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The World's Foremost Amusement Weekly



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The Billboard

Vol. XLVII
No. 14

April 6,
1935

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 76 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

CIRCUS BATTLE SIZZLES

ASCAP Collected \$3,375,000 In 1934 on a 25% Overhead

Record high gross at record low cost—annual meeting usual strenuous affair as motion to elect board by membership at large is badly beaten

NEW YORK, March 30.—Several hundred members and out-of-town representatives of the American Society of Composers, Authors and Publishers attended the annual meeting of the organization Wednesday night at the Ritz-Carlton Hotel and remained until the wee hours of Thursday morning thrashing out but one vital question and arguing on numerous smaller items at length, the latter coming under the head of petty fault-finding. Most important proposal before the membership was one put forth by Walter Fisher that the ASCAP board of directors be elected by the membership at large instead of being self-perpetuated; in other words, one board voting on the election of another. This was defeated by an overwhelming vote of 375 to 8, the only ones voting for it being the sponsors of the motion.

CFA Meeting Not Changed

Will be in Cincinnati during Cole Circus stay — switch in hotels necessary

CINCINNATI, April 1.—The annual convention of the Circus Fans' Association of America will be held in Cincinnati during the local engagement of the Cole Bros.-Clyde Beatty Circus, May 9 and 10. Because accommodations could not be had at the Netherland Plaza Hotel, at which the John Robinson Tent of the CFA holds its regular meetings, Dr. Robert Carothers, president of the local tent, advised, as per story in the last issue, that the dates would be changed, but arrangements have since been made with the Hotel Sinton for the convention. (See CFA MEETING on page 67)

Popular and Standard Music Men Elect Their New Code Authority

NEW YORK, March 30.—At a meeting held Tuesday of this week and adjourned to Wednesday, the popular music publisher branch of the industry elected its Code Authority which is to supersede the Code Committee heretofore looking after the handling of the recently signed code. Those elected are: Edward F. Bitner, Edward B. Marks, Edwin Morris Jr., Walter Douglas and John G. Paine. Paine, chairman of the board of the Music Publishers' Protective Association, presided at the meeting.

As soon as the oath of office has been administered to the new CA, a meeting will be held on April 2, at the MPPA offices at 1501 Broadway, when the by-laws under which the Code Authority is to operate are adopted and other final requirements fulfilled. When organized, the CA will proceed to co-operate with the CA for the Radio Industry in regard to enforcement of the anti-bribery clauses in the radio code.

Publishers in the standard and classical division of the music industry attended a meeting Wednesday at the Hotel Roosevelt and four members of the Music Publishers' Association of the United States were elected to the Code Authority. Both popular and standard music CA will work together, of course. Those elected are: David W. Banks, John F. Saenstack, Gustave Schirmer

and W. Dean Preston Jr. Another member of the CA will be elected by non-members of the association. As mentioned in these columns some time ago, Paine is proceeding to reorganize to some extent, his setup at the MPPA in order to conform with code requirements. These moves will not, however, materially affect the present workings of the association.

Pa. Tax Bill Defeated

PITTSBURGH, March 30.—Showmen have been breathing easier since the 10 per cent State admission tax bill was defeated 28 to 17 in the Senate at Harrisburg Wednesday. They are now going ahead shaping plans for the coming season, which had been temporarily halted by the new levy threat.

Chicago Plans Wagon Shows

New drama department of city hopes to bring entertainment to the poor

CHICAGO, March 30.—Close on the heels of an announcement from the Chicago Park District that it plans a 10-week season of dramatics and pageantry this summer comes word from Mayor Edward J. Kelly's office that the city of Chicago is establishing a drama department to be known as Chicago's Drama. Margaret Eustice, who was librarian of Harrison High School, has been appointed executive director of the project with offices in the Morrison Hotel. Dr. Herman N. Bundesen, president of the (See CHICAGO PLANS on page 5)

Miller Loses 101 Ranch Control Under Court Ruling; To Appeal

OKLAHOMA CITY, Okla., March 30.—U. S. Judge Edgar S. Vaughn here this week issued a ruling that swept Col. Zack Miller from control of the historic 101 Ranch near Ponca City and opened the way to a complete breakup of the holdings, which once covered 101,000 acres.

Colonel Miller was denied relief under the Frazier-Lemke moratorium bill, which would have enabled him to hold the property six years and attempt to pay out a staggering debt which accrued when his Wild West show failed.

Sid White, "cowboy attorney" retained by Miller, said the decision wipes out every bit of the ranch, asserting that an appeal would be taken immediately.

Miller sought six years under terms of the New Deal measure to pay principal and interest on debts that aggregated over \$600,000. Only 17,000 acres remain of the property in southern Kay Coun-

Barnes and Mix Continue Fight

Try to outdo each other in covering paper—agreement made but is violated

SAN FRANCISCO, March 30.—Tom Mix Circus and Wild West and the Al G. Barnes Circus are battling each other plenty for patronage. When the Mix show broke with paper here last week the Al G. Barnes advance car plastered the town with glaring huge-lettered billboards: "WAIT! Al G. Barnes Circus. Coming Soon. Wait for the BIG SHOW," with no date for appearance. The Barnes show is scheduled to move in May 3 for four days.

The shows have been covering each other's paper. With sleight-of-hand unexcelled in shows themselves, first a Mix man put up a poster, then a Barnes man smeared it over with a sign. Then under cover of night another Mix sign, and before dawn a Barnes man back with a sign of his own. It has been this way all along the route.

The story is that the two armies sneaking up from opposite directions on the same billboards in Freene ran into each other. The Mix man was doing wrong by a Barnes sign. The Barnes man gave him the lye—whole can of it right in the face. Both sides were fighting until (See CIRCUS BATTLE on page 67)

ty. Judge Vaughn ruled that the property no longer belonged to Miller, that it had previously been legally disposed of at sheriff's sales to satisfy mortgages. Unless reversed by a higher court the ruling closes one of the most interesting (See MILLER LOSES on page 67)

Per Cent Scale For Managers

House managers of Consolidated Circuit to get percentage wages

NEW YORK, April 1.—The Consolidated Circuit of 20 local houses is abandoning the usual flat salary system for house managers and is inaugurating a new scale of compensation. Max Richter, president, and Lawrence Bolognino, general manager, have devised a system of percentage on gross over the normal average based on a comparative percentage of salary to the present grosses.

Each house manager will be given figures of his average gross and then given the percentage he is entitled to for increases over this average. He will also be permitted a "floating advertising fund" above the routine fund, which he may spend at his own discretion. To encourage wise spending of this extra money, two monthly prizes will be awarded managers who use the floating fund most effectively.

The whole idea is to work toward a new flexible wage scale for managers (See PER CENT SCALE on page 5)

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Equity Warns 11 Benefitters

Those playing unauthorized charities cautioned—TA work continues

NEW YORK, March 30.—Actors' Equity is cautioning the 11 members who appeared recently in unauthorized benefits, but is not taking any drastic action, it was indicated this week. The Theater Authority, meanwhile, continues its attempt to collect a percentage of authorized benefits and to prevent actors from playing gratis at unauthorized shows. On the other hand, a bill has been introduced in the State Legislature in Albany which would prohibit less than 75 per cent of the net of any benefit going to the charity involved.

The Theater Authority complained to Equity last week that Eddie Cantor, Jimmie Durante and Patsy Flick, who had charges against them already pending, had appeared at another unauthorized benefit when they played the Jewish Consumptive Relief of Denver at the Astor Hotel Sunday. Equity discussed the charges at its council meeting Tuesday.

Cantor was called Wednesday by Equity and it is understood that he promised not to appear in any more unauthorized shows after explaining that he had not been familiar with the Equity ruling when he promised to play these benefits.

Equity has promised the Authority it will ask its franchised agents not to solicit their acts for unauthorized benefits. The American Federation of Actors is circulating its members next week, again urging them to support the Theater Authority.

The Low booking office, which has been criticized often for asking acts to play benefit shows, is now referring talent requests to the Authority.

Alan Corelli, assistant secretary of the Authority, says the organization has approved a special benefit for Jack Ingels, vaudevillian, whose legs were amputated recently. The show will be held May 5 in the Ambassador Theater. Sam Scribner, head of the Authority, will be treasurer of the show and will set aside a special fund for Ingels to be administered by Actors' Fund. Edgar Allen is contributing his services as supervisor of the talent end.

The Authority oked the Newspaper Guild benefit last night and the AFA Ball tonight, and also the Hebrew Orphans' Sheltering Home, at the Mosque, Newark, and the Theatrical Square Club, at the Lismore Hotel here April 7, and the Professional Children's school, at the Biltmore Hotel May 5.

Decca Issues Statements; Will Send Checks April 25

NEW YORK, March 30.—Decca Record Company has sent out royalty statements to all publishers concerned, but no checks were inclosed.

Letter stated that the organization was not in a position to pay royalties due at the present time, although it is planned to do so on April 25. At that time additional capital voted by Decca Record Company of England will have been received and made available.

Pooch Racing Inside

BOSTON, March 30.—There is a deep belief among the bright ones that when all the fireworks and the shooting about dog-race courses has simmered down the real winner will be the Boston Garden, which is pretty well inside and making no noise at all at present. It would bring in money during the summer when, after the single circus date in May, the Garden drops dead until fall, only sitting up to pay taxes.

Music in Jail

DETROIT, March 30.—Al Green, who led the orchestra at the Temple Theater, has taken over a new post at the State Reformatory, Ionia, Mich. It is believed to be unique in the history of music. Applying the theory that "music hath charms to soothe the savage beast," the State hired him to organize a band made up of convicts. His objective will be the individual musical education of convicts rather than an organized band at the start. The new policy is wholly experimental at present.

Celeb Nights Taboo For Chi Musicians

CHICAGO, March 30.—Considerable discussion pro and con has been caused by the recent order of the Chicago Federation of Musicians prohibiting orchestra leaders and musicians from attending celebrity nights. While some few of the leaders have expressed themselves as satisfied with the ruling, a large number resent what they consider unwarranted regulation of their spare time activities.

New ruling of the union provides that any musician who appears at a celebrity night shall be paid the regular union scale. This, of course, automatically bars them from attending, as no cafe proprietor is likely to be willing to pay out the required amount. The union contends that orchestra leaders do not want to attend these affairs and have done so only because their employers urged them to.

Grock Writes Operetta

LONDON, March 30.—Now living in semi-retirement, Grock, world-famous circus and vaude clown, has written an operetta based upon the life of the Chevalier Leon, French spy and fencing master, who lived thru the 18th century as a woman and who, after death, was discovered to be a man. The operetta will be produced in one of the European capitals this summer.

802 Planning Monster Benefit Which May Last for 12 Hours

NEW YORK, March 30.—A monster benefit for unemployed musicians in the membership of Local 902, American Federation of Musicians, will be held at the end of April at the Armory on Park avenue at 34th street, New York. Actual form of the benefit was still undecided today, but it is likely to consist mainly of a long session of dance music, supplied by the leading name bands from all branches of show business in New York.

Fred Waring heads the orchestra committee that is arranging matters, with Waring also contributing personally to the success of the affair, both financially and with his company. One meeting was held earlier this week at Waring's office and another was held yesterday

Legit Code Authority Votes Tax To Enforce Ticket Rulings

NEW YORK, March 30.—The legit code authority, at its meeting Wednesday, decided to enforce the ticket broker provisions in the code, which have been a bone of contention for the past two years. This was done when the CA approved the findings of the budget committee, created to find ways and means of raising money for enforcement. It is the CA's answer to the recent query of the NRA administration as to whether it intended enforcement of the ticket provisions or had decided to let them drop. If the latter, it was requested

England Acts To Bar U. S. Musicians

LONDON, March 30.—England has taken action toward barring American bands from playing here, giving as its reason, announced thru the Labor Ministry, the attitude of the United States Department of Labor in refusing admission to English musicians. During the week 100 Chicago marimba musicians were turned down when they sought to play at two concerts. It was said that when America eases up, so will Great Britain.

NEW YORK, March 30.—Duke Ellington, colored orchestra leader, was all set for a European tour, including England, but probably won't make it now because of the ban. Ellington has been playing in England regularly each year.

WHO Unit Booked for Great States Theaters

CHICAGO, March 30.—Earl Kurtz and George Ferguson, of the WLS Artists' Bureau, have signed the WHO (Des Moines) Barn Dance and have booked it over the Great States Theaters time, opening April 21 at the Peerless Theater, Kewanee. Show has a cast of 16 that includes Lem and Martha, Grandpa Jitters, Louisiana Lou, Joe and Jean, Elm City Quartet, Lindy Brown and Perk's Huskers. It is considered a runner-up in popularity to the WLS Barn Dance here.

Kurtz and Ferguson have booked Lulu Belle and her husband, Skyland Scotty, together with Ezra Buzzington's Band, into the State-Lake Theater for some time in April. They also have placed under contract for use in barn-dance units Polly Jenkins and her Ploughboys, three-people rube combo.

Weeks Gets Film Test

BOSTON, March 30.—Ranny Weeks, who has been conducting in the pit of the RKO-Boston, has taken a movie test for Fox and may be Hollywood bound before long.

SAG Demands Extra Red Deal

Claims Central Casting Bureau list unfair—files report to Sol Rosenblatt

HOLLYWOOD, March 30.—Three meetings held at various times during the past week by various actor groups have given producers something more to worry about.

Last week it was revealed that the Screen Actors' Guild has strengthened its report of conditions filed with the Code Authority administrator, Sol A. Rosenblatt, last January, with a new and stronger protest, including a heated discussion over the present treatment of the extra player thru the Central Casting Bureau. Officers of the Actors' Guild met on Wednesday with the registration subcommittee of the Extra Standing Committee and went over the present list in preparation of the statement for Rosenblatt.

Altho the list has been closely guarded and Fred Beetsen, of the Hays organization, has issued strict orders that the list must be kept confidential word has (See CASTING BUREAU on page 20)

New Rep Company Formed in Chicago

CHICAGO, March 30.—The American Art Theater, a new organization formed to produce dramas in the Middle West with headquarters here, and an offshoot of the Oxford Players, who have been on tour in the South and West the past three months, has announced that its repertory company will begin an engagement here shortly after Easter. A theater to house the company is now being negotiated for. Robert H. Breen, who conducted a dramatic festival in Minneapolis last year and who secured a grant of \$10,000 from the federal government for equipment, is stage director of the organization.

The company's Chicago repertory will include *Hamlet* and *Romeo and Juliet*, Goethe's *Faust*, and *The Ivory Door*, by A. A. Milne. It is also planned to produce a new play called *Amaco* by Martin Flavin. Breen's company consists of Wilva Davis, Robert S. Shrewsbury, Warren Douglas, Kathleen Pandel, Oliver Henning, Dorothy Bourek, Evelyn Steels, Harrison Hutchinson, Richard McKenna, Everett G. Marshall, Gerd Bernhart, Everett Elmer and Harold Gilman. Kenn Barr is art director. Ticket prices will be based on a dollar top scale.

Baer, Dempsey Bid For SO Road Show

NEW YORK, March 30.—Max Baer, heavyweight champion of the world, and Jack Dempsey, ex-champ, may make a national personal appearance tour this summer for Standard Oil Company. The tour will be for the same exploitation purpose for which SO used Guy Lombardo and his orchestra this season.

SO has Lombardo under contract, and is probably going to put the band on the air for a commercial when the organization winds up its series for Plough, Inc., July 1. No decision made as to the next road show, altho the fighters have been given bids. Each would get \$5,000, weekly, according to report.

BILL SCOTTI
This Week's Cover Subject

NOW at the Hotel Hamilton in Bermuda where he will play until April 27, Bill Scotti wanted, when he was a youngster in Italy, to lead a symphony orchestra. He changed his mind when he came to New York 20 years ago. He studied the piano and clarinet originally, taking up the saxophone when he came here. His first band played for NBC in 1924. He was, besides a conductor for WEAF, sax soloist.

His engagement record includes three years at the Lido Country Club, 14 months at the Pierre, New York, and six months at the Statler in Boston.

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802 Victor in Burly Strike

NEW YORK, April 1.—Local 802, American Federation of Musicians, has won its strike fight against local burlesque theater operators after a strike lasting about a month, agreements being signed Saturday (30) covering the Republic and Apollo on 42d street, New York, and Verba's, in Brooklyn. Facts last until Labor Day of this year.

Strike was caused by the operators' desires to cut down on orchestra sizes, with the musicians then walking out and being supported in the walkout by stagehands and picture operators. The stagehands and operators have also returned.

Local is now moving its forces against the Oxford, Brooklyn burlesque house, which has been nonunion for several years.

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For PERMANENT STOCK, young, good-looking Leading Man and Incurable, both good voices; strong General Business Man, singing Baritone. Appearance, sobriety, ability essential. Write all first letter, don't misrepresent. Especially French given preference. Show in 15-day consecutive week here. Salaries guaranteed.
STATE THEATRE, Seminole, Okla.

Wanted for World's Medicine Co.

Colored Male Musicians. Must read and fake road show music. Also Male Comedians and Performers. Also Banjo or Guitar Player. Must use minstrel type instrument and sing ballroom songs. This is an outside free platform show; make three to four-week stands. No pay advance, you pay all other expenses. State age, what shows you have worked on, all you can and will do, and salary expected in last letter.
D. R. ROSS DYAR, P. O. Box 291, Indianapolis, Ind.

WANTED

Colored Performers and Musicians for Masey's Medicine Shows. Must change for two weeks. Musicians must read and fake. State all in first letter. Piano Player that can handle real show. Summer and winter season. Write at once.
W. B. MAXLEY, Winston-Salem, N. C.

WANTED—People all lines, Chorus Girls who can lead numbers, Musicians all instruments. Dancer strong enough to feature. Open April 12. Wire or come on. All who were with me last season wire. Time in short, don't waste it.
STANLEY, Manager, Radio Folios, care Rubin & Cherry Show, Montgomery, Ala.

WANTED FOR BISBEE'S COMEDIANS

Week-stand repertoire under canvas. Performers doubling B. & O. or Novelty Specialties. Dancing preferred. Also Sax, Trombone, Hot Drummer. Long season. Salary adv. make it low. Rehearsals April 15. Write, don't wire. FOR SALE—Gable End for 40' Top, khaki, good condition, cheap. Waverly, Tenn.

KENNEDY SISTERS WANT

Banner Man with car, General Business Man doubling Drums, Bass or Trombone, Musicians doubling wire, Carman doubling B. & O. Salary small but sure. No losses. Bishop, Tex. week April 1; Hebburnville, Tex., week April 8.

WANTED—General Business Men that can double Trumpet for Orchestra for Tent Repertoire Show. Rehearsals week of April 21. Write all first letter. **MADDER-STILLIAN PLAYERS,** Lake City, Ia.

Finish the Job!

HENRY CHESTERFIELD made a grievous error when he consented to the withdrawal of the suit brought by the NVA, Inc., against the NVA Fund for breach of contract.

We can understand why the soon-to-be-launched NVA Drive can serve as a good reason for burying the hatchet. All a feller has to do these days is to point to the suffering ones at Saranac Lake and the hardest heart melts like snow in a burning fireplace. Nobody has as much regard for the welfare of the Saranac patients as The Billboard. This has been proved time and again. And not for purposes of publicity either. But we feel that the welfare of the patients will not be at stake no matter how things turn out between the Accuser Chesterfield and the Counter-Accusing Fund officials.

Where there is smoke there must be fire. Chesterfield has made serious accusations. They must not be buried in the debris left from a peace picnic. The show business and, specifically, those who worked for years to collect funds for the NVA charities deserve to know whether Chesterfield's accusations are true or false. From the lessons taught by such an exposure will come enlightenment to those who might have been fooled and, possibly, a reawakening for the segment of performerdom who are still of the sincere belief that the salvation of the actor lies in the good graces of the manager rather than in their own organization—the American Federation of Actors.

The NVA drive will be held and the usual pleas will be made. All well and good. Let that be done. But after the last nickel has been weaned out of audiences that pay tribute to the purveyors of a form of entertainment they used to know, Chesterfield should get busy and ask for a showdown. He owes it to himself and the show business. The years have treated him well. He has been the actor's benefactor but the actor has also been good to him. He owes it to the actor as a parting gesture of his sincere affection for the late Mr. Albee's darlings to point the way to a cleaning up of the whole mess—once and for all.

Sugar

PER CENT SCALE

(Continued from page 3)

that will give them added incentive to up their grosses and, at the same time, guarantee them a basic living wage. The plan is being administered by Gilbert Josephson, who has just rejoined the circuit as field contact man.

ASCAP COLLECTED

(Continued from page 3)

board of directors the film concerns could be prevented from gaining control of the society. Others believed that the movie-owned and other music houses were on the verge of selling out to radio and other users of music.

Reports read by the president, Gene Buck, and E. C. Mills, who reviewed the past year's progress of ASCAP, were favorably received for the most part, although petty items were questioned by some members and the large benefits taken as granted. Treasurer's report on financial status was well received. Treasurer Saul Bornstein revealing that the management had a little pin money saved up during course of its recent years of prosperity despite depression in most all other fields and in the music business itself.

Total gross license fees received from domestic sources during 1934 was in excess of \$3,375,000. This was collected at an overhead and administrative cost of 25 per cent. Gross was the largest in history by far and the overhead in proportion the lowest, since some years saw as high an overhead as 50 and 60 per cent. Report on the group insurance plan was also made.

Future of the publisher membership signing up en masse is still in doubt. Contracts run out between writer and publisher members at the end of the year and while the writers are willing to sign with ASCAP 100 per cent, the "rebel" publishers, numbering about a dozen, are still holding out, and the publishers who wish to sign want to wait and see what the "rebels" do. Although the writers have waived their claim to a 50-50 ownership in performing rights of the copyrights and are willing to let the publishers continue on the same basis as in the past, no publisher contracts have come in from the dissenting group of publishers.

NEW YORK, March 30.—Federal Judge John O. Knox sustained the motion of the government's attorneys that part of

Wanted Bryant's Showboat
Dramatic People, including Heavy Man, Must do specialties. Write Montgomery, W. Va.

the ASCAP answer to the anti-trust suit be stricken out as irrelevant. The court decided that the early portion of the answer pertaining to ASCAP's origin and moves was not needed. At the same time, Judge Knox denied the motion made by Nathan Burkan, general counsel for the society, for permission to take depositions abroad. However, if Attorney Burkan finds that after the portions of the answers are stricken out that these depositions are needed, he will again entertain the motion.

Also it was believed that Attorney-General Bennett would move for an early trial date, it is now believed that the case will go over until the fall.

CHICAGO PLANS

(Continued from page 3)

city board of health, is director of the children's programs.

According to the plans as laid out by Miss Justice, it is hoped that three wagon stages will be constructed before summer so that various groups, mostly amateurs, can emote and perform before the more unfortunate people of the city who cannot afford any theatrical amusement. The city's department of public works is supposed to start on the construction of the first theater on wheels this week, if and when the materials can be found, as so far there is no city fund available for the purpose. It is said that Mayor Kelly is personally financing the project at present, but that future expenses will come out of the government funds he hopes to get for the building of the proposed lake-front exposition.

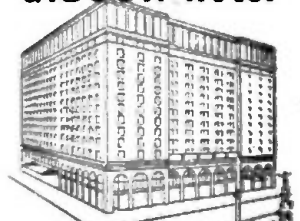
With the Chicago Park District and the city of Chicago both planning to produce amusement in one form or another and the Illinois Emergency Relief units under the direction of Dr. Simeon Wall already playing several parks weekly, it is the opinion of the more practical minded that the first thing that should be done is the getting together of these three departments so that they will not step on each other's toes. They say that if there is to be any money spent on employment it is no more than fair that unemployed professional actors should get the jobs.

FAMOUS LANDMARKS

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Rates—from \$2.50 single; \$4 double
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... favored by show people ... combining the charm of over-sized rooms, usually 13x20, with large foyer and the convenience of a complete serving pantry. Accessibly located only a block from Broadway, yet away from the noise and din of Times Square.

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WANTED-STOCK LOCATIONS

For summer dramatic stock activities in East. Prefer New England. Also spots for fall, winter and spring. Straight rental or percentage. Productions guaranteed. Established organization. Write **STOCK BOX NY-37, Billboard, 1584 Broadway, New York.**

PERFORMERS WANTED—Pianist, Musician, Small Orchestra, Enlarging Show (Others Write). No wires. No advances. Johnny Mack, Hetchman wire. **We Never Close. RICTON, Reynolds, Co.**

WANTED—Med. Performers, all Lines. Must change for ten days, double Piano. Also Musical and Novelty Acts. Must have own transportation. No wires. Write full particulars, lowest salary. **THE WESTERN CO., Waco, Tex.**

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Long season assured. Cash investment of \$2,000 required, which will be secured by company's capital stock. Salary, \$50.00 Weekly and Transportation, plus Stock Dividends. Rare opportunity. Principals only.
BOX D-979, BILLBOARD, CINCINNATI, O.

THRU SUGARS DOMINO

ON THE Forum Page of this issue appears a letter from Ralph Whitehead, executive secretary of the American Federation of Actors, asking The Billboard to use its influence to put a stop to "the general practice of the employer being permitted to employ amateurs who appear either gratis or receive insignificant fees far below the minimum as prescribed by the Motion Picture Code—or some trifling prize."

Our good friend Whitehead should know that he not only has our pledge to exert every reasonable resource to this end but that The Billboard has called the attention of performerdom to the amateur show evil ever since it became potent enough to be diagnosed as a menace to the show business. This was about two years ago. And nobody outside of The Billboard's observers seemed to have been worried about the trend until it reached the point where it threatened to strangle what little was left of vaudeville.

So what did the good folk comprising the vaudeville committee of the Code Authority of the Motion Picture Industry do? We haven't decided definitely yet but the best guess we can make—until we consult one of our learned friends versed in the decodification of hieroglyphics—is that they made the world safer for amateurs winning contests. In other words, the winners used to get from \$2 to \$5, but the vaudeville committee decreed that they should get at least \$7.50. Which solves the amateur problem as thoroughly as the World War succeeded in ending all wars and promoting brotherhood among men.

It seems, patient readers, that the Motion Picture Code as originally written and signed by the President did not clearly define the status and handling of amateurs. Protests were made to CAMPI and the vaudeville committee was set to work on the task of concocting interpretations of the minimum wage provisions so as to embrace the amateur problem.

The committee sweated and toiled and what they turned out follows:

Any person appearing as an amateur in any theater shall not be paid for services rendered either directly or indirectly.

If payment is made, either directly or indirectly, the amount shall not be less than \$7.50 per day, as prescribed in the Motion Picture Code for professional performers.

When the code was recently amended we looked in vain for an allusion to the amateur phase in the revised and amended portions. We called upon John C. Flinn, executive secretary of CAMPI, for enlightenment. He told us that the vaude committee's interpretation stands. Which means that, so far as the code is concerned, the amateur problem is solved like the troubles of the French peasants who were told to eat cake by Marie Antoinette.

Among the large circuits RKO, Warner, Loew and Skouras are leaning heavily on amateur shows in spots that should by any decent standard be carrying their share of vaudeville or presentations. We could not swear without being greatly fearful of committing perjury that the winners of amateur contests in major circuit houses receive a minimum of \$7.50. Even if they do—on certain occasions—the fundamental aspect of the proposition remains the same. The code interpretation of the amateur question is an insult to the intelligence of the performer. We don't blame Whitehead for

getting hot under the collar. With his sincere concern for the welfare of the actor we wonder why he doesn't tell the vaudeville committee to go straight to hell.

The learned interpretations amount to something like this: Mr. Exhibitor doesn't have to worry about the code when he "books" an amateur show. So long as he pays the winner \$7.50 he is complying with the code. He dare not pay the other bimbo a penny; unless, of course, he wants to pay them \$7.50, too.

If this means that the code crowd have done anything for the actor in regard to protecting his minimum wage clauses against the stage-struck activities of amateurs, we'll cut our hat.

The amateur situation is bad enough, but we are not as much worried about it as many others with similar concern for the welfare of the actor. That there exists an amateur problem is indicative, without doubt, of one thing: that there is a genuine demand for "flesh." Greater perhaps than there has been since the high-water days of big-time vaudeville and legit's heyday. Exhibitors with Roxy tastes and empty pockets will try desperately to cater to the demand for stage attractions with amateur shows and cockeyed varieties, under various names, of what is practically the same thing. But the longer they persist in serving the spurious article so much stronger—thanks, at least in this case, to talkies and the radio—will the demand be for real acts and a real show made up of professionals.

WHILE we are in the picking mood we should let out a few barbs at certain actors who ought to know better. We refer to the performers who want to save money on material and instead of buying gags or maybe burning midnight oil writing them they resort to inane ad libbing about low salaries and layoffs. Unfortunately, this stuff is always good for a laugh. Mr. and Mrs. Public invariably enjoy hearing a poor slob of a ham kid himself before the footlights: make an ass of himself by telling the folks out front that he is being paid starvation wages and that he lays off years to work a few weeks, and so on.

If the average audience, en masse, possessed high intelligence, the wise-guy actor would be hissed off the stage. The intelligent audience would reason: "If you're paid so little you must be terrible and it's an insult to us that the manager of the house books you in here. And if you lay off so darned often there can surely be no doubt about your superlative inferiority. Then out of here! Go some place else to tear yourself down. We want entertainment."

But the average audience is not highly intelligent. It is made up of average men, women and children who—from most recent indications—get to see vaudeville only if the film biggies of their towns so decree. It's awfully funny to them that an actor, whom they used to look up to as to god on Olympian heights, should bring himself right down to their level and tell them how stupid he is as a business man and how terrible he is as a performer.

Audiences don't look searchingly into the economics of show business. They don't care about the displacement of vaude by radio, talkies and spitefully dark houses. All that they feel—is that the feel at all along this line—is that the stage has lost something. They don't know what it is, perhaps, but we in the business know full well that it is that sweet-sounding quality called glamour. Audiences can't tell us why, but they realize, too, that they have somehow lost their respect for the actor, this respect having formerly served as the tinsel dress of what we in the theater know as illusion.

Managers who wish to perpetuate vaude policies, make money with vaude as they did in the good old days, should take steps to censor the sort of ad libbing referred to here. Actors who continue to engage in this vicious practice are gradually choking off their own supply of appeal and actually killing the business that is their life.

Pleasant for all were the days when the public wondered and wanted to continue to wonder about the salaries of actors who made them laugh, cry and experience vicariously the emotions portrayed by the wonder workers behind the footlights. Those days are well nigh gone. Whether or not they return again, bringing with them a renaissance of vaudeville, is up to the actor. Just as it is up to the actor as to whether he is going to have his own organization or live on the bounty of managers who care as much for the actor as Johnny does for castor oil.

The Broadway Beat

By GEORGE SPELVIN

JACK NORTON, formerly in vaude with the team of Norton and Haley, was signed recently by Warner films to a stock contract. . . . He's been freelancing on the Coast for quite a while. . . . Milton Berle is now an uncle, his brother Jack having become the father of a boy. . . . The youngster's name is Darrell Frederick. . . . Wonder if it's original. . . . Eddie Peabody and the missus were given a surprise party last Wednesday at the Statler in Cleveland, on the occasion of their 11th wedding anniversary. . . . In attendance were the J. of P. who married them and the best man and matron of honor, Mr. and Mrs. Cliff Hawkins. . . . George Davis, drama ed. of The Cleveland Press, staged the party. . . . The Allied Theatrical Associates, a co-op legit and vaude group, are now located in the Hotel Remington. . . . Sam G. Harris is plotting Sunny Joy Ingram, who has just returned from Hollywood, her last picture having been George White's Scandals for Fox. . . . The Indian princess, Molly Spotted Elk, star of Para's The Silent Enemy, has just returned to New York from a European vaude tour. . . . Local 53 of the IA (movie mechanics) is throwing a film and ball May 15 at the Hotel Delano. . . . It's their first big affair, and Sal Scopa is handling the details. . . . Mrs. Benny Davis sails for Europe this week to dig up some brand-new talent for hubby's acts. . . . By way of celebrating his 13th anniversary in radio, Johnny Johnstone, of WOR, took a trip to Cincinnati—at any rate both events took place last week. . . . Once more Vaughn De Leath, pioneer radio singer, takes a fresh start on NBC. . . . The open season is at hand for talent for the up-State mountain resorts. . . . They try 'em out the first half of the summer to see if they'll keep 'em the second half—the latter, for purposes of engagements, being called "The Season." . . . Right now they're booking Decoration Day. . . . Anybody disappointed with an Irish Hospital Sweepstakes ticket? . . . At any rate, you can keep your old job without reporters asking what your intentions are. . . . Tommy Rockwell is taking a belated vacation in Florida, getting a little sunshine according to doctor's orders. . . . Abe Lyman has the secret of how to keep the band working at all times, both on the air and in clubs. . . . It's simply a matter of buying the jerk or securing a controlling interest. . . . He now has a healthy slice of an ad agency, a proprietary interest in a medicine house and a cafe. . . .

Pat De Mayo and his new partner, Vivian Leland, will tour vaude and ballrooms with their new dance act. . . . The Lew Beck benefit last week, to raise money for a stone for his grave, netted the sponsors only \$89. . . . The Noble Sissle has been holding scores of meetings to get his pet idea, the Negro Actors' Guild, under way. . . . The Greek stock company at the Long-acre Sundays throws a benefit for each principal before the season closes, thus reverting to the ancient and honored custom. . . . Such benefits used to be an integral part of the theater back in the days of knee breeches and periwigs, and even before. . . . One major vaude booker says that whenever the theaters have a bad winter the outdoor amusements clean up in the summer. . . . Which should augur well for outdoors this year. . . . Headlines in a local paper say that Cincinnati saves money, but New York won't even try. . . . That's right—Cincinnati saves dough by buying their liquor across the river in Kaintuck, thereby dodging the State tax. . . . While on the subject, if your Alexanders aren't turning out so well try a little less gin or a better brand, and use more elbow grease shaking 'em up. . . . Be fussy on your brand of creme de cacao, buy the cream a day ahead of time and let it thicken in the icebox, and use shaved ice to get a creamier head. . . . Anything else you want to know? . . . Gwen Stone, of the Stone and Vernon adagio act, returned to the show after a week's layoff caused by injuries in a fall. . . .

Chicago Chat

By NAT GREEN

BEAUTIFUL, talented Dorothy Page is going places or I'm a bum prophet! The only regret is that Chicago's going to lose her. . . . Just when she was becoming a radio headliner, off she flies to Hollywood for screen tests. . . . They were okeh, and so on Sunday night (March 31) after her *Headin' South* air program she will fly back to the movie capital. . . . She's under contract to Universal to take the lead in a musical picture as yet unnamed, and U. has a five-year option on her services. . . . It would be difficult to find a lovelier, more natural and unspoiled artist than Dorothy, and if the movies will just leave her as sweet as she is we'll be grateful!

Fred Wagner is managing that Will Harris *Chez Paree Folies* show, which is proving a sterling box-office attraction thru the Midwest. . . . The Chicago Amusement Publicists' Association is holding some interesting luncheons at which usually some well-knowns are guests. . . . Lots of fun—and plenty of needling, so don't go if you can't take it! . . . Actors' Political Association has become the Actors' League of Illinois, but we're still of the opinion that established associations can better promote the interests of performers than a new organization without backing or background. . . . None of 'em, however, will get anywhere without a strong leader and the solid backing of the actors. . . . The old submarine 8-49 is still anchored in the Chicago River at the Michigan avenue bridge and picks up not a few two-bits in the course of a day. . . . Fred Rosenthal and Max Landau are sharing the new offices of Will J. Harris in the Butler Building. . . . Billy Lorette, clown cop, and the missus are basking in Florida sunshine.

Seems as if there's no limit to the angles the movie men can think up! . . . Always some new improvement, something to make life more pleasant for us. . . . Just the other day the first theater in the world to have every seat equipped with a device by which the hard-of-hearing can enjoy the talkies as well as anyone else was opened here in the Loop. . . . And as there are some 300,000 afflicted in Chicago alone, the theater should be a success. . . . And last Thursday the Chicago and Northwestern Railway installed motion picture apparatus on its crack "400," world's fastest long-distance train, and while the passengers were carried along on their way to Milwaukee at a mile a minute they saw—and heard—Columbia's *The White Town's Talking*. . . . Experiment was so successful the railway officials are considering showing feature films in a specially built theater car on the runs to St. Paul.

We took a ride over to the World's Fair grounds the other day, and it brought a touch of sadness to see what had been a magic city now reduced to junk. . . . The beautiful Chrysler and General Motors buildings have been torn down, so have scores of others, and those that remain are mere shells. . . . The furnishings are being sold piecemeal, most of them going to junk dealers. . . . The Sky Ride towers still stand, gaunt skeletons overlooking acres of debris, and about the entire grounds there is a forlorn air that is depressing. . . . But—thus end all world's fairs!

ABC NETWORK PASSES OUT

Pigskin Games Set By Associated Oil

SAN FRANCISCO, March 30.—For the 10th consecutive year, Associated Oil Company in 1935 will present broadcasts of all principal Pacific Coast college football games under a contract which has been signed by the company officials and William Monahan, chairman of the radio committee of the Pacific Coast intercollegiate athletic conference.

In addition to football, this year's contract gives Associated Oil exclusive sponsorship of the broadcasts of all intercollegiate athletic events. This includes football, track, basketball, rugby, crew and baseball. While the figure for this year's contract was not given, it is known that Associated Oil paid out \$75,000 to the conference and to leading independent schools for the broadcast privileges last year.

"Decision to broadcast Pacific Coast football games in 1935 is due to the tremendous interest shown not only by Western motorists, but also by football fans, former students of Western schools and parents of students in all parts of the United States," said P. E. Allen, domestic sales manager of the oil company. "More letters of appreciation for the broadcasts were received in 1934 than in any previous year. They came from nearly every State in the Union, from Hawaii, Manila and even Europe."

The sportscast schedule in 1935 will probably be greater even than in 1934, when 320 station game broadcasts of football contests were presented, according to Harold R. Deal, advertising and sales promotion manager for the Associated Oil Company. Highlight of the 1934 football schedule was a transcontinental broadcast for the first time of the Pacific Coast's "Big Game" between California and Stanford, which was also rebroadcast around the world.

Lehn & Fink Sign Merman, Al Goodman

NEW YORK, April 1.—Lehn & Fink's Lyceum program will take the 8-8:30 Sunday night spot on the Columbia Broadcasting System network beginning May 5, taking the first half hour of the opposish to the new Major Bowes amateur hour for Chase & Sanborn. Ethel Merman has been signed for the show and Ted Husing will act as emcee and straight man for Miss Merman's talk. Al Goodman's Orchestra completes the show.

Eddie Cantor, who vacates the Pebeo spot late this month, has been signed by Lehn & Fink to return in the fall definitely, and in 1936 will do a 13-week stretch in the spring and another in the fall. Lennen & Mitchell agency handles both these L. & F. accounts.

Hopper Celebrates Birthday

CHICAGO, March 31.—De Wolf Hopper, grand old man of the musical comedy stage, celebrated his 77th birthday yesterday at his home here. Today he flies to Kansas City for his regular broadcast of *America's First Rhythm Symphony* from Station WDAF and will cut a cake with 77 candles with friends there.

Radio Wins Neb. Victory; KFAB Man Is "Wrestled"

LINCOLN, April 1.—Radio won a smashing victory here last week when a dispute arose in the Legislature whether or not to permit the broadcasting of house and senate debates. At first the move was voted down by about three to one, after which Foster May, the KFAB newscaster, went on the air and told the radio audience the legislators did not want their districts to hear what they said.

May, for this, was grabbed by Representative Randal and thrown bodily from the press box. However, two days later a reversal of the vote found radio right on the floor of the house. KFAB officials deem this an admission that radio is as strong a molder of public opinion as the press.

Philly Musicians Squeeze Stations

PHILADELPHIA, March 30.—The \$3 tax per musician recently enforced by Local 802, New York branch of the American Federation of Musicians, is likely to be duplicated by the Philadelphia local.

Understood the musicians here have informed all radio stations to expect such an impost, with the local holding off for a month or so before putting it thru. In the meantime, the stations, it is said, have been asked to put in house bands of 15 men each, which most of them are doing. Satisfactory arrangement of hiring additional men may result in the union foregoing the \$3 tariff.

WGST, WJTL Have New Heads

ATLANTA, March 30.—Stations WGST, operated by Georgia Tech, and WJTL, operated by Oglethorpe University, have just named new station managers, with J. W. Clark in charge at WGST and S. A. Cislser head man at WJTL. Under its new management WGST, stronger in power of the two, has been inclined to lean towards theater talent on spots and as a result the Four Bars of Harmony, playing a holdover date at the Capitol, Atlanta's only vaudeville theater, were on the air three times this week. Theater also received an additional plug when Noel Lester (the Great Lester), magician, put on a 20-minute skit.

Low Leaves CBS Bureau

CHICAGO, March 30.—Paul Low has left the Columbia Artists' Bureau, Inc., where he has been associated since last August, and intends to free lance the booking of orchestras in the future. Neil Conklin and his secretary, Grayce O'Dell, are the remaining members of the Columbia Artists' Bureau staff remaining here.

Web Takes Inevitable Powder; Another "Third Chain" Blows

Early in the week five outlets take run-out potion and Arde Bulova follows suit—finances, the usual trouble among those interested, is the cause

NEW YORK, April 1.—American Broadcasting Company, the radio industry's latest attempt at a third network, ceased operations over the week-end. Actual folding would have taken place a few days earlier were it not that several of the stations which have been receiving ABC programs from WNEW, Newark, the local outlet, would have been left high and dry without any program structure whatever. Earlier in the week five stations went off the ABC lines. And about two weeks ago the Western leg of ABC was cut off, reducing the network from 23 to eight stations. Financing troubles are given as the reason for the ABC demise, with the management of WNEW said to have been displeased with the way its network affiliation was working out and advising the stations that program service would cease. When this happened WPRO, Providence; WIXBS, Waterbury, and WHDH and WMEX, which split the time in Boston, explained their program status, which led to WNEW's continuing to pipe the programs until closing. Several ABC employees are claimed not to have received final pay.

At the station it was said that Arde Bulova, co-owner of WNEW, had contributed personally to the continuance of the network. Station men also said that tying up with ABC had cost the local station plenty. End of ABC was forecast when George Storer retired as general manager about two or three weeks ago, at which time Bulova stepped in. Storer had organized the latest third chain last year, with WMCA as the New York station, leasing WMCA from Donald Flamm. After a period at this station several of the chain backers expressed dissatisfaction with the way things were going, the network being operated at an expensive pace and, after a reorganization, the American Broadcasting System became the American Broadcasting Company and moved over to WNEW. It's anybody's guess as to how much the venture cost.

Amos 'n' Andy Back Home

CHICAGO, March 30.—Freeman P. Gosden and Charles J. Correll (Amos 'n' Andy), along with Bill Hay, their announcer, and their wives, return to Chicago Monday after a month's vacation at Palm Springs, Calif. Their program will originate in the Merchandise Mart studios for approximately three weeks, at the end of which Gosden and Correll plan to leave on another personal-appearance tour.

Gale Page in New Serial

CHICAGO, March 30.—Gale Page, popular NBC singer, will make her appearance in an entirely new role, that of a dramatic actress, in a new serial, *Masquerade*, starting April 2, over an NBC-WEAF network. The new program, written by Irna Phillips, marks a distinct departure in type among daytime serials in that its central character is a man. It will be heard daily except Saturday and Sunday at 11 a.m.

Stations which went off ABC earlier last week included WIP, Philadelphia, which hooked up on a two-station network with WMCA; WTNJ, Trenton; WOL, Washington; WCBM, Baltimore, and WDEL, Wilmington.

In the original list of ABC backers were Glendening Ryan Jr., Allan Ryan and John Hay (Jock) Whitney. They were also in Federal Broadcasting Corporation, lessees of WMCA, which paid Knickerbocker Broadcasting Corporation, owner of the station, \$165,000 annually for rental.

KYW Rate Card Adds Features

PHILADELPHIA, April 1.—KYW new rate card (No. 2) effective today, provides for numerous changes under Class F, but otherwise leaves all preceding classes as they are. Class F pertains to Announcements, including daytime, spotted between programs, evening, 10-word announcements and during the Household Economic Period.

A Special Feature section has been added to the card, allowing for a 10-minute evening period following Press Radio news, 6:35-6:45 p.m.; 10-minute daytime period also following news period 10:05-10:15 a.m., and the Musical Clock in 15 or 30-minute units, daily except Sundays before 6 p.m., sold only on a basis of six times weekly.

"Grandpa Burton" Moves to New York

CHICAGO, March 30.—The *Grandpa Burton* show, written and acted by Bill Burt, a youth of many voices, has moved to New York, and beginning April 1 will be heard Mondays, Wednesdays and Fridays over an NBC-WEAF network. In the series Burt will take as many as nine parts in one broadcast.

Ye Major Bowes Is the St. Peter At Gates to Amateurs' Paradise

NEW YORK, April 1.—Insofar as the "amateurs" are concerned the millenium has arrived and they are now greeting one another and doing their stuff in the finest broadcast studio in the world. What's more, if they reach the mike, they go Coast to Coast, and win, lose or draw they've reached a larger audience at one crack than some professionals do despite years of radio work. The eternal hope of being "discovered" is kindled anew and jacked up to untold heights. Invited guests to a broadcast may not bring in a young child, but an amateur is encouraged to do so. Rudy Vallee would think twice before trying to bring his prize schnauser to the studio, but an organ grinder and his monkey are o.k. The monk takes in the show from the main aisle in studio 5H and quickly doffs his cap to the applause, whether for his master or a school teacher who "only wants the money so that she can teach music to little kiddies free."

Probably there is such a thing as the "professional amateur." They may be heard telling another contestant that

they are satisfied to wait until next week and get a good spot on the program. Most of them have tried for prizes and glory at most every amateur radio and theater show for miles around. Some of them have been comparative big shots in an out-of-the-way spot, but they do not care for the Roman saying about being the first man in a small town. They'll take any spot in a big studio that means a hookup on the air.

Rather pathetic is the former vaude act reduced to worse than amateur status. The amateur still has another trade that keeps him going. But the act that may have played the big time once or was a standard turn on the family circuits has no hope but to grab a few crumbs from the radio table. At the Chase & Sanborn show the amateurs are allotted the first several rows so that Major Bowes' assistants can readily pick them out and steer them to the mike. In the afternoon they give an impromptu rehearsal for balance, etc. Most of them are destined to remain on the list for next week's show.

Watch for

This Special Feature:

Broadcasting in the Summertime

By ROY C. WITMER

in the

Spring Number of The Billboard

Dated April 13

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

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



LEON "SNOOKS" FRIEDMAN
 NOW ON TOUR.
 Direction: Consolidated Radio Artists, 1619 Broadway, New York City.

HARRY RESER
 WRIGHT'S SPEARMINT TOOTH PASTE
DECCA RECORDS
 Four Directors: CHARLES E. GREEN, WEAF Network Coast to Coast Management; National Broadcasting Company.
 1619 Broadway, New York, N. Y.

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

EMIL VELAZCO and his ORCHESTRA Dir. CBS
 NOW ON TOUR.
 The World's Only Dance Orchestra Using a Full-Toned \$18,000 Portable Pipe Organ.
 Personal Management CHARLES E. GREEN,
 1619 Broadway, New York, N. Y.

HOWARD WOODS and his Royal Crest Orchestra
 NOW ON TOUR
 Direction CHARLES E. GREEN, 1619 Broadway, New York City.

ERNIE AND HIS ANDREWS ORCHESTRA
 Broadcasting Via WTIC-NBC.
 NOW ON TOUR.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

MRS. LOUIS ARMSTRONG
 AND HER KINGS OF RHYTHM.
 Featuring KING LOUIS II.
 Now Playing Hippodrome Theatre, Richmond.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
 Personal Direction WILLIAM MCKINNEY.
 NOW ON TOUR.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

FRANK RICHARDSON
 RADIO, "THE TALKIES" ON STAGE, "SMILING SINGER" NOW ON TOUR.
 Personal Representative: JACK HART, Palace Theatre Bldg., N. Y. D.

★★★★ FREDDY BERRENS AND HIS MUSIC
 Now Playing at the FLYING TRAPEZE
 New York's Smart Restaurant and Cafe
 57th St. at B'way
 Fred Berrens Flying Trapeze Orchestra, Inc.,
 217 West 57th St., New York, N. Y.

BROADCASTING COAST TO COAST VIA WABC-CBS.
 Wed. Friday, 11:30 P.M.
 WOR—Sunday, 8 P.M.

Hardest Hit by \$3 Tariff, WNEW Has Plan To Beat It

Outlet which ran 7-hour "dance parade" from remotes to use house band in make-believe night club visits, using credits and theme songs, etc.—will make money

NEW YORK, April 1.—WNEW, Newark, is changing the setup of its dance parade program, with the new system expected to be ready in time to go on the air early this week. Under the new arrangement, a studio orchestra will play for three hours, starting at midnight, instead of the steady succession of remote pickups which the station has been making. This method will allow the night spots forced off the air by the \$3 fee for all remote broadcasts now being enforced by Local 802, American Federation of Musicians, to go back on, taking credit announcements. Station expects to save about \$20,000 annually.

WNEW cut its dance parade an hour when this fee went into effect March 1. Station then took its bands from spots outside Local 802's jurisdiction, mixing these remotes with portions of the floor shows from New York nighteries, those last going on without the bands.

Leo Kahn will direct the new three-hour session from within its own studios. Kahn is the WNEW musical director. Each spot with its own band will have its theme song played by the house band at the beginning and end of its 15-minute or half-hour period.

Reason the station expects to save \$20,000—and possibly more—is that it will be in a position to reduce some branches of the personnel, as well as eliminating the line charges involved in the pickups.

Bobby Feldman, vice-president of WNEW, handles its dance parade.

Ronnie and Van in Philly

CHICAGO, March 30.—Ronnie and Van, funsters on Tony Wons' House by the Side of the Road, with their former vaude partner, Frankie Kamplain, open an engagement at the Hotel Adolphia, Philadelphia, April 3. They will continue at the hotel, commuting from New York, as long as the Wons' program emanates from New York. They will again be heard at the Drake Hotel here as soon as the show returns from the East.

New WCFL Feature

CHICAGO, March 30.—WCFL started a new dramatic feature, *The Loop Playhouse*, a "little theater of the air," this week, presenting the Gordoni Players in love dramas.

Network Song Plug

(Weak Ending March 30)

The following tunes received the most consistent radio plug the past week on the three major networks via the New York outlets, WJZ, WEAF and WABC. Local outlet statistics are not included, and all of the songs are not necessarily in strict lineup as to numerical plugs.

- Soon.
 I Was Lucky.
 Moon Turns Green.
 Lullaby of Broadway.
 Blue Moon.
 Every Day.
 Here Comes Cookie.
 Fare Thee Well, Annabelle.
 My Heart Is an Open Book.
 Crow Too Did To Dream.
 Isle of Capri.
 Lovely To Look At.
 I Believe in Miracles.
 Solitude.

New NBC Trio

CHICAGO, March 30.—A new girls' trio known as June, Joan and Jeri makes its debut on the NBC network April 7. The group was assembled by S. L. Huntley, creator of the *Meschaik Ike* cartoon strip, after he had auditioned 37 professional couples. They have been singing together only six weeks and have never made a public appearance together, tho individually and in other trios they have been heard on the air many times. Members of the trio are June and Joan Harrison, 17 and 18-year-old sisters of Hollywood, and Jeri Paull, 19, Russian born. Their accompanist is Jill Bishop, of Fremont, Neb. The trio will be heard on several NBC programs.

Radio Code Changes Approved By NIRB; Members Share Cost

WASHINGTON, March 30.—National Industrial Recovery Board has approved amendments to the Code for the Broadcasting Industry relative to the incurring of reasonable obligations, necessary and proper to the maintaining of standards of fair competition, etc., and the meeting of obligations which may be raised in connection with the necessity for legal proceedings, under Article VI and Section 8 of the Code. This is what is known as the mandatory assessment section. As amended and approved, all of Section 8 would be deleted, and new sections to be known as Section 8 (a), Section 8 (b) and Section 8 (c) inserted. Section 8 (a), after detailing the above, says authority is given to:

(1) Incur such reasonable obligations as are necessary and proper for the foregoing purposes and to meet such obligations out of funds which may be raised as hereinafter provided and which shall be held in trust for the purposes of the Code;

(2) To submit to the National Industrial Recovery Board for its approval, subject to notice and opportunity to be heard as it may deem necessary, (1) an itemized budget of its estimated expenses for the foregoing purposes, and (2) an equitable basis upon which the funds necessary to support such budget shall be contributed by members of the industry;

(3) After such budget and basis of contribution have been approved by the National Industrial Recovery Board to determine and obtain equitable contribution as above set forth by all mem-

bers of the industry and to that end, if necessary, to institute legal proceedings therefor in its own name.

8 (b) Each member of the industry shall pay his or its equitable contribution to the expenses of the maintenance of the Code Authority determined as hereinafter provided and subject to rules and regulations pertaining thereto issued by the National Industrial Recovery Board. Only members of the industry complying with the Code and contributing to the expenses of the administration, as hereinafter provided (unless duly exempted from making such contribution), shall be entitled to participate in the selection of members of the Code Authority or to receive the benefits of any of its voluntary activities or to make use of any emblem or insignia of the National Industrial Recovery Administration.

8 (c) The Code Authority shall neither incur nor pay any obligation substantially in excess of the amount thereof as estimated in its approved budget, and shall in no event exceed the total amount contained in the approved budget, except upon approval of the National Industrial Recovery Board, and no subsequent budget shall contain any deficiency item or expenditures in excess of prior budget estimates except those which the National Industrial Recovery Board shall have so approved.

Article VI, Section 10 is amended by deleting subsections (f) and (g) and redesignating the subsequent sub-sections (h) and (i) as sub-sections of (f) and (g), respectively.

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AIR BRIEFS
By JERRY FRANKEN

A NEW trio, Jack, June and Jerry, start April 23 on CBS for E-Z Freeze, doing two shows weekly, one WABC only on Thursdays, and another, Tuesdays, on the network. And this is the story—Several weeks ago Ben Rocke was visiting Peggy Flynn. Letter's sister, a dancer, came in later, and after she was introduced to Rocke, he asked her, partly as a gag, to sing a song. She finally did. Then he asked her to come to his office and sing on a mike. And she did. Rocke liked her voice and with Nat Wolff brought in the two male members of the trio. After weeks of rehearsals, they gave their first—and so far, their only—audition. The p. a. about getting the job is unnecessary.

Lucky Strike is dropping the guest star idea and is auditioning trios for its Saturday night show. That means the cigaret firm and Shell Oil won't be competing for the guests on the same night. First Shell show will include, besides Al Jolson and Victor Young, Miriam Hopkins, Jack Stanton and Peggy Gardner, Bebay Venuta and the big Baers, Max and Buddy. Charlie Leland starts as m. c. of a new sustaining show on NBC April 9. The program will satirize and burlesque radio—that is, everything except commercials. Mort Lewis is writing it. Boake Carter plays the Hippodrome, Baltimore, a week starting April 5. Michael Brothers auditioning at WMCA. This station, incidentally, is also getting the Chevrolet transcribed show which WOR has.

ADD future bookings to the Fleischmann show, April 11. The Cohen Canyon Hillbillies, s' help me. April 18. Guy Robertson in a sketch, Will Scarlett, by Maurice Barrett. And April 25, an all-Chinese troupe in a piece called Tides. Equitable Life Insurance Company is planning to return to the air. Harry Jans, Peggy Flynn and Hal Kemp start April 3 for Eno Salts on NBC. With Educator Biscuits buying Transradio news on WOR, the station has sold all its four spots with the exception that not all the accounts are taking six-day service. Rod Arkell is now radio director for the William H. Rankin Company, ad agency. Barry McKinley and Ray Sinatara have been renewed for Camay Soap by Procter & Gamble. Jack Dempsey's restaurant, the scene of a broadcast for WMCA, has gone commercial for Jackfin Clothes. Edwin Burke and Jack Arnold are authors of a new NBC script called Good Medicine, that starts April 6.

Gary Cooper goes on for Lux April 7. Frank Parker leaves for the Coast to go into the film Ziegfeld the Great April 8. New sustainings are starting to pile up, with the commercials saying au revoir. Jerry Cooper's CBS matinee show moves to a Sunday night spot April 7. Dark Enchantment, the dramatized Negro fairy tales, stays another 13 weeks on WOR. Dana H. Blackman, formerly with NBC, is now selling for Century Play Company's radio department.

CHI AIR NOTES
By NAT GREEN

Headlines of Other Days, after being off the air for four months following a run of more than two and a half years, returned to WGN April 1 on a five-a-week schedule under sponsorship of a paint company. Quin Ryan, originator of the program, will present the new series, which will continue for eight weeks. Graham Robertson, WLS New York rep, visited the home studios over the week-end. Tom Baker, WBBM tenor, back at studios after being laid up with laryngitis. Irene Beasley, first lady of radio, auditioning a unique show consisting of a male ensemble and her own orchestra, possibly involving a series of personal appearances thruout the country. It's for the net that first started her on the way to fame. Eddie and Fannie Cavanaugh celebrated the 13th anniversary of their first broadcast March 31. Real air vets, this lovable pair!

Phil Stewart and Virginia Clark go on the NBC network April 14 with their Better Speech program, taking the time now occupied by Immortal Dramas, which is folding. Wonder if it's true Joey Nash is on his way out of the Dick Humber Studebaker programs and that the sponsor is looking for a singer to fill the spot! Tony Wons' show will emanate from Radio City studios last three Sundays in April and first Sunday in May. Voices of Love on WBBM extended from half-hour to three-quarters, now being heard 12:30-1:15 a.m. Ben Bernie, temporarily fed up with the ponies, will angal a Broadway production, 'tis said. Mary Jane Walsh, a Lillian Gordon grad, opened Sunday night with Seymour Simons' ork in Milwaukee and will be his featured vocalist. Charlie Kretzinger, of WBBM's Gene and Charlie, celebrates a birthday April 5. WLS Westerners back home from two weeks' vacation in New York. A series of educational talks on archeological research starts on WGN April 4.

Ted Weema, ork leader, and Arthur Fuller, Palmer House public relations director, will do their Uncle Ned letters for a mag. Countess Olga Albani, who leaves the Realilk show for the summer, will soon be on her way to Hollywood. The new Eddie Guest show, Welcome Valley, which made its debut Tuesday night on an NBC network, sounds like a winner. Very well done and should have a tremendous audience appeal. Irna Phillips is

writing the show. Bob Elson, WGN sports announcer, ushers in the 35 baseball season April 6 at Wrigley Field in first exhibition game of the season. New York sponsor may grab Harry (Radio Guide) Steele as announcer for CBS show—and he'd make no mistake! George Goebel back on WLS and his voice, which has changed considerably since his earlier WLS programs, is more pleasing than before. College Inn bands are switching from NBC to CBS. Mme. Schumann-Heink made her debut as an actress Friday night in the First Nighter program on NBC, appearing with Don Ameche and June Meredith in a specially written play. Lillian Gordon directs the Knick-Knack Theater, new children's program on WCFL. Arthur Page on week's trip thru Michigan, Indiana and Illinois, talking with radio station officials and education heads in connection with WLS guidance series. Jan Garber leaves the Trianon and WGN April 21 to play a return engagement on Catalina Island. Carlos Molina will follow him at the Trianon for two weeks. The 11th birthday anniversary of WLS and the National Barn Dance will be celebrated April 13 with a gala barn dance party in the "old hayloft" at the Eighth Street Theater. Song of the City, NBC's dramatic shot which Walter Wicker authors, produces and stars in, has been drawing so much fan mail Walter had to hire an extra sec to help him out. Yeastfoamers celebrated their sixth anniversary March 29 and Myrt and Marge their fourth anniversary March 25. Molly and Dolly, just back from a tour with Gene Autry, now heard again in Little Cafe of the Air on WCFL. Pray and Braggiotti, CBS two-piano artists, headlining at the Chicago Theater this week.

Pedro in Singing Show
CHICAGO, March 30.—Don Pedro, orchestra leader, will make his debut as a singing and guitar-playing troubadour on WBBM April 2. Show, sponsored by Oskite, will be heard every Tuesday and Friday.

Burke Joins W9XBY
KANSAS CITY, March 30.—Charles G. Burke has been appointed sales manager of W9XBY, Kansas City high fidelity station. Burke comes from WDAY, Fargo, N. D. where he was sales head for six years. Prior to radio work Burke was with several newspapers.

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AGENCIES ATTENTION!
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DON PABLO and ORCHESTRA
Now increasing business 200% (manager's report) at the newest spot, THE MERRY GO ROUND, Ft. Warren, Ind.

Palace, New York

(Reviewed Friday Afternoon, March 29)
 Roberta, the Fred Astaire-Ginger Rogers-Irene Dunne box-office mopper-upper, is doing the honors at the Palace this week, and probably for a second week, too. The vaude has been trimmed accordingly, with but four acts running only 36 minutes. Still it's a trim show

that keeps the customers sufficiently entertained. It's a five-a-day week, the house opening at 9:30 a.m. The tapes are all up, and at the start of the second vaude show opening day there were lots of standees, thinning out, tho, during the vaude.

Bartell and Hurst, aided by Fred Larkin, Eddie Ash and an unbilled girl, are the heroes with a dance flash of class proportions. A nice turn-dressed and staged well—and opens with a neat ballroom waltz adagio, followed by the unbilled girl's clever acro routine, and closes with an adagio quartet involving corking catches. Got mitted well.

Jean Carroll and Buddy Howe, a new combo, the former recently teamed with Marty May, work effectively in the deuce frame and fared okch. Both are good performers and they employ a nice stock of chatter. Sing a little, too, and Howe chips in with a nifty hoofing solo, and both of them finish with a sort of Astaire-Rogers number, which is all right but too early a follower after the pix.

Eddie Peabody came off with a hugo

hand in the troy spot. This little fellow has plenty on the ball and he's more than an instrumentalist. He's a showman. The way he hops to that stool, his occasional singing and other things involve showmanship. Besides, he's grand entertainment when he plays the banjo, his 16-string harp-guitar and the violin.

O'Donnell and Blair close, doing an act similar to Willie West and McGinty or vice versa. A darn good act and very amusing, but entirely too short with only four minutes. One long laugh and it's all over. There are three men and a woman and all take plenty of banging around from the well-timed use of props. That carousel bit on a gate is a humdinger. Audience took to it big.
SIDNEY HARRIS.

Frank was too big for an act of this type. They worked hard but the uphill climb was too steep. The act is as good as it ever was. Good hand. Two bows.

The Evans Girls returned for another number done before a festive drop covered with lanterns. Mary Brian, assisted by Arena and Hines, did several tap routines including some challenge work and joined the Evans Girls for the finale.
F. LANGDON MORGAN.

Academy, New York

(Reviewed Friday Evening, March 29)
 Frank and Milt Britton Band, augmented to a small unit by the addition of two dance acts, accompanies the week's booking of Roberta here and between the stage and picture entertainment it's solid pleasure. Brittons, of course, are getting the benefit of their picture appearance with Rudy Vallee in *Sweet Music*, which played this house last week. At the start of the 9 p.m. vaude show biz was very good.

Never any doubt about the entertainment when the Brittons work. That band act remains unique and hilarious, whether being seen for the first time or the 10th. The slapdash, knockabout, seltzer-squirting, violin-busting business, centering on the antics of Mousie Powell, would make the Sphinx laugh. Routines remain the same, including the composer and Poet and Peasant numbers.

Weldon and Honey, boy and girl hoofers, come on early with a fast bit of legmania. The girl is a nice-looking blonde. They return at the close for another rapid-fire routine.

Three Sophisticates are an okch girl knockabout comedy dance trio. Girls work hard in a series of acrobatic hoofing and fall tricks that brought them back for an unforced encore. Later consisted of straight challenge dancing.
JERRY FRANKEN.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 29)
 The Roxyettes, who became a popular institution in Philly during the Mastbaum's brief regime, return as the Earle headliners this week to draw out a good crowd. They are the prime features in a smart revue.

Johnny Perkins, rotund comedian, opens the show with a few good gags and swings the house orchestra into a spirited medley. The 32 Roxyettes follow, in attractive riding habits, and present a prancing routine to the tune of *Sophisticated Lady*.

Bob Rips, dexterous juggler, has the next spot, which he fills to the satisfaction of the audience. Using the ball and peg routine, he performs many unusual feats and won sustained applause.

Perkins again appears and warbles a broad comedy ditty about Johnny being kept after school and then introduces the Roxyettes in their second number. Clad in orange gowns and black capes and gloves, against a black and orange background, they offer a sinuous modern dance routine.

Bellett and Lamb then score with their comedy and eccentric dancing, with the tall Bellett making a particular hit with his contortionistic stunts.

Ruth Petty, blues singer, has the next spot, singing *Earful of Music, I've Got Rhythm* and other hotcha ballads into the mike. Perkins returns for some nonchalant comedy chatter with her.

Finale brings on the Roxyettes for a fast tap routine with a collegiate motif. In white and green costumes, they dance to *Varsity Drag, College Rhythm* and other rah-rah tunes. It makes a bright flash finish.


The film is *Love in Bloom* (Paramount).
H. MURDOCK.

Roxy, New York

(Reviewed Friday Afternoon, March 29)

The Sallie Puppets headlines the Roxy stage show this week and take up the major slice of the running time. But they can't take too long; they pack enough entertainment for a full layout. The little figures are managed with dexterity and finesse and their antics are thoroly amusing. And a novel and interesting angle is injected when the curtain raises to reveal the line of puppeteers above the miniature stage working their wooden pals around. It's exciting to watch how they handle them.

An outstanding bit is the puppet which lights a cigaret and actually smokes it, a feat that drew heavy rounds of applause. And the finale is a wow, with its puppet orchestra in front of the



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 in "HARMONY and MOTION"
 A Quintette of Versatile Dancers presenting their own Original Conception of Adagio and Athletic Endeavor in an entirely novel manner.
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ST. ONGE TRIO
IDA **JOE** **VIOLET**
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 EAST: MAX. RICHARD, R. K. O. Building, Radio City, New York, N. Y.
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HOME SWEET HOME *Seems as far away now as it did during our first week in Australia. They just won't let us go! But, as the poets say: "It's gotta end some time." So we hope to be seen "you—where?" who knows? Now in our 24th week with Frank Neil's grand revue, "Go With the Show," NICE, FLORIO and LUBOW "Grassy People." U. S. A. JOHNNY NYOE.*
NICE, FLORIO and **LUBOW**

R K O THEATRES
1270 Sixth Ave. Radio City, New York

Chicago, Chicago

(Reviewed Friday Afternoon, March 29)

Mary Brian heads the bill this week, and whether or not she can buck Lent and draw them in anyway is a question. At today's second show business was way off while the other Loop houses with stage shows were all comfortably filled.

The Evans Girls opened the show with a modernistic routine done in glittering costumes and swagger sticks. The girls made their entrances from the rear of the stage and, as they came on their images were reflected in silhouette on the back drop. An effective piece of stagecraft that added to the effectiveness of the number.

Carter and Holmes, two men, held the deuce spot. One of them does a tap dance while playing the harmonica and uke and also gives an impression of an amateur buck dancer making his first stage appearance. The other does comedy falls and some talk is interspersed between tricks. Their comedy wrestling match was funny and they closed with a dance finish done with acrobatics. Took two bows.

Fray and Braggiotti, CBS piano twins, did three numbers on the dual grands. Opening with *The Fair Dance* they swung into *I Saw Stars*, done with variations, and closed with their version of *The Continental*. Nice hand.

Clara Barry and Orville Whitledge were next. They were slow in getting started but soon got the audience warmed up. In all the times this reviewer has caught their act this was the first time he has not seen it stop the show. Their smart chatter was either over the heads of the audience or the

BOX - OFFICE GROSSES HIT AVERAGE IN KEY CENTERS

NEW YORK, March 30.—Business in most key spots was average or better this week. In some of the Midwest centers where the duststorms have been raging business was off. In some Southern spots floods have hit the grosses. In most cities, however, good pictures have been getting a play.

Exhibitors are surprised at the small dent Lent has put in grosses. Almost every city reports that no material difference is noted. The smaller towns have felt the season more than the cities.

New York

No sensational grosses this week in the Times Square belt, but business was up to the point where there were no complaints. The Music Hall grossed heavily with *The Little Colonel*, which is being held over. *Naughty Marietta*, at the Capitol, was above average and is booked for another week. The rest of the houses were so-so. The neighborhoods clicked nicely.

Chicago

The Loop houses report good business for the week. Good biz were responsible for the draw and next week's lineup looks good for bigger grosses. Those houses showing good product were favored by the fans with the mediocre pictures taking it on the chin.

Philadelphia

Business just fair here. Pictures not so hot and the patrons gave the radio a play. Cut prices still keeping grosses down with no relief in sight. Exhibitors claim it is up to Warners to make the first move to up prices to their former level.

Cleveland

Grosses were far above average this week. Almost every downtown house clicked in a big way. The pictures were the best seen here in months and the fans greeted them as they deserved. Next week's lineup looks good for continued big takes. Neighborhoods have no complaint.

Seattle

Just average business this week. Pictures were nothing to brag about, but the takes were above those of last season. Neighborhoods got a big play with second-run box-office hits.

Montreal

Nothing spectacular in the grosses here. Pictures just average and fans

didn't go for them. Next week's fare looks okeh for bigger grosses and with a break in the weather the exhibs are confident they can smash a few records.

Providence

The RKO-Albee here will break all existing records this week with *Roberta* and a neat four-act stage show. Both vaudeville and film will be held over intact for a second week. Loew's State with Wallace Beery in *West Point of the Air* getting big night draw, but somewhat off at matinees, the grosses on week will hit close to 200 per cent mark. Strand has a wow hit in *Ruggles of Red Gap* and will do 175 per cent; with Fays also coming close to that mark with *Great Hotel Murder* and its stage show. Majestic will average around 150 per cent with Will Rogers in *Life Begins at 40*. Victory with five independent first runs fell down to 75 per cent. Modern also approximately that with return engagement of *Man of Aran* for four days and *Power* for balance of week.

Pittsburgh

Business is holding up surprisingly well. Despite summer-like weather which has a tendency to keep the folk outdoors, the good box-office pictures have done exceptional business. This week, *The Scarlet Pimpernel*, at the Fulton, and *Folies Bergeres*, at Loew's Penn., are in the lead. The former looks set for a long run. *Gold Diggers of 1935* held up well at the Stanley, altho not as strong as former Warner tuncfests. *Broadway Bill*, *Clive of India*, *David Copperfield* and *The Glided Lily* are now circulating in the nabes and registering well.

Lincoln

Ruggles of Red Gap capping a three-week series of exploitation stunts in its behalf was as big as its campaign on the opening clipping off a pace that indicated a new high gross for the last couple of months. It's at the Stuart. This picture is also banging hard at records all over this territory. Lent seems to have little to do with the situation now, proving that good pictures get the biz regardless of season. *Living on Velvet*, at the Lincoln, is next in the money. The Varsity hanging to its dual policy has *Let's Live Tonight* and in *Spite of Danger*, which is drawing fair. At the Orpheum an average week is in sight after three days of vaude and *Little Men*, which was followed in by *Private Life of Don Juan*.

Price Wars

ONE of the greatest evils of the picture business is the stupid action of cutting prices in order to cripple a competitor. It is practiced by both affiliated and independent houses and has done more to keep theaters in the red than any one thing.

Almost every section of the country is suffering under this curse and altho most exhibitors are anxious to break away from it there are a few in each district that refuse to put prices where they belong.

Theater owners today are giving their patrons too much entertainment for the money. Price trends should be up and the running time of shows cut. Instead, disgruntled exhibitors are giving more entertainment at cheaper prices. This cut-throat method should be eliminated.

It is not possible for a conscientious exhibitor, who gives his patrons good pictures, comfort and sanitary conditions, to compete with a dump, for the unscrupulous theater owner can always undercut his competitor.

One price cutter, in trying to kill off competition, can bring down prices in an entire city. This was once the exclusive practice of affiliated chains when they wished to buy a house, but of late it has been taken up by independents and has hurt the show business all along the line.

The code has done some good in eliminating many of the abuses of unfair competition, but the job is primarily up to the exhibitors themselves. If they can't reason with a shooting gallery operator they should tilt their prices regardless and let the cutter go his way. They should not permit one man to establish prices in any community.

Fans are willing to pay fair prices to see good pictures and a five-cent tilt would bring no squawks, yet this five cents would spell the difference between profit and loss to most theater owners.

The cut-throat theater operators have done untold damage to the industry in their selfish endeavor to corral all the dough. Yet these same men are the first to rush to their Grievance Board and yell their heads off at any fancied damage.

Exhibitors should not permit themselves to be stampeded into price-cutting competition. If the showman will put on a good show, keep his theater clean, use his head in exploiting his product and know his patrons, he never need fear the price cutting of a dump.

In many spots efforts are being made to tilt prices upward and there are indications of success, but if success comes it will be in spite of certain undesirable elements in the business. If the vast majority of theater owners, who constitute the backbone of the show business, will get together on a fair box-office price and ignore the throat-cutter, they will achieve their aim.

Don't go into a panic at the sign of cutting; instead pay more attention to your show and your competition will fade.

Len Morgan.

PERSONALS

Eddie Selette is now managing the Regent Theater in Albany. He's a great believer in throwaways and among many things has conducted a popularity contest, organized a Booster Club, made a blup to give away a parlor suite, stages gift nights and runs a Kiddie Cartoon Carnival.

The Palace Theater in Memphis, Tenn., formerly controlled by Loew's, will be closed and remodeled at a cost of \$25,000 during the summer, according to M. A. Lightman, who is now operating the house. Renovations call for re-decoration of the theater throat and the installation of new seats. The name of the theater probably will be changed and the new personnel selected within a few days, it was stated.

Leon Benham, of Philadelphia, connected with the advertising and publicity department of Warner Bros., is the new manager at the Queen Theater, Stanley-Warner first-run in Wilmington, Del. Benham succeeds E. I. Lewis. The Queen runs vaudeville.

March of Time Distributors Corporation was incorporated at Dover, Del., to deal in motion pictures of all kinds. The company lists a capital of \$100,000. Russell A. Smith, Jackson Heights, L. I., N. Y.; Keith T. Middleton, New York City; and Henry G. Walters Jr., of Elmhurst, L. I. N. Y., are the incorporators.

Pull houses greeted the opening of the new Vanity Theater, Crawfordville, Ind., March 17. House is owned by the Voh-

derschmitt Enterprises, which now has seven theaters in the Indiana territory.

The old Keystone Theater, Chicago, built 25 years ago, has been leased by the Essaness Theaters, Inc., and will be completely modernized by it. An air-conditioning system is to be installed and other improvements will be made at a total cost of about \$40,000. House, which has been renamed the Mode, will not be closed during improvement.

Joseph Kollar, Detroit film censor, is booked to speak before Detroit school children on the emotional attitude toward motion pictures. As a learned student of psychology, Kollar is especially fitted to deal with this subject.

C. C. Bounds and Ted Lewis, co-owners of the Princess Theater at Texarkana, Ark., have purchased the Midway Theater there from W. B. Smith, R. E. Scoggins and Ben Carter.

J. C. Ritter has installed new screen and equipment in the Rialto Theater, Detroit, resulting in 30 per cent improvement in sound reception qualities.

Edmund C. Shields, of Lansing, vice-president of the Butterfield Circuit, is a candidate for regent of the University of Michigan.

Julius Fodor, of La Porte, Ind., owner of the Cozy Theater at Benton Harbor, Mich., has incorporated his Benton Harbor company as the Interstate Theater Corporation.

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

NEAA Victor In Calif. Fight

SAN JOSE, Calif., March 30.—Score one for the National Association of Endurance Shows. The past two weeks the bay area has been the scene of a legal battle between operators Hal J. Ross, Charles M. Hayden and George W. Pughe, represented by NEAA General Counsel-Secretary Richard S. Kaplan, of Gary, Ind., and the usual and various "special interests," bolstered by a staff of prominent local attorneys. Ross and Hayden wanted to open in San Francisco and George Pughe was all set for his local opening when the opposition developed. The net result is that both shows are open.

After receiving the decision in the Federal Court in San Francisco, enabling the Santa Clara Valley Walkathon to (See NEAA VICTOR on page 56)

Talbott Mishawaka Unit Does Good Biz

MISHAWAKA, Ind., March 30.—The Hugh A. Talbott walkathon at Tasmoo Gardens here is over the 1,400-hour mark with six couples and four solos battling it out for the honors. Good crowds are displaying keen interest as the show enters its final stages. Johnny Agrella is putting the kids thru the windup grinds. The wedding, held Friday night, turned 'em away.

The staff includes Bob Taylor, contest director; emcees, Duff Davidson, Bernie Marcy, Skippy Williams, Merritt Cook, Tony Lewis and Joe Palmer; Joe Agrella, Eddie Grayson and Ronnie Reed, floor (See TALBOTT MISHAWAKA, page 57)



OFFICERS of the National Endurance Amusement Association.

Ross-Hayden Walk Off to Fast Start

SAN FRANCISCO, March 30.—Charles M. Hayden and Hal J. Ross have joined hands and on March 21, under auspices of Golden Gate Post, No. 40, American Legion, started a walk at the Golden Gate ballroom here.

Termed the "Battle of the Champions," and with strict European rules prevailing, the walk had 40 couples on the floor the opening night. They represented practically every State in the Union and various European countries as well. It's one of the best conducted walks ever (See ROSS-HAYDEN on page 56)

Elgin Show Over 900

ELGIN, Ill., March 30.—The Ralph Dahlstrand walk at Moonlight Gardens here, which started with 31 couples, was down to seven couples and three solos at 900 hours. The solid hour treadmill grind has been taking 'em out at a rate of one a night for the past few days. The show is reported as a success from the start, packing them several nights a week.

Some 2,000 fans witnessed the recent wedding of Buddy Doucette and Bee (See ELGIN SHOW on page 56)

"Show Must Go On"; Ga. Gov. Signs Amended Bill

MACON, Ga., March 30.—Ray C. Alvis apparently solved his Georgia troubles this week when the governor signed an amended bill. Considerable time, energy and money was expended in bringing this about, Alvis being almost constantly in Atlanta, to stalemate the tremendous pressure exerted by the lobby of unfriendly "interests."

As the show swings past the 720-hour mark there are nine couples and one solo still pounding the boards. Those still in are George and Johanna Francis, Johnny Grove and Marie Braughton, Jimmie Kelly and Mae Chazeau, Jack Broadwall and Alice Kimbrough, Jimmy Warren and Peggy Armstrong, Billie Lyons and Leila Thayer, Egg Rockhill and Frances Stewart, Frankie Sharabba and Evelyn Cooper, Charley King and Lois Long.

The staff now consists of Ray C. Alvis, general manager; Harry G. Newman, assistant manager; Jack Freeman, top emcee; Harry Jarkey, Chuck Payne and Jerry Davis, emcees; Mickey Thayer, heat judge; Tony Moreno, floor judge; Mary Jones, R. N., head nurse; Margie Walker, nurse; Jackie Fields, head trainer; Clyde Morse, trainer; Kenny Workman, concessioner; Morris Spickler and Bob Bennett, aids; Dot Thorne, Curley Thorne and "Puddles" Pond, cashiers; B. O. Barnes, night doorman; Harry Pitts, day doorman; Earl Ketering, sound technician; J. A. Jones, boss can- (See "SHOW MUST" on page 56)

Raabe Colo. Walk Setting Fast Pace

GRAND JUNCTION, Colo., March 30.—The Western Walkathon Producers' show here, under the direction of Carl W. Raabe, is enjoying a nice business with turnaways several nights weekly. The show is in the heart of the downtown district, with broadcasts thrice daily over KPFX. The unit is sponsored by the Veterans of Foreign Wars.

Show has now gone slightly over 750 hours and is featuring 30-minute grinds afternoons and evenings. Teams still in the running are Bob McElroy and May Smith, Bill Anthony and Alma Bergstrom, Buck LaMar and Billie Morris, Jerry Sullivan and Amy Soderstrom, Cecil Cool and Bee McComb, Frank Luther and Adell Bloomingkampen, Herb Hallway and Vera Waltz.

Featured on the staff end are Ducky Naccarato, head emcee; Jack Bruno and Curly Lender, midnight maniacs; Carl Raabe, manager; George Raabe, night manager; Jimmie O'Neil, day floor judge; Bob Austin, night floor judge and heat man; Dale Humason's Orchestra; Aiyer Payne and Jack Percy, trainers; Emily Bruno and Franzella Percy, nurses; Elmo Owens, dietitian; Red Gliberton, chef; Peggy O'Neil, wardrobe matron; Jack Flannery and Jimmy Hudson, cashiers, and George Clausen, concessions.

Elmwood Wedding Does Turnaway Biz

CINCINNATI, March 30.—Good crowds continue at Guy Swartz's walk-a-show at Elmwood Place. Turnaway business marked the public wedding Sunday (See ELMWOOD WEDDING on page 57)

WALKATHON OPENING TUES. APR. 9 PATERSON, N. J.

RIPE AND READY

\$1000.00 CASH and you PRIZES get it

CONTESTANTS

of the Right Kind Wanted. Want to hear from Red Waddell, Frankie Rizzo, Billie McGreevy, Cliff Real, Flo King, and others who know me. No collect wires or phone calls

"MAC" MAURADA

HOTEL LUCERNE
NEWARK, N. J.

HUGH TALBOTT

ANNOUNCES WALKATHON
IN DOWNTOWN SOUTH BEND, IND.

A VIRGIN CITY WITH ALL
FACTORIES WORKING 100%

Want contestants with entertaining ability and wardrobe, who can stand prosperity, good treatment and sponsors, with prize money assured.

If you kids are tired of promises and conversation, join an organization that opens, remains open and pays off. Positively no contestants accepted until first notified. Communicate by letter only to BOB TAYLOR, Contest Director, Suite 505, Citizens Bank Bldg., South Bend, Ind., or HUGH TALBOTT, Tasmoo Gardens, Walkathon, Mishawaka, Ind.

Stew Allen, Duff Davidson, Bernie Marcy, Skippy Williams, Tony Lewis, Merritt Cook and Joe Palooka Palmer will emcee this banner show of the year.

If You Can't Take It, You Won't Make It—So What!

AL GODAR

ANNOUNCES

RACE OF NATIONS SUPER

Starting April 8, Salineville, O.

Show clicked from opening, so only real entertaining Teams with talent wanted, as two of Ohio's largest virgin cities will follow. Floor money a knockout. All Mines and Pottery working here. Teams knowing Al Cook, Wages, Rowe and "Fat and Dile O'Brien" advice and come on. Dancing Dick Meagher, Eddie Del Ray, Dolly Curtis, Sue Nelson, Kenney Heester, Herman Peters, Rutledge Booth, Jack Alexander, Dolores Garcia, Billy Farmer, Frenchie De La Barthe, Vie Puroe writa. No collect wires. Address

AL GODAR or AL COOK
Addison Hall, SALINEVILLE, O.

WALKATHON CONTESTANTS WANTED

OPENING APRIL 8, 1935.

Good couples only, with complete wardrobe. Only those with ability to entertain and able to take it need apply. Positively no collect wires or transportation. Hotel contestants, squawfers and spectators stay away. Up to \$1,000.00 in Prizes. TED MULLEN, Staff Help contact me. Apply MANAGER, Rita, Inc., Mason Wheel Inn, South River, N. J.

Attention Contestants!

Harry H. Cowl's

KNOXVILLE SHOW OPENS THURSDAY,

APRIL 4.

All Teams get help by 9 P.M.
Sponsors Guaranteed Good Teams.
DON'T MISS THIS SHOW.

\$25.00 Per 100 — Government F 1 9 9
Slightly Used. Write
for List. WEIL'S OUBRIQUITY SHOP, 20 S.
Second Street, Philadelphia, Pa.

Watch for

This Special Feature:

Prosperity
and the NEAA

By GEORGE W. PUCHE

in the

Spring Number
of The Billboard

Dated April 13

CONTESTANTS!

WATCH NEXT WEEK'S BILLBOARD
FOR TWO BIG OPENINGS

NORFOLK, VA.
BOSTON, MASS.

Write or Wire W. E. TEBBETTS or R. FRED MITCHELL, Olympic
Park Ballroom, Irvington, N. J.

WALKATHON---FLINT, MICHIGAN

Opening date about April 22. Michigan's most up-to-date amusement park. Contestants wanted with good wardrobes and able to entertain. No transportation. No wires. No phone calls. Don't come unless you are sent for, as only a limited number will be accepted. Write only to

"DOC" L. H. FIRESTONE, 616 Genesee Bank Bldg., Flint, Mich.

MAIL ON HAND AT CINCINNATI OFFICE 16-17 Opera Place

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI Office and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Heckendorn, Clarence
Kippel, John J.
Kraus, E. D.
Kraus, Harry
Kraus, William
Kraus, Wm. S.

Parcel Post

- Crawford, Jack
Hall, Virginia
Humphrey, Jack

Ladies' List

- Adams, Peggy
Alberta, Lenora
Alexar, Rosalie
Ali, Wanda

- Marah, Mrs. Evelyn Shibley
McCahon, Mrs. F.
McClintock, Mrs.
Meis, Mrs.
Melville, Thekla

Gentlemen's List

- Abbott, Georges
Adams, Budo
Adams, Frank C.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.

Milner, Bert & Opal
Miller, Clyde
Miller, Oola
Miller, Dore
Miller, Fred M.

Pringle, Fred, Cott
Pridmore, G. W.
Pumroy, H. L.
Purdue, Elmer
Quinn, J. O.

Sierist, Sr., Chas.
Singer, Paul
Silver, Jack
Simpson, Ed & Josie

Wallace, Burt
Wallace, J. C.
Wallard, Robert
Walle, Scott

Williams, Doc &
Williams, Fred J.
Williams, John P.

Wolfe, Charles
Wolfe, Elphinstone
Wolfe, John
Wolfe, Kenneth

Gonzales, Pedro
Graham's Horos
Grier, Joe
Grierson, Geo

Ruley, Mrs. Sara
Clark, Helen
Cottrill,
Humbrecht, Walter

Little, Geraldine
Livermore, Mrs.
Isabel Art
Moran, Virginia

Miller, Joe
Morgan, Dick
Murphy, Nell
Nash, Fred

Miller, Dan
Mitchell, G. L.
Mitchell, G. S.

Mitchell, Geo. J.
Mitchell, Jerry
Mitchell, Lawrence

Mitchell, Miller J.
Mitchell, S. W.
Mitchell, Sam

Mitchell, Steve G.
Mitchell, Tom
Mitchell, Walter

Mitchell, Willie
Mishaw, Steve G.
Munch
Mormon, C. L.

Murphy, J. G.
Murphy, John
Murphy, Tom

Murphy, Walter
Murphy, Willie
Murray, Don

Murray, George
Murray, Jack
Murray, Tom

Murray, Walter
Murray, Willie
Murray, Tom

Murray, George
Murray, Jack
Murray, Tom

MAIL ON HAND AT ST. LOUIS OFFICE

St. Louis Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

MAIL ON HAND AT CHICAGO OFFICE

Chicago Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

MAIL ON HAND AT NEW YORK OFFICE

New York Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

MAIL ON HAND AT DALLAS OFFICE

Dallas Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

MAIL ON HAND AT ST. LOUIS OFFICE

St. Louis Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

MAIL ON HAND AT DALLAS OFFICE

Dallas Office listings including names like Miller, Joe; Morgan, Dick; Murphy, Nell; Nash, Fred.

FINAL CURTAIN

(Continued from page 29) and was lieutenant governor of New Brunswick seven years. VAN LOO—Ernest, 82, dean of the French opera singers, in Paris recently.

Gentlemen's List

Armstrong, Jack
Hewitt, Warren
Hicks, Frank
Hogan, Patrick

Canada, in Appleton, Wis., recently after a seven-month illness. Mrs. Wolfe and her first husband, Frank Long, for many years operated the Nellie Long Stock Company.

MARRIAGES

WANE—Renato, Chilean singer, who had appeared with the Metropolitan Opera Company in New York, as well as in various European capitals.

Gentlemen's List

Armstrong, Jack
Hewitt, Warren
Hicks, Frank
Hogan, Patrick

BARNES SHOW CLICKS

Program Runs To Spectacular

Mabel Stark's tigers, Jacobs' lions, 30-horse Liberty act among features

SAN DIEGO, Calif., March 30.—It took the Al G. Barnes Circus to break the weather "hoodoo" that has made it tough on outdoor amusements in southern part of State for some weeks. The show opened its 26th season here last Saturday, the day being a very pleasant one. This year's offering runs largely to the spectacular, an apparent big outlay in new costumes, trappings and color and lighting effects. Show is given in three rings, center steel arena and two stages. Manager S. L. Cronin, Pat Valdo and Bob Thornton have supplied and arranged an excellent program. The menagerie is considerably enlarged, having 20 elephants, new hay animals, lead stock and new chimpanzees. The two specs have been rearranged with new song and dance numbers produced by George Cunningham, Hollywood impresario; new musical score and situations and gives opportunity for the display of much feminine pulchritude. It was noted that the singers doing solo numbers, Charlotte Hoffman, James Parrish and Wellington Mack, were generously applauded.

The Pageant of Gold and Fiesta of the Colorado, opening specs, are immense in proportions and beautiful in color and effects. More than 400 persons appear in these offerings, together with elephants, camels, horses and other lead stock with all new trappings and with special lighting arrangements, gave a most dazzling effect. The center stage between the offering of the two specs has been provided with new settings. The Spanish Court, or rather, Court of Old Spain idea, is carried out and here was presented the big ensemble, a splendidly drilled chorus and dance numbers. Specially featured are M. Lopez and R. Palafox doing the *Chaurachon* number; Chata Escalante and A. Flores doing *The Continental*, and vocal offerings by Charlotte Hoffman, James Parrish and Wellington Mack. These numbers scored heavily. The fine band of Charles (Spud) Redrick is resplendent in new uniforms (See BARNES SHOW on page 39)

New Location at Utica

UTICA, N. Y., March 30.—Because the New York Central Railroad is building a new freight depot on the Wurz avenue lot, where circuses have shown in Utica for many years, the shows will set up their tents in a 10-acre lot in Yorkville, a suburb.

Honest Bill Advance Roster

NEWNAN, Ga., March 30.—The advance of the Honest Bill Circus opened here on March 16. F. J. Frink is general agent; J. Eddie Sheets, brigade agent; John Lampton and Abe Powell, lithographers; Maurice Collins, E. B. Walker and Jack Cook, billposters. A line of new special paper is being used.

Watch for

This Special Feature:

Abraham Lincoln and Tom Thumb

By R. GERALD McMURTRY

in the

Spring Number of The Billboard Dated April 13



GLORIA AND BONNIE HUNT, 18-year-old twin daughters of Jack Hunt, the manager of the State-Lake Theater, Chicago, who begin their third year with Hagenbeck-Wallace Circus as staggers and producers of the ballet and dances in the spec. Their mother, Dee Hunt, will have charge of the ballet on the road—Theatrical Studio, Chicago.

Another Bull to Hoogewoning

LANCASTER, Mo., March 30.—Col. William Hoogewoning, of Ottumwa, Ia., has purchased another elephant, "Virgilia," from the Hall estate. He has leased it, also some other animals and equipment to Atterbury Bros. Circus. W. H. Woodcock and wife will be in charge of this. Hoogewoning also bought two new trucks and two trailers to transport his animal units. Animals and trucks are quartered on Hall farm.

The Woodcocks are breaking a dog and pony to work with elephant "Fanchon." It will be presented by Nellie Orton and will play parks and fairs.

Woodcock recently delivered three camels and six ponies to Vilas Park Zoo, Madison, Wis. Were sold by Hall estate. Some of Mrs. Hall's elephants will appear at St. Louis Police Circus.

E. Welsh left here for Rolla, Mo., to take charge of bulls with the Russell show.

"Elephant Stampede" Presented At Hagenbeck Quarters at Peru

PERU, Ind., March 30.—Last Sunday was Elks' day at quarters here and delegates were extended every courtesy by Messrs. Cook, Watie and farm attaches. Madam Rasputin, Nelson and Hellott worked six groups of wild animals and Cheerful Gardner had 35 elephants outdoors doing their stuff. There was an "elephant stampede," a new routine trained past months and working in mid-season form. Herd of bulls charge across 250 feet of space with no attendants and are stopped within four feet of spectators by one command from trainer. Feature writers and photographers from Chicago, St. Louis and Detroit news syndicates shot stunt from all angles.

Joe Lewis, clown cop, since return from winter dates, is sporting a new auto. Tex Sherman, of Hagenbeck show, and V. I. Hendricks, manager Harding Hotel, Chicago, were here several days.

Peru (Ind.) Tribune Newspaper Boys' Association outdid civic organizations by being first to entertain in honor of Maria Rasputin, Bert Nelson and John Hellott at banquet. Mrs. Eugenia Nixon, president Nixon Press, Inc., was also a guest. Judge Hal Phelps gave address of welcome and introduced noted stars. Clyde Lawrence was emcee. Dan (Arky) Rice, Hubert Thompson, Buck Smokie, Chauncey Jacobs, Ernest Morton and Harry Appels, drivers, arrived past week and are working on Superintendent Henry Brown's baggage stock. Appels will be first assistant, Whitey McGuire second.

Cole in Savannah Last of September

SAVANNAH, Ga., March 30.—A committee from Alec Temple (Shrine) appeared before city council on March 20 and sought municipal permission for the Cole Bros.-Clyde Beatty Circus to show here during the last of September. This, Mayor Gamble said, would be granted. The committee included Judge Wilkes S. MacFeeley and B. S. Wells.

The circus will not only show here, but in Valdosta, Augusta and Albany, where there are Shrine clubs of Alec Temple. The circus is being presented for the benefit of the fund being raised by Alec Temple to make a pilgrimage to the Imperial Council in 1936 in Seattle.

When the circus shows here it will have a street parade, in which the Shriners will participate.

Seils-Sterling Advance

MT. VERNON, Mo., March 30.—J. C. Admire is general agent; Ray Roberts, car manager, and Art Miller, press agent on the Seils-Sterling advance. Roberts has following crew: Joe Quackenbusche, boss billposter; Pearl Lake, boss lithographer; Ralph Bliss and Jerry Wilson, country route No. 3; Eimer Schrader and Fred Stange, country route No. 4; Virgil Jones, Jack Gaye and Willard Turke, lithographers; "Debe" Barlow, mechanic and pastemaker. Curtis L. Thornton will have brigade four days ahead, crew including Johnny Spence and Elmer Ottwell. Others on advance are J. Eddie Holmes, programer; E. O. Keith and Bert Thomas.

Special paper will be used for Will Waiet riding troupe and "Donnezle" sensation. Show is scheduled to open here on April 6.

IABP&B, Local No. 61

ATLANTIC CITY, March 30.—At a recent meeting of the Billers' Alliance, No. 61, following officers were elected for this year: John Rumford, president; Whitle Anderson, vice-president; Dave Burns, secretary; George Warner, treasurer; Harry Himler, business agent; Bert Nordmen, sergeant at arms; trustees, James Brown, Tom Nace, B. Nordmen; Central Labor Council, H. Himler, J. Rumford and T. Nace.

Rudy Vallee—Circus Bug

NEW YORK, March 30.—Add Rudy Vallee to the roster of those who in their kid days went wild about anything circus. Appearing as guest of honor at the monthly "Fall Guy" luncheon of the Circus Saints and Sinners at the Gotham Hotel on Wednesday, the leader of the Connecticut Yankees said that as a youngster in his native Maine he built miniature circuses, "and after a while got a lot of canvas and had a regular big top." Vallee joined the club, bought six seats for the organization's benefit show, the opening night of the Ringling-Barnum Circus at Madison Square Garden on April 11, and as a bowout sang "The Man on the Flying Trapeze." Police Commissioner Valentine said that the CSSC fills an important need. "Too many of us—myself among them—look upon the performer as one who is never in want, never ill and always self-sustaining. It's a good thing that they have an organization which will provide a home for them when they are past their performing days." Other headlines in attendance boosted the circus. Dexter Fellows, p. a. of the Ringling Show, and whose name graces the title of the local tent, looks for a "better than normal" opening night at the Garden. Big Show's press staff starts work on the New York dailies beginning next Monday.

Demnati Troupe At R-B Quarters

SARASOTA, Fla., March 30.—A large group of townspeople who gathered at the depot here last Friday morning to see a group of Arabs, forming the Hazam Demnati Troupe, detrain for the Ringling-Barnum Circus winter quarters were given quite a shock when the sons of Saudi stepped from their Pullman clad not in the flowing robes and sandals of the East, but in the latest Manhattan creations for young men who want to keep in style.

The troupe of 14 Arabs was met at the train by circus attaches and within a short time they were working out the group of trained camels which have been taught a special routine. The camel routine is said to be vastly different from anything ever seen in this country before.

George Popovic, New York travelog cameraman, spent some time at the quarters getting a little atmosphere for his Florida travelog, which is expected to be released shortly.

Business Conditions Good, Says Joseph C. Donohue

SARASOTA, Fla., March 30.—Joseph C. Donohue, general traffic manager of the Ringling circus interests, popped into town the other day, had several huddles with General Manager Sam W. Gumpertz and others and went right on north again.

Talking to *The Billboard* correspondent, the traffic chief said that things "look mighty good to me for the coming circus season." He said business conditions are exceptionally good and a successful circus season is the natural order of things. While here he visited a while with Roland Butler.

Street Show in Indiana

CINCINNATI, March 30.—Frank W. Street's Trained Animal Show is playing theaters and school auditoriums in Indiana prior to opening outdoor season at Convo, O., April 5 as free attraction for Chamber of Commerce and Merchants Spring Opening. Several new dogs and a pony have been added. There are now 12 dogs. When the show appeared at a school at Lima, O., Street and Manager A. H. Schurr invited the inmates of the Allen County Children's Home to witness the performance and approximately 300 children attended.

Two Acts for Concellos

CANTON, O., March 30.—The Flying Concellos and a new flying act to be known as the Randalls have started a two weeks' training session in city auditorium here preparatory to joining the Ringling-Barnum Circus. According to Art Concellos, who has both acts, the Concellos will continue with three people and the Randalls will have four.

KENNYWOOD READY

Pittsburgh Playground Will Add Rides Among Its Improvements

Hamid-booked acts have been contracted for regular season—opening for week-ends is scheduled for April 21—prospects for putings are best in some years

PITTSBURGH, March 30.—With extensive preparations, including hundreds of dollars in improvements, almost completed, President A. B. McSwigan announced that Kennywood Park will open for week-end business and Saturday night dances on April 21. Regular picnic season, the 36th, will begin daily operation on May 17. Most favorable list of picnics in years, name bands and a number of free acts have already been booked. Heading new features will be a Lusse Shooter, Cuddle-Up and a novel Kiddle Company. The acts, booked by George A. Hamid, Inc., thru Frank Cervone, local representative, include Cortello's MGM Hollywood Stars; Jeanne Clark and Wilbur's Circus; Looping Niras, motorcycleists; Great Brava, aerialist; Robert Gimse and Company, here for the third successive year; Kellmut Troupe and the Ricardos.

The staff lists A. J. Wyant, manager; R. W. Comstock, assistant manager; E. J. Kannelly, chief of police; Charles Mach, master mechanic; John F. McTighe, concession manager, and Alf Kamm, director of exploitation. Ace Brigode's Orchestra opens the first long engagement on May 17 and will be followed by a list of bands popular here and in neighboring towns.

Queen Takes Spring Cruise

CINCINNATI, March 30.—President George F. Schott, Coney Island, announced departure on Tuesday of the palatial steamer Island Queen on its annual spring excursion of Ohio River towns all the way to Cairo, Ill., staging nightly "moonlite" dance rides and Sunday daylight sight-seeing cruises out of various ports, before returning to Cincinnati to launch the local season on April 13. The Queen has a crew of 78 on the trip, under command of Capt. P. P. Noell, traffic manager. Bid Sidell and his 10-piece orchestra have been engaged to accompany the boat to provide dance music.

Minnie Railway Extended

DETROIT, March 30.—A model of Detroit Zoological Park is being installed near the tiger exhibit as a guide to visitors. Scale is 1 to 48, giving practical-size models. Planned future exhibits not yet constructed are included. With the miniature railway being extended and its carrying capacity increased, more visitors are expected in remoter parts of the park.

AUBURN, N. Y., March 30.—While in Florida, William B. Haeffner, president of Cayuga Amusement Company, operator of Enna Jettick Park, foot of Owasco Lake, landed a 6-foot 10-inch sailfish weighing 60 pounds, which he is having mounted. Enna Jettick Park will open on Decoration Day, with Charles A. Parker as manager, and will remain open until Labor Day.

Watch for

This Special Feature:

Illuminating the Amusement Park

By AL BEHRMAN
in the

Spring Number
of The Billboard
Dated April 13

Hoffman Leases McCullough Lake

LIMA, O., March 30.—McCullough Lake Park here has been leased by the Marquis Amusement Company to Walter J. Hoffman, who has operated the spot at intervals in 14 seasons dating from 1911.

The widely known resort will open its 40th season on May 15. New bath-houses and equipment are under construction, all buildings are being painted and carpenters are converting the auditorium into the largest dance hall in Allen County. Several major road bands have been arranged for by Mr. Hoffman and several names have been booked for personal appearances, augmenting floor shows.

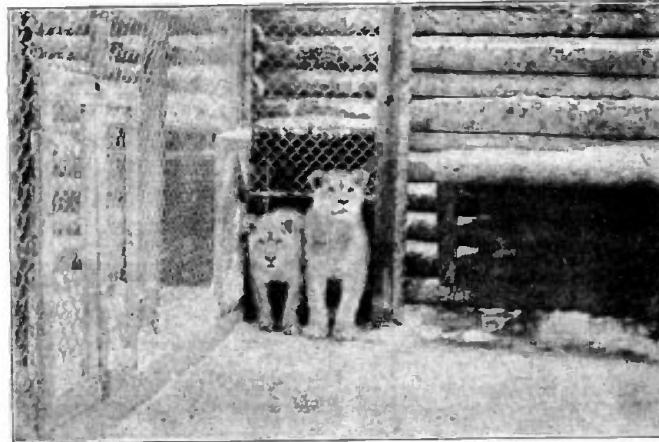
Mr. Hoffman proposes to drain the 17-acre lake and construct a half-mile motor speedway and a concrete grandstand to seat 10,000. A large casino will be built during the season in center of the speedway track.

Capitol Beach May Expand

LINCOLN, Neb., March 30.—Capitol Beach probably will open about May 11 for a four-month season. Policy may be enlarged this year if rains continue to fall in this territory. The swimming pool, again to be managed by Ralph Beechner, will again sell season tickets for \$4.

Plans in Blackpool Shelved

BLACKPOOL, England, March 20.—Blackpool Corporation Highways Committee has decided to shelve for the time being several improvement plans that had been suggested, reports *The World's Fair*. These included a proposed \$500,000 sports stadium at Squalres Gate and acquisition of property on Central Beach. It was declared Central Beach development might be taken up by private enterprise.



"IN THE SNOW AT 40 DEGREES BELOW ZERO," says Tom Richards, of Calgary (Alta.) Zoological Society, in telling about Rex and Alberta, African lions presented to Calgary Zoo by Capt. Dan Riley in July, 1933. The lions have successfully passed their second winter in the zoo without any artificial heat, and Canadian weather records show that during January Calgary experienced the coldest prolonged spell in the last four years.

Dog Racing—Its Effect On the Park-Resort Biz

No. 4 of a Series

The recent annual meeting of the New England Section of the NAAPPB in New Bedford, Mass., brought the dog-racing question to the fore as an industry which threatens to have an undesirable effect on the amusement park-resort business. In this series *The Billboard* is publishing the opinions of people whose views were presented at the meeting thru communications requested by the Section. In an effort to give all sides of the picture *The Billboard* will publish the thoughts of accredited individuals who are in some way concerned with the subject. Address your communications to Dog Racing Survey, *The Billboard*, 1564 Broadway, New York City.

In the last three articles amusement park, resort and "opposition" interests, including motion-picture theater operators, have had their say. All of them branded dog racing as a racket which is detrimental to the morale as well as the finances of individuals in the com-

munities where these meetings have been staged.

At the New Bedford convention, which furnished most of the ammunition for this series, practically every delegate voiced his opinion. Howard Duffy, Old Orchard Beach, Me., said there is "too much pussyfooting," and if a campaign were put on to blot out this form of "vicious competition" it would be bound to bring tangible results.

R. S. Uzzell, secretary American Recreational Equipment Association, declared that dog racing "plays havoc with everybody and everything."

Douglas Boyle, Newport Beach, Newport, R. I., describing the situation in that State, said there were 45 days of dog racing in 1934, with prospects for 68 days during this year.

"Dog racing is a serious threat to the small operator particularly," he said. "The situation has reached the point (See DOG RACING on page 42)

No Dates for Bruin

CHESTER, W. Va., March 30.—Kind-heartedness of C. C. Macdonald, owner-manager of Rock Springs Park here and Idlewild Park, Ligonier, Pa., nearly cost him his life. He returned from Florida with a quantity of dried dates and thought of Barney, 650-pound bear in one of the park cages. When Mr. Macdonald stepped into the cage with his offering Barney ignored the dates and lunged viciously at the visitor, who succeeded in getting safely out of the cage. The manager returned with a rifle and laid bruin low. The meat was offered to Latrobe and Ligonier Sportmen's clubs for a banquet.

A. C. Waiting On Kennel Club

City will take money if racing promoters take a chance, says mayor

ATLANTIC CITY, March 30.—If Atlantic Kennel Club, which operated greyhound races here last season, puts signatures on the dotted line April 1, end of its extended option period, and wants to take legal risk of running greyhound races in the Auditorium this summer, it is all right with Mayor Harry Bacharach.

Atlantic City Amusement Men's Association, however, will protest the action.

"Dog racing took the convention hall out of the red," Mayor Bacharach said. "It made a difference of 10 points in the tax rate because we ended the season with a profit. I don't mean to say that I know they can and will operate this summer. That is for the Kennel Club to decide. But if they are willing to take the risk we are willing to take their money."

General Manager Phil Thompson said that if dog racing is returned many angles complained of by amusement men of the city will be done away with. Among these he mentioned free passes. It is believed some agreement will finally be reached between all parties concerned.

Anderson, Busy in Detroit, Is To Submit Cincy Desigus

DETROIT, March 30.—Ernest Anderson, designer of park attractions, is making headquarters in Detroit for various jobs now in progress. He finished creation of the Jungle Show in Eastwood Park last fall and is now designing a Streets of Paris for Paul Heinze, manager of Edgewater Park here. Former Coliseum in Edgewater is to be enlarged and rebuilt into the new show.

Mr. Anderson was to leave for Cincinnati this week to submit new designs for devices in Streets of Paris and Laff in the Dark at Coney Island there.

R. J. DeLamar, manager of Grand Rapids Street Railways, who is also in charge of Ramona Park, returned from a trip to Arkansas. Appointment of a new manager for the park by Mr. DeLamar is expected shortly.

Bike Bally for Boardwalk

ATLANTIC CITY, March 30.—A great bicycle pageant in September is planned when the Cycle Trades Association of America returns for its convention after four years' absence. Several events drawing national attention are contemplated. An order from Mayor Bacharach permits Boardwalk bicycle riding before 9 a.m., first time that it has ever been permitted on the walk. Mayor intends to do the thing up with plenty of bally and grand opening of the Boardwalk to the bicycle will take on tone, with tape cutting and a parade with the mayor in the lead riding a bicycle.

AUBURN, N. Y., March 30.—A mortgage foreclosure action, brought by Edward F. Brayer against Fitch S. Bills and others, has been filed in the county clerk's office. Property involved is Island Park, foot of Owasco Lake. Action is on a claim that there is \$20,000 remaining unpaid on a first mortgage and a second mortgage of \$5,000.

"POLITICS" SOCKED IN IOWA

Big Stadium For Phoenix

New \$97,000 structure is to replace burned stand on State Fairgrounds

PHOENIX, Ariz., March 30.—A modern stadium, with space for concessions and exhibits, will get under way on the State Fairgrounds about May 1, to replace the grand stand destroyed by fire some weeks ago. Cost will be \$97,064.50, of which the State will supply \$35,000, the balance representing Federal Relief Administration allocation. Of the State appropriation, \$32,400 is fire insurance and other receipts turned back to the State general fund.

Legislation making possible the appropriation was proposed by Phoenix Post, Veterans of Foreign Wars. Seating capacity to be about 9,000. Construction will be of steel and concrete and six months has been allowed for completion. A public address system will be installed. Space for exhibits and concessions will total 22,500 square feet.

Overall length of the stadium will be 562 feet by 72 feet wide and 35 feet high. The building will house offices, lounges for women and men, judging stand, jockeys' weight room and conference room. Judges' structure will be 50 by 14 feet and will contain modern race-track equipment.

A number of betting bills have been passed by the Legislature, but only one has been signed by the governor. With the new stadium, the winter season 1935-36 should bring many fast horses to these parts.

Mutuel Betting Legalized

PHOENIX, Ariz., March 30.—Governor Mower's pen on Monday legalized rice betting in Arizona, when he signed House Bill 187, introduced by Representatives Hill and Batchelder, Maricopa County. The measure deals with horse and dog racing, legalizing pari-mutuel machines, the State getting 4 per cent of revenue derived and going to the State fair commission. Nine per cent is to be retained by operatives of pari-mutuel machines.

Whitehead in Los Angeles Headquarters of C. P. Expo.

SAN DIEGO, March 30.—George O. Whitehead, who was publicity representative of the Ripley Believe It or Not exhibition on tour last season, resigned as field representative of the NRA to be associate director of admissions at California Pacific International Exposition here on May 29-November 11.

He has charge of Los Angeles ticket headquarters for the expo, and among his ticket salesmen are several who were identified with A Century of Progress in Chicago. Harry P. Harrison and Raymond Harrington, Chicago, are in charge of advance ticket sales in San Diego headquarters.



LEE M. SHELL, Worthington, new president of Minnesota State Fair board, who is rounding out 30 years in fair activities. He has long been associated with the big Gopher State show, mostly in the speed and amusement departments. He is active in councils of and a regular attendant at meetings of the International Association of Fairs and Expositions.

Jones and Kelley Returned To Exec Board in Michigan

DETROIT, March 30.—New members of the executive committee of Michigan State Fair board were appointed by James F. Thompson, commissioner of agriculture.

James B. Jones, chairman of the board last year, was reappointed, despite a change in political administration.

Others appointed are E. B. Kelley, secretary of Hillsdale County Fair; E. J. Windle, Brooklyn, and James Vernor Jr., Detroit, on the board a number of years.

Events Booked in Pittsburgh

PITTSBURGH, March 30.—Tom McKee, new promotion and relations director of Duquesne Garden, said a number of events have been booked for the house that will keep it open until late in summer. A competitive rodeo, first to be presented here, has been booked for week of April 22. Following will be a dog show and possibly a six-day roller-skating race. Now on is a six-day bike race, to be followed by a number of sporting events.

Action on Ackerman Sought

SYRACUSE, March 30.—With Director J. Dan Ackerman apparently set to hold his State Fair job until after 1935 fair, it is said Democratic candidates have started new attack, and three of them went to Albany last week to try to sell the idea to Agriculture Commissioner Peter G. Ten Eyck. They want a Democrat named at once, with a promise to retain Mr. Ackerman in an advisory capacity remainder of year.

Fort Worth Show Tops All Former Marks at Gate by Nearly 100,000

FORT WORTH, March 30.—For the first time in history, total attendance at Southwestern Exposition and Fair Stock Show passed the 200,000 mark, final count being 288,921, nearly 100,000 more than ever before.

Largest attendance for a previous show was 198,776. According to Manager John B. Davis, with exception of Tuesday, March 19, Fort Worth Day, every day was a record maker and each day was better than the corresponding day last year, which was marked by exceptionally good attendance. Friday was the biggest single day in history of the exposition, while Sunday had largest closing-day attendance in history.

Grand champion steer of the show brought \$1.25 a pound at auction, 1 cent less than that brought by the 1934

Fair Officials in Stand Against Change in State Board Selection

Resolutions passed at Storm Lake meeting for continuation of non-partisan policy governing show in Des Moines—would raise State aid figures to \$125,000

STORM LAKE, Ia., March 30.—A group meeting, attended by about 40 fair officials of the State here on March 22, took action against bills pending in the Legislature, some of which, it was declared by E. W. (Deak) Williams, secretary-treasurer of the Fair Managers' Association of Iowa, "are a bit far-reaching as presented and, if passed, would wreck the Iowa fairs in general." Resolutions were unanimously passed aimed particularly at a bill to change the mode of selection of members of the State Fair board and voicing need of restoration of the State appropriation for county fairs to the sum of \$125,000.

Expo Imperiled By Row on Site

San Francisco show backers and supervisors at loggerheads over location

SAN FRANCISCO, March 30.—If the board of supervisors don't wake up, make up their minds in a hurry and put aside petty differences the proposed San Francisco Bay Exposition, set for 1938, may collapse, leaving the field to Los Angeles, which wants to stage a Boulder Dam Exposition that year without opposition, it is being said.

Supervisors for several weeks have been battling among themselves and for the third time last Monday refused to approve Yerba Buena shoals as site for the proposed exposition, planned to celebrate completion of Golden Gate and San Francisco-Oakland bridges.

The shoals of Yerba Buena Island (Goat Island), between San Francisco and Oakland, is choice of the exposition corporation formed to finance and promote the fair. Consisting of bankers, industrialists and merchants, the corporation announced that under no consideration would its money or backing go to any other site.

Every sort of pressure has been brought to bear upon the supervisors, but to no avail. By a 6 to 5 vote the board turned down the Yerba Buena site. It wants the exposition held on the mainland, and unless a miracle happens when the supervisors meet again it will be mainland or no exposition.

SAN DIEGO.—A major governmental spur to economy recovery, the Federal Housing Administration has announced its participation in California Pacific International Exposition, opening here May 29, with an exhibit designed to visualize ways the public may benefit from the National Housing Act.

C. J. Bains, secretary of Buena Vista County Fair, presided at the meeting, which was held upon invitation of the Buena Vista Fair board. W. R. Coyle, Alta, was secretary.

State Fair Praised

The resolution aimed at proposed State Fair board changes is as follows: "Since the inception of the Iowa State Fair, it has been a body undisturbed by political changes in the State, because of the wise provision incorporated in our Iowa statutes regarding the selection of its board members, and since this policy has enabled men of experience and with a broad knowledge of Iowa agriculture to be continued in office, and has resulted in making possible the greatest agricultural fair in the United States, the executive board of which has enjoyed the respect and confidence of the agriculture interests of the Middle West,

"Therefore, Be It Resolved by the officers and directors of the fairs of Northwest Iowa that we are opposed to any change to the laws of the State of Iowa which might change the manner of selection of members of the Iowa State Fair board, and by so doing jeopardize the best interest of the agriculture, live stock and Four-H Club work of Iowa. We are particularly opposed to the recommendation contained in Senate File No. 209 because of the centralized power of appointment, and call upon our Legislature to keep the present non-partisan policy regarding the State Fair which will maintain it on the high plane which has been established."

Little Premium Boosting

Regarding future State aid, the meeting had this to say: "With greater prosperity in prospect for Iowa agriculture and the resulting fact that more counties will stage annual fairs in 1935 and 1936 than have in the past few years, and particularly because of the desire on the part of fairs in general to make their premiums more adequate to the high (See "POLITICS" SOCKED on page 45)

Program for MAFA Spring Meet in Worcester Is Set

BOSTON, March 30.—With the annual spring meeting of Massachusetts Agricultural Fairs Association set for the Hotel Bancroft, Worcester, on April 18, Secretary A. W. Lombard has been concentrating on the program. L. B. Boston, department of agriculture, will talk on *What the State Requires and Why*. General Manager Charles A. Nash, Eastern States Exposition, has selected *How the Tail Setting and Docking Law Works in Massachusetts*.

After the usual lunch, Edgar L. Gillett, commissioner of agriculture, will discuss the 1935 live-stock program of his department, and C. M. Snyder, General Electric Company, will offer an illustrated lecture on *Modern Lighting*. Ralph H. Gaskill, Topfield, is down for *Flowers and Shrubs Pay Big Dividends*, and C. F. Connors, new chairman State racing commission, for pari-mutuels.

There will be announcements in connection with dynamometer and wood-chopping contests from secretaries of fairs where these contests will be staged, in addition to reports from committees on judging and legislation. Some time will be devoted to a round-table discussion.

Watch for

This Special Feature:

Old and New Methods of Operating Concessions at York

By HERBERT D. SMYSER

In the **Spring Number of The Billboard** Dated April 13

UNITED IN CENTRAL JOPLIN

First on Streets In Some 20 Years

Show will start season in the Missouri city, moving direct from Shreveport, La.

KANSAS CITY, Mo., March 30.—During a visit to Kansas City yesterday Robert L. Lohmar, general representative United Shows of America, stated that his show would open the 1935 season on April 22 at Joplin, Mo., where it will play on downtown streets under the auspices of the Joplin Chamber of Commerce.

It will be the first time for a traveling amusement company to exhibit on downtown streets in Joplin for many years. The show will move out of winter quarters at Shreveport, La., on April 19 and go direct to Joplin.

JOPLIN, Mo., March 30.—John R. Castle and Robert L. Lohmar, of United Shows of America, were here early this week and succeeded in signing with the Chamber of Commerce for their opening engagement here on streets. The affair will be known as a Fiesta, which this city is endeavoring to have as an annual event. It is the first time that Joplin has allowed a carnival to play on Main street for some 20 years. The event is being heavily advertised.

Pearson Shows To Open In Winter-Quarters City

ST. LOUIS, March 30.—Mrs. C. E. Pearson, owner of the C. E. Pearson Shows, advised that she has six men working in winter quarters at Ramsey, Ill., at present, readying for the opening of the season about the middle of April, in Ramsey. The show will open with four rides—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and New Allen-Herschell Auto Ride; five shows and about 20 concessions.

Hal Graham has been made manager of the show and Mrs. Pearson will again handle the advance.

Hemmington in Hospital; Suffering Bullet Wound

CHARLESTON, S. C., March 30.—Earl Hemmington, of Washington, a member of Krause Greater Shows, exhibiting here this week, is a patient in Roper Hospital here, suffering from a bullet wound of his head, inflicted late last week while he was asleep in his auto van parked within the city limits. He is expected to recover.

DOVER, Del., March 30.—Endy Bros. Shows, Inc., was incorporated here to deal in carnival and show equipment. The company listed capital stock of 100 shares, no par value. The incorporators are M. M. Lucey, H. I. Brown and L. S. Dorsey, of Wilmington.

Watch for

This Special Feature:

My Idea of How To
Put the Carnival
On a Higher Plane

By BEN KRAUSE
in the

Spring Number
of The Billboard
Dated April 13



MR. AND MRS. JOHN M. SHEESLEY, of Mighty Sheesley Midway. The photo was snapped while they were on their recent vacation in Florida.

Max Gruberg Gets N. Y. State Fair

SYRACUSE, N. Y., March 30.—Max Gruberg has been awarded exclusive contract for his Gruberg's World's Exposition Shows to furnish the midway amusements at this year's New York State Fair, at this city. Mr. Gruberg was here this week in interest of securing the engagement.

Western States Shows Will Start at Austin

ST. LOUIS, March 30.—Western States Shows, which have been wintering in San Antonio, will open their season on April 13 at Austin, Tex., for a week's engagement, and then go back to San Antonio for a week at the *Baitis of Flowers*, in conjunction with Beckmann & Gerety's World's Best Shows.

A. Obadal and Jack Ruback, operators of this show, will both be en tour with it this season. They have quite a few fairs booked, according to Ruback, among them the State Fair of Colorado, at Pueblo, and have added several rides and shows to their lineup for the coming season.

Scanlon and Partner Framing Snake Show

MIAMI, March 30.—C. B. (Doc) Scanlon (he of the goatee and tropical helmet), veteran showman and a specialist in the presentation of reptile attractions, with a partner is launching an elaborate snake show for the coming season, to be with America's Model Shows. Scanlon has spent several weeks in trips into the Everglades and has collected many specimens of native reptiles, which will be exhibited in snow-white cases with glass fronts. In the center of the show's interior will be a large pit of pythons. Show will have a bamboo front.

Senior Brothers Will Launch A Society Circus With Jones

CINCINNATI, March 30.—While on a visit to *The Billboard* yesterday, Billy Senior, of circus and free acts note, informed that preparations are being made by both the Johnny J. Jones Exposition management and the Senior interests to present an outstanding attraction in the carnival realm with the Jones organization this year, titled Senior Bros. Society Circus, starting at the company's Washington engagement late in April. Also the Vera Spriggs (Mrs. Billy Senior) high free aerial act as free attraction, a combination of riggings comprising rings,

Three Shows Start On Road Seasons

RAS Begins Season Tour

DE LAND, Fla., March 30.—After playing some intermittent winter fair engagements in this State, the Royal American Shows started their regular season here this week, furnishing amusements for the Valusa County Fair, which is sponsored by American Legion with Charles Abbott as managing director. Last year's record, played also by Royal American Shows, tumbled when Children's Day receipts for midway business had been tabulated. The week promises also to reach somewhere near the boom time midway gross established here when every sandhill in the ad-

(See RAS BEGINS on page 69)

R. H. Work at Cheraw, S. C.

CHERAW, S. C., March 30.—The R. H. Work Shows, after a month's work in winter quarters, opened the season last week with a small part of the show on a downtown lot here. Business was not good, but planting time for the farmers had a great deal to do with this.

Thad Work came from his home in Indiana, Pa., in time for the opening and will be in charge of transportation. Shorty Shell and Al Gordon, who were in charge of construction, have done a good job and have everything in good shape. Mr. and Mrs. J. E. Burt, who spent the winter in Titusville, Fla., came in the week before opening. Mr. Burt will have

(See R. H. WORK on page 69)

Great Atlantic At Augusta, Ga.

AUGUSTA, Ga., March 30.—The Smith Great Atlantic Shows formally inaugurated their season here Monday, the week's engagement on the showgrounds at Boundary and Green streets.

In his assembly of riding devices Manager K. F. (Brownie) Smith has his Ferris Wheel erected in duplex manner with the similar ride of Sam Mechanic, who also has his Whip and Merry-Go-Round on the midway. Other rides are Brown's Circle Swing and Hull's Kiddie Auto Ride.

The shows in operation this week include the Dixiana Minstrels, with band and orchestra; Billy and Fay Latham's

(See GREAT ATLANTIC on page 69)

Page Shows Postpone Opening to April 6

JOHNSON CITY, Tenn., March 30.—Because of heavy rainstorms in this area Owner-Manager Page of the J. J. Page Exposition Shows, has decided to postpone the opening engagement for his company from April 1 to April 6.

At a meeting of the Elizabethton city council an ordinance to prohibit carnivals showing inside the city limits was amended to allow the Page Shows to occupy the public playgrounds there, starting April 18, proceeds of the engagement in benefit of the fire department.

Ballyhoo Bros. Circulating Exposition — A Century of Profit Show

By STARR DeBELLE

Minnow Lake, Fla.

Week ended March 30, 1935.

Dear Charlie:

One of the biggest events of the season. Promoted by the Ballyhoo Brothers themselves. And believe it or not they are taking the credit for it in a big way. Still slapping themselves on their backs and telling the world that they really don't need an agent.

Big Tri-County Fish Fry. Minnow Lake located on the edge of three counties. Billed like the World's Fair. Excursions on all railroads, buses and airways. Twenty thousand people paid admissions the first day. Admission two bits, and "all the fish you can eat. You bring your own skillet, bread and wood." Our auspices and show employees seized and fished for two days and nights. Only 500 pounds of fish caught. The promotion looked like a flop, but the Ballyhoo Brothers promised them fish and fish they got. Ordered the 1,000-acre lake drained. Contracted 200 steam shovels and dug a canal to the river 40 miles away. Fish to feed the multitudes. It was almost a miracle. Tons of fish taken out of the empty basin. Our crystal gazer had predicted this while others knocked the

(See BALLYHOO BROS. on page 51)

Beckmann-Gerety Get Ill. State Fair

SAN ANTONIO, Tex., March 30.—L. S. (Larry) Hogan, general representative Beckmann & Gerety's World's Best Shows, wired the show management Wednesday that he had contract for the Beckmann-Gerety amusement organization to furnish midway attractions at this year's Illinois State Fair, Springfield, "signed, sealed and in my pocket."

This marks an additional prominent 1935 fair engagement for that company. Another is South Texas State Fair, Beaumont, B. S. Gerety having returned to the show's headquarters here with that contract.

Preparation of equipment at the Beckmann & Gerety winter quarters is progressing at a rapid pace in order to have all in readiness for the opening engagement at the local annual *Battle of Flowers*. Trainmaster Arky Bradford has completed overhauling the rolling stock. Ted Webb has arrived from South Orange, N. J., and with his crew is rebuilding his fine motorized frozen custard outfit. Harry Illinois has his attractions—Bozo, Magic Carpet, The Rapids and The Funnies—ready to operate and they all look wonderful after thorough overhauling and redecorating. Elmer Day has completed his new corn game outfit and is helping Felix Charnisky overhaul the Heyday. Sam Gordon, manager of concessions, informed the show management from St. Louis that he purchased a new automobile, also that he would arrive here about April 8. Pete Kortex, whose winter traveling museum has been playing in Denver, Colo., five weeks, is heading his attraction back to San Antonio.

New Regulations Being Drawn Up at Detroit

DETROIT, March 30.—New regulations to govern the operation of carnivals in Detroit were being drawn up by the city council this week. Since June, 1933, no free-lance carnival with game concessions played in the city, the only permitted dates being under auspices of churches, lodges and similar organizations. Carnival men protested last year against favoritism shown churches, which were allowed varieties of gaming devices which had been banned at open carnivals.

One or two organizations, including Glenn Wade's Shows, opened early in the season last year for a few weeks without concessions, carrying only rides and cook-house.

OAK BRAND::HY-TEX BALLOONS



Extra Quality! Unique Novelties!

HY-TEX Balloons, made by an exclusive, patented process, are the toughest and strongest in the world.

At Leading Jobbers.

The OAK RUBBER CO. RAYMOND, O.



By GASOLINE BILL BAKER (Cincinnati Office)

"HAVE BEEN A SILENT... Pipes reader all along, but admit to being somewhat slack as far as contributions are concerned."

Watch for This Special Feature: Ann Street, New York's Cradle of Pitchdom By CHARLES A. LOMAS in the Spring Number of The Billboard Dated April 13

son's work. The majority of manufacturers of pitchmen's items have been ultra-conservative the past five years in regard to investing money in new inventions.

YOU WANT THESE MONEY GETTERS Baseball Scores, 1.80 Chain Tie Holders or Soft Collar Slide, Put up on Cards, Gro., 7.50 Juice Extractors, Big Winner for a 100 Pitch, Gross, 5.00

CAMEO RINGS FOR MEN Most Sensational Fastest Selling Ring Ever Offered Demonstrations Ideal for Digger Machines. Chrome \$27.00 Gr. Gold \$36.00 Gr.

HEADQUARTERS FOR SPECTACLES AND GOGGLES We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our Prices are the lowest anywhere.

ELGIN-WALTHAM WRIST WATCHES Brand-New Cases, Metal Bands. Send for Catalog, Biggest Bargains in Used Watches and Diamonds in the Country.

AUTO JOKER Also known as Auto Whistle Bang or Auto Buzzer Alarm; the best job you can pull—that gives a thrill; furthermore, you laugh until you cry.

HAND STROPPERS RAZOR STROPPERS \$4.50 to \$72.00 per Doz. WALLENBROOK MOLDAN MFG. CO., Sandwich, Ill.

SLUM JEWELRY \$1.00 25% WITH GROSS ORDERS Waldemar Chain, Assorted, Doz., \$1.50 & Up Tie Holders, Assorted, Gross, 2.50 & Up

MEDICINE MEN Before Ordering Your Requirements, Write GENERAL PRODUCTS LABORATORIES, 127 E. Spring St., Columbus, O.

"STILL GOING GOOD... Infos Sunshine Rogers, from Warsaw, N. C. 'My new act is going okeh. Just finished with Publix in North Carolina.'

"AM PIPING IN... from Providence, en route to Worcester," Infos someone who signs himself briefly as "Jack B."

"I HAVE RECEIVED... several letters concerning my last pipe in The Billboard," writes "Hoot" McFarland from his home in Lewiston, Me.



MR. AND MRS. IRA WEISS, veterans of Pitchdom and whitestons workers par excellence.

"HERE'S MY FIRST... pipe in years," Inks R. Wooley, Springfield, Ill. 'Just passing thru here. Met Doc McNeill and Hightower, heading for Peoria as a result of a pipe in last week's issue.'

"WELL, HERE'S A 'SHORT'... one," pipes Fred (Sizz) Cummings, from Montgomery, Ala. 'Guess I haven't piped for a few years. After working pens for 12 years I quit about five years ago and returned to stores with cleaner for a couple of years.'

Illinois. Glen Reeves has been holding down one of the largest dime stores in Chicago for a year with peclers, Jack Curran, where are you? Pipe up. The weekly reader here is fairly steep."

"THIS IS TO LET... the boys and girls know I am back on the road again," pipes J. M. Hightower, from Springfield, Ill. 'Will try to give some info on spots from Dallas, Tex., to here. After leaving Dallas the first spot I worked was Gladwater, Tex. It is open to street corners and private property, but money is hard to get.'

IT'S NEW PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL! EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN NEW YORK CITY.

BIG 1935 LEADER Genuine Leather Bowls & 4-in-Hands New sensation sweeping the country. Sell on sight. Profit. Repeat orders. CANT BE TOLD FROM SILK. Cleaned with a damp cloth. Fancy designs and colors. Durable, won't wrinkle. R. M. sold 31 in 1 1/2 hours. Send 50c for Sample and Rtt. Information free.

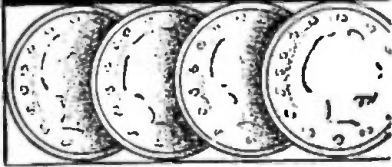
FAIR WORKERS DEMONSTRATE! ORBI! PREMIUM USES! Unusual Natural Genuine Diamond Cut PENDANTS and RHODIUM 22K Gross Gold NEW'S WOODS RINGS, \$6.00 \$2.00 for Samples and Catalog OLIMPIO NOVELTY CO., Importers, 307 5th Ave., N. Y. City.

MEDICINE MEN COUPON WORKERS Our New Herb Package is the fastest selling, sweetest flash package on the market and the lowest priced. Also new low coupon prices. Write for details. Prepaid sample ten cents. THE DAMON CO., So. Lewis Ave., Freeport, Ill.

NEW GEAR NOW GETTING THE MONEY. PARK ROW PENS AND PARKER BLADES All Pens fitted with Buffered Tonic Pen Points. Price List now ready. JAS. KELLEY, The Fountain Pen King 467 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

Sell SPARKLING Signs Mother's Day • Father's Day • Graduation, Cost 4c; Retail 25c. Also new remembrance tags and Night Signs. 400% Profit. Sample FREE. WRITE today for catalog showing full line, including Electric Neon-Like Signs. L. L. Dyer, Dept. 68, 8 West Broadway, New York.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Jersey Ops In Meeting

Form State-wide plan to be called Amusement Board of Trade

NEWARK, N. J., March 30.—In another mass meeting held at the Mosque Theater, operators from all parts of the State met to complete the election of officers following the temporary election at a previous meeting. The State unit is to be known as the New Jersey State Amusement Board of Trade. George Ponsler, who has acted as temporary president of the organization, declined to serve. Murray J. Saltzman, president of the Union County Operators' Association, was selected to head the State board. Other officers elected were John Morrill, vice-president; H. Handler, treasurer, and Sue Silverman, secretary.

Three new members were added to the board of trustees: George Ponsler, H. Wolf and H. Bloom. Other members of the board include Harry Radler, H. Rubin, Bert Lazowski, D. M. Stenlberg, Charles Poligar and Ed Handler.

It was also voted to accept the constitution of the present State organization. Plans were discussed for completing a legal fund and for continuing

(See JERSEY OPS on page 71)

Haskell Visits Up-State To Encourage Operators

NEW YORK, March 30.—Benjamin H. Haskell, attorney for many organizations here, is preparing for a trip thru up-State New York, where he will meet with groups of operators in Albany, Utica, Syracuse, Rochester, Buffalo and other cities.

This trip is being made at the suggestion of the associations here who have volunteered their aid to fight the oppressive tax bill, which is at this time in the Assembly at Albany. Attorney Haskell, who has met with all the up-State operators previously in his work for the State organization, reports that the letters he has received concerning meetings in the various cities all point enthusiastically to a warm reception and an effort to co-operate fully.

He will keep in close touch with the Albany situation while on this trip and will be in a position to report all new moves as he attends each meeting. All of the associations up-State have promised 100 per cent turnouts. The meetings will be held in the evening upon arrival at each point.

The fact that the time is very limited, with the Legislature at Albany possibly adjourning at the end of this month, has hastened all the necessary work.

Watch for

This Special Feature:

Newspaper
Publicity

By WALTER W. HURD

in the

Spring Number
of The Billboard
Dated April 13

Central New York

A call meeting for the completion of an organization for operators in Central New York will be held at Newburg, N. Y., at an early date. Notices will be mailed to operators. Also watch for announcements in The Billboard. Operators wishing further information may communicate with Al Schlesinger, Square Amusement Company, 75 Cannon street, Poughkeepsie, N. Y. A later meeting will be held at Kings-ton. Announcements of this meeting will also be made in due time. Or write Mr. Schlesinger for information.

Builds Double Action in New Pinball Development

CHICAGO, March 30.—Double action and double interest are said to be created in a new pinball table game recently announced by Genco, Inc. The new game is called Score-a-Lite and is being built in what is called a deluxe model. The double action is secured by placing a second plunger on the left side of the cabinet to shoot balls that would otherwise be out. This innovation is said to prove of unusual value in increasing the interest of the player in the game.

The new game is said to make a very clever use of the Genco lighting unit. The 10 holes on the playing field have lights corresponding to the lights on the light-up board. The 1,000, 900, 800, 700 and 600 pockets must be lighted in order to win, with greater rewards for each successive light.

Supreme Vending Expands

BROOKLYN, March 30.—William Blatt, president of the Supreme Vending Company here, informs The Billboard that his firm has taken over the Irving Manufacturing and Vending Company, old-established coin-machine jobbers and distributors. The business at 922 Eighth avenue, New York, will be continued under the Supreme Vending Company name and Mr. Blatt will be on the floor to give the business his personal attention. Supreme Vending intends to make the location its headquarters for distribution of pin games thru-out the city.

Gibson Will Assist Orgs

Named by NACOMM to travel and aid in forming local associations

CHICAGO, March 30.—Appointment of H. B. Gibson to co-operate with and assist State associations of operators and groups of operators who wish to form an association where none now exists has been announced by National Association of Coin-Operated Machine Manufacturers.

NACOMM believes that strong, well-managed State associations of operators have been and will continue to be a vital factor in the development of coin-machine operating as a profitable and satisfactory business. The appointment of Mr. Gibson is in accordance with the association policy adopted early in January and announced in the committee meetings between operators and manufacturers at the recent convention.

Several State and local groups are (See GIBSON WILL on page 71)

Distrib Suggests Buying Games That Meet Statute

ST. LOUIS, March 30.—L. B. McClellan, manager of the Pacific Amusement Distributing Company, is doing his part to aid the operators in getting fair legislation in Missouri. He also sends the following explanation concerning the laws in all literature and letters sent out from his office to Missouri operators:

"The \$15 tax on pin table games is for three coin chutes on a machine. Automatic payout, slot machines and dice games will not be permitted to operate. All operators should immediately confine their purchases to legal games only. In the past all troubles in all cities have come from operators putting out on locations machines known to be contrary to statutes. The St. Louis operators and jobbers have spent plenty of money and time to get this situation straightened out."

Missouri Ops

The Missouri Amusement Machine Association has called a general meeting to be held in Jefferson City Wednesday, April 10, at the Missouri Hotel. Luncheon will be served at 1 p. m., and the business meeting will follow. The purpose is to complete the formation of the State association.

Ralph T. Young, head of the National Operators' Association, will be present and will address the body. He is an inspiring speaker and has had long experience in operators' organizations. The St. Louis organization expects to send about 75 members to attend the meeting.

The meeting will be in charge of John H. Beckman, Missouri Amusement Machine Operators, 3124 California avenue, St. Louis. It is urged that every operator who can attend notify Mr. Beckman to that effect at once so that luncheon reservations can be made at the hotel.

Distrib Adds 8 People In Reorganization Plan

DETROIT, March 30.—Marshall-Lemke, Detroit jobber, has been reorganized with Ben Marshall taking sole charge of the premium and merchandise division, including all jobbing activities in this field. The division was necessitated by the volume of business at the store.

Eight people have been added to the staff within the last 10 days, including two on the office staff, to handle the details of business which has come in.

Walter Phipps, operating the Automatic Associates, Inc., has moved to 17172 Redford road, in northwestern suburbs. Phipps is finding a market for old types of machines, including the low counted type of card and similar coin machines, and is using a window display with the card: "For home amusement." Choice is offered the retail customer of buying these machines at \$1 apiece.

James Underwood, operator of the Kalamazoo Automatic Amusement Company, Kalamazoo, has returned from a two weeks' business trip thru Minnesota, Wisconsin and North and South Dakota. He is promoting a new type of coin machine which he has lately begun to manufacture in Kalamazoo and has investigated this territory for the machine as well. In the course of his tour Underwood appointed five new agents for the machines.

Plans Digger Expansion

To the Editor:

"It may be of interest to The Billboard readers to learn of the expansion of McKinley's amusement machine business to include operating diggers in New York City. This branch of the business is under the direction of McKinley Jr.

"We are expanding our New Jersey business to the extent of 25 new machines also, which will be placed in the better class of locations in Jersey coast cities.

"We have long since given up the practice of placing amusement devices in the cheaper locations, where machines and their contents are constantly in danger of molestation.

"I have been a reader of The Billboard many years and it has been of almost inestimable value to me as a guide to information, equipment and merchandise for the amusement trade.

"McKINLEY'S, New Jersey."

New Jobbing Biz in Chi

CHICAGO, March 30.—Coin-machine circles received the following announcement this week:

"Dingy Hoffman has resigned from the Chicago Coin Machine Company and he launched his own enterprise to serve better his many friends in the amusement field. The new firm will be called the Chicago Amusement Games Company, 1215 Diversey boulevard, Chicago, F. S.—Dingy will be very happy to hear from his many friends."



BUILDING A DISTRIBUTING BUSINESS—Office of the Long Island Crane & Pin Game Corporation, Brooklyn, with Myron M. Harrison, president, seated at his desk.

Central N. Y. Is Organized

Call meetings soon to be held at Newburg and Kingston

POUGHKEEPSIE, N. Y., March 30.—Operators of Central New York State met at the Hotel Windsor here March 30 in what is considered one of the most enthusiastic meetings ever held by coinmen in this section of the State. The meeting was called to bring about closer co-operation among the various organization units in the State. Al Schlesinger, of the Square Amusement Company, local distributing firm, presided and introduced the guest speakers. Bill Gersh, of Byrd, Richard & Pound Agency, New York, was introduced as the first speaker. He stressed the value of the work now being done thruout the State and yetted some of the things that yet need to be done. Joseph Fishman, executive manager of the Amalgamated Vending Machine Operators' Association, of New York, described in detail how the operators in his organization had been able to form one of the strongest and most active groups known in the industry. He explained how the same methods could be used to perfect an organization for Central New York.

Attorney Benjamin H. Haskell explained the many legal angles confronting the trade at the present time and suggested some of those that might be expected to arise in the future. Attorney Theodore Blatt, also of New York, followed Mr. Haskell and made a terse summary of the ideas and plans that had been suggested during the meeting. He also replied to many questions that were asked by members present.

The raising of a fund had been strongly urged by all speakers. A sizable sum was raised in a short time and turned over to a committee headed by Al Schlesinger. Popular vote called for another meeting to be held in the near future at Newburg, N. Y. It was also decided to call still a later meeting to be held at Kingston, N. Y. These meetings will also be for the purpose of cementing a closer organization movement among operators in the State.

There was much enthusiasm for an organization in Central New York and temporary headquarters were voted to be established at the Square Amusement Company offices, 75 Cannon street, Poughkeepsie. Communications concerning the organization should be addressed to Al Schlesinger at this office.

Using Time by Carload

NEW YORK, March 30.—Bill Rabkin, of the International Mutoscope Reel Company, Inc., is reported to be bringing in "time by the carload," according to the expression used at the firm's offices.

The firm distributes the table game time, manufactured by the Pacific Amusement Manufacturing Company. It



HARRY STONER, general manager Stoner Manufacturing Corporation, Peoria, Ill. Harry keeps The Billboard handy.

received its first carload this week, and from all reports the machines disappeared so quickly that the firm had no opportunity to even check the shipment. It is claimed that operators and jobbers were actually at the dock awaiting the arrival of the games and that as soon as the seal on the car was broken, instead of loading the games into the usual trucks, they were being trundled away to operators' and jobbers' conveyances.

Mutoscope is also rushing full speed ahead with the Checkers games, which it is selling in large numbers in this territory, and reports that the games immediately take with the public. Many sportland owners and operators report that the game is bringing them in the full cash boxes they have been wanting and that 100 per cent repeat orders have been placed.

Recounts Development Of Lite-A-Line Game

DALLAS, March 30.—Ken C. Willis, president of the Neutron Amusement Corporation, tells the history of the Lite-A-Line game now being manufactured by the Pacific Amusement Manufacturing Company, Chicago.

He explains that the Neutron Amusement Corporation is an outgrowth of a partnership formed in Los Angeles by himself and Tennes Koltz. The partnership was formed for the purpose of experimenting and eventually manufacturing the Lite-A-Line. After many months of work the partners built the first 50 games, which proved immensely popular. The demand became so great that they found their firm too small to manufacture in the necessary quantity.

They asked John Rough to form a corporation for them. Mr. Rough hired Fred Cole as chief engineer. After the corporation was formed they sold the rights to manufacture the game to the Pacific Amusement Manufacturing Company.

Since the sale Mr. Cole and Mr. Klotz have been at the Pacific factory supervising the construction and manufacture of the game. Ken C. Willis has formed the Neutron Amusement Corporation and has the distribution of the Lite-A-Line for the State of Texas. John Rough has the distribution of the game for the West Coast.

Mr. Willis reports that it is their intention to continue to develop new and novel games.

Beasley Opens Display Of Cranes on Rialto

NEW YORK, March 30.—Opening in the heart of the Rialto here, Bill Beasley has shown to others in the coin-machine business the way to beautiful and modernistic offices. The Beasley Amusement Novelty Company has the most beautiful offices ever seen in the coin-machine business, many say.

The offices are furnished with the latest modernistic furniture, and the color scheme has a dove gray and silver combination with a splash of Chinese red here and there. A circular entry to the show and stockrooms has gained the compliments of everyone who has so far seen the new quarters.

The latest International Mutoscope cranes are on display and they are dressed in accordance with the manner in which the firm, well known here and in Canada, dresses its equipment.

Bill Beasley is considered one of the world's leading operators of cranes, and the manner in which he has furnished his own private office leads one to believe that he is visiting with the chief executive of the nation.

Vote Wreath to Distributor

ROCHESTER, N. Y., March 30.—John Goodbody, well-known distributor of coin machines here, has been given the laurel wreath by the Modern Vending Company, of New York, as the largest distributor of Daval games.

Mr. Goodbody is now giving 100 per cent of his attention to the new hit, the Chicago Express, and reports that the game is being rushed to waiting operators as fast as he can get them in. He also reports that he has so many orders for the game that it will be impossible to fill the demand.

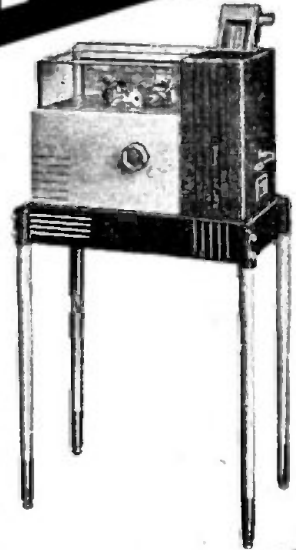
In a letter to the Modern Vending Company he states: "I am proud of the fact that I am handling a machine which is making such a hit as the Chicago Express."

There's NOTHING ELSE LIKE THEM FOR LONG TIME BIG PROFITS!

Grand CHAMPION

Seeburg's

AMAZING AUTOMATIC MUTUEL PAY-OUT RACE HORSE GAME



Price considered. GRAND CHAMPION is the finest of race horse games! The player selects a horse, inserts coin in foolproof coin chute, which shows the last four coins, he presses a lever, and the horses run. If the player succeeds in "picking a winner," GRAND CHAMPION automatically pays out according to the odds showing, 2-1 to 20-1. Odds change with every race. NOT A MYSTERY PAY-OUT!

HOCKEY

Now!

A NEW SALESBOARD TIE-UP THAT MEANS TREMENDOUS PROFIT TO YOU

HOCKEY is a sensational money maker! With the punch board it is tremendous! Two players compete with each other by playing HOCKEY. The winner of the HOCKEY game gets a free punch at the board.

In the new HOCKEY game, it is impossible to break the glass or the HOCKEY men. A new spring device relieves the shock when the ball comes in contact with the HOCKEY player. HOCKEY has a beautiful new de luxe cabinet.

FOREIGN DISTRIBUTOR-

BURROWS AUTOMATIC SUPPLY CO., 78-81 Fetter Lane, London, Eng.



J.P. SEEBURG CORPORATION

1510 DAYTON STREET CHICAGO ILLINOIS

Bally Firm Makes Big Expansion Move by Taking Over New Factory

CHICAGO, March 30.—Only 18 months after establishing its present plant, Bally Manufacturing Company announces that the tremendous growth of its business has forced it to add another large factory to present facilities. The new plant is located at 2640 Belmont avenue, Chicago, and is said to be one of the most modern structures of its kind in the Middle West, ideal for the straight-line production methods which are the operators' best assurance of speedy delivery on popular numbers.

General offices, engineering and experimental departments, as well as a major part of the manufacturing plant, will occupy the new Belmont avenue factory after April 1. Production of many important parts will be continued in the present Ravenswood plant and the original Erie street factory, now occupied by Bally's own printing plant, will also be maintained. The combined plants have a total floor space of nearly 125,000 square feet, which is said to be one of the largest areas devoted exclusively to the manufacture of coin-operated amusement machines.

Bally Manufacturing Company's career in the field of coin-operated amusement machines has been marked by a series of brilliantly successful contributions to the trade. As pioneer in the early days of pin games, the Bally organization electrified the amusement world with the popular Ballyhoo pin game. This machine, reputed to have established sales records never since broken, firmly established Bally as a leader to which operators habitually look as an ever-fertile source of new money-making ideas. Ballyhoo was followed by many notable hits, such as Three-Ring Circus, Screw and Goofy. In 1933 Bally again gave new life to the industry by introducing the ball-trip idea, which to this day is an important feature of many successful games. The firm first used the idea on Airway, probably the longest-lived pin game ever placed on the market. About the same time in its Monarch machine the Bally Company originated the progressive score idea, another persistently popular pin-game feature.

Bally's outstanding achievement, however, is generally recognized to be the automatic payout pin game, which Bally pioneered and placed on the market late in 1933. This game, Rocket, is today still a strong favorite with players after a year and a half on location. Other famous Bally payout games are Champion, Red Arrow and now Traffic, which is also offered in a ticket-vending model—issuing tickets for free games to skillful players. Besides the outstanding sensations briefly described here, Bally has created some 30 successful games, both in table and counter models, and has earned a reputation for being one of the most consistent producers of popular money makers in the industry.

Announcing the new additional factory, Ray T. Moloney, Bally's president, thanked the operators and jobbers for their part in his company's rapid rise. "Our present plant," Ray said, "was made necessary by the enthusiastic reception which the trade accorded to Rocket. Today we are again forced to expand in order to satisfy the overwhelming demand for our new line of machines. Our anticipated run on Traffic alone—based on orders already booked—would require

much greater facilities than we now possess. In addition to Traffic, we are soon to be in production on Ranger, our automatic payout pistol-practice game; Planetellus, the coin-operated astrological horoscope machine; we are already going full blast on Frisky and Rockette in the popular price class, and many other startling new machines are now being perfected for release during 1935.

"We have had the new enlarged factory under consideration for several months. The definite decision to go ahead with our expansion plans came on the second day of the recent coin-machine show, when we saw clearly that the new Bally games had scored a sensational hit. Never in the history of our company have we booked so many actual orders as we did at the 1935 show. Our entire line, having been carefully designed to satisfy the present requirements of operators and the trend of public favor, met with instant approval. I am not exaggerating when I say that, altho we are practically doubling our factory space, our enlarged facilities will be taxed to capacity during the next few months. This is not merely a prediction, but a statement of fact based on definite orders—on our books.

"In extending my personal invitation to operators and jobbers to visit our new factory, I want to say that we at Bally are mindful of how important to our success has been the loyal and enthusiastic patronage of operators and jobbers everywhere. We have made every effort to develop and build the type of machines that mean steady, substantial profits to operators. We have shaped our policy to insure the operator every possible protection. We have taken the leadership in combating cut-price competition. We are sure that our enlarged facilities will enable us to provide an even greater line of machines, and that we will more than ever merit the confidence of our many friends in the coin-machine industry."

Eddie Ginsburg on Trip

CHICAGO, March 30.—Eddie Ginsburg, sales manager of the Atlas Distributing Corporation, is leaving this week on an extensive business trip that will take him thru the Middle West. He will offer the newest games for which his company has the distribution. His firm now handles games made by Stoner Manufacturing Corporation, Exhibit Supply Company, Genco, Inc., and West-end Equipment and Supply Company.

Eddie renders a valuable service to the trade in his travels by conferring with jobbers and operators on the problems that now face the industry.

Operating Firm Places Big Order for Autodart

NEWARK, N. J., March 30.—Major Amusement Company (Maco), coin-machine operating firm, reports what is said to be the record purchase of the new A. B. T. Autodart games in the East. The firm, captained by the popular Archie and Howard Kass, purchased 100 of the new Autodarts as an opening order and as soon as these have been placed they plan to order hundreds more. George Ponsler Company, dis-

SPECIALS	
SEWING THREAD—Black Only—CLOSE-DUTY—Art. Size, 40-50-60, 5 Oz. to Cabinet, Per Doz.	10c
SHOE LACES—Carded, 25 Pairs, Assorted, Per Card	22c
GOLF BLADES—Single Edged, 5 to 11 1/2, Dellophane, Per 100	80c
MANICURE KITS—Each	4 1/2c
POWDER & PERFUME COMB, Ea.	4 1/2c
FLY SWATTERS—Extra Long Handles, Ozeon	30c
INK—Red, 10c Seller, Ooz.	17c
TOOTH BRUSHES—Dellophane, Ooz.	45c
HANKERCHIEFS—2 Ooz. to Display Carton, Per Carton	75c
CAMEL HAIR ARTIST BRUSHES, Gross	\$1.00
LEAD PENCILS, Gross	1.00
COLORING CRAYON PENCILS, Gro.	1.75

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10 E. 17th St., Dept. K, New York City

FLOOR SAMPLES and USED BARGAINS

A-1 Condition.	
Rebound	\$24.50
Cannon Fire, 40" (Mills)	35.00
Cannon Fire, Shyver's	30.00
Maj. L'oue, 44" 10.00	
Lite-Line (Bow Type)	80.00
Contact, Jr.	15.00

Autobank	\$35.00
Autowheel	40.00
Action, Jr.	22.50
Flying Trapole	22.50
Rocket (New Tilt Model)	30.00
Synchronizer	30.00
Criss Cross	32.50

Write for Prices on All Late Games, Unlisted Bargains, 1/3 Deposit, Balance C. O. D.

COIN MACHINE EXCHANGE
3632 Main St., Kansas City, Mo.

tributor for the games in this State, made the sale.

Major Amusement Company is one of the largest operating firms in this territory. It covers the entire State. The firm uses a large force of service men and collection agents and has just purchased two new trucks. Archie explains that the truck sides will be used to advertise the games to the public. They are now being fitted for large posters, and each week the posters will be changed. The idea back of the posters, he says, will be to tell the public just what the coin-machine industry of the State is trying to accomplish and also about the healthful recreation to be had from playing the games.

They have retained Byrde, Richard & Pound, New York advertising agency, to make up the posters for them in attractive colors somewhat similar to what the Railway Express trucks are now carrying. The firm has four small trucks running at the present time. It contemplates a fleet of six.

Develop New Gum for Use In Small Merchandisers

NEWARK, N. J., March 30.—American Chewing Products Corporation has developed a new "pillow shaped" candy-coated chewing-gum tablet especially developed for automatic bulk merchandise machines. The name of the new product is Midget Chicks.

The product is put up in an assortment of seven brilliantly polished colors and in all the popular flavors. The gum averages about 500 pieces to the pound. They are recommended for merchandising machines to vend at five pieces for one cent.

The firm reports that both distributors and operators in the automatic vending trade have shown great interest in the new gum and acclaim it a "natural" for their bulk venders.

WATCH

for

EXHIBITS
marvelous
CREATION

SEE

animated
LITES
(LIGHTS IN MOTION)

WAIT

for

STAR
LITE

SOON

at your
JOBBER

EXHIBIT SUPPLY CO.
4222 W-LAKE ST-CHICAGO



BALLY ADDS ANOTHER BIG PLANT—Second expansion in 18 months indicates progress of the Bally firm in making a wide variety of amusement games.

Psychologists Analyze Appeal of Pinball Games as to Play Value

WASHINGTON, March 30 (ICN).—With the pin game gaining in popularity by leaps and bounds throughout the country, the intelligent manufacturer, while enjoying the prosperity of the industry, might well take into consideration the fundamental reasons for his success. Psychology has taught many leaders of industry the advisability of looking upon their products from the consumer standpoint, thereby enabling them to maintain sound business ventures when other means have failed. It is not unlikely then that the keen-minded manufacturer should ask himself the obvious question—"Why does the general public like my games?"

It is with this idea in mind that *The Billboard* correspondent obtained exclusive interviews with two of the Capital City's leading psychologists, whose views on the psychological appeal of the pin games to the average mind should be interesting and meaningful to the industry.

"I would attribute the games' popularity to the fundamental element of human nature—the will to power," Dr. J. R. Rauth, assistant chief of the psychology department of Catholic University, stated. "The innate tendency which lies unconsciously within everyone to master something.

"There are, of course, other elements which might enter the question of pin games, such as entertainment value and the remuneration of a prize as a reward for the participant's skill," Dr. Rauth continued, "but the essential factor is the individual's mental satisfaction upon mastering something by himself."

Dr. Rauth also drew attention to the element of novelty in connection with the pin games. The constant demand of human nature for something new and different, he said, would tend to force the manufacturers to continually put new types on the market.

"You see," Dr. Rauth said, "crossword puzzles and jig saw puzzles lacked the possibility of ever getting something new and the public quickly grew tired of them. The pin games, as I see them, can overcome this difficulty.

"There is also the element of the inferiority complex which can be taken into consideration. There are many people who would never think of challenging Tom or Pete to a game of golf on the course due to fear of their low score. However, the spirit of competition exists, and the pin game since they can play by themselves presents a natural outlet by mastering the machine."

Another interesting side of the public mind in connection with its interest in the pin games was expressed by Dr. Mitchell Dreese, head of the Department of Psychology at George Washington University.

Dr. Dreese based the reason for the games' popularity in a combination of continual interest in the new types of games which are being produced all the time and upon the fundamental presence of human nature which he stated found its expression in many different ways.

"Furthermore," Dr. Dreese stated, "the pin game is largely an outlet for the typical American spirit of competitiveness."

Dr. Dreese said that he had found the games particularly popular in clubs, fraternity houses and other places where people known to each other congregate.

"In these places the game is a pleasant and legitimate way of spending one's leisure time. Personally I like the game and play it often.

"The schools throughout the country," Dr. Dreese told *The Billboard* correspondent, "have always encouraged this competitive spirit in the youth of the country, and this training in some measure accounts for the popularity of the skill game today.

"On the other hand and perhaps more to the point at the present time, the depression has stimulated public interest in the game as a definite outlet for the American desire for competition which, due to decreased economic activities, has not had a chance to express itself."

The students at Stockton Hall, Dr. Dreese said, found the game interesting and played it almost constantly.

"I think very definitely," Dr. Dreese concluded, "that the future prosperity of the industry lies largely upon the ingenuity of the manufacturers to turn out new and attractive types of games which cannot help winning the public appeal."

Iowa Meeting Attended By 125 Trade Members

CEDAR RAPIDS, Ia., March 30.—Official report of the monthly meeting of the Automatic Merchandisers' Association held here recently indicated that 125 members of the trade were present. A four-course dinner was served at the Roosevelt Hotel, followed by a 30-minute program of entertainment arranged for by the Iowa Novelty Company. Officers of the State association present were C. H. Robinson, president; L. W. Lundhall, vice-president; Fred K. Chandler, secretary; I. E. Hoogner, treasurer.

During the course of the business meeting Fred K. Chandler read a number of telegrams, including greetings from Mayor W. D. Hayes, Sioux City; F. R. Jones, president Sioux City Chamber of Commerce, and the leading hotels of Sioux City, inviting the association to hold its next meeting there.

Mr. Chandler also gave a concise report on his recent visit to the Chicago Coin Machine Convention. He also reported on the plans of the manufacturers' association to co-operate with operators' organizations in the future. He was followed by Tom (Dynamite) Dyer, of Des Moines, a dynamic speaker, who spoke on organization and its principles. Mr. Dyer emphasized that he believed the years of prosperity were just beginning, using news reports and history to prove his conclusions.

H. B. Gibson, of Chicago and representing the manufacturers' association, gave a graphic picture of the growth of the coin-machine industry from its infancy to the present time. He emphasized the fact that there are thousands of people in Iowa alone who are dependent upon the distribution and operation of coin machines for a livelihood.

"Give Us Better Games" The Cry of Millions! SEE... THESE SENSATIONAL WINNERS at your Jobber's Show-Rooms NOW!

<p>"TIME" 40</p> <p>IN TREMENDOUS DEMAND and PUSHING PRODUCTION STRONG! A Game that is PROVING its Remarkable EARNING Power—\$42.50 TIME and TIME Again. Priced Most Reasonably at \$42.50</p>	<p>"NEONCONTACT" 40</p> <p>The Cleverest Game in America Today. Nothing COMPARES or COMPETES with NEONCONTACT. Players actually SPELL their Awards in Brilliant NEON SCRIPT. Priced Low at \$62.50 Entirely Trouble-Free. Four Batteries Only.</p>
<p>"ROTO-LITE" 40</p> <p>AN OUTSTANDING Game in a Thousand Ways! So Unique—Such a Bountiful PROFIT MAKER—You'll find your Locations LOADED with Excitement when ROTO-LITE gets under way. A REAL BUY at \$68.50</p>	<p>"SYNCHRO" 40</p> <p>A New Variety of Action NEVER EQUALLED BEFORE! An All-Mechanical Game So Smooth—So Play-Alluring—that "SYNCHRO" is bound to become a "By-Word" with Operators Everywhere where a Genuine Value \$39.50</p>

"BABY LITE-A-LINE"

SO UTTERLY NEW—SO DIFFERENT

Ripe with PROFITS! Ready to take in HEAVY CASH at the Counter—just like the Large Lite-A-Line does at the Floor. A SMART INVESTMENT that PAYS its way AT ONCE. Priced \$32.50

YOU CAN'T AFFORD TO WAIT!

Write—Wire—Place Your Order for Early Deliveries!!!

PACIFIC AMUSEMENT MFG. CO.

4223 W. Lake St. 1320 S. Hope St.
Chicago, Ill. Los Angeles, Calif.

Complete Stock of All the NEW Machines
SUPREME VENDING ORGANIZATION

A SUPREME SENSATIONAL SALE!!

RELAYS	\$4.00	SHOOTING STARS	\$7.50	(Brand New, in Original Cartons)
LIGHTNING	7.50	PLEASURE ISLAND	7.50	

SUPREME VENDING COMPANY, INC.
557 Rogers Ave., Brooklyn, N. Y.
1416 Webster Ave., Bronx, N. Y.
522 8th Ave., New York City

hood. The closing part of the meeting was used to launch a membership drive, and pledges toward a sinking fund for the organization were received.

Game Adds Music Feature

NEW YORK, March 30.—National Skee-Ball Company, of Coney Island, reports receiving many favorable comments on its new development, Chime Ball. Coin controlled, it is a kind of "musical version" of its well-known alley game, Skee-Ball. As the player scores sound effects are released, creating a startling effect. In all there are 20 different notes, both chime and organ, making what the manufacturer calls the perfect ballyhoo. First installation is at Casino Amusement Company, Asbury Park, N. J., and Arthur E. Seger and Jack Goldberg, of the Casino Amusement Company, operators of the game, report that the players are wild over the device.

Contends Local Tax Is Enough on Any Business

DETROIT, March 30.—Gerald Ensing, Grand Rapids, Mich., operator, has won the respect of his fellow operators throughout Michigan for the way he has represented the industry in hearings before the State Legislature and in much detailed committee work. Operating peanut, gum and candy machines, he has fought against great handicaps to establish a successful coin-machine business. Ensing, in Detroit last week for the AMA convention, reported a notable improvement in business in the last three months. Automobile parts factories, of which Grand Rapids has a large number, showed the best reports. The machines located right in the factories have been selling goods at a greatly increased rate.

Commenting on a proposed State tax bill, Ensing said:

"I am against any tax that will put a man out of business. We already have a local license tax of \$10 per 100 machines. With an average operation of 300 or 400 machines—which are required to do a fair volume on penny venders—this tax is equal to or exceeds that on any other small business.

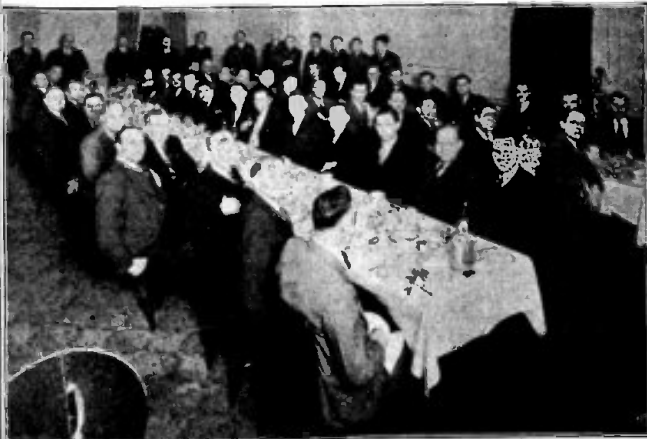
"I cannot see any benefit whatever in a State tax. Any small tax would speedily be eaten up in the costs of administration, for boards and salaries. And a larger tax would be excessive and ruinous to the industry. Machines are properly regulated locally, and this is sufficient. The question of unincorporated territories, where there are few machines, is relatively unimportant."

Texas Trade Twinkles

Due to recent efforts of Texas operators, location owners are pouring hundreds of letters into Austin addressed to the various State representatives, requesting them to place a reasonable tax on coin-operated machines and also informing them that the machines are very much in demand in their stores. The effort really seems to be getting places. This effort was sponsored jointly by Tom Murray, of Ft. Worth, and Marvin McLarty, operator of Lubbock.

Ft. Worth operators have been enjoying a noticeably increased play on their machines due to the fact that the great Southwest Live-Stock Show has been in progress in their city. This show and rodeo always bring thousands of visitors to Ft. Worth.

A new sportland has opened in Ft. Worth at Seventh and Houston streets. (See TEXAS TRADE on page 63)



MINNESOTA OPERATORS HOLD BANQUET—This active State organization is out to get 200 members. Banquet held at Minneapolis March 14.

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Reduce Mdse. Machine Tax

New law provides occupational tax and small vendor fee

LONG BEACH, Calif., March 30.—Amendments to the vending machine license ordinance in Long Beach have been approved by the city council, reducing the fees from \$12 to a \$10 per year occupational tax and a 10-cent fee per machine. On scales the fee has been reduced from \$6 to \$2.

The amendment reducing the fees is as follows: The city council of the city of Long Beach ordains as follows:

Section 1. That Section 88 1/2 of Ordinance No. C-724, as amended by Ordinances No. C-1099, C-1260 and C-1284, ordinances of the city of Long Beach, is hereby amended to read as follows:

Sec. 88 1/2. VENDING MACHINES: Every person renting, leasing or maintaining any vending machines or weighing machines for the purpose of selling goods, wares or merchandise, or giving weight, operated by inserting a coin in said machines, or by the payment of a valuable consideration, and any person renting, leasing or maintaining coin locks or coin latches which locks or latches are maintained on doors, entrance thru which doors is gained by depositing a coin in such lock or latch, shall pay a license tax as follows:

- (a) Sandwich Machines, twenty-five dollars (\$25) per year for each machine.
- (b) Vending Machines other than (See REDUCE MDSE on opposite page)

Charleston Judge Says Cranes Okeh

CHARLESTON, S. C., March 30.—Crane and digger machines appeared again in Charleston stores and hotels this week, after Judge Paul M. Macmillan, of the Charleston County Civil and Criminal Court, ruled that vending devices could not be seized as gambling machines.

The victory was the second here for operators this month. Recently the Charleston grand jury returned no-bills on 16 cases regarding the seizure of jack-pot slot machines, horse racing games and punch boards offering liquor or money as prizes.

Jack-pot machines, which once were located in virtually every restaurant in the city and even in the swanky Port Sumner Hotel, still are in hiding, however, because of an expensive habit of officers of the law destroying the devices before the cases come up for trial.

Invite Reporters To Be Present at Conference

At a recent meeting of New Jersey operators to perfect a State organization newspaper reporters were present, evidently by invitation. It is stated that the newspaper men made some valuable suggestions about local problems. An editorial was read from a Jersey paper which indicated what newspapers can do when once they have a clear understanding of the pinball games situation.

The idea of having reporters present at organization meetings is one of the most constructive things that orderly associations of coinmen can do to promote public good will. The New Jersey association has had some very valuable news publicity, particularly in the Newark papers, and probably one of the chief reasons is that the coinmen have a sensible and businesslike attitude toward the newspapers.

The pinball games industry should not have anything in its organization activities that it needs to keep hid from newspapers inclined to show an impartial attitude. It might be a good move even to welcome reporters from those papers known to be prejudiced against the games.

To Contest Double Tax

RICHMOND, Va., March 30.—The State of Virginia and the City of Richmond are made defendants in an action brought against them in the City Circuit Court by several operators of pinball games, the operators claiming that they are subject to double taxation when they are compelled to pay other license taxes besides a special State operators' license fee of \$1,000.

In Richmond, for instance, the operators complain that they pay \$15 per year for each nickel machine operated and \$5 for each penny machine, besides which they are assessed a flat \$50 tax by the city.

The complaint was filed by Joseph Pearl and Arthur Gray, trading as the Virginia Vending Amusement Company, and H. I. Donati and C. L. Goodloe. The court is asked to declare those sections of the tax code and city ordinance levying the tax on each machine as unconstitutional and void.

In the Hastings Court there is also pending a test case, brought by the operators to decide whether a machine described as a "rocket pin" is a game of chance.

Editorial Helps Games Operators

PASSAIC, N. J., March 30.—The Bergen Evening Record published an editorial in the issue of Saturday, March 16, criticizing the reform drives against

Newspaper Defends Pinball Game Against Recent Attacks in Jersey

(Reprinted from The Bergen Evening Record, March 16, 1935)

"WHEN REFORMERS START REFORMING"

The next big battle in Bergen County will not be over vice, elections or lottery rackets, but whether a bagatelle machine is a device of the devil that should be relegated to the limbo of forgotten things. Englewood and Alpine have ordered drives for the removal of these mechanical devices from all public places.

The theory behind this crusade is that the bagatelle games afford the players an opportunity to gamble. The contestants sometimes play for money or drinks, it is charged. So they are now to be taboo.

Those who have experimented with bagatelle find the pastime relatively inexpensive and vastly amusing. Popularity of the machines has been enhanced by the skill of the manufacturers in presenting different combinations for the entertainment of the public. All the large department stores have added bagatelle games to their standard equipment. Their popularity is sweeping the country, not as gambling machines, but as games of skill for home entertainment.

Of course, the machines can be used for betting purposes. Police departments by themselves would be reluctant to disturb them, but they are forced to obey orders from their local municipal officials. If the police were forced to operate always on the same ridiculous theory, they ought to seize all the playing cards in Bergen County. Somebody might also use them for gambling purposes.

And Bergen County golfers will have to be careful next summer. Let there be no dollar nassaus on the Englewood Golf Club's links. Golf is a sport in which the players sometimes gamble, and as such all golf sticks are instruments of sin subject to police seizure.

To be successful a golfer must be lucky as well as skillful, but fortune's smiles break about even in the long run. The same is true of bagatelle. Skill plays a major part in the successful operation of most of the machines, as any experienced operator can demonstrate on short notice. Electrical attachments have added much to the fascination of the pastime.

There should be no more objection to bagatelle machines in any respectable establishment than there is to pocket billiard tables. If the cops are now going to be consistent they ought to confiscate all billiard tables also, and raid all kids' marble games this spring. These young outlaws of modern society often play "for keeps." The reformers ought to put them all in jail for that dastardly crime.

Louisiana Tax Reduced

The first important victory for coinmen is just beginning to manifest itself now, tho the fight was won some time back. It concerns the usual headache of high taxes. A bill was recently introduced in the Louisiana Legislature to tax coin machines \$15 a year, a jump of more than double the present tax and which would have permitted the cities to raise the tax from \$5 to \$15 also, since a city has the power to tax the same amount as the State unless prohibited by special law.

In line with the new spirit of co-operation which is developing among Louisiana operators and jobbers they got together to fight. They were successful in holding the tax to \$5, and in addition the charity hospital fee—a fee which was to range about \$5—was reduced to \$2.50. Taxes on each machine are now \$5 State, \$5 city and \$2.50 to the hospital, making a total of \$12.50. This was no minor victory for coinmen and it shows what can be done thru intelligent organization work. Huey Long is not against the coin machines as it has been commonly thought.

General Novelty Company finds diggers very popular at this time and is operating a nice string. They find that barrooms, restaurants and hotel lobbies are the best spots for diggers.

pinball games. It is considered one of the finest expressions yet seen in defense of the amusement games industry.

The New Jersey Amusement Board of Trade, new organization of Jersey coinmen, is soon to bring a test case before the Court of Appeals and Errors and it is felt that this newspaper expression will be of great value because of its moral support.

Charity Wins News Mention

MINNEAPOLIS, March 30.—The Minnesota Skill Game Operators' Association, 204 11th avenue, South, attained public notice again when the following news story appeared in The Minneapolis Daily Star, March 25 with a two-column heading, "Old Pinball Games Amusee Blind and Entertain Crippled Children." "Pinball games, similar to those seen in nearly every corner store, now are being enjoyed by blind persons and children patients in the hospitals for crippled children, along with aged inmates of welfare homes and kindred institutions.

"This was revealed by officers of the Skill Game Operators' Association, of Minneapolis, which has given such institutions old games lately replaced by those of newer types.

"Blind persons get a thrill out of the games of skill by removing the glass covering and running their fingers over the pins and holes, which enables them to play the game with as much amusement as those who can see.

"Institutions which recently have received pinball games include the Salvation Army, volunteers of America, Shrine Hospital for Crippled Children, the Minnesota State Organization for the Blind, Minneapolis Sunshine Society and various posts of the American Legion and Veterans of Foreign Wars."

Definition of Games Adopted

Important decisions of great value to the industry were made by the legal and advisory committee of the National Association of Coin-operated Machine Manufacturers in a meeting March 12. The committee went on record as opposed to the introduction of licensing legislation where the situation in any State was satisfactory, but to favor moderate licensing or taxation in any State where the situation appears to make it desirable.

This is an important statement of policy and will apparently meet the approval of all city and State organizations over the country.

Of even greater interest was the decision to approve a definition of "amusement games" for use in legislative bills. This definition reads as follows:

"Amusement games shall be taken to mean any coin-operated game or games for the amusement of the public and which involve the exercise of skill in their play."

This is a definition suited to the marvelous mechanical games developed in a machine age, and such a definition on the statute books would eliminate much of the hair-splitting arguments about "dominant skill." It is a definition that should appeal to common sense and fair play, but it will require a lot of effort to get the definition on record. But the work has been started and there should be united support in securing recognition of a legal definition in keeping with the more liberal spirit of the times.

The committee also suggested a clause concerning prizes to read: "It shall be lawful to award prizes to players of amusement games for skillful operation."

Kansas Official Uses An Outworn Definition

Kansas newspapers gave considerable publicity to the order of the State attorney-general in which the State official stated that "probably 95 per cent of these machines (pinball) are operated on the element of chance." Many of the local newspapers reported the interpretations of local county and city officials, in which some of them stated frankly that pinball, when prizes were not given, would be considered as legal games.

It is a matter for serious reflection when one public official can express his personal opinion and jeopardize a business throughout an entire State. Naturally, the way is open always to contest such orders and opinions in the courts, but that is an expensive process, and if the coinmen should gain a favorable decision there would be no recourse to recover from the State or the attorney-general any damage caused to their business.

The attorney-general's definition of

gaming device is interesting: "Games of devices in which judgment, practice, skill or adroitness are not involved or are thwarted by chance are gambling devices, assuming the element of consideration and the awarding of a prize. Games of chance do not cease to be so because they may call for the exercise of some skill. It depends on the dominant element which determines the games or devices."

Evidently the attorney-general endeavored to give a definition that would cover the ground and enable all local officials to immediately spot games of chance. The real difficulty with all such definitions is that they can be applied to some games accepted as games of skill down thru the years if the definitions were followed literally. If the definition of a gambling device stopped with the clause, "games or devices in which judgment, practice, skill or adroitness are not involved," then it would be comparatively easy to have general agreement as to what constitutes a gambling device. And no intelligent person could object to such a definition. But when the clause, "or thwarted by chance," is added, then the definition ceases to be a practical guide and becomes the occasion for endless argument.

The fact is that no game of any kind has been known in human history in which skill, practice, etc., were not in some measure "thwarted by chance." The dominant element theory is impractical and can be used so unjustly as to make the laws and statutes foster rackets instead of eliminating evils. Such impractical definitions make it possible for public officials to conduct the most gigantic racket known in the United States today.

People who are sincere in combating rackets might as well begin with those public officials and reform agencies that breed rackets by their own abuse of power.

REDUCE MDSE.

(Continued from opposite page) ...handwch machines, \$10 per year occupation tax and 10 cents for each machine.

(c) Weighing Machines, two dollars \$2) per year for each of said machines. (d) Coin Locks or Latches, four dollars \$4) per year for each coin lock or latch.

(e) At the time said license is applied for the said applicant shall give the serial number, kind or character of said machine, coin lock or latch.

(f) No person, firm or corporation shall maintain any vending machine, weighing machine or coin latch within the city of Long Beach without having posted thereon a conspicuous place a stamp or label which shall be issued and applied by the City Tax Collector upon the payment of said license tax, which stamp or label shall indicate the true owner of said machine, the principal place of business of said owner and the number of said license, together with the date of expiration thereon, and in the event any duly qualified officer of the city of Long Beach finds any such machine, coin lock or latch being maintained in the city of Long Beach without such stamp or label being maintained thereon in a conspicuous place, without such label indicating that there is a valid and unexpired license issued covering such machine, it shall be his duty to seize and hold said machine for the payment of said license tax, which machine shall be disposed of upon the non-payment of such tax as provided by the laws relative thereto.

Sec. 2. That there is hereby added to Ordinance No. C-724, ordinances of the city of Long Beach, a new section to be known as Section No. 6 3/4, to read as follows:

Sec. 6 3/4. Every person engaged in the business of renting, leasing or maintaining any amusement machine or game machines within the city of Long Beach, which machines or games are operated by inserting therein a coin or by the payment of a valuable consideration, shall pay a yearly license tax of fifty dollars (\$50) per year, which license tax shall entitle said person to lease, rent or maintain one (1) machine within the city of Long Beach. For each additional machine such person shall pay a license tax of five dollars (\$5) per year.

(A) All of such amusement machines or games herein mentioned shall be registered in the office of the chief of police, such registration indicating the serial number, the owner and the place at which said amusement machine is to be located. All amusement machines or games so maintained in the city of Long

Beach shall bear a stamp or label or sign indicating the serial number thereof, the true owner, the principal place of business of said owner, the number of the license issued by the city of Long Beach covering the maintenance of said machine, together with the expiration date of said license.

(B) Any amusement machine or game maintained in violation of this provision or maintained without having displayed thereon in a clearly visible place the aforesaid label or sign indicating that the license therefor is unexpired, shall be seized and held by any duly qualified officer of the city of Long Beach, which machine or game shall be redeemable only by the true owner within a period of not to exceed sixty (60) days upon the payment of the reasonable value for the safekeeping of said machine, together with the license tax as provided herein for the period during which said machine was improperly maintained.

(C) In the event any person discontinues maintaining any machine or game duly licensed hereunder during a period when such machine or game is licensed for an unexpired period, said licensee may substitute another machine or game in place of said machine, the use of which is so discontinued, and may maintain said substituted machine without the payment of an additional license tax for the unexpired period of the license carried on said discontinued machine, provided, however, that such person surrender the unexpired license of said discontinued machine to the City Clerk and obtain from the City Clerk a new license for such unexpired period for said new machine, and provided further that said new machine be registered with the Chief of Police as provided herein.

(D) Provided, however, that no license as provided herein shall be issued for the renting, leasing or maintaining of any amusement machine or game upon any public street, alley, way, court or in or upon any publicly owned building or property within the city of Long Beach.

Sec. 3. The City Clerk shall certify to the passage of this ordinance by the City Council of the City of Long Beach and cause the same to be posted in three conspicuous places in the city of Long Beach and it shall take effect thirty (30) days after its final passage.

TEXAS TRADE

(Continued from page 61) This is the most promising spot in the city for a sportland and the industry in this section is watching the outcome of

the venture closely. Other sportlands are reported open in Dallas, Houston, San Antonio and Waco.

The Texas coin-machine industry extends a hearty welcome to The Billboard's Dallas office and its manager, Gregg Wellinghoff.

Cranes and diggers are finally coming into their own in the Lone Star State. Several distributors are now jobbing the machines and operators are beginning to place them on location. Thus far they report pleasing returns from this type of equipment.

Never before in Texas has this writer seen so many counter units in operation. It seems that operators are beginning to realize the value of counter machines and are placing them right along with their floor units.

Electro Ball Company, Dallas, reports a big business on the new Seeburg Selectaphone. Electro Ball Company has been receiving these new Seeburg instruments by the cartloads and operators are still clamoring for more. The Seeburg phonograph is proving a big sensation in Texas and other Southwestern States.

Merchandise machines are coming in for their part of the business and a number of operators of merchandise equipment report a big increase in business. Operator Dribble, of Big Springs, reported to this writer recently that the merchandise business in West Texas was increasing daily. Dribble operates merchandise machines exclusively.

All types of amusement machines are receiving their portion of play, with the payouts leading the big parade. The one-ball units are getting the money fast and the playing public appears to be on a real spending spree at this time.

A condition which usually follows city spring elections is now in evidence in some sections and John Law is showing his colors a bit. The Texas Rangers have been busy in several South Texas cities and have closed a number of places where gaming was going on. However, these activities are always credited to politics and the situation is expected to become calm before long.

Some of the new machines that were introduced at the show are now showing up on location, but most of the boys are still watching and waiting for deliveries on many of the show winners.

Critic Comments on Pinball

There are about a dozen important types of entertainment now functioning in the United States, ranging from the marathon endurance show to the legitimate theater, from the coin-operated machine to the radio.

You may begin with a preconceived notion that a tent show production of "Paid in Full" is intelligent entertainment and that playing the pin-and-ball machine is not. But that prejudice is an intellectual one, and, to a large extent, prevents you from seeing what is happening in the business of providing amusements to the American people.

It is not even safe to assume that amusements which depend on mechanisms are necessarily less good than those which depend upon human talents.

—GILBERT SELDES, in Today Magazine, March 2, 1935.

At the present moment the most successful novelty is the pin-and-ball game, at which thousands of men who want to "go somewhere" but do not propose to spend a great deal of money now entertain themselves. I do not know on what theory their way of spending time can be eliminated from the field of amusement, unless one prefers to class what they are doing as a sport, which, I think, the manufacturers would approve. The pin-and-ball game began as the simple old bagatelle board, on which the player used a stick to run a steel ball up a groove so that, after hitting a certain number of pins, it fell into a place bearing a number, usually from 10 to 100. The commercial exploitation of this game required, first, that either the balls or plunger should not be free until money had been deposited in the slot, and the next step was to make the plunger at least semi-automatic; that is, it is fixed in place and works on a spring, and the only skill required is the knowledge of how far to pull it out in order to send the ball spinning in such a way that it will fall into the most profitable hole.

The physical development of such boards closely resembles that of Tom Thumb golf, in vogue several years ago, because the hazards are dramatized so that in one type the ball actually flies over a trap; in another, designed by Red Grange, the entire board suggests a football game, and in a third the Army and Navy are represented on the field.

The success of the pin-and-ball game would suggest to some serious observers that the appetite for active participation in entertainment has not been killed by the movies and the radio. Actually, such games are closer to pool and bowling than they are to the theater; in spirit, if not in fact, they are close to playing dice, in which, also, enthusiasts assert, skill is an important element. The significant thing is that even in the field of highly mechanized entertainment new things are invented; and, just as four years ago, people interrupted their aimless motoring to play miniature golf, so they stop now on their way to a movie to play the ten games of pin-and-ball.

—GILBERT SELDES, in Today Magazine, March 23, 1935.

In a series of three articles appearing in Today Magazine Mr. Selde, author of Lysistrata and The Seven Lively Arts, critically examines the most popular forms of modern amusement. He is amply qualified as a critic and writes from that standpoint. Altho he thinks pinball may be a passing fad, it is the most important recognition that pinball has yet been given to be considered as a form of amusement for the American people by such a competent authority.

ROL-A-TOR BELL advertisement featuring an illustration of the machine and text describing its features, including being the first and only Bell type machine on the market, built in 3 models, and manufactured by WATLING MFG. CO. in Chicago, Ill. Contact information: 4640-4660 W. FULTON ST., CHICAGO, ILL.

WRIST WATCHES advertisement from JOSEPH HAGN CO. in Chicago, Ill. featuring a watch illustration and a list of various watches with prices, such as \$1.59 for a wrist watch and \$8.00 for a pocket watch.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES advertisement from ROLFE-SPENCER CO. in Chicago. Lists various knives like Gillette, Sand Card, and other types with prices per dozen.

THE CARICAO SHIRAZIE advertisement from MAGNOLIA NOVELTY CORP. in New York, listing various novelty items like finger traps, magic whistles, and cigarette catchers with prices.

ALL LATEST MACHINES

Shown at Chicago Coin Machine Convention:
TIME, TRAFFIC, CHECKERS, TURNABLE, AUTO DART, SCORE-A-LITE, QUICK SILVER, ROCKELITE, CHICAGO EXPRESS, BUILDER UPPER.
 Other Latest Games of All Makes—Too Numerous to Mention.
 All Makes Slot Machines in 1c, 5c, 25c and 50c Play.

SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O.

ANNOUNCING

CHICAGO'S NEWEST JOBBER

NEW—In Location. OLD—In Experience.
 Managed by "Dingy" Hoffman (formerly connected with the Chicago Coin Machine Company). WRITE or WIRE us immediately for your requirements of New and Used Games. A BIG SURPRISE awaits you.

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GET PRELISTINGS FOR YOUR OPENING

Thousands of Items At Reduced Prices
 Please Mention Business When Writing.

New Corn Game Items. New Ball Game Items. New
 Plaster Numbers. New Novelties, All Kinds. New Country
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WISCONSIN DE LUXE CORP.

No. 2—\$1.80 Doz. 1902 North Third Street, MILWAUKEE, WIS.



POPEYE INFLATED RUBBER TOY. Doz. 80c. Gr. \$9.25
MICKY MOUSE INFLATED RUBBER TOY.
PLUTO THE PUP INFLATED RUBBER TOY.
STREETMEN'S SPECIAL BALLOON. Fancy Prints. Bright Colors. Gross \$2.50
BEST GRADE BALLOON STICKS. Gross .25
SHELL WATER FLOWERS (Regular). Gross .70
SHELL WATER FLOWERS (Parachute). Gross .80
KITES, Eagle Fleet. Gross 3.00
AUTO SCARE BOMBS, NEW LOW PRICE. Doz. \$1.10; Gross \$12.00
LARGE EAR MOUSE TOSS-UP. Each in Envelope. Gross 4.25
RUMBA DANCER (New Style Shimmy Dancer). Doz., 50c; Gross 5.50
RUBBER TONGUE AND TAIL RABBIT. Gross 4.00
 Many New Items Coming in Every Day. Write Us Your Requirements.
 AIRMAIL Your Orders. 25% Deposit. Balance C. O. D.

The Midwest Novelty Co. KANSAS CITY, MO.



SUNSET CHOCOLATES
 Assorted Chocolates,
 Cellophane Wrapped.
PER DOZEN 75c
 Packed 6 Oz. to Car-
PER CARTON, 64.50.
 20% Deposit With Order, Balance C. O. D.
 Send for Free Illustrated Catalogue of Complete New Line.

DELIGHT SWEETS, INC.
 50 E. 11th STREET NEW YORK CITY

ROLY-POLY TAFFEES
 Contains Assorted Taffees. Packed 200 to
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\$1.50 PER CARTON.
\$7.50 PER 1,000.

CONCESSIONERS . . . and PREMIUM USERS

WRITE today for new price list of complete line Premiums and Carnival Supplies. Corn Game Items, Wheel Goods, Novelty Items, Rubber Toys, Candy, Pop Corn, Jumbo Roasted Peanuts, Light Globes, Tape. If it is new we will have it. Largest in South.

SOUTHERN PREMIUM MFG. CO.

Commerce and Ash Lane Sts. DALLAS, TEXAS

Wanted for Royal Palm Shows

Opening April 5 for Two Weeks in Heart of Birmingham, Ala. Two Locations. Loop Place, also one more good Grind Show with or without frameup; Midget Show or any other up-to-date Attraction. Legitimate Concessions of all kinds, good opening for a Lead Gallery, Cigarette Shooting Gallery, Penny Pitch and American Palmstry. Long Fair Route, starting in July until December; then Florida. Write or wire BERNEY SMUCKLER.

KRAUSE GREATER SHOWS WANT

For Spring Opening Season, Organized Plant Show with Small Band; will furnish outfit. Opening for one more Show not conflicting and legitimate Concessions. Address, this week, Rock Hill, S. C.

Cincy AMAO Men Work on Petitions

CINCINNATI, March 30.—A special meeting of the Automatic Merchandisers' Association of Ohio, Hamilton County division, was held at the Hotel Gibson here Thursday night. Session drew a good crowd, including a delegation from Dayton, O., comprising A. S. Lavy, C. Searle, Bob Francis and George Schauer. C. McFarland, of Greenfield, O., was also present.

Principal item of discussion at the meeting was the plan to circulate petitions among liquor permit holders for the purpose of obtaining signatures of the permit holders and their customers to present to the Ohio Liquor Control Board, long a thorn in the side of the State's coin-machine operators. The county was quickly divided into sections to be worked by pairs and an enthusiastic spirit of co-operation was manifested. Ben Goldberg, of the Sicking Manufacturing Company, this city, offered \$10 as first prize to the one bringing in the most signatures. Ralph T. Young donated \$5 as a second prize and several other prizes of \$3 each were also arranged.

The Automatic Merchandisers' Association of Ohio now has divisions in Cleveland, Cincinnati, Columbus, Toledo, Dayton and Akron. More members were signed during March than in the previous month and the organization, under the guidance of Ralph T. Young, really seems to be going places.

Cincinnati members in attendance at the Thursday night meeting were Ralph T. Young, national president; L. H. Pegg, president of the Hamilton County division; William Armsey, secretary; J. J. Johnson, treasurer; Sam S. Weinstein, Sam Salman, H. Cavanaugh, H. L. Windeler, David Tavel, Ben Goldberg, Ray Bigner, Lester Buerkel, M. M. Bowman, R. M. Speed, R. M. Shawhan, H. S. Willey, H. H. Cohen, Bill Marmer, C. H. Fran, William Thinnies, George Thinnies, Joe Westerhaus and E. A. Bruns, of The Billboard.

ROUTES

(Continued from page 35)
 Ricton's Show: Andersonville, Ga., 2; Ideal 3-4; Reynolds 5-6.
 Schuler's Doc Vodeling Cowboys: (Lyric) Birmingham, Ala., 1-3; (Station WSB) Birmingham 4-5; (Ritz) Greenville, S. C., 6.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Valdosta, Ga., 5; Cairo 8; Albany 8; Cuthbert 9; Lagrange 10.
 Bishop Tent Show: Vienna, Va., 1-4.
 Carter, J. E., Dramatic Co.: Altona, Mich., 1-6.
 Harris Road Show: Grand Forks, N. D., 1-6.
 Obrecht, Christy Show: (Liberty) Webster, S. D., 1-6; (O. H.) Wapeton, N. D., 8-10.
 Princess Stock Co.: New Boston, Tex., 1-6.
 Sadler's Own Co.: Austin, Tex., 1-6.
 Smith, Frank. Players: Debe, Ark., 1-8.
 Stone, Hal, Show: Carlisle, Ark., 1-6.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Curran) San Francisco 1-8; (Met.) Seattle 8-13.
 As Thousands Cheer: (Biltmore) Los Angeles 3-13.
 Carle O'Joy, Opera Co.: (Royal Alexandra) Toronto, Can., 1-5.
 Ceiling Zero: (National) Washington 1-8.
 Cornell, Katharine: (Maryland) Baltimore 4-6.
 Coward, Linden, Magiclan: Statesboro, Ga., 1-6.
 Delmar, Hypnotist: (Dixie) Dyersburg, Tenn., 1-6.
 Dodsworth: (Wilson) Detroit 4-12.
 First Legion: (Selwyn) Chicago.
 Fuller Brothers & Sisters: (Rialto) Danville, Va., 3; (Carolina) Burlington, N. C., 4; (Wilson) Wilson 5; (Pitt) Greenville 6; (Carolina) Durham 4; (Roanoke) Roanoke, Va., 5; (Colonial) Bluefield, W. Va., 8.
 Hollywood Holiday: (Hanson) Cleveland 4-9.
 Journey by Night: (Shubert) Boston 1-13.
 Life Begins at 8:40: (Forrest) Philadelphia 1-13.
 Mary of Scotland: (Oklahoma City) Okla., 4; (Dallas) Tex., 5-6.
 Montague, Magician: Spanish Fork, Utah, 3-5.
 Moscow Act Players: (Chestnut St.) Philadelphia 1-12.
 O'Shea, J. J. Show: Norristown, Ga., 1-6; Adria, 7-14; Cain 11-14.
 Rain From Heaven: (Erianger) Chicago 1-13.
 Sailor, Beware: (Davidson) Milwaukee 1-6.
 San Carlo Opera Co.: Salt Lake City, Utah, 5-8.
 Shining Hour: (Broad) Philadelphia 1-8.
 Three Men on a Horse: (Harris) Chicago.

SUPREME BURLESK

Greenwich Village Girls: (Park) Boston 1-6.
 Julie Cuties: (Minakya's Republic) New York 1-8.
 Vampire Girls: (Minakya's) Brooklyn 1-6.

MOTORIZE

Write CHARLES COBB, with Standard Chevrolet Company, East St. Louis, Ill.

CIRCUS AND WILD WEST

Barnes, Al O.: (Hill & Wash. Sts.) Los Angeles, Calif., 2-7; Hollywood 8-10; Santa Monica 11; Pasadena 12; Glendale 13; Ventura 14.
 Bryan Bros.: Boynton, Fla., 5; Riviera 6.
 Haag, Mighty: Marianna, Fla., 4.
 Kay Bros.: Forest City, N. O., 4; Mooresville 5; Madison 6.
 Mix, Tom: Modesto, Calif., 2; Stockton 3; Oakland 4-7.
 Orange Bros.: Henderson, Tenn., 4; Lexington 5; Huntington 6.
 Polack Bros.: Newton, Kan., 6-13.
 Ringling Bros. & Barnum & Bailey: (Madison Sq. Garden) New York 11-May 4.
 Scels-Sterling: Mt. Vernon, Mo., 5; Rogers, Ark., 6; Fayetteville 9 Ft. Smith 10; Paris 11.

CARNIVAL COMPANIES

Bar-Brown: Gainesville, Fla., 1-6; Hawthorne 8-13.
 Barker: Cape Girardeau, Mo., 3-13.
 Barkoot Bros.: Cleveland, Tenn., 1-6.
 Big State: (5900 Washington Ave.) Houston, Tex., 1-6.
 Bloom's Cold Medal: Mt. Vernon, Ill., 6-13.
 Blue Eagle: Ashland City, Tenn., 1-6.
 Blue Light: Laurinburg, N. C., 1-6.
 Bruce Greater: Atlanta, Ga., 8-13.
 Bunts Greater: Great Falls, S. C., 1-6.
 Byers Bros.: Kennett, Mo., 8-13.
 Christ United: Dalton, Ga., 1-6.
 (See ROUTES on page 66)

Concessionaires . . .
NOVELTY SUPPLY FOR . . .
 FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
 WHEELS, PARTS, COIN GAMES, ETC.
 Catalog with New Low Prices.
THE TIPTON NOVELTY COMPANY
 7105 BROADWAY, CHICAGO, ILL.

WANTED BOSS CANVASMAN
 to handle 120-foot top with 3 40s and keep same in condition. Buckner, write, BOX 584, Billboard, 1564 Broadway, New York, N. Y.

WANT FOR GIGANTIC WATER CIRCUS
 Young Diving Girl, Clown, Girl High Divers, both Back Somersault and Swan. All state lowest salary, what you do and send photographs. Shannon O'Dea write. Address W. H. (Bill) RICE, care United Shows of America, Shreveport, La.

WANTED BINGO GAME
 and other strictly legitimate Concessions for best Beach in South. Address **CONCESSION MANAGER** Myrtle Beach South Carolina

CONCESSIONAIRES PARK OPERATORS
 ORDER BLANK, Mailing List now ready for your early opening season. Write today for copy. New Catalogue ready tatter part of April. 75 different designs of Plaster for all Games. New Items. Low price. All orders half cash, balance C. O. D. Watch Billboard when ready.
G. C. J. MATTEI & CO.
 827 East Madison Street, Louisville, Ky.

BENDIXEN ALL-AMERICAN SHOWS, Faroo, N. D. WANT Shows of merit, legitimate Concessions. NO HARD SELL. Good Free Act with Concessions, Pony Ride. AXEL BENDIXEN, Faroo, N. D.

MINER'S MODEL SHOWS
 Now Booking Shows and Concessions. WANTED—Auto/Kiddie Ride. Address 161 Chamber Street, Philadelphia, N. J.

ZIMDARS GREATER SHOWS
 High New Musical Act, Small Band. Address Northfield, Minn.

CRAFTS 20 BIG SHOWS
 HAS FOR SALE—One Latest Model Krypton Loop—20 Pils. Address as per route.

TILLEY SHOWS WANTS
 Mechanical Shows, Fun House, Bowling Alley, Candy Floss, Whip Foreman, legitimate Concessions. Box 938, Ladd, Ill.

PEARSON SHOWS
 Now Booking for Season 1935. SHOWS and CONCESSIONS. YOURS TO OPEN. Address P. O. BOX 8, Ramsey, Ill.

SOL'S LIBERTY SHOWS, Inc.
 NOW BOOKING FOR SEASON 1935. Address P. O. BOX 228, Ozarkville, Mo.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Ad Campaign Work Begun

Sportland men pick N. Y. Journal to sell public on new entertainment

NEW YORK, March 30.—With enthusiasm at a high pitch, the sportlands have decided to use the evening newspaper with the largest circulation in the country for their opening campaign. The paper chosen is *The New York Evening Journal*. The Saturday issue of the paper will be used, due to the fact that it sells for 5 cents, is issued to the public in most of its editions before noon, contains a 16-page comic section and a 32-page magazine, is not crowded on this day with retail store advertising and is considered a two-day paper because it is kept in the home over the week-end.

Bill Gersh, of Byrde, Richard & Pound, advertising agency here, is preparing the first batch of ads to reach his firm's offices. A complete page will be devoted to the work of the sportlands and they will be presented to the public in an entirely new light.

The healthful recreation factors will be stressed, with all the leading sportlands entering wholeheartedly into the work. The sportlands are featuring their various locations and the local machine distributors are featuring their games. Many manufacturers from Chicago also have entered and their ads will also appear on the page. The complete page will be devoted to the sportlands.

The campaign as outlined will be a rotation follow-up, with a page scheduled for every week for an indefinite period. News pictures will also be featured, as well as many other ideas relative to the games and the sportlands.

The complete theory is to present a new entertainment for the attention of New Yorkers. The individual advertisement is also expected to help the men gain new customers for their places of business. Open house will be held at all sportlands over Saturday and Sunday after the appearance of the ads. Followups will be made of the page and these will appear in the windows of all the sportlands thruout the city. It is also believed that with the approach of the big outdoor season that advertising will help bring the crowds to the beaches, as well as to the many resorts where the games are featured.

Opens New Jobbing Biz

WASHINGTON, March 30.—Phillip G. Mandell announces that he has recently opened his own business at 2016 Georgia avenue, N. W. He will handle various lines of pinball games, scales and a complete line of novelties and saleboards. Mr. Mandell was formerly connected with the A. B. C. Novelty Company here.

Billboard Ad Brings Query From Palestine

NEW YORK, March 30.—Bill Rabkin, of the International Mutoscope Reel Company, Inc., this city, received the thrill of a lifetime the other day when the postman brought in a letter which had been sent air mail all the way from Tel Aviv, Palestine, to New York.

The letter contained a request for immediate information, layout and prices on sportlands. It was in answer to an advertisement which the firm carries in *The Billboard*. Mr. Rabkin reports that his letter was also forwarded by air mail via Avion and Jaffa to Tel Aviv.

The writer of the letter also informed that pin games were considered one of the leading amusements in Palestine and that he believed the sportland idea could be successfully carried out in that country. He hopes to have a sportland in operation before next fall and will depend entirely upon the International Mutoscope experts to do the complete layout work and recommend the correct machines for use in that country.

Sportland at Niagara

NIAGARA FALLS, N. Y., March 30.—John W. Simone, considered Niagara's largest operator of pinball games, is opening a sportland on Falls street here.

Mr. Simone has secured the services of Al Levy to manage the sportland. This is said to be Western New York's first sportland. The spot is located in the heart of the business section, one block from the foot of the falls. The new venture in the amusement field has gained considerable attention as a local enterprise.

National Assn. of Sportlands Official News Amusement Center Gift Shops

Information

Anyone interested in the new national association for sportland owners and managers or the general subject of sportlands may write to:

Murray Goldstein, Secretary, National Association of Sportlands, 2126 75th street, Brooklyn, N. Y.

Or to L. C. Anderson, Manager, Sportland Division, The Billboard, 1564 Broadway, New York, N. Y.

An interesting booklet on modern sportlands, by William Rabkin, has just been published by The Billboard and may be had for the asking.

This booklet contains full and vital information for the prospective owner or operator of a sportland, as well as for those who are already operating.

MEETING OF NATIONAL ASSOCIATION, as announced in the March 23 issue of *The Billboard*, will be held at the Hotel Imperial, New York, at 4 p.m., Wednesday, April 24. Reservations are already coming in. Let us have yours, or your comments.

DIRECTORY OF SPORTLANDS: We are compiling a directory of all sportland owners and managers, as well as prospective sportland owners and managers. Please let us have your firm name, name or manager or owner, number of machines, business address and location of your sportland.

Six new members, consisting of all the sportlands operated in Staten Island, joined the Amusement Men's Association (New York Sportland group) last week. Scoring 100 per cent membership from this territory.

Let us have your comments and suggestions. We are anxious to co-operate with you regardless of whether you are a member of the association.

MURRAY GOLDSTEIN, Secretary.

Sportland Squibs

Leblang's ticket offices are completed at the Sports Palace at Broadway at 52d street and opened for business April 1. The restaurant in conjunction with the Sports Palace isn't functioning as yet. A new tenant is being sought. At present the "Sportland Kings" are using the entire spot to enhance the attractiveness of the games.

The Barrel House, 247 West 42d street, in the heart of Times Square, opened with a flourish last week. Sid Kahn is in charge and knows the game, having been close to it in the Rockaways. The spot is connected with the Barrel House restaurant, thus the spot features "amusement, food and drink." Opening day was a big success. Sportshop owners from all over the town called to pay their respects.

Dave Simon reports that within the next three weeks his new lower level will be opened to the public. He is also repainting his busy Riverside Sportland on Broadway near 96th. Dave is also installing a cooling system for the summer months.

Nat Faber and David Loeb are opening what they believe will be the most unique spot of them all at the corner of Broadway and 48th street. Present last Saturday while the walls were being torn down, the present floor ripped up and the place being inclosed for the workmen, were Dave Simon, Murray Goldstein, Bill Gersh, Nat Faber and David Loeb. Dave Simon offered "plenty" for the basement, but Nat has other plans. The spot is right in the heart of the world's most crowded sector. This spot, which will actually be all windows, with approximately 90 feet on 48th street and 25 feet on Broadway, promises to be the showplace of the sportland world.

Herb Adler, of the Adler shoe stores, rushed into one of the spots last Saturday to wish the owner luck and dashed right out with the remark that he was

meeting his dad, who was just coming in from Florida. Herb has a new idea in mind for sportshop displays to attract attention and will soon have it ready for the progressive sportshops.

Everyone claims "It's a pleasure" the way that those cases are being thrown out of court. In one day seven cases under Sections 982 and 973 were tossed out on the sidewalk.

That closing-hour ruling from the license department has the boys rather upset. The ruling states that the boys are to close between the hours of 1 a.m. and 8 a.m. An appeal is being made to the Honorable Paul Moss, commissioner of licenses, to extend the closing time, at least in the Broadway sector, where many theaters are open far later and where some of the best money-making trade doesn't show up until about 4 a.m. The Broadway "Dawn Patrol" is known to cavort at the sportspots after the 3 a.m. marker. And what's more—they even play.

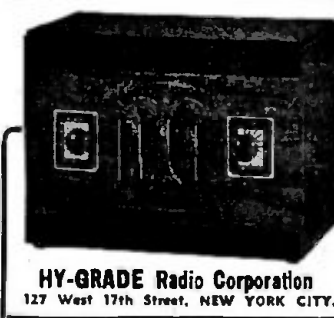
Maxwell Ellis and Max Weiss, the 14th street impresarios, are up in smoke because of what they call unfair competition. But, seriously, the manner of operation noted at the spot in question is the most unfair yet seen in the city. Scores are lowered to the absolute minimum, bringing the actual profit to so low a point that it is really a loss. No sound business can operate on this basis. The sportland owners are interested in a fair return on their investment, but apparently this spot is interested only in paying the rent. Such operation is of itself disastrous, for it tends to cripple play in surrounding sportlands. The matter, it is reported, is being taken up with the license commissioner and it is hoped that he will pay the spot a personal visit.



EASY EASTER MONEY!
SELL SPRING TIES!
SILK LINED, \$1.50 Per Dozen
HAND-VAILORED ASSORTMENT \$2.00 to \$4.00 per Dozen.
Send for Trial Order.
10% Deposit, Balance C. O. D.
R. STAUB,
152 East 7th St., New York City.

PRICE SMASH

We now produce a Sensational Bargain by volume production and you are in luck. Now you can have the set you've always wanted at the price you want to pay.



AN R C A
Licensed Radio With
4 RCA Lic. Tubes
Beautiful walnut finished Cabinet—measures 10" wide, 7" high. A. C. and D. C. Current. Built-in Aerial. No ground is required. Set and Tubes guaranteed 6 months. Money-back guarantee.

NOW \$6.25
Occ. Lots. \$6.80
F. O. B. N. Y.
25% Dep.

HY-GRADE Radio Corporation
127 West 17th Street, NEW YORK CITY.

SOME OF THE QUESTIONS ANSWERED BY OUR 24-PAGE COPYRIGHITED

SPORTLAND Booklet

- How Much Space is Required.—How Premiums are Awarded.
- How Displays Should be Arranged.—What Types of Merchandise to Use.—How Contest should be Run.—and Dozens of Other Important Points that have Led Both Oldtimers and New Men to State This is the Most Valuable and Practical Information They Have Ever Received on Sportlands. If You Want to Open a Sportland, Send for Your Free Copy Today . . . to SPORTLAND HEADQUARTERS.



INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY 51620 W. 34th St.

LITTLE NUT and NUT HOUSE



Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.

LITTLE NUT VENDOR COMPANY
Lansing, Mich., U. S. A.



Watch for

This Special Feature:

Sportland Management

By WILLIAM E. PABST

in the

Spring Number

of The Billboard

Dated April 13

CHECKERS

"Clicks the Score" Before Your Eyes

A FAST snappy game with simultaneous action on the playing field and on the score board—Every ball drops instantly—Lasts long enough to give the player 100% pleasure without retarding the speed with which nickels are inserted one after the other in this SUPER Pin Game.



NO BATTERIES
NO ELECTRICAL CONNECTIONS



OPERATORS PRICE
\$44⁵⁰ FOB NEW YORK

COMPLETE WITH THREE INFECHAUNCEABLE SCORE BOARD PANELS
1 CHECKERS
2 FORM-A-WORD
3 POKER

OPERATORS Throughout the Country Are Demanding the Money-Making CHECKERS

Featuring the New Sensational UPRIGHT REGISTRATOR. A new thrill to the player and to the crowds that gather round to see the score pop up with a sharp click on the Upright Registrar score board—just like a checker being moved on an actual checker board—the same instant the ball drops into a checker pocket on the playing field.

SPECIFICATIONS: Built with the beauty, durability and mechanical precision of Mutoscope's world-famous CRANE. Size: 20"x41".



Wherever pin games are played CHECKERS is creating unequalled enthusiasm. Larger crowds gather around CHECKERS than any other game in the coin machine history because the exclusive Mutoscope Upright Registrar Score Board clicking the score is visible not only to the people surrounding the machine itself, but to spectators fifteen feet away!

The Game of 1935 is Checkers—It's Your Move—See Your Jobber

INTERNATIONAL MUTOSCOPE REEL CO., INC. MANUFACTURERS 516-20 W. 34 ST. New York

Coinographies

Words and Music About People According to

The COINOGRAPHER

It seems natural that after 16 years of operating the old-time slot pin-ball games would be the next step. Such is the case of Art Sauve, now a prominent distributor in Detroit. He admits entering the pin-game jobbing business in a "very modest way," for, like many others, Art felt that anything but a slot was a temporary novelty. He's since changed his mind.

Art is one of the best-liked and best-natured men in his neck of the woods. He knows the coin games from their proverbial A to Z. He also knows the headaches the operator has to go thru to make both ends meet. He spends much of his time with the boys. Art has been in the business more than 20 years.



ART SAUVE

Many will remember his small quarters in Detroit when he first started into the jobbing of pin games. Those who haven't visited him since will get the surprise of their lives when they see his present quarters. His display is unique in the fact that he represents so many manufacturers in his territory. He certainly knows his game.

Art is big and bluff and is never without a smile . . . wears those Texas five-gallon hats (they're about half the size of the 10-gallon) . . . has a cigar in his mouth at all times . . . his favorite passion and hobby is hunting deer (not deer) . . . likes a good time and will always take a drink with the boys . . . has been awarded silver sups, gold keys and what not for his accomplishments . . . doesn't care about dress . . . likes to slouch . . . has a habit of pushing his hat back on his head when drinking at the bar or talking with someone . . . will always inject hearty laughter into all conversation . . . likes lots of people . . . is a peach of a host and has his guests at heart at all times . . . can choose machines by instinct . . . never really seems to be selling his products . . . just tells the boys to take them out of the place . . . claims he needs the room . . . has a beer stub near his jobbing quarters and likes to have the boys in with him whenever they come to town . . . will lool about at the least excuse and let his man Friday do all the work . . . would rather be tramping in the woods with a gun, a heavy beard and a bottle of beer . . . has built one of the greatest and largest followings in the country . . . has so many friends he forgets their names from year to year . . . is very modest . . . never boasts . . . listens to the other fellow with interest and attention . . . then does as he damn pleases . . . will kid the life out of a kidder . . . has fight written all over him and is really as meek as a lamb . . . wants everybody happy at all times . . . even forgives his worst enemies . . . doesn't care what anybody says about people he likes . . . won't talk about anyone unless he can say something nice about them . . . has never yet been heard to knock a person . . . will boost everyone but Art Sauve to everyone else . . . claims he's just an old duck and needs his rest—and a bottle of good, cold beer . . . operators write about him to their friends . . . he actually blushes when complimented to his face . . .

Art Sauve, of Detroit, uses his own name for his jobbing business, because he wants everyone to know that everything he has or says is back of the business.

Last Ball May Win on New Kelly Pool Game

CHICAGO, March 30.—SRO (standing room only) signs indicating that all seats are sold are not uncommon at theater and athletic performances, but when the sign is hung out on an amusement machine . . . that's news!

Dave Gottlieb, head of D. Gottlieb & Company, today hung the "Completely Sold Out" sign on Turn Table, which means that orders for the popular machine cannot be filled. According to Dave, only a fixed amount of these machines was scheduled for production, and since the great number of orders placed for the game have absorbed the quota no extra machines will be produced. Orders that have arrived too late to be filled have been returned with regrets.

A new idea in amusement machines is also announced by Mr. Gottlieb. "This new machine, known as Kelly Pool, is a clever takeoff on the old standby of kelly pool. It is an attractive machine utilizing two fields. The upper and lower fields contain 10 billiard ball designs. Each is numbered and holds a pocket. Using 10 different colored balls, the object is to skillfully match the ball with the color of the highest score pocket in either of the two fields. Each ball played is a skill shot with an opportunity to receive an award of 55 free games if all 10 pockets are successfully matched, or one free game for the 100 pocket. Up to the last ball the player has a chance to win thus maintaining the interest until the very last shot. Four different score cards are furnished, enabling the operator and location to choose the most suitable type of award arrangement.

"Kelly Pool has an unusually strong element of skill attached to it, yet the lower field equipped with 'kickrrs' supplies the fascinating luck element. Kelly Pool is now in production and we are able to assure immediate delivery."

Pacific Announces All-Mechanical Game

CHICAGO, March 30.—An all-mechanical game involving "rhythm of action" is found in Synchro, a new game by Pacific Amusement Manufacturing Company. The game is described as having six progressive scoring positions, "from which balls move in graceful S-like sweeps as they advance in a series of fascinating curves, to ultimately attain as high as four times their original scoring value."

"Each position is equipped with a U-shaped barrier to receive the ball after it loops around a curved guide rail so located and well balanced that the balls swing from one point to another with real precision. When balls enter any of the scoring positions the ball already there vacates in favor of the newcomer, swinging to still higher scores. But the biggest thrill of the game takes place when a ball goes into either of the two 'lift' holes. Immediately all U-shaped barriers raise to permit a general progression of as many as six balls at a time. And they move in such well-timed group formations that the game presents a picture of abundant and perfectly balanced action which is indeed remarkable to note."

"Synchro's action is entirely toward the player, but in curves that couple considerable suspense with every movement; there are no lost balls, and those that drop thru the 'lift' holes return for replay. The all-mechanical unit involved is simple—there are no batteries—and with some of the most advanced playing features injected into its alluring methods of scoring, Synchro represents a new entry in the low-priced field that promises to make considerable operating headway."

Texas Ops

The Texas Coin-Vending Machine Operators' Association will meet Sunday, April 7, at the Jefferson Hotel, Dallas. This is the association's annual meeting and a big crowd is expected. Officers to serve for the following year will be elected and many interesting subjects will be discussed. Every Texas operator is requested to be present as there is expected to be presented some interesting information on the tax question. The meeting will be called to order at 1 p.m. Following the business meeting a social gathering will be held and a delicious dutch lunch will be served.

MEET LITTLE RHODY'S BIG DIGGER MAN

In all of his 15 years' experience in the coin machine industry Mr. Kushner says: "The International Mutoscope Crane to my knowledge is one of the best Money-Making Ideas yet available. We have had a tremendous success with them in New England. Am already operating 40 of them and anticipate ordering more out on the road for the Summer Season."

Here are some of the new revolutionary ideas of the Mutoscope Crane: Shatter-proof glass, no loss of stock, 270 inches of display area, sealed coin register, rich dignified appearance. This digger crane might be rightfully called International Mutoscope's "New Deal" to the coin industry."

DISTRIBUTORS

X. L. SALES and SERVICE CO., INC.
306 CRANSTON ST., PROVIDENCE, R. I. Tel. Manning 9261

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DON'T DELAY! BIG DOLLARS WITH MUTOSCOPE CRANES!
MUTOSCOPE'S NEW "CHECKERS" GAME NOW READY FOR DELIVERY.

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after cigarette payout. You can sell outright to dealer for \$7.75. Or 50% commission you collect \$4.65. We carry a large line of Penny and Nickel Boards, complete with merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in **\$24.00**

Costs You **\$2.90**

One-Third Cash with Order, Balance O. O. O.

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

OPERATORS!
CASH IN ON THE FISHING SEASON WITH THIS "WHOPPER" DEAL

BUY THIS WINNER. ONLY \$5.75

Sells for \$9.95

Note \$20.50 After Awards. \$10.25 Your Share on 50/50 Basis.



The first different deal in years. Sells all through Spring and Summer. Catches repeat sales; hauls a big string of profits. Baited with live tackle that gets plenty of bites. Write for Brand New Catalog, illustrating other money-making Deals.

LINCOLN NOVELTY CO.
4325 RAVENSWOOD AVE. CHICAGO

Once You TRY...

You'll Always BUY Electro-Ball Reconditioned Games!

... because you'll find them the best operating, trouble-free used games you ever bought!

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|-----------------------|---------|
| Auto Count | \$25.00 |
| Auto Bank | 27.50 |
| Shyvers Cannon Fire | 35.00 |
| Shyvers Kick Off, Jr. | 19.50 |
| Major League | 19.50 |
| Contact, Sr. or Jr. | 15.00 |
| Signal, Sr. | 22.50 |
| Electro | 10.00 |

Write for Complete Reconditioned Game List

ELECTRO-BALL CO., Inc.
Distributors Dallas
1200 Camp

HARLICH **Newest SALESBOARD CATALOG**

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

WRITE FOR COMPLETE LIST OF USED MACHINES
OUR PRICES ARE THE LOWEST!
OCEANCREST NOVELTY CO.
1489 Coney Island Ave., BROOKLYN, N. Y.

Defends Electric Kicker Device As Increasing Skill in Pinball

(Reprinted from Pacific Coin Machine Review)

With the increasing popularity of marble games equipped with automatic electric kickers and progressive scoring devices, there has arisen in some scattered instances a tendency on the part of some self-appointed guardians of the public morals to criticize such devices on the grounds that they eliminate skill and reduce the pin table to a game of chance.

Such an argument is undoubtedly without means of support in view of the discovery by thousands of players that automatic kickers not only make marble games more interesting to them, but also increase their opportunities for making winning scores.

Last month The Review interviewed hundreds of players to find out what feature of marble games offered the greatest amount of fascination to the player. Without an exception the players themselves were unanimous in agreeing that plenty of action was the first essential in the attraction power of a pin game and that they didn't want just a lot of pegs on the board; they wanted action holes at which they could aim skillfully with some degree of certainty that they could direct balls toward such holes and depend on certain mechanical action to follow.

Thus the critic's premise that kickers eliminate the element of skill is completely blasted. Instead of merely trusting to the rebound of a ball off a peg to decide their scores for them, the players now take precautions to see that all balls are in proper place to benefit by the action of the automatic advancer, then they go ahead and shoot specifically for the advancer hole. If the balls already played are not in a position to advance when the next one hits the kicker spot, the player does not aim for the kicker, but instead tries to fill the reload holes before starting up automatic action on the board.

For instance, let us take a look at the skill player as he maps his campaign for a winning score on Contact, one of the best known of the older games. Does this fellow start pulling the plunger without any regard to where the marbles may go just because he knows there is an action hole that might cause some surprises in case he hit it? He does not! He doesn't aim the first ball at the action hole at all. Nor the second. Instead he tries to put one in the 800 hole and another in the 3,000 hole, where they are in position to advance. The third ball he pops into the action spot at the top of the board and kickers advance 800 to 1,500 and 3,000 to 4,000. As further "action" would not help his scoring, the player then tries to refill the 800 and 3,000 holes and uses the fifth ball for the kicker again. Can anyone say that this automatic advancer tends in any way to reduce the importance of skill in playing this game? On the other hand, the skill angle is definitely more important.

All right, let's take another well-known game with slightly more intricate automatic advancers, Rebound. The player can readily determine the proper plunger touch to use in propelling the marbles toward the opening of the upper

runway leading to the high-score area. He knows that a low-score hole is the penalty for exerting too much or too little pressure, but if the ball does happen to go in one of the question holes he skillfully goes about recovering it by placing a marble in the corresponding question hole and both balls are returned. The only part luck plays in this game is determining where a "lost" ball may land after hitting the rebound kicker at the bottom of the board. Balls that get that far are not skill shots and points gained from them are merely a bonus to the player's actual skill points; however, seldom do these points contribute to a winning score unless the player has exercised enough skill to successfully place the other balls in the high-score pocket. This is another strong argument to disprove the contention that the importance of skill is reduced in any way by kickers.

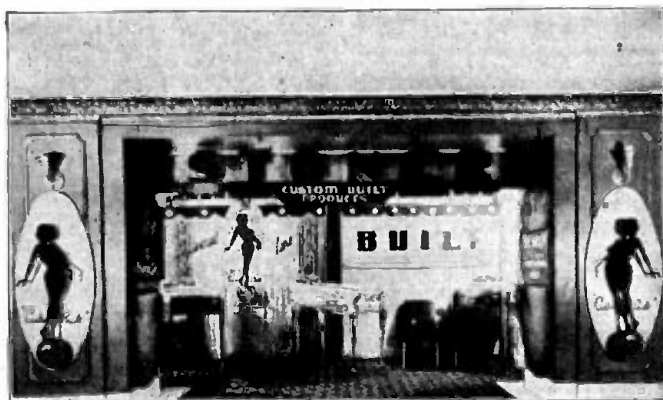
Now the same truth holds good for a still more intricate game, a new model called Pro-Eleven. Introduced only last month. On this marble game there are 12 electric kickers, yet the element of skill is even more important! It is a football game with two teams of 11 players, and each of the offensive players is provided with a kicker that eliminates a defensive player when contacted with the ball. One marble may bounce from one kicker to another and take out as many as eight players on one shot, but that shot has to be properly directed in the first place or it does not hit the contact and thus may be wasted.

No, it is impossible to defend the criticism of automatic kickers from any point of view, either of the simple type or the multiple variety, when applied to any legitimate marble game. The automatic action in these games is secondary to the skill of the player in manipulating the plunger. In every game on the market today the automatic "kicking" action has been made dependent upon designated skill shots. The actual effect upon the player is to give him action in reward for the skill shots, as well as a higher score.

For a public official or organization to charge that the use of electrical contrivances for "kicking" the ball on a marble game takes it entirely out of the skill-game class is like arguing that baseball is not a skill game because the player has little or no control of the ball after he has hit it with the bat; that baseball is a game of chance because such elements as wind, material of the ball, location of the opposing players and other things may influence the action of the ball after it is out of the control of the batter.

In a modern pinball table game a definite skill element is centered in what the player does with the plunger. Arguments as to the degree of skill get nowhere, because all so-called games of skill are subject to argument as to the degree of skill or luck. In proportion to its size, the skill in a game of pinball compares favorably with golf, baseball, football, bridge and other games. There is plenty of room for argument in connection with all of them. When it comes to the question of social evils resulting

(See DEFENDS ELECTRIC on page 71)



STONER DISPLAY AT SHOW—Booth at the 1935 Coin-Machine Exposition displaying "custom-built" games by the Stoner Manufacturing Corporation.

DEPEND ON
LAZAR
for QUICK DELIVERY
at FACTORY PRICES

STAR PERFORMERS!

★ MATCH PLAY

It's the top of all payout games. A beautiful machine that will last and last.

\$87.50

All Prices F. O. B. Pittsburgh, Pa.

★ CYCLONE

You've never seen A CYCLONE until you see the kind this machine has. With Electric Ball Lifts.

\$72.50

The New Sensational Immediate Delivery.

KELLY POOL

JUNIOR **\$39.50** SENIOR **\$52.50**

Send for Circulars on all Popular Machines.

B. D. LAZAR CO.
1340 Forbes Street, PITTSBURGH, PA.
136 Franklin, Scranton, Pa.

SEASON'S BEST VALUE
NEW LARGE SIZE MICKEY MOUSE TOSS-UP BALLOONS

Head, body and ears inflate. Two-color print both sides. "Spin" shows of heavy cardboard. Individually packed in three-color cellophane window envelope. VERY ATTRACTIVE. STANDING 30" high. Gross \$8.50

Pop Eye Inflated Rubber For: Doves, 80c. Q. \$9.00
Rubber Tongue and Tail Rabbits. Gross \$4.00

FLASHY EASTER BABBITS FOR SALESBOARDS

Made of "Ivory" Fir. 25" high. Doves, \$33.00; Each \$3.00.
Mush Rabbit, 25"
high. Doves, \$9.00;
Each 80c. Two sample rabbits, \$3.75
postpaid. 25¢ with order. bal. & O. B.
Send for new 200-page Catalog.

M. K. BRODY,
1116 South Wabash Street, Chicago, Ill.
In Business 25 Years

JAR-O-SMILES

OPERATORS
5-10c DEAL
3 WAY—3
204 COMBINATIONS

Leave this Deal with merchant, at end of week collect \$10.00. Opg. to you, \$4.95.

Werts Novelty Co., Inc.
MUNCIE, IND.



THE TWIN PLUNGER

SCORE-A-LITE

PAY-OUT LITES

\$44.50

F.O.B. CHICAGO
TAX PAID

**NASH HAS TWIN IGNITION
GENCO HAS TWIN PLUNGERS**

Double action and double interest is created by having an additional plunger on the left side to shoot balls that would otherwise be out. The 10 holes on the playing field have corresponding lights on the light rack. The 1,000, 900, 800, 700 and 600 lights must be lit to win. Score-A-Lite is the richest looking game on the market.

The clerk checks the score without leaving the counter—the pay-out being visible for 40 feet.

BE LUXE CABINET

CRISS CROSS

A Lite



The Biggest seller because it's the biggest profit maker. Often imitated but never equalled. It's the greatest light-up game ever made. Criss Cross-A-Lite may now be played with either 4 or 10 balls—it just depends on your location's need. Order today—it's the life-up game that's proven mechanical-ly and electrically bugless. Get yours!

\$44.50

F.O.B. CHICAGO

GENCO, Inc. 2625 N. ASHLAND AVE. CHICAGO

ORDER FROM YOUR JOBBER OR DIRECT

Rockelite — Bally's Lite-Up Anti-Tilt — \$39.50

Special Close-Outs In Used Machines

Cannon Fire, Jr. \$40.00	American Beauty \$10.00	Big Bertha \$22.50
Little Ducks (New Models) 20.00	Pipe Eye 8.00	Top-Of 30.00
Zip-Saws 3.50	Disc-O-Matic 8.00	Grand National 28.00
World Series 8.00	Dark Plug 9.50	Drop Kick 20.00
Styescrapers 30.00	Cub 3.00	Scoreboard 4.00
Major Keys (48") 17.50	Q. T. Vendors (Late Models) 42.50	Fleet 10.00
Major Keys (Standard) 16.00	Major League, Jr. 25.00	Select 'Em Dibs 7.00
Streamline 8.50	Major League, Sr. 22.50	Booster 7.00
Merry-Go-Round 10.00	Shooting Star 15.00	Selmon, W. Race 5.00
Pigskin 15.00		Norse 5.00
		Match-A-Pak 4.00
		Jack Rabbit (Disc) 5.00

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

Hold Conference To Complete Org

ST. LOUIS, March 30.—A conference of local coinmen was held here March 26, at which were present C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, and H. B. Gibson, field worker for the same organization. Local members of the trade present were Louis Morris, Morris Novelty Company; Walter Koch, A. B. C. Games Company; John Beckmann, secretary of the Missouri Amusement Machine Association; Carl F. Trippe, Ideal Novelty Company, and Frank B. Joerling, The Billboard.

The conference was held at the Mission Inn and plans for completing the State association of operators were discussed in detail. Local coinmen expressed appreciation for the assistance given by Darling and Gibson, representing the manufacturers' association. It was announced also that the Missouri organization plans would be carried out in co-operation with Ralph T. Young, designated at the Chicago convention to promote a national organization of operators.

A State-wide meeting has been called for April 10, to meet at the Missouri Hotel, Jefferson City. Mr. Gibson will address this meeting, among others.

on the pay tables and will distribute it among all the operators in the State. He is popularizing the games here and has salesmen on the road calling on all operators.

There will be a grand opening party at the new offices, and Al invites all the boys in the territory to call and become better acquainted with the newest jobbing and distributing offices in up-State New York.

BRAND NEW

Mechanical Salesboard Punches Out Small Metal Balls

Sells six-cas into slots at bottom. Needs no attention on the part of operator. Balls taken out of play when player is through. Price per punch is operator's choice. Sells Candy, Cigarettes and all other merchandise. Write for circular and full information.

SAMPLE \$7.50 GOV. TAX

Big Opportunity for Jobbers & Operators. Quantity Prices on Request

Manufactured By **CENTRAL PRESS** 425 Market Street, Philadelphia, Pa.

SLOTS — PIN GAMES

MILLS 25c ESCALATOR SILENT DOUBLE JACK POT FRONT VENDERS \$37.50		
MILLS 25c SINGLE JACK POT BELL OR SIDE VENDER 14.50		
JENNINGS 25c VICTORIA DOUBLE JACK POT BELLS 24.00		
Signal Sr. \$22.50	Autobanks \$37.50	Cannon Fire Sr. 38.50
Marble Parade Sr. 21.50	Champion 38.50	Mills \$32.50
Register 12.50	Golden Gate 9.00	Quick Shot 38.50

Write for Complete Price List of New and Used Games. Terms: 1/3 Cash, Balance O. O. D.

NEW YORK VENDING CO., Inc. 32 La Salle St., NEW YORK, N. Y. (Near 125th St.)

REPEATING A SENSATIONAL OFFER

Brand New Shyver's Famous Games

SILVER MOON JR. \$54.50 (Formerly \$65.00)	ANCHORS AWEIGH \$62.50 (Formerly \$80.00)	BIG ROUND-UP... \$79.50 (Formerly \$97.50)
--------------------------------------------	-------------------------------------------	--------------------------------------------

Write Today for Complete Details and Descriptive Matter.

GEORGE PONSER CO. 11-16 East Hudson Street, NEWARK, NEW JERSEY

Wins Handball Matches

ELIZABETH, N. J., March 30.—Jimmy Ross, of the Big Bear Amusement Company, for the seventh consecutive year has won the YMCA singles handball championship of this State. He was presented with a gold medal by the YMCA after winning the final match March 16.

Jimmy is also doubles champion of the AAU. It is reported that he gets all his fast footwork for this speedy game from chasing his machines thru-out the city and that he gets his arm motion from switching the games from one location to the other. He is also considered somewhat a champion operator here and has brought glory to the trade in the city by winning his matches. He now challenges any coinman to a handball game, and some of the boys here are willing to back Jimmy to the limit.

Branch To Be Complete

PORT CHESTER, N. Y., March 30.—Al Schlessinger, of the Square Amusement Company in Poughkeepsie, has recently opened a branch here and has stocked the latest machines for the convenience of the ops in this section of the State.

He claims that the branch will be a model for completeness. There will be an outstanding repair department, show-rooms that are certain to be acclaimed among the finest in this territory and a complete display of all the new games. He also intends to have on hand the greatest assortment of pay tables ever shown in this territory.

He has prepared a special pamphlet

EASTER Streetmen Specials

FUR JUMPING RABBIT With Sub and Voice, Gross	\$8.00
RUBBER TONGUE RABBIT, Gross	3.50
RUBBER CHICKEN With Two Popping Chicks, Gross	4.00
QUAKING ROOSTERS, Gross	3.50
CLOTH JUMPING DUCKS, Gross	3.40
WICKY TOSH-UPS, Gross	3.50
ZAZA VOICE OOL, Gross	3.00
POP EYE, Inflated Toy, Gross	3.00

Send 50c for Complete Sample Line Above, Prepaid.

Send for Free Additional Confidential Price Lists in All Lines

GOLDFARB NOVELTY COMPANY
116 Park Row, New York, N. Y.
THE HOUSE THAT SERVICE BUILT.

Florida Assn. Adopts By-Laws

ORLANDO, Fla., March 30.—The Florida Operators' Association meeting at Orlando March 28 resulted in the adoption of by-laws and approved methods of operation. The public relations committee presented a comprehensive program for enlisting all merchants and business men in the State in support of skill games, each association member being allotted a definite quota so that no section of the State will be neglected. Realizing that practically every person in business today derives some benefit from skill games, the association expects to have the hearty support of the great majority of Florida business men.

Walter Tratsch, of A. B. T. Manufacturing Company, was a welcome guest at the Orlando meeting, having come up from Coral Gables with Bill Frey, Bill Shayne and Albert Dublin, the successful Miami skill-game attorney. Mr. Tratsch expressed himself freely on the splendid type of men engaged in operating, saying that without exception they were a fine aggregation of gentlemen and a credit to the industry.

Attorneys Rush, of Jacksonville, and Bucklew, of Tampa, submitted some interesting and constructive facts which they have assembled since the previous meeting.

Distrib To Use Entire Building in Expansion

NEWARK, N. J., March 30.—Hercules Sales Organization, fast-growing distributor, has recently taken over the entire building at its present address. The firm, starting with the corner store, took the store next to it some months ago and now takes the entire upper floor, thereby using the entire building. The upstairs floor will be entirely devoted to the sales department of the Kelly and Master cigaret machines

which the firm has for distribution in the East. H. E. Thiels has been appointed general sales manager of this division and will devote himself exclusively to his salesmen and the cigaret merchandisers. There will also be other merchandisers displayed on this floor under the jurisdiction of the sales department headed by Mr. Thiels.

Mr. Glaser, president of the firm, reports that the lower floors will be used exclusively for coin-operated amusement equipment. Here the latest and best pin games, as well as hundreds of used machines, will be on display. Large storage space has also been added and the firm claims that the machines it favors will always be in stock in the largest possible quantities obtainable from the manufacturers.

A new merchandising program is being introduced and Mr. Glaser will be ready to announce it very shortly. New improvements will also take place in the firm's Trenton offices, the Interstate Sales Organization, and the firm will soon have some interesting announcements to make regarding this branch. Mr. Glaser stated.

Experimental Dept. Is Busy With New Machines

CHICAGO, March 30.—Let's take a peck behind the scenes of one of the most aggressive pin-game firms in the country, the Western Equipment & Supply Company.

This fine organization, under the expert guidance of its owner, "Jimmy" Johnson, has given you Futurity, Hell's Bells and Put 'n' Take. Every one of these games was and still is a tremendous money maker for the operators. Western's latest thriller, Put 'n' Take, the one-ball automatic payout pin table, is so universally demanded by the operators that Mr. Johnson has doubled his force and has been working his entire staff of employees in two shifts.

The visitor to the Western Equipment & Supply Company is first impressed with the buzzing activity of the plant, particularly the battery of new, high-speed machines, almost human in their action.

Patterned after the system of a major automobile manufacturer, each has his specific work to do in the assembly of the game. After a game comes off the assembly line it is given three rigid inspections by three different men. Realizing the importance of mechanically perfect games, Mr. Johnson is wholeheartedly in accord with the idea of three thorough inspections. Quoting Mr. Johnson: "There have been many fine games 'killed' because of the laxity on the part of the manufacturer to insure mechanical perfection. I take every possible human precaution to guard against this by having every game that comes off the assembly line inspected by three skilled pin-game experts. I feel this extra precaution is well worth the extra expense entailed."

Probably the most interesting thing to the visitor is the experimental laboratories. This laboratory is responsible for many of the advanced ideas in coin-machine history. The onlooker is both amazed and fascinated by the ingenious developments which Mr. Johnson's expert staff of inventors are accomplishing daily. Well . . . you will have to wait and see, but in the meantime the men in the experimental department of the Western Equipment & Supply Company have done about everything but make the balls talk.

DEFENDS ELECTRIC

(Continued from page 59) from pinball games, serious social evils have been repeatedly charged against baseball, football, bridge, golf and other games. The sensible attitude is that pinball is a new game, is entitled to reasonable regulation and control, and that experience must show what is reasonable regulation.

JERSEY OPS

(Continued from page 58) the work of organizing local groups. It was announced that the board of trustees would hold weekly meetings. Ed Handler was appointed as temporary business manager with the duty to promote county organizations of operators over the State. He will begin his work immediately, it was stated.

Attorney John P. O'Brien, representing the State organization in its test case, spoke of the progress of the case up to the present. He also reported on the order obtained in Alpine, Bergen County, to restrain the police from further interference with the pinball games. It was

BEACON Stoner's ORIGINAL FLASHING LIGHT SENSATION. THE PRICE IS ONLY \$39.50 TAX PAID F. O. B. AURORA. De Luxe Size: 41" x 21". The Most Consistent Big Money Maker You Can Place on Location. YOUR LOCAL DEALER HAS BEACON READY FOR IMMEDIATE DELIVERY. STONER CORPORATION 328 GALE STREET • AURORA, ILL.

YOUR PROFITS WILL BE SKY HIGH WITH Pair Em READY SOON

Two Games For The Price Of One! NEW! Salesboard Number Beel Strips, also a Set of the well-known Fruit Beel Strips, with each Machine. Plain Penny, Nickel, Dime or Quarter. Shows last coin played. Vend Ball Game. Simple. Trouble Proof Mechanism. Satisfaction guaranteed or money back.

\$12.50 Jackpot Attachment, \$1.00 extra. Greatest Value for the Least Cost. 1/8 Deposit with Order, Balance C. O. D. SPECIALTY 2507 Marcus Ave. W. B. COMPANY St. Louis, Mo.

A 1c POST CARD Will bring you our new FREE Catalogue of SUNGlasses, Blades, Novelties, NOTIONS, GARDEN GOODS, EXTRACTS, TEAS, NOBILITY, HANDKERCHIEFS, SMOKERS' ARTICLES, Etc., Etc. DEPT. SALES CO., 31 East 20th, New York.

also reported that the county prosecutor had issued an order not to interfere with the games unless actual misuse was seen.

Following the meeting George Ponsler and Sam Broudy, distributors, treated the operators to refreshments. Both of these distributors are reported to be doing all in their power to co-operate with operators in perfecting a State organization.

Reporters from local newspapers were present and offered suggestions to assist the organization in meeting local problems. An editorial from a recent issue of The Bergen Daily Record was offered as evidence of the valuable co-operation which newspapers are giving to the skill games cause.

GIBSON WILL (Continued from page 58)

organized and have been functioning successfully for some time and the members of such associations have found these organizations to be of great value.

This field service to be conducted by NACOMM is in conjunction with the work of the legal and advisory bureau of the association, which has been established under the direction of C. L. Maltby. Mr. Maltby is an attorney and is devoting his full time to legal problems of the industry, particularly in co-operation with State associations of operators which are now organized and functioning.

Mr. Gibson, who will represent NACOMM in its field service, has had many years of experience as an operator and in organization activities and is particularly well-fitted for this work. Mr. Gibson attended the Cedar Rapids meeting of the Automatic Merchandisers' Association of Iowa March 15, and in this connection Fred K. Chandler, secretary of the Iowa association, has just written to NACOMM:

"We appreciate very much having Mr. Gibson with us. If you can spare him for the Nebraska organization meeting we will appreciate his co-operation. His vast experience, his advice and counsel and his personality are sound and he instills confidence in those whom he addresses. I have full confidence that

EASTER RABBITS for SALESBOARDS. BBSN198—Large 28" Rabbit, Made of Mouplion Fur, Per Dozen \$33.00 Each \$3.00. BBSN199—19 1/2", Dressed Mrs. Rabbit, BBSN197—19 1/2", Dressed Mr. Rabbit, Per Dozen \$16.50. BBSN199—24", Dressed Mrs. Rabbit, BBSN200—24", Dressed Mr. Rabbit, Per Dozen \$25.00 Each \$2.25

OUR LATEST—Double Edge Blade "BLUE CROWN" At the Low Price of 4.00 Per Thousand. BECCE—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not Confuse With Inferior Goods Being Offered. 5 in Package, 20 Cellophanned Packages in Carton. Remit \$4.00, and Postage, per Thousand, for Quantity Needed and Get Going in the Greatest Blade Business You Have Ever Had.

N. SHURE CO. Adams and Wells Street, CHICAGO

the operators of Nebraska will also appreciate his help." Mr. Chandler refers to the organization meeting held yesterday at Lincoln.

Wherever there's **TRAFFIC** there's always a crowd!

TICKET MECHANISM AUTOMATICALLY REIMBURSES PLAYERS FOR EVERY TICKET ISSUED

FULLY AUTOMATIC PAYOUT

14 DIFFERENT COLORED LIGHTS ON PLAYING FIELD

Another Great Design by **Mary Williams.**

5-BALL HIGH-SPEED PLAY

SMOOTH 1-INCH GLASS MARBLES

OUT-BALL RETURN

Model A **\$99.50**
 Model B **\$94.50**
 Model C **\$49.50**

TRAFFIC has everything it takes to get the play and hold it! MACHINES ON LOCATION TAKING IN \$150.00 TO \$250.00 A WEEK! No wonder the factory is already snowed under with orders! Avoid delay by rushing your order now!

ROCKELITE



LIGHT-UP ANTI-TILT on backboard instantly visible clear across the store—saves merchant time and trouble—INCREASES YOUR NET PROFIT by absolutely eliminating payouts on tilted machines. And you'll be tickled stiff with the way ROCKELITE takes in the money! Order this great hit today!

New Improved NATURAL

Price Only **\$14.50**

New mechanical refinements make this popular 3-IN-1 dice game a greater money-maker than ever! Order at least a sample today and see for yourself!

With Universal Motor, operated on A. C. and D. C. current, \$1.80 Extra. (Standard Model operates on A. C. only.)

BALLY MANUFACTURING CO.

4619 RAVENSWOOD AVE. CHICAGO, ILL.

CASH IN ON A LIVE ONE

BASEBALL

Home Run Board Form 3490 GETS THE PLAY

Takes in (1000 holes at 5c) \$50.00
 Pays out (Average) \$26.00
 Average Profit \$24.00

Price \$2.30 With Easel Plus 10% Federal Tax.

CHAS. A. BREWER & SONS
 Largest Board & Card House in the World.
 6329-32 Harvard Ave., Chicago, U. S. A.

GET A HOME RUN WIN \$1.00

LEADS PAYS \$1.00 PAYS \$1.00

WIN \$1.00

WIN \$1.00

Supreme Adds More Space To Foreign Department

BROOKLYN, March 30. — Supreme Vending Company, Inc., has built new offices for the export department headed by A. A. Berger. The complete second floor of the firm has been revamped with a direct telegraph system, new offices for the various employees, spacious offices for Mr. Berger and a new filing system for the foreign accounts.

Much new office equipment has been added, including one of the latest type mimeograph machines for bulletins to be sent to the trade. The department is now functioning smoothly and efficiently under the guidance of Mr. Berger and he reports that there will be many new innovations for visitors.

The entire floor was repainted and new office desks and other office furniture added. There is now a regular reception office, outer offices and a private office for Mr. Berger. Mr. Berger also reports that there will be a display of foreign periodicals at this office for the benefit of colmen and an information service arranged for out-of-town buyers.

Bill Blatt, president of the firm, claims the whole change was a surprise to him, for he had spent a few days in Chicago and on his return found these glistening new offices. Bill's headquarters are still on the main floor of the building, where he is in constant contact with the operators who visit his quarters. He claims that he doesn't like private offices and that he will always be mingling with the boys at all times.

"TOP" SELLERS at Lowest Prices

822—3-Blade Tooth Pick Knives. Gro. \$1.80
 823—5-Blade Tooth Pick Knives. Gro. 1.90
 824—Auto Razors, Best Grade. Doz. 1.00
 825—Shooting Story Books. Doz. .40
 826—Snake Story Books. Doz. .85
 827—Geneva Razors, Doz., \$3.85; Gro. 3.75
 828—A. & N. Needle Books, First Quality. Doz. 1.75
 829—Wesley Sharpeners. Doz. .22
 830—Keen Edge Knife Sharpeners. Doz. 1.10
 Gro. 12.00

YES WE HAVE NEW STOCK

of Bacon Blankets, Shawls, China Ware, Aluminum, Table and Floor Lamps, Balloons, Flying Birds, Straw Hats, Japanese Novelties and Domestic Goods at Lowest Prices.

Send for Free List of APRIL FOOL NOVELTIES.

25% Deposit Required on All C. O. D. Orders.

LEVIN BROTHERS

Terre Haute, Indiana

DISTRIBUTORS WANTED for the Sensational RED CROSS VENDOR

25% OFF List Prices to Distributors

Refills Come 48 Packs to Carton, 3 in Each Pack. Price \$1.50 for 48-Pack Carton.

HERCULES SALES ORG.

LIST PRICES
 Sample, \$18.50, Completely Filled.
 15 or More, \$12.50 | 50 or More, \$9.50
 25 or More, 10.50 | 100 or More, 8.50
 1175 Broad Street, NEWARK, N. J.

HEY LOOK! Closed Territory - BARGAINS

60 MYSTERY BLUE FRONT, 5c PLAY GOLD AWARD SIZE VENDORS, Perfect Condition. Each \$50.00
 50 SLIGHTLY USED WATLING TWIN JACK-POT VENDORS, 1c PLAY. Each 24.50
 30 FACE DOUBLE JACK-POT VENDORS, 1c PLAY, Like New. Each 22.50
 40 5c OR 25c PLAY SINGLE JACK-POT MILLS, WATLING OR JENKINS. Each 14.50
 35 ROCKETS, LATE TYPE FILTER, SLIGHTLY USED. Each 22.50
 10 WATLING TWIN JACK-POT VENDORS, 5c PLAY, SLIGHTLY USED. Each 30.00
 10 MAJOR LEAGUE SENIORS (Floor Sample). Each 27.50
 10 FLEET SENIORS, LIKE NEW. Each 22.50

All Machines Guaranteed To Be as Represented Above. TERMS: One-Third Cash, Bal. C. O. D. 108 North Martin Street, Elizabeth City, N. C.

CAROLINA NOVELTY COMPANY

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone 5464
 540-542 So. 2nd Street Wabash 5464
 LOUISVILLE, KY
 SPECIAL FOR THIS WEEK, LIKE NEW—SEEBURO HOBBY, \$20.00.
 Write for Complete Current List.
 Buy your New Machines from us, we accept Trade-Ins, making liberal allowance.

Opens Office in Canada

TORONTO, March 30.—In order to meet growing requirements of the Canadian market and also further to develop its export business in other countries of the British Empire, the Bausch & Lomb Optical Company, of Rochester, N. Y., maker of scientific instruments, optical goods, coin-operated telescopes and binoculars, has formed a Canadian subsidiary and established an empire headquarters and factory here, the Toronto Industrial Commission announced recently, concurrent with the opening of the new plant.

SALESCARD Operators!

Lamp Push Card Deal takes in \$4.20 Price \$1.00 each, including Cards, any quantity. Order from this ad.

CALIFORNIA SALES CO.

210 W. 5th St., KANSAS CITY, MO.

HEY LOOK—USED GAMES
 42d STREET, TICKETS, NEW CENTURY, \$3.95 Each. ORIOLE SENIORS, BILLER CUPS & PENNANTS, \$4.95, etc.
 Write for Many Good Used Bargains.

W. J. C. VENDING CO., Inc.

239-B CANAL ST., New York City

Thank You for Mentioning The Billboard.

Evans' LONG LIFE GAMES!

RAINBOW DARBY ★ KINGS OF THE TURF



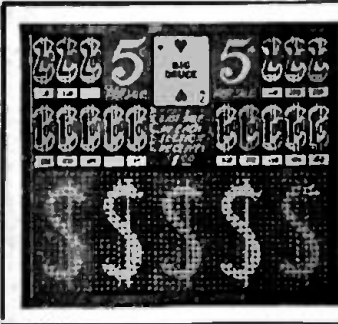
The greatest automatic payout horse race game ever built. Select your horse—watch it race around the track. Darby pays five to one odds. Order Darby today—it's ready for IMMEDIATE DELIVERY.

Be one of the first to get this different kind of a game—order now. So clever—so interesting, all your spots will want KINGS OF THE TURF! Send for particulars.

A thrilling automatic payout game. The two rainbow colored discs revolve in opposite directions. AND—if you've matched the colors out pops a quarter in nickels. ORDER NOW—READY FOR IMMEDIATE DELIVERY.

H·C·EVANS & CO.

1522-28 W. ADAMS CHICAGO



APRIL SPECIAL

Quick Action Game,

BIG DEUCE

1,000 HOLES.

Takes In \$50.00. PRICE 99c Plus Tax.
Pays Out 27.00.

GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023-25-27 RACE ST. PHILA. PENN.
16-18 WEST 22ND STREET, NEW YORK, N.Y.
48 SOUTH WILSON STREET CHICAGO, ILL. 25
441 THIRD STREET SAN FRANCISCO, CALIF.
520 EAST JEFFERSON STREET TACOMA, WASH.
123 MAIN STREET SAN ANTONIO, TEXAS
1356 N.E. 157 AVE. MIAMI, FLORIDA
172 7th MARINE STREET ATLANTA, GEORGIA

ARCADE EQUIPMENT
K. O. FIGHTERS, \$75.00 Each; MILLS EXTRAORDINARIES, \$59.50 Each; MILLS ESCALATORS, \$89.50 Each; SLOT MACHINES, All kinds, \$10.00 Each; ADVANCE CIGARETTE MACHINES, \$32.50 Each; SEEBURG'S PAY-OFF SWEETPAKES, \$42.50 Each; HIGH SCORER POOL TABLES, \$17.50 Each; 5¢ POOL TABLES, \$10.00 Each; ERIC DIGGERS, \$17.50 Each; 20th CENTURY DIGGERS, \$35.00 Each, Like New; MODEL E IRON OLAWS, \$40.00 Each; MODEL F IRON OLAWS, \$65.00 Each; MODEL G IRON OLAWS, \$75.00 Each; NEW GOING-LOOKS, \$7.50 Each; COLUMBUS PEANUT MACHINES, Used, Like New, \$4.00 Each; DANDY VENDERS, \$5.00 Each; 8 STAR BALL GUM, \$5.50 Case of 5,000. Latest Used and New PIN GAMES Always in Stock.
LEHIGH SPECIALTY CO., 155 Green St., Philadelphia, Pa.

BASEBALL! BASEBALL! BASEBALL!

PLAY BALL—OPERATORS—PLAY BALL!

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WITH LIGHT-UP RACK

Gottlieb's newest sensation has for this time duplicated good old Game-Ition and still holds a real objective as no Kelly Pool and challenges his tenth the player did. Even down to chance to game and bill the player has a brand-name win. KELLY POOL and odds are of ar... scoring arrangements also other score... don't 1-1 to 55-11. Act now, "telesh" ball! The find yourself "behind" the winner from the very start.

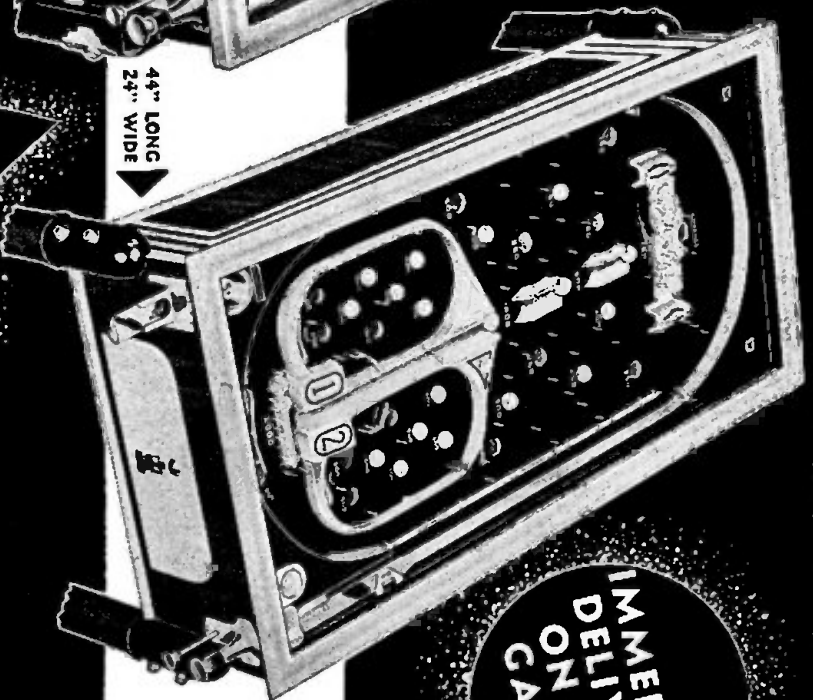
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 40" x 21" **\$39.50**

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All prices for Lots of 1 to 100 F. O. B. Chicago.



44" LONG
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IMMEDIATE DELIVERY ON ALL GAMES

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● Automatic Payout swing open at the touch of the finger. Can be locked and prevents any losses.

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TURN TABLE
 TURN TABLE COMPLETELY SOLD OUT

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 Amazing cyclone action rounds even the most experienced player. The (patented) ELECTRIC BALL LIFT that eliminates all tumbling and waste of time. Ball always ready for play in the center of the table. Game Fields are selected into action when you push the ball through the (Electric Lift optional).....

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 The ultimate in coin mechanism. The first of its kind. A real test of skill to match the score of the lower half with that of the upper. Winning machine costs \$400, a credit and so on up to 80 cents for a matched score of 2,000. Two balls are used for payout making 2000 prints. A permanent investment.....

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Rex—is proved "The King of ALL Pay Tables."

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of words describing the beauty of Rex and Chicago Express wouldn't be sufficient to give you the "real picture" of these two sensational games! We further believe you are most interested in "how much money can they earn for us?" and therefore all that we ask of you is to make the "acid test" TODAY! Place REX Pay Table and Chicago EXPRESS pin game ON LOCATION! There's the WHOLE STORY in a nutshell. We'll absolutely GUARANTEE you the Greatest MONEY-EARNING SURPRISE of your life. The beauty and novel skill action of Chicago EXPRESS has made it the greatest HIT of 1935! The simple skill one-ball play of the REX Pay Table has truly earned this game the RIGHT to be called "King of ALL Pay Tables." We're delivering both games as fast as the factory can turn them out—GET YOUR ORDER IN IMMEDIATELY—assure yourself of FULL CASH BOXES at EVERY COLLECTION with the inimitable REX Pay Table and Chicago EXPRESS — 1935's outstanding pin-game sensation!



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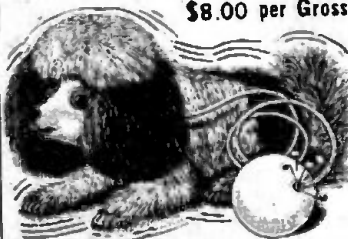
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