So Goes the Nation" slogan wasn't coined for mere literary effect—all the New England States and their Eastern brothers will benefit from the Pine Tree State's success with pari-mutuel horse-race betting during 1935. Hearty advocate of the plan in the person of Fred W. Weston, of Skowhegan, chairman Maine Racing Commission, appeared as guest speaker during the Thursday afternoon session of the 15th annual meeting of the Agricultural Fairs Association, convening jointly with the Vermont association Thursday and yesterday in the Weldon Hotel.

Claiming that Maine's pari-mutuel bill is one of the safest and sanest on record, Weston described its workings, its manner of protecting fairs and the financial benefits derived. He offered detailed statistics to show how each fair in Maine enhanced its treasury and declared that pari-mutuels "did more for Maine fairs than any legislative act ever passed."

For the next hour or so the air was filled with horse talk furnished by Glenn W. Hublee, race secretary Rutland (Vt.) Fair and secretary of his State's fair organization; Ralph Seavey, of Rochester, N. H., trustee of the Eastern States Exposition, Springfield, who was responsible for Hampshire's p.-m. bill; John Hopkins, race secretary New York State Fair, Syracuse, making his first visit to the convention; W. H. Dickinson, Hatfield, president Mohawk Fairs Circuit, which held its own meeting following.

(See MASS. FAIRS on page 59)

So. Texas Will Drum Members

Light annual meeting attendance stirs officers—
showmen are asked to aid

NEW BRAUNFELS, Tex., Jan. 25.—Attendance being smaller than usual, with 23 delegates from 7 fairs and 10 showmen representatives, discussion at the 14th annual meeting of South Texas Fair Association in the Travelers Hotel here on Monday and Tuesday was mostly upon importance of increasing the membership.

Executives outlined a plan for showmen to urge managements of fairs to be played by their companies to join the circuit. Members plan to visit South Texas fair secretaries and managers in a body during the coming year and enlist their memberships.

President Edwin A. Stants, New Braunfels, reviewed the history of the organization, and in a roll call it was disclosed that only four of those who

(See SO. TEXAS WILL on page 58)

College Adds Courses In Radio, Stage, Films

ITHACA, N. Y., Jan. 27.—Ithaca College will introduce professional courses in all branches of screen, radio and stage. This is believed to be the first time any college or university has inaugurated similar courses of intensive study. Courses being flexible, with a minimum of one year. The college has had drama and music departments since its founding 45 years ago. The new courses will correlate with the work of these two departments. Pointing out that the theatrical courses of most other colleges are theoretical, Ithaca plans to make its new courses "practical" and may even produce film shorts.

Cold Weather Socks Stem as Grosses, Thermometer Drop

NEW YORK, Jan. 25.—Bridge and radio gained a victory over Broadway this week in a cold spell that kept grosses down to an unhappy level. The ouch bag, in the way of zero weather, was on for real. Today things started to thaw and matinee trade picked up.

Outstanding entry of the week was *Ethan Frome*, adding another hit to Max Gordon's already sizable list of hits. The production was received with critical huzzas such as haven't been heard in some time. No doubt of a smash. Tom Weatherly's *Illustrators' Show*, a musical, came in for a moderate hand, evidencing that dirt, if anything,

100% Closed Shop in Filmland Near With Organization of SDG

HOLLYWOOD, Jan. 25.—Still in the process of development, second formal meeting of the Screen Directors' Guild was held here Wednesday, with applications for membership and arguments for and against the new body forestalling all other business which might have been brought up. About 130 non-member directors attended, of whom 35 signed up before adjourning and the remainder carried home copies of the by-laws for study. This gathering brought membership up to 75.

Formation of the Guild came about as a surprise last week when 40 top-notch directors met secretly and established themselves as the nucleus of the group which will work in close unity with the screen actors' and writers' organizations toward the creation of a 100 per cent

Rice Resigns, as He Attacks Gov't Cutting of News Dramas

Mrs. Flanagan remains in charge, altho holding Rice view—
Living Newspaper's opening show center of censor storm—seventh theater leased—new rules

NEW YORK, Jan. 25.—Elmer Rice resigned Thursday as regional director of the Federal Theater Project in a sharp controversy with Jacob Baker, assistant WPA administrator, over alleged censorship of The Living Newspaper project. Mrs. Hallie Flanagan, director of the federal theater project, is taking active control of the New York situation, with Philip Barber, who was Rice's production assistant, in line to succeed Rice. Morris Watson, head of the Living Newspaper unit, is not resigning, altho he sympathizes

with Rice's stand, pointing out he would rather work with his unit. The rumpus means that the newspaper unit will not open Wednesday, as had been hoped, but is postponed indefinitely while a dramatization of conditions in the South goes into rehearsals. Launched in September, the WPA has yet to open any of its new drama shows.

Rice had been threatening to resign and carry his fight to the press for the (See CENSORSHIP ISSUE on page 18)

Staffs Named In San Diego

Five types of tickets out
for second season—
showmen busy in Fun Zone

SAN DIEGO, Jan. 25.—In preparation for opening of the second season of California Pacific International Exposition here on February 12, President Frank G. Belcher announced appointment of Harry P. Harrison as director of admissions to supervise sale of tickets. Assisting him will be Raymond Harrington, director of local sales force, and George G. Whitehead, head of Los Angeles ticket sales.

Five types of tickets will be available, and while these may be used at any time during the 211 days of the exposition, February 12 to September 9, none except full season tickets will be sold after opening of the fair, according to Mr. Harrison. Season tickets will be \$10 for adults and \$5 for children under 12. (See STAFFS NAMED on page 58)

Bank Night Okeh in Iowa

State Supreme Court ruling
based on fact that no
extra charge was made

CEDAR RAPIDS, Ia., Jan. 26.—Theaters here and in many other Iowa cities again are preparing to operate bank nights as a result of a decision announced this week by the Iowa Supreme Court that such programs are not illegal. At Burlington managers of the Avon, Palace and Iowa theaters said they would use lists of persons previously (See BANK NIGHT on page 11)

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6,700 Would-Be's Assault Mike Since Craze Started

Approximate number of amateurs heard almost reaches seven thousand—WNN leads with 2,910 tyros appearing—Bowes first among maestri—no end in sight

NEW YORK, Jan. 25.—Since the radio amateur craze started in 1934 there have been approximately 6,700 amateurs facing the microphones of the various stations featuring amateur programs. This does not include the various theater tie-ins using radio amateurs, nor does it include some of the smaller programs now off the air, nor "amateur" nights with radio tieup. Approximate figures were obtained by taking dates when the programs started—the oldest is WNN's, number of weeks by the average number of performers, which gives the approximate number of appearances. There's no telling exactly how many will go on a show. Average is 20 for an hour's session and 8 to 10 for a half hour. But sometimes the m. c. is faster on the gong and otherwise, and the rate is upped.

WNN first gave out amateurs on March 20, 1934, and the program, without change, has run since, except for a switch from Wednesday to Tuesday. At 27 weeks, with 30 performers—90 minutes—the sum total is 2,910 amateurs. WNN, at that rate, is the worst offender.

Next highest is the Apollo Theater, starting November 7, 1934, and turning out a total as computed of 1,240. Apollo has probably more, since the Harlemites are hard to please and give out on the razor with scarcely any provocation. Broadcast over WMCA, New York.

Third place goes to the Fox, Brooklyn, also broadcasting over WMCA and with various sponsors. Fox started last February 25 for a total of 960. Fox is pretty tough on its amateurs, too. Ray Perkins, with a commercial on Columbia, follows, having presented 297. This doesn't include a dozen shown at a publicity party once given by the sponsor, Peenamint.

Fred Allen, on NBC, is next. Fred started with them just a year and two weeks ago, and so far his total is 264. This required an extra multiplication problem, inasmuch as the comedian vacationed for 13 weeks and Jim Hawkins took his place for that time. Hawkins used an hour's worth of amateurs as against Fred's half. Hawkins comes in with 260.

Amateurs, naturally, are associated with Major Edward Bowes more than with anyone else. Singly, the Major and his aids have heard more sour notes, probably, than any other group in the history of show business. Bowes was on the WNN gong for a year, and since March 24, 1935, has been on NBC for Chase & Sanborn. That gives the Major top honors, since he equals WNN in the length of broadcasts but not in the length of time. On his NBC network the Major is figured for 774 acts.

Eastern Pix Group Nays IEPA Merger

PHILADELPHIA, Jan. 25.—The Motion Picture Theater Owners of Eastern Pennsylvania, Southern Jersey and Delaware unanimously abandoned a proposed merger with the Independent Exhibitors' Protective Association at the annual election meeting yesterday. Lewen Pizor, steadfast against the merger, was re-elected president and the merger committee was discharged.

The merger had progressed to the point where committees from both groups had decided to call the unified organization the Independent MPTO, but Pizor launched a campaign against the idea which resulted in his victory yesterday.

For the 15th straight year George P. Aarons was re-elected secretary. The three new vice-presidents are Mike H. Egnal, A. B. Boyd and George T. Gravenstine. Al Fisher was named treasurer.

The new board of managers includes Ted Schlanger, Ed Jeffries, Abe Sablosky, Nate Sablosky, Joseph Schwartz, Norman Lewis, Jake Pos, Abe Rooner, John Monroe, Ben Amsterdam, Oscar Stiefel, J. F. Corbett, Louis Felt, Herman Cozue, William Hasner, E. M. Connelly, Luke Farrell, Max Korr, Sam Kantor, Luke Gring and Ben Bache.

The meeting passed a resolution against triple featuring and also against newsreel participation in political propaganda. Represented at the meeting were 190 independent theaters and 180 affiliated theaters.

N. Y. Operator Merger Closer

306-Allied merger nearer as Basson confers with IA—campaign in Kansas City

NEW YORK, Jan. 25.—The pending merger between Local 306 and Allied operator unions moved a bit nearer when Joseph D. Basson, president of 306, went to Miami this week to confer with heads of the International Alliance. He is understood to be talking over the merger deal and the local situation. Basson's visit is also expected to heal the breach between the IA and Local 306.

Local 306, meanwhile, is still knee-deep in court suits. Justice Steur denied an application Tuesday by Allied for an injunction to restrain Screen Theaters, Inc., from employing 306 men. The Richmond Hill theater, operated by Screen Theaters, was a member of the Independent Theater Owners' Association when the ITOA signed a 10-year master contract with Allied. In denying Allied's request Justice Steur pointed out the Allied operators were discharged two years ago and that Al-

Vermont Tax Proposed

BURLINGTON, Vt., Jan. 25.—A bill providing for an entertainment tax of 10 per cent on all admissions for a period of one year and four months, effective March 1, was introduced in the Vermont Legislature Monday. State amusement executives are combining to combat the passage of the measure.

WOR Experiments With Stem's First Hillbilly - Vaude Show

NEW YORK, Jan. 25.—WOR presented its first show in a planned four-week hillbilly series last Saturday (19) at the WOR-Mutual Playhouse, formerly the New Amsterdam Roof. WOR is trying, after a fashion, what several other stations have done with opry house Saturday night hillbilly affairs, the other stations having been signally successful. Most notable are WLS, Chicago, and WSM, Nashville. If the WOR offering clicks it will be kept on permanently. Admission is 85 cents, about three times as much as the other shows charge. Opening night was met with bad weather and a papered but spotty house.

Like the house, the show too was spotty. Idea is that the rurals invite professional acts down to the opry house, entertainment being a mixture of the two. Show wound up, then, being a succession of hillbilly nasologists, solo, trio and group, mixed in with vaude acts, most of which were on the WOR Artists' Bureau managerial list. Art Frank is the mayor of the hosting town. His specialty, to close the second half, prior to the broadcast period of 10:45 to 11:15 p.m. was a socko once it got into the dancing bit. The age business is effective as ever, but his crossfire with Vivian Peterson was studded with "blue" gags.

Most of the hillbilly offerings were

Eight Acts of Vaudeville; P. S.—They're Amateurs

NEW YORK, Jan. 27.—A circuit of Brooklyn theaters is trying to cash in on whatever value vaudeville still has, but without paying for it. Its houses circulate heralds announcing "Eight Acts Amateur Vaudeville," but the word amateur is so small that "Eight Acts Vaudeville" is what you see if not too careful. Theater marquees using similar tricky word arrangements.

Another case of theaters wanting something but refusing to pay for it.

WPA Probing Union Activity

NEW YORK, Jan. 25.—As pointed out by The Billboard's December 14 issue, the investigating staff of the WPA has been probing activities of theatrical unions in reference to the local WPA theater projects. In particular investigators had been looking into allegations that performers could not get on the projects unless they were members of the American Federation of Actors.

The New York Times last week ran a special story from Washington that Dallas Dort, chief of the WPA Division of Investigation, was probing 95 cases of alleged racketeering in New York. The story listed the charge as "refusing employment to persons who would not join the AFA."

Ralph Whitehead, speaking for the AFA, says his organization has repeatedly announced it was not compelling WPA performers to join. Whitehead says he couldn't understand why the WPA should publicize the charges before they were proved.

Benefit for Jule Delmar on Feb. 9

NEW YORK, Jan. 27.—Jule Delmar, for more than 30 years a booker for the United Booking Offices, B. F. Keith and the KAO circuits, will be given a benefit show Sunday evening, February 9, at the Majestic Theater here.

Delmar is now recuperating from a long illness at the French Hospital. Committee running the benefit consists of Sam Scribner, chairman; Herman Levine, treasurer; Pat Casey, Harold Rodner, Max Gordon, Victor Moore, Billy Gaston, Joe Cook, Henry Chesterfield, Dr. Henry C. Falk, E. S. Keller, Harry Romm, A. J. Robertson and William J. Lee.

Levine, who is accepting contributions and money for tickets, says all committee work is being contributed. Levine may be reached at 1619 Broadway.

St. L. Trial Goes Slowly

Government witnesses take up the week — Wehrenberg, Lesser, Arthur heard

ST. LOUIS, Jan. 25.—The third week of the federal government's equity proceedings against Warner, RKO and Paramount, the trio charged with conspiracy and violation of the Sherman Act, was marked by the testimony of important witnesses summoned by the government. These included Fred Wehrenberg, president of the MPTO of St. Louis, Eastern Missouri and Southern Illinois; Irving Lesser, director of the Rolly Theater in New York under Howard S. Cullman, the trustee in bankruptcy, and Milton Arthur, brother of Harry C. Arthur, the Fanchon & Marco associate, and president and general manager of the Cabaret Theater Corporation, operating in Nevada, Utah, California and Arizona.

Wehrenberg, taking the stand for the government, elaborated on his difficulties in getting films from Paramount and RKO for subsequent-run showing at Fanchon & Marco's New Grand Central Theater. Fanchon & Marco offered him either of two deals. First, that he obtain product from Paramount or RKO, in which event he could have a one-half interest in the theater. Or he could have the house by merely paying the requisite rental, a matter of \$350 weekly, to the St. Louis Ambassador Theater Company. Wehrenberg entered no definite agreement but began negotiating with Para and RKO for film. Maurice Schweitzer, local Paramount manager, said his company was averse to the idea because it would hurt its first-run receipts at Shubert-Rialto, a few blocks away. Efforts to deal with RKO were also unsuccessful. When Wehrenberg revealed that eight major film organizations produce practically all of the high-grade pictures the defense seized on this point and in cross-examination made him admit that he failed to tap such possible sources as Columbia, Universal and Fox. Judge Molyneux the same day tentatively admitted testimony of J. M. Ulmer and B. D. Gordon regarding an alleged conversation with Herman Starr, Warner vice-president, concerning the Capitol Theater, of Wheeling, W. Va. This has no direct bearing on the St. Louis situation except that Starr's statements at the time are regarded as throwing light on his "state of mind."

The next day Lesser testified that he was unsuccessful in obtaining the picture *Alibi Ike* from Warner. The peculiarity here rests on the fact that Warner passed up a 6,000-seat house, showing it instead at the Cameo. Later theater has only 500 seats. Howard S. Cullman, trustee in bankruptcy for the

(See ST. L. TRIAL on page 10)

HENRI GINE, RUTH DeQUINCEY AND BASIL LEWIS (This Week's Cover Subjects)

INTERNATIONAL is the word to describe the comedy dance trio of Gine, DeQuincey and Lewis. Gine was born in the United States, of Spanish-Italian and French extraction. Miss DeQuincey is English, born in Coventry, and Lewis was born in Warsaw, Poland. The source of their dance training is equally as diversified, Gine having been taught by his brother and coached afterwards by Rudolf Valentino. Miss DeQuincey, in addition to attending a children's professional school, studied at Jack Blue's and the Metropolitan Opera School of Ballet. Lewis was a pupil at the Imperial School of Ballet in Warsaw.

Organized early in 1931, the trio has played the leading theaters in this country and by appearing at the Radio City Music Hall six times within 18 months is believed to have established a record. In addition to the theaters, the act has played important supper clubs, including the Palm Island Casino, Miami; Ben Marden's Riviera, Englewood, N. J. (twice); the Palais Royal, the Waldorf Astoria and Pierre Roof, New York, and Ches Paire and College Inn, Chicago.

m. c.'d jointly by Frank and Hal O'Halloran, who also announced the broadcast activities. Hayseed acts took in Tex Fletcher, cowboy warbler; Chuck Cowboy, a yodeling cowhand (sic); Zeb Turney; Barbershop Quartet; Carrie Mae, comedy blond singer, and an instrumental trio. Okeh stuff of its kind for them as likes it.

For urbanites, the best part of the show was the series of vaude acts, topped off by Johnny Burke's soldier monolog and a classic drunk dance by Ted Mera. Mera has improved 100 per cent and throws himself around in the drunk number for a strong hand. Burke's spiel despite age is as laugh-sture as ever. Smith, Fields and Smith have a knockabout bounce and fall routine; Eleanore Sherry, a WOR miker, blues sings okeh, and Pauline Alpert gives out on the piano aces up. She was one of the high spots of the evening. Another of the same were Don and Dorothy Dade, Miss Dade jumping at her partner from all positions and holding on by her eyelashes in an adagio routine.

Plenty of plugging over the air is helping this show, with a good break in weather needed to determine what the answer will be. If the vaude is plugged hard enough it should be a cinch; New York still wants its variety shows.

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600 Musician Licenses

NEW YORK, Jan. 25.—The American
Federation of Musicians' list of bookers
and agents granted licenses has passed
the 600 mark. Bert Henderson, assistant
to President Joseph N. Weber, is
handling the license situation for the
federation.

WLW Enters Booking Field

Old Artists' Bureau abandoned—new setup to go after bookings of all types

CINCINNATI, Jan. 27.—Thru its newly organized subsidiary, Program Service, Inc., Station WLW plans to enter the general booking field with an aggressive policy intended to blanket territory within several hundred miles of Cincinnati. Plans call for the complete abandonment of the old Artists' Bureau. The new Program Service will operate as a completely independent unit, with WLW naturally having access to all acts and programs, but with PS under no obligation to provide WLW with talent for less than the talent may be able to command elsewhere.

Incorporators of Program Service are listed as Powell Crosley Jr., Louis Crosley and John L. Clark, general manager of WLW. The station's present sales manager, Ed Wegert, is to have the general management of Program Service, with Bob Nolan in charge of production and Fritz M. Witte handling exploitation and publicity.

Program Service will act as exclusive agent for WLW, handling all station bookings, auditions, etc. In addition to WLW's business it is planned to go after general bookings, including night clubs, fairs, unit shows for theaters and clubbing acts and programs for commercial accounts available to stations thruout the Midwest territory. Eventually it is hoped that expansion will include the necessity of branch offices in Chicago, New York and on the Coast.

More Benefit Okehs

NEW YORK, Jan. 25.—Theater Authority has oked the following benefits: McGivney Council of the K. of C. at Palm Garden Wednesday, Treasurers' Club at the New Amsterdam February 23, Professional Music Men's Association

802 Membership in Uproar Over Limitation of Jobs Question

NEW YORK, Jan. 27.—Most controversial question brought up within Local 802, AFM, since the bitterly contested election of 1934 is raging currently. Question being the proposed limitation of jobs to musicians in the radio field. Final vote is to be Wednesday (29) at the local's headquarters. The proposal has already obtained the approval at one membership meeting a fortnight ago at the Hotel Delano, New York.

Exact provisions are that no musician can take more than three jobs in the fields covering radio, electrical transcriptions or picture shorts. The unemployed factor is trying, in this way, to spread jobs around rather than give them, as claimed, to a select few. The resolution was introduced by Tony Muller, a president of the local 10 years ago. There are some who claim that the measure is also backed by a political move, an attempt to get in trouble the officers now in power, brought by the clique defeated in the last elections.

Members of the local, as a class, are torn between two sides in voting on

Four New York Laws Proposed for Musicians

ALBANY, N. Y., Jan. 25.—Four proposed new laws designed to protect union musicians from unfair competition are now before the Legislature. Two of these measures are amendments to the Greater New York charter and make it unlawful for any band or orchestra composed principally of teachers, students or employees of the College of the City of New York to play at any function not directly connected with the college, the other bill applying with the same restrictions to Hunter College.

A third bill would prevent all civil-service employees from playing at any function except those connected with a public department or bureau. The fourth measure is an amendment to the State Education Law and prohibits students, pupils, inmates or teachers from playing at any function not directly connected with a school, college or institution. These bills were introduced in the Assembly by Assemblyman Francis J. McCaffrey Jr., of New York City. Senator N. A. O'Brien, of Rochester, is sponsoring the companion bills in the Senate.

No. 1 WPA Drama Unit Opens Feb. 10

CHICAGO, Jan. 25.—Negotiations for its tenancy having been approved by the court, the No. 1 drama unit of the WPA theatrical projects here is now in possession of the Great Northern Theater. Deal was made thru Stacy Mosser, receiver of the property, and is on a percentage basis, with the government project paying for heat and light in addition to the percentage. Entire personnel from the front to the back will be composed of WPA workers. Opening play has not yet been selected, but will probably be a version of Ibsen's *Enemy of the People*, with the house relighted about February 10. Admissions will be from 25 cents to 75 cents.

at the Alvin March 1, Jewish Home for Convalescents at Carnegie Hall March 15, Israel Orphan Asylum at Madison Square Garden March 21, Jewish Consumptive Relief Dinner at the Astor Hotel March 22. Benefits given approval contribute 15 per cent of the gross to the Theater Authority.

the resolution. There is no doubt that the men favor the theory, but in this case they do not favor the practice. Job spreading has been a trenchant call in local for years now, since start of depression and sound pictures. Several methods have been suggested but none has been successful.

The board of Local 802 is opposed to passage of the resolution and has been since the inception of the present attempt. In a bulletin sent to members last week the board gives its reasons for objection. First, says the board, the very men for whom the bill is designed will be hurt inasmuch as if and when they start getting jobs their income will be definitely limited.

More important, however, is that the men now getting the work will find themselves aided by the law. Where a man now has eight to 12 jobs he will be limited to three. Yet a leader wanting one of such crack men will have to meet competition, and the payments given such men, either now scale or slightly above it, will be tripled and quadrupled.

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THE TOLEDO TICKET COMPANY, Toledo, Ohio

FOR LEASE • SEASON 1936

Title of Robbins Bros.' Circus. With or without services of famous Robbins Family of seven people. Will do business with anybody that has financial backing.

D. S. ROBBINS, Owner,
Permanent Address P. O. Box 336
Wappingers Falls, Dutchess County, N. Y.

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

CBS-Yankee Web Renewal Still Remains in Doubt

Shepard himself noncommittal as CBS relations seem weakened in favor of further Mutual network tieup—latter organization offers better financial deal

BOSTON, Jan. 25.—Yankee network (John Shepard III) may not renew with the Columbia Broadcasting System when its contract expires, January 31, 1936, under the present terms. The report comes from authoritative sources, with the theory that if CBS fails to come thru and make a better deal, insofar as Yankee is concerned, Yankee will definitely hook up exclusively with Mutual Broadcasting System. Mutual is now feeding Yankee a considerable amount of business, a large percentage of MBS' accounts taking the Yankee chain. Letter gets a better deal from MBS, it is said, than from Columbia. Columbia pays the New England group about 25 per cent of its full card rate. Against this is the full rate from Mutual, less line charges, 10 per cent commission to Mutual and agency discounts. Even with frequency discounts, Yankee gets more from Mutual, the trade believes, and needs fewer accounts to equal the Columbia gross.

The Columbia-Yankee relations have been strained for the past year, although this has been hushed, it is said. Behind the attempts to move WTIC, Hartford, are read a move by Columbia to fortify itself in New England coverage and Boston with a Boston station, in lieu of Shepard's two stations. Opposition to the move is strong, and belief is that it is unlikely. Option to buy, by Cherry & Webb department stores, owners of WPRO, is said to base itself on the move being made.

Shepard himself was noncommittal when asked about the situation earlier this week.

WIP Grabs the Mayor

PHILADELPHIA, Jan. 25.—WIP copped the exclusive for the "fireside" chats by Mayor S. Davis Wilson after the mad scramble staged by the other local studios for the honor. Beginning the 31st, mayor will air from his City Hall office on Fridays at 6:15. With the city council meeting on Thursdays, the Friday spot is a natural for Mayor Wilson to rebut the council should it fail to see things his way. The new city executive is very much air-minded, and, with a mike at his desk, it is reported that he will designate WIP as his official mouthpiece in presenting his plans to the citizens.

Denver's Own Gag

DENVER, Jan. 25.—The Cosmopolitan Hotel, in its Silver Glade night club, is starting a new series of programs on Friday nights to be known as Minor Bowes and his original amateur hour. Winners of each week's contest will appear in the Silver Glade and over Station KOA every Sunday night with Carol Lofner and his orchestra, filling an engagement there now. Winners will be decided by an electric noise machine which measures the volume of applause. The role of Minor Bowes is to be taken by A. B. Spencer, local manager of the Denver Tourist Bureau. Programs will continue until the talent gives out.

WOR Sales Promotion Augments Its Staff

NEW YORK, Jan. 25.—Two new sales promotion men stepped in at WOR this week, one to replace Edwin Reynolds in the WOR department and one to take over handling of Mutual Broadcasting's sales promotion in New York. Joseph Creamer, formerly with McCall's, is succeeding Reynolds, under Eugene Thomas. Reynolds shifts to the Columbia Broadcasting System.

Robert Schmidt is leaving CBS for the Mutual job. Previously with Young & Rubicam.

Dixon Leaves Agency

NEW YORK, Jan. 25.—Peter Dixon, radio writer and former newspaper man, is out as radio head of Kenyon & Eckhardt. Left yesterday, Friday.

Dixon was with the agency a short time and handled the Tex O'Reilly show for Spud cigarette, on Mutual and on transcriptions.

Junior Announcers

SAN FRANCISCO, Jan. 25.—NBC has gone in for junior announcers, teaching them all about microphones, announcers' delights and other items in the technical equipment of the mike-man's craft. Robert McAndrews and Robert Dwan are the first juniors to be employed under a new system inaugurated on the West Coast.

They will spend a time pushing buttons, handling station standbys and doing other routine duty during their course of training in big-station announcing. Both youths were selected because of their scholastic records and background.

Two Midwest Outlets Are Bought by W. E. M.

FORT WAYNE, Ind., Jan. 25.—WOWO and WGL, Fort Wayne, Ind., owned and operated since 1925 by Fred C. Zieg and associates, was sold this week for an unnamed sum to the Westinghouse Electric and Manufacturing Company. Approval of the deal by the Federal Communications Commission is expected within 60 days.

Westinghouse, which now operates KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston, and WBZA, Springfield, Mass., was represented by Walter Evans, George S. Law, L. A. Miller and G. H. Jaspert. Jaspert will remain as manager until the sale is approved. Zieg personally owned WGL and was president of WOWO, of which Clyde R. Durbin was vice-president, and Al Becker, secretary-treasurer.

Columbia network affiliation will be retained and no general changes made at present. A powerful short-wave station will be added. WOWO, most powerful station in Indiana, recently completed a new antenna tower and a complete reorganization of the control system. Zieg plans an ocean cruise.

Chicago CBS Seeks Talent

CHICAGO, Jan. 25.—More than 4,800 contestants have already been auditioned in the WBBM "unknown singer" competition preliminaries now being held at the local CBS studios. After another 1,000 aspirants for radio stardom are heard it is hoped by the studio executives that two outstanding vocalists, one man and one woman, will be discovered. The winner of last year's contest, Vivian della Chiesa, is now an established star on sponsored programs heard over WBBM and the Columbia network.

Wilshin Is Set as Head Of WMCA Artist Bureau

NEW YORK, Jan. 25.—Charles Wilshin, vaude agent, took over the management of the WMCA Artists' Bureau last week. Before this Wilshin was assistant to Zac Friedman, who resigned.

Wilshin was active in vaude days as an REKO agent. He retains his franchise.

Fox Brewing Signs Four Hours a Day

CHICAGO, Jan. 25.—Station WIND, Gary, Ind., has just closed a contract for a series of broadcasts that is unusual in several respects. Sponsor of the broadcasts is the Peter Fox Brewing Company. The contract, which calls for four hours a day, seven days a week, starts February 1. Time is from midnight to 4 a.m., and the talent to be used will consist of a small orchestra, live talent and transcriptions.

E. S. Mittendorf, station manager, has just returned from a year's sojourn in California, where a similar program proved successful. With this four-hour program on the air WIND will be operating on practically a continuous basis and probably will be the only Midwest station on the air nearly 24 hours a day.

Program, which was placed thru the Gale & Pletsch Agency, will be handled by Brooks Connally.

Chevrolet Increasing Its Spot ET Programs

NEW YORK, Jan. 25.—Chevrolet Motor Company, already on the air with the largest transcription campaign in the history of radio, as well as using a Rubloff network program, is increasing its time use on a quarter of the stations using the waxed series. Chevrolet is now using 390 stations, with Musical Moments on three times a week. Recordings are by World.

Next week on about 100 stations the program will go up to five times a week. Stations getting the increase are mostly in the Middle West, some in the South. Those others not getting the boost will continue on the same schedule as heretofore.

World is also recording a weekly quarter-hour show, *Truth Baroque*, philosopher-type stuff, for Plymouth Motors to go on 85 stations. Agency on this is J. Stirling Getchell; for Chevrolet, Campbell-Ewald.

WSMB Solved the Educational Angles Thru Its Tulane Tieup

NEW ORLEANS, Jan. 25.—With the purpose of rendering a service to its community without idea of "selling" the institution to the public, Tulane University, in co-operation with WSMB here, has completed its 15th week of daily educational broadcasts. These programs of "teachings" beneficial to the average layman probably have one of the largest followings of any such programs aired by an independent station in the South. Practically the entire faculty and every department of the college has taken part in at least one 5 to 15-minute period since the broadcasts began on October 3.

Last summer the Tulane Athletic Council and Station WSMB made an agreement whereby the major portion of the university's football games would be aired exclusively by the station, sponsored by Coca-Cola of Louisiana. In connection with this agreement WSMB management consented to allow the university the daily time for airing of such educational and entertaining material an appointed board would deem best. This board consisted of the athletic council, the Tulane Alumni Association and the faculty.

Topics range from a timely discussion of worldly affairs and dissatisfactions to popular talks on pronunciation by a professor of English; from a skit of a Mayan research to a moot court by students; public health talks, discussions on music and other arts, research findings and debates.

It has been announced today that the original organization in charge of the program will be expanded to include representatives from each college department and with the hope that the station will soon find itself in a position to increase time allotments for the remainder of the school year ending in June.

The university daily receives hundreds of letters of suggestions for betterment of the program and many asking that certain questions of importance be answered by professors. George S. Simmons, associate professor of journalism, is chairman of the program committee and is assisted by Albert Wachenheim Jr., chairman for the athletic council, and Joseph Killeen for the Alumni Association. Under the new plans several new members will be chosen.

Texas Co. Wins Uproar Appeal

Court sustains NBC et al. restraining Ed Wynn from publishing pamphlets

NEW YORK, Jan. 25.—United States Circuit Court of Appeals for the First Circuit rendered a decision in favor of National Broadcasting Company et al. in the Uproar Company suit, the latter having appealed from a decision against it by the U. S. District Court of Massachusetts. Case deals with comedy booklets written by Ed Wynn and published by the Uproar Company and concerned Wynn and his takeoffs on his programs, etc. The Texas Company was allied with NBC in the case. Uproar Company charged that it was entitled to damages because NBC and the Texas Company were interfering with publishing and distribution of the books and pamphlets.

The appeal to the higher court resulted in the lower court being sustained with one reservation. Decision, in part, stated that Wynn was being paid \$5,000 weekly for his Texaco programs, which included an allowance of \$1,500 for material. That the material so supplied was not necessarily then the property of the Texas Company and available for Wynn to later reproduce in published form, etc. Later the Keenan Products Company sought to advertise Uproars via the radio and the Texas Company objected on the grounds that the subject matter of the broadcasts were its property; that the pamphlets would be construed as Texas Company advertising and this would injure the company's radio advertising.

NBC objected on the grounds that the pamphlets used Graham McNamee's name under the abbreviation "Graham" in violation of its rights. Court believed that the pamphlets were "cheap and flashy—and if attributed to the Texas Company— . . . were calculated to injure the effect of its advertising." Thus the lower court's first clause enjoining Uproars was correct. Second clause is modified, however, by adding at the end the following: "in any way which injures or interferes with the benefits which the Texas Company might derive from its contracts with Ed Wynn." One of the three justices wrote a dissenting opinion.

WCTU Lining Up Time For ET News Program

NEW YORK, Jan. 25.—No radio station queried as to accepting a proposed program sponsored by the Women's Christian Temperance Union has as yet turned down the program. Only limitation named by some of the outlets is that the commercial credits of the WCTU and its purpose in fighting for prohibition be held down. The program has not been consummated yet and is being held until the WCTU can finance the costs. Frank Presbrey Agency is handling.

Program will consist of Gabriell Heater in transcribed news programs. Heater will plug the safety campaign and accidents caused by possible drunkenness while driving. Forty stations may be used.

Better Press Break For Omaha Stations

LINCOLN, Neb., Jan. 27.—Since the Lincoln newspapers, *Star* and *Journal*, have acquired a 50 per cent interest in Radio Stations KFAB and KFOR here and KOIL, Omaha, a complete reversal of the old radio suppression has been made. Prior to the buy of the stations a small daily third of a column radio publicity-program listing was the sole radio stuff, while now the papers use a full page of radio blurbs on Sunday and about three columns daily apiece, which affords both mediums strengthening talk material when the ad salesmen go out.

In keeping with this jump in publicity Larry Hall, sole radio editor before, now has Bruce Nicol, on *The Star*, and Barney Oldfield, on *The Journal*, assisting.

LIMITED TOUR**Personal Appearances**

Jan. 24—Minnesota	Minneapolis
Jan. 30—Chicago	Chicago
Feb. 7—Chicago	Chicago
Feb. 14—Michigan	Detroit
Feb. 21—RKO Palace	Cleveland

FRED WARING

AND HIS

PENNSYLVANIANS

INCLUDING

TOM WARING—POLEY McCLINTOCK—JOHNNY DAVIS—ROSEMARY
 LANE—PRISCILLA LANE—STELLA and FELLAS—JOHN RICHARDSON
 —"FERNE"—GENE CONKLIN—CHARLES NEWMAN—TUBBY—CURLEY
 —SCOTTY AND THE WHOLE GANG

BROADCASTING
**Ford Dealers Program
 Starting Third Year**

CBS Entire Network
 Tuesdays, 9:30 P.M., EST
 and

NBC Blue Network
 Fridays, 9:30 P.M., EST

Both Programs 9 P.M.
 Pacific Coast Time

Personal Management
JOHN O'CONNOR

1697 Broadway New York

ET LIBRARY IMPASSE

Copyright Owners Can't Agree On Future License Procedures

Paine of MPPA tries to straighten out music men and dispatches letter with suitable proposals—library services in tough spot don't know where they stand

NEW YORK, Jan. 27.—Electrical transcription manufacturers are still up a tree in the matter of further licenses to record sustaining libraries, due to the fact that the music publishers have been unable to agree among themselves as to what they want to do. The Music Publishers' Protective Association, which has been clearing the licenses for the copyright owners, is stymied in its effort to have the copyright owners reach an agreement, and meetings by the music men have failed to result in a definite decision. Various arguments have been put forth by the publishers, most of them fearing some sort of unforeseen bogey arising because of huge sustaining libraries being extant. This is blamed on their shortsightedness. World Broadcasting System, whose contracts with some stations run out in March, is particularly up a tree and others are pretty much in the same boat. In effort to force a decision by the music men, John G. Paine, chairman of the board of the MPPA, has sent out the following letter to all copyright owners concerned.

The letter from Paine follows in full: In connection with the electrical transcription business, we have had several conferences with the various companies engaged in this business, and believe that the following procedure should be adopted by us at this time:

First: As to nationally sponsored programs, we feel that the licensing method used for the past year should be continued, namely, that each sponsored program should be licensed separately at rate of 25 cents a record except where the composition is a production number or a restricted number, in which case the fee should be 50 cents per record; that the license should provide as in the past that a separate record must be manufactured for each station over which the broadcast is made, or that each broadcast should be counted as a separate manufacture, and that the record when it has been played by the station shall be returned for destruction and no further playing made of that record; that the license to manufacture carries with it the limited use as a condition of manufacture, and that the license expires when the playing has been accomplished.

We recommend that the libraries now in operation be continued. Our reasons for making this recommendation are as follows:

First: The license under which a right to record for a library is given carries with it a condition that the recording may be used only for sustaining program uses and for a limited period of time. By virtue of this license, you as publishers and copyright owners control the library use. If electrical transcription libraries are to be done away with, then the radio stations will go out in the open market and buy phonograph records and build up a library of phonograph records which they will use for their sustaining program purposes. Over this kind of a library you have absolutely no control by contract and may find yourself in a serious situation subsequently. We feel that every encouragement should be given to the substitution by the station of an electrical transcription library for a record library.

The Artists' Angle

Second: The artists who are engaged to record for electrical transcriptions receive special remuneration for this type of work. They are in practically all cases the same artists that you contact today for live broadcast programs. They have objected at all times to the use of talking machine records by station and have even litigated this question. They have no objection to the use of electrical transcriptions because these are specially made under special contracts and are at all times controlled as to their use.

We certainly owe our co-operation in the accomplishment of this desired end. It would be disastrous, in our opinion, for artists to license the use of ordinary commercial phonograph records. We should therefore encourage transcriptions rather than risk this eventually.

Third: The income, while it may appear small from electrical transcriptions, is substantially larger than what would be received by the publisher from phonograph records used in the same manner. The electrical transcription business is just beginning to come into its own. So far as we are concerned it is a business which has grown from a \$22,000 gross four years ago to a \$118,000 gross this last year, and there is no reason why that

(See ET LIBRARY on opposite page)

L. Allen Heads Coast NBC Artists Service

SAN FRANCISCO, Jan. 25.—Lawrence Allen has been appointed manager of NBC's Artists' Service here, succeeding Everett Jones, who resigned to return to the personal management field.

Allen, a member of NBC's sales department since December 1, was associated with the Public and West Coast Theaters in the Pacific Northwest, before entering radio in 1930 and is well known in the managerial field. He was manager of KGW and KEX, Portland, Ore., before he came to the network's sales staff here. Network has also added Marion Kyle to its sales department. He was associated with the Dana Jones Advertising Agency, Los Angeles, for two years.

John Mills Dies

BELLEFONTAINE, O., Jan. 25.—John Mills, bass of the Mills Brothers' quartet, died in this city yesterday, at his mother's home. The singer, who with his three brothers leaped into fame on the air about six years ago, had been seriously ill for nearly a year with a lung ailment. His place in the group had been taken by the father of the four brothers.

NAB Handling WDAS Appeal; Speiser Frames Amendments

Notwithstanding possible action on Duffy copyright bill, recording artists to seek an amendment to the present act covering disk performing rights

PHILADELPHIA, Jan. 25.—WDAS is throwing the Fred Waring decision into the laps of the National Association of Broadcasters. Because of the ramifications involved concerning the entire radio industry, should the court en banc sustain Judge McDevitt's decision, Alex W. Dannenbaum, station proxy, feels that the NAB is in a better position to fight an appeal. As a result, Dannenbaum has called off William A. Carr and James P. Schnader, representing NAB, will argue the sitting judges of the Court of Common Pleas.

From the beginning the NAB has aided WDAS in contesting the suit. Schnader, formerly Pennsylvania State Attorney-General, sitting at the hearing as amicus curiae (friend of the court). Regardless of the outcome to either side an appeal will be made to the Pennsylvania State Supreme Court.

PHILADELPHIA, Jan. 25.—At a meeting of the Board of Directors of the National Association of Performing Artists on Wednesday (22) at the New York Athletic Club, amendment to the copyright statute as drawn up by Maurice J. Speiser, general counsel for NAPA, was approved. Regardless of the outcome of an appeal in the Waring vs. WDAS decision the amendment will be introduced in the House of Representatives next month by Representative J. Burwood Daly of Pennsylvania.

The salient features of the amendment to protect the property rights of interpretative artists include a provision

"Network Song Census" As Program Material

TAMPA, Fla., Jan. 25.—On the daily Tampa Terrace Hotel Cocktail Lounge broadcasts over WDAF, Tampa, The Billboard's "Network Song Census" is used as the guide to tune selection. Most popular tunes are played as compiled by this weekly, Frank Winchell, of the hotel, advises that considerable listener comment has been made and that the system is meeting with fans' approval.

Music is played by Antonio Lopez and his Terrace Ensemble.

Local Tieup With Web Shows Clicks

NEW YORK, Jan. 25.—Value of tie-in advertising by local distributors with network programs is stressed in NBC's latest sales promotion offering, a booklet showing sales increases in a department store following that method. Promotion piece is also construed as being another step in the campaign to acoustum department stores to use of radio.

Last December Howard J. Holcomb, advertising and sales manager of Trask, Prescott & Richardson, Erie (Pa.) department store, started a campaign tying in with various network commercials on NBC. Pictures of the stars, cast, orchestra, announcers, as well as displays of the various manufacturers, were used in the shop windows and counters. All the company's newspaper ads carried mentions of the programs and product being plugged, but no additional expenditure on advertising was made.

Seven weeks are listed in the booklet, showing various "weeks" plugged by the department store, such as Johnson's Glo-Coat, Bab-O, Rinsol, Lifebuoy and Lux, Vigoro, Hoover Vacuum Cleaners and others. Sales percentages of increases ranged from 25 per cent on refrigerators to 300 per cent on Vigoro (fertilizer).

NBC points out the importance of such deals, both to retailers and radio advertisers. Later, NBC thinks, can

(See LOCAL TIEUP on page 11)

New Biz, Renewals

NEW YORK, Jan. 25.—New accounts and renewals on the National Broadcasting Company:

AMERICAN TOBACCO CO., thru Lord & Thomas, New York, starts March 11, Wednesday, 10-11 p.m., on WJAZ and 57 stations. Program not set.

WECO PRODUCTS CO., thru J. Walter Thompson Co., New York, starts February 24, Monday, 10-10:30 p.m., rebroadcast at 12:30, on WJZ and 31 stations. Program not set.

BENEFICIAL MANAGEMENT CORP., thru Birmingham, Castleman & Pierce, starts January 16 on WJZ only. Frank and Flo.

GENERAL MILLS, INC., thru Blackett-Sample-Hummert, Inc., Chicago, renews, effective January 1, Monday to Friday, inclusive, on WJZ and 22 stations. Betty and Bob.

CBS Accounts

STERLING PRODUCTS, INC., thru Blackett-Sample-Hummert, Inc., New York, renews, effective February 25, on WABC and 22 stations, Tuesday, 8-8:30 p.m., Fritz Scheff, Lucy Monroe, Frank Munn, Haenschel Orchestra. Product Bayer aspirin.

STERLING PRODUCTS, INC., thru Blackett-Sample-Hummert, Inc., New York, renews, effective February 23, on WABC and 25 stations, Sunday, 5-5:30 p.m., Abe Lyman Orchestra, vocalists. Product, Phillips' Dental Magnesia.

Mutual Broadcasting

HOUSEHOLD FINANCE CORP., thru Charles Daniel Frey Company, starts February 1, Saturdays, 10:30-11 p.m., on WOR and two stations. Sherlock Holmes.

CROWN OVERALL MFG. CO., thru H. W. Kastor & Sons, starts February 13, Thursday, 7:45-8 p.m., on WOR and two stations. Musical program.

PURITY BAKERIES CORP., thru Hanff-Metger, Chicago, renews, effective February 3, Monday to Friday, inclusive, 5-5:55 p.m., on WOR and three stations. Omer the Mystic.

Newark

CHRYSLER CORP., thru J. Stirling Getchell, Inc., starts January 25, Tuesday, Thursday, Saturday, 7:30-7:45 p.m., Trish Barlow.

PURE OIL CO., thru the Freitag Advertising Agency, three weekly five-minute spots.

ILLINOIS MEAT CO., thru J. L. Suggen Advertising Company, renews, effective February 3, Monday to Saturday, 6:45-7:45 p.m., Gym classes.

Cleveland

JEDLICKA'S DRUG STORE, announcements, direct. WHK.

SPENCERIAN COLLEGE, thru William Ganson Rose, announcements. WHK.

KROGER'S, thru Ralph H. Jones, one half hour. WHK.

FORD MOTOR CO., thru McCann Erickson, announcements. WHK.

CHEVROLET MOTOR CO., five weekly quarter hours, recorded music. WHK.

REMINGTON RAND, INC., thru Campbell-Sanford, announcements. WHK.

St. Louis

UNITED REMEDIES, thru Radio Sales, hillbilly program. KMOX.

COLONIAL BAKING CO., direct, announcements. KMOX.

CURRAN COAL CO., daily announcements. KMOX.

CHEVROLET MOTOR CO., thru Radio Sales, five weekly quarter-hour periods, evenings. KMOX.

POSTAL LIFE & CASUALTY INS. CO., thru R. J. Potts Co., morning program, six days weekly. KMOX.

AEOLIAN CO., three weekly piano periods. KMOX.

Salt Lake City

NELSON RICKS CREAMERY CO., 15-minute spots. KDYL.

CRAWFORD & DAY FURNITURE, 15-minute daytime spots, thru L. S. Gilliam Co. KDYL.

UNION PACIFIC RAILROAD, thru Ernest Bader & Co., 100 time announcements. KDYL.

West Coast

AXTON FISHER TOBACCO CO., thru Kenyon & Eckhardt, Inc., started January 10, 10:30-11 p.m. Thursday. Tex O'Reilly, KNX, Hollywood.

ASSOCIATED BRANDS, direct, renews, effective January 9, Tuesday and Thursdays. (See NEW BIZ on page 10)

DON RICHARDS AND HIS MUSIC

Smart Rhythms For the Smart Set



Exclusive Management
EDW. J. FISHMAN,
Orchestra
Corp. of
America,
1019 Broadway,
New York,
N. Y.

"MIKE" DURSO

The Voice of the Golden Trombone
NOW ON TOUR.



FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA
NOW ON TOUR.
Permanent Address—350 West End Ave., New York, N. Y.

Now Playing at the FAMOUS DOOR, New York
WINGY MANNONE
(The New Orleans Swing King and His Jam Band)
Exclusive Mgt. MILLS ARTISTS, INC., 709 7th Avenue, New York City.

★ ★ ★ **ERNIE WARREN** AND HIS ORCHESTRA.
Direction, MILLS ARTISTS, INC., 709 7th Avenue, New York, N. Y.

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

VICTOR Shell Oil Program.
WITH **AL JOLSON**
YOUNG

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

charles carlile
Now Playing De Luxe Loew Theatres.

Broadway's Sensation
PAUL MARTELL AND HIS ORCHESTRA
109th Week Arcadia Ballroom, New York

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

★ **FRANK ANITA JOE ROSS • PIERRE • SCHUSTER** ★
THE BIG BROADCAST OF 1935.
Now on Tour.
Direction: NAT. KALCHEIM, Wm. Morris Office.
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

STATION NOTES

Address All Communications to the New York Office

WELFARE FINANCE COMPANY is sponsoring a weekly half hour Saturday night amateur show on KMOX, St. Louis. Winners get a fling on a KMOX sustainer and a CBS' broadcast from New York.

NAYLOR ROGERS, vice-president KNX, Hollywood, is in the East on his annual business trip.

FRANK WATANABE AND THE HON. ARCHIE are taking a rest after seven steady years on the air. They return soon to KNX, Hollywood.

WHAM, Rochester, is broadcasting its regular programs on a short-wave frequency of 31.6 megacycles. The station is W8XAI, 75-watt high fidelity transmitter.

HOLLY SMITH, WBT artist, has a new sponsor, the Olsen Rug Company. Show is called *Sing, It's Good for You*.

HAL BENNETT, formerly with WHBD and WSMK, now at WNRB, Memphis, Tenn., as announcer.

WBT, Charlotte, N. C., has secured the services of Clarence Kuester, manager of the local Chamber of Commerce, to lecture about the station in outlying cities.

JAMES BURTON, continuity writer of KMTR, Los Angeles, has been switched to announcing staff. Helen Arlen, publicity, takes over a portion of Burton's writing assignments.

BEN GREENBLATT left WCAU and its Artists' Bureau to bring his piano ramblings to WFIL, Philadelphia.

WHBY, Green Bay, Wis., has signed with the Affiliated Broadcasting Company chain of Midwestern stations.

SALVATION ARMY has appointed Ben Gimbel, WIP, Philadelphia, proxy, as chairman of its radio committee in connection with the Army's annual drive. In that capacity Gimbel is planning a

NAB HANDLING
(Continued from opposite page)

and all renditions and interpretations of a performer and/or interpreter of any musical, literary, dramatic work or other composition, whatever the mode or form of such renditions, performances or interpretations."

Section 5: "The interpretations, renditions, readings and performances of any work, when mechanically reproduced by phonograph records, discs, sound track tapes or any or all other substances and means, containing thereon or conveying a reproduction of such interpretations, renditions, readings and performances."

Section 21: "In the case of a radio broadcast of any rendition or performance the deposit in the copyright office, prior to such performance, of a description of the title and the work intended to be rendered or performed with a request for the reservation of the copyright and a statement of the name of the performer and the date of the proposed broadcast shall secure an ad-interim copyright in such rendition, interpretation and performance, which shall have all the force and effect given to copyright by title and shall endure until the expiration of 60 days after such deposit in the copyright office and continue for the full copyright term and renewals thereof, under this title, if two copies of a reproduction of such broadcast rendition, interpretation or performance be deposited in the copyright office."

Section 21 (f): "In the case of the infringement of any rendition, interpretation or performance by any means whatsoever, penalties shall not exceed the sum of \$5,000, nor be less than \$250."

Section 32: "Interpreters and performers under this act shall include interpreters, performers, actors, lecturers and conductors, and the rights afforded them for their renditions, interpretations and performance shall not be construed to interfere with the rights accorded authors and composers, and said rights are free and independent of each other, and the establishing or maintenance of the rights of the one shall not include those of the other class."

Amendment calls for the act to take effect on August 1, 1936. With that in mind, it is hoped that a public hearing on the bill will be held early in the spring, shortly after its introduction next month.

45-minute show for February 7 which will be pumped to the entire Inter-City group.

THOMAS FREEBAIRN SMITH, KNX announcer, is playing the part of a radio announcer in Republic's picture, *The Return of Jimmy Valentine*.

HANNY DALY now heading Iowa Broadcasting System's Artists' Bureau in addition to being assistant program director on KRNT.

ULMER ROCH, formerly with WMBH, Joplin, Mo., and WTUN, Minneapolis, to announce on both KSO and KRNT for Iowa Broadcasting System.

FORMAL OPENING OF WTAQ in Green Bay, Wis., will be February 9. Talent will include Pibber McGee and Molly, Maple City Four, Joe Parsons, Happy Jack Turner, Sylvia Clark, Charlie Wilson, Don McNeill and Mac McCloud's Orchestra.

BERNIE HOWE, operator of the Community Broadcasting Service, Portland, Me., is establishing studios in the DeWitt Hotel, Lewiston, Me., to be linked with WGSB, Portland. Penton Bros.' Orchestra, new swing band, and Gerald Saucier and Lillian Dawns will be among those broadcasting from the new studios.

MELBA ABBOTT, a winner on the first Atwater Kent contest and soloist with many Eastern symphony orchestras, will become a singing professor at Drake University.

ET LIBRARY
(Continued from opposite page)

should not be materially increased if not doubled in the year 1936 if we can proceed.

Therefore we recommend, as to libraries, that we be permitted to grant licenses to the different electrical transcription companies to record musical compositions for sustaining use only on the basis of \$5 for each popular musical composition recorded and \$10 for each production number or restricted number contained in your catalog; that the license to record carry with it a restriction that the record can be used only until June 30, 1936, and that it carry a further restriction that it may not be used for local sponsorship unless an additional fee of 25 and 50 cents, as the case may be, is paid for such local sponsored use.

We find in a survey that we have made of the libraries now in existence that there are approximately 4,000 different copyrighted numbers which are to be licensed.

The whole problem of electrical transcriptions requires our immediate attention, and hereby ask your permission to continue the electrical transcription operations on the basis set out herein until the 30th of June, 1936. In the meantime we can make an exhaustive study of the situation, gather additional facts and figures, know fairly accurately what disposition will have been made of the Duffy Copyright Bill and where we stand under that, and each publisher will be in a better position individually to know whether the licensing method which we have developed here is good or bad for him.

Before replying to this letter we ask that you read again the letter in its two parts—First, our recommendation as to the nationally sponsored programs, and second, our recommendation as to the libraries, bearing in mind that all times that the nationally sponsored programs are about 70 per cent of our business and the libraries about 30 per cent of our business. And then, after you have re-read our recommendations, we urge that you advise us that your catalog may be included in our licensing program up to and only up to the 30th day of June, 1936.

The above sets out what we believe to be a fair and equitable arrangement and one that we feel justified in recommending. However, you must remember at all times that you are absolutely free to determine for yourself the terms and conditions under which your works shall be licensed by us.

We would therefore ask that you advise us now whether you are satisfied to have us as your agent and trustee, grant licenses for the use of the music in your catalog in accordance with the recommendations, or, if not, advise us the terms under which you may grant licenses for your catalog.

If this letter is not clear, or if there is other information that you desire on it, we would appreciate your calling us on the telephone or writing so that we can clarify whatever is doubtful or questionable in your mind and get the matter adjusted at the earliest possible date.

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(PAT BARRETT)
Monday, Wednesday, Friday
6:15-6:30 P.M., CST.
NBC—RED NETWORK.
(Courtesy Alka-Seltzer.)

JUDY CONRAD

AND HIS ORCHESTRA
84th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Reopening in the
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO, JAN. 10

Now on Tour Warner Bros. & RKO Theaters.

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AND HIS ORCHESTRA
COGANUT GROVE,
Hotel Park Central, New York City.
Management Columbia Broadcasting System,
New York, N. Y.
Broadcasting via C. B. S. and Mutual Networks.

PHIL HARRIS

AND HIS ORCHESTRA,
With LEAH RAY,
Roosevelt Hotel, New Orleans, La.,
January and February.

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25th CENTURY ORCHESTRA

★ ★ ★ **DAVE** ★ ★ ★

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NOW ON TOUR

"New King of Syncopation"

JIMMIE LUNCEFORD

AND HIS ORCHESTRA
Now Playing College Dance Dates,
CORNELL UNIVERSITY,
February 6, 7, 8.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE FORGIE cereal
10 A.M.—WVVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS

AND HIS ORCHESTRA
The Crown Prince of Rhythm
The Chorus of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
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★ **FLETCHER HENDERSON** AND HIS FAMOUS ORCHESTRA.

GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

West Coast Notes; Helen Troy Break

SAN FRANCISCO, Jan. 25.—Helen Troy, NBC comedienne, who is the Marietta of *Hearthome House* and Susie at the Switchboard in the *Carefree* musical, has said good-bye to local theater for a while. She's to be a guest on the Shell Chateau broadcast with Al Johnson from the NBC Hollywood studios tonight and reports for picture work with 20th Century-Fox on Monday, February 3. Her fling at pictures follows the success of a recent bit in which she enacted her Susie role. In the meantime she'll be written out of Sam Dickson's *Hearthome House* serial, which is sponsored by Wesson Oil and Snowdrift Sales Company and heard over NBC-KPO network on Monday nights.

Another to try his hand in crashing the film lot is Carl Romero, KYA tenor of the *Barber's Privileges*. He's Hollywood bound, too.

Earl Turner, former KPRO vocal arranger and now with Horace Heidt's *Brigadiers* in Chicago, is in town on vacation, making a tour of the studios and renewing friendships.

NBC has supplanted KPRO as the outlet for dance broadcasts from the St. Francis Hotel, the switch taking place Tuesday night. Tom Conkley has the band. That orchestra, incidentally, has been selected to represent San Francisco when the networks broadcast the President's Ball pickups from various parts of the country next Thursday.

KYA has dressed up Cy Trobber's Orchestra in smocks. Color combination is said to lend an artistic touch to the studio during concert broadcasts.

Popularity contest conducted by KLS, Oakland, shows Ray Noble's recordings to be the most popular with East Bay listeners, followed by those of Eddie Duchin, Guy Lombardo and Pats Waller.

KSPD had done some switching around. Ralph Edwards, formerly in charge of the Oakland auxiliary studios, is now announcing here. Bob Dumm, sports announcer, is doing his stuff from the East Bay studios. Station has also brought over Eleanor Kitchen as chief hostess, transferring her from Oakland.

Los Angeles

LOS ANGELES, Jan. 25.—One of the most important steps in the development of West Coast dramatic radio talent, both in writing and acting, was taken last Sunday night with the inauguration of the Don Lee Radio Workshop over KHJ and its 13-station network.

Workshop idea each week gives a different writer, producer or member of the Lee network's production staff an opportunity to broadcast whatever message he wishes in dramatic form. Series is not only expected to prove a high spot on the Sunday night dial, but also develop and bring to the front much unsung Coast talent. First offering, *On the Brink of Eternity*, by Carroll O'Meara, of KHJ, was packed full of tense drama and competently performed. If feature continues in the same stride set by opener it will soon far surpass any present Pacific Coast dramatization. Vendetta, Sara Langman's dramatic series on KPWB, which was due to sign off this week after a 26-week booking, will continue another four broadcasts so that certain mysteries surrounding an incident may be smoothly cleared up.

Mary Moder, member of the *Rhythmettes*, girl trio heard on Hollywood Hotel, gave up her spot in group this week in anticipation of a visit from the stork. Her husband, Dick Moder, is a songwriter and piano player. Jerry Phillips succeeds Mrs. Moder in the trio.

LOCAL TIEUP

(Continued from page 8)

benefit by increased sales primarily. Department stores, says the network, can follow the same idea without additional cost and get the direct benefit of radio advertising at no cost.

The Case of the Curious Footsteps, latest Columbia Broadcasting sales promotion book, just issued, deals with sales boosts resulting from network use by the Julian & Kokenge Company, plugging Footstep shoes on CBS. Use of other advertising media is compared with the use of radio, with the latter claiming as having jumped sales double the volume.

AIR BRIEFS

By JERRY FRANKEN

SCRAPINGS of a dull week, with a bow to the press agents as space will allow. . . . Instead of the late Roxy, Eddie Dowling, Ray Dooley (Mrs. Dowling) and Benny Goodman are candidates for a new Elgin watch show. . . . The reported road tour for Coca-Cola by Ray Noble ain't so. . . . Carol Dess hopped a steamer for Bermuda for a President's Ball there January 30. . . . James J. Walker is reported being offered to sponsors. . . . Household Finance Company brings back *Sherlock Holmes* February 1 on WOR-Mutual. Richard Gordon will be back as the lead character, with Harold West doing Dr. Watson in place of the late Leigh Lovell. . . . American Fiction Guild is planning a program which will bring up the authors, editors and literary agents to the mike showing how a book is put together from the beginning of the writing to publication.

LaPrell Brothers, male quartet, set to show with Pick and Pat on the Dill tobacco program. . . . Gordon & Dillworth, marmalade makers, start on WHN, New York, with Mrs. John S. Reilly talking on *Moder's Manners*. Agency is Topping & Lloyd. . . . Lesender and Old Loce (Bayer Aspirin) renewed on CBS, and ditto with *Melodians* for Phillips Dental Magnesia. Same firm, Sterling Products. . . . Lou Mind-

ling, formerly with the CBS band bookkeeping department, is now with Bob Taplinger's press gang. . . . *The Love Doctor*, on WOR for Kissproof lipstick, has been canceled. Last week the program was given a generous passing by Luella Lavina, of the Women's National Radio Committee. . . . Arthur Tracy gets back from Europe February 12.

What happens to some of the names of the past few years in radio? For instance, where are Jeanette Lang (oh, that's just ginger peachy), Benniamino Ricci, Roxanne, Moonbeams (one of the best of choral groups), Dale Wimbrow, Willard Robison, Lazy Bill Huggins, Mildred Bailey, Lee Morse, Arthur Jarrett, Alice Joy, Ludwig Laurier, Ralph Kirby, Jones and Hare, Benn Alley, the Funnyboners, Gladys Rice and plenty of others? Huggins has a morning show once a week on WOR. Jarrett is writing shorts for pictures. Robison is in New York inactive, as are the Funnyboners. Alice Joy recently had a commercial on the Southwest Broadcasting network. Mildred Bailey is singing with her husband, Red Norvo, at the Hickory House but leaves there soon, since the band is to be replaced by Wingy Mannone. Gladys Rice is still in New York but not singing on the air. Radio uses its talent faster than any other form of amusement.

CHI AIR NOTES

By NAT GREEN

Russell Pratt, formerly of the Three Doctors and of the Pratt and Sherman comedy team, and Don McNeill, well-known radio comic, have joined forces and will be heard over WMAQ daily except Saturday and Sunday as Pratt and McNeill. Unlimited, daffy newspaper editors. . . . Program starts Monday of this week. . . . It is rumored that Loop orchestras are to get more network pickups with NBC and CBS concentrating on New York, Chicago and Los Angeles.

Desire to avoid copyright slips is given as the reason. . . . Benny Goodman, Little Jack Little, Phil Levant and Eddie Netbauer slated for more pickups. . . . Rex Maupla, former ork leader, giving the remote control pickups of NBC bands the once over for balance and quality of music. . . . Beginning this week and continuing for several months, Quin Ryan's "68" amateur night programs will present talent from several cities of the Middle West. . . . A series of amateur night preliminary auditions in major cities of the Midwest has been arranged, the winners to be brought to Chicago to appear on Mr. Ryan's WGN program. . . . Gladys Swarthout, heard here frequently on NBC, left a few days ago for a vacation in Nassau. . . . She will return February 8 to start a concert tour before returning to the Met Opera March 3. . . . Wendell Hall, prolific songwriter, has had his songs, numbering 500, published in book form. . . . Hall is one of the real oldtimers of radio and still going strong.

In 1935 Station WLS received 1,300,312 letters from listeners, which probably is a record for the entire country. . . . A quarter of a million requests were received for the Edgar Guest calendar offered in announcement January 7 during the *Welcome Valley* program. . . . Wendell Hall's one-man show moves to Friday nights at 7:15 starting January 24. . . . Irma Glen, who for the past two years has been devoting all her radio time to musical programs, is getting ready to return to one of her first loves, dramatic work. . . . She is now working with a well-known writer on a serial which will star her as both actress and organist. . . .

Those two lovable oldtimers (old only insofar as radio is concerned), Eddie and Fannie Cavanaugh, are now heard daily in their *Broadcast Rhythms* program at 12:45 to 1 p.m. over WBEM-CBS daily except Sunday. . . . Their *Radio Gossip Club*, which formerly occupied that time, has been switched to 1:15-1:30 p.m. . . . Bill Baar (Grandpa Burton), Oak Park boy, now broadcasting from

New York, leaves on Wednesday of this week aboard the tramp steamer *Martique* on a 23-day cruise to the West Indies, where Bill hopes to gather yarns from seamen and islanders as material for future programs. . . . *I Knew You Loved Me Too Much*, second song written by Irene Wicker and Allan Grant, is to be published this month. . . . Bea Johnson (Frances Moran of *Today's Children*) is planning a trip to Florida this month with her daughter, Jane, who celebrated her seventh birthday on Christmas Eve. . . . Commencing January 27 a new character will be added to the Fibber McGee and Molly show. . . . He is actor Bill Thompson, who will portray the Greek restaurant proprietor where Fibber is to be employed in future scripts.

They are sure proud of Lum and Abner down in Mena, Ark., the boys' home town. . . . Carrying out an ordinance passed by the town council of Mena, all license tags issued in the town this year bear the legend "Mena—the home town of Lum and Abner." . . . Helen Troy, NBC comedienne, is saying good-bye to the air waves for the time being, as she must report in Hollywood February 3 for picture work for 20th Century-Fox. . . . Helen Jane Behlke, ballad singer, who was featured with the Ted Weems Band for six months, made her debut on the NBC *Breakfast Club* program last week. . . . Cyril Pitts, tenor, who has just signed another 13-week contract on the *Contented Hour* program, may migrate to New York shortly, as he has had several offers from the East. . . . Judy and her Jesters, who in private life are Dorothy Matson, Scottie Hunt and Robbie Hunt, make their Mutual network debut January 30 on the *Listen to This* program. . . . They have been in Chicago just three months, broadcasting over WGN. . . . Al Rice, of the Maple City Four, celebrated a birthday January 20. . . . Deon Craddock, song stylist, is to guest star on the *Friendly Neighbor's House Party* January 27-February 1. . . . Harold Isbell, CBS production man, celebrated a birthday January 27.

100-Watter for El Paso

EL PASO, Jan. 25.—Dorance D. Roderick, publisher of *The El Paso Times*, morning paper, has made application for permit for 100-watter radio station here in the 1,500-kilocycle band. Studios are planned for Times Building and transmitter about six miles away. Roderick claims station will not be connected with the newspaper, but backed by separate group. Only other station here is KTEM, Tri-

State Broadcasting Company property, but there are three Mexican stations in Juarez, just across the Rio Grande. Station XEJ is most popular, altho XEF and XEFP are on air all day.

There are no network connections.

BANK NIGHT

(Continued from page 3)

registered in getting the stunt under way immediately.

The high court's opinion grants a new trial to G. P. Hundling, manager of a theater at Newton, Ia., who had been convicted and fined \$50 for operating an alleged lottery thru a bank-night stunt. Walter P. Maley, assistant attorney-general, who prosecuted some of the bank-night complaints to the State, said after reading the court's ruling that it appeared his office and county attorneys now have no grounds on which to stop theaters using the plan.

The Supreme Court's opinion was written by Justice Leon Powers, of Des Moines, who said Hundling's counsel should have been given a directed verdict, as requested, at the end of the trial because there was no proof of a lottery under the Iowa law.

Ralph Brantton, general manager for the Tri-States Theaters Corporation, said all bank-night purses had been kept intact in Des Moines and would be disbursed according to lists of registrants on file when court action prevented distribution.

Justice Powers said there was no proof that any consideration was required of those desiring to try for a prize—that persons did not have to buy tickets but did have to be close enough to the theater to claim the award within two and a half minutes of the drawing.

The decision is expected to have an important bearing on other States.

EL PASO, Tex., Jan. 25.—Bank-night theater drawings, exceedingly popular here since early in the summer, appeared headed for the rocks today from two causes. Six theaters, five of them property of the Texas Consolidated group, were attempting to discourage "guarantee" business of outsiders, termed "rackets" by John Paxton, city manager. Paxton threatened to start a new list of names for weekly drawings to prevent "insurance" dealers getting the "sucker" list.

Several firms not connected with the theaters sold "guarantees" to patrons and all others that would pay them the full amount of the award whether they were present or not. Firms have paid off and theater business dropped.

Then the local federal district attorney told newspaper and radio stations here to lay off news of the awards, and Station KTEM, formerly broadcasting proceedings from stage of Plaza Theater every week, stopped all information. Two papers, *Times* and *Herald-Post*, announced no more information. *World-News* will carry results only for non-mail editions to avoid trouble with Uncle Sam.

Insiders figure lack of publicity and insurance chiselers will kill plan, altho Paxton insists drawing will be held.

NEWPORT, Ark., Jan. 25.—Following ruling made early this week by two Jackson County justices that bank nights as operated by the Malco Theaters, Inc., chain movie house company and owner of the Strand Theater here, constituted a violation of the State lottery laws and that the company was therefore held liable to the extent of \$1,800, Guy B. Snow, manager of the Strand, announced that his company would file an appeal with the Arkansas Supreme Court.

Following hearings before one justice last week a second judge was called in to help consider, as there was no jury, and result was that Malco was found guilty on 24 counts of breaking the lottery law, the fines totaling \$1,200. The additional fine was result of judgment by default in 12 counts heard before a justice in late December.

Snow was called as a witness by the State and forced to describe the theater method of operating bank night. The prosecution, on this testimony alone, argued that the drawing process was in violation of the State law. M. A. Lightman, Memphis, president, and M. S. McCord, North Little Rock, secretary of the company, testified for the defense.

The decision was directly in contrast to recent decision in a Louisiana court where a Houma theater operator was found not guilty of breaking gambling laws in operation of bank nights.

Palladium Music Hall Has Money Trouble; New Backers

NEW YORK, Jan. 25.—Angelo Palange's Palladium Music Hall ran into trouble when pay day came around this week, but it appears that financial angles will be straightened out, as new money men have joined the company. Checks given chorus girls and some of the acts bounced Wednesday, but chorines were called in and paid off in cash. A couple of acts are understood still holding rubber checks.

Spokesman for the management says part of the backers failed to put up the money they had promised and that a financial reorganization is under way. Palange will remain and is understood picking up the bad checks. Altho the spot got a break when the French Casino closed for a week, leaving it the only theater cabaret in town, the severe weather kept business down.

New show consists of the Rooneys, Marion Bent, Janet Reede, and Mills, Kirk and Howard, with Billy Branch and Helen Reynolds' Skaters holdovers.

Jimmy Carr's Orchestra is dropping out, with Jerry Blaine's Band succeeding Wednesday. Harry Davies is no longer press agenting. Ed Dukoff handling press alone.

Rochester Booker Busy

ROCHESTER, N. Y., Jan. 27.—Mutual Entertainment Exchange (Arthur Argyle) here booked the Great Marlow, Stone and Victor, Alton and LaRue, Marguerite Smith and Helen Murphy into the Bartlett Club; Five Dancing Dandies into the Oasis Gardens, and Parade and Jetan, Five Golden Girls and Honey Dale into the Hotel Times Square Supper Club, all local spots. Also booked Three Queens of Rhythm into the Delaware Arms, Tonawanda, N. Y., and Jimmy Walker and Rhapsody in Rhythm revue into the Club Rayott, Niagara Falls.

Dell-Lee Heavy Bookings

NEW YORK, Jan. 27.—Harry Dell and Dorothy Lee just booked Sally Van and Three Riveria Boys into the Village Grove Nut Club here. Also Marie Fyne into the New Drake, Scranton, Pa.; Jack Brown and Elliott Dancers and Yvonne and LaMar into the Coconut Grove, Bridgeport, Conn., and Muriel Ames into the Madrilon, Washington, D. C.

Plenty of Talent for Miami Presidential Birthday Balls

MIAMI, Jan. 25.—Buddy Rogers, Harry Richman and Reinald Werrenrath will emcee the three birthday parties honoring President Roosevelt Thursday night, January 30, at the Roney Plaza, the Royal Palm Club and the Miami Biltmore Hotel, respectively. Lou Holtz, George Price, Laurence Schwab and Damon Runyon will assist Richman. Talent for the three spots is being recruited from the best supper clubs.

MGM Talent Scout

NEW YORK, Jan. 27.—MGM Pictures has assigned Ben Jacobson to contact night club talent under supervision of Al Altman. Jacobson had been specializing in radio talent.

Freedman With Irwin

NEW YORK, Jan. 27.—Zac Freedman, formerly booker for the Park Central Hotel and more recently with WMCA Artists' Bureau, has joined the Lou Irwin Agency as talent scout for pictures.

Mitzi Mayfair in Miami

MIAMI, Jan. 25.—Mitzi Mayfair is playing a three weeks' engagement at the Miami Biltmore Hotel here, with Prince and Princess Selandia, ballroom dancers; Reinald Werrenrath, and the Four Abbotts, dancers. Maximilian Bergere is furnishing the music.

turned to their home in Kewanee, Ill., after a holiday visit with their son in New York. . . . Bordine and Carol, dance stylists, have closed a three-month engagement at the Congress Cafe in New York to move into the Coconut Grove in Reading, Pa. Morris Nelson, emcee, is in his second month at the same spot.

JOSEPH MYERS and Edward Turner are giving New Orleans night club patrons a new suburban spot to visit when they open a club south of the city limits some time during the spring. . . . Ming Toi has broken all records at the Chez Paree, in New Orleans, and it is understood her engagement there has been extended. . . . Suzanne Frances, vocalist; Mercedes, acro dancer, and Helen Ward, singer and dancer, head the new revue at the Showboat, Pittsburgh.

London Night Spots

LONDON, Jan. 18.—Owing to their sensational success, Borrah Minevitch and his Harmonica Rascals have again been held over at the Cafe de Paris.

Lilian Ellis, blond Danish beauty and film star, clicks heavily with a peach of a toe, ballet and syncopated dance single at the Savoy Hotel. Girl has a grand personality and is plenty versatile. Bob Robinson and Virginia Martin, smart dancers, who have made a name in pix and production, are retained here and click solidly. Sealtee, conjurer, and Bernance Williams, acrobatic novelty, are other hits in a fine lineup. Sealtee and Robinson and Martin double at the Berkeley Hotel with equal success.

Registering a sensation on his London club debut, George Beatty, American comedian, monologist and emcee, is held over at the exclusive May Fair, where he gets more laughs than any comedian who has ever played this spot. Harriet Hutchins, American comedienne and impersonator, is another natural at the May Fair, and she chalks up a huge quota of laughs with her original saggio comedy. Mary Raye and Mario Naldi, American dancers, complete an all-American show and score heavily with an appealing routine.

Betty Kean, American rhythm dancer, and Les Omanis, clean-cut equilibrists, are the highlights of the Trocadero Grill Room revue.

Trocadero Talent to Pix

LOS ANGELES, Jan. 25.—Stunt designed to bring unsung professional talent to attention of film, vaude and floor-show producers is being used here at the Trocadero Sunday nights. So far six studios have grabbed off best of talent appearing on this weekly program. List of youngsters signed in last few weeks includes Judy Garland and Edna May Duffin, 12-year-old operatic warbler, both by MGM; Louis DeFron, dancer, by Paramount, and Jerry Stewart, singer, for radio. Dollar and half cover charge on these nights goes to a different charity each week. Johnny DeSylva produces.

CLUB CHATTER

VELOZ AND YOLANDA, dance team, who just closed a long engagement at the Empire Room of the Palmer House, Chicago, and a record-breaking two-week engagement at the Chicago Theater, left on Friday for California, accompanied by W. H. Stein, of Music Corporation of America. . . . They will sojourn for a while at Palm Springs. . . . Stein expects to sign them for picture work while he is on the Coast.

Le Petit Spectacle (The Little Show) is now a regular feature of the College Inn, Chicago, being presented nightly midway between the dinner and midnight shows. It features George Olsen and his music and Olsen's quartet, Bob Rice, Bobby Berger, Jack Clifford and Henry Russell, and several winners of recent "New Names Night" contests. . . . Latest to the Inn's ice show is Evelyn Chandler, figure skater, just back from a tour of the Northwest.

BILLY AND GRACE GARMEN and their illuminated movable xylophone opened a limited engagement at the Club Joy, Lexington, Ky., Sunday for Eligh-Salkin. The well-known turn closed last week at the Club Continental in the Hotel Jefferson, St. Louis. . . . The Bonnie Miller Trio, clever skating team, are appearing for a limited length of time at Palm Beach Gardens in Detroit. Act has been playing night spots since closing the fair season. . . . Freddie Fredericks has had his contract at Thorp's Tap Room, St. Louis, extended another six weeks. . . . Stretch and Strain went back to club work last week after several weeks of theater dates around Denver and Salt Lake City. They opened January 20 at the Country Club in Reno, Nev. . . . Ed Smith, of Detroit, is in Montreal preparing Zoda, the Oriental dancer, for a new routine to be ready for the spotlights latter part of February. Style of the new number is being kept in the dark by Smith and Zoda, who predict it will be a thriller.

A SNAPPY SHOW headlined the entertainment last week at the Chez Paree in Indianapolis. Freddy Cain led the list, supported by Ruby Murphy, Marin and Marv and Max Hilbert and Jimmy Rice. . . . Howdy Allen, emcee, and Ellen Wargo, dancer, opened long-term engagements at Jake Klein's Turf Cafe in Pittsburgh recently. . . . Gwenn Harding and Jack Morgan, ballroom partners, have moved from Pittsburgh to Buffalo, N. Y. . . . The Log Cabin, Atlantic City after-theater spot, was destroyed by fire January 13. . . . The Round Top Inn, operated by Jerry Nelson, in Madison, Wis., also burned to the ground last week. . . . Neblobo's, west side Detroit spot, is gaining a rep among performers for the excellent food

served the floor-show artists. George Mack, emcee at the spot, rated plenty of newspaper space recently on his co-operation with city officials in the current safe-driving campaign.

RANNY WEEKS' Orchestra, Pauline Gaskins, Charles and Catherine Joy, Fern and Lorraine and Audrey and Severin are offering the entertainment at Boston's Coconut Grove. . . . Clemons and Cimaglia, "Stylists of the Accordion," have just closed two weeks at the Showboat Room of the Ventura Hotel, Ashland, Ky. Previous to the Ashland date they toured the East for several months, terminating in the Cameo Supper Club, Portamouth, O. . . . Lois Torres and Barcelonians, acro dance act, featuring young Robert Coleman, are currently sharing honors with Blanche and Elliott, well-known dancers, at the Chez Ami in Buffalo, N. Y. . . . Beverly and Ravel, after closing an eight-week engagement at the Mark Hopkins in San Francisco, have moved to the Reno Country Club, Reno, Nev. . . . The new show at the Club S-X, Chicago, includes Hal C. White, emcee; Lucille Burns, Shirley Lucky and Vera Reynolds. Charlie Botta's Orchestra furnishes the tunes.

BARON AND TANIA, clever ballroom team, are playing their sixth week as holdovers at the Club Shamrock, San Francisco, and are under option for another two weeks. Spot seems to specialize in dancers. Connie Davis, titian-haired specialty dancer, continues to please with her rumba and hula. Iris Chee, a Chinese miss, has been added to the floor with an Oriental number, and there is Lelia Turner, in a Russian dance. Viola Reese, new to the spot, does an entertaining bit of tap. Billie Burgess is mistress of ceremonies. . . . Ken Wilmarth is emceeing at the new Venus Club, in the heart of San Francisco's Greek colony. Beth Bersedell, prima donna, and Tony Pasquale, singer of operatic selections, are featured. . . . John Afendras has the band. . . . Kay Green, who was a feature at San Francisco's Music Box some weeks ago, is offering acrobatic and tap numbers at the Embassy Club, that city.

WALTER DONAHUE, brother of the famed Jack, began his third month as emcee at the Omar Room of the Hotel Jermyn, Scranton, Pa., last week. . . . Besides announcing a new floor show each week Donahue is singing, dancing and offering skits. . . . Rodrigo and Francine moved into the Brown Hotel, Louisville, Ky., Saturday (January 18) for a month's stay. . . . Mr. and Mrs. Harry Noyes, parents of Chick Endor, of the team of Endor and Farrell, have re-

Mario and Floria



Recently completed an extended engagement at the St. Regis and Biltmore Hotels in New York.

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Direction Nat Kalchheim and Lou Wolfson, Wm. Morris Agency.

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Conducted by SIDNEY HARRIS—Communications to 1564 Broadway,

New B. R. No Aid to Newark

Mosque folds—reported as reopening, tho—F&M refuses to book in show

NEW YORK, Jan. 25.—The Mosque, Newark, N. J., after getting a fresh bank roll last week and cleaning house to some extent, failed to open Wednesday with its new show. Show last week closed Monday night, running but six days in view of the fact that the theater had been turned over to the Metropolitan Opera Company for Tuesday night. The show was paid off. There is a report that the house will be reopened with its same policy.

While Harry Reiners, secretary of the new operating group, had said last Saturday that F. & M. Stageshows had agreed to resume booking the shows, this was not so, for that office would not do so unless a cash guarantee was posted or reliable credit was secured. Tuesday Reiners had contacted F. & M. in an effort to get his Wednesday's show, but none was forthcoming until he posted a cash guarantee. That was believed to have held up his opening.

In the meantime, the house still owes \$1,000 to E. Brendel for his engagement at the house, having paid him \$500 last Saturday on his \$1,500 claim. The American Federation of Actors, which secured the partial payment of the claim for Brendel, is continuing its action against the theater for the balance.

Last week a new bank roll had been promoted for the house and there was a reorganization of officers. Henry Chesterfield exited as president of the corporation and was supplanted by H. R. Pausin. John L. McCurdy remained as vice-president, while Mak Tichler came in as treasurer and Reiners as secretary. Chesterfield and his two brothers had been bought out for \$500 after allegedly investing \$17,000 in the enterprise.

2 WPA Pittsburgh Shows Ready Soon

PITTSBURGH, Jan. 25.—Having been delayed for two months here because of the difficulties encountered in lining up relief talent, two WPA vaude projects have at last been written up and are now in the offices of the State Welfare Department in Harrisburg awaiting formal approval. Jack Rainey, in charge of these projects, stated that it is safe to say that the approved projects will be returned within two weeks and tours in Allegheny County will begin immediately.

Rainey revealed that the casting offices in Thaw Building, which were in charge of Clayton Page and Walter Derdeys, have been closed and almost 100 performers have been rounded up. A third project, consisting entirely of Negro actors, is now being drawn up and will be submitted to Harrisburg for approval some time next week.

The Federation of Social Agencies is co-operating with the WPA office in lining up settlement houses in Allegheny County, providing heat and light and otherwise making all spots in tip-top shape when the units are ready to move in. There will be no admission charge, as the local office moved not to enter into competition with theater operators in this territory. At present 59 settlement houses and school auditoriums have been lined up. The government, allotting \$56,000 for theatrical projects in this county, will pay all salaries and expenses over a period of four months. If the units after that period find that they can continue on a self-sustaining basis, they will be at liberty to do so.

Buys Skeleton Production

NEW YORK, Jan. 25.—RKO has bought a skeleton production from Pantheon & Marco for Albany this Friday for four days; Troy, February 7, for four days; and Schenectady, February 13, for three days. The booking comprises 16 Gae Foster girls with three production numbers and costumes and scenery.

Paging Mr. Sullivan

NEW YORK, Jan. 25.—Burns and Allen opened yesterday at the State here and broke the house record by playing to 18,000 people on the day, 3,000 more than Ed Sullivan's recent record. Did five shows yesterday, doing six today, and five-a-day the balance of the week.

Sullivan, further up the street at the Roxy, in opposition to the State, experienced a fair day yesterday. State's picture is "Ab, Wilderness," while the Roxy is playing "The Calling of Dan Matthews."

Detroit Combos Boost Admissions

DETROIT, Jan. 25.—Prices were boosted this week at all major theaters here. General raise was 5 to 10 cents, resulting in a uniform schedule for the RKO Downtown, Fox and Michigan, first-run combo houses. New scale is as follows: Monday to Friday, 30 cents to 2 o'clock; 40 cents to 8:30, and 65 cents to closing; Saturdays, Sundays and holidays, 40 cents to 5 o'clock, and 65 cents to closing.

Opening effect was a noticeable drop in business at all houses, due to the natural discouragement of customers who found prices stiffer than expected, particularly around the shift from one hour to another. Business has picked up, however. It was pointed out that this is the first time in some years that all houses have changed prices at one time, indicating complete harmony among the operators.

Coogan Show Gets 4 Weeks

NEW YORK, Jan. 25.—Hollywood Secrets, the Jackie Coogan-Betty Grable unit, has been given four additional weeks by RKO, having played Cincinnati and Boston already for the circuit. The new weeks are Kansas City, February 21; Cleveland, March 6; Rochester, March 13, and Syracuse, March 20.

Corbett Parts From Fisher

NEW YORK, Jan. 25.—Frank Corbett, booking assistant to Arthur Fisher for nine years, left the office this week. Fisher plans to bring in two new assistant bookers next week.

WPA Exec Breaks Leg

LOS ANGELES, Jan. 25.—J. Howard Miller, assistant regional director of the Federal Theater Project here, suffered a broken ankle recently. Despite the fracture and plaster cast, Miller left for San Francisco last week for a five-day stay on Federal vaude business. From there he goes to Denver until February 1.

Offer "Illustrators' Show"

NEW YORK, Jan. 25.—The Illustrators' Shows, current legitter on Broadway, has been submitted to the circuits as a vaude unit while still on its opening week. Lou Irwin and Al Melnick are offering the show to the vaude houses.

Vaude Called "Microphony" By Exec Listing Its Faults

NEW YORK, Jan. 25.—An executive of one of the major theater circuits, in answer to a query as to whether his circuit had any plans to make any vaude additions, spent some time in giving his viewpoints on present-day vaude. He referred to the field today as "microphony (or microphony) vaude," that his houses would play combo policies if there were suitable acts around, that the picture industry definitely has supplanted vaude and then wound up by listing a flock of vaude "names" available in 1915, trying to prove the availability of material in those days.

Among those he listed as appearing in vaude in 1915 were Nazimova, Henrietta Crossman, Donahue and Stewart, W. C. Kelly, Orville Harold, Mrs. Leslie Carter, Evelyn Nesbit, Frank Fogarty, Gertrude Hoffman, Jim and Bonnie Thornton, Courtney Slaters, Rooney and Bent, Trixie Friganza, Emma Calve, Will

State's Success Expected To Boom Vaude in New York

RKO practically set on putting shows into its neighborhood houses—Palace even mentioned as possibility—Loew also plans more time—State sets new day record

NEW YORK, Jan. 25.—In view of the record-breaking weeks being established by Loew's State here, the RKO theater-operating department is finally giving serious thought to bringing back stage shows into its local theaters. Discussion among the circuit's theater executives has even included a mention of putting shows back into the Palace, which is currently operating under a double-feature policy. However, the Palace's return is only a possibility, whereas the return of shows into the neighborhood houses is practically certain. Loew, as well, is figuring on using vaude shows in its neighborhood houses.

Jack Benny To Take Out Unit

NEW YORK, Jan. 25.—Jack Benny will take out a unit to tour vaude theaters on dates being arranged by the Lyons Agency. The time is being laid out by Loew, Paramount, RKO and Warner, with the unit expected to net upwards of eight weeks.

It is understood that the agency is asking a \$10,000 guarantee plus a split for the unit.

Para Books Regis Toomey

NEW YORK, Jan. 25.—Regis Toomey, a movie featured player, has been booked for two weeks of personal appearances. The local Paramount office has booked him for Boston the week of February 21 and Chicago, Chicago, week of March 6.

Close "American Venus"

PITTSBURGH, Jan. 25.—George Tyson, local theater manager and unit producer, closed his American Venus Revue in Meadville, Pa., last week. He closed the show to permit the featured player, Henrietta Leaver (Miss America, 1935), to go to Hollywood this week and test for 20th Century-Fox pictures.

Perkins Taking Out Unit

PITTSBURGH, Jan. 25.—Johnny Perkins, playing the Stanley here this week, will take out a unit of his own, opening around Chicago late next month. The show will feature Bebe Daniels and Ben Lyon, Toby Wing, Ruth Petty, Geraldine and Joe. Park and Clifford and a line of girls. All of the acts appear with him here this week.

McGivney Revives "Wager"

LONDON, Jan. 20.—Starting a unit in conjunction with Kimberly and Page (American comedy team long resident in England), Owen McGivney has revived The Wager, the afterpiece which burlesques his own act. Opens at Southampton Palace tonight.

The State established a new record only a couple of weeks ago when with the Ed Sullivan stage show and the Night of the Opera film the house broke its previous record of \$41,000. Yesterday, with the opening of the Burns and Allen unit on the stage, the house topped the Sullivan opening-day record by 3,000 people, playing to 18,000 people on the day's five shows.

RKO has been negotiating with the stagehands and musicians' unions for some time on the thought of reinstating vaude into local houses. An arrangement has been made with the crafts, which is understood to be satisfactory, and RKO is now figuring on shows for such houses as the Coliseum, Fordham, Franklin, Albee and the Madison. The Palace has had many losing weeks with its double-feature policy and for this reason has some thought been given to put shows back into the house. However, one hitch is that the circuit has qualms about bucking the heavy budget of the neighboring State.

Loew, too, amazed by the reaction of the public to vaude shows at the State, is giving thought to using vaude in the neighborhoods to draw the folks who prefer to stay near their homes and not travel downtown. Among the likely prospects of Loew for vaude shows are the Orpheum, Boulevard, Metropolitan, Jamaica, Jersey City and the Gates.

New Jack Fine Unit

CHICAGO, Jan. 25.—Jack Fine's new unit, Redheads vs. Blondes, opens at the Riverside Theater, Milwaukee, January 31. The show is in 11 scenes and five full stage sets and is headed by Ruth Pryor, former featured danseuse of the Chicago Civic Opera Company. Others in the cast are Boice and Marsh, Joan and Simone Dawn, Sison and Neal, Southern Sisters, Ryan and Dell and a line of 24 girls. Sam Ward is ahead. Arnold Hirsch is company manager and Jerry Bressler is the musical director.

L. A. Shriner's Two-a-Month

LOS ANGELES, Jan. 25.—With the initial vaude show last night at the Los Angeles Shrine in honor of the new potentate, Ray McCray, booker, announces that the Shrine's 1936 vaude schedule calls for two shows monthly except during three summer months, when the auditorium will be dark. Last night's show included Condos Brothers, Large and Morgner, Antone Razlog, Marie and Pals, Gene and Fritz Huber, Mac Murray and LaVerre and Mandman.

Booked for Honolulu

LOS ANGELES, Jan. 27.—Thru Paul Savoy, of the Al Wager office here, Eddie Fernandez, Honolulu producer and concession operator, has contracted to take a vaude troupe for a three-month booking around the islands. Those already signed and slated to sail February 20 include Whitey Roberts and Nera, comics; Fiorette Joffre, singer, and Mac Murray, the match eater.

Animal Strike

DETROIT, Jan. 25.—Clyde Beatty's lions and tigers, currently playing the Fox Theater here, have been accustomed to two-a-day in the circus world and not the theater's four-a-day. As a result Beatty had some difficulty in getting the "cats" on stage after the first two shows. They showed a tendency to strike on the overtime.

THRU SUGAR'S DOMINO

UNLESS one has at least a nodding acquaintance with the items in the bundle of idiosyncrasies that resides in the average night club operator it is difficult to understand certain loose, destructive practices prevalent in the field. Take as an example the failure of important spots to either advertise the starting time of floor shows or, when referring to this in advertising, failing to keep the shows going according to schedule.

Without a floor show a night club could hardly be entitled to the designation. This being conceded, it must also be taken for granted that the show is an important element in the average club's appeal to prospective patronage and in its service to those whom it would like to retain as steady customers. A theater that is well managed runs its shows on schedule regardless of business. A good manager has his show laid out for the remainder of the engagement after his first or second performance. Switches are made, of course, on week-ends and holidays to accommodate crowds and to increase turnover. But the important consideration is that when a schedule is made it is adhered to, barring disappointments and other emergencies.

Those who try to defend the almost universal night club practice of slobbering up show schedules put forward as an alibi the long-established custom of night clubs calling for the man who pulls the curtain ropes to wait until, as Dan McGrew's biographer says, a goodly crowd is gathered. This is a poor alibi—and a poor one is worse than none at all. This line of reasoning is akin to putting the cart before the horse. Our contention is that if night clubs were to inaugurate a practice of advertising the time of shows and adhering to schedules once they are set, the crowds would be regulated accordingly. Of course, there will always be among night club patrons the non-conformists who care little about the show, lots about drinking and hardly anything at all about food. They have their prototypes in theater patrons who drop in on the second act of the season's legit hit and their humber brothers under the skin who drift into a picture house in the middle of the feature and leave before the hero and heroine are embracing in the final closeup. These are casuals at best; they constitute a very small slice of the box-office pie and night club till. Night club operators who point to them as substantial proof of the public's indifference to shows are barking up the wrong tree.

The public will permit itself to be led to a certain point. Beyond that it is more difficult to handle it than an infuriated bull. One of these days a night club will adopt a policy suggested by today's lesson. It will benefit in dollars and cents and better response from its performers. Other clubs will follow and the vicious practice will be eliminated. But until this takes place the night club field will be being plenty of business with only its own lack of system as the fault.

AN IDEA can be gleaned of progress being made of late in the drive to eliminate the benefit racket from the following excerpt from a letter to this column written by Alan Corell, executive secretary of the Theater Authority:

With Sophie Tucker, Rudy Vallee leading the way as you have done I can now take pleasure in telling you that with Dan Healy, Harry Hershfield, Eddie Cantor and Eddie Garr following suit we (the Theater Authority) are gradually getting to the point where nobody contemplating a benefit will go ahead with plans until contacting our office.

Recently Estelle Taylor was asked to appear at a benefit in Jamaica. Not only did she call this office but had the committee call to see me. In this way the benefit was cleared, checked and the percentage due the Theater Authority was paid. What Miss Taylor accomplished can also be done by each and every artist approached to play a benefit.

The most abused performer. One who can never say "no" is Jimmy Durante. If Jimmy, out of the goodness of his heart in helping organizations raise funds by his appearance at their functions, would only feel towards the Theater Authority as do those I have mentioned our work would be considerably lighter and we would be brought nearer our goal.

Another illustration, of a happier twist, is that of the two younger brothers of Ross and Edwards. They were asked to play a benefit in Westchester. The youngsters are not members of Equity or any other theatrical organization. But they had at heart the interest of their own and they lost no time calling us to check on the standing of the benefit.

Corell's letter is interesting as well as encouraging. But we doubt that it presents, thru no personal fault of Corell, the real story. We have more than a vague suspicion that many benefits that are appendages of out-and-out rackets are still permitted to be held and that shyster agents are reaping harvests from these—and dumbkop/ topliners are playing these gratis. Why they persist in doing this we can't say. It's either plain cussedness, lack of sympathy with their less fortunate colleagues or that irrespressible urge to show off. In many cases it might not be all of these but in each case it must be one, at least. We can't think of any other reasons that would prompt actors to make such asses of themselves and such a mess of their profession.

THINGS WED LIKE TO SEE HAPPEN

(Only a few, of course)

The exit of Broadway columnists from the agenting business. RKO and Loew stages peopled by PROFESSIONAL actors again. The Broadway big shots gushing all over each other really letting down their hair and saying what they think.

A sign in the Observation Corner of Lindy's reading, "Be Yourself. We're Wise to You."

A day in the Friars' Grill that doesn't smell of the race track.

A picture company cocktail party for a new or falling star where at least two serbes are "naive" enough to speak well of the hosts.

A social gathering of gag men where the gags are really funny—and where the listening contingent really laugh because their funnybones are being tickled.

A first or second night in a legit show lobby where at least three-quarters of the paper customers are not phonies representing papers with dramatic departments conspicuous by their absence.

IT IS significant that the NVA Fund was not given a share of the money collected from benefit percentages by the Theater Authority. Quite evident that the NVA Fund and its teanmate the NVA are definitely on the way out of the theatrical charity picture. The NVA's death knell was sounded long ago. Those who should have mourned failed to hear it. Now it matters not either way. All of this—save for the sanatorium at Saranac Lake—belongs to a closed chapter. The bones will be rattled many times, perhaps, but the corpus will be dead none the less.

The sanatorium is the important thing. Just as important as the NVA and NVA Fund are unimportant. The actors who worked and sweated for the drives that resulted in the building of the sanatorium ought to watch carefully every development that takes place from now on. The entrance of the Will Rogers Memorial Fund into the picture should make no difference. That beautiful institution set up on a choice site in the Northwoods belongs as much to the actor as his heart and soul. It is his. Nobody can take it away from him. Nobody will as long as the actor keeps his eyes and ears open. The circuits, regardless of whether

(See SUGAR'S DOMINO on page 25)

The Broadway Beat

By GEORGE SPELVIN

THE greatest improvement that has hit Times Square in years is the new Rialto Theater Building at the corner of Seventh Avenue and 42d Street. Not that the kind of building makes much difference—the fact that's an improvement too—but the fact that the busiest subway entrance in the world, at the busiest corner in the world, has finally been moved 100 feet off the corner, thus splitting the congestion. No longer do the yaps stand there and gab on Saturday nights or matinee afternoons and block the hard-working people from their underground path home. Now, glory be, there's a wide entrance to an arcade, with fixings and plenty of elbow room.

Incidentally, about 10 years ago a real estate man, in one of a series of articles in the *SEF*, mentioned the colossal boner of building the theater on the Rialto site—without a cellar. They evidently didn't think it was necessary or that Broadway rated it at the time. Thus the corner now has a cellar for the first time, with the accompanying arcade of stores, a subway entrance to the New Rialto Theater and plenty of room for subway hawkers. The same guy pointed out at that time that from his office, around Fifth Avenue and 42d Street, he could look down on rows and rows of comparative shacks, all valuable property in the future. Seems as tho most of this is now none other than Radio City.

The Treasurers' Club will hold its 45th annual benefit at the New Amsterdam Theater Sunday evening, February 23. . . . G. M. Lawrence, known to showfolk as the traveling passenger agent for the Southern Railway in New York, has been moved up to New England passenger agent, with D. H. Beck succeeding him in his old spot. . . . Martha Tibbetts, who received raves from *The Billboard* when she was a chorus kid in Sam Harris musicals (her grand work stood out in the line like a diamond in a row of crystals) has crashed pictures, appearing opposite Pat O'Brien in *Ceiling Zero*, which is now at the Strand. . . . The Met Op, following the lead of Jumbo, is running appraisals of plays in its program, the writeups being the work of the shows' press agents. . . . William F. Nugent, whose last Broadway appearance was in *Strip Girl*, says that his daughter, Babette, who studied abroad, has opened a sculpture studio on East 18th Street. . . . Jim Harkins, tired of Times Square hotels, has become a commuter again. . . . The Grand Opera Singers' Association benefit is scheduled for late February. . . . And the film operators are backing a benefit to be held midnight, February 4, at Loew's Commodore, to raise money for the widow of one of their members. . . . Jack Mayer, who draws song-sheet covers, also does murals for swank restaurants.

Val Olman is a busy maestro, holding forth for the lunch and cocktail periods at Leon & Eddie's, doing dinner and supper sessions at the Hotel Madison and working on his recently renewed commercial twice weekly on NBC. . . . Rehearsals fill in the odd moments. . . . Stories to the effect that local Sportlands would close brought on what resembled a bank run, with customers coming in to cash their tickets. . . . But the spots paid off and asked for more, and everyone's holding on to the pastebards again. . . . Hal Willis is presenting his student show Friday, March 13, but he isn't scared. . . . He says that Friday the 13th has always been a lucky day for him. . . . Now that the IATSE (stagehands and operators) has been given permission to organize the unorganized theater workers, local houses are anticipating trouble, particularly from the ushers.

Chicago Chat

By NAT GREEN

WORLD'S PAIRS are getting to be the business of Paul Massman, who had a prominent part in putting on A Century of Progress. . . . At present Massman is busy signing up and assembling exhibits for the Texas Centennial Exposition at Dallas, and chances are he will have charge of exhibits thruout the fair. . . . When it's over he will join the New York world's fair organization, and after that—well, there are several other big expos coming up! . . . Friends of Jess Adkins, one of the owners and managers of the Cole Bros.-Clyde Beatty Circus, are pained to learn he is laid up in a hospital at Rochester, Ind., and they're hoping for his speedy recovery. . . . Larry Hall, who handles concessions at fairs in a big way, came down from Milwaukee to the coin machine men's convention and went back with a contract to handle a well-known sandwich machine for Milwaukee and Milwaukee County. . . . Little Jack Little is set to open an engagement with his band on Catalina Island next May, which fact lost him a radio contract, as the sponsor wanted a band that will remain in Chi. . . . Little is making a great rep for himself with his marvelous piano playing at the Terrace Room of the Morrison. . . . A local comic opera company is putting on a revival of *Pirates of Penzance* for six nights, starting January 27. . . . When Wayne King plays the RKO Palace week of January 31 the management will give patrons autographed photos of King. . . . This will be the first time the Palace has resorted to giveaways of any kind.

Anything Goes, which slumped badly week before last, surprised everyone by drawing big business in its closing week. . . . Evidently the public did not wake up to what they were missing until "last week" was announced.

Immediately after she closed at the Palace Thursday night, Jane Froman, ether star, left for New York to make four guest appearances with Paul Whiteman, one with Ben Bernie and one on the Lucky Strike program.

Then she will leave for the West Coast to do some work in pictures. . . . Dorothy Deere, who has done quite a bit of radio work hereabouts, is now on the *Chicago American*, doing amusement stuff for Sammy Morris' department.

In the Milwaukee fair convention notes we credited Arnel Engstrom, of Traverse City, with being responsible for the swell Swedish stories told at Louis Torti's party. . . . That was a mistake; Bob Fryal, of Escanaba, was the fellow who told 'em—and how! . . . Anyway, we picked a Swedish name!

C. W. Finney, manager of Ripley's at A Century of Progress, is now handling the Del Rio Living Dolls, three tiny Spanish midgets, and has just returned from a trip thru the Midwest in their interest. . . . Recommended for laughs: *Boy Meets Girl*, the hilarious comedy at the Selwyn. . . . Diary of Jimmy Mattern, round-the-world flyer, is now on the platters and will be heard over the air. . . . We've been so busy with conventions we have overlooked mention of our reaction to Phil R. Davis' *Acid and Honey*. . . . If you want to read some poems that will stir up a variety of emotions, get a copy of Phil's tome. . . . We found it interesting, entertaining, provocative. . . . Frank Burke seems to abound in clever ideas. . . . His latest is *Cocktail Creations*, a weekly bulletin designed to create an interest in the acts sold by the office he works for. . . . Should be a winner! . . . The more we see of Ralph Ammon the more we admire him as a man and a fair manager. . . . He should make a valuable director of the IAFE.

gulf them, are essentially subjective. Tight-lipped, heart-locked are the people of Mrs. Wharton's story, held in a grip as icy and as unyielding as the white bands that imprison their land.

Ethan Frome, as practically everyone must know, deals with a New England farmer and the wife he has married thru gratitude. A whining, selfish hypochondriac, that wife continually afflicts him—until into their lives and farm comes a budding girl whose essential joy and desire to live are muffled beneath New England's mantle of spiritual frost.

They meet, however, not death but mutilation. And the whining wife becomes the keeper of two wrecks that the land and its ways have created.

Miss Ruth Gordon gives a glowing, sympathetic, understanding and finely effective performance as Ethan's love, suggesting all of the submerged will to live, the frustrated joy, the nascent spiritual glow of the creature. Raymond Massey, as Ethan himself, does a good, workmanlike job, bringing effect to the important scenes and always threatening to get directly to the heart of the man.

Miss Pauline Lord, who has played the same role for many years, plays it again as the wife. Since Miss Lord has always wrung audience-sympathy from her plaintive and monotonous vaudeville, she achieves sympathy once more in this. And that, at least to one spectator, completely nullifies the entire point of the character.

Ethan Frome is an excellent production and a better-than-expected adaptation of a famous story. One must really be a chronic fault-finder to remain dissatisfied. Your reviewer bows his head.

EUGENE BURR.

BELMONT

Beginning Thursday Evening, January 23, 1936 THE PURITAN

A play dramatized by Chester Erskine from the novel by Liam O'Flaherty. Directed by Chester Erskine. Settings by C. M. Williams. Presented by Chester Erskine. Mrs. Kelly, Caroline Newcomb; Mr. Fitzgerald, Gerard Hayden; Mrs. Ferriter, Denis O'Dea; Dr. Michael O'Leary, Jack Hartley; Policeman, Mitchell Harris; Callahan, Gordon Nelson; Leane, Gavin Muir; Patrick, Philip Blashop; Vesey, George R. Taylor; Mrs. Ferriter, Catherine Proctor; Aunt Mary, Elwynn Harvey; Professor Mellett, J. P. Wilson; Agnes Mellett, Beatrice Hendricks; Priest, George R. Taylor; Kitty, Gertrude Flynn; Walter, Lawrence M. Hurdle; Madge, Ruth Chorpennin; Lizzie, Vera Mellich; Mrs. Shea, Marie Hunt; Moran, Charles Gerrard.

SYNOPSIS: ACT I—Scene 1: The Hallway in a Rooming House. Scene 2: Francis Ferriter's Room. Scene 3: Teresa Burke's Sitting Room. Scene 4: The Office of Patrick Corish, Newspaper Editor. Scene 5: The Superintendent's Office at Police Headquarters. Scene 6: Professor Mellett's Home. ACT II—Scene 1: Francis Ferriter's Room. Scene 2: A Church. Scene 3: The Back Room in a Pub. Scene 4: A Brothel Parlor. Scene 5: A Bedroom in the Brothel. Scene 6: Teresa Burke's Bedroom. Time: The Present. Place: Dublin, Ireland.

ends with the realization that he killed her because he loved her. He wanted to stop not her sin but her intercourse with other men.

Pacing thru the endless and tortuous tunnels of his mind, with the cash customers forced to pace right along with him, he decides that to cleanse himself he must first tear himself down from the godlike eminence which he theoretically usurped. To that end he sets out to bathe himself in the sinful spring of another harlot's purchased love but finally ends by turning his murderous dagger against his own breast, in the same room in which he committed his original deed.

And, strangely enough, the dramatization of his deed and its effects takes on the same general pattern as last season's dramatization of Rasokolkov's horrific Sturm Und Drang. While dealing with the crime and its immediate effects, with the efforts of the police and the turnings of the murderer The Puritan manages to be surprisingly effective. When it dives grimly into the deep and extremely muddy waters of the murderer's mind it loses all effect, becoming a seemingly endless series of introspective monologs, unsupported in the stage version by either action or interest.

The O'Flaherty novel, in the original, must be a brilliant, incisive and vicious dissection of the reforming mind, of the turgid and dirty combination of morality and fermenting sex that characterizes all such reformers, including those who are now selling out to reform the stage. But in play form it cannot dissect, it can merely present, and the effort to combine the novel's method with the limitations of the stage ends in dramatic disaster.

The adaptation was written by Chester Erskine, directed by Chester Erskine and presented by Chester Erskine. Also implicated, however, is Denis O'Dea, of the Abbey Theater, who gives a sympathetic and intelligent, tho unavoidably monotonous interpretation of Ferriter. Gertrude Flynn, one of this corner's favorites ever since she first appeared in an obscure revue in the obscure Triangle Theater, impresses excellently in the two scenes allotted her, and Gavin Muir offers a nice piece of work as a suave policeman.

It opened at the tiny and refurbished Belmont Theater Thursday night.

EUGENE BURR.

48TH STREET

Beginning Wednesday Evening, January 22, 1936

THE ILLUSTRATORS' SHOW

A revue. Music by Edgar Fairchild, Charlotte Kent, Irving Actman, Frederick Lorenz, Bernece Kazouloff, Michael H. Cleary. Lyrics by Milton Pascal, Charlotte Kent, Frank Loesser, Earl Crocker, Nat and Max Lieber, Carl Randall. Sketches by Harry Evans, Max Liebman, H. Alexander, Frank Gabrielson, David Lissat, Kenneth Webb, Donald Blackwell, Napier Moore, Otto Soglow. Dances and musical numbers staged by Carl Randall. Sketches staged by Allen Delano. Settings by Arne Lundborg from designs by many members of the Society of Illustrators. Settings built by Turner Scenic Construction Company, and executed by Arne Lundborg. Costumes designed by Carl Sidney. Costumes executed by Carl Sidney, Brooks, Eaves and Tams. Orchestra under the direction of Gene Salzer. Production supervised by Tom Weatherly. Presented by Tom Weatherly, PRINCIPALS—Helen Lynd, Earl Oxford, Niela Coodelle, Gomez and Winona, Fred Cooper, Dan Harden, Elizabeth Houston, Otto Soglow, Norman Lind, William Houston, Edward Mowen, Robert Berry, O. Z. Whitehead, Joe Donatello.

CHORUS—Phyllis Cameron, Claire Carroll, Dorothy Chilton, Connie Crowell, Betty Gillette, Harriette Howell, Helen Hudson, Betty Lee, Patricia Martin, Frances Nevins, Sondra Roy, Lorraine Teatom, Dorothy Waller and Dornine Watson.

Advertised curtain time—8:30. Opening began at showing caught—8:43.

A distinctly minor item in Broadway's long and ever-growing list of so-called intimate revues, The Illustrators' Show opened at the 48th Street Theater Wednesday night. Tom Weatherly presented it as a canny way of cashing in on the publicity garnered by the Illustrators when their annual extravaganza, along with some of the models who performed in it, were pinched by purblind cops. The Society of Illustrators, in case you don't know, annually puts on a one-time shindig, supposedly for members and friends only, in which the boys let their hair down and romp about on a stage with their little posing ladies in specially prepared bacchanals. This year a couple of Galahadian flat-foot

BROADWAY RUNS

Performances to January 25, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Date, Performances, Profit. Lists various shows like 'Boy Meets Girl', 'Dead End', 'The Great Waltz'.

handles practically all of the comedy. Miss Lynd's stock Dumb Dora character may be amusing for a while, but her squeaky voice and obtrusive mannerisms get on the nerves when she is seen as much as she is in The Illustrators' Show. Miss Neila Goddelle gives charming but unfortunately ineffective handling to songs which deserve a voice less nasal than hers and a song-and-dance team composed of Elizabeth Houston and Dan Harden goes overboard on the cute-and-precious side—the chair routine is a good one. O. Z. Whitehead delivers one of his lesser monologs.

The show that was pinched was probably a honey. EUGENE BURR.

46TH STREET

Beginning Saturday Evening, January 18, 1936

A ROOM IN RED AND WHITE

A play by Roy Hargrave (with acknowledged assistance of Laura Adair and Thomas Scofield), starring Chrystal Herne and featuring Leslie Adams. Staged by Roy Hargrave. Setting designed by Jo Mielziner, built by the Turner Scenic Construction Company, and painted by the Bergeron Studio. Presented by Dwight Deere Wiman and George Kondolf.

Advertised curtain time—8:35. Curtain rose at showing caught—8:46.

According to reports, Laura Adair and Thomas Scofield came thru with the original idea of the play known as A Room in Red and White. Again according to reports, Roy Hargrave was called in to rewrite it. Now, seasons after it was first talked about, it has been presented at the 46th Street Theater by Messrs. Dwight Deere Wiman and George Kondolf, billed as "a play by Roy Hargrave."

Of the reports are true Mr. Hargrave must have done quite a bit of rewriting; if they are true the original submitted by Adair and Scofield may have been a pretty good play. As Mr. Hargrave has written (or rewritten) it, however, A Room in Red and White stands near the bottom of the long list of horror exhibits that have tried to bring shudders to intrepid theatergoers—and this despite the splendid production and cast that Messrs. Wiman and Kondolf have provided. Its chief boggy-and-ague man is Phillip Crandall, a bluff and pleasant if somewhat eccentric fellow when company is around. After the company has gone, however, he beats up his wife in paroxysms of unfounded jealousy and (See NEW PLAY on page 25)

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"WHIPSAW"

TIME—82 minutes. (MGM) RELEASE DATE—December 13.
 PLOT—Vivian Palmer, girl third of a thieving trio, becomes hooked up with another apparent thief when he is nailed by the police. Together they escape from New York and go to St. Louis, where they try unsuccessfully to dodge trailing members of a gang who claim the girl's gang gypped them. She calls her partners in New Orleans, the gangsters follow the call and get the partners, but are told that the girl is carrying the stolen pearls, unknown to herself. Meanwhile she falls in love with the supposed crook, who turns out to be a federal agent. She has known this all the time. When she tries to break with her partners, he nails her, and altho he tries to get her free, arrests her when the pearls drop from her mirror handle. The gangsters catch up with them and after a gun fight are captured. The G man gets the girl free by proving she had nothing to do with the robbery.
 CAST—Myrna Loy, Spencer Tracy, Harvey Stephens, William Harrigan, Craig Clement, Robert Gleckler, Robert Warwick, George Renevent, Paul Stanton. Acting thruout is uniformly very good, with Loy, lovely as ever, working well in her first starring picture. Tracy also does a handsome job as the G man.
 DIRECTOR—Sam Wood. A notable job. Good suspense and photography, but the pace is not fast enough and this is the chief reason the picture doesn't quite do.
 AUTHOR—James Edward Grabt. Screen play by Howard Emmet Rogers. Dialog is better than usual.
 COMMENT—Satisfying by itself for neighborhood houses, but in big time needs aid.
 APPEAL—Adult excitement fans.
 EXPLOITATION—Mainly the Loy name.

"CHATTERBOX"

TIME—88 minutes. (RADIO) RELEASE DATE—January 17.
 PRODUCER—Robert Sisk.
 PLOT—Jenny Yates, a naive, stage-struck country girl, runs away from her puritanical grandfather's farm to pursue a stage career in New York. She reaches the big city by stowing away in the baggage compartment of Philip Greene's car. Later, a young artist trying to get along without the help of his rich father, tries to dissuade the girl, but her gratitude and enthusiasm overwhelm him. Greene sends the girl to a theatrical producer, with instructions that he discourage her. Instead, she is given the leading part in a travesty of an old melior, a role for which she is a "natural." Her simplicity is such that she takes the part seriously, despite attempted explanations by Greene. Her disillusionment is complete on opening night, when the audience uproariously laughs at her lines. Not realizing the play is a success, she refuses to go on for the second act. Grandfather appears at this moment and drives the innocent back home. Greene, who has meanwhile fallen in love with the chattering simpleton, is found hidden in the rumble seat.
 CAST—Anne Shirley, Philip Holmes, Edward Ellis, Erik Rhodes, Margaret Hamilton, Granville Bates, Allen Vincent and others. Shirley's performance is sensitive and sympathetic, that of Holmes is adequate and Ellis is distinctly an asset as the grandfather.
 DIRECTOR—George Nicholls Jr. Very good, particularly the comic sequences.
 AUTHORS—Sam Mintz adaptation of a play by David Carb.
 COMMENT—The screen adaptation retains much of the play structure.
 APPEAL—Distinctly class.
 EXPLOITATION—Routine. Probably will not do as well as it should.

"EXCLUSIVE STORY"

(MGM) RELEASE DATE—January 17.
 TIME—77 minutes.
 PLOT—Newspaper stuff about the numbers racket. The racketeers involve an innocent old grocer and, because he has been around during a murder, hound him to his death. Plenty of front-page stuff, including city crusades, a ship fire, and the final rescue of the snatched fiancée of the special prosecutor. Minor racketeer is finally forced to squeal, thus clearing the ground. Love interest between prosecutor and grocer's daughter.
 CAST—Franchot Tone, Madge Evans, Stuart Erwin, Joseph Calleia, J. Farrell MacDonald, Louise Henry, Robert Barrat, J. Carol Nash, Raymond Hatton and others. Erwin and Calleia walk off with the picture, with two grand performances. Tone does some extremely sappy pretending. Evans is pictorially excellent.
 DIRECTOR—George B. Seitz. High-blood-pressure stuff.
 AUTHORS—Adapted by Michael Fessier from a story by Martin Mooney. Mooney is reporter jailed for refusing to divulge confidential sources. Looks as tho he might have provided good newspaper background, but it's all hyped up in the most obvious screen manner.
 COMMENT—So hoked with routine screen hooey that it becomes insipid. Another good one gone wrong.
 APPEAL—The good old cops-and-robbers fans, if they're still around.
 EXPLOITATION—Play Mooney and his jail sentence for all they're worth. Also feature stuff about the numbers game, maybe including giveaways on a similar setup.

"THE CALLING OF DAN MATTHEWS"

(COLUMBIA) PRODUCER—Sol Lesser.
 TIME—65 minutes. RELEASE DATE—December 10.
 PLOT—Dan Matthews is minister of the church founded by J. B. Strong, who practically owns the town and sets out on a militant campaign to clean up the town's hotcha district. He is aided by Strong's daughter, after one of her friends is killed in a crash following a wet party and also by Strong himself. Latter, however, is implicated by the naughty leader of the dive owners, who has had the great but very innocent financier tied up to a damaging contract. It is all okeh, however, when the militant Rev. Matthews gets the contract by a bit of strong arm work.
 CAST—Richard Arlen, Charlotte Wynters, Douglas Dumbrille, Mary Kornman, Donald Cook, Frederick Burton and others. Acting the same as the story. In other words, hopeless.
 DIRECTOR—Phil Rosen. Made it even better than the authors did.
 AUTHORS—Screen play by Dan Jarrett, Don Swift and Karl Brown, from the novel by Harold Bell Wright. A potboiler in schachtine.
 COMMENT—Taken instead of coffee, it should prove even more effective than Sanka.
 APPEAL—Maybe those who managed to like the book may like it.
 EXPLOITATION—The book.

"THE WIDOW FROM MONTE CARLO"

(WARNER) RELEASE DATE—February 1.
 TIME—81 minutes.
 PLOT—A bored Duchess of recent widowhood, surrounded by staid relatives who have already engaged her to a nincompoop lord, meets Major Chepstow, the fascinating Don Juan of Monte Carlo. His romancing is so persuasive that she risks a trip with him to Margate, the Coney Island of England. Divested of regal inhibitions, she succeeds in having a jolly time. Complications follow when Mrs. Torrent, wife of a man "in trade," steals one of the Duchess' letters to Chepstow. With this piece of potential scandal the social climber hopes to break into society by forcing the Duchess to attend a masquerade ball. Dopey Mullins, wanted by the law on several counts and at present given refuge by the Major, crashes the party and recovers the letter, but cannot resist taking a necklace en route. Chepstow, returning it, is accused by Torrent, but the latter is so happy when the Duchess arrives that charges are not pressed. The lovers leave for Chepstow's ranch in Canada.
 CAST—Dolores Del Rio, Warren William, Louise Fazenda, Colin Clive, Herbert Mundin, Warren Hymen. Parts given to Del Rio and William somehow do not click. Hymen bulks larger with every appearance and makes the picture a laugh riot. Additional comedy well done by Fazenda and Mundin.
 DIRECTOR—Arthur Greville Collins. Good, within the limits of the film. Has managed to make it look better than it is.
 AUTHORS—Adapted by F. Hugh Herbert and Charles Belden from A Present from Margate, a play by Ian Hay Ward and A. E. W. Mason.
 COMMENT—Comedy saves this one. Del Rio and William do little more than shed sex-appeal and provide necessary figures for carrying out the plot.
 APPEAL—General.
 EXPLOITATION—Names and some of the humorous shots.

"FRESHMAN LOVE"

(WARNER) RELEASE DATE—January 15.
 TIME—71 minutes.
 PLOT—Crew coach falling down on the job enlists the aid of the president's daughter, who gets crew men from other schools over to the Alma Mater. Usual stuff of the handsome stroke almost missing the day of the big race and arriving just in time. Crew plans to row to hotcha rhythm played by a band in a boat, but the chief rival finds out and gets a band to play in rumba time, thus almost disrupting the stroke of the first eight. Hotcha band, however, drowns out the other, so the crew wins.
 CAST—Frank McHugh, Patricia Ellis, Warren Hull, Joseph Cawthorn, George E. Stone, Mary Treen, Henry O'Neill, Anita Kerry and others. Okeh for this sort of thing.
 DIRECTOR—William McGann. Properly zany pace, but unimpressive job on the whole.
 AUTHORS—Screen play by Earl Felton and George Bricker from a story by George Ade. Light weight without being hilarious.
 COMMENT—Just about gets by if the customers aren't too discriminating.
 APPEAL—Strictly for the doubles.
 EXPLOITATION—Play up the idea of crew racing to music. Lack of marquee names makes it a tough one.

"THE MURDER OF DR. HARRIGAN"

(FIRST NATIONAL) RELEASE DATE—January 16.
 TIME—66 minutes.
 PLOT—A Dr. Harrigan, enemy of Peter Melady, is called in by the latter in the hospital he founded to perform a serious operation. They are enemies because Harrigan claims that Melady stole from him and others a newly perfected anesthetic. Both men have enemies—Harrigan's wife has a boy friend; Melady because of the theft of the anesthetic. Shortly before the time for the operation Harrigan is found stabbed, while Melady has disappeared. Dolly Keating, a nurse, is seriously involved, and her boy friend, Dr. Lambert, finally unravels the affair and pins the murder on the guilty person.
 CAST—Kay Linaker, Ricardo Cortez, Mary Astor, John Eldredge, Joseph Crehan, Frank Reicher, Anita Kerry, Philip Reed, Robert Strange, Mary Treen, Gordon Elliott, Don Barclay, Joan Blair. Linaker, another legit recruit, is only fair as the suspect. Rest of the parts are custom-made murder roles.
 DIRECTOR—Frank McDonald.
 AUTHORS—Story by Mignon G. Eberhart. Screen play by Peter Milne and Cy Bartlett, with dialog by Charles Belden.
 COMMENT—Average murder production, missing on suspense and the anxiety over "whodunit."
 APPEAL—Adult.
 EXPLOITATION—Sales spiel should be about what goes on inside a hospital.

"DANGEROUS WATERS"

(UNIVERSAL) RELEASE DATE—February 10.
 TIME—67 minutes. PRODUCER—Fred S. Meyer.
 PLOT—Jim Marlowe, first officer, is notably brave and wants to be a captain. He finally gets a boat (disappointment) that's only a freighter, but sets out on it with his wife, his cargo and a bunch of guys who plan to sink the ship for the insurance money. He braves leaks, mutinous crews, plotters and an unfaithful wife, finally bringing the boat safely to port. His wife leaves him, and there's an indicated romance with the gal who's loved him silently all along.
 CAST—Jack Holt, Robert Armstrong, Grace Bradley, Diana Gibson, Charlie Murray, Willard Robertson and others. Holt and Armstrong do their familiar he-man acts. Murray's dependable comedy okeh. Gibson nice to look at, but she and Bradley indulge in some of the silliest pretending this side of the Squedunk Little Theater.
 DIRECTOR—Lambert Hillier. Routine.
 AUTHORS—Screen play by Richard Schayer, Hazel Jameson and Malcolm Stuart Boylan, from a story by Theodore Reaves. Put them all together, they spell hammy.
 COMMENT—Routine he-man sea stuff, maybe a little worse than usual.
 APPEAL—Inveterate action fans.
 EXPLOITATION—Stress the central situation of the leaking ship, mutinous crew, unfaithful wife, etc.

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Managers Expected To Sign Long-Awaited BAA Contract

Two meetings last week results in headway—schedule of hours may be changed—managers seem to want a 12:30 half hour call and an hour and a half supper

NEW YORK, Jan. 25.—It is expected that the long-awaited contract between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association will be signed early next week as a result of two meetings held this week. Representatives of both organizations met evening the members of the EBMA held the signing of the contract it is expected here will be changed in accordance with unprofitable to them. Those present at Tuesday's meeting were Tom Phillips and Henry Silverman, representing the BAA, and Sam Scribner and Jacob I. Goodstein, representing the EBMA. Letter spoke on the necessity of changing the schedule of hours now prevailing in theaters, that of a 1 o'clock half-hour call and a two-hour supper period. From their talk it appeared that they would favor a 12:30 half-hour call and an hour and a half supper period.

Phillips and Silverman pointed out that before anything is done the managers should show their good faith by signing the contract. The signing of the contract should be accompanied by a list of recommendations to the BAA, which recommendations would be placed before the membership at a general meeting for discussion.

After Thursday's meeting between the managers it seems more than likely that the contract will be signed, with immediate action to follow on the recommendations made by them. Word from the managers is expected by the BAA some time today.

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BACK IN THE EAST

DOING NICELY, THANK YOU—INDEPENDENT CIRCUIT

St. Louis House Plans Novel Three-Hour Show

ST. LOUIS, Jan. 25.—Oscar Dane will open the World Liberty Theater here shortly, entirely renovating the house, with a novel policy. He plans to use a three-hour show, the program including 70 minutes of burlesque, 30 of vaude, 30 of dramatic and 30 of amateurs.

The Garrick Theater here, further downtown, is still running burlesque.

Minsky Reopens in Miami

MIAMI BEACH, Fla., Jan. 25.—Minsky's burlesque show, at least twice as elaborate as it was presented here last season, opened Friday at the music hall on the Million-Dollar Pier, with prospects of an eight to nine weeks' season.

Basing his optimism on the fact that the beach generally is enjoying a record season, Morton Minsky said he expected a fairly successful burlesque run in Miami.

The cast includes Joan Carroll, Ginger Britton, Pat Parce, Melba Brian, Anita Jakobi, Alma Mabin, Madeline Winters, Alice Kennedy, Harriette Carr, Mike Saha, George Broadhurst, Sam Raynor, Murray Briscoe, Floyd Halliday, Sasha Leonoff, Stanley Simmonds, Howard and Jerry and Max Purman. The orchestra is directed by Willie Cregar. Music is by Francis K. Shuman and lyrics by Allen Roberts and Jules Lowman. The entire production, which is more the revue type than last season's show, is under the direction of H. K. Minsky and Edward Lynch.

Irving Pl. Misses Matinee

NEW YORK, Jan. 25.—The Irving Place Theater here missed out on a matinee show last Sunday due to the severe snowstorm. Only a few hardy patrons braved the elements. The theater, however, gave its night show that evening.

Burlesque Review

Irving Place, New York

(Reviewed Tuesday Afternoon, Jan. 21)

Grover Franke is now producing the shows at this house operated by Tony Miccio, and this first one of his is a clear-cut picture of Franke's talents. He puts on very flashy picture numbers, with the settings and wardrobe dressing them up beautifully, and then, too, he's got the show running very smoothly during its two hours and 23 minutes, which takes in the 14-minute intermission. Not much business at this matinee catching.

For the comedy of the show, Franke turns the job over to Rags Ragland,

Walt Stanford and Harry Arnie. Of course, Ragland is by far the outstanding laugh provoker, and he really is one of the best in the field. He can do more with a situation than a Ditzzy Dean can do with a baseball, and that's saying plenty. Stanford is quite a comic also, pulling in heavy laugh returns. Arnie, while not having much to do, does well enough in his laugh assignments. For the most part the comedy is clean, but in some spots it is plenty spicy.

The strippers are a glamorous array of lassies, headed by the beautiful Maxine De Shon and also taking in

(See Burlesque Review on opposite page)

BURLY BRIEFS

POSTER & KRAMER, after three years together, are dissolving partnership. Billy Poster will remain at the Gayety, Detroit. . . . Fred Clarke, producer at the Rialto, Chicago, celebrated a birthday January 17. . . . Marvin Jacobs, formerly connected with the Gayety,

Milwaukee, has sold his interest to Fox & Krause. . . . The Star and Garter Theater, which has been dark since last September, may house a WPA dramatic unit if the government can get together with N. S. Barger. . . . Helen Green opened at the National, Detroit, January 26. . . . Elliott and Fox opened at the Roxy, Cleveland, January 31 booked by Milton Schuster. . . . Marjory Lee and Jack Greenman opened at the Gayety, Minneapolis, January 25. . . . The Colonial, Indianapolis, after two years' operation as a stock burlesque house, closed January 26. . . . Harry Stegman is now with the club department of the Milton Schuster office assisting Bert Peck. . . . Princess Chyo, Japanese dancer, opens January 31 at an added attraction for the week at the Rialto, Chicago.

JOE B. STANLEY, who passed away Wednesday night at the Metropolitan Hospital, Welfare Island, N. Y., was sent to his home in Chicago, the BAA arranging for the transportation of his body. . . . His sister accompanied the body home. . . . State Senator Ed Coughlin was a visitor to the offices of Nat Mortan and Harry Altman in New York Thursday. . . . Freddie Sears is now at the Apollo, New York, checking *(See BURLY BRIEFS on opposite page)*

U-NOTES

By UNO

PAULA LEWIS, principal woman, until recently with Fred Hurley's burly at the Gayety, Louisville, Ky., is still confined at the Waverly Hills Sanitarium, Louisville, where she is undergoing treatment for tuberculosis. A cheery letter from her friends will help her a lot.

CURLEY BURNS and wife, Alne Walker, who recently finished a long engagement with Fred Hurley in Louisville, are now with the burly company at the Princess Theater, Youngstown, O.

MABEL FRANCIS, at the Gayety, New York, employing all her expert footwork ability to put over specialties and numbers, invariably exits amid heavy applause. Sister Nona Martin came to Manhattan last week from a lengthy Pacific Coast engagement, along with Doc Kirk, trombonist. Nona is seeking a berth in the East.

LEONARD CLASS KRAMER sends word of his split with Billy Foeter. Foeter and Kramer, known as a comic-straight team over a long period, decided to travel separate paths at the Gayety, Detroit.

JOHNNY S. COOK, straight man, at the Howard, Boston, was parted January 16 by a close friend, Attorney John J. Dondero, an ardent burlesque fan, at the latter's home in Haverhill. Cook, a former Haverhill High-School athlete and an ex-amateur boxer, is the son of Mrs. Emma Cook, of Haverhill.

BARBARA BOW, principal, in Minneapolis, feted and congratulated over her marriage January 13, midnight, to Donald Guthrie, local piano player. At the party following were Ann Norton and Curly Kelly, witnesses, and the rest of the stock company. The new Mrs. Guthrie writes she will retire from show business for a while.

AL GARSKY, four years ago candy concessioner Oscar Markovich's assistant in Greater New York theaters, now pre- *(See U-NOTES on opposite page)*

JOANN JANE
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HARMONY SINGING & TALKING INDENUES.
First Time East.
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BEBE A **BURLESK** **TOBIN**
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Straights and Baritone at the Irving, N. Y. C.**DANNY JACOBS**
PRODUCING — STRAIGHT MAN
DANNY LEWIS
Juvenile and Song Stylist.
IRVING PLACE THEATRE, NEW YORK CITY
Direction: NAT MORTAN.**AL LE ROY**
Back East and Doing Straight at the Irving, N. Y.
Direction—NAT MORTAN.**BETTY KING**
THE TITIAN TEASER
Direction Nat Mortan**JOAN DEE LEE**
The Blonde Temptation of Burlesk.
Direction NAT MORTAN.

THE NEW SENSATION.
DORE DIXON
Personal Direction TOMMY LEVENE.

DEL-MAR
THAT GORGEOUS GREAT.
Always a Show Stopper.**WALT STANFORD**
THE VERSATILE COMEDIAN.
YOURS FOR A LOTTA LAFFE.



Magic and Magicians

By BILL SACHS

(Communications to Cincinnati Office)

SAN DIEGO MAGICIANS' CLUB gave its second annual show at the Roosevelt Auditorium there January 20 to a large and appreciative audience. Appearing on the program were Jessie Temple, Fredrick Shields, Lyle F. Laughlin, David Lightfoot, Sidney Fleischman, Alfred Henning, Carl Lyle, Tony Gerhard Jr., Thomas Eannon, Lanson Andrus, Edward Reese, Robert Lathrop and C. W. Falt. Laughlin acted as emcee and Leslie Ziegler, pianist. C. W. Falt is president and Benjamin O. Lacey, secretary of the club, which has 40 members.

ANNUAL ORIGINALITY NIGHT of the Chicago Assembly of the Society of American Magicians was held the night of January 17 at the Cube Theater, Chicago, with many of the local magi in attendance. Among those who helped entertain their brethren were Russell Walsh, who produces from nowhere all of the apparatuses necessary to a golf game; Bert Gustus, who demonstrated "mental magic"; Ernest Jackson, George Turner, Earl Lehman and Hampden McLaughlin.

"GREEN RIVER REVUE," featuring Anneman, the "man of mystery," as emcee and magician, pulled into Philadelphia January 17 after playing for 24 weeks thru the Middle West. The revue is a commercial proposition and plays night clubs which handle Green River Whisky. The production of a bottle of Green River and the vanish of the drink are prominent in the routine. Julien J. Proskauer, national president of the Society of American Magicians, caught the show at the Philadelphia Tent of the Variety Club and was singled out and introduced to the audience by Anneman. Proskauer reciprocated by doing a tearing-a-deck effect.

MARTINI opened January 24 at the Wagon Wheel, Nashville, after concluding a two weeks' stay at the Powhatan Club, Detroit, his third engagement of the season at the latter spot.

COLUMBUS MAGIC CLUB, Columbus, O., was incorporated January 18 under the laws of Ohio as a non-profit organization to further interest in magic. Incorporators are Robert A. Nelson, president; Arthur Martin, secretary, and R. W. Eben. Nelson was also named agent. The step was taken to add further prestige to the group and to offer all members legal protection.

BIRCH THE MAGICIAN, who began his new season at Pana, Ill., January 6, after a holiday vacation in Chicago and McConesville, O., has a few more dates thru Kentucky and Tennessee, after which he will head into Mississippi and Florida for the remainder of the winter. The 1936 business has been great so far, Birch reports. At Mayfield, Ky., recently he featured a Pony Matinee instead of the usual Bunny Matinee, wherein the kiddie holding the lucky number was given a real Shetland pony. The stunt pulled terrific business.

THE PAVEYS, Harry and Zola, stopped off in Cincinnati Sunday, January 19, on their annual swing thru Ohio and Indiana en route to the big magic festival which was held in Columbus, O., last Friday and Saturday. Upon their arrival in Cincinnati late Sunday afternoon the Paveys were greeted by Lester Lake, Fred Gorman and Mr. and Mrs. Bill Sachs. In the evening they were dinner guests of Mr. and Mrs. Fred Gorman. The following were also present at the dinner: Mr. and Mrs. John Braun, Mary Brown, John Rivers and Lester Lake.

PAUL ROSINI is establishing a long-run record for a magician in St. Louis. Rosini is now in his 10th week at the Park Plaza, one of St. Louis' swankiest, with no end of his run in sight. He was originally set in there for a fortnight's stay.

PAUL DUKE returned to New York aboard the S. S. Champlain January 22.

Had been away three months and could have stayed indefinitely, but he and Mrs. Duke were anxious to rejoin their 12-year-old son, whom they had left behind in New York.

SHERKOT, well-known European magician, is due in New York this week to join Clifford C. Fischer's new show, opening at the French Casino January 29.

CARL SHARPE, Chi card expert, is working a night spot in Decatur, Ill., featuring his *Fantasy in Cards*. He has added to his repertoire *The Perfect Bartender*, in which he pours any drink called for from a magic tea kettle.

LINDHORST, St. Louis magician and the original Chandu of Station WLW's artists' bureau, Cincinnati, has a new manager in Al Wright. Latter is reported to be busy mapping out a tour for the Mount City wizard. Lindhorst is adopting the name of Mo-Ge, the Magician of the Air, which he expects to introduce on the radio soon. He will carry six assistants on his forthcoming tour, he announces. Lindhorst advises that he has filed suit in the Federal Court, Chicago, against two Chicago firms for alleged infringement of one of his magic books. He fails to name the amount involved in the suit.

CLYDE POWELL, magician and personnel director of the Endicott-Johnson Corporation, has begun the organization of E.-J. Magic Clubs for kiddies of school age in the Triple Cities—Endicott, Johnson and Binghamton, N. Y. For each pair of Endicott-Johnson shoes purchased a membership card in the E.-J. Magic Club will be given. The card will entitle the member to a 10-cent reduction on each admission ticket to the Capitol Theater, Binghamton, where magic shows and a film program will be presented for 10 consecutive Saturdays, beginning February 1. Powell has had some experience in the professional magic field and has given numerous shows at the various clubs in the Binghamton territory.

ROBERT WIZARDO, Toronto magus, is recovering from an illness which confined him to his bed for several days. He recently closed an advertising deal with a Toronto tobacco company in connection with his lighted cigaret act.

WILSON THE MAGICIAN (Val Halle), after a return engagement at the Royal York Hotel, Toronto, moved into the Savarin night club that city with a five-minute act. His was the first magic turn ever to play the latter spot and it clicked in fine style. Wilson plans to hit the road thru Ontario in the spring.

STAN TURNBULL is playing church dates in and around Toronto, assisted by his wife.

WHITLAM'S JAPANESE Magic and Novelty Show, Toronto, recently received a good plug when the name of the firm was mentioned on the Wrigley air program.

AL ROBERTSON, 16-year-old Toronto magician, was the subject of a full-page story in a recent issue of *The Toronto Star Weekly*. No exposing, just a description of his show and an interview.

HOWARD E. ROBINSON and Fred Harris, Atlanta, have combined and are booking their act in schools around that city.

ULRICH opened last week at the National Theater, Detroit, burlesque house, as featured vaudeville act. Ulrich jumped into Detroit from Cleveland. He expects to remain in Detroit several weeks. Bookings were made thru the Jack Dickstein office.

TUNG PIN SOO, night club magician, is now on tour with Sally Rand. A special Chinese setting has been provided for his act.

PROF. EUGENE SONDA is featured with his mental turn for a limited engagement in the Crystal Room of the Gladstone Hotel, Casper, Wyo. He is slated to jump into one of Denver's leading hostelieries from there.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

FOUR GIANTS OF RHYTHM—Negro quartet caught in vaudeville. Combine personality with harmony ability, doing pops and novelties. Okeh for mike work.

For LEGIT MUSICAL

MILDRED PATTERSON—dancer pulled out of the Gae Poster line at the Roxy, New York, last week and given a featured spot. Has been used as featured dancer at the house before. Does acro control work that's tops. In addition, is pretty and personable. Should score tidily if spotted in a revue.

ARNO AND ARNETTE—comedy ballroom team that is one of the hits at the Palladium Music Hall, New York. Offer satire of snooty ballroom

dancing and modernistic movements that is both imaginative and clever. Excellent pantomimists, using facial expressions most effectively. A smart revue should be able to use them.

For FILMS

CORNELIUS VANDERBILT JR.—now doing program on "Personalities in the News" on WEAF, NBC outlet, Sundays. Suggested for film shorts built along same lines—magazine style coverage of big shots, with Vanderbilt handling the voice.

For VAUDE

GRACE MORGAN—singer now at the Rainbow Grill, New York. Attractive blonde who accompanies herself at the piano, doing special numbers. Has an unusual style, and if material is cleaned up she should do well in vaude.



Minstrelsy

By BOB EMMET (Cincinnati Office)

BOB REED, secretary of the now extinct minstrel association, is in charge of the American Federation of Actors' activities in the Cleveland area.

"DO YOU REMEMBER," asks the veteran Buck Lesby, "when William (Pop) Smith left Van Arman's Minstrels at Sag Harbor, N. Y.? When Ned Brill was band leader with the Quinlan & Wall Minstrels? When Grant Allman spent a Sunday at Presque Isle, Me.? When Lew Hershey did a contortion act with the DeBue Bros. Minstrels? When Bobby Gossman trouped with Gorton's Minstrels? When Dracula lost his frog suit at Rome, N. Y.? When Al Pitcher, Hi-Tom Ward, Joe Hall, Ed Hayes and Doc Beacon were with George Manchester's Hi-Henry Minstrels? When Matt Keefe was the only yodeler in minstrelsy? When Billy DeBue and Al Pinnard were with Leon W. Washburn's Minstrels?"

J. C. LINCOLN'S Big Sunny South Minstrels are fast being whipped into shape for the coming season at the show's winter quarters in Albany, Ga. Closed bodies are being built on all the trucks and two new trailers are being added. According to H. S. Palmer, the show will carry 60 people this season and will feature a large parade. A new supply of parade wardrobe is being purchased. J. W. Foster, general agent, who has had charge of the winter unit playing houses, will close the show February 1 to begin a road trip for the purpose of mapping out a route for the coming season. The Lincoln minstrels will this season invade the East, it is reported.

EDW. LEROY RICE, author of *Monarchs of Minstrelsy*, caught the minstrel show presented by the Federal Theater of the WPA in Brooklyn January 17 and has the following to say in regard to the presentation: "Show was given under the most adverse circumstances. The stage was very small and without even ordinary lighting effects, but withal they gave a satisfactory, if not a not-to-be-expected spirited performance.

Show included comedy, singing and dancing galore, with not a suggestive or vulgar line or situation from start to finish. The production is under the capable management of Wally Decker, blood relative of James H. Decker, one of the most colorful executives in the annals of minstrelsy." Rice goes into detail to describe the performance, but it's too long to reproduce here. Among those featured in the show, most of whom were professionals, were Eddie Mazier, Al Edwards, Ted Newman, Billy Gould, James Howell, Billy Cawley, Willie Hayes, Ted Murphy, Frank DuBall, Jimmy Logue, Charles Dalton, Ward Barton, Bert Earl, Joe Brady, James Crowell, Jimmy Kelo, Cahill and Ross and Al Smith.

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Dept. 546, Oaksho, Wis.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
Abbott Dancers (Palmer House) Chicago, h.
Abbott, Jean (Club Sharon) New York, h.

B
Bacon, Faith (Colosimo's) Chicago, h.
Bacon, Virginia (Earle's) Philadelphia 27-30, t.

C
Cahill & Maybille (Century) Baltimore 27-30, t.
Calvo, Pilar (El Chico) New York, h.

D
Dallie, Cass (Hollywood Restaurant) New York, h.
Dale & Dean (Paramount) Aberdeen, S. D., t.

E
Eaton, Fred (Palmer House) Chicago, h.
Eaton, Jean (Swanee) New York, h.

F
Fads & Fancies (Paramount) Aberdeen, S. D., t.
Farell, Marita (French Casino) New York, h.

G
Gabbey Bros. (Paramount) Aberdeen, S. D., t.
Gallagher, Rags (College Inn) Philadelphia, Pa., h.

H
Haakon, Paul (Ambassador) New York, h.
Hacker, Monty (Paramount) Abilene, Tex., 30.

I
Ibbotson, Wm. (State) New York 27-30, t.
Ibbotson, Wm. (State) New York 27-30, t.

ROUTE DEPARTMENT

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

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; nc-night club; p-amusement park; ro-road house; re-restaurant; t-theater.

Brown, Arthur (Hector's Club New York) New York, h.
Brown Sisters, Three (Connie's Inn) New York, h.
Browne, Louise (Adelphi) London 1-29, t.

C
Cahill & Maybille (Century) Baltimore 27-30, t.
Calvo, Pilar (El Chico) New York, h.

D
Dallie, Cass (Hollywood Restaurant) New York, h.
Dale & Dean (Paramount) Aberdeen, S. D., t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Carroll, Jean & Buddy Howe (State-Lake) Chicago, t.
Carroll, Earl, Sketch Book (Pal.) Cleveland 27-30, t.

C
Carroll, Earl, Sketch Book (Pal.) Cleveland 27-30, t.
Carroll, Earl, Sketch Book (Pal.) Cleveland 27-30, t.

D
Dallie, Cass (Hollywood Restaurant) New York, h.
Dale & Dean (Paramount) Aberdeen, S. D., t.

E
Eaton, Fred (Palmer House) Chicago, h.
Eaton, Jean (Swanee) New York, h.

F
Fads & Fancies (Paramount) Aberdeen, S. D., t.
Farell, Marita (French Casino) New York, h.

Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, h.
Cooper, Jane (Central Park Casino) New York, h.

D
Dallie, Cass (Hollywood Restaurant) New York, h.
Dale & Dean (Paramount) Aberdeen, S. D., t.

E
Eaton, Fred (Palmer House) Chicago, h.
Eaton, Jean (Swanee) New York, h.

F
Fads & Fancies (Paramount) Aberdeen, S. D., t.
Farell, Marita (French Casino) New York, h.

G
Gabbey Bros. (Paramount) Aberdeen, S. D., t.
Gallagher, Rags (College Inn) Philadelphia, Pa., h.

H
Haakon, Paul (Ambassador) New York, h.
Hacker, Monty (Paramount) Abilene, Tex., 30.

I
Ibbotson, Wm. (State) New York 27-30, t.
Ibbotson, Wm. (State) New York 27-30, t.

J
Jaggs Harmonica Sextet (Uptown) Chicago, t.
Earl & Josephine (Lincoln) New York, h.

Embassy Four (Palmer House) Chicago, h.
Emmett Sisters, Three (Earle's) Philadelphia 27-30, t.
Ender & Farrell (Savoy-Plaza) New York, h.

F
Fads & Fancies (Paramount) Aberdeen, S. D., t.
Farell, Marita (French Casino) New York, h.

G
Gabbey Bros. (Paramount) Aberdeen, S. D., t.
Gallagher, Rags (College Inn) Philadelphia, Pa., h.

H
Haakon, Paul (Ambassador) New York, h.
Hacker, Monty (Paramount) Abilene, Tex., 30.

I
Ibbotson, Wm. (State) New York 27-30, t.
Ibbotson, Wm. (State) New York 27-30, t.

J
Jaggs Harmonica Sextet (Uptown) Chicago, t.
Earl & Josephine (Lincoln) New York, h.

K
Karl & Josephine (Lincoln) New York, h.
Kerkert, Fay (Chittenden) Columbus, O., h.

L
Larkin, Nellie (Club Sharon) New York, h.
Larkin, Nellie (Club Sharon) New York, h.

M
Mason, Duke & Orch. (Mainstreet) Kansas City 27-30, t.
Mills, Lillian (Alhambra) Paris, France, 1-13, t.

N
Naggs Harmonica Sextet (Uptown) Chicago, t.

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H-W Rumors Are Clarified

Part of equipment is to be leased—R-B and S-F- Barnes to get remainder

BIRMINGHAM, Jan. 25.—Some of the rumors, at least, concerning what will happen in the circus world the coming season were clarified here by Samuel W. Gumpertz, general manager of the Ringling interests, in a brief stopover en route from Hot Springs to Sarasota.

In the first place, Mr. Gumpertz declared, insistent reports concerning the Hagenbeck-Wallace Circus are only "partially true." What the corporation proposes to do, he said, is lease part of the equipment of H-W and add the remainder to the Ringling-Barnum and Sells-Floto-Al G. Barnes circuses. The Big Show, he declared, will be "bigger and better." This was taken to mean that the Hagenbeck-Wallace Circus, at least so far as the equipment is concerned, will remain the property of the Ringling interests, with the bulk of it probably going to augment the two major units certain to be on the road during the 1936 season.

The S-F-Barnes show will be given almost a new route, Mr. Gumpertz declared, taking it into Eastern and Southern territory.

Mr. Gumpertz said he would have additional announcements to make from Sarasota headquarters.

Rogers Suffers Loss of Fingers

YORK, S. C., Jan. 25.—Walter Rogers, son of R. W. Rogers, owner-manager of Barnett Bros.' Circus, suffered the loss of the first two fingers of his right hand recently while operating a planer at the show's quarters here. It is believed that another finger will be stiff. Prior to his accident Rogers was superintending construction work.

Various department heads have been coming to quarters the past week after spending short sojourns at their homes following the show's season of 38 weeks, which ended in New Smyrna, Fla., December 21.

Mr. and Mrs. William Newton, who are interested in the Walter L. Main show wintering at Rock Hill, S. C., a short distance from here, were recent visitors at Barnett quarters. They recently returned from a trip north.

Cole-Beatty Animals Protected From Cold

ROCHESTER, Ind., Jan. 25.—Sub-zero weather taxed the heating facilities at the Cole-Beatty quarters beyond capacity on Wednesday. Officials were forced to employ every possible means to protect the animals. Cats were bedded in deep straw and salamanders were added to the heating equipment, both in the cat and elephant barns. The bulls were not permitted to lie down for fear of chill and pneumonia. All hands were called to help protect the property. To date no serious effects to ring or cage stock has been reported.

Walter Powell, helper in the elephant barn, who was injured January 18 when Major heavy tusked herd leader, attacked him, is reported improving. He suffered severe bruises and lacerations. A number of stitches were required to close the wounds.

The movement of cats and elephants to the new quarters, scheduled for this week, was postponed on account of the severe cold. The transfer will be made some time next week. It was announced by Superintendent Seymour on Thursday.

Charles Moore in Hospital

BRIDGEPORT, Conn., Jan. 25.—Charles (Pop) Moore, 76-year-old former circus employee, is in St. Vincent's Hospital, suffering from injuries received when he fell down a flight of stairs at his home. His condition is fair.

R-B To Repeat July 4 Date in Bradford, Pa.

BRADFORD, Pa., Jan. 25.—Ringling-Barnum will appear here on July 4 in connection with the city's Old Home Day and Civic Fourth of July program being sponsored by 21 local organizations. Show played the natal date in 1934 as part of Zem Zem Shrine Temple ceremonial.

CINCINNATI, Jan. 25.—The Big One is scheduled to open in Madison Square Garden April 8.

Manuel King Signed By James M. Cole

PENN YAN, N. Y., Jan. 25.—James M. Cole, manager of James M. Cole's Wild Animal Circus, has signed a big feature, Manuel King, world's youngest wild animal trainer.

Cole was in Rochester January 21 and called on the Shrine Lodge regarding his circus, as he had his bid in, but lodge signed with Orrin Davenport to put on circus in March.

Mike Pyne With Hunt Show

OXFORD, Pa., Jan. 25.—Mike Pyne, who last season had charge of the brigade with Gorman Bros.' Circus, will have the billing brigades of the Hunt Bros.' Circus. Three bill trucks and agent's car will be used, with new special paper.



P. T. BARNUM float, which was built in Bethel, Conn. (birthplace of P. T. Barnum) for the Danbury-Bethel Tercentenary parade, September 15, last year, and later entered in the State parade at Hartford, October 12.

Lineup of Acts At Grand Rapids

GRAND RAPIDS, Mich., Jan. 25.—The Shrine circus, under auspices of Saladin Temple, Clayton H. Hoffman, general chairman, will open a week's engagement in the civic auditorium, starting January 27. Orrin Davenport will be equestrian director; the Shrine band, under direction of Leland D. Bullard, will furnish the music, 20 strong; while Merle Evans, of Ringling-Barnum Circus, will conduct the band for the performance. Quite a few of the members of the band are circus musicians. Blackie Williams will have charge of the props.

The program follows: The Yacops, acrobats; Oretonas, high-wire walkers; Flying Conellos; Walkmar Trio, perch; the Rooneys, trapeze; Albert Powell, aerial contortionist; Loyal's dogs, seals, Jack Joyce, trainer; Rose Walleatt, principal riding; Davenport Troupe, comedy riders; elephants, with Cheerful Gardner; Liberty stallions, Rudy Rudynoff, trainer; Rink Wright and Company, ladder and table rock; Cyse O'Dell, endurance act; Viola Hauser, head-balancing trapeze; Jennie Rooney, cloud swing; pony drill, Rudy Rudynoff; La-Salle and Donohue, comedy athletes; Bell Trio, comedy acrobats; Griffey Sisters, iron jaw.

The after-show attraction will be Cliff Thompson, Norwegian giant.

The show goes to Detroit from Grand Rapids, then Cleveland. Harry Zimmer will have charge of the concessions and Frank J. O'Donnell is attending to the publicity.

F. Wirth Shaping Conn., Fla., Dates

NEW YORK, Jan. 25.—Before leaving for the South, Frank Wirth announced four shows to be produced by him, two in Florida and two in Connecticut. In Florida he has the Grotto Circus, Orlando, and Grotto in Miami. James McGree and Freda Clark, of Wirth's staff, are in Orlando handling advance tickets. Show will be held in the Coliseum.

Wirth will stage the Sphinx Shrine Circus, Hartford, for the seventh consecutive year. It will be a three-ring show in the Armory. Zindah Grotto, of Waterbury, has again been signed. Will be held in the Armory and will be Wirth's third appearance there.

Cole-Beatty To Play Six in Long Island

NEW YORK, Jan. 25.—Cole Bros.—Clyde Beatty Circus will play metropolitan territory, probably in June, taking in six stands on Long Island, J. D. Newman, general agent, announced while on a short business trip here this week. He also stated that the show will probably make stands in New Jersey.

Newman arrived from Pittsburgh. While in Peru, Ind., he had a chat with Bert Bowers a few days before his death 10 days ago. He attended the performance of Billy Rose's Jumbo at the Hippodrome and conferred with Rose and Ned Alford, of the circus musical's press staff, before leaving New York.

Many Folk Attend Bert Bowers' Funeral

PERU, Ind., Jan. 25.—In new addition of Mt. Hope Cemetery, atop a snow and wind-swept hill, remains of Bert C. Bowers were borne by friends of the circus and business world—Ben Levi, C. James Burke, T. J. Walsh, Joseph Huber, Emmett King, Joseph Cattanzaro, Lyman McGuire, J. J. McNamara, Fred Young, George Kline and Leo Ginney.

Honorary pallbearers were Edward Ballard, Arthur Hopper, R. J. Clawson, Harry Hurtt, Zack Terrell, Jess Adkins, Jess Murden, C. D. Odom, Jake Newman, Al Martin, Earl Lindsey, Harry Lang and W. T. Stuhldriehner.

As in life, the white tops he loved so well furnished protection from sub-zero weather. A big tent over burial plot allowed movement of hundreds of relatives and circus associates from all sections of United States and members of troupes from many European nations to pass thru and assemble for last rites of the Ekks by Grand Knight Charles Treach. Brief services by Rev. K. E. Thorne, who also officiated at Presbyterian Church, where the life of Mr. Bowers was eulogized—"as a true product of American life and a straight shooter, a man of strictest integrity and honesty. In all his career as a circus man and banker, there is not a dishonest act on his character."

Entire front of edifice was banked with scores of floral emblems, covered over chance and choir loft—a beautiful tribute from individuals, showmen and other organizations.

Mr. Bowers' will, written September 14, 1932, was filed for probate in Miami Circuit January 20 and leaves entire estate to the widow, Mrs. Bessie (Spitzer) Bowers, during her lifetime. Upon her death estate is to be divided equally among surviving relatives of Mr. and Mrs. Bowers.

Tom Mix Returns From South America

COMPTON, Calif., Jan. 25.—Mr. and Mrs. Tom Mix returned this week from a tour of South America. Many social affairs were given in their honor.

At the quarters the paint shop has turned out 26 trucks and sleeper trailers, all the sleeper trailers being done in ivory, white and red piping and lettering. In the wardrobe department 16 people are at work. Manager Dall Turney stated there would not be one old piece of wardrobe or trappings used. The wardrobe department has been departmentalized, Mrs. Dall Turney in charge, with Mrs. Bud Asher, Roberta Ray and Mrs. James Turney heading the other departments.

The old ticket wagon is being rebuilt to be used as wardrobe trailer. Two new horse trailers are nearing completion, and it was stated there would be 85 head of stock. New grand stand is ready, painted in orange and blue; the star backs in same color. There will likely be a changed arrangement in handling the concessions. It was stated that Mrs. Sam (Nettie) Dill would have candy floss and pop corn; C. Clifford, lunch stands; Jack Burslem, superintendent of privileges, with all other concessions than those noted under his supervision. In the training barns there is much activity with performers working out.

P. J. Branson, general agent, is contracting towns. Manager Turney leaves for Phoenix, Ariz., to be present when a case against the show, account of truck operation while show was in that State, will be heard. It is stated that the case was not settled at the time, it being the desire of Turney to permit the case to become a test case.

Recent visitors at quarters were Mark Kirkendall, Stanley F. Dawson, Cookie Cook and Fred Shaefer.

Buffalo Shrine Show Landed by Bob Morton

NEW YORK, Jan. 25.—Bob Morton, representing the National Producing Company, gained the contract to stage the annual circus sponsored by the Buffalo Shrine, making his fourth consecutive year in that capacity. Show will be held in city-owned Broadway Auditorium.

Webb To Move On 10 Trucks

DALLAS, Jan. 25.—The Joe B. Webb Circus, Menagerie and Wild West Show is taking shape at its winter quarters here. A crew of workmen, under direction of Bert Carroll, are re-lettering the trucks, overhauling motors and repairing equipment and paraphernalia for the opening, about March 1.

The show will move on 10 trucks and carry 16 head of ring stock, 2 elephants, camel, 6 cages in menagerie, including "King Kong," giant ape.

Several acts have already arrived and are rehearsing daily. Those seen around quarters are the Orton Troupe, Jimmy Goodwin, "Slate" Beeson, Jimmie Hampter and Tito Motomoto. Others are expected within the next 10 days.

Joe B. Webb, sole owner and manager, states that he will bill the show heavily and will use advertising in various forms.

Mrs. Margaret Espy is treasurer; Bert Carroll, lot superintendent; Fred Crandall, equestrian director; Pete Kramer, Side-Show manager. Band will consist of nine pieces with a callopie.

Jack Turner is general agent and L. B. Saunders, brigade agent with four men. The advance will travel in one car and two bill trucks.

JOHN GRAHAM and son, attorneys of Butler, Pa., will take care of Walter L. Main's amusement enterprises this season in that State and Ohio.



With the
Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLEY, W. M. BUCKINGHAM,
2530 West Lake Street, Thomas Bank,
Chicago, Ill. Secretary,
Newwich, Conn.
(Conducted by) WALTER HOENADEL, Editor
"The White Top," care Holman-Ed Printing Com-
pany, Rochelle, Ill.

A copy of *The Evansville* (Ind.)
Courier of June 8, 1889, told of the fire
the day previous in Chicago of the Bar-
num Circus. The fire was late at night,
entire big top being destroyed.

Joseph Benjamin Herr, 73, of Tell City,
Ind., retired, has had a book published,
Goodhearts—Schollteacher's Mary, stories
from old-time German-Swiss rural life
in 1840. For 10 years Herr was clarinet
player with circus and carnival bands,
quitting, as he said, when with Hagen-
beck-Wallace in 1910 when circus train
wrecks in St. Paul and Pueblo, Colo.,
were too much for him.

J. P. White, honorary secretary of the
CFA of Great Britain, writes that they
had several indoor circuses this winter.

He said the reports are that all tenting
circuses had a fine summer season in
1935.

Bruce Hower was elected president of
the Jerry Muggivan Top, Vancouver, Can.,
at the annual luncheon meeting in Hotel
Vancouver. He succeeds H. R. Cotting-
ham. Other officers are John Duker,
vice-president; Bernard J. Walsh, treas-
urer; H. Brook Smith, secretary.

John Yost, of Rockville, Conn., has
been confined to his home due to ill-
ness since December 2. According to last
report, he was improving slowly and
went out for the first time January 21.
Drop a card or letter to this ex-trouper
and stanch CFA. He will enjoy hearing
from you.

S. L. Cronin Returning To Barnes Quarters

LOS ANGELES, Jan. 25.—It is ex-
pected that things will be humming at
the quarters of the Al O Barnes Circus
with the return from a vacation at Hot
Springs, Ark., of General Manager S. L.
Cronin. No definite news as yet avail-
able as to the affairs of the show. There
have been many rumors of changes in
bosses of working and other depart-
ments, but they did not originate among
any of the Barnes attaches; mostly from
letters received from the East. With
but one exception there has been no
verification of these rumors.

It is thought that there will be many
changes in the dressing room; in fact,
this might have occurred even if an-
other of the shows was not shelved.
Manager Cronin some time since ex-
pressed the thought that a much-
changed program for the coming sea-
son would be offered and that the
changes would materially add to the
strength of the program. Capt. W. H.
Curtis leaves Cuevas, Miss., this week
for Baldwin Park.

John J. Brassil, manager car No. 1, is
in town with Floyd King. Jack (Scotty)
Thomas, former bass drummer on
Barnes shows, is patient at California
Lutheran Hospital.

Vanderburg To Open May 2

WHITEWATER, Wis., Jan. 25.—The
Vanderburg Bros.' Circus will start this
season May 2. Last season Charles Rus-
sell Hall was connected with his brother,
Frank E., but at close of season he re-
turned to Florida, and Frank went into
quarters here. This season the brothers
will operate separate shows, Frank again
operating the Vanderburg Circus. The
animal acts have played several indoor
dates, also a Christmas date.

Work has started here on breaking
some new stock, building seats and do-
ing general repairing. Show will be en-
larged. There will be a bigger top, also
a larger side-show top, in which there
will be several wild animals. Several new
acts will be in the big show.

Norwich, Conn., CFA's Spend Day in New York

NEW YORK, Jan. 25.—A delegation of
members and guests of Charles Sparks
Tent, Circus Fans' Association, Norwich,
Conn., headed by Walter M. Bucking-
ham, national secretary-treasurer, spent
an interesting day here on Sunday,
despite a hall of snow and threatened
blizzard. First stop was the Circus
Room of the Cumberland Hotel, where
they were given a reception by Ring-
master Harry Baugh, Helen Buckingham,
and Jane (Skipper) Boland, serialist.
From there the group went to a Swedish
cafe, where 32 were served, with Mrs. Edna
Holden stewardess. All attended the
matinee performance of Jumbo.

In the party were Edmund S. Smith,
Lillian C. Roarke, Mrs. Walter Bucking-
ham, Bugs and Ruth Raymond, Joseph
H. Daley, John Ferguson, William Haus-
berg, Margaret C. Roarke, Nicholas Tar-
rant, Fletcher Wilson, Elizabeth G. Col-
lins, Margaret Leith, Amy P. Birraccell,
Geraldine M. Enos, Margaret D. Shugrue,
Retta Sheeby, Alice D. Rosler, Sarah H.
Kilroy, John R. Tarrant, Mr. and Mrs.
Carl G. Johnson, John O'Keefe Jr., Sam
Susbuen, Charles Holden, Agnes Devlin,
Howard and Elizabeth Sneed, Felix P.
Callahan and Beattie Mahoney. Miss
Boland made a hit with the visitors.
Baugh arranged for reservations to
Jumbo and also functioned as "traffic
cop" and "dispatcher," getting out in
the middle of the street and summoning
enough taxis to transport the delegation
to the Hippodrome.

Macon, Ga., Jottings

MACON, Ga., Jan. 25.—Jimmie Heron,
who is wintering his Bond Bros.' Circus
at Milledgeville, Ga., is soon expected
back from the East and will make his
headquarters at Central City Hotel in
Macon.

Charlie Donahue, in charge of Bond
Bros.' quarters, is a weekly visitor here.
Ralph Redding has returned from a
few weeks in Atlanta.

Joe and Isabelle Gilligan are still in
Florida fishing and will not return until
March.

Leo and Al Rock with Virginia, of
Fort Valley, spend their Sundays in
Macon. Formerly of Downie Bros.' Cir-
cus, but at present have interests in
Fort Valley.

Theresa Morales left to join a musical
show in Atlanta, but will return in time
for the tented season.

Irish Horan and wife, Ruby, are win-
tering here and Irish is getting things
in readiness for the Downie season.

At the Downie quarters everything is
going full blast. Both the workshop
and wardrobe departments have taken
on extra help. Fred De Ivey is in charge
of the shops; Allen Hauser and Carlos
Carreon in charge of ring barn. Mrs.
Sparks, as always, looks after the ward-
robe department.

Charles Katz, assistant manager, after
a few days' illness, is again busy at the
quarters.

Dave Durrett, past season with the
Haag show, is at home for the winter
but will leave for Hot Springs shortly.

Carl Clark's trained animals are win-
tering in the circus colony at Central
City Park and during the winter months
Carl will break a troupe of goats. The
Whipping Smiths are wintering with
him and will be a feature of the show.

E. J. McKnight, prominent Eastern
Circus Fan, was a visitor at Downie
quarters for several days, as was Chuck
Langford, concessioner.

Shorty Henkle and wife returned from
Mt. Carmel, Pa., where they were guests
of Shorty's parents during the holiday
season. Shorty expects to again be in
Downie clown alley.

Ernie White was here recently on his
way to Chattanooga.

Roxy Fiber has shipped to Mrs. Sam
Dill a cotton-candy machine.

Big Crowds Expected At Detroit Shrine Show

DETROIT, Jan. 25.—The 31st annual
Shrine Circus, to be held at the State
Fair Coliseum, is receiving the whole-
hearted support of apparently all of
Detroit. A record all-time attendance of
approximately 300,000 is expected.

Costumes and wardrobes of Ringling
circuses will be used, also their animals.
Independent acts will also be on pro-
gram. Orrin Davenport, of Chicago, is a
member of Moslem Temple here and
works with Chairman Tunis E. Stinson
in lining up acts. There will be 250
people in the show. Forty-eight Detroit
high-school girls are being trained by
Portia Rowley, of Detroit, and will fea-
ture the Tiller kick and tap dancing.
Platforms will be erected at the side of
the ring for the girls to dance on so
they will be in the spotlight.

Fifteen thousand crippled children,
orphans and old folk will be taken to
the circus as guests of the Shrine, and
their transportation will be provided by
automobile to and from the fair grounds.

Arrangements have been made to
broadcast part of each performance,
matinee and evening, each day from the
arena, thru WJB and WBBK. A de-
scription of the acts will be given and
different artists will be given an oppor-
tunity to talk over the radio from the
arena.

CHARLES GOSS, of East St. Louis, Ill.,
attended the Minnesota Fair Association
meeting at St. Paul and recently left
for Kansas City, where he has on a
deal to motorize the new Kuhn Circus.

Get top money at indoor
shows with Oak's Circus
Prints. Get top money ev-
erywhere with Oak's Mickey
Mouse Balloons.
At Leading Jobbers.
The OAK RUBBER CO.
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ONE REAL BUY. Brand-new 60x90 ft. Top,
waterproof khaki, just made, \$390.00,
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NOW ON TOUR. ON THE
FLYING TRAPEZE
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Now Ready. A Great Number of Bargains.
Sizes from Frame Tents to Big Tops. Write
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FOR SALE

16 Leather Blue Seats, 9 high, in good condition;
Best Curtains for same. O. F. "GURLY" STEW-
ART, Care Ringling Bros.' Winter Quarters, P. O.
Box 1133, Sarasota, Fla.

WANTED

WILD ANIMAL TRAINERS
Men and Ladies.
SNAKE KING, Brownsville, Texas.

WANT
Musicians, Comedy Bar Performers, prefer one with
other Art; Concert Pianists; St. Home write. Bill
Poster that can drive. FOR SALE—10x180 Tent,
20x20 Marquee, Roman Ladders, Air Collapse on
Dodge 1/2-ton Truck. All A-1 shape and priced right.
KAY BROS. CIRCUS,
Box 352, Petersburg, Va.

CAN USE MORE SENSATIONAL ACTS FOR 1936 FAIR SEASON AND OTHER DATES

Send lowest salary and permanent address in first letter.
SIDNEY BELMONT, Fullerton Bldg., St. Louis, Missouri.

We Rise to Remark

That we're building a lot of Tents
for beginning-of-season delivery, that
we'd like to have yours among them
and that now's a whale of a good time
to get your order in.
Write — Wire — Phone
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17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE.
EASTERN REPRESENTATIVE — A. E.
CAMPFIELD, 192 W. 42d St., N. Y. C.

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MUSLIN AND FIBRE BANNERS
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MANENT INKS.
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Opening May 2. Agent with exp. Performers doing
two or more, Calliope Player and Musicians. Man for
Side Show doing Punch and Magic. Make Openings;
Write West for Contract with own transportation,
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and letter. Consider advance a polite negative.
WANTED, check for cash, 40, two 30s, and Royal
Automobile. FRANK E. HALL, Manager, White-
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TIGHTS
ALBERTS CO., 440 W. 42d St., New York City.

MOTORIZE
Write for our Famous Plan, CHAS. GOSS,
Standard Chevrolet Co., East St. Louis, Ill.

CANADA LOOP MEETS BIGGER

Moose Jaw Back In Class B Circ

RAS and Conklin get midway contracts — Ernie Young for Group A

WINNIPEG, Man., Jan. 25.—Western Canada Association of Exhibitions and Western Canada Fairs Association at their joint sessions here on January 20-22 awarded contracts and set dates for next season's fairs. Western Canada Association of Exhibitions, Class A, again gave its midway contract to the Royal American Shows and concession rights to the same company. Attractions will be furnished by Ernie Young. Class A fair dates are: Brandon, June 29-July 3; Calgary, July 6-11; Edmonton, July 13-18; Saskatoon, July 20-25; Regina, July 27-August 1.

Some Acts to De Waldo

The B dates are: Moose Jaw, June 25-27; Estevan, June 29-July 1; Carman, June 29-July 1; Weyburn, July 2-4; Portage, July 6-8; Dauphin, July 9-11; Yorkton, July 13-15; Melfort, July 16-18; Lethbridge, July 20-22; Red Deer, July 23-25; Vermillion, July 23-25; Lloydminster, July 27-29; North Battleford, July 30-August 1; Prince Albert, August 3-5.

In the B circuit the contract for midway, rides, concessions and loud-speaker system and a part of platform attractions was awarded Conklin's All-Canadian Shows, while DeWaldo Agency will supply part of the platform shows.

Tribute to Richardson

A large increase in delegates and attraction representatives attended the meetings. A special tribute was paid to E. L. Richardson, manager of Calgary Exhibition and Stampede. Mr. Richardson has been a member of the association since its inception in 1911. A message and flowers were ordered sent Billy Lorette, well-known clown and a popular figure to Western Canada fairgoers, who is ill in a Chicago hospital.

A notable feature of Western Canada Fairs Association meeting was appearance of delegates from Moose Jaw, Sask. Moose Jaw intends reviving its annual fair this year. It has not been held since the war.

White Resigns in Batavia

BATAVIA, N. Y., Jan. 25.—Carrying out his intention of resigning as secretary of Genesee County Agricultural Society, W. P. K. White said he had withdrawn from management of the fair rather than continue to serve a board having four members he believed unqualified for office. Efforts were made to restore harmony, with Mr. White continuing as secretary. William Brew, Bergen; John W. Totterdale, Stafford, and Merlyn M. Woodruff, Alexander, directors, were named to interview candidates for secretary.

Four Are Signed for Ionia

IONIA, Mich., Jan. 25.—Four amusement organizations at Ionia Free Fair last year will return in 1936 to present new or revised programs, said Secretary Fred A. Chapman. They are Rubin & Cherry Exposition, midway; Barnes-Carruthers, night revue and vaude acts; Alex Sloan, Saturday auto races, and Thearle-Duffield Company, fireworks. Rubin & Cherry will be back for the fourth consecutive season. Thearle-Duffield and Sloan have been Ionia fixtures nearly a decade.

Rosenthal Gets Red River

CHICAGO, Jan. 25.—Low Rosenthal, Lew Rosenthal Attractions, Waterloo, Ia., sends word from St. Paul that he has again contracted Red River Valley Circuit of fairs. This will be the sixth year Rosenthal has had the circuit.

"Everybody Pays" Ranks Joined by Winter Haven

WINTER HAVEN, Fla., Jan. 25.—Checks are rolling in for \$1.10 season tickets from those who heretofore may have been on the free lists or were considered "privileged characters" of Florida Orange Festival, for the annual on January 27-February 1. General Manager J. B. Guthrie and directors have adopted a strict "Everybody Pays" policy, first Florida fair to go on this basis. Hundreds of letters announced the change and responses were headed by that of Governor Dave Sholtz, who sent his personal check and hearty approval of the move. The few squawks received are declared to be from habitual moochers. Tickets provided for press, news reels and cameramen are charged against the publicity department as promotion expense.

Barnes-Carruthers Sign 20 Fairs at Minn. Meet

CHICAGO, Jan. 25.—M. H. Barnes, Barnes-Carruthers Fair Booking Association, advises that he signed contracts with 20 fairs during the meeting of Minnesota Federation of County Fairs in St. Paul last week.

This, he says, is the biggest business the firm has done at any winter meeting for many years. Barnes-Carruthers also obtained contract for Elks' Circus, Rochester, Minn., on February 24-29.

CAPT. GEORGE WEBB, high diver, reports a season in 1935 of 21 weeks in seven States, making 81 dives to an estimated 394,000 people. He attended Minnesota fairs' meeting in January in St. Paul, where he has 12 weeks booked in the spring, and will go on tour for dates from August 15 until November 15.

Plant Improvements To Mark Big Year on Minn. Grounds

State federation hears of many projects contemplated and under way—Hall defeated for secretary by Jacob—glowing report given on State Fair accomplishments

ST. PAUL, Jan. 25.—The year 1936 promises to be a banner one for fairgrounds improvements, as well as for a profitable season, judging from facts presented at the 77th annual meetings of Minnesota Federation of County Fairs and Minnesota State Agricultural Society here on January 15-17. Fairs of the State are, with few exceptions, in excellent shape, it was brought out in reports, and county fairs, far from being passe, are steadily increasing their appeal and power for good. Attendance was large and there was every indication of a healthy interest in fairs of the State. Officers were re-elected with exception of secretary, L. O. Jacob, Anoka, was elected to succeed R. F. Hall, St. Paul.

Pomona Has \$50,000 Blaze in Ten Barns

POMONA, Calif., Jan. 25.—Fire, believed to have been of an incendiary origin, destroyed 10 large frame livestock display barns on Los Angeles County Fairgrounds here on January 20.

Secretary-Manager C. B. Afferbaugh estimated damage at \$50,000. Of this \$15,000 to \$20,000 is represented by equipment stored. A new warehouse being under construction on the grounds, there was an unusually large amount of equipment and materials stored in the burned buildings.

The 10 barns were part of a string of 13 similar structures, one adjoining the other. Loss was partially covered by insurance. Plans are under way to replace the buildings with modern concrete structures.

For a number of years Mr. Hall has served as secretary and to him must be credited much of the advancement made by the association. He has devoted much time and energy to fighting battles of Minnesota fair men. Legislative enactments of material advantage to the fairs have been carried thru because of his persistent efforts, and fair leaders of the State have spoken highly of his work.

Wednesday afternoon the State Agricultural Society held its first general meeting, with President Lee M. Shell reporting that in 1935 Minnesota State Fair passed the 500,000 mark in attendance for the first time in 10 years and made a profit greater than in many years. Earnings to the amount of more than \$1,000,000 have been put back into the plant since the fair was established, he said.

Protest Trade Pact

Following a talk on Some Views of the Canadian Trade Agreement by Herbert L. Lefkowitz, editorial director of The St. Paul Dispatch-Pioneer Press, the federation adopted a resolution protesting against the trade agreement and similar pacts with foreign countries. Such agreements, they said, admit dairy and other products in competition with the American farmer. Dr. A. F. Branton, Willmar, gave an excellent talk on How the Business Men Look at 4-H Club Work. J. S. Jones, secretary of Minnesota Farm Bureau Federation, on Agriculture's Weapons, told of value of organization. F. W. Peck, director of agricultural extension, University of Minnesota, spoke on The Co-Operative Way.

Directors got together at dinner Wednesday evening and later met for a round-table discussion. Victor Christgau, State WPA administrator, and David J. Erickson, deputy attorney-general, explained federal aid thru the WPA. Forty-seven county fair projects are now on the program of Minnesota WPA. Mr. Christgau said, including barns, race tracks, grand stands, remodeling and repairing of buildings and landscaping of grounds. Allocations of \$383,126 have been made and sponsors are contributing an additional \$58,020. Twelve projects are already in operation.

Zimmerhahl Re-Elected

President Ed Zimmerhahl, who presided on Thursday, introduced Stafford King, State auditor, St. Paul, who told something of Minnesota's resources and lauded work of 4-H Club boys and girls. Douglas K. Baldwin, assistant secretary of the State Agricultural Society, gave pertinent suggestions on How To Achieve Maximum Success at the County Fair.

"A planned budget," he said, "is a parachute in the fair business. The action may not be as spectacular but the prospects of landing safely are much more certain." He called attention to the action of some fairs in overbuying entertainment. While recognizing value and necessity of entertainment, he condemned the practice of buying more than the fair could reasonably expect to pay for.

Parker D. Sanders, president of Redwood County Fair, gave an enlightening talk on Better Co-Operation Between Buyer and Seller of Free Acts, urging (See Plant Improvements on page 41)



THE OASIS was one of the highlights of the Milwaukee convention of Wisconsin Association of Fairs. The accompanying picture will give some slight idea of the popularity of the spot, which was promoted and put over by Larry Hall, well-known concession man.

State Fair Board Emerges Intact From Great Annual Nebraska Meet

LINCOLN, Neb., Jan. 25.—Nebraska Association of County Fair Managers had one of the best sessions in the last five years in the Cornhusker Hotel here on January 20-21. In attending delegations and attraction men, it was agreed by officials to be the largest since 1930, evidence of feeling that the wave of business betterment will take them into a prosperous 1936. More contracts were signed on the spot than in many seasons.

R. C. Johnson, Mead, president; Stanley Matzke, Seward, vice-president, and Chet G. Marshall, Arlington, secretary, were unanimously re-elected.

State Board of Agriculture membership of officers remained intact again. Some out-State fair men backed M. E. Cadwallader, Oxford, as chairman of the

resolutions committee, who submitted three resolutions asking that the policy of allowing the president to select his board of managers (four men) and thus perpetuate them in office, be abolished and the vote allowed to the convention; and that the secretary, now executive member of the board and drawing \$2,400 a year, be pushed back into honorary comparison to other board positions and a man, with fair experience and capable of putting on a more pleasing fair, be yearly appointed by the board, with a salary comparable to the ability wanted; and that the statutes be revised to accommodate this plan.

The resolutions were tabled until the last morning and the present board rode (See STATE FAIR BOARD on page 40)

Michigan, Back in Its Stride, Looks for Great Record in '36

Detroit convention has increase of nearly 50 per cent in attendance with capacity banquet crowd—light harness horse breeding encouraged—good legislative work

DETROIT, Jan. 25.—An increase of nearly 50 per cent in attendance at the annual convention of Michigan Association of Fairs in the Fort Shelby Hotel on January 22-23 is an excellent indication of the way Michigan fair men feel about 1936. In business sessions and discussion it was evident that fairs of the State are definitely back in their stride and this year intend to break the fine record of 1935. Importance of breeding light harness horses in Michigan was chief topic and recommendations were made that steps be taken to obtain State funds to pay part of awards for light harness colts under three years old as an encouragement to breeders.

All officers of the association were re-elected. The banquet Wednesday evening drew a record crowd. It has always been the policy of the association to limit set speeches or talks on the program and this plan was carried out as usual, greater part sessions being devoted to informal discussion. President Fred A. Chapman introduced A. C. Carlton, director of agricultural industry, State Department of Agriculture, who thoroughly explained the State appropriations to fairs.

Decries Grouping Fairs

Brief reports on fairs of 1935 were made by Mrs. Harvey Walcott, Marne; Maurice Foreman, Hastings; Robert Pryal, Escanaba, and George A. Prescott Jr., secretary of Michigan State Fair. All indicated a decided comeback of fairs. Fred Terry, *The Horseman*, scheduled to speak on "Don't Forget the Horses," was unable to be present. His son, Robert Terry, and Nat Green, *The Billboard*, were introduced and spoke briefly.

President Chapman called attention to excellent work members accomplished in defeating the Senate bill which would have transferred money received from racing interests into the general fund instead of keeping it in the county fair fund. Defeat of the bill assured continued State aid. The president also spoke of the unwise policy of grouping a number of fairs under one management, as was tried last year by several promoters.

Mr. Carlton in his talk urged the fairs to offer something in the way of amusements different from that offered by the cities. He also made the recommendation with regard to exhibits that only live-stock exhibitors who are actual owners of the stock they show be allowed to participate in premium money awards.

President Chapman introduced W. D. Jackson, secretary of Western Fair, London, Ontario, and of the Canadian Association of Fairs. Mr. Jackson gave an interesting talk along general fair lines.

Big Crowd at Banquet

Not in many years has such a large number attended the banquet. Spanish Grill Room of the Fort Shelby was crowded and more than 250 who attended voted both the dinner and entertainment well worth while. Banquet arrangements were handled by a committee, E. W. Delano, Allegan; Harry B. Kelley, Hillsdale, and W. F. Jahnke, Saginaw. President Chapman presided and toastmaster was Fred W. Green, former governor of Michigan. Acts were handled by Sam J. Levy. Brief talks were made by James F. Thomson, secretary of agriculture, and Duncan McGregor, prosecuting attorney, Wayne County.

To the excellent music of Betty Dryden and her Ambassador Girls an entertaining program was presented, acts being furnished thru courtesy of booking agents, and were Jack Gregory and Company, hoop rolling and juggling; Cleora Miller, singing Gypsy Love Song; Ray Conlon Girls, dance number; Al Miller, cornet solo, with Cleora Miller singing Indian Love Call; Monroe and Adams Sisters, drum novelty and juggling; Pete Sun, paper tearing; Harriette Norwalk and Company, roller-skating trio; Eleanor Hope, acrobatic dancing; Eugene Maxwell and Tiny, mechanical man act and Lon Chaney impersonation; Keadle Capps and Keadle Capps Jr., singing and dancing; soldier and nurse act (name not ascertained) in which the man did clerical hand balancing; Eddie and Herman, harmony singers; Three Weldons, acrobatics and gymnastics; Temple, il-

lusionist, and Wilbur May Trio, hoop rolling and juggling.

In a brief Thursday morning session E. W. Delano reported activities and results of conferences with Commissioner Thomson, whom he said was heart and soul with the fairs. Resolutions were outlined with exception of one on the death of Ed F. Carruthers. Officers re-elected are: President, Fred A. Chapman, Ionia; vice-presidents, Frank A. Bradish, Adrian; Robert P. Buckley, Bad Axe; Arnel Engstrom, Traverse City; Mrs. Harvey A. Walcott, Marne, and secretary-treasurer, Chester M. Howell, Chesaning.

Attractions Representatives

Attractions and concession people noted included Gooding Shows, Floyd E. Gooding; Barnes-Carruthers, Sam J. Levy, Camille LaVilla; H. William Pol-Jack Foster Print, W. C. (Bill) Fleming; Gus Sun Agency, Gus and Pete Sun, Jack Dickstein; Globe Poster Company, Bill Williams; Williams & Lee, George B. Flint; Thearle-Duffield Fireworks Company, Frank P. and Jack Duffield; Stratosphere Man, A. E. Seiden; Wade Shows; Farm Crest Loudspeaker System, Mr. and Mrs. Bert Thomas, Earl Thomas, Leston Post; Station WLS, Earl Kurtz, George Ferguson; Hudson Fireworks Company, A. D. Michele, Harry B. Lesinger; Champion acts, Jack Champion; Regalia Manufacturing Company, T. P. and A. F. Eichelsoedfer; Mighty Shoesley Midway, J. P. Hendershot; Donaldson Lithograph Company, W. S. Harvey; Ray Conlin Attractions, Ray Conlin, Joe Wilson, Gene Maxwell, M. Marcus, Les Phillmer, Carl Romig; Wolf Tent and Awning Company, Paul Wolf; Pollie & Berger Shows, H. J. Pollie, H. J. Pollie Jr., Mr. and Mrs. Louis J. Berger; Barkoot Shows, M. Marcus; Henry H. Luaders Attractions, Mr. and Mrs. Henry H. Luaders, Lester Calvin; Happyland Shows, William G. Dumas, John F. Reid, V. Dickey; American Fireworks Company, R. P. Palmer, F. P. Corbus, C. Calderia; Ohio Display Fireworks Company, Peter Vitale, Edward Genneck; United Fireworks Company, David Schiller, Walter L. Beschler; World Fireworks Company, Paul Porchoddu; Al Miller Attractions, Mr. and Mrs. Al Miller, Cleora Miller; J. C. Weer Shows, Lew Marcuse; Wilson Shows, L. Wilson; Ben Sawyer, Mr. and Mrs. G. Y. Averil, Leo Lipka, Sam Morris, J. Hoffman, Mr. and Mrs. John Vismis, W. H. Williams, Mr. and Mrs. Gerald Fish, Mr. and Mrs. W. H. Davey, Walter S. Howell, Elmer Cody, Emil Paul, C. F. Wakely, Cecil Haven, Mr. and Mrs. Linebach.

Notes of the Convention

Those not fortunate enough to be able to stop off in Saginaw on Monday had to be content with enthusiastic (See MICHIGAN, BACK on page 43)

Fun Zone for Paris Expo Well Laid Out

PARIS, Jan. 20.—Because several of the 20 countries which will exhibit at the Exposition of 1937 have insisted on more space, city council of Paris has set aside several additional parcels of ground adjoining the original site and has decided to install an annex on a large strip extending along the Bois de Boulogne from Porte Maillot to Porte Dauphine. As this latter site is opposite main gate of Luna Park and only a short distance from Jardin d'Acclimatation these two amusement parks stand to benefit from exposition crowds.

Exposition grounds now cover two large plots between Place de la Concorde and Isle des Cygnes, as well as this island, and much of the ground and road-

Fair Meetings

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.
West Virginia Association of Fairs, January 30, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

Western New York Fair Managers' Association, January 31, Hotel Buffalo, Buffalo. George B. Abbott, president, Hamburg.

Ontario Association of Agricultural Societies, February 4-5, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Association of Tennessee Fairs, February 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Louisiana State Association of Fairs, February 14 and 15, Court House, Jennings. R. S. Vickers, secretary, Donaldsonville.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

ways bordering the River Seine between these points, and at least two annexes on outskirts of the city. Main parts of the fair are practically in the heart of the city with numerous subway and bus lines at the gates.

Amusement section is well placed, as it will occupy the entire Esplanade des Invalides, large tract running from the river to the Invalides, which provides suitable space for biggest of rides, devices and attractions. A strip along Cours Albert Ier, opposite axis of the Invalides plot and about 50,000 square meters along the river the fun zone will form an important part of the 1937 Exposition.

Entire amusement concession has been acquired by Compagnie de Repartition et de Controle de Credits, a corporation said to be backed by plenty of capital. A bureau in charge of a prominent park and exposition showman has been installed in the company offices, 34 Boulevard de Bonne Nouvelle, and mapping out the fun zone is well under way. Members of the firm will visit New York and Chicago in the next few weeks.

Delegations View Success Of Exposition for Toledo

TOLEDO, Jan. 25.—Thaviv's Band and Chicago Civic Opera Quartet made musical history at Toledo Industrial Progress Exposition this week. Monday evening over 10,000 people heard them and Tuesday evening a record crowd for any event held in the Civic Auditorium and Exhibition Building passed thru the turnstiles as 15,000 were attracted to the concert and exhibits. So insistent was the audience's demand both evenings that Senor Thaviv and his 50-piece band and the quartet had to play several encores.

In addition to thousands that crowded the auditorium, 40 amplifiers carried the program over the one mile of exhibits. Delegations came from Cleveland, Milwaukee, Cincinnati and Detroit to study the Toledo plan of combining high-class operatic musical organization with an exposition and all pronounced it a marvellous success.

Quartet consists of Frida Savini, Eva Hughes, Henry Thompson and Walter Merhoff, and the last half of the week

found the coloratura soprano, Elizabeth Rushmore, and the Four Nighthawks appearing with the band. Robert J. Eustace is exposition manager.

Fairs, Parks, Celebrations, Etc.

Greetings To Meetings

... of the Virginia Association of Fairs, Pennsylvania Association of County Fairs and the Western New York Fair Managers' Association, current this week. Record turnouts for all is the fervent wish of

GEORGE HAMID.

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WANTS ATTRACTIONS

INDEPENDENT SHOWS, RIDES, CONCESSIONS, EXCEPT SOFT DRINKS.

No Wheels or Gambling.

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Attendance Last Year 40,000.

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Our acts merit the careful consideration of every person who is interested in getting quality value for his park or fair.

PHIL WIRTH, Pres.,

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WANTED

ENTIRE GRAND STAND DAY AND NIGHT PROGRAM.

FREE FRONT GATE FAIR.
Grand Stand, 2,000 Seats, Average Receipts \$925.00 for 3 Days with Pay Front Gate and 25c Grand Stand. Quote at once percentage and type of Program. Directors' Meeting soon. POTTAWATTAMIE COUNTY FAIR ASSN. CALVIN K. HARRIS, Secretary, Avoca, Ia.

STRATOSPHERE MAN

World's Highest Trapeze and Swaying Polo Act.

Finishing With a 500 Ft. Slide for Life.

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Available for Fairs, Parks and Celebrations.
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WANTED FOR MERCHANTS' EXPOSITION.

City Auditorium, March 17, 18, 19, 1936.

Acts for above. Would consider a complete unit. State all first letter with prices—make it low, let me see it here. Address: **MARVIN BYBEE**, Secretary Chamber of Commerce, Larned, Kan.

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Also known as WHITE RANG, or AUTO BURGLAR ALARM. The original made here. It is a sensational item for its performance.

Now booking display of Fireworks for Parks, July 4th. Fairs, etc. Write or Wire for details. FROM THE DOOR OF OUR FACTORY TO YOU.

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"WORLD'S GREATEST THRILL SHOW"—14 DEATH DEFYING STUNTS

See 14 Daring Young Men Defy and Laugh at Death.

When... 2 Speeding Cars Crash Head-On.

When... 2 Speeding Trains Crash From Platform, Plunging Through Flaming Board Wall.

JIMMIE LYNCH

AND

DEATH DODGERS

When... A Motorcycle and Rider Leap Over a Parked Car—80 Feet Through Space.

When... A 5 to 6 ton Driver Crash Over and Over at 60 Miles an Hour.

Open for Independent Bookings in South Until April.

Address Texarkana, Tex.

FAIRS

WE CAN GIVE YOU FREE ATTRACTIONS THAT WILL DRAW MORE PATRONS THAN ANY YOU HAVE EVER HAD—AND AT A PRICE YOU CAN AFFORD.

B. WARD BEAM
Suite 715, 154 Broadway, New York City

N. Y. W. F. STIR ON L. I.

Resorts Around Site in Flushing Preparing To Bally for Visitors

Big expo is seen as cause of biz optimism at Rockaway, Long Beach and Jones Beach—queries are coming from all over country to owners of concession property

FLUSHING, N. Y., Jan. 25.—Foreseeing great benefits from the 1936 World's Fair, Long Island beach resorts, concentrated in and around here, site of the expo, are making preliminary arrangements to greet out-of-towners. Particular emphasis in prep efforts is being shown by the Big Three of Island seashore spots, Rockaway, Long Beach and Jones Beach. Concession property owners in the Rockaways report queries from scattered portions of the U. S. on locations available and how much. Amusement realtors who in recent years have been using red ink on their books look to the fair as a device to help them recoup some of their losses. Rockaway Chamber of Commerce aims to work out promotional stunts.

Long Beach is expending \$2,000,000 on its new Boardwalk. Some years back the beach was known as a "fast-dollar" resort, but in the last few years has diminished to a "nickel-here-and-there" place. City is said to be planning to buy space at the expo to bally Long Beach wares. This is new stuff from the standpoint of beaches and is expected to prove effective.

Long Island State Park Commission, just after hanging up a record of 5,400,000 visitors in '35, would like nothing better than to have opportunity to let the world know, via the fair, what a grand layout it has in its score of spots. Jones Beach, pet of the Bob Moses chain, is being groomed now for the '36 event.

With Flushing Bay, close to fair site, practically condemned for bathing, prestige of near-by beaches is being bolstered.

Fire Threatens Conn. Spot

MILFORD, Conn., Jan. 25.—Prompt discovery and quick response of apparatus despite hazardous traveling conditions saved Laurel Lodge, well-known summer resort on the cutoff here, from destruction in a two-alarm fire this week. Blaze is believed to have originated in rubbish near the heating system in the cellar.

New Idora Spot Reopened

YOUNGSTOWN, O., Jan. 25.—The Barn, night club in Idora Park here, dark since New Year's Eve, has been reopened on part-time policy for remainder of the winter. Ruth Auten-



ALVIN H. STEINBERG, named production manager of Young's Million-Dollar Pier, Atlantic City, for the second season, and who is outlining some innovations for the summer of 1936. Fresh attractions will prevail again and it is promised that some novelties will be presented.

reith and her orchestra are installed and Larry Torg, of Radio Stations WNEW-WMCA, is new emcee. Floor shows will be changed weekly. The Barn recently was designed from Heidelberg Gardens, which was operated during the summer season.



ROCKET SPEEDWAY, the first of its kind installed in England. Now operated by J. W. Shillan, who holds the European rights, at Bertram Mills' Olympia Circus, London, where thrill seekers have taken to it and onlookers appear to get as big a kick as riders.

Spectators Pay To Watch Riders; Rocket Speedway Is Hit in London

LONDON, Jan. 15.—Operated by J. W. Shillan, of Shillan's Amusements, Ltd., the Rocket Speedway installed at Bertram Mills' Olympia Circus has already beaten all records for receipts of any ride previously installed in the Olympia, despite the fact that the circus and fair has run only three weeks of its scheduled five.

Rocket Speedway, the first of its kind to be introduced by J. W. Shillan, who holds the European rights, is in the center of the fair and does a roaring trade thruout the day. Spectators pay 12 cents to view the ride from the balcony and it costs 25 cents (one shilling) to actually ride on the speedway.

Altho this is the most costly ride at the Olympia there is never a vacant seat on the trains and patrons line up for a long period, patiently waiting their turn to ride.

Rocket Speedway, designed by Norman Bartlett, who is now in London, is a replica of those used at California Pacific International Exposition, San Diego, and A Century of Progress, Chicago, and its

popularity in London appears to indicate that the ride will be installed at all major fairs in Europe during this year. Londoners have certainly taken to the thrill of zooming around the bowl at high speed and banking 20 degrees past a perpendicular point, while onlookers seem to get a big kick out of watching the riders.

Olympic Edition for A. C.?

ATLANTIC CITY, Jan. 25.—That an American edition of the Olympic Games, under canvas and backed by Pennsylvania theater interests, may be scheduled for the resort during the summer was revealed after Mike Comerford, Scranton, Pa., well-known theatrical figure, was here looking over possible sites and discussing the proposition with officials and amusement people. A small admission charge, with exhibits, is planned to cover promotion costs. Under tentative plans, promoters would stage nightly carnivals in a circus tent under powerful lights.

Summer Skiing

ATLANTIC CITY, Jan. 25.—While the City Auditorium has not completed its summer program, except that a number of exhibits are booked, the hall managers are studying possibility of putting in a ski slide to be covered by snow manufactured by the Auditorium or a slide covered by pine needles and hay. Both latter have been tried out with some success at other places when snow was not available. Such a program would call for ski jumpers from Canada, Europe and clubs in this country, with arrangements for beginners who want to try their luck. Auditorium roof is 163 feet high. A promoter has been seeking a spot for a boat slide into the ocean. There have been no mechanical rides here since burning of the park on the site of Convention Hall. Central Pier has been suggested.

M.-D. Pier Maps Big '36 Program

Entertainment and construction schedule fixed at annual meeting in A. C.

ATLANTIC CITY, Jan. 25.—One of the most ambitious programs of entertainment and construction since the "old days" of the pier is scheduled for the coming season at Young's Million-Dollar Pier. It was said at the annual organization meeting Tuesday afternoon in the Hotel Dennis. Fresh attractions will again prevail, with a number of novelties to be introduced. A number of national exhibits have been signed.

Alvin H. Steinberg, named production manager for the second season, outlined several innovations. Last year the pier had considerable success with circus acts, vaudeville, puppets, motion pictures, dance music, national exhibits, thrill acts and magic.

There will be numerous alterations and improvements before summer. Report was made that the second winter sports season is clicking in nice style. At the meeting and luncheon were Philbert Crosson, Miss Crosson, Judge Thompson, Walter Hanstein, Lester Johnson, Alvin H. Steinberg, General Manager C. A. Hill and Capt. John L. Young, who made the trip from Miami for the occasion. Captain Young predicts a good season for Atlantic City.

Detroit Zoo Job Cost Is \$360,000

DETROIT, Jan. 25.—About \$360,000 will have been spent on improvements and new construction in Detroit Zoological Park when it is reopened in May. Both entrances will be new, with a three-arch driveway and concrete walk at southeast gate and large single arch on Woodward avenue. All paths will be asphaltic concrete and service drives will be concrete.

An administration building under construction is one story, of concrete and stone, 100 by 50 feet. Upon its completion, the present offices will be converted into a storage and heating plant as was originally designed.

In the service yard will be a new ice-storage house, animal hospital and animal-service building, hospital one story of concrete and steel, service building two stories, to centralize feeding of all animals. It will contain refrigerators where thousands of pounds of meat will be stored, and storage for everything from ant eggs to sunflower seeds for birds. Large ovens, where special bread containing cod liver and meat will be prepared for bears, are a feature of the service building. A nine-foot concrete wall, inclosing the compost area, has been completed, and a wall, 1,350 feet long, will be constructed, screening the service yard from Ten-Mile Road.

A new monkey island is expected to be ready for opening, to accommodate 200 rhesus monkeys that specialize in swimming and diving. Another new exhibit, unique in this section, will be a barless cage for native snakes. Hippopotamus exhibit, under construction, will be completed, and its three new occupants will probably be on hand also. Expenditures is being made by the WPA as a relief project.

Wells Jantzen Pilot For His 6th Season

PORTLAND, Ore., Jan. 25.—Harvey Wells was elected president for the sixth consecutive year at annual meeting of the board of directors of Jantzen Beach Park.

Directors delegated President Wells to act as general manager of the park or to secure a manager for the 1936 season. He announced that he would retain the personnel of the 1935 organization.

With many improvements being made and new attractions to be installed, President Wells declared his belief that the coming season would be the biggest in the history of the park.

Canadian Spot Keeps Active

ST. JOHN, N. B., Jan. 25.—Winter doesn't mean inaction for Rockwood Park on Eastern outskirts of St. John. Lily Lake, playground in summer, is chief outdoor skating, tobogganing, skiing and snowshoeing center in winter. A big rink for skating, facing the large pavilion, is kept free of snow. Three nights a week a nine-piece band provides music for skaters from a stand on the ice, inclosed except the front. Several hockey rinks are provided. D. K. Hazen is managing director with Jack Henry as assistant.

Blaze Damages Beach Club

WESTPORT, Conn., Jan. 25.—Fire which broke out in Longshore Beach and Country Club here this week caused \$55,000 damage and destroyed the interior of the building. Patrick A. Powers, former head of Universal Pictures, president of the club, rushed to Westport. Damage to building is estimated at \$50,000 and \$15,000 to furnishings. Some damage will be covered by insurance. Six persons, including Leo Williams, resident manager, asleep in the building, were aroused and fled, one being overcome by smoke. Miss Natalie Arnold, hostess, lost jewelry and wardrobe. The spot has been open during winter for week-end parties.

KANSAS CITY, Mo.—Al Johnson, Lakeside Park, Denver, is here buying park equipment from the R. E. Haney Amusement Company, among which are a Bug Ride and shooting gallery.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

High-Diving Championships

Plans finally have been formulated for that world's high-diving championship contest to determine who is the highest diver. For months I have written about the proposed competition and there have been many letters from readers wanting to enter.

The contest, first of its kind to be held, will be staged, starting on Decoration Day, May 30, in Palisades Amusement Park, Port Lee, N. J. Jack and Irving Rosenthal, operators of Palisades, are offering \$1,000 in prizes, and there will be an additional winner's prize of a complete summer's booking route of leading fairs and parks by one of the outstanding bookers. Details on the latter award will be announced here shortly.

Many divers have written, claiming the world's championship. Much controversy has been waged as to who really deserves claim to having made the highest dive. Now all these boasts can be substantiated.

Rosenthal Brothers, of Palisades, are giving high divers an opportunity to show their wares. It's a pure and simple case of put up or shut up. And here's hoping aquatic performers take advantage of this chance or else all that has been printed by this department in their behalf will have been written in vain.

Setup for the contest is not complicated. There will be one tank from which all dives will be made. Starting at 50 feet, the ladder will be raised until the man or woman who makes the highest leap remains. The dives will not, of course, be made all on one day, and the length of the tourney depends upon how divers vie and just how long it takes for one man or woman to survive. It will be a survival of the fittest and may the best man or woman win!

First-prize winner, man or woman, will receive \$500 and the route of dates mentioned above. Second prize will be \$200, third prize \$75 and fourth prize \$50. There will be awards of \$25 each for fifth and sixth places, and an additional \$100 presented to the fern diver making the highest dive and \$25 for the second best woman performer.

There will be no entry fees whatsoever. Any and all may compete. Free living quarters, in the form of tents around the tank, will be provided free to all competitors and meals will be served to them at cost.

No expense funds will be given to any diver, regardless of name or past performance. It's an open contest and no one is better than the next fellow. The only way to prove that you are best is to get up there and make the highest dive.

Entry blanks are being printed. Regardless of whether you've written before, write at once to the conductor of this column for an entry blank. No one will be accepted after entries close, about April 15. More will be written here about plans as they develop. Tell your friends in the diving profession that a contest has been set at last. Some may miss this column. Here's the chance for which you've been asking for a long time. Are you going to take it?

More About High Diving

In addition to the awards outlined above there may be \$500 for which to compete in Palisades Park, starting on Decoration Day. Those who have been reading this column regularly know all about the high-diving challenge issued by Peejay Ringens when he was in Japan last summer and many accepted his challenge. Peejay, now in Miami, answered the call I issued to him, thru this column, two weeks ago. And plans are being formulated for his competition, which probably will be held as a side attraction of the world's high-diving championships. One need not enter the championships to compete for Ringens' \$500 and one competition will have nothing to do with the other.

Scooping Seim News

Two New York outdoor pools changed managements. It was exclusively learned by this department last week. Art Harris, formerly operating the ballroom at Lido open-air tank, Harlem, N. Y., took over

the entire ballroom for the coming summer from F. Ashley, who built the plunge. Ashley ran the aquatic establishment, popular among Negroes of New York, being the only tank of its kind in the city, for the past three years. He obtained operation of it, following a foreclosure, over a group of Broadway amusement men who were original operators and for whom Ashley built the pool.

Following the Lido change came the surprising word that the Potter and Dean combination at Mirimar pool, in uptown Manhattan, would soon fade with a Major Bagatt coming into the picture as main operator. Dean is said to be out completely and Potter may relinquish his claim after this summer.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Top-line conversation around this neck of the woods seems to be concentrated around the 1936 World Fair, which is so far away but so near.

Out in the Flushing Meadow region, which will be the site of the great project, initial work is progressing nicely. The land, hilly and lumpy in many parts, has to be leveled off. As an example of how thoro things are, even in the earlier stages of the fair, one learns that the highest quality of top soil is being used for the conditioning work. This in itself rates a pretty penny. By summer, if all goes along well, construction work on the fairgrounds should be in session and a skeleton crew of executives, assistants, etc., organized.

ROCKAWAY BEACH: Lester La Mont is rolling up something of a record as emcee and general entertainer at the Grassy Point, Broad Channel. Long Island amusement places see entertainers go and come during brief periods of time, but Lester, a clever and understanding entertainer, has overcome that bugaboo. . . . Bunch is said to be dickering for the Moulin Rouge, top local night spot, which for the first time in years was closed last summer. . . . Los of the ocean-front property's been stripped of valuable plumbing by thieves, who broke in some time between Labor Day and the first of the year.

LONG BEACH: New Boardwalk's construction still the No. 1 item of interest in the community, tho no little amount of conversation grew out of the proposal of the city council for permission from the State to impose a tax on all bathers using the beach. Long Beach solons claim that since Jones Beach, a State-financed project, came into being it has been tough going. Jones Beach charges a tax, so why not Long Beach? is the argument.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 25.—In a special weather break while Philadelphia and other cities were under snow and ice, resorters were playing golf and using sun chairs after horse-back riding on the beach. Municipal Station WFG and press worked overtime in getting this around near-by territory, with the result that Atlantic City had an unusually heavy week-end crowd, hotels and amusements getting the benefit.

Among special events for early spring will be Canadian week, with suitable advertising in Dominion sheets and special attractions, this scheduled for April; Children's Week will be repeated in June. Several organizations are urging the city to take over the national marble tourney dumped by Ocean City.

Auditorium hockey drew so big last week that the balcony had to be opened for 1,000 or more. . . . Ed Dougherty, of Auditorium, back on job after serious illness. . . . CCC camps of the State chose Million-Dollar Pier for championship boxing bouts on February 12. . . . General Electric Toppers Club had a big round of amusements during convention here this week. . . . Tommy Dorsey on first appearance clicked nicely with Steel Pier fans.

BRIDGEPORT, Conn.—Park board, in charge of Pleasure Beach Park, has entered into an agreement with Station WICC, Yankee network, in relation to land which the broadcasting company rents for equipment, whereby the station is to pay \$750 rental in 1937 and \$1,000 in 1938 and thereafter for duration of a 10-year lease.

American Recreational Equipment Association

By R. S. UZZELL

The Spillmap Engineering Corporation has unloaded its factory a car of lumber and a car of steel. To buy again in car lots surely presages a new day. Not for some years have any of us bought in quantity but have all been pursuing the hand-to-mouth policy of buying only for immediate requirements.

It was the expensive way to buy but was the only assurance of not being caught with a heavy inventory on a falling market. At the peak of prosperity the writer bought gas engines in car lots but would not think of reverting to that policy yet. All of us are anxious to meet the demand of our customers but dare not anticipate too far in advance of actual orders.

Should the demand on us break out suddenly it's going to be hard to get material, as stocks are depleted everywhere, and in many places only skeleton crews are maintained. A sudden demand would require a lot of new men who would inevitably make mistakes before getting familiar with the routine. To insure against all of these unavoidable delays we should all come together at once on spring requirements. No one hates late deliveries more than your manufacturer.

Boat Show Problems

Some parks are and have been for several weeks working on 1936 new attractions. Other parks did most of the work in the fall and early winter, so now have only the finishing touches and decorating to do when the weather gets good again.

These heavy snows mean plenty of moisture for farmers' crops. Quite a contrast to the duststorms in January two years ago in the agricultural section of Central and Western States. Moisture means crops and crops bring prosperity to the farmer, and when he prospers everything moves.

The 31st annual boat show is on here in New York in Grand Central Palace. It is interesting to see them grapple with the same problems common to all industrial exhibits. It is like a ride on a Merry-Go-Round, where everyone tries to get the brass ring—a free ride. There are many who seem willing to get all they can out of it while generously allowing others to bear all the expense. They, in common with us, have those who pay no dues and make no exhibits, but attend the show to copy exhibits, watch to see who is interested in the model they copy and then contact him there in the exhibit room and offer a lower price because the man whom they copy has borne all development expense.

Remedy for Piracy

Among other impositions the exhibitor takes his handiwork to the show to be copied. One exhibitor asked how we prevent piracy. We had to respond that we have not prevented it yet. Thereupon he suggested that as an experiment they hire a two-fisted bouncer to beat up anyone measuring or copying another manufacturer's products.

There must be a better solution than the strong-arm method. Design patents, an enforced code of ethics and a refusal of all members to buy pirated products would help. It is a big question and one on our agenda for 1936. Our president of AREA expressed himself on this subject in 1929 when he was on our ethics committee. We are sure he can be more forceful now with accumulated experience and the prestige of his official position. The NAAPPB has, thru its secretary, become familiar with the evil and will give its support to a constructive remedy.

The 1935 New York World's Fair is making substantial headway and is gradually broadening its field for support by showing its wide benefits to city, State, nation and foreign countries.

It is not generally known that 82 years ago the American metropolis had

its first and only exposition. It was successful. How few know that its president was none other than the matchless P. T. Barnum. His courage and enterprise are an inspiration to the projectors of New York's second fair and the world's greatest exposition.

The death of His Majesty, the King of the British Empire and Emperor of India, cast a deep shadow of grief over his far-flung domain and enlists the profound sympathy of all nations of the civilized world. In their hour of gloom all walks of life in England and her dominions pause to mourn their profound loss. This subdues all spirit of mirth and gaiety, closing all theaters, movies, night clubs and prematurely brings to a close Capt. Bertram Mills' Olympia in London. In due course we shall have all details from Norman Bartlett.

CINCINNATI — Increasing knowledge of jungle life brought back by big game hunters indicates strongly that the title "King of Beasts" traditionally applied to the lion is more or less fictitious, according to a bulletin recently issued by Cincinnati Zoo. There are several animals that can stand up in an open fight with the lion and frequently drive the supposed monarch into retreat if they do not actually kill him, according to growing and well-authenticated opinion. Among fighters of tooth, claw, hoof and horn that rival the lion in combat ability are the tiger, elephant, rhinoceros, crocodile, giraffe and cape buffalo.

MICHIGAN BACK

(Continued from page 39)

descriptions of W. F. (Bill) Jahnke's buffalo feast at Saginaw fairgrounds.

A pleasing feature was participation of members of the State Fair board. Never before have State fair men entered so wholeheartedly into the convention as they did this year. Secretary Prescott and Assistant Secretary Watt kept open house thruout. Mr. Watt being on the job early and late and proving a marvelous host.

Frank Duffield had word from Chicago that the temperature was 25 below zero and right away he finds—the lucky stiff—that he has to leave immediately for Dallas.

An unbilled portion of entertainment, following banquet, was furnished by Camille LaVilla and Chet Howell. The roller-skating act asked for volunteers who wanted to take a "free ride." Camille volunteered after some persuasion and when they finished her whirl Camille just couldn't navigate for a couple of minutes. Then in comes Chet Howell, who was innocently inveigled into "taking a ride." He did, but what a sick boy he turned out to be! . . . And to make matters worse Bill Jahnke dubbed Chet "The whirling dervish of Chesanig."

No meeting would be complete without Bob Fryal (Gallagher is the name) from Escanaba. Bob was on hand, having a wonderful time, as usual, and entertaining the boys with clever dialect stories, of which he has an unlimited supply.

One of the most popular of the boys is George A. Prescott Jr.—and justly so. And he did much to "sell" the State Fair organization to the county fair boys.

Bob Buckley, Bad Axe, came in for some well-deserved praise for the efficient way in which he handled concessions of the State Fair in 1935, selling more than \$35,000 worth of space.

Andy Adams, a horseman everybody knows and likes, and H. B. Kelley, Hillsdale, secretary, one of the dependable of both State and county fairs, were much in evidence and if they missed anything we can't think what it was.

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RAS AND CONKLIN WINNERS

Take Classes A And B Can. Fairs

Class A contract includes concessions—the fair at Moosejaw added to Class B

WINNIPEG, Man., Jan. 25.—Royal American Shows were awarded contracts for this year's Class A circuit of exhibitions (fairs) during the annual meeting of the Western Association of Exhibitions held here early this week. The circuit is comprised of the exhibitions at Brandon, Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask.

During the annual meet of the Western Canada Pairs' Association, also held here early this week, Conklin's All-Canadian Shows were awarded the Class B circuit of fairs.

The awarding of the Class A engagements marks the third successive year for the Royal American to play those dates. This year the contracting includes all concessions, the first time contract for those amusements has been let to a company furnishing the shows and rides.

The Class B awarding records a return of Conklin's All-Canadian to that circuit after several years' absence. The show will also furnish some of the free acts. The fair to be held this year at Moosejaw, Sask., has been added to the Class B circuit.

Royal American Shows were represented at the meeting by their general manager, Carl J. Sedlmayr, and President J. W. (Patty) Conklin and Vice-President Frank R. Conklin represented their organization. Frank Conklin advised that negotiations were recently completed for an engagement of his company for a showing in the spring on Cartier Square in the heart of Ottawa, the first time for a railroad show to exhibit there in 10 years.

Bozell Out of Hospital

SAN FRANCISCO, Jan. 25.—Billy Bozell, manager of the Side Show on the Foley & Burk Shows, has been released from the Stanford Hospital here, where he underwent an operation last November, and is now convalescing at the Olympic Hotel, Oakland. Billy is able at this time to attend to a few of the minor details and within a few weeks he will go to work intensively on the big Side Show that he will assemble for the coming season, his third with Foley & Burk.

Philadelphia Pickups

PHILADELPHIA, Jan. 25.—Ralph Decker in the city during the week and reports that he has taken over the operation of a museum at Baltimore, with Jack Clifford as manager and inside lecturer.

Jeri Shaw is putting on a number of Days of '49 events for local organizations during the indoor season.

Billy Owens is wintering in the city. Last season he was with the Cole-Beatty Circus. Has been doing some street selling, which included the holidays season.

Buck Taylor came in last week. Since closing his local office and retiring to his farm his visits are not so frequent. If his health keeps improving he may re-enter the outdoor amusement field the coming season. His place near Doylestown is known as "Buck's Roost." He still retains some show property that occupies his spare time among his various animals.

PARIS, Jan. 25.—Jouviano, well-known street fair showman, is in the Cochon Hospital here recovering from injuries received recently while rehearsing a lion number at Luna Park. Working three lions, with his hands attached behind his back, Jouviano was suddenly pounced upon and knocked down by one of the lions, which severely bit and clawed him before he was able to escape from the cage.



CARL J. SEDLMAYR, general manager Royal American Shows, attended the recent Western Canadian Association of Exhibitions convention at Winnipeg, during which his organization was again awarded the "Class A" circuit.

Harry A. Smith Snapp's New Agent

ST. LOUIS, Jan. 25.—During a visit to the St. Louis office of The Billboard Wednesday William R. Snapp, owner-manager Snapp Greater Shows, advised that he had employed Harry A. Smith as general agent for his show for the coming season. Smith was formerly for years general agent the Royal American Shows.

Snapp advised that his fair contracts include engagements in Indiana, Illinois and Wisconsin. He spent the last month visiting relatives in Illinois. Was en route to Joplin, Mo., winter quarters of the show.

MSWC Holds Its Annual Banquet

ST. LOUIS, Jan. 25.—The Missouri Show Women's Club celebrated its sixth anniversary with a banquet at the American Hotel Monday night. Mrs. Eddie Vaughan was in charge of decorations and the banquet, in which work she was assisted by Mrs. George Jacobson. The Ladies' Auxiliary, Heart of America Showman's Club, Kansas City, sent a beautiful low table piece of flowers in pink and green for the occasion.

In the absence of Mrs. Catherine Oliver, president of the club, Mrs. Kathleen Riebe presided. Telegrams were read from Mrs. Grace Goss, Mrs. Iva Velare, Mrs. Dorothy Hennies, Mrs. Viola Fairly and Mrs. Catherine Oliver.

Among those present were Mrs. Daisy Davis, Mrs. Vera Hancock, Millicent Navarro, Mrs. Rose Fitzgerald, Mrs. Norma Lang, Mrs. Florence Parker, Mrs. Irene Burke, Mrs. Gertrude Lang, Mrs. Clella Jacobson, Mrs. Helen Feldman, Mrs. Kathleen Riebe, Mrs. Jane Pearson, Mrs. Mary Francis, Dorothy Robinson, Mrs. Mariette Vaughan, Betty McKee, Mrs. Abner K. Kline, Mrs. Elizabeth Yearout and Mrs. Helen Brainerd Smith.

The annual Valentine Dance of the Missouri Show Women's Club will be held February 15 at the American Hotel. Mrs. Norma Lang is in charge of tickets for this event.

Ladies' Auxiliary, SLA, Has Birthday Banquet

CHICAGO, Jan. 25.—Celebrating the 18th birthday of the organization, Ladies' Auxiliary of the Showmen's League of America held a banquet at Hotel Sherman Thursday evening. President Mrs. Frances (Lew) Keller presided. At the close of the banquet she was pleasantly surprised by the sisters, who presented her with a handsome silver-mounted ivory gavel, on which her name was engraved with sentiments expressive of the occasion.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Palm, Fla. Week ended January 25, 1936.

Dear Charlie: After booking, selling and rebooking and selling this fair, we were finally forced to play it. The fair association palmed the Palm Fair and Coral Collectors Reunion off on us and we palmed it off on the Drayhead Slaters, who, not having any other dates in the State, palmed it back to us. We then palmed it off on the New Name Weekly Shows, but not hearing from them the fair manager held us to the original contract, thereby palming the Palm Fair back on us. But the office has no complaint to make regarding the week's business. By keeping the midway 212 degrees Fahrenheit the show stayed even.

Manager just purchased another winter fair, to be played in February. Contract verbal. He told them no deposit was needed, his word as good as gold. Fair association told him to keep his gold and put up silver.

The Side-Show manager losing his feature, Pin-headed Woman suing her husband for a divorce and leaving the show. Said that he had punched the face of his meal ticket once too often.

Our big building program still going on. Ballyhoo brothers announce the purchase of 200 acres of Florida real estate. The building of a permanent winter quarters has started. Every piece of show property from the train up will be housed under roofs after we close next fall. And 1,500 homes to be built and dedeed to our employees. The bus-

ness section will be 20 blocks long. Grocery stores, meat markets, cafes, bars, night clubs, hotels, etc., to be erected and operated by showmen. There will be churches, parks, theaters, libraries, art museums and all that it takes to make a modern city. The paving of the streets is well under way. To be named Billboard City. There will be enough buildings and trackage for other shows to winter there free as the bosses' guests. Need some new cars to listen to the bosses' thrice-cut-up jackpots.

The 1936 season's new rules posted in the cookhouse. The heating of berths and staterooms to be stopped. Cat Back Nell 36 weeks behind with her rent. Bosses ordered her shoes and dress to be taken should any one ever be able to catch her with them off.

Kindly run the following ad: Ballyhoo Bros. can place for year-round work general agent that can place our show in the heart of New York City (around Times Square), Chicago and Detroit. Must be on the streets and where there is ample parking space. Will trade one dozen armadillo baskets, three laughing mirrors, one slot piano, three geek banners, a 1900-model Ferris Wheel, 25 hill-billy records, a buggy ride, a wrestling bear, four Punch and Judy figures, two barrels of plaster and five lengths of blues for 200 acres of land. Must be located close to a railroad siding. State whether any buildings and improvements on same. The above show property can be seen in our storage car and open for inspection.

MAJOR PRIVILEGE.

RAS Starts At Largo, Fla.

Cold weather wave encountered—attractions make an impressive appearance

LARGO, Fla., Jan. 25.—Royal American Shows launched their Florida fair season here this week at the Pinellas County Fair, which started Tuesday. The cold wave that swept over many States in the South as well as in the North early in the week notably lowered the temperature here and somewhat hampered attendance, but the opening day, which was "Children's Day," found immense crowds on the midway. Sammy Smith, the show's trainmaster, brought the show train from Tampa and directed the unloading in good time.

The attractions on the midway make an impressive, inviting appearance with reconstructed and new outfits, all sparkling in attractive colors. The first of the organization's Diesel electric generators was put into operation here and provided a blaze of overhead illumination. Others of the units are to be added next week at Winter Haven, Fla.

All the shows and rides were ready for the Tuesday opening except Kemp's Lion Drome, the enlargement of which had not quite been completed, and Dorothy Lane's "Clastic of 1936," which was delayed by late arrival of some of its personnel. Among the shows are Raynell's Caroca, Dick Best's Ten-in-One, Leon Claxton's Brownskin Vanities and Pontico's Baby Ruth and Slim Jim. Incidentally, the stage decorations in Caroca done by Aiden in Tampa are gorgeous.

Laura Sedlmayr is convalescing from an operation in Plant Memorial Hospital, Tampa. Iva Velare is still confined to her apartment in Tampa. The showfolks have planned a special party for the return of Carl J. Sedlmayr from the recent Canadian fairs meeting at Winnipeg.

Vaught Again Gets Missouri State Fair

SEDALIA, Mo., Jan. 25.—Mel Vaught's State Fair Shows have been awarded contract for midway amusements at this year's Missouri State Fair. It is Vaught's second consecutive year here. Last year his attractions occupied the new and more favorable midway location on the grounds.

Ladies' Auxiliary, PCSA

LOS ANGELES, Jan. 25.—Monday's meeting, presided over by President Ethel Krug and with all officers present, was one of the heaviest attended this season. Final arrangements were made for the Box Lunch and Card Party on January 30, plans laid out by Chairman Clara Zeiger. It was decided to eliminate the admittance fee and serve free beer and coffee but sell the lunches to the highest bidder. Clara Zeiger and Rose Clark offered to donate all the beer. A donation to the Cemetery Fund from Clara Zeiger was omitted in a recent issue, but the writer (Lucille King) did not know of it until Monday night. Mrs. Bert Earles made her first visit in a long time. Mrs. John Castle arrived and when called upon gave a very interesting talk, highly complimenting Virginia Kline for her marvellous speech to the Ladies' Auxiliary of the Heart of America Showman's Club, as the representative of the PCSA Auxiliary. A vote of thanks was given (See Ladies' Auxiliary on opposite page).

CINCINNATI, Jan. 25.—Col. T. L. Dedrick, manager Happy Days Shows, advised that his organization had been awarded contracts for midway amusements at this year's Bartholomew County Fair, Columbus, Ind., and Washington County Fair at Salem, Ind.

minge stopped here a few hours while en route to Washington. . . . Word has it that Blacky and Florence Sherwood will have the cookhouse on the Sam Merchant Shows. They are wintering at Winston-Salem, N. C. . . . There are many showfolks in Jacksonville this winter and many parties are staged.

SHOWFOLK FRIENDS of Owen A. Brady who subscribed late in the fall of 1929 to the purchase of a wheelchair for the veteran ex-showman's comfort and moving about at National Elks' Home, Bedford, Va., will be pleased at learning that Owen is still enjoying the use of it. A letter from him included: "It sure is a good one and holds up very well and I take a lot of comfort in it all day long."

IN THE MARRIAGES column of last issue was announced the wedding of Ernest Delabate and Jenn Stoltz. The bride (Jean Stoltz Hill) has been in the palmistry booth of Mrs. James C. Simpson several seasons, last year with Johnny J. Jones Exposition. The groom with the Jones organization, with pitch-till-wim concession, quite a number of seasons. Mrs. R. W. (Emma) Rocco was matron of honor at the wedding and accompanied the newlyweds from Elkton, Md., to Florida.

A BIRTHDAY and bridge party was recently given at the home of the LeFors in Los Angeles on the natal day of Ted LeFors. Besides the birthday party, the attendance included: Landis, Marlo, Bess, Pearl, Thelma and "Mother" LeFors; Sam Brown, A. M. Stronsom, E. J. (Mack) McCormick and wife, Grace and Harry DeCarro, R. B. and Rose Rosard, Madge Buckley, Lillian McComb, Jenny Perry, Ed and Bertha Kanthe, W. R. and Georgin McKittrick, Hon. Charles A. Grenier, C. G. Leasure, E. W. Smith, Mrs. Cecelia Kanthe, LeRoy (magician), Bob Cantalou (race horse owner), Mr. and Mrs. Dick Kanthe, Edna Kanthe. The number of candles on the cake was questioned. Mrs. Madge Buckley confessing the "correctness" in recollections of the old A. P. Whitney Shows, R. S. VanSytle Shows, Roving Art Tinsley Shows and other amusement organizations of years ago.

W. E. West Shows

OKLAHOMA CITY, Okla., Jan. 25.—Mr. West has been making some additions to his show for the coming season, among the latest deliveries being a new No. 12 Eli Wheel, and he has also added another truck to his motor fleet. The winter indoor show has proved successful to those who "stuck and stayed." Had satisfactory business at Wetumka, Okla. Original Wempe with his guitar and banjo are the main feature of the floor show. Among the concessioners are Strawberry Rome, Blacky Reed, C. E. Cole and Jack Morgan. The entire troupe expressed sincere regret and sympathy to Mr. West in the recent death of his mother, Mrs. Agnes West. Due to their bereavement, Mr. and Mrs. West were away from the show for one week, leaving all in charge of C. E. Ellis, all of which is from an executive of the show.

Second-Hand Show Property For Sale

\$ 5.00 Genuine African Spears with Long Pole, 150 Each, Display Pennants, All Colors. Send Lit. \$ 1.50 Richardson Used Fibre Skates, All Sizes. \$ 10.00 Keynote Guitar-Banjo. Cost \$50.00. \$17.00 Pair Moose Horns. Large Spread. We buy Ink Skates, Tents, Show Property. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Phila., Pa.

Rosen Bros. Exposition Shows

New Booking for 1936, Open First Week in May. WANTED—Merry-Go-Round, Ferris Wheel, Loopy-Flano, Loop-the-Loop Shows of all kinds, Cook House, Bingo and legitimate Concessions of all kinds. MAURICE ROSEN, General Manager, 637 North St. Clair Street, Pittsburgh, Pa.

MID-WEST SHOWS

WANT FOR SEASON OF 1936 Concessions, All kinds except Cook House. Want to hear from seasonal Pros. Acts and Shows with plenty of cash. MR. T. W. HARRIS AND DALE BROS., 805 1/2 Virginia Ave., Indianapolis, Ind.

Wanted Season 1936 Wanted

Tilt-a-Whirl, 8-Car Whip, Kid-Side Ride, Shows with own transportation. Low percentage. Concessions (No Bakket). Low rates. Opening April 25 in New York State. CAN PLACE High Per Act. Small Car. Small Hand. Address: O. J. SACH, Box 292, Ormond, Fla.

METROPOLITAN SHOWS

WANT Corn Game, Fieldport, Bowling Alley, Shooting Gallery and all other legitimate Concessions. Dayton, Fla. This Week! Delroy, Fla., Next Week. SAM LAWRENCE, Manager.

Chop Suey

By W. H. (BILL) RICE

MEMPHIS, Tenn., Jan. 25.—As I left Little Rock it appeared as tho the big blowoff of the Arkansas Centennial will be in that city in September. Mayor R. E. Overman has just closed up the new city water works project that will cost over \$7,000,000. Work starts at once with a \$75,000 laydown. The mayor plans to have President Roosevelt for one day in June and proposes to welcome him with the biggest parade ever in Little Rock. In fact, it is up to the mayor to put the centennial over as far as Little Rock is concerned.

Many cities of Arkansas will hold centennial celebrations of some kind all summer and fall, so that tourists going to the Texas Centennial will have something worth seeing in Arkansas, no matter what time of year they make the trip.

Listened to Mike Bernard and Joe Howard, guest stars on radio, and it brought back many pleasant memories. Bernard was playing for all the acts at Keith's Union Square Theater in New York City without even drums to help out. He did straights and stooze for everyone. His work with the Fitzgibbon family was the first stooze act I can remember. Of the Fitzgibbon family Bert, who was then about 12 years old, did a "nut," and between Bernard and Bert they "knocked them dead." Was advance agent for Joseph E. Howard and Mabel Harrison (his wife) in *The Flower of the Ranch*, a big musical comedy about 1906. I always claimed and still do that a celebrity is just one of the homefolks when they play the old home town. Joe Howard was born in Lawrence, Kan., and sold newspapers and shined shoes before leaving his native city. *The Flower of the Ranch* was doing big business everywhere, and we were booked two days in St. Joseph, Mo., when I got a wire to put the second day in Lawrence. I protested, but Joe had never played his home town. So we made it. Newspapers gave me everything I asked for, and this show, costing \$700 per day, played to less than \$400 gross. You would have thought this was enough of the old home town, but the rave notices and pleas to "play again and we'll pack the house" caused Joe to double back and play it again in spite of Mabel's and my protests. Return date grossed \$278.

Panchon & Marco will have three shows on the California Pacific Exposition midway at San Diego this year. Trying to locate someone that was with the Rice & Dore Water Circus in 1915 when the show was wrecked going over the rapids between Moline and Davenport. I was not present and want to know if the towboat City of Parkersburg went over the rapids with the barges.

West Coast Amusement Co. OAKLAND, Calif., Jan. 25.—Winter quarters was officially opened Monday with a crew of 16 men under the direction of Louis Leos and Electrician Ralph Deering, with Edward Kemp directing the painting and redecorating department. Frank Forest is coming to get his two shows ready, also Jimmie Hurd and Frank Lyman. Charles Walpert will have new concession tops and frames. George Kokos and Charlie Manos have started rebuilding their cookhouse. Manager Krekos and General Agent Jessup have returned from a successful trip to the Northwest, where, among other fairs, they have been awarded the Oregon State Fair contract. Jessup was driving a new 1936 Chevrolet sedan and Mike Krekos a Buick sedan. This show will carry 10 riding devices, 7 shows and 25 concessions and will travel on rail. Washington, Idaho, Oregon, California and perhaps some of Utah will be traveled this season. Show will operate with a no-gate plan as in other years. A second agent and a banner man will be used ahead of the show with a special line of paper now being arranged by the general agent. The staff will include Mike Krekos, manager-owner; W. T. Jessup, general representative; Louis Leos, secretary; Ralph Deering, electrician; William (Bill) Smith, superintendent of rides; Nick Krekos, master transportation; Edward E. Kemp, master of construction; Charles Walpert, manager concessions. Opening spot will be the Cloverdale Orange Show, starting February 17. All of which is from an executive of the show.

LEADING CARNIVALS WHICH INVITE Your Investigation and Inspection

BECKMANN & GERETY SHOWS. WORLD'S LARGEST CARNIVAL ATTRACTIONS. Now booking attractions for 1936 Season, opening at the Fiesta San Jacinto and Battle of Flowers, April 20, 1936.

FOR SALE. "Over the Jump" and "The Whip." Address: 301 Duval Street, San Antonio, Tex.

HENNIES BROS. SHOWS. America's Finest Carnival Attractions. Have opening for one more high-class Show. Show opens middle of March, 1936, closes middle of November, 1936. Winterquarters, P. O. Box 1916, Houston, Texas.

WORLD OF MIRTH SHOWS. Strongest, Largest, Finest—Now or Ever. 1936 FAIRS BOOKED SO FAR. Allentown, Pa., Brockton, Mass., Columbia, S. C., Ottawa, Can., Portland, Vt., Wintar-Salem, N. C., Raleigh, N. C., MAX LINDERMAN, Gen. Mgr., Wintar Quarters, Richmond, Va., FOR SALE Complete 12-Car WHIP at Real Buy. Communications to Suite 1612, 1560 Broadway, New York, N. Y.

7th Consecutive Year—7th Consecutive Year Sims' Greater and United Shows of Canada Combined. Contract assures Character Shows and Honest Dealings. Show consists of 6 Riding Devices, 4 Shows and 17 legitimate Concessions. New booking for Season 1936 Fairs and Celebrations. FRED W. SIMS, 42 Isabella Street, Toronto, Ont., Can.

Bruce Greater Shows GADSDEN, Ala., Jan. 25.—Winter quarters at Newnan, Ga., is beginning to show some signs of life, as soon the crews will be getting the show ready for another tour under the direction of General Manager W. R. (Dick) Harris, who now is on a tour of fair meetings in Ohio, Indiana, Kentucky and Tennessee. Mrs. Margaret Bruce, owner, is taking a much-needed rest at her beautiful home at St. Petersburg, Fla., but ere long she will be at winter quarters. The building work is again under direction of Mr. Travis. Paint will begin to fly about February 1 and the entire show and train will get a new dress. The writer, business manager, has built a beautiful "home on wheels" and will be ready to leave here soon. Among the folks who have been wintering here are Mr. and Mrs. Alabama Story, Mrs. Story having her camp open; Mr. and Mrs. Garlich, working paper, Mr. and Mrs. Jack White, whitestones, have been in and out. Moe Arron had his big snakes here the last four weeks to good business and moved to Fort Payne. W. E. FRANKS.

1000 BINGO. Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$8.25; 50 cards, \$6.75; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7. Set of 20 Lightweight Bingo Cards, \$1.00. 3000 KENO. Made in 30 sets of 100 cards each. Played in 5 rows across the card—out on and down. Lightweight cards. Put set of 100 cards with markers, \$5.00. All Bingo and Lotto sets complete with wood markers, tally and direction sheet. All cards size 5 x 7. THIN BINGO CARDS. Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and clone diameter, 1,200 different cards, per 100, \$1.25, without markers. List of markers, 60c. Automatic Bingo Shaker, red glass, \$12.50. Bingo Blackboard, cloth, size 24x36 (Folio up) \$7.50. Bingo Record Sheet, 24x36, 20 per \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago. INDIAN RIVER ORANGE JUBILEE. OCCOA, FLA., FEBRUARY 3 TO 8. BARFIELD'S COSMOPOLITAN SHOWS. WANT for this and all winter in Florida, Rhode Island, also legitimate Getted Stock Concessions, especially Fishpond, Bowling Alley, etc. Address C. E. BARFIELD, Appala, Fla., Week of Jan. 27. Have The Best Location. In Central Illinois for Carnivals, one-half mile from city on R. H. 14, west of Decatur, Ill. No rent. Will contract on per cent. at call. Can accommodate 20 or 40 Shows and Rides. Best place for Midways. No rent if rains. This is called "The Big Amusement Park." Write MANAGER CHAS. BIGGS, 319 E. Sheridan St., Decatur, Ill. AT LIBERTY—CARNIVAL OR CIRCUS. PAT LADY, Weight 692 1/2 lbs. Height 5'7 1/2". Age 26. Address MR. JOHN STARK, R. F. D. No. 1, Freeman, Mo. ENTERTAINING MIDGETS WANTED. Explain all in first letter. Address MRS. E. F. MILBURN, 4018 West 13th St., Little Rock, Ark. HIGH DIVER AT LIBERTY. DARE DEVIL, World's Premier High Diver, at Liberty for 1936. Address 2811 536 Ave. N., St. Petersburg, Fla.



Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 25.—There were 173 members present at Monday's meeting, including all officers except Roy Ludington, second vice-president. President Theo Forstall briefly stated that with the aid of the membership in manner as expected this organization could double its membership and set the peg for 1936 in the membership drive at 650. This was predicated upon the voluntary offers of the persons who accepted the quota that they themselves set. A fine start was given in the offer of Ted Metz, of Tom Mix Circus, to give \$100 to be awarded the one who got the most members. Theo Forstall offered a table for 15 persons at the next annual Charity Banquet and Ball. Others offered sums of money, so it was decided to pool the amounts subscribed and apportion in various amounts, which would make possible the receiving of a prize to those who were able to get but a few members. This was deemed fair, the idea being to reward those who had not the same opportunities as others. It was decided that strenuous efforts would be made to add to the membership many of the movie world that could be interested, and for this a special committee was appointed. It was also decided that no member of Al G. Barnes Circus could share in the prize money, this the edict of President Theo Forstall, treasurer of that show, and also seemed a fair idea.

Communications were read from Mrs. Matt Oay and Dick Wayne Barlow.

J. Ed Brown, up as usual, made a snappy, humorous talk. Burr Moody, guest of Doc Cunningham, made an interesting talk.

Then again came up the buying of a home for the club. This was discussed for over an hour. Dr. George W. T. Boyd, Milt Runkle, Doc Zeiger, Archie Clark, Red Hilderbrand, Dr. Ralph E. Smith, Ed Maxwell, Harry Hargreaves, Joe Krug, Eddie Gamble, J. Doug Morgan and others spoke at length. It was apparent that no definite decision could be made at this time, so another special committee was appointed to look over property that had been offered by realty men, to check every prospective site and to make report February 17.

For charities of this organization moneys expended have been taken either from the general fund or the cemetery fund, but there are often cases where quick action is imperative. At times meager discussions have come up as to the creating of a special charity fund, and the method of handling it came up Monday night. On motion of Doc Cunningham it was voted that a fund be set aside, from which the committee could dispense the charity on a plan approved. Immediately Pat Armstrong arose and donated \$100 to start it off; Harry Rawlings came in with \$25; Archie Clark offered to match dol-

lars with the largest donor, and others swelled the fund into one of considerable size. President Forstall announced that he would entertain a motion to put the profits of the Hi-Jinks, set for February 4, into this special fund. This was carried and thus there will be available in a very short time over \$1,000 as a starter to a much larger fund.

The Hi-Jinks, of which Claude Barie is chairman, will be held at the Balboa Gardens Ballroom and there will be much entertainment and refreshments free. The ticket sale opened at close of the meeting and approximately 300 were sold.

The weekly award went to Theo Forstall, a substantial sum, and Theo put it into the new charity fund. After adjournment lunch and refreshments served by the chairman of the house committee and Jimmie Dunn.

Los Angeles

LOS ANGELES, Jan. 25.—There is lots of activity on the part of show agents and other executives. J. Ben Austin, of Crafts 20 Big Shows, is functioning. Will J. Wright, of Golden State Shows, and Phil Williams looking over territory in Northern California. Pickels Picard and E. W. Coe, of Hilderbrand Shows, in and out of town. Archie Clark and H. J. Webber appear pleased with prospects. C. P. (Doc) Zeiger will leave shortly for his winter quarters. His show will again be on the rails.

Mr. and Mrs. Joe Krug will be with Crafts 20 Big Shows with concessions. It was stated that Joe would not operate the cookhouse, as he has done for several years. . . . Mrs. Bob Winslow underwent an appendicitis operation last week, and her son, Jack, is in hospital with diphtheria. Bob is working in films. Harry Hargreaves is at Venice. . . . Harry (Pollah) Fisher a visitor here. He will be with Mike Krekos' West Coast Amusement Company. . . . Ralph Alger is awaiting the opening of Crafts Shows.

Mr. and Mrs. A. S. Clark and Mr. and Mrs. Joe Krug week-ended at Gilmore Hot Springs. . . . Burr Moody will be with one of the major carnivals this season. . . . J. Ed Brown, in town for a short stop, said he was pleased with prospects for a successful 1936 at the San Diego Exposition. . . . Will J. Casey is special representative for T. Pepple's Colonial Revels. . . . D. C. Stoner up from Venice. May have concessions with one of the Western shows. . . . Albert Myron will be manager of several concessions that will be operated by Max Harry Bernard and the missus with Crafts Shows. . . . Pat Williams, back in town after an absence of several months, said he had done fine and would be active this season with outdoor amusements. He is being towed around by Milt Runkle. . . . Herb Usher will troupe with one of the West Coast carnivals. . . . Paul Sturm and C. O. Wilson will be with Clark's Greater Shows. . . . Joe B. Manna will leave to join C. F. Zeiger Shows. . . . Clyde

(Squire) Gooding and Topsy, finished in pictures, will be with Zeiger Shows.

Doc Hall, at General Hospital, is slowly improving. Surgeons say he will be at that institution several weeks. . . . John Stanley Lyons much improved. Out for first time in some weeks.

Frank Forrest, Charley Dodson, Jimmie Hurd and W. D. Corbett working on movie location. . . . Roy Ludington, manager Crafts Shows, making trips between San Bernardino and Los Angeles. . . . Mel and Pearl Vaughn will arrive here about February 1 for a visit. . . . Ed Murphy Smithson out on banner solicitation for Crafts Shows. . . . Jimmie Hill has sold the physical equipment of his new show to parties in Oklahoma City and will devote his time to affairs in Albuquerque, N. M. . . . Al (Big Hat) Fisher, in town for very short stay, was en route to El Centro on a Polack Bros.' promotion. Says he is doing nicely and will likely be away from the carnival business this season. . . . Thomas J. (Fuzzy) Hughes commuting between San Diego and Los Angeles. . . . Ross R. Davis has as house guests Mr. and Mrs. James Horton, of San Diego. . . . Letter from Mrs. Sterling Hicks, daughter of Frank Carnahan (Flat-Nose Casey), well-known West Coast showman, injured when his auto struck a light pole avoiding striking another car, informs that X-rays disclose there are no skull fractures as first reported and that there is every chance for his recovery. The accident occurred in Oakland, Calif.

Dixie Exposition Shows

HELENA, Ga., Jan. 25.—C. D. Scott returned a few days ago after an extended visit with his youngest brother at Orlando, Fla. Turner Scott, formerly of the C. D. Scott Shows, is now successfully operating an athletic stadium at Orlando, also the American Legion Stadium at Lakeland, Fla. Things at winter quarters are progressing at a rapid pace. Five new panel fronts have been completed. Mr. Scott has just bought five new tents, also banners. Work will begin soon on the seven riding devices owned by Mr. Scott. The winter motorized unit, the Southern Amusement Company, has managed to keep its head above water. It consists of 4 shows, 3 rides and 15 concessions, with own light plant, Rocco Aleo has the cookhouse. Gilligan & Murphy, concession operators, seem to take an optimistic stand. The attractions include Cecil Rice's Girl Review, Allen-Alleen; Scott's Dixie Minstrel, managed by Buck-Shot Talley and directed by E. H. Rucker. Mrs. C. D. Scott's five concessions are managed by Jack DeVoe, assisted by Jack Night, Friday Osborn, Little "Popo," Felix and Anna Scott, A. P. (Shorty) McCampbell still handling the electrical department for the 16th year under the Scott banner. The staff at present includes C. D. Scott, director; Mrs. K. Scott, secretary-treasurer; Joe Ruzinski, general agent; Charles Norman, second agent and banners, and Charles H. Sutton, manager. All of which is from an executive of the show.

R. H. Work Shows

INDIANA, Pa., Jan. 25.—Work has not yet been started in winter quarters. However, Manager R. H. Work states that everything is in readiness to start a full crew the first of March. W. A. (Bill) Jackson, who is in charge of quarters, has been under the weather but is feeling better now. Mr. Work has not been in quarters but a few days at a time, as he is out attending fair meetings and taking care of the interest of the show. He recently returned from a trip to Texas, where he contracted a new attraction for the coming season. Mr. and Mrs. J. E. Burt spent several days in quarters, repainting their living trailer, coming from their home in Glasport, Pa. They will spend the rest of the winter in Titusville, Fla. A letter from Joseph T. Ihle from Madrid, Ia., where he and Mrs. Ihle are spending the winter at Mrs. Ihle's home, states that he will again be with the show with photo gallery, also a new stock concession. Paul H. Waddell is taking care of the show's interest in North Carolina. The writer returned a few days ago from a trip to California and Texas, visiting with her family, accompanied by Mrs. Helen Baker, and is now ready to take up her secretarial duties. The show will be much larger this year and will cover a larger range of territory.

HAZEL REDMOND.

Volunteer State Shows

CLEVELAND, Tenn., Jan. 25.—Snow and severe cold have held up work at winter quarters the last few days, especially the painting, which has to be done outside the building—incidentally, the only available building here. Quite a number of the personnel have arrived and the lot on which the show will open resembles a tourist camp, with trucks, housecars, house trailers and tents. Vic Miller, former general agent for Great Superior Shows, was a visitor. Howard Dittmer advised that he would arrive with his corn game about March 1. Whitey Pratt will also arrive soon from Florida. All of which is from an executive of the show.

Mighty Sheesley Midway

SALISBURY, N. C., Jan. 25.—Some "pickups" from the Mighty Sheesley Midway quarters: At this writing Captain and Mrs. John M. Sheesley are preparing to attend the fair men's meetings at Richmond, Va., and Reading, Pa. Manager Sheesley has been busy on traveling and receiving reports from his general agent, C. W. Cracraft, who has been looking over spots and judging conditions. Captain Perry, who will have the Motordrome this year, is at quarters getting ready. He and the missus have a nifty house trailer. Frank Arone and wife are here looking after some of Frank's concessions. The Carlson Sisters will have the Pat Show on the midway this year. Joe Exler, concessioner, was a visitor. Jack Murray and wife were at quarters Thursday while en route to New York to buy concession stock. Hilton Hodges with his Big Snakes and crew are at Greensboro, N. C., this week. Frank Loughman has recovered and is working the big reptiles same as before his accident. Charles H. Pounds, secretary-treasurer, is getting in his office supplies for the coming season. Mary Hawkes, formerly of this show, is spending the winter at Middleport, O. Gaylor Henderson is building a fine new outfit for his popcorn and peanuts concession. Art Smith and wife are having a good run, day and night, with the photo machine on Main street here, snapping photos and making many enlargements.

WARD (DAD) DUNBAR.

Great Coney Island Shows

Baton Rouge, La., January 13-25. No surprises. Location, old circus grounds. Weather, occasional rain.

First show to play inside the city limits in several years. Several members of the company played the same lot in February, 1920, with Russell Bros.' Shows and often speak of the event. Kid Burns, of the Athletic Show, has returned from his annual month's hunting trip and is busy making up for lost time. He spends his spare time figuring out new concessions and now has four to take care of besides his show. Murphy's Bozo show joined with a flashy frameup and has been getting its share of the business. It is a trifle unusual to note that this company is the only carnival showing in this State at this particular time. Visitors seen around the office included Mr. and Mrs. John Moore, formerly of the McLaughlin Shows; Bube Wadley, general agent last season with the Spheris Great Olympic Shows, and George Moon, concessioner. Another well known and welcome visitor was Pat Aldrich, who has owned and rented the showgrounds at Baton Rouge many years. He is a well-known attorney and nearly every big show agent of the past 30 years has been his guest at one time or another. After two more weeks in the neighborhood of this city the show will head north in easy stages. The regular spring opening will be in Tennessee at a date to be announced later. All of which is from a member of the show.

Midwest Shows

INDIANAPOLIS, Jan. 25.—The management of Midwest Shows advises that the show will be notably improved in all departments for the coming season, including flashy motor truck transportation, and that the lineup will have 8 shows, 5 rides and 25 concessions, also a free act and calliope. The advance will be handled by John Dale. All of which is from an executive of the show.

BILLY BOZZELL WANTS FOLEY & BURK SUPER SIDE SHOW

Real live Freaks and Strange Acts. Opening for good Mind Act and Glass Blower. Name salary first letter. Zaza-Frazco, Hoppe, write. Address BILLY BOZZELL, 3313 East 12th St., Oakland, Calif., care Foley & Burk Shows.

BLUE RIBBON SHOWS WANT

Owing to disappointment can place Carrousel, Hula, Midget Shows, others that don't conflict, clean Concessions all kinds. Seven bona-fide Florida Fairs, including Fort Myers, Fort Pierce, Plant City, then long season North. John Thompson, Charlie Horse, wire. Vero Beach, Fla., this week.

WANT for WOODMEN OF THE WORLD (WOODLAWN CAMP NO. 55) SPRING FESTIVAL - and MARDI GRAS TO BE HELD WEEK MARCH 2nd - HEART OF AUGUSTA, GA. SHOWS - RIDES - CONCESSIONS - FREE ACTS

Shows with own outfits given preference. Will finance any showmen that have worth-while ideas. WANT Leap-o-Plane, Caterpillar, or any Ride not conflicting. Corn Game, Cook House, Hoop-La, String Game, Pitch-Till-U-Win and any legitimate Concessions that give out stock. No Flat Joints or Lucky Boys need apply. WANT Plans, People, Anna Lee Smith come home. Have complete Athletic Show outfit will turn over to reliable party. Bill Hutchings writes. Write or wire to BROWNIE SMITH, P. O. Box 236, Augusta, Ga.

Art Lewis Shows

BRIDGEPORT, Conn., Jan. 25.—A little work is being done, getting ready for the coming season. Several new panel fronts are under way, under the supervision of Al Rogers. On February 1 things will be put under full swing under the direction of Pete Thompson, and their will be quite a bit of building, as the show is doing away with all banner fronts—replace same with modernistic panel fronts. Al Bydairk, superintendent of rides, is expected daily at winter quarters to take charge of work on the rides. A new Ferris Wheel that arrived will give the show three wheels for this year, and a new twin Loop-o-Plane is due from the factory soon. The Loop-the-Loop purchased by the show last year is playing Florida fairs, with Speedy Palmer (who has the Motordrome with the show) in charge. Speedy informs Mr. Lewis that he has purchased two lions for his drome. H. G. Pauli, chief electrician, is due in winter quarters soon, to have charge of building a new electric wagon. Art Lewis and his general agent have returned from successful attendance at the fair meetings. Mr. Lewis has placed orders for new canvas and states that this year the show will carry 10 major rides, 2 kiddie rides and 12 shows.

SAM AKERS.

Bunts Greater Shows

CRYSTAL RIVER, Fla., Jan. 25.—Word has been received from Hi Johnson, who is at the show's winter quarters, that work has been slowed up by rain and cold weather, but that lumber, paint, etc., have arrived and everything will be put into good shape before time to open the new season, in April, to play four dates in South Carolina then into West Virginia. A new marquee has been ordered for the entrance and there will be a pay gate. Will have 10 shows, 9 rides, 25 concessions, band, sound truck and two free acts. Mr. and Mrs. Bunts and family are still here (Crystal River) and have been spending a great deal of their time fishing. Mrs. Ernest Haag, of Mighty Haag Circus, was a visitor to the Bunts family when the show played here and enjoyed a packed-house business. Alta May Bunts was treated to a surprise dinner and beautiful gifts on her 17th birthday, January 14. Mr. and Mrs. John Vaday have gone to Sarasota, Fla., for a few weeks, planning to return here early in February. All of which is from a member of the Bunts family.

Majestic Expo Shows

GREER, S. C., Jan. 25.—The winter quarters here of the Majestic Exposition have been opened and work has started. All show fronts will be paneled and will have plenty of illumination. General Manager R. G. McHendricks returned from a successful fairs-booking trip. Six new show tops have been purchased. The color scheme of this show will be green and orange. J. J. Steblar and family are expected to arrive soon to repair and repaint his riding devices. Harold Browning, of Rockwell City, Ia., has booked his Loop-o-Plane and Kiddie Rides. Herbert Pass and the misus are expected soon. Lew Carpenter is cooking for all the help in quarters. Jack Mansfield arrived Tuesday and is taking up his duties. Whitey Davis will operate Steblar's El Wheel. The show will open its season here in March. Will consist of 6 rides, 10 shows (seven owned by operated by the office), 30 concessions, free acts and white band. Will play thru Kentucky, Tennessee, Ohio and Pennsylvania.

R. W. SHARPE.

Dee Lang's Shows

ST. LOUIS, Jan. 25.—A crew has been at work at winter quarters several months, getting paraphernalia ready for the new season. The management advises that the show will be notably enlarged this year. Dee Lang and Elmer Brown, general agent, have covered many miles in interest of the show since the closing of last season at Little Rock, Ark., on November 16. Their trips included attendance at fair men's meetings in Wisconsin, Illinois and Minnesota, and from appearances the show will have the best route of its history so far. All of which is from an executive of the show.



C. J. Lauther's, Traveling

ALTON, Ill., Jan. 25.—After remaining in St. Louis four weeks C. J. Lauther's World's Fair Oddities brought their engagement to an end last Sunday and moved to this city. Taken altogether the engagement in St. Louis was highly profitable, with an extensive advertising plan used for the entire period. Many friends were made and quite a large party was on hand Sunday evening to bid adieu to the entertainers. Doc Allman and Dot Robinson, from Kansas City, paid a hurried visit to the writer. Walter A. White, general manager Johnny J. Jones Exposition, also stopped in to say hello while on his way to Augusta, Ga. Buddy Willis, general representative Pacific Whaling Company, was also an interested spectator on Sunday. J. C. (Jimmy) Simpson almost a daily visitor. The show has a beautiful location in Alton, with 20 individual platforms used on two floors. Did not get open until 5 p.m. Monday and by dusk the museum was crowded to capacity. Tuesday was the largest day's business of the season, but cold weather made its appearance Wednesday, with 10 below zero, and business was placed at a standstill. This the first exhibition of its kind to play this town and the people show a longing for fresh shows.

ROY B. JONES.

World's Assembly, Traveling

BROWNWOOD, Tex., Jan. 25.—Business here excellent despite cold weather. This is the first time the writer, J. D. Cook, has come back from the advance to see the show in operation. The show is under the management of W. F. Palmer, assisted by Melvin Little, and is the nicest of its nature the writer has ever witnessed. Among the attractions are: Francisco Lentini, three-legged man; Betty Henderson, lady with lion mane; Prince Garland, midget; Olga,

bearded lady; Punjab, iron tongue; Martha James, illusions; Bruce Eastman, upside-down cartoonist; Ming Foy, three-eyed lady; Steamboat Smith, sound imitator; Peggy James, blade box and sawing lady in half, presented by Professor Mitchell; Madam Zenith, mentalist; Professor James and Evert Mitchell, lecturers; Francis Benton in the annex. John Mowery, ticket office; John Kussick, ticket taker; Charles Hoyt, steward; Russell Ohara, utility.

Kortes', Traveling

DENVER, Jan. 25.—Good crowds continue. Some new attractions arrived from the West Coast. Now have 23 attractions. Hoppie, the Frog Boy, was the latest arrival. He is now working at the Stock Show here with several other attractions and will be in the Main Denver Museum after the close of the stock show tonight. Both places good business. Mrs. Ringol is improving steadily and is expected to soon be able to discontinue here trips to the doctor. A wedding of importance took place the past week. Tony Harris (the Alligator Skin Man) was married to Helen Claus. The wedding took place at the Grace Methodist Church with Rev. Wahlberg performing the ceremony. The best man was Paul Herold and the maid of honor was Mrs. Arteria Gibbons. The wedding march was played by Marvella, the fingerless pianist. A large crowd attended. The show is planning to stay here the rest of the winter.

LOUIS RINGOL.

Dime, Newark, N. J.

NEWARK, N. J., Jan. 25.—This week's bill is a strong one, and business has continued good. The lineup is as follows: Charlie Phelan, strong man, in his second week; Al Tomains, boy giant—18 years old and stands eight feet four

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

A NATION-WIDE EFFORT to reduce traffic accidents in 1936 by uniting all branches of the motor industry with nationally recognized safety agencies in a co-ordinated working program was announced last week by Alvan Macauley, president of the Automobile Manufacturers' Association. Definitely stamping highway safety as a localized problem, the campaign will have State and community appeal as the primary approach. To that end the entire motor industry is underwriting the cost of specific projects to be sponsored by the co-operating organizations, which will provide additional impetus to their present safety activities. New and supplementary activities include the stimulation of inter-city safety contests, renewal of public school safety essay and safety lesson contests, expansion of school-boy patrol and high-school driver training work, vigorous support for law enforcement, dissemination of films, literature and educational material in a wide range of contacts with State and local civic and fraternal groups, assistance in the training of traffic control personnel and more effective co-operation with all agencies concerned thru automobile dealers and car owners.

RECENTLY The Billboard was informed that an organization was formed in the South under the name of Trailer Owners of America, Inc. The communication was signed by Eugene Nelson as secretary, and printed at the top of the letterhead was the following: "State headquarters, Jacksonville, Fla." Evidently the post office at Jacksonville doesn't know Eugene Nelson or Trailer Owners of America, Inc., as a letter addressed to Nelson as secretary of the organization has been returned stamped "unknown."

MUSEUMS

inches by actual measurement; Princess Margaret, 32 years old and is 27 inches high; Negami, Japanese foot juggler; Tam-Tam, Colored Man Turning White, held over for the second week; Capt. Ringman Mach, the man with the iron skin.

Frank Broderick and Morey Schayer are still handling the front in a capable manner and the writer acting as lecturer. Oriental revue still popular in the annex and this week featuring a fan dancer.

GEORGE E. MOORE.

United World-Wide, Traveling

WEST POINT, Ga., Jan. 25.—Museum now on its third week, touring in Alabama and Georgia, and business has been satisfactory. Last week at Lanett, Ala. Playing the valley in the cotton mills district. Now located in the Penn-Phillips Building here, an ideal location in the heart of town. Frank Casey is operative owner and manager; Tex Lynch, advance agent; Tex Forrister, front and annex lecturer, and Boots Walton, publicity. Museum is elaborately decorated, velvet curtains, acts on elevated platforms and lobby oil painting. Attractions: Alfred, Alligator Boy; Susie, Giraffe-Neck Woman; Madame Marie, mentalist; Major Buttons, midget entertainer; Kova, magician; Huckleberry Finn, Human Ape; Mickey Mouse; Lord's Prayer engraved on pin; P. T. Barnum and Mr. and Mrs. Tom Thumb, wax figures; Cora, fat girl; Forrister's Colored Entertainers; Poses Plastique; Marico and Hario, impalement act; special attraction, Shadow of the Cross; annex feature, Bobby Kork. Goldie Casey is the chef. Show travels on two trucks and five cars.

BOBBY KORK.

World's, San Francisco

SAN FRANCISCO, Jan. 25.—The World's Museum, 1136 Market street, here for the third year, is still holding its own. New attractions this week are Doileta Pekar, dancing doll lady, who will be here until she sails February 4 for Australia with Arthur Greenbaum, Australian carnival owner, and Eddie Annatto Hayes, replacing Kongee, who left with Austin King to join Pete Kortes. Managers Mike Golden and Anna John Budd plan keeping the museum operating all summer. The mar-

(See MUSEUMS on page 55)



For dollar value and personal satisfaction

Select your new Trailer Coach from the 1936 line of Roycraft's rugged construction—smart new styles, novel features—various sizes—many arrangements. Comfort and convenience are assured with a time-tested Roycraft.

See our display at the Trailer Show—Sarasota, Fla., February 3-17.

Write Dept. B for new Catalog, enclosing 10c to cover mailing.

ROYCRAFT COACH CO.,
Chesaning, Michigan



BALL JOINT
Auto Trailer Coupler \$1.95
(Hooky Mt. States West, \$2.25, Postpaid)
Adjustable Bumper Hitch \$1.35
This hitch can be put on, taken off, or adjusted to 4 different positions with Postpaid, \$1.35; With Hooky Mt. States West \$1.50. Write for Catalog on Trailer Hardware and Complete Trailers.

ZAGELMEYER AUTO CAMP CO., Bay City, Mich.

WANTED

USEFUL ACTS FOR MUSEUM.
HOWARD'S TRAVELING MUSEUM
Ottawa, Ia., This Week.

WORLD'S FAIR SIDE SHOW

CONEY ISLAND, NEW YORK

HEAR YE -:- -:- HEAR YE

Want FREAKS of outstanding nature who merit box-office appeal, also Novelty Acts, for long season in Coney Island. Can use good Feature Attraction, Double Sex Act, or what have you? Also A-1 Front Talkers. Send photo and lowest salary.

FRED SINDELL, Mgr., 3100 Brighton St., Brooklyn, N. Y.

- Ravel, Frank
Ely, L. E.
Eckhart, Happy
Elder, Geo.
Elliott, Bob
Elliott, E.
Elliott, L.
Elliott, M.
Elliott, N.
Elliott, O.
Elliott, P.
Elliott, Q.
Elliott, R.
Elliott, S.
Elliott, T.
Elliott, U.
Elliott, V.
Elliott, W.
Elliott, X.
Elliott, Y.
Elliott, Z.

Wagner, John
Walker, Edw. R.
Walker, James C.
Walker, Karl
Walker, Wallace C.
Wallace, LeRoy
Wallace, Richard T.

Williams, J. C.
Williams, Jack
Williams, L. C.
Williams, Lee
Williams, Len C.
Williams, Stewart
Williams, Walter

Wilson, Max
Wilson, Robert W.
Wilson, W. P.
Wilson, W. R.
Wilson, W. T.
Wilson, W. W.

Windsor, Ralph
Winkler, Alice
Winkler, Doris
Winkler, Fred
Winkler, Jack

Wintner, Albert
Wintner, Ted
Wintner, Arthur
Wintner, Archie
Wintner, Chas.

Wintner, H. W.
Wintner, John
Wintner, Kenneth
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MAIL ON HAND AT NEW YORK OFFICE

194 Broadway, Parcel Post

Kittle, Blanche
Ladies' List
Agos (Robber)
Agos (Skin)
Agos, Christal

Gentlemen's List

Accardo, Nestor
Adams, Frank J.
Aglow, Mark

Bryant, Billy
Buchley, M.
Buchley, W. H.
Carr, Clifford
Carroll, Alfred A.
Chanda, Marjorie
Chanda & Lacey

Williams, R. C.
Williams, Fred X.
Wilson, Bert H.
Wood, Ed J.
Young, Jesse
Young, Karl
Zimmerman, A. H.

Adelle, Rose
Angeus, Miss
Arndt, Frank
Beard, Mrs. Marjorie
Belmont, Mrs. J.
Blumenthal, Mrs. M.
Boyd, Mrs. J.

Bryant, Billy
Buchley, M.
Buchley, W. H.
Carr, Clifford
Carroll, Alfred A.
Chanda, Marjorie
Chanda & Lacey

De Carlo, Anthony
Downey, Dolores
Dugan, Yvonne
Dunne, Ruth
Egan, M.
Egan, M.
Egan, M.

Ellis, J. B.
Elliott, Ross
Elliott, Ross
Elliott, Ross
Elliott, Ross

Allen, Marion Jack
Allen, Marion Jack
Allen, Marion Jack
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Allen, Marion Jack

Agos, John H.
Anderson, Parley
Angelo, Joseph
Anselmi, T. C.
Anselmi, T. C.

Agos, John H.
Anderson, Parley
Angelo, Joseph
Anselmi, T. C.
Anselmi, T. C.

Wagner, John J.

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Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Demonstrators as Top-Notch Producers of Volume Sales

One of the outstanding assets of the clever demonstrator and pitchman is his knack — there being many successful demonstrators among the fair sex, too — to show clearly and convincingly how to use the article that is being demonstrated.

This applies in equal measure when cleaning compounds, spot removers, floor waxes, polishes or any other chemical specialties are being sold.

When the demonstrator's ability to show how is contrasted with the disinterestedness of the average clerk or salesgirl there is certainly a world of difference. Naturally in many cases this is not the fault of the sales people, as they have many things on their counter, while the demonstrator concentrates on the subject in hand, and for that reason he can show even those who are "from Missouri" how the item can be used to the prospect's best advantage.

There is a tremendous difference in the value of an article when the purchaser can extract from it all the potential use-value that it holds. That knowledge is imparted by the demonstrator who takes his job seriously, as he knows his item and he can give the full benefit of his knowledge to the customer.

The point has often been made by writers on salesmanship that no sale is really successful or satisfactory unless both the seller and the buyer are satisfied. When a woman buys a new can opener, sewing-machine attachment, rug-making needle or any new household article and she can use it successfully, she won't mind if it did cost her a nickel or a dime more than when bought from a counter in a bargain basement thru a clerk who barely knew what the article was, much less how to use it. If the shopper buys an article only to have it resting peacefully on the kitchen cupboard it is after all a poor bargain.

The top-notch demonstrator or pitchman makes it a point to study his merchandise from A to Z—that's one of the reasons he's a leader in his field. He then proceeds to instill this knowledge into the minds of those who are inter-

ested in his "how to do it" sales demonstration.

Men and women who have this ability are a boon to good merchandising. They not only help the storekeeper by helping to retain customer good will; they help the manufacturer or distributor by attaining wider, more appreciated understanding of the use of an article and they also help to add greatly to the sales volume of the goods they demonstrate.

To borrow a phrase from the hit song of the day—the advantages of superior salesmanship as applied thru the method of the clever demonstrator — "go round and around" in a circle that spells general satisfaction to the customer, the mercantile establishment, the jobber and the manufacturer.

Balance Your Premium Display With Necessities

It doesn't require many years of study in the premium merchandise industry to realize that necessities make the best premiums. The public will always first play for items which are most necessary to their everyday habits. Necessities are more constantly used and have a greater repeat-sales value.

The better known necessities which have been presented to the premium field are the "daily use" items classified in many groups and featured by leading firms.

Cocktail shakers are certainly not to be termed necessities and yet they make fine premium items, but kettles, pots, pans, dishes, electrical appliances, trona, clocks, etc., have a greater market value and certainly have a more definite attraction for the public, for they are items which are in "daily use."

Necessities range thru so wide a range in the premium merchandise field that it would be very difficult to carefully align them into a separate classification of their own, except to state that they continue to make the best premiums. (See BALANCE YOUR on page 58)

Wholesale Trade Up

The Commerce Department last week reported 1935's wholesale trade as the best since 1931. The dollar volume last year represented an 11 per cent increase over 1934 and a gain of 25 per cent over 1933.

One of the most encouraging features of the report was the development of an increasing demand for quality goods over quantity at a price. That this demand is exerting continued pressure in the price, novelty and premium field is reported from all sides by leading jobbers and manufacturers in the merchandise industry.

Demand for Small Items on Increase

Increasing every day is the demand for the small novelties which have appeared on the merchandise market for some time, but which are now becoming more and more popular.

Some of the small novelties in the toy category are among the best sellers in the premium industry. These have a twofold attraction for the public, being both useful as gifts as well as in demand because of children.

The small novelties can be handled successfully by every premium user because of their low price and the fact that combined in salesboard and digger machine deals they make an attractive display at small cost.

Among one of the most successful of the small novelties at this time are the lapel watches, which have become quite a hit on the market and are being featured by many merchandise users.

These watches are small in size and inclosed in leather cases for sportswear with a leather chain, which is attached to the lapel of the jacket and dropped into the upper breast pocket. Because of the fashion hit made by these watches, many of the manufacturers of this item are enjoying a terrific boom. Premium users have adopted the watch and are now featuring it for various uses.

Another small merchandise item which is returning with a bang is the luck charm ring. Also the photo ring. Both of these are reasonably priced and are attractive in display as well as in use. (See DEMAND FOR SMALL, page 58)

Electric Clocks Return in New Dress

The return of the formerly very popular electric clock to the merchandise premium industry has been one of the most interesting developments of the new season.

For some time electric clocks were thought to have played themselves out of the picture. Merchandise men who had found them most profitable decided that they could once again be returned to the field if they were presented in new fashion and form and possibly in new price categories.

This was accomplished these past few months by the introduction into the premium field of the most expensive makes of electric clocks in their beautiful modern designed cases.

Formerly, tho these items were known to the merchandise field, they were not used due to their high price, but since the lower-priced clocks have played themselves out, some daring merchandise men have presented these to the field and have discovered that the trend to electric clocks has been greatly revived.

Returning in this new dress in extreme and radical modernism with use of stars instead of figures, with chrome and black and silver and onyx combinations. With circular faces, square faces and ball-shaped arrangements, with shell-like designs, with the use of the more expensive metals and the best of movements with original designs by world-famed designers, and with the fact that these clocks are seen only in the finest jewelry outlets, the public has once more become interested in clocks, and the premium merchandise industry opens a new and interesting field for these quality manufacturers.

There was no doubt of the return of interest to the electric clock when one of the largest premium merchandise distributors reported that he is so far behind in shipments that the factory has doubled its production force and believes that the premium field should receive the major part of the company's attention thruout the coming year.

The return of electric clocks to prominence because of the new designs and the new dress which they have assumed is but another general lesson to the premium industry of what is possible for items which are carefully prepared for market in the better manner.

Search for New Items Constant Problem of Premium Mdse. Men

The constant search for new merchandise is one of the most interesting studies in the premium merchandise field.

It has been a merchandising rule for years that the public desires constant change to continue large purchases of premium merchandise. To meet this demand for change there is a search under way thru every field by merchandise experts seeking items which they believe will be acceptable to the public and which will bring sales to the regular merchandise outlets.

One of the reasons why new merchandise is constantly being sought is that with the entrance of new merchandise into the field at intervals volume sales can be retained and the retention of volume means that price economy can prevail at all times.

There are many items which have of late entered into the premium industry which never before were known as part of the field. This type of merchandise is due to the daring which many manufacturers have exhibited of late for items which, tho of outside categories, can yet be made reasonable in price and can attach themselves, because of this fact, to the general premium merchandise industry.

The search for such items continues at a rapid pace. The need for such search

is apparent to every one of the members of the merchandise industry. They themselves seek new merchandise in many foreign channels. They know a lack of new items in this fast-moving field is bound to create stagnation and therefore, to prevent a switch of interest to some other division of merchandise outlet, they entertain the new items of foreign and allied fields in their own premium category and thereby keep public interest and continue large volume sales.

In this constant search for new items many important factors must be taken into consideration. Among these the first should be reasonable price; the second, possibility for volume sale; third, quality construction; fourth, modern design, and so on down the line. But most important of all is the general necessity for new merchandise to meet the demand of the buying public in the fact that it can be used as an everyday necessity or that it can replace some other item which is much more expensive in its category.

For those who are constantly seeking this new merchandise these factors must be magnified to the greatest extent so that all merchandise which is finally brought to the premium-merchandise industry is the finest obtainable.

Finding Locations During Winter Months

The average pitchman and demonstrator finds the going rather tough during the winter months, particularly if he is a man who works outdoors as a rule.

Some good suggestions were put forth in recent issues of *The Billboard* in the Pipes section, and if acted upon by the man who is an able pitchman it would help in many instances to solve the problem of applying his ability during the severe weather months. For, even if spring is just around the corner, the pitchman also wants to eat while he's heading for the corner.

One of the suggestions made in the Pipes section was that very likely demonstrators could find profitable engagements in stores of medium size and even small stores, while today demonstrators generally confine their engagements to chain stores or department stores.

The smaller merchant can use the services of a clever pitchman just as well as the larger establishment. In many instances this would help business in general for such establishments, for a clever sales talk and demonstration will never hurt the reputation of any store. Therefore if you can apply your sales ability in this field you will be helping the storekeeper as well as yourself.

There remains the problem of finding (See FINDING LOCATIONS on page 58)

Merchandise Machines Growing in Popularity

An interesting sidelight of the recent coin-machine convention at Chicago was the great interest and activity displayed by operators in digger machines, cranes and merchandise vending machines of all types.

A large number of distributors at the show reported that more and more pin-game operators, in addition to a good portion of the newcomers in the field, are turning to various types of bulk and unit merchandise venders, indicating a growing public demand for quality merchandise attractively displayed. It was stated that more inquiries for merchandise venders, diggers and the like are being received now than ever before and distributors, manufacturers and operators are preparing for an enormous increase in this type of business during the coming year.

Of particular interest to premium and novelty men is the fact that a wide selection of merchandise never before considered as possible items for such machines is now distributed in this way.

Of even greater significance, perhaps, is the healthy condition reflected by this trend, indicating as it does a definite return of "the good old days" and an interest in quality merchandise on the part of the public that hasn't been known for a long time.

OPERATORS!!

HERE ARE VALUES THAT WILL BRING YOU BUSINESS



Wrist Watch
Igersoll
Mite

1.50 Each
Sample Watch 1.60 Each
Former Wholesale Price \$3.33 Each

#11W78 — Chromium-Plated Case with Open Link Metal Band or Leather Strap, Silvered Dial with Gilt Figures, Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

NEW Items

Automatic Movie Camera Offered at New Low Price

A new automatic movie camera to retail at the remarkably low price of \$5 was recently placed on the market by the Moviematic Camera Corporation. Claims are that the new camera, despite its low price, can do everything that many a more expensive camera can do. Among some of the outstanding features are: only three-in-one camera made, makes motion pictures, makes 40 snapshots with one roll of film, makes movie books, automatic film loading, no threading of film, economical to use and film and movie books processed free of charge by the makers. The manufacturers have an attractive descriptive pamphlet explaining in full detail all the functions of this new camera and they will be pleased to send it to inquirers free of charge.

"Miracle" Brush Employs New Principle

A new "miracle" brush that gathers dust and dirt by the electro-static process is said to clean quicker and more conveniently than a vacuum cleaner. Selling at a low price, this new invention is featured for cleaning upholstered furniture, automobile upholstery, sofas, furs, mattresses and the like. The electro-static brush is said to draw dirt like a magnet draws steel and weighs less than a pound. It has no bristles or parts to wear out or become loose and is easy to clean after using. It was recently introduced by the San-No-Dust Brush Company.

Bath Oil in Two Scents

A new lathering bath oil which the manufacturer states is healthful and invigorating, in addition to its primary function, which is to lend fragrance to the bath, was recently introduced to the market by the Davelgo Company. The new bath oil is sold in two handy sizes and is offered in two scents, pine and orange blossom.

Smoothcut Can Opener

The Smoothcut can opener, made by the Atlas-Ansonia Company, is an item attracting considerable attention among pitchmen and demonstrators. It is of the wall-bracket type, low in cost and readily adaptable for premium use or combination sales item. Opens round, oval or square cans and lifts lid for removal at end of cutting.

10-Inch Globe and Radio

Balkett Radio Corporation is going into production on a novelty that should talk well as a premium—a radio in a 10-inch globe. This authentic world globe and a little radio set combined, all self-contained.

New Style Drink Mixer

A hand-operated drink mixer now enables kiddies to get a thrill out of mixing their own food drinks. A few turns of the crank does the trick. Entire assembly is in the 50-cent bracket or less, depending on quantity, and is made by the M. P. Heinze Machine Company. Concern also makes the Electric Bartender, a handy motorized gadget that takes all the work out of cocktail mixing. An excellent premium item.

Dick Tracy-Lite In Pocket Flash

A new small-sized pocket flash with a chain attachment so that it can be carried in the pocket in the same way that keys are carried was recently placed on the market by the Micro-Lite Company. The name of the new flashlight is the Dick Tracy-Lite and manufacturers call it the "only official Secret Service flashlight" to be sponsored by the famous newspaper cartoon detective.

JUST OUT-NEW! NEW! LIGHT HOUSE JR. LAMP

Jump on this one, it's going hot. Beautiful lustrous chrome finish base and ship with cap to match. 9" Tubular Blue Glass Torchiera. Sample \$1.75. ORDER No. B41. Complete with cord and plug (without bulb, if bulb is desired add 15c extra).

\$1.50—Each **\$1.40**—Each **IN DOZEN LOTS**

Prices are subject to 2% Cash Discount and F. O. B. Chicago.

25% Deposit Required on C. O. D. Orders.
JOSEPH • HAGN • COMPANY
"THE WORLD'S BARGAIN HOUSE,"
217 W. MADISON ST. CHICAGO

GET A LOAD OF THESE WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO 5 R C A LIC. TUBES

With Dynamic Speaker. Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO.
118 E. 28th St., NEW YORK CITY.



\$6.45 in Lots of 6
F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

\$6.95 Sample Deposit.

Match King VARIETY MODEL LIGHTER PER 100 16.00

#88723 — Chromium Finish. Modernistic Design, with Black Enamel. A Real Flash.

Write for Catalog B100
Featuring Hundreds of Profit Makers for Specialty Salesmen.

N. SHURE CO.
200 W. Adams St., CHICAGO

CHAMPION'S BARGAINS

- DBL. EDGE BLADES—(All First Quality). 1000 \$4.00
- REAL-LAX CMOG. LAXES. Per Gross Tins . . . \$3.00
- SILVER FOIL ASPIRIN DISPLAY—50 Tins (6 Tablets—5c). 100 Displays . . . \$9c Each 50 Displays . . . \$8c Each 25 Displays . . . \$8c Each
- Lot's 75c Each
- BUNDLES—NOTIONS
- LOTIONS—SOAPS.
- HOUSE-TO-HOUSE ITEMS.
- BIG LINE CARDED GOODS. 25% Deposit on C. O. D. Orders.

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Place this under a cushion or newspaper before someone sits down. WORK! A most embarrassing comedy gag. A SCREAM FOR PARTIES. DANCE AUTOSEATS, etc. Available rubber, Sample \$2.50, postpaid. Send for FREE Catalog of fast-selling Specialties. AGENTS—(U.S.) NALPAK CO., 3225 W. Crystal St., Chicago, Dept. 315.

REX HONES Now Less Than 3c Each \$4.25 a Gross

#100, Bal. C. O. D. Plus Postage.

Each Honer in Babby silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE are sold for a much higher price. Honer men are showing up ALL OVER THE REX-HONE MFRS., 1500 West Madison, BR-2, Chicago, Ill.

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases. 7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35. FLASH CARNIVAL WATCHES, 50c Each.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
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TRIX "DOES THE TRICK" Packed 5 Blades in a Pack. 20 Pks. in a Carton.

\$3.68 a 1000

Octagon Shaped Lighters	Doz.	Gr.
15" Knit-in Pearl Necklaces	30	2.95
Needle Thread, Shaped Bbs.	24	1.75
Perfume in Ass'd. Shaped Bbs.	24	1.75
Compress Powder & Perfume Pkg. Army & Navy Needle Book04
#232 Toothpick Knife	10	1.35
No. C209 Men's Fancy Tie	70	8.95
No. N375 Sewing Needles, 10 in Pkg. 100 Pkg.39
Men's Rayon Sox, U. S. Made	85	

OVER 2,000 Bargain Specials. Write for New 1936 Wholesale Catalog. It's Free.

SPORS CO., 2-36 Erie St., La Center, Minn.

RESURRECTION PLANT (ROSE OF JERIKHO)

This item has proved to be one of the fastest selling winter demonstration numbers. It comes from Mexico in an apparently dried-up ball and when placed in water it blossoms out in natural beautiful green color. Be the first one in your territory with this fast seller.

Dozen 50c—100 \$2.50
Prepaid when cash accompanies order.

Write for our **GENERAL CATALOG** 172 Pages of latest and fastest selling items at lowest possible prices. . . Be sure and mention your line of business.

MIDWEST MERCHANDISE CO.
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PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS Always Fast Sellers!

Royal Crest BLADE

#1767—Croche 3-Blade Toothpick Knives, Gross, \$1.40.
#1768—Croche 5-Blade Toothpick Knives, Gross, \$1.65.
#1769—The Old Reliable Glass Cutler Knife, Per Gross, \$12.00.

#144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellulose Wrapped Package, Per 1,000, \$4.00.

Automatic Wind Lighter \$16.50 Gr.
Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.


Paper Towels Can Be Washed and Reused

One of the most remarkable items that has come to the attention of this department in a long time is the paper towel made by the Brown Company. These paper towels can be washed, rinsed, wrung out and used again. The trade name given the new towels by the manufacturer is Nibroc Washable Towel.

FOUNTAIN PENS

Get Our Newly REDUCED Price List **STARR PEN CO.**
Dept. 6, 300 West Adams Street, Chicago, Ill.

5000 WALTHAM and ELGIN Hunting Movements in New Open Face Chromium Cases!



16 Size, Case in loco or Engraved; 7 Jewel, \$2.75; 10J, \$3.75; 17J, \$4.75.
12 Size, Case in Rodent, Octagon, or Engraved; 7 Jewel, \$2.75; 10J, \$3.75; 17J, \$4.75.
20% Dep., Bal. C. O. D. Send for Catalog.

The NEW YORK JOBBERS
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CARTOON BOOKS, HOT VALENTINE CARDS, SPICY AND FUNNY NOVELTIES, Fold Name-Cards, etc. Send 6c for 75-page Catalog and Special Bulletin, or 50c for 125-Page Assorted Namepins and Catalogue. T. R. PAYNE, 25 Cardinal Place, New York.

GUARANTEED LOW-DOWN ON PRICES

Table with columns: Quantity, Description, Amount. Lists various household items like blades, razors, brushes, and their prices.

25% Deposit, Balance C. O. D. 116-Page Catalog FREE. ORDER FROM NEAREST STORE.



G. C. J. Mattel, owner and general manager of the G. C. J. Mattel Company, premium supply house...

For those agents, salesmen, etc., who wish to establish a route of machines vending a product...

A recent report from the Dorros Manufacturing Co. on Shu-Lastix, elastic shoe lace...

Saul B. Goldfarb, of the Goldfarb Novelty Company, will leave about February 1 for an extended trip...

The Paul Cohen Company, importer and wholesaler of general merchandise, moved recently to new and larger quarters...

The B & N Sales Company recently announced its new Benaco single-edge blade...

The famous Candlewick bedspreads, said by the distributors, North Georgia Home Industries...

DEMAND FOR SMALL

(Continued from page 56) sales. It is believed that both of these items will be leaders for many months to come.

For the children there has been adapted small comb and mirror combinations which parents especially are attracted to...

Small pocket combs, with clip attachments so that they can be fastened to any pocket, are also becoming popular again.

and arranged with pencil sharpeners, which have been on the market for some time, are returning to greater reception than ever before.

Most of the smaller merchandise lends itself to cellophane wrapping and is therefore made even more attractive than ever...

Cuff links and complete sets for men are in this class, with merchandise by prominent manufacturers being featured.

The need for this type of merchandise becomes greater every day with the return of the salesboards to front-rank play...

In the small merchandise group there are so many handy items, such as pen-flashlights and clip screwdrivers...

FINDING LOCATIONS

(Continued from page 56) locations, of seeking out the man who can see the advantage of making a deal with a good demonstrator...

BALANCE YOUR

(Continued from page 56) for they have the most direct appeal to the public.

It is certain that the average family would rather choose a set of paring knives than demand a fancy perfume bottle...

The same angle is true in the use of such items as electric clocks as against fancy ashtrays. The clock is always first choice.

Price margins are taken into consideration naturally in all these cases, but it has been discovered that the public is better minded toward even higher-priced necessities...

The hit which was made in the merchandise field by sweaters, suede jackets, etc., is but one indication of the temperament of the general public toward necessity premium merchandise.

Therefore to be certain of successful items, the premium man must first be sure that they are items which can be considered necessities by the average family.

STAFFS NAMED

(Continued from page 3) will be nontransferable and carry photographs and signatures of holders. Tickets with 25 admissions will be \$5 to adults and \$2.50 for children...

Coupons for Attractions

There will be ticket books of general admissions and concession tickets involving a saving of about 40 per cent. These books, transferable, will be \$2.50...

Officers of the 1936 exposition include G. Aubrey Davidson, chairman of directors...

rectors; Frank G. Belcher, president; Philip L. Gildred, managing director; Hal G. Hotchkiss, vice-president; Elwood T. Bailey, vice-president and director of special activities...

Showmen Are Arriving

Thru efforts of G. Aubrey Davidson, exposition officials said an appropriation of \$75,000 for continued participation of the government was authorized...

Among showmen to be in the Fun Zone latest arrivals include Joe Glacy, manager of John Hix's Strange as It Seems Side Show and Museum; Major Tony Treppe, manager of Swooper Sky Ride...

SO. TEXAS WILL

(Continued from page 3) attended the first meeting 14 years ago are still with the circuit. Hilmar Fischer, mayor of New Braunfels, welcomed the delegates...

Attractions Men Tell 'Em

George Malley, county agent, Bexar County, on Extension Service Plans for Agriculture in 1936, brought out interesting facts pertaining to legislation...

On Tuesday the resolutions committee voted thanks to organizations that contributed to progress of the circuit, to the hotels, newspapers and periodicals...

President Is Bierschwale

Max Bierschwale, Fredericksburg, was elected president; S. M. Ainsworth, Gonzales, vice-president, and George J. Kempen, Seguin, was re-elected secretary-treasurer...

Officers of the 1936 exposition include G. Aubrey Davidson, chairman of directors; Max Bierschwale, Fredericksburg, president...

MILLS SALES CO. 901 Broadway 27 South Wells St. NEW YORK CITY CHICAGO, ILL.

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.

EXCLUSIVE TO OPERATORS-DISTRIBUTORS! New Rotary Clock making history. Want in on biggest exclusive in Salesboard history? Write G. O. ROY, MFG. CO., 8331 Ravenswood Ave., Chicago.

LEADER TIES. The Tie With the Ready Made Knot. Holds Its Shape Forever. All Silk. Lined. Ladies' Patterns. 50c Seller. Repeater. \$2.25 DOZEN. Sample Dozen Submitted, \$2.75. Money refunded or goods exchanged without question. M. LEVINE, INC., 13 N. 13th St., Philadelphia, Pa.

"BROWN BOMBER" STATUES In Fighting Pose. New, 11 1/2" high. Gold-iron-iron Zinc. Colored folks will love them. Attractive self-addressed plaques. A nice sample, \$1.00. Green, \$2.45; Green, \$60.00. Act quick! G. AIR MFG. CO., 1922 Sunnyside, Chicago.

COMIC, SPICY VALENTINE CARDS AND RED HOT DIPLOMAS, GIFTS, COMIC GIFTS for Valentine Day. Our New 1936 Bulletin is now ready. Send for it or order from list below. List No. 1, enclosed in colors, \$3.50 per C. Assn. No. 2, P. C. size, printed in 1 color, \$1.00 per 100, or \$7.50 per 1,000. Assn. No. 3, Red Hot Peppers on embossed die cut folders, per 100, \$3.50. Envelopes to match with all the above. Comic Diplomas for Valentines, 18 kinds per dozen, 25c; green, \$2.75. SAMPLES? YES! Send two bits and we'll rush 'em out. NEW SHIMMERS A NEW form, dozen 45c; gr., \$4.75. NEW COMIC MIRRORS, red hot, dozen 35c; gr., \$3.75. New DOGONIT in HEAR FORM, dozen 50c; gr., \$5.00. NEW BAKE RADIO, med. size, dozen \$5; gr., \$6.50. Send \$2.00 for 50 Samples and 1936 Catalogue. MAGNETRON NOVELTY CORPORATION, 136 Park Row, New York.

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

pitchman's sign painter, at a wrestling match. Lillian Knebel has changed from a shy, naive maid into a bloodthirsty amazon. At least it looked that way while the wrestlers were in action. I have been working a jam auction, but expect to reopen the mental act soon. Would like to read pipes from Doc Murray and wife and Ed Schirico."

"I READ IN FINAL CURTAIN... where one of the real old-time med performers, owners and managers, Capt. David Lee, is dead," pipes Doc Frank Kreis, Scranton, Pa. "May his soul rest in peace. I knew him very well, and to his widow, Susie, I extend heartfelt sympathy. A good many years ago in Canada I worked for Doc Suther and David and Susie Lee as office worker. Ethel Prashaw, Bees and Jim Leland and I were the show. After I returned to the States David and Sue worked for me. He was a grand old man. His Punch and Judy, manikin and battle ax and impenetrable acts were always big hits. Dave himself told me that he first did his Punch and Judy on London Bridge. He worked with Dan Nagery, Milt Allen, Jimmie Collins and others on the old Kickapoo shows before I was born (and I am 46). Helen Rex is contemplating a trip to Florida and Cuba. Boys, once again I will say that if you work in this State be sure to get your permit to run your show."

"I HAVE GONE... round and around to Colorado, Iowa, Wyoming and the Dakotas, but I always come out here," tells Doc A. M. Johansen, from Omaha. "Conditions are fair all around and don't really think the AAA decision hurts the farmers any—at least not as yet. Just as much money now as before. Will take a two months' vacation while the snow flies and will be all ready with the bluebirds in the spring. Would like to read one from Morris Kahntroff soon as possible. Also would like 'em from Jimmy Earle, Johnny Hicks, Sam Jones and the rest."

"AS SEVERAL WANT... a pipe here goes," shoots Mary Ragan from Lawrenceburg, Tenn. "Dark fired tobacco markets are just starting. Worked Springfield, Tenn., two weeks ago. Quite a gangup, including Brooks, Jam, Shults, Intensifiers, King, med; Doc Raggett, med; Rex, salve and corn punk; Jake, sharpeners; Doc Laytell and Redwood. Saw Guy and Mrs. Warner in Nashville. We found this town good during court week. You boys up north will get a surprise when you see my husband pitch salts. It proves you can get \$1 for med if you try. His passouts have been good and he has only been pitching a month. And not patting myself on the back, I am proud of his success. The old year was not so bad for me. Bought a farm and a V-8 Ford. But the year also brought two deaths in my family. We are looking forward to '36 as a banner year in Pitchdom. Sorry to hear of the passing of George Bedoni."

Met him several times and he and his wife, Billie, were good hosts. Would like to read pipes from Curly Bartok, Dick Jacobs, Mitchell and Clark. Madaline is in Texas but I will stay in the sticks. Saw that grand old man of Pitchdom, Doc Mac, at a court. He sure doesn't look or act like a man in his '70s. Saw Doc Boekner at Elkton, Ky. A fine fellow. Troop, of The Southern Agriculturist, is with us."

PAPERMEN ATTENDING... the Denver Western Stock Show, according to a pipe from Harry Tam, included Ellis, Curly Gates, Harry Tam, Earl D. Henry, George Peck, Red Powell and Shorty Phillips. All represented The Breeder's Gazette. Weather favorable."

AL R. WEST CARDS... from Asheville, N. C.: "Just a short one to say the sun is shining again after three weeks of plenty tough weather. Will go into Tennessee from here, then to the Kentucky tobacco marts. Would like to know how Bob Posey finds Louisiana. Where is Jimmy Riley, of red fame? Have jumped back to the old liquid solder joint and find it okeh, tho no big jackpots."

LEROY CRANDELL PIPES... in from Toledo, O., to refute the recent pipe by Dave Rose: "Altho this is an old issue I want to repudiate Rose's statements about jam men closing towns. I have repeated in hundreds of towns and at hundreds of fairs. Among them 13 consecutive years at Indianapolis and the last four at the Minneapolis fair. I find that the average jam man has plenty of friends. What is more, about 75 per cent of the jobbers and manufacturers' business is thru jam men. What is more, we do the least crying about conditions."

"AM PEELING PINE... and dandy and have been here the past six weeks," tells Hot Shot Austin, from Corpus Christi, Tex. Am waiting for the bluebirds to put in their appearance. Conditions are okeh in these parts."

MIKE G. WHARTON... cards from Harrisonburg, Va.: "Seen around town are Kid Higgins, Bottles Stover, Shifflet brothers, Fats and Blackie, Pete Turner, Jimmy Paradise, Col. Maitland and Slim Millekins."

"JUST RETURNED... from a 10-day hunting trip in the Ozarks," tells Happy O'Curran from Fort Smith, Ark. "Had the time of my life. Doc M. A. Hathaway has returned from spending Christmas with his son-in-law and daughter, John Beery and wife, of Arkansas City, Kan. Doc Hathaway and I are working together and getting along nicely. We had quite a gangup of med folks here just before Christmas. They included Carl Kruger, Bob Laidlaw, Benny Price, Doc R. E. Lewis, Jom Robey, Doc George Ward and Dina. You can imagine the jackpots that were cut up. What has become of Doc Coy B. Hammack? How about a pipe, Doc? Will someone please pass the quail on toast?"

A. L. CLARK... from Dallas, Tex., says: "It was with regret that I learned of the passing of George Bedoni. May his soul rest in peace (there being none for a pitchman here on earth). I also hear that H. C. Cruise died recently in St. Louis. Anyone knowing definitely one way or the other please pipe in. That makes three of the best jam men dead in three months, Tom Rogers, George Bedoni and H. C. Cruise. Speaking of jam men, ladies and gentlemen, let me introduce one of the world's best, an old friend and former pupil, Moses Sparks (call him Jake). He is the very best all rolled into one. Has everything it takes. Spent five or six years with socks and then was with Doc Brinkley's campaign for governor. Later teamed with Tommy Rogers and also saw Bedoni work on several occasions. Saw Sparks make one, a still date, at Stephenville, Tex., and he sure is a top money getter. Weather is fair in Texas with business good. Plenty of trade days every Monday. First Monday towns are Greenville, McKinney, Bonham, Decatur, Kaufman, Canton, Hillsboro, Stephenville, Waxahatchie. Second Mondays include Bowie, Pilot Center, Van Alstyne, Roysse City and others. Third Mondays include Gorman, Dublin, Cross Plains, Farmersville, Celina, Hamlin and others."

SEEDMEN-HEALTH WORKERS

We can put up Seed Mixtures under our label or your own at prices that cannot be equalled and provide service that cannot be surpassed. Also sensational new tablets. Are you interested? Write for samples.

RODEX HEALTH PRODUCTS, 1206 SANSON ST., PHILADELPHIA, PA.

Business Tips

News items in this column are published for what they may be worth to pitchmen and demonstrators. If you like the column and the type of news it carries, let us hear from you. Comments, suggestions and contributions are welcome.

Destruction of the AAA has created a menace of overproduction and low prices on cotton and tobacco thru the South for the coming year. Perhaps by the time the season has rolled around the government will have conceived some workable substitute for the invalidated Triple A. Only out is that farmers plant only tobacco and cotton originally contracted for under the AAA and concentrate on food and feed stuff.

Mather Spring Company, Toledo, O., expects to resume production soon.

Removal of processing tax is said by manufacturers to give the cotton industry the best outlook in months, with increased employment in prospect for the mills.

A new shoe factory, to employ between 500 and 1,000 men, will soon open in the former Hopkins Manufacturing Company plant, on Maple avenue, Carlisle, Pa.

The old Mill No. 3, of the Mohadnock Mills, Claremont, N. H., is now occupied by the Kinmel Show Company, eventually expected to employ several hundred people.

One hundred and fifty new looms will mean another 100 workers at the Williamsport Silk Company's plant, Williamsport, Pa. Mill is now working full time on two eight-hour shifts.

The Electric Household Utilities Corporation, Chicago, recently announced a 5 per cent increase in wages, affecting 1,200 workmen receiving \$300 or less monthly.

The American Sheet and Tin Plate Company, New Castle, Pa., is scheduled to reopen its plant this week, with 12 of the 20 hot mills in operation, providing employment for about 800.

An increase of about \$5,000 in the monthly pay roll will result from the adding of a new unit to the Cooper-Wells Company, a hosiery concern at Decatur, Ala.

The Louis Goldsmith clothing factory, Souderton, Pa., has been reopened and will gradually resume full production.

The Belle Vernon, Pa., plant of the American Window Glass Company has shut down, due to wage trouble, affecting 385 persons, and stopping a \$10,000 weekly pay roll.

DOC VICTOR B. LUND... who scribes from Oklahoma City: "This may be my first pipe, but I read and enjoy Pipes every week. Spent 25 months working out of Tulsa. Enjoy Madaline Ragan's pipes. Wonder if she remembers Vicky and the Los Angeles earthquake. Come on, Madaline, let's hear what you think of quakes. Some of the boys wintering in and around here include Doc Floyd R. Johnstone and wife, Doc Laidlaw, Doc Pierce, Doc George Ward and Red Mainard were recent visitors. Jack Lamore and wife passed thru on their way to Texas. Doc Humpy Long is still here, also Doc Harry B. Kincheloe and wife, at their lab and store. Would like to see a pipe from Gypsy Dan, of Los Angeles. He is a real fellow. Joe Neustader and wife and crew recently checked in here, also Gabe King and wife, Matt George and Mex Whitey. Had Christmas dinner with Bubble and wife and Nig Shoppe and wife, and what a dinner it was. Mrs. Shoppe was chief chef for the day. Why give us the run-around, Milton (Curly) Bartok? Why not come thru Oklahoma City? Let's hear from the oldtimers, including Doc Moody, Doc Heady, Doc Sanders and Rusty, of the West Coast."

1 FLASH SPECIAL 1,000,000

BLADES GEM & DOUBLE EDGE TYPE.

(First Quality)
Double-Edge Type, Packaged 50—100 Blades to Carbin. Each Tuck Cell-phone Wrapped.
GEM TYPE (Same Packing)
\$3.10 Per M. \$6.00 Per M.

F. O. B. N. Y.
Not Less Than 1,000 Lots of Either Type. 25% Deposit with Order, Bal. C. O. O.
ENKAY SALES CO.
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THEY BREATHE SHU LASTIX

SLIPPER COMFORT-LETTER SHOE

A staple item with a modern twist. SHU-LASTIX is the new elastic insole. Saves time and money for user. Eliminates irritation and lacing, knots, loose ends, bumps, blisters caused by ordinary shoelaces. Outlasts ordinary shoelaces by several pairs. Each pair on attractive display card with full directions for simple lacing. Send Ten Cents for Sample Pair.
75c Dozen — \$9.50 Gross
DORROS MANUFACTURING CO., DEPT. HSL
225 West 35th Street New York, N. Y.

NOW IN NEW YORK!

FREDMAR, Inc. Operators of

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—announce that they are now located in their bigger and better equipped New York City Plant.

WE PAY THE FREIGHT

We now pay all freight costs and give you faster service on the same high quality merchandise.
Address all correspondence to
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● Don't blame conditions if you aren't making money. Get in at the bottom with a new item that is taking the country by storm. Something everybody wants. Rush 50c for sample, which will be deducted from first order.

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New kind of work for ambitious women desiring exciting experience. Part-time or full-time. 20 to 30 hours per week. Full or part-time. Get all your own dresses. Free of any cost. In wear and show. Additional 50c extra for nationally advertised and are known to women everywhere. No Investment Ever Required.

We send you an elaborate style Presentation in full color and each fashion. Write today for details of this marvelous opportunity. Free, size and size 36.

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Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

New York Paper Describes Pinball As Big Business and Still Growing

John Walker Harrington, writing in *The Sunday New York Herald Tribune*, January 12, 1936, says that pinball games are a big business. New York learned last week. The negotiations for making Major General John P. O'Ryan czar of that industry in this city reveal the commercial status of these recreation enterprises. Whatever the outcome of the present controversy between Mayor LaGuardia and the operators of these sporting devices, it is obvious that the pastime of trying to deposit marbles in holes represents an investment of millions of dollars and gives employment to thousands.

The pin-wheel game has the same sort of following that was vested in their days in ping-pong, mah-jong and Tom Thumb golf. In principle it is ancient. It is a descendant of bagatelle, which is a species of the billiards genus and has been known under various names for centuries. Bagatelle, as developed in French and Russian court circles in the 18th century, consisted of guiding balls with a billiard cue among a thicket of pins into holes which had a value in the game dependent on the difficulty in reaching them. The game was a royal fad.

Mechanized Now

Modern pin game or bagatelle has a spring plunger instead of a cue by means of which the player sets marbles or small porcelain balls rolling.

The crux of the action on which the fate of the pinball game business rests is the question: "Is this gambling or is it a game of skill?" The Amusement Men's Association of New York, composed of pinball operators, maintains that skill is paramount. Signs and advertisements invite the public to "Come in and try your skill." Most of the machines work on a nickel basis; some for pennies.

The operators contend that pin games are not like slot machines, which are

purely mechanical. The slot machine, operated by an unseen mechanism, may be stacked against the player, and what he may get from the "payoff" is considered blind luck, not due to his proficiency. There can be no doubt that slot machines are based on a principle. (See *NEW YORK PAPER* on next page)

Talk License In Scranton

SCRANTON, Pa., Jan. 25.—According to *The Scranton Times* of January 13, legalization of the operation of pin ball or bagatelle machines under an annual city license fee of probably \$5 for each machine appeared to be within sight with the announcement by Mayor Stanley J. Davis that he has had the law department prepare legislation setting up the licensing system.

Associate City Solicitor John R. Edwards drafted the licensing ordinance, which is to be turned over to the city council by Mayor Davis.

The ordinance, which, according to its title, is intended to "license and regulate mechanical amusement devices and to provide penalties for the violation thereof," is modeled after similar ordinances in force in Detroit and Pittsburgh. In Detroit the annual license fee collected by the city on each machine is \$2 while

(See *TALK LICENSE* on next page)

Pin Games Okehed By Columbus Judge

COLUMBUS, O., Jan. 25.—Columbus operators won a qualified victory Wednesday before Judge John R. King, of the county courts, when George Barok, in business as the Ohio Skill Games Company, and E. E. Shaffer, of 1811 Tremont road, secured an injunction restraining police authorities from interfering with their games.

Judge King ruled that on their face the pin games are not gambling devices, but he specified that if police found that any of these games are used for gambling purposes they were to destroy them immediately.

Tony and Felix See Convention

CHICAGO, Jan. 25.—Tony and Major Felix, of Weston Novelty Company, London, left here on the tail of a blizzard which is the only thing that exceeds what they have in London, they say. The two gentlemen came to attend the 1936 annual coin-machine exposition held at the Hotel Sherman January 13 to 16 and both affirm that it was a great show.

Tony and Felix, however, hibernated at the Palmer House during their stay in Chicago, as the major became wary of American hotels upon his arrival in New York where he lost his pants (trousers). He steadfastly refuses to reveal the name of the hotel where the incident happened. However, it is rumored that Felix ran out to the floor clerk, an elderly matron, and demanded to know how he could retrieve his missing trousers.

"You don't mean to say you came into this hotel without your trousers," the lady cried in alarm. All Felix could do was beat a retreat to his room.

Apparently Tony and Felix have learned how to escape Chicago policemen, as no escapades with the police were reported this time by the newspapers. But the pair did have some difficulties with the cab companies. It seems that Felix did not realize that distance in Chicago is about three times as far as in London. So Tony and Felix hop in a cab and ride out to one of the manufacturers. At the end of the ride the cab driver announced the fare.

"It would be cheaper to buy the d—n (See *TONY AND FELIX* on next page)

Premium Goods At 1936 Show

CHICAGO, Jan. 25.—Premium and novelty firms exhibiting at the 1936 coin-machine exposition indicate the growing use of premium and novelty items in the amusement games field. The development of new models of machines that depend definitely upon the displays of novelty merchandise for their attraction was seen as an indication of even greater use of merchandise in the coin-machine field. Among the premium and novelty firms exhibiting were the following:

Banks Sales Company, Detroit; showing modernistic make-up cosmetic chest with Peggy Jones chocolates.

J. M. Bregstone & Company, Chicago; premiums and novelties, including fur Scotty dogs.

Philip Florin, Inc., New York; a big line of leather novelties, dressing kits, etc.

Joseph Hagn Company, Chicago; varied line of premiums and novelties for the trade.

The Harris Company, Chicago; varied line of premiums and novelties for the trade.

Interstate Novelty and Toy Company, New York; varied line of premiums and novelties.

Paris Bead and Novelty Company, Chicago; premiums and novelties of all kinds.

N. Shure Company, Chicago; premiums and novelties of all kinds.

Eric Wedemeyer, New York; gigantic display of premiums and novelties covering four exhibit booths.

New Orleans Ops Select Officials

NEW ORLEANS, Jan. 25.—Julius Pace, pioneer New Orleans operator, was elected for his third term as president of New Orleans Coin Vending Machine Association at the annual meeting of the association held this week. Other officers chosen were Robert Blush Jr., vice-president; Harry Batt, financial secretary; J. H. Peres, corresponding secretary, and Frank Alles, treasurer. The meeting was attended by 60 members of the organization and both Pace and Blush were renamed by acclamation.

In making his annual presidential address Pace told of the excellent cooperation he received from the association's members in 1935, pointing out that the body could not have functioned so well without the great help given by all committees. The treasurer's report was also gratifying, revealing that the great majority of members were fully paid up and in good standing.

At a business discussion which preceded the election it was voted that any applicant receiving one black ball could not be a member of the association. It was also decided that any location blackballed by one member of the association for breaking of location rules and regulations could not be used by any other member until the original complainant agreed to reinstatement.

President Pace announced that about 10 members had signified their intention of going to Chicago. All left here on Saturday in a special car sent down from Chicago thru arrangement with the national committee. Those who attended the national session were Pace, Batt, Alles, Jerry Germinis, Louis Boasberg, Ray Bosworth, M. Mallory, E. C. Kramer, Sam Gentilich and Donald Duthu. Gentilich served as bartender on the trip north and, of course, proved to be the man of the hour. Harry Batt got snow on his shoes, but, nevertheless, all of the boys report having had a great time and heartily approved the way they were received and entertained while in the Windy City.



"MANAGING DIRECTOR" of Weston Novelty Company, London (daughter of Felix Samson). Tony Gasparro asks: "How could a brute like him have a daughter like that?"

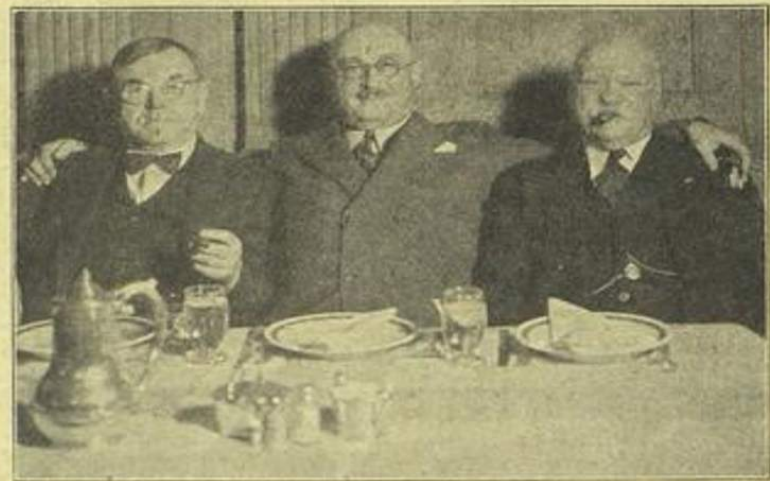
Vast Materials Used in Games

CHICAGO, Jan. 25.—How jobs—scarce as constitutional new laws during the hard business sledding of the past two years—were provided by one industry in other big industries was demonstrated at the 1936 annual convention and exhibit of the National Association of Coin-Operated Machine Manufacturers.

Among the devices sold by the coin-machine men in 1934 and '35 were 450,000 amusement tables, skill or marble games, and authentic figures show that materials purchased for the manufacture of these, 90 per cent of them in Chicago, were:

Electrical Supplies: Dry-cell batteries, 10,000,000; wire, 33,700,000 feet, more than 4,300 miles or enough to stretch from New York to Hollywood and back; light bulbs, switches, contact points, etc., several million more.

Lumber (for cabinets): 9,000,000 (See *VAST MATERIALS* on next page)



THREE OLDTIMERS REMINISCENCE—Charley Fey, inventor of the Bell machine; Walter A. Tratsch, who made a coin slot famous, and Tom Watling, "daddy of 'em all," talk things over at the 1936 Coin Machine Exposition. They agree that the new things are bigger, but the old days were better.

British Show Opens Feb. 25

Now that the 1936 coin machine exposition in Chicago is a matter of history, greater interest than ever by the American trade will be transferred to the second annual British coin machine exhibition to open in London on February 25. Concerning the coming event, Edward Graves, in charge of preparations, has the following to say in a recent issue of *The World's Fair*:

"That eagerly awaited event, the second annual Coin Operated Machine Exhibition, is rapidly approaching. When the doors of the Royal Halls at the Royal Hotel open February 25 many new machines will be seen for the first time. The manufacturers of Britain, America and Germany are combining to put up the finest display of coin-operated machines ever seen under one roof in this country. Something similar was said prior to the show of last February but the achievements of 1935 are going to be surpassed. The number of Continental visitors should top that of last year if the present flow of applications for tickets is maintained."



ETHEL MERMAN (left), well-known stage, screen and radio star, tries the Photomatic machine for a pose with a friend, Miss Merman plays opposite Eddie Cantor in "Strike Me Pink."

TONY AND FELIX

(Continued from preceding page)
cab rather than pay that," the major stormed.

So after that experience Tony bummed his rides about the city and Felix was riding a street car on a day when the Windy City was establishing a record of 13 degrees below zero.

Leaving a host of new friends behind them, Tony and the major stated that business had been very satisfactory. A new pinball game is being made especially for Weston to meet the requirements of the British trade, they announced. Inviting American friends to come to England, there are three personalities all Americans should see, the major said. They are Monty Williams, aged 65, the keenest dealer in bloody Britain and the only one who can make the major run like hell. The other two are Alf and Hymie.

VAST MATERIALS

(Continued from preceding page)
square feet of birch and 3,600,000 square feet of maple, mahogany or walnut veneer for the bodies; 1,800,000 posts of maple, three inches square by four feet long, for legs.

Glass (for tops): 3,000,000 square feet. Hardware (for assembling): Tons of screws, nails, brads, locks, pins, springs, bolts, gears, coin chutes, metal castings and steel balls.

Not to say anything of several million

gallons of paint, varnish, stain and other materials.

It is estimated that these purchases ran into several million dollars and provided many additional jobs in the glass, lumber or furniture, electrical supply, hardware and paint and varnish industries. Pay rolls in the plants of the coin-machine industry itself were upwards of \$1,000,000 a month, to between 10,000 and 15,000 factory employees.

The convention opened January 13. New and improved vending machines of all kinds as well as new skill games were on display in the 140 booths of 103 exhibitors. The convention brought 2,000 manufacturers, distributors, jobbers and operators to Chicago from all sections of the United States and Canada and a dozen or so visitors from foreign countries.

TALK LICENSE

(Continued from preceding page)
in Pittsburgh it is \$1. Mayor Davis said that it will be up to council to establish the license fee but that he will urge a charge of not less than \$5 per machine. He estimated that this charge would return from \$1,500 to \$2,000 a year to the city treasury.

The ordinance defines a mechanical amusement device as "a machine which upon the insertion of a coin or slug operates or may be operated for use as a game, contest or amusement of any description or which may be used for any such game, contest or amusement and which contains no automatic payoff device for the return of slugs, money, coins, checks, tokens or merchandise."

Control of the issuance of licenses, under the ordinance, would rest with the public safety department, and all applications for permits would be subject to approval of the police authorities. All licensed devices, according to the ordinance, shall contain suitable identification marks and numbers.

The ordinance makes it unlawful to "permit such mechanical amusement device to be operated by any minor under the age of 18 years except when such minor is accompanied by his or her parent or guardian," along with providing that "no such device shall be permitted in any establishment or place of business where minors under the age of 18 are habitually permitted to congregate."

Another provision in the ordinance prohibits the operation of tournament, league or any other competitive play on licensed devices.

NEW YORK PAPER

(Continued from preceding page)
ciple in direct violation of the New York State law. Such machines are classed as mechanical lotteries.

Likened to Billiards

The pinball game is defended by its promoters as a game of skill akin to billiards or pocket pool and therefore is not supposed to appeal to the gambling instinct.

It is asserted that the plunger, graduated or marked like a gauge or measuring rule, can be adjusted so the player can get certain effects. It would be difficult to reduce all this into exact mathematical formula. It is evident, however, that there are persons who

have a knack for beating the pinball game and reaping its rewards in the way of prizes in merchandise.

The life of a pinball game or cabinet is short—at least in one location. Seen too often by habitual players familiar with its face and peculiarities, a machine soon is marked for retirement. Its materials are sturdy and it does not wear out, but it is sold down the river or destroyed, or its mechanism is torn out and the cabinet or table is furnished with a new interior. Six weeks or two months is enough for any pinball game on one stance.

Variety Its Theme

Because the players weary of the devices there are hundreds of games, many with fanciful names, all differing in the pin setups and springs and in the positions of the holes. The manufacturers maintain experimental departments, where experts, some of them graduate mechanical engineers, rack their brains to invent new arrangements. The games must be difficult, but not too much so, and they should have a fanciful or even humorous appeal.

New models come out every day. Among the latest designs are machines which report the points won by the flashing of electric signals.

In some of the newer machines is a "kicker"—often a pair of kickers. If a ball goes astray and does not reach a hole, it touches the kicker, which hurls it back up the inclined plane. Thus the player has another chance.

An enthusiast plays the pinball game for points and the winnings are paid to him in merchandise. Attendants pass out to winners what seem mere gadgets of small account—metal bottle openers, corkscrews, nail files. A player may accumulate a stack of such trifles, each representing so many points. After he is thru his session the player exchanges his winnings. He may get a razor or a flashlight or a doll for his daughter or a clock. Or he may accept tickets of credit, with an entry in the books of the house and in his own passbook. He may save his points and eventually get a radio or other furniture.

Many Items for Prizes

Hundreds of articles are on the shelves of the pinball establishments. Clothes, shoes, clocks, Oriental vases and the like are displayed, tagged not with prices but with the number of points necessary to win them. The figure 5,000 on an item is not so formidable as it looks.

One firm which has several large establishments in Manhattan issues \$350,000 worth of merchandise a year, it reports. It dispenses \$2,000 in cigars alone each month. By special arrangement a pinball firm will issue a certificate of points which may be exchanged for merchandise elsewhere. Several shoe-store chains have such accommodations. During the Christmas shopping period one large department store accepted pin game scores as cash.

It is said that \$10,000,000 is invested in manufacture of pinball apparatus in the United States. There are no official government statistics, but probably this estimate, that of the board of trade of the industry, is conservative. Fully 90 per cent of the manufacturing is concentrated in Chicago, where an exposition by makers is to be held this month. Chicago has led the field largely because raw materials are readily assembled there, and the hardwood cabinets employed for housings are made in the Midwest in quantity.

Industry Unified

The whole industry is closely knit. The makers send their products to distributors who may control a State or some large area; the distributors sell to the jobbers in various types, who in turn supply the operators who actually look after the placing of the machines. An operator may have a large place of his own or he may arrange to locate machines in small establishments—barber shops, stationery or news stores. The operator gets 60 per cent of the proceeds.

There are two distinct types, those which call for prizes and those which have no such inducement. Prize machines are activated by pushing in nickels—the non-prize outfits offer 10 balls for a cent with which the player tries his skill, for luck is never recognized in the code of the operator.

According to the figures of Paul Moss, commissioner of licenses, there has been a considerable decrease in operators of pin games in the city. Certainly there are fewer slot machines of the old type.

THANKS TO CHICAGO!

The Manufacturers, Distributors, Jobbers and Operators

For the courtesies extended to us during our very pleasant visit to the big Coin Machine Convention and the factories.

Cheerio

TONY & FELIX
Weston Novelty
Company, Ltd.

311 Grays Inn Road, W. C. I.
LONDON, ENG.

B NEW CONVENTION HITS B

Ready for Immediate Delivery

GINGER \$29.50
TRICKS, JR. 39.50
SUNSHINE DERBY (1-Ball Automatic) 59.50
LONG SHOT (1-Ball Automatic) 69.50
CASINO (1-Ball Automatic) 89.50
TIT-TAT-TOE (Counter Game) 17.50
NEIGHBORS 42.50
CLUB VENDER (Automatic Cigarette Counter Game) 44.40

REMEMBER: BETTER ONLY RECOMMENDS WINNERS.
We will accept your Used Equipment as part payment on any of the above numbers. Send us Your List of Used Machines.

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3929 OLIVE ST. ST. LOUIS, MO.

CANADIAN OPERATORS

All the Machines displayed at the Show in stock. Get on our Mailing List for Bargains.

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131 Dundas, West. Toronto, Ont.

USED MACHINE BARGAINS

Put 'n' Take \$20.00	Three & Five Jacks .. \$ 5.00
Rapid Fire .. 20.00	Little Ducks (Jackpot) .. 25.00
Pearl Harbor .. 25.00	Little Daisies (5c Play) .. 30.00
Jumbo .. 50.00	
Spartan .. 20.00	
De Luxe "46" 45.00	

All Machines Guaranteed To Be in A-1 Shape.
1/3 Deposit With All Orders.

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OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY
1610 GEORGE ST., CHICAGO
ESTABLISHED 1916

TRADE REPORTER

Would like to establish contact with man familiar with novelty and low price merchandise field who can write interesting news and trade angles to jobbers, manufacturers, operators and location men in the award, prize and premium divisions of the coin machine field. Want only men capable of turning out copy on regular basis. Must show initiative and be able to develop own subjects. This is excellent opportunity, on a space rate basis, for men now active in field who is looking for a sideline. Newspapering experience essential. Must be able to include ideas on display, new items, general trade trends, business conditions and kindred subjects. Address pertinent details to Dept. DK, Box 872, Cincinnati, O.

AGENTS WANTED
\$25,000 IN PRIZES
"SLOGAN SWEEPSTAKES"

Write to
**AMERICAN ASSOCIATION
FOR LEGALIZING LOTTERIES, INC.**
Hotel Stacy-Trent, Trenton, N. J.

COUNTER MACHINE BARGAINS

15 King Six, Jr., Dice Game .. \$19.50
10 Wagon Wheel \$11.00 & 60-Lines-Imm. 6.00
1 Chicago Club House (Coin Divider) .. 6.00
1 Bally Spook Plug (Automatic) .. 10.00
50 Meta Escalator Ball Slots (Like New), Chess Marble Games, Write for List.
2 Capobari Non-Selective Automatic Photographs .. \$25.00

1/3 Deposit, Balance C. O. D.

L. H. HOOKER, Arnolds Park, Iowa

SPORTSMAN SPECIAL

World's Best Reconditioned Sportsman at Lowest Prices
Ever Quoted by Us!

Sportsman is one of the most popular games ever introduced. There are many locations where it will make big money. These have been completely reconditioned in our big shops. They have been repaired, cleaned, oiled, adjusted . . . they are easily worth \$5 to \$10 more than ordinary used Sportsman.

SPORTSMAN, VISIBLE, SPECIAL\$25.00
NON-VISIBLE, SPECIAL 20.00
IN BLACK CABINET, SPECIAL 15.00

OTHER SPECIAL BARGAINS FROM OUR BIG RECONDITIONED DEPARTMENT

Every Game Has Been Put in A1 Condition
—1 BALL, AUTOMATIC—

RAPID FIRE\$17.50	PUT 'N' TAKE\$16.50
GIANT 45.00	DO OR DON'T 19.00
CHAMPION (Plug In) ... 15.00	RED ARROW
RODEO 29.50	(Plug In or Bat) 15.00
TRAFFIC B 17.50	LONE STAR (2-Ball) ... 17.50

Terms—1/3 With Order, Balance C. O. D. We Sell Professional Operators Only.

ELECTRO-BALL CO., Inc.

1200 CAMP, DALLAS, TEX.

NOT A PIN GAME "STICK-THE-HOUSE" NOT A SLOT MACHINE
A SENSATIONAL GAME OF SKILL — LEGAL EVERYWHERE
Will Sell on Sight

PAYS FOR ITSELF IN A FEW HOURS

Every Club, Tavern, Lunchroom, Drug, Cigar Store, etc., will want this fascinating trade builder.

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Choice Territory Still Open for Live-Wire Hustlers.

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DE LUXE SKILL GAMES, INC.
1902 NO. THIRD ST., MILWAUKEE, WIS.

AGAIN "Lazar is FIRST" with TIT-TAT-TOE

The Greatest Reel Counter Game Hit in 50 Years! The BIGGEST SENSATION of the 1936 Show! Rush Your Order Immediately for TIT-TAT-TOE! Enclose 1/3 Certified Deposit, Balance C. O. D.
Lazar has every great game that was displayed at the big 1936 Show! Games that will open a new era for the industry. Write us TODAY for Complete Details.

\$17.50
EACH

With Double Door and Register, \$2.00 Extra.



A \$5 BILL DEPOSIT STARTS A SAMPLE ON THE WAY TO YOU.

B. D. LAZAR CO. 1340 FORBES ST. PITTSBURGH PA.

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The South's Largest Distributors
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WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

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AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.
AFTER CONVENTION RECOMMENDATIONS No. 1
"TOP IT" Game made by A. B. T. (not a pay-out) but a 2-ball skill game
faster than anything on the floor.
PRICE \$57.50 CREDIT TERMS TO OUR CUSTOMERS.
Lee S. Jones
P. S.—Wanted Fan Dancer for Eskimo Act playing under canvas in Alaska.

Marmer and Glass To Florida on Biz

CINCINNATI, Jan. 25.—Bill Marmer, of the Sicking Manufacturing Company here, and Max Glass, of Gerber & Glass, Chicago, breezed in here Tuesday from Cleveland, where they are establishing a branch the middle of next month, and after straightening out their business here departed Thursday morning for Florida to spend the next two weeks.

Both insist that the Florida trip is strictly a business proposition and to prove it Bill and Max took their wives with them. They report that they will cover the greater part of the State, looking over the situation, and upon their return may have an important announcement to make.

From Florida Marmer and Glass will go directly to Cleveland to put the finishing touches to their new branch, which is carded to have its formal opening February 15. The Cleveland branch, which will be operated jointly by the Sicking Manufacturing Company and Gerber & Glass, will be known as Sicking of Cleveland, Inc. Address of the new quarters is 4608-4608 Prospect avenue, Cleveland.

Marmer and Glass are enthusiastic over the new Cleveland branch. The spot is ideally located and the boys claim that the location will be the finest and most lavishly equipped coin-machine headquarters in the country. They promise to give out the full details on the new location immediately upon their return from Florida.

Changing Odds Featured On Payouts by Gottlieb

CHICAGO, Jan. 25.—With the 1936 coin-machine convention over and all the new machines now public, it is generally conceded, according to reports from D. Gottlieb & Company, that one of the most revolutionary innovations to be displayed was the player-controlled changing odds feature of the Sunshine Derby table game. "Sunshine Derby," explained Dave Gottlieb, "is a one-ball payout game that really gives the player a chance to exercise deliberation and skill. The player-controlled changing odds feature gives him one opportunity to change the odds. After the coin is inserted the odds for that game appear on the light-up rack. The odds range from 2 to 40. He then has the opportunity, if he cares to take it, to try to change the odds by shooting for the Change Odds hole. The ball played into this hole is returned for regular play and the Change Odds hole is automatically closed by means of a trap-door lid. The player then shoots for the payout holes. Regardless of what payout hole he hits the automatic payout mechanism immediately disburses the odds as shown on the light-up rack.

"In addition the Daily Double and Sunshine Purse holes pay out \$2 stakes. Sunshine Derby was one of the outstanding games of the show—the lowest priced game in its field. Operators and jobbers backed up their enthusiasm with substantial orders.

"Sunshine Derby was just one of the Gottlieb hits which caused crowds to gather round the Gottlieb display thru-out the exhibit. Long Shot received its share of traditional acclamations when it was played. Capable of paying out from 2 to 40 to 1, this giant one-ball game was heavily purchased. Long Shot's cabinet and playing field are a rich combination of silver and dazzling colors. It has every famous feature of Electric Baffle Ball except the mystery jackpot. Long Shot is considered one of the greatest values at its price.
"Electric Baffle Ball, the old standby,

showed that it still is up in the running. The mystery jackpot has yet to be duplicated in player appeal. It is as popular now as it was when it was first introduced and indications are that it is due for a very long life.

"Answering a need that has long been felt," continued Dave, "we gave Skill Shot to the counter-game field. Here is a game that calls for skill and uses an entirely new principle. It has no balls to shoot nor plunger to pull. Skill Shot works by a brand-new play method. You actually shoot the coin itself right into the target pay pockets. The coin is inserted into a turret trigger coin chute which can be aimed just like a pistol. Releasing the trigger discharges the coin towards the strategically located targets. The payouts range from 2 to 10 to 1. By means of a clever arrangement all payouts made by the location can be accurately checked by the operator."

Dave Gottlieb expressed his thanks to all the jobbers and operators for their intense interest in the Gottlieb games, because he knows that his efforts in producing quality games at low prices are appreciated.

Rockola Will Liquidate Distributing Company

CHICAGO, Jan. 25.—David C. Rockola, president of the Rock-Ola Manufacturing Corporation, announced today that he has recently acquired the controlling interest in the General Coin Machine Corporation, well-known Chicago distributing firm.

This was accomplished within the last few weeks by an outright purchase of the Feinberg interests. This move gives Mr. Rockola a considerable majority in the voting power of the corporation. He reveals further that the entire assets of the General are to be liquidated immediately.

"General Coin, as the firm is known thru-out the industry, was originally incorporated for the purpose of distributing Rock-Ola products in Illinois," Mr. Rockola stated. As jobbers and distributors thru-out the country know, General's activities, in the beginning, made a definite contribution to the entire industry.

"In the last year and a half, however, thru the sale of various equities, control of the corporation has rested mainly in the hands of the Feinberg interests. This made it difficult to direct and execute the established policies of the Rock-Ola corporation in the distribution of its products. At times, in fact, certain sales and advertising steps were taken which were not altogether in line with Rock-Ola policies. The recent purchase of the Feinberg interests now makes it possible for Mr. Rockola to direct the distribution of Rock-Ola products in the Chicago area."

Oriole's Branch Manager Dies After Brief Illness

BUFFALO, N. Y., Jan. 25.—Andrew Andreatos, 48, manager of the local branch of the Oriole Coin Machine Corporation, died Tuesday after a short illness.

Andreatos, who was well known in the amusement and coin-machine industry, is survived by his widow, Mary, and a daughter. He was one of the outstanding figures in the amusement and coin-machine industry and his passing will be mourned by many friends. Funeral services and burial were held Thursday from the Andreatos residence here.

E. V. Ross, president of the Oriole Coin Machine Corporation, came here to attend the services.

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YOUR SKILL SCORE PRINTED ON REVERSE SIDE

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FOR ALL MACHINES COUPONS AND CERTIFICATES
ELLIOTT TICKET CO. 409 Lafayette St., N. Y. C.
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**IT'S GIGANTIC!
IT'S COLOSSAL!
IT'S MAGNIFICENT!**
**IT'S THE GREATEST
SHOW ON EARTH!**
**of PAY TABLES
COUNTER GAMES and
CLUB EQUIPMENT**



Here's the **BEST** Place to Buy!

Never in all our 17 years in the coin-machine business have we been able to offer such beautiful, appealing and big money-making machines. The following machines are the greatest games in the industry TODAY! They're remarkable from every view point. WRITE US TODAY for prices and complete details.

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|----------------------------------|------------------------------------|---|---------------------------------|
| BIG FIVE REPEATER FORTUNE | DAILY LIMIT SHELL GAME TINY | SUNSHINE DERBY DAILY DOUBLE TURF CHAMP | PUNCH-A-LITE BIG RICHARD |
| BIG BEN STOCK MARKET | DOUBLE UP GOLD MEDAL | THOROBRED SKILL SHOT | ROLLETTE HARMONY BELL |

TRADE-INS accepted on any of the above new games! Tell us what you have, we will quote you prices on your old games and **PAY ALL EXPRESS CHARGES!** Don't hesitate—**RUSH** your list of used games to us NOW for trade-ins against the NEW games listed above!

WRITE--WIRE--PHONE IMMEDIATELY!

We have the MOST COMPLETE display of Pay Tables, Counter Games and Club Equipment on earth! A NEW DEAL for EVERY operator! Call TODAY—see this sensational display of NEW games—especially arranged for YOU!

GET ON OUR MAILING LIST for WEEKLY SPECIALS!

SQUARE
AMUSEMENT CO.
335 MILL ST.
POUGHKEEPSIE N.Y.
*Doing Business on
the SQUARE since 1919*

"TURF FLASH"

THE MOST PROFITABLE GAME IN COIN MACHINE HISTORY.

TURF FLASH makes each one of your locations a "Bookie"—earn for you sensational profits from Horse Racing.

TURF FLASH is a Horse Race Counter Game with 30 Coin Slots—3 for each horse. One to ten players can play at the same time. Players can pick their horses to "Win, Place or Show," or "Across the Board," just like on the track. Several Horses can be bet on at the same time.

Three Horse line up as "Win-Place-Show." Odds change every Race—Odds range from 20-5-1 to 2-1-1. Payout accurately determined at 50 and 60%—as changed. Equipped with Gum Vender.

Get into the Big Money with TURF FLASH. Three or four coins taken in every race. Nickel, Dimes or Quarters. On good locations—Hotels, Cigar Stands, etc. TURF FLASH will pay for itself easily the first day—Players come back time after time, they get more interested the longer they play.

Write for Price and Territories Open.

GROETCHEN TOOL CO., CHICAGO, ILL. 130 N. UNION ST.,



MONARCH SPECIALS

- Used 2 Weeks—Just Like New. All 10-Ball Payout (Check Separator)
- Exhibit Whirlpool... \$50.00
 - Exhibit Rodeo... 50.00
 - Exhibit Playball... 60.00
 - Exhibit Football... 60.00
 - Limited Supply (Order Now).

- Football Tbl. (Exhib.) \$52.50
- Baseball Tbl. (Exhib.) 47.50
- Gateway Tbl. (Exhib.) 35.00
- Carolina (1-Ball Payout) 27.50
- Gold Rush (1-B. P'y't) 32.50
- Stampede (1-B. P'y't) 45.00
- Plus & Mirror (1-Ball Payout) 25.00
- Fairway (1-B. Payout) 40.00
- Mills Equity (1-Ball Payout) 27.50
- Rocket (10-Ball Payout) 10.00
- Ball Fan \$15.00
- Champion (10-B. P'y't) 27.50
- Pop Golf 17.50
- Flying Color 17.50
- Squadron 32.50
- Serena 25.00
- Roca-Ola 21 14.00
- Kings 15.00
- Globe Trotter 12.50
- Race Hit 27.50
- Grand Baseball 18.00
- Statter Up 12.50

TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month. MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (our New Home), CHICAGO, ILL.



The Operator's WINNER!
A two-day sell-out on average location. Best seller at show. Order yours today.

ITALY vs. ETHIOPIA

640 Holes. Advances step-up type. Guaranteed two \$2.50 and two shots at the \$10.00 Top. Also over 40 other winners. It pays off fast and big. Price attractive colors.

- Takes in... \$32.00
- Average Payout... 14.00
- Average Profit... \$17.10

Write for new Circular and Catalog. State your business.

GLOBE PRINTING CO.

- 1023-27 Race Street, Philadelphia, Pa.
- 418 So. Wells Street, Chicago, Ill.
- 16-18 W. 22nd Street, New York, N. Y.
- 477 Third Street, San Francisco, Calif.

- PRICE**
- Thin Board—Jumbo Tickets, \$2.00.
 - Thin Board—Small Tickets, \$1.00.
 - Including Meta 1 East. Plus 10% Government Excise Tax, 20% Deposit. Balance C. O. D.

- 1852 N. E. 1st Avenue, Miami, Fla.
- 272-274 Marzetta Street, N. W. Atlanta, Ga.
- 3502 1/2 Mackinley St., Tacoma, Wash.
- 227 S. Proza Street, San Antonio, Tex.

PAY TABLES \$9.50

DO OR DON'T'S ... \$39.50	Brand New, Reconditioned.	ROCKET ... \$29.50	Brand New, Reconditioned.
PAY 'N' TAKE ... 37.50	\$19.50	CHAMPION ... 34.50	\$ 9.50
STAMPEDE ... 32.50	17.50	SPORTSMAN ... 49.50	14.50
JURMO ... 69.50	49.50	GOLD AWARD ... 57.50	37.50
PROSPECTOR ... 59.50	29.50	ACE ... 47.50	27.50
MAMMOTH ... 39.50	19.50	CARIACA ... 38.50	19.50

But Why Buy Used Pay Tables When BRAND-NEW PAY TABLES in Original Cartons Are Available at the Above Prices? Each Order Limited to 5 Machines at These Prices. 1/3 Deposit Required.

WIRE OR MAIL YOUR ORDER TO NEAREST OFFICE TODAY.

AUTOMATIC AMUSEMENT COMPANY

- 653 Linden Avenue, MEMPHIS, TENN.
- 1304 Throckmorton, FT. WORTH, TEX.

LIMITED NUMBER FOR LIMITED TIME ONLY

BRAND NEW Groetchen's

- PENNY SMOKES, \$10.50**
- TURF FLASH, - \$25.00**

ALL BRAND-NEW, IN ORIGINAL CARTONS. Rush 1/3 Deposit, Balance C. O. D., F. O. B. New York.

EASTERN AUTOMATIC SALES CO.,

- 697 BROADWAY (Tel: ALgonquin 4-6610), NEW YORK, N. Y.

BRAND NEW MILLS OPERATOR'S BELLS

425 SLOT MACHINES IN ORIGINAL CASES.

Serial Numbers—100,000 To 200,000.

- 125—5c PLAY \$15.00 EACH
- 150—10c PLAY \$12.50 EACH
- 180—50c PLAY \$12.50 EACH

All Machines Subject to Prior Sale. No Jack Pots—No Vendors—RUSH YOUR ORDERS! \$5 Deposit With Every Machine. Balance C. O. D. COIN-O-MATIC SALES ORG. 2041 Fifth Ave.,

SALES BOARDS

Complete New Line of the Finest Sales Boards on the Market at Unusually Attractive Prices. WRITE TODAY for Complete Catalog of This New Line—The Prices Will Surprise You! Pittsburgh, Pa.

EXCLUSIVE OHIO DISTRIBUTORS

SUPERIOR SALESBOARDS

WRITE FOR CATALOG

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O. 1410-12 CENTRAL PARKWAY CINCINNATI, O.

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

IT KNOCKED COMPETITION INTO A COCKED HAT



CENT-A-PACK

THE GREATEST MONEY
MAKING CIGARETTE
AND GUM VENDER!

EXCEPTIONALLY
LOW PRICED

CENT "A" PACK is making coin-machine history! Acclaimed by thousands of operators as the greatest counter vender ever produced, CENT "A" PACK is actually "cleaning up" on all locations. It is the smallest investment you can make in a lifetime of big profits. Ask the operator who has this BUCKLEY sensation on location—he'll tell you it makes more money than games costing five and six times as much. Waste no time! ORDER CENT "A" PACK NOW!

JOBBER - DISTRIBUTORS
WRITE US FOR BIG MONEY
MAKING PLAN ON CENT-A-PACK



\$12
Register and
Double Decks
\$1.50 Additional

IMMEDIATE DELIVERY!

BUCKLEY MFG. CO.

2160 W. Washington Blvd., Chicago, Illinois

SALESBOARD
OPERATORS and JOBBERS

\$25.00 Gold Seal Jackpot Boards.
Write for Complete Details.

No Samples

GOLD SEAL NOVELTY CO.

2726 Argyle Street, Chicago.

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

MERCHANDISE MACHINES

A Drink Dispenser

By H. H. FLEER

The Masterdrink, made by the J. P. Seeburg Corporation, is a coin-operated soft-drink dispenser serving a perfectly mixed carbonated drink, which means an exact amount of syrup and a proper amount of sufficiently carbonated water. It takes but four seconds from the time a nickel is placed in the slot to receive the drink.

The carbonator is really the all-important factor in the dispensing of a carbonated drink. Masterdrink is equipped with our own carbonator, which will produce a sparkling, controlled, carbonated water. It has taken many years of developing, experimenting and testing to perfect the carbonator, which has now been completed to a degree of carbonating water to a saturation point. It has not only taken years of work but has cost hundreds of thousands of dollars. Thru the Masterdrink carbonator the proper degree of carbonation is always available for the specific drink that is to be served, as the amount of carbonation desired is always controlled.

Other important factors in our carbonator, in addition to perfection in carbonation, are simplicity in operation, revolutionary in the method of operation, efficiency in performance, economical in cost of operation, smaller in size and greater in capacity. In other words, Masterdrink provides perfect carbonation most efficiently at a low cost of operation.

A properly carbonated water is the most important factor in making a soft drink. Manufacturers of ginger ale, root beer and others insist on high and proper carbonation for their drinks. A properly carbonated drink brings out the flavor of the syrup and produces a sparkling, thirst-quenching drink that will always satisfy the customer. Nothing is so insipid as a poorly carbonated drink.

One of the greatest obstacles to overcome in the past in producing a portable coin-operated soft-drink dispenser has been the perfection of a small carbonator that could produce highly enough carbonated water. As stated above, after years of developing and expenditure of large sums of money, Masterdrink has now been perfected to the point of producing the desired results.

Another very important factor in the Masterdrink dispenser is the draft arm, which absolutely measures the amount of syrup and controls the amount of water to be served in a given drink.

We also use our own Masterdrink draft arm, which absolutely insures a uniform drink at all times. This factor makes a carbonated soft drink far more desirable from the dispenser than one served from a soda fountain where no

two drinks are ever served alike—the human element rendering that impossible.

Another important factor in our draft arm is that it is adjustable so a drink requiring larger or smaller amount of syrup per drink can easily be provided for thru an adjustment.

Another very important factor in the serving of a carbonated drink is proper temperature. This is provided for in a special refrigerating unit, making it possible to control and provide the proper temperature desired of the drink to be served.

To summarize: The Seeburg Masterdrink dispenser is so constructed that the specifications for what constitutes a perfect drink—as to the amount of syrup, carbonated water, amount of carbonation and temperature—are all provided for to the point of perfection.

Last but not least, the cabinet of the dispenser, which is 72 inches tall, is so attractive in design and color scheme that it would do justice and be a credit in the most beautiful theater lobby and would be a credit to any location in which it may be installed, whether it be industrial plant, department store, office building, university, etc.

A prominent department store official recently stated that they are placing desirable vending machines in their store for the purpose of "increasing the comfort and convenience of the customer in shopping." This same line of reasoning applies to every location, namely, convenience for patron or employee.

Dave Bond Presents Hit In Bulk Merchandising

CHICAGO, Jan. 25.—Among the interesting new developments in the merchandise vending field was the new Snacks bulk merchandiser shown by David S. Bond, of Trimount Coin Machine Company, Boston, in a private suite during the 1936 coin-machine exposition here. The machine has been developed under the personal supervision of Mr. Bond, who out of his years of experience and study of the bulk merchandising field has sought to develop a machine that will be convenient for the operator and also deliver the merchandise in sanitary condition.

The Snacks bulk vender has three compartments to provide a variety of merchandise. Sanitation is a feature of the machine, also convenience for the operator in getting to all parts. A special coin chute has been developed which offers many advantages, such as taking three coins without clogging and then delivering three measures of merchandise. Built from actual operating experience over a long period of years, the operator will find so many points in his favor in this machine that it is not easy to enumerate them all. It is striking in appearance and is a good advertisement in itself.

In stressing the future possibilities in the bulk vending field, Mr. Bond explained that "the most successful and substantial businesses are those which cater to the greatest number of people, selling merchandise higher in quality than is expected for the price asked and at a price which the public will pay freely.

"Everybody likes candy and nuts and gum. Often they do not care for a very large quantity, but millions of men and women these days are too proud to go into a store and ask for a penny's worth of this or that. Furthermore, many stores do not make a business of carrying penny items, because the cost of making such a small sale, with clerks' hire and overhead and other expense, consumes every bit of profit.

"Pennies are in more constant circulation than any other coin. That is why there have been more pennies coined in the United States than all the nickels, dimes and quarters put together. Did you ever notice that drug stores, groceries and many other types of retail businesses sell their merchan-

(See DAVE BOND on page 68)

SPECIAL SALE!



DICE-O-MATIC GUM VENDORS

Beautiful streamlined dice game, complete with 3 sets of dice—Number Dice, Spot Dice, Colorful Poker Dice, REWARD CARDS FOR POINTS, MONEY and CIGARETTES. Winner on every location. Thousands sold for \$12.50 each.

SPECIAL PRICE while they last. Send 1/3 deposit **\$6.85**



21 VENDOR 5-Reel Black Jack Gum Vender Machine

Only 2 cards showing when reels stop. Player has choice of releasing 1, 2 or 3 shutters for additional cards. ALL THE THRILLS OF AN ACTUAL BLACK JACK GAME.

REGULAR PRICE \$21.50

SALE PRICE **\$13.50**

Send 1/3 deposit.

GROETCHEN TOOL CO.

130 N. Union St., CHICAGO

FOR REPEAT BUSINESS!

Pronto Sell
6 BLADES for
10c
CHROME BLUE
DOUBLE EDGE BLADES

Costs Less Than **3c** PACKAGE OF 6
Carton of 20 packs 55c

PRONTO Chrome Blue DOUBLE EDGE BLADES

Get in on the business that pays big profits—the repeat business. Sell your customers Blades that will bring them back for more. Pronto Blades are going over big. They're all first-class Chrome Blue Steel Blades . . . and they can't be beat!

YOUNG NOVELTY CO., Inc.

100 Hanover Street, Boston, Mass.

Free Sample. 50% Deposit With Order.



H. H. FLEER

Weekly MUSIC Notes

Music Firms Show Wares

Music machine displays are among the most impressive of 1936 show

CHICAGO, Jan. 25.—Following a year of rapid strides in the operation of music machines, displays of automatic phonographs and records made an impressive showing at the 1936 coin-machine exposition January 13 to 16 and contributed much to swelling the size of the exhibition. Among those firms displaying phonographs and records were the following:

- Brunswick Record Corporation, Chicago; Brunswick, Vocalion, Columbia and Melotone records.
- Decca Distributing Corporation, New York; Decca records, with special attention to automatic phonograph needs.
- Exhibit Supply Company, Chicago; a model of coin-operated phonograph without automatic record changer.
- John Gabel Company, Chicago; models of the line of Gabel Entertainers.
- Mills Novelty Company, Chicago; featured the new Do-Re-Mi automatic phonograph with new coin-box idea.
- RCA Manufacturing Company, Inc.,

Camden, N. J.; Victor and Bluebird records.

Rock-Ola Manufacturing Corporation, Chicago; automatic phonograph models given prominent place in the products of this firm.

J. P. Seeburg Corporation, Chicago; a complete line of new phonographs.

Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y.; gigantic display of the latest models of the Wurlitzer-Simplex phonographs.

Webster Electric Company, Racine, Wis.; electric pickups, loud-speaker systems and microphone attachments for automatic phonographs.

Wurlitzer Makes Record In Entertaining Guests

CHICAGO, Jan. 25.—Among the many records broken at the 1936 Coin Machine Exposition was the magnificent entertainment of Wurlitzer customers and guests during the convention. The Rudolph Wurlitzer Manufacturing Company of North Tonawanda, N. Y., made a reputation for entertainment during the 1935 convention and came back to the 1936 show to establish still another record. All of the field men representing the Wurlitzer Simplex phonograph were present and also Homer E. Capehart and Bob Norman, of the home office.

The firm displayed its various models of the Simplex phonograph in four large booths on the main exhibit floor and also in a large suite of rooms on the second floor of the hotel. Music, a swell bar and other entertainment greeted all

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 17, to Thursday, January 23, both dates inclusive.

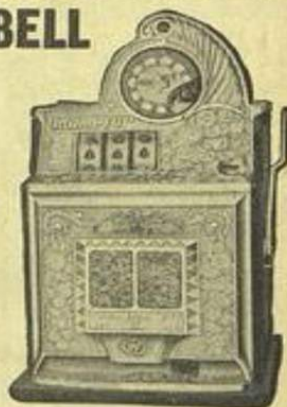
Moon Over Miami	34
Alone	32
Feather in the Breeze	29
With All My Heart	29
Music Goes 'Round	28
Broken Record	25
Ken Meeny Miney Mo	25
Please Believe Me	21
Dinner for One	21
I'm Building Up to an Awful Let-Down	21
Little Bit Independent	18
Rhythm in Nursery Rhymes	18
Lights Out	17
Red Sails	17
It's Been So Long	16
I'm Shooting High	15
I'm Sitting on a Hilltop	15
No Other One	14
Thanks a Million	13
Night in Monte Carlo	12
Alone at a Table for Two	11
Boots and Saddle	9
I Found a Dream	9

visitors who came to the private showing.

Most impressive of all was the banquet tendered to Wurlitzer field men and Wurlitzer operators and their wives and friends January 15. Given as a part of the gala banquet of the 1936 convention the Wurlitzer guests filled the immense Louis XVI and Crystal rooms. A stage, orchestra and the floor show were given in the Louis XVI Room for all guests.

Homer E. Capehart, vice-president, stated that his firm had enjoyed an unusually successful year in the music field and the entertainment given during the convention was to express their faith in the continued prosperity of the music operator.

1936 MODEL BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

Phono Needle Has Story

CHICAGO, Jan. 25.—The dramatic story of the Permo-Point needle for automatic phonographs was revealed to a reporter of The Billboard in a recent interview at the plant of the Permo Products Corporation.

Mr. Olson explained that the present 2,000-play needle is the result of eight years of experimental and laboratory work. He realized the need for a needle that would play thousands of times without causing record damage or tone distortion. To fully appreciate the conditions that continually faced the operators of automatic phonographs he went out into the field and "lived, slept and drank" the operation of automatic musical equipment until he became intimately familiar with all the phases of that business. He learned what problems the operators had to overcome. The production and manufacture of the Permo-Point needle were the result. The "spade"-pointed needle for automatic phonographs is tipped with a precious metal that is comparable with (See PHONO NEEDLE on page 72)

10 Best Records for Week Ended Jan. 27

	DECCA	RCA-VICTOR	BRUNSWICK	COLUMBIA
1	578—"The Music Goes 'Round and Around" and "Looking for Love." Reilly-Farley and Onyx Club Boys.	25201—"The Music Goes 'Round and Around" and "If I Had Rhythm in My Nursery Rhymes." Tommy Dorsey and his Clambake Seven.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and his orchestra.	3111-D—"Broken Dreams of You" and "Yes! Yes!" Mills Blue Rhythm Band.
2	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Lew Palmer, Leo Bennett, Jan Garber and orchestra.	25210—"The Broken Record" and "Alone at a Table for Two." Guy Lombardo and his orchestra.	7589—"Moonburn" and "My Heart and I." Hal Kemp and his orchestra.	3110-D—"The Music Goes 'Round and Around" and "There'll Be a Great Day in the Morning." Frank Proeba and his Swing Band.
3	652—"With All My Heart" and "Lovely Lady." Ken Sargent, Glen Gray and Casa Loma Orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and his orchestra.	7557—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and his orchestra.	3108-D—"I'm Shooting High" and "Lights Out." Little Jack Little and his orchestra.
4	629—"No Other One" and "A Little Bit Independent." Bob Crosby and orchestra.	25187—"Where Am I?" and "Dinner for One, Please, James." Ray Noble and his orchestra.	7584—"I Wanna Woo" and "A Beautiful Lady in Blue." Leo Reisman and his orchestra.	3104-D—"Moonburn" and "My Heart and I." Little Jack Little.
5	654—"Julia" and "Japanese Sandman." Earl Hines and orchestra.	25196—"A Little Bit Independent" and "Sweet Thing." Fats Waller and his Rhythm Boys.	7590—"Moon Over Miami" and "The Ghost of the Rhumba." Lud Gluskin and his orchestra.	3104-D—"Stop, Look and Listen" and "Yankee Doodle Never Went to Town." Joe Venuti and his orchestra.
6	616—"Red Sails in the Sunset" and "Boots and Saddle." Bing Crosby, Victor Young and orchestra.	25205—"As Quick as You Can Say Jack Robinson," and "When a Great Love Comes Along." Guy Lombardo and his orchestra.	7580—"Mrs. Astor's Horse" and "Mama Don't Allow It." Ozzie Nelson and his orchestra.	3100-D—"A Little Bit Independent" and "Remember Last Night?" Herbie Kay and his orchestra.
7	589—"Thanks a Million" and "I'm Sitting High on a Hill Top." Carmen Lombardo, Guy Lombardo and Royal Canadians.	25191—"Alone" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and his orchestra.	7566—"I'm the Fellow Who Loves You" and "Life Begins at Sweet Sixteen." Hal Kemp and his orchestra.	3097-D—"Red Sails in the Sunset," Mantovani and his Tipica Orchestra, "Whisper Sweet," Savoy Hotel Orpheans.
8	641—"Blue Clarinet Stomp" and "Wabash Blues." Reilly-Farley and Onyx Club Boys.	25189—"I Feel Like a Feather in the Breeze" and "You Hit the Spot." Richard Himber and his Ritz Carlton Orchestra.	7565—"Where Am I?" and "With All My Heart." Hal Kemp and his orchestra.	3096-D—"Where Am I?" and "Stars Over Broadway." Little Jack Little and orchestra.
9	585—"Red Sails in the Sunset" and "Madonna Mia." Carmen Lombardo, Guy Lombardo and Royal Canadians.	25178—"How Do I Rate With You?" and "You Took My Breath Away." Eddie Duchin and his orchestra.	7559—"One Night in Monte Carlo" and "A Little Bit Independent." Freddy Martin and his orchestra.	3095-D—"On Treasure Island" and "No Other One." Little Jack Little and orchestra.
10	579—"I'm in the Mood for Love" and "Got a Bran' New Suit." Louis Armstrong and orchestra.	25152—"Red Sails in the Sunset" and "Turn Your Face to the Sun." Jack Jackson and his orchestra.	7552—"It's Dangerous to Love Like This" and "Alone." Hal Kemp and his orchestra.	3087-D—"Ride, Red, Ride" and "Congo Caravan." Mills Blue Rhythm Band.

Sheet-Music Leaders

(Week Ending January 25)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Music Goes 'Round
2. Alone
3. Moon Over Miami
4. Red Sails
5. Beautiful Lady in Blue
6. Broken Record
7. On Treasure Island
8. Lights Out
9. Boots and Saddle
10. Dinner for One
11. Rhythm in My Nursery Rhymes
12. With All My Heart
13. Feather in the Breeze
14. Night in Monte Carlo
15. Little Bit Independent

The
GREATEST
"different"
SENSATION
TO-DAY

EXHIBIT'S
ELECTRIC EYE
PISTOL TARGET PRACTICE
with **CHANGING**
ODDS

• AND AUTOMATIC PAYOUT! Here's a target pistol machine that the public will patronize FOREVER because it gives them all the thrills of a slot machine, plus the mystery of shooting light beams • • • It's the greatest Q. T. ever developed. Changing odds holds long play with certain steady profits.

WRITE IMMEDIATELY FOR SENSATIONAL DETAILS.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE STREET CHICAGO

PS PERSONAL SERVICE SAYS—PS

BUY BETTER USED GAMES FROM
THE MIDDLE WEST'S LARGEST DISTRIBUTORS!

SAVE	FUT 'N' TAKE, SLIDE	COUNTER GAMES.
Big Game \$14.50	Door \$14.50	Goal Line \$5.00
Big Ten 23.50	Rotolite, 2 Chutes 15.00	Horse Shoes 5.00
Field Goal 18.00	Rapid Transit 14.50	Select 'Em 5.00
Flying Colours 17.00	Scream 19.00	Bullet (Payout) 6.50
Fleet 4.50	21 Game 13.50	Totem (Ticket) 6.50
Jack Rabbit 7.50	Traffic A 26.50	

1/3 Deposit with Order, Balance C. O. D. Get Your Name on Our Mailing List.

ATLAS NOVELTY CORP., 2200 N. WESTERN AVE., CHICAGO, ILLINOIS



**WORKS FASTER THAN A
SLOT MACHINE**

85% GOES TO THE PLAYERS! THEY LOVE 'EM!

Gets Results Where Others Fail—Lightning Fast Returns.

SAMPLE BARREL \$ 2.50
Refills 2.25
TAKES IN 144.00
PAYS OUT 120.00
Net \$ 24.00

SATISFACTION GUARANTEED.

AGENTS Rush \$2.50 for Trial Barrel—Your Money Cheerfully Refunded if Not Entirely Satisfactory.

INDEPENDENT NOVELTY CO., 110 N. 5th St., Springfield, Illinois

BEST VALUES IN U. S. A.

SAME AS NEW	NEW GAMES IN ORIGINAL CARTONS AT REDUCED PRICES
Bally Ranger \$25.00	Lite Up a Domino \$15.00
De Luxe 46 55.00	Chicago "L" 22.50
Mammoth 65.00	Treasure Hunt 15.00
Prospector 45.00	Man 'n the Moon 17.50
Acc 40.00	Cheerleader 27.50
Jennings's Ky. Derby 55.00	Big Game 30.00
Gold Award 47.50	Cross Roads 15.00
Big Leaguer Payout 35.00	Five & Ten 17.50
Liberty Bell 35.00	
Match Play 17.50	

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.

Harmony Bell Is Hailed as Revolutionary Development

CHICAGO, Jan. 25.—With the presentation of Harmony Bell, again Jimmy Johnson, owner of the Western Equipment and Supply Company, has created unprecedented interest in a revolutionary coin-operated machine. Operators remember Put 'n' Take and the innumerable other Western successes that are making real money for them. With these successes ever present in their minds, these operators always look to Western for unusual and successful coin-operated machines. "Jimmy" Johnson didn't disappoint them this year either. In fact, the operators were overwhelmed with the Western line, which included such "standouts" as Harmony Bell, the Old Shell Game, Thorobred, Stock Market, Free Play and Punch a Lite.

Harmony Bell is inexpressively beautiful, with its modernistic walnut cabinet, combined with the "magic mirror" front and the bright chrome-finished all-metal automatic gliding payout drawer. It can be operated individually on any counter or bar with a phonograph or by remote control from a bar or counter to a phonograph.

This new Western winner is most uncanny in its operation. When the player inserts his coin brightly colored illuminated figures automatically flicker all over the "magic mirror." If a winning figure remains lighted a regular size Western fast proven pay-out unit automatically deposits the award in an all-metal chrome-finished self-sliding payout drawer. The highest payout is \$1.50. When Harmony Bell is operated in conjunction with an automatic phonograph, win or lose, the player automatically gets a selected musical recording for his coin.

Altho thousands of orders were taken for this Western sensation, Jimmy Johnson assures swift deliveries on all orders.

Dailey Comes From Texas

CHICAGO, Jan. 25.—Texas was well represented at the big 1936 coin-machine exposition. Among many others came Harold Dailey, of South Coast Amusement Company, Houston, well-known and just-as-well-liked purveyor of Pamco Parlay in the Lone Star State. And significant indeed was the smile that lighted up Mr. Dailey's expression of "glad to be with you." For, according to records furnished by the South Coast Amusement executive, his company has handled more than 1,000 Pamco Parlays for Texas alone, with the "changing-odds" game still in the heaviest demand he has ever experienced. While at the show Dailey made an intensive study of everything with a slot on it in order to carry back the lowdown on what's what and why upon his return.

South Coast Amusement Company has been rapidly expanding and is coming to the fore as one of the South's leading distributing agencies for coin-controlled equipment. The company is well financed and turning over quantity merchandise to maintain its gross business in the higher brackets. Mr. Dailey has planned an advertising campaign, including *The Billboard*, for giving hot news flashes on new machines they handle. Dailey's idea of advertising a coin-operated device is predicated on the thought that he desires to show his operator customers how to intelligently select those items he believes to be exceptionally good and to recommend them thru the medium of *The Billboard* whether in large space or in short snappy messages. His careful analysis of all that was exhibited in Chicago, together with his ability to judge a good product, should make his advertising messages of good reader interest. Simultaneous with his departure for Houston he advised that heavy shipments of Pamco Parlay were running a race with his return trip, that he'd found out what he wanted and was anxious to get

OUT THEY GO!

"UNION'S REBUILT MACHINES
With New Machine Guarantee"

STRAIGHT PIN GAMES.	COUNTER GAMES.
Action, Sr. \$10.00	A. B. T. Target \$ 0.00
Ball Fun 16.50	Flying Colors, Jr. 8.00
Big Leaguer (B) 29.50	Lucky Eyes 2.50
Cheer Leader 18.50	Pipe Eye 4.50
Frisky 18.00	Penny Pack (Like New) 11.50
Genco Baseball 12.50	Snack-Es 6.50
High Hand 21.50	Way'n Wh'iz (Like New) 10.00
Mask Keys, Sr. 4.00	AUTOMATIC PAYOUTS.
Per Golf 16.00	Mysterious Eye (Brand New) \$35.00
Rebound, Jr. 6.50	High Post (Floor Sale) 49.50
Screams 21.50	Rockets 10.00
Signal, Jr. 5.00	Pearl Harbor 20.50
Signal, Sr. 6.50	
Sink or Swim 6.50	
Spot-A-Lite 12.50	
Five & Ten 16.50	
Tick-A-Lite 12.50	

Terms: 1/3 Deposit, Balance C. O. D.

GET ON OUR MAILING LIST.

"Missouri Distributors for Pamco Parlay, Sr."

UNION NOVELTY CO., Inc.
4459 OLIVE ST. St. Louis, Mo.

FOR SALE

6 Pace's Races, better than new. Inspection approved. All overhauled. No more brake trouble. Must buy all at Price \$290.00 Each, F. O. B. Serial Numbers from 606-1,300.

L. STARNES

Box 194, Raymondville, Tex.

DAVE BOND—

(Continued from page 66)
dise on an odd-cent price scale? It's the extra pennies which create huge Snacks profits.

"People do not realize the value of pennies, for they almost invariably apologize when offering them. You have heard many persons, and perhaps you have said it yourself, 'I am afraid I will have to give you some pennies,' just as tho they were not real American money.

"There is a fascination about operating a machine that appeals to old and young alike. This feeling applies more to penny merchandise machines than those which vend articles for 5 or 10 cents, because when folks decide to spend these larger sums there is such a variety of items available which are not vendable thru machines that they would rather go to the store and make a selection over the counter. Many people will not buy such higher priced items thru a machine even if it were possible to do so.

"These last few remarks point distinctly to the fact that automatic selling of penny merchandise is a real method of reaching the vast public and developing a huge volume business. Snacks nut and confectionery merchandise machines give the public a place to spend their pennies without apologizing—where they will obtain a surprisingly generous portion of highest quality confections in a variety to suit all individual tastes and preferences. You must easily realize the opportunity afforded to make a substantial profit in this way if your business is handled correctly. We do more than manufacture and sell Snacks machines. We assist you to manage your business profitably because we have had years of experience in the coin-device field—in designing machines, in manufacturing them, in distributing them and in operating. We anticipate your problems. You get the benefit of our experience. We are seeking the right man in each locality to act as a distributor or operator and we will co-operate with him to the limit in developing his particular territory into a substantial and dependable business."

E. W. Halleman, New Iberia, La., has entered the operating field in Louisiana's famous Sugar Bowl. Halleman recently returned to his old hunting grounds of Southwest Louisiana after a stay of several years operating in the hills of Tennessee.

NOW READY—All The New Merchandisers!

The greatest little bulk Vendors Northwestern have ever made. You need them! Write us TODAY for complete details and prices.

AND ALL THE LATEST AND BEST GAMES THAT WERE AT THE BIG CONVENTION!

ROYAL DISTRIBUTORS, Inc. 1125 BROAD ST., NEWARK, N. J.
(Tel.) Bigelow 3-3508.)

THE BIGGEST BARGAIN EVER!
ALL BRAND NEW—Never Used!

5 ball AUTOMATIC PAYOUT—
LITE-UP BACKBOARD
HOP SCOTCH

ACTUAL \$75.00
VALUE WE'RE
GIVING 'EM
AWAY AT

\$39.50

**ONLY 200
LEFT
ACT FAST!**

CLOSE-OUT SALE!

Our original contract with the **BUCKLEY MANUFACTURING COMPANY** was for 1,000 5-ball automatic payout Hop Scotch games with the lite-up backboards. We used 800 and, therefore, are not offering them for sale! Everyone of the remaining 200 are guaranteed perfect—

in their original packing!

As a straight pin table Hop Scotch sells for \$44.50—as an automatic payout, \$75. Imagine \$39.50 for an automatic payout!

It's the "buy" of a lifetime!

Act fast! We know this offer will be snapped up

CHICAGO AUTOMATIC VENDING CO.
109-111 N. LEAVITT ST., Chicago, Ill.

TIT-TAT-TOE

With Gum Vender. 3 Games In One

Use for Cigarettes, Beer or Cash Prizes.
Send Change Card on Face of Machine.
THE SENSATIONAL COUNTER GAME OF '36.
The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
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30 DIFFERENT KINDS OF MONEY MAKING COUNTER GAMES . . .

Largest Stock in the East. Write for Circulars. \$12.50 Each and Up. All Kinds of Used and New Pin Games. Slot Machines, \$10.00 Each; Iron Claws, \$17.50 Up. Cigarette Machines. Brand-new Caille Double Jak Pots, \$67.50 Each.

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PEO'S COUNTER GAME WAS THE SENSATION OF THE SHOW!!!

WEE-GEE only \$9.75
Each

RUSH YOUR ORDER TODAY—ENCLOSE 1/3 DEPOSIT

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READY FOR IMMEDIATE DELIVERY

PUNCHETTE IS THE NEW, SENSATIONAL TICKET COUNTER GAME

Straight 5c Play. Last 4 coins played visible. Selective hole punch. Uses roll of 1,000 tickets. Pays out from 10c to \$2.50.

It's Sensational. **PUNCHETTE** is the counter game operators have been waiting for. **NEW LOW PRICE. WRITE FOR COMPLETE DETAILS AND PRICE TODAY!**

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STONER Corp
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Write For Operator's Prices of Our Complete Line of Money Makers!



6-Column 15c Cigarette Vender.



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REAL HITS!

Stoner's TOP HAT MAD CAP DOUBLE UP Evans' LITE-A-BASKET



1c Gum Vender.



1c Match Machine.

Eastern Distributors: **STONER MFG. CORP.** Mfrs. of "Winners!"

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Eastern Distributors: **CATCH-N-MATCH** Counter Skill Game.

THE GREATEST COUNTER GAME SALE IN HISTORY!!
PENNY PACK \$10.00

Used Only 3 Weeks. Each Machine Completely Equipped With Register and 2 Keys. "GUARANTEED BY GENERAL." Rush 1/3 Deposit, Balance C. O. D. RUSH YOUR ORDER TODAY for Any Quantity You Want.

TAVERN WITHOUT METER \$7.00
All Taverns with 2 Keys. With Meter, \$8.00.
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All with 2 Keys. With Meter, \$8.00.
JUMBO TICKET GAME GUARANTEED
LIKE NEW \$60.00 EACH

GENERAL AMUSEMENT GAME COMPANY 999

637 ALBANY AVE., HARTFORD, CONN.

Is Your Subscription to The Billboard About To Expire?

The ONLY GAME LEGAL IN ALL LOCATIONS

Fair Play

3 SUPER MODELS TO CHOOSE FROM

BUCKLEY offers you the perfect game! FAIR PLAY, in three models, will meet the specific requirements of all territories. It is chock-full of play-compelling features that players never tire of! They like the ten-ball play . . . automatic lite-up of the brilliant backboard . . . and the unique thrilling action of the game. MODEL A is a straight pin game . . . MODEL B has the payout register that protects your location receipts . . . MODEL C automatically pays out.

BETTER BUILT BY BUCKLEY — FAIR PLAY IS GUARANTEED MECHANICALLY PERFECT! We urge you to order now! You'll agree, FAIR PLAY is the most "money makingest" game you've ever operated! If your nearest BUCKLEY distributor cannot supply you—order direct.

Exclusive Distributors N. Y. - Conn. - N. J.

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ALL MODELS
10 BALLS
DELUXE
CABINETS

MODEL A
Straight skill style
\$39.50

MODEL B
Straight skill style
with register
\$49.50

MODEL C
Automatic pay-off
\$69.50

BETTER
BUILT
BY
BUCKLEY

Selling Out All Used Games and Slot Machines

Drop Kicks, \$	3.75	Batter Up, \$	8.75
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Emulation, \$	5.75	Manhattan, \$	9.75
Bill Pines, \$	5.75	T. N. T., \$	8.75
Tri-A-Lite, \$	9.75	Cris-Cross- Lite, \$	10.75
Genco Base Ball, \$	10.75	Equity, 1-B Payout, \$	28.75
Army & Navy, \$	8.75	Rodco, 1-B Payout, \$	38.75
Star Lite, \$	10.75	Rodco, 10- B Ticket, \$	38.75
Put 'n' Take 1-B Pay, \$	18.75	Rapid Fire, 1-B Payout, \$	28.75
Chimp'n, 10- Ball Pay, \$	18.75	Turf Flash, \$	14.75
Penny Smoke, \$	0.75	Billy Ham- per, \$	38.75
Jennings Lit- tle D U S J. P., \$	14.75	Paco's Br'nd New Const., Dole J. P., No Play, \$	63.75
Mills Sm., J. P. Slot, \$	50	Tickete, \$	6.00
Play, \$	17.75	Box, \$	1.50

Gum Ball (100 Pieces), Box, \$ 1.50
Marbles, Size 1", All Colors, Set of 10 \$5.00
All Used Machines Guaranteed Perfect
Operation and Look Like New. Terms are
1/3 Deposit With Order, Balance C. O. D.
OHIO SPECIALTY COMPANY
129 W. Central Parkway, Cincinnati, O.

Newspapers State Gen. O'Ryan Has Accepted Position of "Czar"

NEW YORK, Jan. 25. — New York newspapers on January 23 announced the formal acceptance by Major General John F. O'Ryan, ex-Police Commissioner of New York City, of the position of "czar" of the amusement games industry in the metropolitan area.

Said The New York Post: "Major General John F. O'Ryan changed his mind again and agreed to take command of the pin-game industry. For almost a month the former Police Commissioner has been dickering with the heads of the industry. Several times during that period General O'Ryan announced that he had turned down their offer to become the czar of the industry."

"In finally accepting the post of special counsel, he said it was with the understanding that the industry will exclude unlawful use of the machines."

"He made his decision after a conference in Chicago, he said. At that conference, he said, he exacted from leaders in the industry the promise that they would limit the use and servicing of the machines to those operators who would be bound by the findings and decisions of the special counsel."

"General O'Ryan said he believed the industry, by accepting his findings and decisions as special counsel, could regulate itself without official control."

"He was called to his first task today in the hearing of arguments before Supreme Court Justice Rosenman on a motion to restrain License Commissioner Paul Moss from closing pin-game establishments."

"The pin-game proprietors have been having a tough time with Mayor LaGuardia. They insist that there is none of the old-time slot-machine gang operating in their field and they are hopeful that General O'Ryan can make the public—and the prosecuting officials—understand that the pin game is as innocent as the little game of bagatelle that children play in their homes."

"When General O'Ryan was first mentioned for the post, License Commissioner Moss gave him his benediction. He said he was 'delighted' at the selection of a man of the general's standing."

"The salary which General O'Ryan will receive was not announced. It was estimated at between \$25,000 and \$50,000 a year."

Said the conservative New York Times: "John F. O'Ryan, former Police Commissioner, announced that he had agreed to serve as special counsel for the pin-game industry on the understanding that the industry would exclude unlawful use of the machines."

"He recalled that he had declined the offer previously in the belief that it was impossible to eliminate undesirable operators unless the manufacturers of the machines co-operated toward that end. Following a conference with the manufacturers in Chicago, he said they had agreed to become parties to an agreement which would limit the use and servicing of the machines to those who would be bound by the findings and decisions of the special counsel."

"General O'Ryan said he believed the pin-game industry, by accepting his findings and decisions as special counsel, could regulate itself without official control."

SPRINGFIELD, Ill., Jan. 25.—M. M. Gingold, manager of the Independent Novelty Company, distributor of "Barrel of Fun," salesboard jar, reports a big business on this item which is proving a success with operators all over the country. He says: "It works so fast it stuzzes. Players get a good share and always come back for more. 'Barrel of Fun' is giving operators fast returns; results are like lightning." The past year, according to Mr. Gingold, was very satisfactory with orders ahead of the previous year and he expects 1936 to be even better.

A Game of Skill.
Legal Anywhere.



(Reg. Price, \$3.45.)

IT'S
LOTS OF
FUN
—
SPECIAL
SAMPLE
OFFER

\$1.85
EACH
COMP.

Here's A "HOT" One

A Positive Sensation!! The players really like to play Busto, and while they are having fun, the location is making money. Many locations pay for game first hour. Every Confectionery, Drug Store, Cigar Store, Cafe, Lunch Stand, Tavern, etc., needs at least one Busto Game. Order a sample today.

BROOKS & PENN CO.,
Box 764. MUSKOGEE, OKLA.
Special Deal to Agents and Salesmen
for Quantity Lots.

TO WHOM IT MAY CONCERN!

GENCO, INC., wishes to announce that JOHN A. ROSENFELD and SAMUEL B. ROSENFELD are not connected with GENCO, INC., and will not be responsible for deposits paid the above parties or for any orders given them and not delivered.

It Helps You, the Paper and Advertiser to Mention The Billboard.

CLOSE OUT Mutoscope Cranes

1934 Models Reconditioned and Refinished, \$90.00 a Piece in Lots of Ten. Also a few 1935 Models at very low price. Carnival Unit complete. Ten 1935 Cranes. Cost over \$3,000. Make offer.

BEASLEY AMUSEMENT NOVELTY CO.
799 Seventh Ave., N. Y. City.
For Canada, Apply 5, Fenning Street,
Toronto, Ont.

200 GAMES WANTED!

Trade your Games in Now on the "Hit of the Show," **PAMCO PARLAY, SR.**
Get Our "Hit of the Show" List

LEARY, MANGUSON & JENSEN CO.
56 East Hennepin Ave., Minneapolis, Minn.

PRICE TALKS!

WHY PAY MORE?

SUNSHINE DERBY

ONE BALL PAYOUT WITH
PLAYER CHANGING ODDS

Crowds storm SUNSHINE DERBY to see its new sensational type of changing odds action. SUNSHINE DERBY permits the player to leave the odds stand, or he has ONE opportunity to change odds by shooting the ball into the "change odds" pocket which is closed by a trap door lid. Ball comes back for play. Giant modernistic, gold finished cabinet measures 50"x24". Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! SUNSHINE DERBY is the LOWEST PRICE payout in its class. You'll know why when you see it!



\$89⁵⁰

Check Separator and Mint Vendor \$10 extra. (5-ball play optional!)

Order from your Jobber or Direct

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST. CHICAGO



SKILL SHOT

Utilizing an entirely new principle! Shoot 1c, 5c and 10c coins right into the Target Pay-Pockets by means of swinging Turret Trigger Coin Chutes! All payouts accurately registered. 22 1/2" x 12 1/2".

\$19⁵⁰



LONG SHOT

A giant size, one-ball payout at an amazingly low price! LONG SHOT has all the famous playing features of Electric Baffle Ball except the mystery award. At this price you can concentrate on real money-making payouts! Silver finished cabinet measures 46"x23" **\$69⁵⁰**

EXCLUSIVE NORTHWEST DISTRIBUTORS FOR

- SUNSHINE DERBY **\$89⁵⁰**
- Electric BAFFLE-BALL **\$89⁵⁰**
- LONG SHOT **\$69⁵⁰**
- SKILL SHOT **\$19⁵⁰**

Write for Information on All Latest Games. Also Price List of Used Games.
TERMS: One-Third Deposit With Order, Balance C. O. D.

HY-C GAMES CO., 1641 Hennepin Ave., MINNEAPOLIS, MINN.

HARLICH SALESBOARDS

14 Sensational New Boards
To Help You Start Your
1936 Profit Drive

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST-CLASS CONDITION

Machine	Each	Machine	Each
KEENEY'S 7-11	7.50	DO OR DON'T	\$14.25
PUT 'N' TAKE	10.00	LOVE STAR	10.00
STAMPEDE	20.00	EQUITY	7.50
PROSPECTOR	30.00	A. B. T. TRIPLE BANK	12.50
JUMBO	50.00	DE LUXE "46"	40.00
SPORTSMAN	10.00	ACE	20.00
COLD RUSH	14.25	KINGS OF THE TURF (Automatic-Sample)	25.00

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

CENT-A-SMOKE

Greatest Buy in History

Comes in Three Models

\$12⁵⁰ Each

Send \$5.00 Bill for Sample, Balance C. O. D.
WITH Double Back Door and Special Built-In, Take-In Register, only \$2.00 extra.
RUSH Your Order TODAY!



SICKING MFG. CO., INC. 1922 FREEMAN AVE. CINCINNATI, OHIO

RECONDITIONED SPORTSMAN BROWN LATE MODELS LAST COIN VISIBLE \$17.50

RECONDITIONED SPORTSMAN, Brown, Non-Last Coin Visible \$12.50
REBOUND SR. \$9.95 TICKETTES, Like New, with 500 \$5.95
BARREL ROLL \$9.95 Tickets
TICKETS for Tickettes—Lots of 1,000, \$1.25; Lots of 5,000, \$1.10; Lots of 10,000, \$1.00.

5 Only Floor Samples
GENERAL BATTERIES, Dry Cell, \$4.50 | 5 STAR BALL GUM, \$6.00 | 1,000 Wrappers, Tubular, 95c
Case of 25, WURLITZER Simplex P 30 Automatic Phonographs, \$169.50
Immediate Deliveries on Winners of 1936 Coin Show. Write Us for Prices. Liberal Allowances on All Your Old Games and Slots.
1/3 Deposit Required, Balance C. O. D.

ACME NOVELTY CO., 25 No. 12th St., Minneapolis, Minn.

RUSH YOUR ORDERS DIRECT TO US TODAY

Genco's TRICKS \$30.50
Genco's GOLD MEDAL, New 6-Ball \$30.50
Pay Table with Ticket Combination \$8.00
Evans' LITE-A-BASKET \$43.50
Evans' CLIPPER \$41.50
Scott's HEAD CAP \$7.77
Enclose 1/3 Deposit—Write for Complete New List Today!

GEORGE PONSER CO. 11-15 E. RUNYON ST., NEWARK, N. J.

When Writing to Advertisers Mention The Billboard.

Thanks a Million - for your
thousands of orders for

HARMONY

BELL

NOTHING ELSE LIKE IT! THE MOST PHENOMENAL OF ALL AUTOMATIC PAYOUT MACHINES!

Judge HARMONY BELL for yourself! IT CAN'T MISS MAKING CONSISTENTLY BIG PROFITS! Veteran operators acclaim HARMONY BELL "a better and bigger money maker than the never-to-be-forgotten Put 'n' Take," and fellows, you all know what Put 'n' Take did . . . and is still doing!

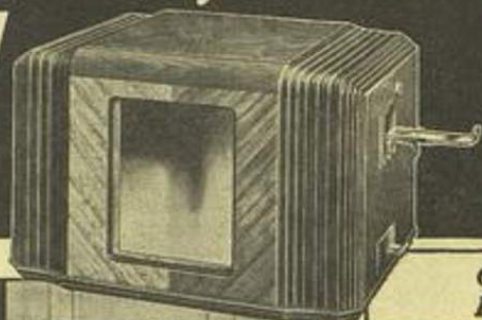
The player inserts a coin . . . figures electrically Flicker all over the Magic Mirror . . . if a winner is made, a Regular WESTERN PROVEN PAY - OUT UNIT AUTOMATICALLY PAYS OUT THE AWARD. The highest payout is \$1.50. Win or lose, player always gets a selected record for his coin, if HARMONY BELL is used with a phonograph.

\$67.50
Check
Separate
for \$3.00
Additional

Absolute Mechanical Perfection--Quick Delivery--Order Now!

WESTERN EQUIPMENT and SUPPLY CO.

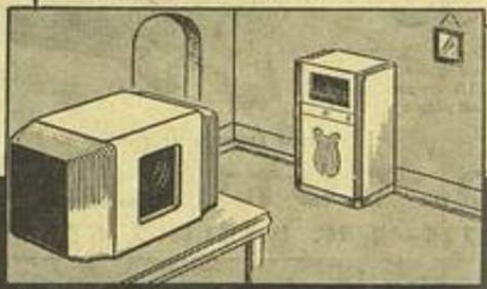
925 WEST NORTH AVE. • CHICAGO, ILL.



OPERATE IT
INDIVIDUALLY

OPERATE IT WITH
A PHONOGRAPH

OPERATE IT BY REMOTE
CONTROL WITH PHONOGRAPH



STARS OF THE SHOW

- ★ **LITE-A-BASKET** A unique Basketball Game with new Fieldlight Scoreboard. 10 Balls, 42" x 21" (as illustrated) **\$43.50**
- ★ **ROLL-ETTE** A perpetual life Automatic Game, with the insertion of real Roulette. Three Color Chutes, triple earning capacity. 45" x 29" **\$262.50**
- ★ **CLIPPER** Follow the Big Clipper Ship on its Flight. A 10-Ball Pin **\$41.50**

H. C. EVANS & CO.,
1522-28 W. Adams St. CHICAGO

Heads Salesboard Firm

CHICAGO, Jan. 25.—Al Tarrson is taking over the reins of the A. J. Sales Manufacturing Company, manufacturer and importer of novelties and sales stimulating devices. The firm caters to the salesboard, machine and premium trade.

Tarrson has been associated with the salesboard and novelty business for the last 16 years and is responsible for many successful new creations and ideas in that line.

He is also president of Developments, Inc., which has developed several coin-operated machines and mechanical devices for some of the leading manufacturers in the industry.

Formerly affiliated with the Bally Manufacturing Company for two years, he recently conceived and designed a new idea in salesboards for operators which was introduced at the coin-machine convention. Judging from acceptance and advance orders, it has all the appearance of being one of the best hits ever brought out for the salesboard trade.

There are many other new ideas that will follow shortly.

PHONO NEEDLE

(Continued from page 67)
sapphire in hardness. The point in contact with the record takes a slow, smooth polish which practically eliminates surface noise and record wear. The needle is rigidly constructed so as to stand the multitude of abuses that a needle must stand while on location.

The Permo-Point needle is made to play at least 2,000 recordings, and Mr. Olson explained that while he could easily make a needle that lasts for 10,000 plays or even indefinitely, he would not do so inasmuch as the surface point would have to be too hard and would cause serious record destruction. He further explained that while the present 2,000-play needle causes the absolute minimum of wear on the record, the needle with a harder point would cause the record replacement costs of the operator to mount prohibitively.

The Permo-Point needle comes as standard equipment of the leading phonograph manufacturers. It is also endorsed by the leading record manufacturers, Mr. Olson stated.

LOOKING FOR BARGAINS?

Here they are and guaranteeing slightly used or reconditioned games to arrive clean, no cracked glass, new batteries and ready for operation.

AUTOMATIC PAY TABLES

Ace	\$18.00
Carioca	15.00
De Luxe	45.00
Gold Award	25.00
Gold Rush	15.00
Pearl Harbor	20.00
Prospector	35.00
Put & Take	
(Late Model)	12.50
Rapid Fire	10.00
Rodeo	22.50
Sportsman	
(Oak Finish)	20.00
Stampede	22.50
Do or Don'ts	12.50

ONE-THIRD DEPOSIT REQUIRED

BIG STATE NOVELTY COMPANY

1304 Throckmorton Street
Fort Worth, Texas

TICKETTES \$5.00

MILLS' LATEST MODEL TICKETTES. All with New \$6.00 SINGLES Mechanisms, Used Only ONE Week.
MILLS TICKETS for TICKETTE \$1.25 per 1,000 in 5,000 Lots \$1.50 per 1,000

READY FOR IMMEDIATE DELIVERY NEW MILLS GAMES
TYCOON - DOUBLE HEADER - TEN GRAND

1/3 Deposit, Balance C. O. D., F. O. B. New York.
MILLS EASTERN FACTORY DISTRIBUTORS
UNITED AUTOMATIC SALES CO.
692 BROADWAY (Tel. GRamercy 7-7072) NEW YORK CITY

TIT-TAT-TOE

Modern, Beautiful, Original. Highly Polished Aluminum Case in Striking Pastel Colors. All Mechanisms Cadmium Plated, Absolutely Silent, Fully Guaranteed. At the Popular Price of \$17.50. Orders Filled in Stations. Get Off to a Flying Start. Order Today. EARLIEST WITH THE LATEST.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5464
540-542 S. 2nd Street, The House That Confidence Built. Louisville, Ky.

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

Sell VALENTINES

and fill in the seasonal stock

Comics are in BIG demand

X9495 — Comic Valentines, 144 Designs, Nice 7x10 inches, printed 4 colors on newspaper, 1 complete assortment in the printed envelope, Packed 1 Gross in Package, 10-Gross Lots, Gross (Post Extra) **40c**

SAMPLE GROSS (Postpaid), 55c.
CIRCULAR OF NEW VALENTINES, With Complete Price List Upon Request. Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

"Ship 'em Fast to Me Every Day"

Says **JOE CALCUTT**
ON **PAMCO**
PARLAY!



JOE CALCUTT President
The Vending Machine Company,
205-15 Franklin Street, Fayetteville, N. C.



PAMCO
PARLAY
SENIOR
50"x24"
WORTH
FIVE TIMES
THIS PRICE

\$115.00

JUNIOR MODEL
40"x20"

\$89.50

Electropak Furnished
at \$5.00 Extra.

"Seldom a day has gone by in the past six weeks but what we ordered from 5 to 15 'PAMCO PARLAYS'. Demand for 'PAMCO PARLAY' has **STEADILY INCREASED!** The answer: Operator's **EARNINGS are GROWING FAST!** Our order is in **NOW** for 25 'PAMCO PARLAYS' Expressed **EVERY DAY!** Get **YOURS** and **WIN** with 'PAMCO PARLAY'!

"Joe" Calcutt.

Pamco Palooka!!!

This bowl-type **AUTOMATIC PAYOUT** with 6 Coin Chutes and "ODDS-CHANGING" Lite-Up Board is a Super De Luxo Machine O. K'd by **EVERYBODY** at the **BIG Chicago Show.** Big-Time Operators **ORDERED HEAVY.**
Price **\$169.50**

'PAMCO SPEEDWAY'

Take this **HIGHLY ANIMATED** Machine with "CHANGING-ODDS" on Beautiful Lite-Up Board! A Perfect Running Mate in "Pamco's" Mighty Advance to Game-Building Supremacy. Made Test Locations **HUM** with **ACTIVITY!** **PROVED** its **MONEY POWER** conclusively! Furnished in 1 or 5-Ball Play—An Automatic Payout you **NEED** today. **\$115.00**
Price

ACT TODAY!

"CHANGING ODDS" GET HEAVY
LONG RUN MONEY! LET THESE
WINNERS PROVE IT TO YOU!

PACIFIC AMUSEMENT MFG. CO., INC.
4222 West Lake St. CHICAGO, ILL.
1320 South Hope St. LOS ANGELES, CALIF.

PAMCO PARLAY

TIT-TAT-TOE

WITH GUM VENDOR.

Three Games in One

Use for Cigarettes, Beer or Cash Prizes.

Just Change Card on Face of Machine.

THE SENSATIONAL COUNTER GAME OF '36.

The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
1/3 Deposit, Balance C. O. D.



SICKING MFG. CO., INC.
1922 Freeman Ave., Cincinnati, Ohio

BUCK-A-DAY
UP
JACKPOT BUILDS

Here's a small, compact (5c play) counter machine with the same lure as "Bank Nine", which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At discretion of operator, amount may be increased by \$100 or more, up to \$9.00. Jackpot has a chance of being hit once in 1081 times. Player is given a run for his money as other pay-outs average 316—occasionally a half dollar or more, but mostly in ten cent awards. Constructed of finest materials—a beautiful walnut cabinet, well built and embodying trouble-proof mechanism. Marvelous player appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.



STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.
PRICE **\$10.50** for 66 KEESLEY

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .
600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . . \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.



ON THEIR WAY

Stock of the Latest Bells and Vendors and the Pick of the Pay Tables and Novelty Counter Machines exhibited at the Chicago Convention.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

METROPOLITAN NEW YORK DISTRIBUTORS
FOR WESTERN EQUIPMENT'S SENSATIONAL

HARMONY BELL A New Marvelous Automatic Payout Sensational Win or Lose, Player always gets music if operated with phonograph. May also be operated as a separate unit. **\$67.50**

Eastern Dist. **J. H. KEENEY** New York State Dist. **PACE** Eastern States Representatives **SUPERIOR SALESBOARDS**
Write for Information on All Latest Games. Also Price List of Used Games.

WABE KRAUFMAN 455 West 42nd St. Tel. ME 4-1111 NEW YORK CITY



SALESBOARD OPERATORS

2,400 to take in \$24.00, nets \$10.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.64. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Black Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the retail price.

WHILE FOR SAMPLES and PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in **\$24.00**
Costs You **\$2.90**

One-Third Cash with Order. Balance C. O. D.

BEFORE AND AFTER THE SHOW

THIS TRIO REIGNS SUPREME in the PAYOUT and TICKET CLASS



SOMEBODY in your territory is grabbing spots with these three hits . . . because our large daily production is being shipped to all parts of the country! Even Bally's wonderful display of new games could not stop the tremendous demand for this trio of **PROVEN MONEY-MAKERS!** Protect your locations and boost your profits by placing more **JUMBO**, **BALLY DERBY** and **GOLDEN HARVEST** games today!

GOLDEN HARVEST Greatest 10-Ball Payout Game since Rocket!
 Also available in Ticket Model. Several successive payouts can be obtained in the course of a single game. **GOLDEN HARVEST** is reaping a golden harvest for operators wherever 10-Ball play is desired . . . or wherever 20 in. by 24 in. cabinet is preferred. **PAYOUT, \$87.50. TICKET, \$95.50.** Check Separator, \$5.00 Extra, F. O. B. Chicago.

JUMBO The Original Giant 1-Shot . . . many machines now on location 5 MONTHS earning more than ever! If you want to protect your live spots against any and all competition, put a **JUMBO** on guard! And get the fattest collections of your life! **PAYOUT, \$89.50. TICKET, \$97.50.** Check Separator, \$5.00 Extra, F. O. B. Chicago.

BALLY DERBY SUPER-GIANT 1-SHOT
WITH REVOLUTIONARY CHANGING ODDS

A sensational profit-producer BEFORE the Show . . . and today . . . two weeks AFTER the Show . . . **BALLY DERBY** orders are pouring in faster than ever! It's the mighty **CHANGING ODDS** feature and fascinating **BIG-BOARD, BIG-BALL ACTION** that gets record-reaking collections on **BALLY DERBY!** Don't take a chance on delays in delivery . . . **WIRE YOUR JOBBER** today! **PAYOUT, \$115.00. TICKET, \$123.00.** Check Separator, \$5.00 Extra, F. O. B. Chicago.

WIRE! WRITE! PHONE! SEE YOUR JOBBER FOR IMMEDIATE DELIVERY.

BALLY MFG. CO. 2642 BELMONT AVE., CHICAGO, ILL.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

JOHN A. FITZGIBBONS, INC., East. Fact. Rep., 453 W. 47th St., New York, N. Y.

BEST BUYS ON USED GAMES

BARGAIN SPOT
CHEER LEADER
\$19

PIN GAMES.	PIN GAMES.	PIN GAMES.
Suzanna . . . \$20.00	Frisky . . . \$15.00	Beacon . . . \$ 8.00
High Hand . . . 20.00	Rockie "21" . . . 13.00	1-BALL PAYOUTS
Rapid Transit . . . 15.00	Kings . . . 13.00	Jumbo . . . \$33.00
Hunter . . . 31.00	Chicago Expr. . . 10.00	Benanza . . . 32.00
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Star Life . . . 11.00	Rebound . . . 7.50	TICKET GAMES.
Flying Colors . . . 10.00	Fly's Trapeze . . . 6.50	Play Ball . . . \$43.00
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Big Game . . . 16.00	Score-A-Lite . . . 8.50	Sharpshooter . . . 37.00
Times Square . . . 16.00	Kelly Post . . . 5.00	Gateway . . . 34.00
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1/3 Deposit, Balance C. O. D., F. O. B. Chicago
 FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.
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Step into the **BIG MONEY** with **MAGIC KEYS!**

IT'S A GRAND NEW STEP-UP DEAL

Priced at **\$7.95** Only
 3,000—So. Sales. Take In. \$150.00
 Total Awards . 72.50
 Net Profit \$77.50

55 Winners, 12 of which secure certificates paying \$1.00, \$2.50 or \$5.00. Within each of these certificates a key is enclosed—three of these keys open the three aluminum treasure chests, paying an additional award of \$5.00, \$10.00 or \$15.00, making it possible to get as much as \$20.00—odds of 400 for 1.

Step up your profits with this new salesboard sensation.

MAGIC KEYS

5¢ 10¢ 15¢

10¢ 15¢ 25¢

1¢ 75¢

50¢ 25¢

LINCOLN NOVELTY CO., 4333 E. RAVENSWOOD AVE., CHICAGO

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

PLACE YOUR ORDER WITH **KENTUCKY'S OLDEST DISTRIBUTOR, Est. in 1915**
 FOR **GENCO'S NEW GAME, TRICKS**
 JUNIOR MODELS, \$39.50; SENIOR MODELS, \$74.50. One-Third With Order, Balance on Delivery.
KENTUCKY SPRINGLESS SCALE CO., INC.
 P. O. Box 836, 514-516-518 South 2nd Street, LOUISVILLE, KY.

New 1936
LITTLE NUTS Are Here!
 Mirror Polish Solid Aluminum. Most beautiful rotary action high-grade Vendors on today's market at lowest prices. Wonderful proposition for salesman and distributors.
LITTLE NUT VENDOR CO., Lansing, Mich.



RUSH
YOUR
ORDER!

SENIOR MODEL

THEY CAME -
THEY SAW -
THEY BOUGHT

TRICKS

THE TALK OF THE Show!
New Type of Amusement Table—Has No Pins

Again GENCO leads with a positive winner! People cannot pass TRICKS by without playing it . . . and when they do they go wild over it. Larger saucer type holes and curved buffers send the balls off at amusing angles without using kickers or springs. No out holes—action clear to the bottom of the board.

SENIOR MODEL

62 1/2 x 26 1/2 inch cabinet. Uses
Extra Large 1 1/2 inch Balls.
Can be used with
from 5 to 10 balls.
Priced Tax Paid,
F. O. B. Chicago,
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\$74.50

JUNIOR MODEL

40 x 21 inch cabinet. Uses
Standard Size Balls.
Same baffling action as the Senior
model. Priced
Tax Paid, F. O. B.
Chicago, Ill.

\$39.50

CRISS CROSS JUNIOR COUNTER MODEL,
F. O. B. CHICAGO, ILL. TAX PAID,
IMMEDIATE DELIVERY.

\$17.50

IMMEDIATE
DELIVERY!

GENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.

TIT-TAT-TOE

The Sensational Counter
Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny
Collector ever made. Beautiful modernistic
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counts all pennies enter-
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THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS,
Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY
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ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

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QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six
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ten or more \$3.00 each.

H. G. PAYNE CO.

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"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK
location tested and guaranteed for 2 years against mechanical defects. Average payout 50%.
Double Door and Register are made for the purpose of allowing the operator to leave key
with location for lower door. Register keeps track of all plays. Register shows through
special window. Operator retains key for upper door. No one can tamper with register.



Plain
Model,
\$12.00

With
Register and
Double Door,
\$1.50
Extra

BALL GUM
15c a box
(100 pieces)
CASE LOTS,
100 Boxes,
\$12.00.
1/3 Deposit
With Order.



Plain Model, Single Door
SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, O.

SPORTSMAN \$17.50

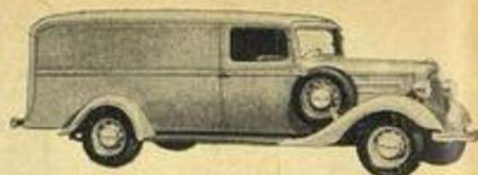
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\$ Only. WURLITZER SIMPLEX P30 AUTOMATIC PHONOGRAPHS \$169.50
Floor Samples. Like New, with 500 Tickets. Each . . . \$45.00
TICKETS for Tickettes. Lots of 1,000, \$1.25; Lots of 5,000, \$1.15; of 10,000 . . . 5.95
We can supply you with all the late Games of the Leading Manufacturers. Liberal allowance on all your
Old Games. 1/3 Deposit Required on All Orders. Balance C. O. D.
ACME NOVELTY CO., 25 N. 12th Street, MINNEAPOLIS, MINN.

NOTICE!! MILLS TICKET OPERATORS!

New Type Tickets for Mills Ticket Machines. Figured to pay out about 42% and guaranteed to work
better than any tickets made for this machine to date. In Lots of 1,000, \$1.50; in Lots of 5,000,
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sure and send for Our Big Bargain List. Bargain agents.
WANTED—500 BABY BELLS AT \$3.50 EACH.
SPECIALS IN USED MACHINES:
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 GREAT STATES MFG. CO., 1605-7-9 E. 39th, KANSAS CITY, MO.



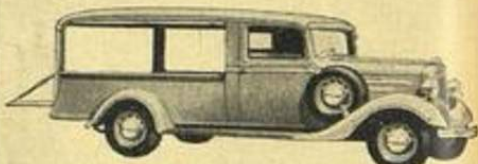
1 1/2-Ton Stake (131-inch and 157-inch wheelbase)



Half-Ton Panel—112-inch wheelbase



Sedan Delivery



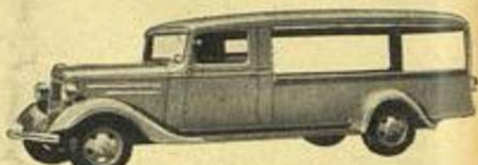
Half-Ton Canopy Express—112-inch wheelbase



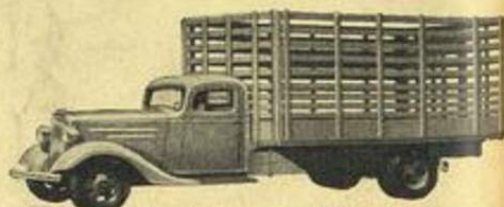
1 1/2-Ton Open Express—131-inch wheelbase



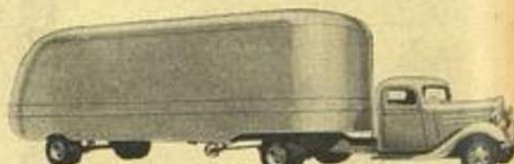
1 1/2-Ton Panel—131-inch wheelbase



1 1/2-Ton Canopy—131-inch wheelbase



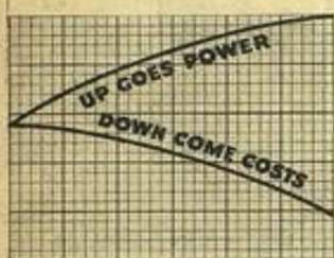
1 1/2-Ton High Rack—157-inch wheelbase



1 1/2-Ton Truck—for trailer operation

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CHEVROLET introduces a new 1936 series of half-ton and 1 1/2-ton trucks. They are the most powerful Chevrolet trucks ever built. They are the most economical Chevrolet trucks ever built. They are the most ruggedly constructed Chevrolet trucks of all time.

These new Chevrolet trucks are equipped with perfected hydraulic brakes . . . the safest ever developed. The famous Chevrolet

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A GENERAL MOTORS VALUE

NEW PERFECTED HYDRAULIC BRAKES
always equalized for quick, unswerving, "straight line" stops.

NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE
with increased power, increased torque, greater economy in gas and oil.

FULL-FLOATING REAR AXLE
with barrel type wheel bearings on 1 1/2-ton models.

6% NEW GREATLY REDUCED G. M. A. C. TIME PAYMENT PLAN
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