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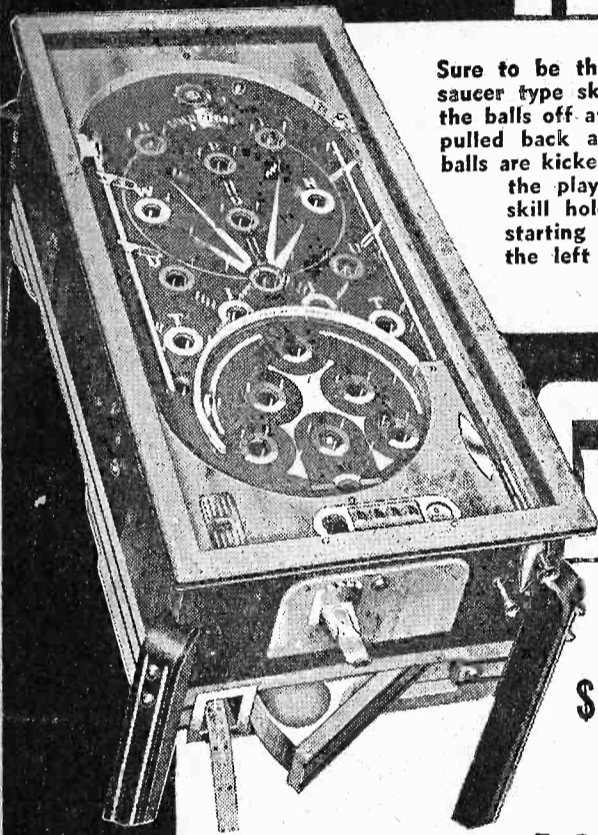


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# The Billboard

January 18,  
1936

Vol. XLVIII  
No. 3

The World's Foremost Amusement Weekly

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## ST. LOUIS TRIAL MUST GO ON

### Legal and Union Angles on Rights in Payoff Troubles

NEW YORK, Jan. 11.—What to do when the salary is not paid on time is, and always has been, a nasty problem for performers and musicians. A check-up of the latest labor and penal laws reveals that, in practically every instance, all the employee can do is to sue the employer or the booker. There is no

legal quick action which enables the employee to collect immediately and move on to his next date. Performers or musicians belonging to unions which have compelled the employer to post a salary bond, however, are the exception. Equity and Chorus Equity casts and union musicians, for example, protect their members, as the bond can usually be attached almost immediately. Of course, performers and musicians can always appeal to the nearest police station license department or State labor bureau. But, in most of these instances, the agencies mentioned must depend on pressure rather than the law.

Whatever salary trouble there is nowadays does not come so much from Equity shows, BAA-controlled burlesque shows or union orchestras. It comes from night clubs, traveling vaude and tab shows, indie theaters and private entertainment dates. Night spots, vaude, club dates and tabs are all under the jurisdiction of the American Federation of Actors, which has not yet been able to achieve a closed shop.

When queried as to the prevalence of salary chiseling in his field, the AFA's executive secretary, Ralph Whitehead, took the typical union position. "When the AFA has the greater portion of employable performers on its membership rolls, when our standard contract form is being used by bookers and employers so that we may protect actors, agencies and employers, only then will the high number of contract violations be cut down," says Whitehead.

Theatrical attorney I. Robert Broder, on the other hand, takes a typical lawyer's stand. He feels the best a performer can do when gypped is to seek

### Michigan Semi-Trailer Law Now Being Enforced

JACKSON, Mich., Jan. 11.—Showmen owning semi-trailers received a severe jolt this week when it became known that the law which the Michigan Legislature passed in 1934 governing such vehicles is being strictly enforced.

All trailers weighing more than 3,000 pounds, including load, must be equipped with air brakes, the law says, and the State police are really looking them over.

### Judge Halts Dismissal Try

#### Court rejects counter-monopoly charge against F. & M. by film companies

ST. LOUIS, Jan. 11.—Civil proceedings of the Federal government in its action to force Warner, Paramount and RKO to sell film to Fanchon & Marco have gained momentum with the court's disposal of primary issues this week. Initial efforts on the part of the defendant film companies to prevent a swift reckoning were nullified when Judge Molyneux decided the trial could go on despite the illness and consequent inability of various members of the defense to attend. Secondly, the dismissal action instituted by the defendants on the ground that a criminal court jury unanimously acquitted all concerned on November 11 was denied. Third, the attempt to accuse Fanchon & Marco, the chief complainants, of a counter-monopoly was rejected by the court as irrelevant, untrue and "merely an attempt to set up extraneous issues in

(See ST. LOUIS TRIAL on page 11)

### WPA Projects Taking Shape

#### Mrs. Flanagan still on hand—promises to stop sending acts to private affairs

NEW YORK, Jan. 11.—The Federal Theater Project in this city now has a pay roll of nearly 4,000, including about 2,400 actors, and is operating five local theaters with an aggregate number of 8,000 seats. These are the latest statistics issued by the Works Progress Administration's publicity department and indicating the project is definitely taking shape.

It is expected that the living newspaper unit will be the first WPA show to open. Bertram Harrison is managing the initial production, opening January 22 at the Biltmore Theater. It will dramatize the Italo-Ethiopian war and run three a day.

Mrs. Hallie Flanagan meanwhile is re-

(See WPA PROJECTS on page 31)

### New York Musician Deadlock Still On, With Possibility of Strike

NEW YORK, Jan. 11.—Deadlock between the WPA and New York's organized musicians continued today, with the possibilities of a strike still strongly present. Today (Saturday) representatives of Local 802, AFM, met with Daniel Ring, Deputy Administrator of the WPA, in charge of labor. The meeting discussed that actuality of the agreement made December 4 between the musicians and Dr. Nikolai Sokoloff, director of the Federal Music Project. The agreement, covering the amount of work musicians on WPA projects were to do, provided that effective January 15 the number of services would be reduced to five per week, or a maximum of 15 hours' work, including rehearsals. This was substituted for the arrangement now in force providing six or more serve. The five-service deal was made in Mayor LaGuardia's office, latter acting as mediator, and was made in time to call off a strike that was due the day the arrangement was made.

The musicians are claiming politics in the events now transpiring. Some of the events taking place were predicted last week by musician representatives. They claim that while Ring has taken supervision of the problem this move was made to take Sokoloff off the spot, altho he is one allegedly responsible for breaking the agreement. Chalmers Clifton's resignation as an administrator in the regional music setup was caused by Sokoloff's intention to shoo out of the agreement, they say. Reduced hours

for musicians, it is believed, might later bring claims from other theatrical WPA employees for similar conditions.

There was not much accomplished at this morning's meeting between Ring and the union men. Ring told them that he did not know of the actuality of the five-service arrangement, altho both Mayor LaGuardia and the musicians are certain of it. The musicians

(See N. Y. MUSICIAN on page 5)

### Anti-Alien Bill in Again

#### Dickstein again author of bill to restrict entrance of alien musicians, actors

WASHINGTON, D. C., Jan. 11.—Representative Dickstein, chairman of House committee on immigration and naturalization, has introduced his bill "to protect the artistic and earning opportunities in the United States of American actors and musicians," etc., in the new Congress. It has been referred to his Committee. The measure, like the one formerly introduced by Dickstein, but which failed to get thru the last session, provides, in part, that notwithstanding any other provision of law, no alien musician, instrumental or vocal (including an orchestral conductor), or actor, shall be admitted to the United States, whether coming for temporary stay or permanent residence, unless prior to application for admission he has obtained the consent of the Secretary of Labor to his admission in accordance with sections 3 and 4 (of the bill), upon application filed and approved prior to his admission.

Allen musician or actor if "of distinguished merit and ability or is a member of a musical or theatrical organiza-

(See ANTI-ALIEN on page 5)

### Royal American To Feature Neon Illumination; Buy Plant

TAMPA, Fla., Jan. 11.—Royal American Shows are going in so extensively

for neon lighting this year that they purchased a plant of their own and will soon begin manufacturing the equipment for their own use.

Carl J. Sedlmayr, general manager, and Elmer C. Velare, business manager, announced purchase of the Acme Neon Illumination Company at St. Petersburg, Fla., today. They said the plant and staff of workmen would be moved to winter quarters here immediately to begin equipping the Royal American midway with streams of blue, red and yellow illumination.

"We'll not need so much white light on our front because of the 500,000 watts of overhead lighting we will have with the seven Diesel electric generators," Sedlmayr said tonight. "Therefore we will decorate show fronts with neon, and thru this innovation in the show world put the very latest ideas of luminary advertising and attraction to work in the form of neon lighting."

Royal American Shows will open their winter season at the Pinellas County

(See ROYAL AMERICAN on page 33)

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# Detroit Censorship in 1935; Burly, Films Got Most Cuts

Police censor reports 410 burly censorships, also 59 photos, 29 vaude, 3 dramas, 1 musical comedy, 1 peep show—7 films banned—sex, Red angles—circus okeh

DETROIT, Jan. 11.—Annual report for 1935, was presented this week by Lieutenant Lester Potter, Detroit police censor. Potter, in complete charge of all amusements, covered every aspect of show business in his activities this year. Potter approved licenses of 143 theaters and recommended one revocation, that of the Empress burlesque house, which was denied by Mayor Frank Couzens upon insufficient evidence submitted by the Women's Division of the Police Department. Theaters visited for censorship purposes totaled 1,233, divided as follows: Legitimate, 3; musical comedy, 1; combination policy (vaudefilm and presentation), 124, and burlesque, 1,105. Burlesque, as usual, led by a huge figure, while legitimate and musical shows were below normal.

One play, *Tobacco Road*, was closed after playing about two weeks at the Cass Theater. Potter showed the following eliminations: Burlesque, 410; combination houses, 29; drama, 3; musical comedy, 1; burlesque bits, 1; burlesque songs (entire), 2; night clubs, 1; photos condemned, 59; posters, 5; peep shows, 1; theater ballyhoo and wax figures, 3; theater complaints, from the public, 20; magazines, books and post cards, 38.

Potter, in addition, visited two indoor shows and two night clubs, closing one gyp show, one dancing show and 10 gaff joints.

Twelve arrests were made. Nine were for misconduct at smokers, eight being of actors, one for selling obscene post cards, and two at the Empress Theater for alleged dancing in the nude and selling obscene magazines. Nine convictions were secured on the basis of the 12 arrests.

Censorship of motion pictures changed hands when Lieutenant Royal A. Baker retired, being succeeded by Sergeant Joseph Koller. The department was again enlarged about two months ago by addition of Detective Charles W. Snyder. Koller, in his report to Potter, reported reviewing 621 features, a total of 4,965,000 feet of film.

He eliminated 15,485 feet from American films and 1,500 from foreign. Seven features were condemned, the same number as in 1934. Five were banned because the subject matter treated sex perversions, while two, *Peasants* and *The Youth of Maxim*, were condemned for Communistic content, according to Koller.

Turning to outdoor amusements, Potter reported less carnival activity than usual, since immediate control of carnivals was turned over to the precinct officers over a year ago. Carnivals as such are barred in the city, but have been playing under auspices and getting around the law in that way. Actual conditions at carnivals supposedly playing under church auspices as well as for fraternal organizations has been far worse, as observed by *The Billboard*, than when open carnivals were allowed, since the carnival under auspices has been rarely effectively touched by police regulation.

Two carnivals were visited, one on complaint. One dancing show was warned and the following closed: Mule-faced woman, sexuals exhibit, Japanese ping-pong roll-down, python snake pit, penny pitch and phrenology gypsy camp. Six smokers were visited, two being raided with a squad of men and four stopped.

One amusement park, Edgewater, was visited, one penny arcade and two circuses, no elimination being reported at any. All were given a clean bill of health.

## Claim Bank Night Steal

PITTSBURGH, Jan. 11.—Affiliated Enterprises, Inc., owner of "Bank Night," filed a suit in the U. S. District Court here thru Art England, its local representative, against M. Akselrad, of the Regent Theater in McKees Rocks, Pa. Plaintiff claims that Akselrad infringed on the copyright law and used the title "Bank Night" without the proper permission. Affiliated Enterprises also claims several other theaters have been violating the same law and that suits against each of the violators will be filed. Katz Alpern, local firm, represent the plaintiff. Some 50 theaters in this territory are using "Bank Night" as a weekly re.

## Breaking Into Pix

DES MOINES, Ia., Jan. 4.—Janet Hough, Drake University beauty contest winner, who has been in New York for six months and whose friends have expected her to break into pictures any minute, did so the day after Christmas while visiting her parents at Newton, Ia.

Miss Hough sat down on one, and a physician had to remove the splinters and sew up a long gash in her hip.

## Pitt New Theater League Plans Start

PITTSBURGH, Jan. 11.—The New Theater League here is opening the current season in New Kensington January 24 with the presentation of *Private Hicks*, Albert Maltz's prize-winning play in a contest sponsored by the League and the League Against War and Fascism.

The local branch has about 60 members, all of whom will be utilized in productions this year. The plays will be staged in union halls, churches, fraternal organizations and schools. All subjects deal with current social problems of America. The leading director here is Dr. Ernest Wright, former teacher of English in the University of Pittsburgh. The local branch, organized last May in an attempt to help create an "American people's theater," is maintaining its headquarters at 6 Stevenson street.

## Gulf Oil Gets P. A. Rights At Texas Centennial

DALLAS, Jan. 11.—Gulf Oil Company has secured the exclusive rights to the public address system at the forthcoming Texas Centennial, opening January 6. While arrangements may permit broadcasting, the rights are primarily concerned with the p. a. system.

Gulf is erecting several buildings for the Centennial and about eight studios are to be built. All announcements, music and other forms of entertainment will emanate from these studios, with Gulf getting the credit.

Any broadcast coming from within the Centennial will have to go thru the studios mentioned by remote control.

## Checkroom Union Signs Many Spots

NEW YORK, Jan. 11.—The Checkroom Attendants' Union says it has just closed renewals of closed-shop contracts with most of the big cabarets in Times Square and Greenwich Village. Contracts are for a year, beginning December 27, 1935, and provide for a six-day week and a minimum wage scale.

Benny Jacobs, business agent, says night spots are divided into three classifications: Class A has a \$16 to \$18 a week minimum; Class B, \$18 to \$20 minimum, and Class C, \$20 to \$22 minimum. Jacobs says the contracts do not permit salary cuts during slack seasons, altho reduction of staff is okeh. He says that in the past night spot owners have cut wages whenever they had bad weeks.

Hotel dining room checkrooms will be tackled later, says Jacobs.

## Lincoln Musicians Elect

LINCOLN, Neb., Jan. 11.—The musicians' local here has re-elected Dr. H. C. Zellers president during 1936. Charles Phillips was assigned to the vice-presidency; Mark Pierce, secretary; Lee Jensen, sergeant at arms; Charles Kunkler, August Dietz, Will B. Green, Luther Andrews and John Schildneck all members of the board.

## Labor Stage To Present WPA Plays in N. Y. at 25-50 Cents

NEW YORK, Jan. 11.—The New Labor Stage, Inc., organized recently by the American Federation of Labor, will present WPA plays this season at its Princess Theater. In an agreement reached yesterday at a special luncheon, Labor Stage will present Ibsen's *An Enemy of the People*, prepared by the Continental Division of the WPA, February 15. Admission prices will range from 25 to 50 cents.

WPA's Negro Youth unit and the new Poetic Theater unit will also present their work on the stage of the Princess, which will probably be renamed when it reopens. Labor Stage will present only one of its own shows this season, an amateur revue entitled *Pins and Needles*. It will open March 1 and will be performed by members of the Garment Workers' Union.

According to Louis Schaffer, manager of Labor Stage, his organization will

help sell tickets, urge unionists to patronize the shows and also share the income with the WPA.

Among those present at the luncheon were James J. Brennan, head of the stagehands' union; Paul Dullzell, executive secretary of Actors' Equity; Ralph Whitehead, executive secretary of the American Federation of Actors; James C. Quinn, secretary of the Central Trades and Labor Council; Elmer Rice, regional head of the WPA Theater Project; Mrs. William Lescaze, member of both Labor Stage and the WPA advisory board, and Dorothy Bryant, executive secretary of Chorus Equity.

Quinn attacked alleged attempts of the WPA to tear down the union scale and cautioned against blanket indorsements of WPA policies, as had been suggested in a resolution. Rice discussed the WPA and said the red tape was being trimmed gradually.

## N. Y. Grosses Slump After Excitement of Holiday Week

NEW YORK, Jan. 11.—Business settled down to the usual norm this week after the New Year's week excitement. Grosses slipped down to the customary figures and only one real standout held forth. This was the Paramount, where the Casa Loma Orchestra continued socko. To this draw was added the Farley-Riley jam band combination, coming in on the strength of the *Mustie Goes 'Round* craze. The big holiday draw pictures are being replaced, with the newcomers not following in strength.

An additional unfavorable factor was an all-day rainstorm Thursday (9) night. It knocked business into the

soup all along the street and in the clubs as well. Some of the legit leaders were badly hurt as a result. Several stage plays, likewise, are falling down in business, despite strong notices and expected pull. *Scandals*, according to the ticket brokers, is a disappointment, many of the boys "eating" their tickets, purchased on a 16-week buy.

Milton Berle is at the Paradise Cabaret, while Ben Bernie takes the Florida cure. Bernie's Orchestra is still there and business is good. French Casino is likewise continuing at a strong pace, as is the Hollywood. Rainbow Grill has improved its take also.

## AFM Holding Up Licenses

"25 to 30" getting extra probing—470 okehed to date—radio bureaus angle

NEW YORK, Jan. 11.—The American Federation of Musicians reveals it is holding up "25 to 30 applications" for licenses pending further investigation. License applications are being checked against number of disputes with bands and musicians and any other info the AFM office might have on file. None of the applications have been definitely turned down, however.

More than 470 applications have been okehed to date and 380 of these have been issued.

It is revealed, further, that the AFM, in approving license applications from the radio artists' bureaus, did not make any concessions. Clause No. 15 banning "bonuses, rebates, concessions, favors or inducements of any kind or nature to any licensee or employer or anyone else" remains in the license. This means radio bureaus will not be able to push bookings of their own bands by guaranteeing free wires.

## American Academy Students Present Stewart's 'Rebound'

NEW YORK, Jan. 11.—The senior students of the American Academy of Dramatic Arts made an auspicious start in their current series of matinees last Friday, when they gave Donald Ogden Stewart's *Rebound* at the Empire Theater. The youngsters participating set an unusually high standard for early-season work. There were letdowns, of course (particularly in the last act, where the performances went to pieces along with the play), but in general the playing was of surprisingly high caliber. And *Rebound* isn't the best play in the world to work with. At each viewing it seems a little worse.

Lorna Stuart was the afternoon's Sara. Altho her performance was uneven, she showed real promise, particularly for this stage of the game. A lovely and appealing lass, she carried the part excellently except in brief interludes when she fell into a sort of languid affectation. Also, she showed a tendency toward awkwardness, but that will be easily cleared up later on.

Brant Gorman made a smooth, assured and talented Bill, doing a thoroly professional job. Bruce Kimes did some mannered tho effective farce performing as Johnnie; Amelia O'Neal turned in a nice character bit as the mother; Lawrence Forsythe was pleasantly straightforward as the father, and Elizabeth Childs was pretty and pleasant in the negative part of Liz. Charles Thomas made a prim Lyman, Marvin Tullman played Les with energy and a constant grin, and Marjorie Davies did what she could with the impossible part of Evie. Cornelia Sloat, Dick Ritter and Alva Brixey did the bits.

Emily Davie, Fred DuBrutz, Barry Prowd, Chauncey Brown, Audrey Anderton, Strelsa Leeds, Roger Converse and Melvin Monroe appeared in the first act of *The Lake*, which was used as a curtain-raiser. The average was nowhere near as high as that in the main piece, tho Converse impressed as an extremely likely-looking juvenile. Miss Leeds, an extraordinarily attractive lass, did the Hepburn part, and showed possibilities. She gave signs of being able to grasp the fundamental emotional content (usually the toughest job for the youngsters), but her playing was marred by extreme affectation and a Kay-Francescan inability to get out her "r's." The former may have been caused by the latter; if so, she should let the "r's" take care of themselves.

EUGENE BURR.

## United Detroit Expands

DETROIT, Jan. 11.—A major expansion was made by the United Detroit Theaters, local operating unit of Paramount-Public, in taking over the Rosedale and Regent theaters on January 1. Both are major Woodward avenue theaters with a large high-class neighborhood following. Neither has ever been in the Public group of houses before. Both were being operated by Mrs. Ida Klatt.



# Early Films Shown in N. Y.

Modern Museum showing old flickers which laid basis for today's industry

NEW YORK, Jan. 11.—Six early films, dating from 1893 to 1911, were shown by the Modern Museum of Art Film Library on Tuesday as the first of a series of five programs illustrating the development of the modern cinema. Tracing the growth of narrative in the movies, the program presented first *The Execution of Mary, Queen of Scots*, a 50-foot reel produced in 1893-'94 by Jean A. LeRoy. Derived from the old peep-show machines, this flicker was run off in three minutes. Successive films, gradually working up to the full-length feature, included *Wash Day Troubles*, directed by Edward Kuhn; *A Trip to the Moon*, produced and directed by George Melies; *The Great Train Robbery*, produced by the Edison Company and directed by Edwin S. Porter; *Faust*, produced by Pathe, director unknown, and *Queen Elizabeth*, directed by Louis Mercanton, with a distinguished cast, including Sarah Bernhardt, Lou Tellegen and others.

The main contribution of *Wash Day Troubles*, first shown in 1895, lay in the fact that the screen could create new stories or incidents as well as recreating material from the past. It is also regarded as the forerunner of slap-stick comedy. Melies, a French magician and illusionist, brought to the screen a flair for trick scenic effects and the use of artificial light. His *A Trip to the Moon*, in which he appears as one of the principal actors, is a fantastic fabrication not lacking in humor. Fourth on the program was *The Great Train Robbery*, a screen classic in which the trend toward the modern cinema is readily discernible. Present G-men films and Westerns stem from this thriller of 1903. *Faust*, produced two years later than the *Great Train Robbery*, is definitely inferior in technique to the latter, but contains some interesting examples of color photography. The hues were added to the original celluloid by laborious hand work. The film *Queen Elizabeth* was the first of the Famous Plays by Famous Players. Made in France with a cast including Sarah Bernhardt and Lou Tellegen, it was acquired by Adolph Zukor and presented by Daniel Frohman. The effect on the audience is that of a play rather than a movie, particularly so when the star takes a bow at the end of the performance. The prestige of the cast insured the success of this 1911 production and aided materially in removing the stigma attached to the movie as an art form.

All six productions were given added authenticity by the accompaniment of adequate "movie music" provided by the museum and played by a pianist.

The Film Library will distribute the series to universities and other social groups interested in studying the development of the cinema. The next program, to be given on February 4 and 5, will be called *The Rise of the American Film* and will bring the series up to 1914.

## MICKEY KING

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## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 198 City Tailors Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

### SEND IN ROUTES

The Route Department (appearing in this issue on Pages 15 to 17) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

## Local 802 Signs Over 50 Spots

NEW YORK, Jan. 11.—Local 802, American Federation of Musicians, has succeeded in unionizing over 50 establishments of various types in New York using music. This was one of the platforms upon which the present officers were elected. The campaign is still under way, with 100 per cent unionization the goal. It's about 90 per cent now.

One of the biggest strides was in organizing the catering places, a problem on which the local worked for some time. Musicians now have signed a contract with the Ballroom Proprietors and Caterers' Association. In addition various indie caterers have taken the pledge.

Included on the list are the following, in all boros of the city: Childs restaurants, Red Mill, Embassy Club, Variety Club, Barnes Tavern, Pelham Park Inn, Half Moon and Maxines. All of these, except Childs, are in the Bronx. Other spots include Burnside Manor, Central Opera House, Chateau De Luxe, Mecca Temple Casino and others.

## Would Amend N. Y. Film Laws To Restrict Kids

ALBANY, N. Y., Jan. 11.—A proposed amendment to the Penal Law and Education Law provides that if the director of the State motion picture bureau finds that a film is not fit to be viewed by children under 16 a license may be issued for such films on the condition that such children shall not be admitted. This bill, which was introduced by Assemblyman Charles H. Breitbart, Democrat of Kings County, also provides that no children under 16 be admitted to any motion picture performance unless accompanied by parent or guardian or authorized adult, except in the case of a school or church performance.

## No Wolves Howling Outside Show Biggies' Doors, Say Gov't Figures

WASHINGTON, Jan. 11.—Some of those salaries out of Hollywood aren't exaggerations after all, according to salary figures released by the Treasury Department. Some of the stars have to struggle along on a mere grand or two per week. A few of the figures follow:

Bing Crosby collected \$104,000 from Crosby Productions, Inc., Ltd., and another \$88,000 from Crosby Productions. Bing managed to feed his wife and three children on that pretty well. Max Baer collected \$16,000 just for his picture work. His knockout income isn't included. Constance Bennett did all right on \$176,000, and Charlie Chaplin drew \$143,000. Walt Disney collected \$51,000 by way of Mickey Mouse. All Mickey got was a new pen point. Pandro Berman, the producer, had \$130,000 as his share, and Joan Bennett, Connie's sister, was a comparative pauper at \$37,000. Burns and Allen got \$88,000 and this just for pictures, not radio. Dorothy Parker drew \$16,000, a darn site better than she did at the Algonquin in New York. Claudette Colbert nabbed \$85,000, and Gary Cooper collected \$140,000. W. C. Fields was paid 155,000 pieces of silver, which is better than juggling in vaudeville. Miriam Hopkins was worth \$71,000, more than she got for doing the lead in *Lysistrata* on Broadway.

Sylvia Sidney, also from the legit field, was paid \$110,000. Duke Ellington, Negro orchestra leader, was worth \$18,000 to Hollywood. This doesn't include stage or radio or other fields. The same goes for Guy Lombardo, including only the amount from pictures. Cecil B. DeMille was paid \$125,000, more than they paid in the early days of the picture business. Wesley Ruggles directed for \$139,000 worth, and B. P. Schulberg produced to the tune of \$145,000. Norman Taurog, another director, came in at \$118,000.

## Film Guilds Eye Contracts

Screen, writer guilds plan closed shop fight—wardrobe men, directors join

HOLLYWOOD, Jan. 11.—Screen Actors' and Writers' Guilds on the coast are contemplating concerted action for a closed shop. These efforts are an outgrowth of the campaign of various film workers to gain producer recognition and closed shop status in picture studios. In the event of success this will mean the end of the Academy-producer agreements in force now.

Unrecognized groups, such as that of the wardrobe men, will meet in New York some time in February to discuss wage problems. According to Bert Oxford, representative of the latter organization, wages are not affected by closed shop status.

The general desire for the closed shop has motivated assistant directors of the organizations involved to renew their affiliations with the American Federation of Labor. This applies not only to the guilds, but also to painters, laborers, make-up men, etc.

## ANTI-ALIEN

(Continued from page 3)

tion of distinguished merit and is applying for admission as such," etc., are exempted from provisions of the bill. Sections 3 and 4, as referred to, read: "The Secretary of Labor may authorize the temporary admission of any alien musician, instrumental or vocal (including an orchestra conductor), or actor, if otherwise admissible, upon application made to him and upon a finding that the country of which the alien is a national has agreed to a reciprocal exchange of musicians or actors who are citizens of the United States of America with those of a similar vocation who are citizens of the country of which the alien is a national for professional engagements of a similar character in the respective countries. The total number of citizens of any one country who may

enter under this section during any fiscal year shall not exceed the total number of citizens of the United States who may be permitted to enter that country during the same year."

The Secretary of Labor may authorize the temporary admission of any alien musician, instrumental or vocal (including an orchestral conductor), or actor, if otherwise admissible, upon application made to him and upon a finding that labor of like kind unemployed is not available in the United States.

## N. Y. MUSICIAN

(Continued from page 3)

are to be advised Monday (13) whether Ring is convinced the agreements exist now. The membership meeting of the local will be held that afternoon and strike plans, it is expected, will be made in the event the verdict is unfavorable. Local is now strengthening its lines in the WPA field, both with union and non-union musicians, in the event of a strike. The support of other theatrical labor organizations is being sought as well.

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# The Billboard

January 18,  
1936

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## ST. LOUIS TRIAL MUST GO ON

### Legal and Union Angles on Rights in Payoff Troubles

NEW YORK, Jan. 11.—What to do when the salary is not paid on time is, and always has been, a nasty problem for performers and musicians. A check-up of the latest labor and penal laws reveals that, in practically every instance, all the employee can do is to sue the employer or the booker. There is no

legal quick action which enables the employee to collect immediately and move on to his next date. Performers or musicians belonging to unions which have compelled the employer to post a salary bond, however, are the exception. Equity and Chorus Equity casts and union musicians, for example, protect their members, as the bond can usually be attached almost immediately. Of course, performers and musicians can always appeal to the nearest police station license department or State labor bureau. But, in most of these instances, the agencies mentioned must depend on pressure rather than the law.

Whatever salary trouble there is nowadays does not come so much from Equity shows, BAA-controlled burlesque shows or union orchestras. It comes from night clubs, traveling vaude and tab shows, indie theaters and private entertainment dates. Night spots, vaude, club dates and tabs are all under the jurisdiction of the American Federation of Actors, which has not yet been able to achieve a closed shop.

When queried as to the prevalence of salary chiseling in his field, the AFA's executive secretary, Ralph Whitehead, took the typical union position. "When the AFA has the greater portion of employable performers on its membership rolls, when our standard contract form is being used by bookers and employers so that we may protect actors, agencies and employers, only then will the high number of contract violations be cut down," says Whitehead.

Theatrical attorney I. Robert Broder, on the other hand, takes a typical lawyer's stand. He feels the best a performer can do when gypped is to seek

### Michigan Semi-Trailer Law Now Being Enforced

JACKSON, Mich., Jan. 11.—Showmen owning semi-trailers received a severe jolt this week when it became known that the law which the Michigan Legislature passed in 1934 governing such vehicles is being strictly enforced.

All trailers weighing more than 3,000 pounds, including load, must be equipped with air brakes, the law says, and the State police are really looking them over.

### Judge Halts Dismissal Try

#### Court rejects counter-monopoly charge against F. & M. by film companies

ST. LOUIS, Jan. 11.—Civil proceedings of the Federal government in its action to force Warner, Paramount and RKO to sell film to Fanchon & Marco have gained momentum with the court's disposal of primary issues this week. Initial efforts on the part of the defendant film companies to prevent a swift reckoning were nullified when Judge Molyneux decided the trial could go on despite the illness and consequent inability of various members of the defense to attend. Secondly, the dismissal action instituted by the defendants on the ground that a criminal court jury unanimously acquitted all concerned on November 11 was denied. Third, the attempt to accuse Fanchon & Marco, the chief complainants, of a counter-monopoly was rejected by the court as irrelevant, untrue and "merely an attempt to set up extraneous issues in

(See ST. LOUIS TRIAL on page 11)

### WPA Projects Taking Shape

#### Mrs. Flanagan still on hand—promises to stop sending acts to private affairs

NEW YORK, Jan. 11.—The Federal Theater Project in this city now has a pay roll of nearly 4,000, including about 2,400 actors, and is operating five local theaters with an aggregate number of 8,000 seats. These are the latest statistics issued by the Works Progress Administration's publicity department and indicating the project is definitely taking shape.

It is expected that the living newspaper unit will be the first WPA show to open. Bertram Harrison is managing the initial production, opening January 22 at the Biltmore Theater. It will dramatize the Italo-Ethiopian war and run three a day.

Mrs. Hallie Flanagan meanwhile is re-

(See WPA PROJECTS on page 31)

### New York Musician Deadlock Still On, With Possibility of Strike

NEW YORK, Jan. 11.—Deadlock between the WPA and New York's organized musicians continued today, with the possibilities of a strike still strongly present. Today (Saturday) representatives of Local 802, AFM, met with Daniel Ring, Deputy Administrator of the WPA, in charge of labor. The meeting discussed that actuality of the agreement made December 4 between the musicians and Dr. Nikolai Sokoloff, director of the Federal Music Project. The agreement, covering the amount of work musicians on WPA projects were to do, provided that effective January 15 the number of services would be reduced to five per week, or a maximum of 15 hours' work, including rehearsals. This was substituted for the arrangement now in force providing six or more serve. The five-service deal was made in Mayor LaGuardia's office, latter acting as mediator, and was made in time to call off a strike that was due the day the arrangement was made.

The musicians are claiming politics in the events now transpiring. Some of the events taking place were predicted last week by musician representatives. They claim that while Ring has taken supervision of the problem this move was made to take Sokoloff off the spot, altho he is one allegedly responsible for breaking the agreement. Chalmers Clifton's resignation as an administrator of the regional music setup was caused by Sokoloff's intention to shilly out of the agreement, they say. Reduced hours

for musicians, it is believed, might later bring claims from other theatrical WPA employees for similar conditions.

There was not much accomplished at this morning's meeting between Ring and the union men. Ring told them that he did not know of the actuality of the five-service arrangement, altho both Mayor LaGuardia and the musicians are certain of it. The musicians

(See N. Y. MUSICIAN on page 5)

### Anti-Alien Bill in Again

#### Dickstein again author of bill to restrict entrance of alien musicians, actors

WASHINGTON, D. C., Jan. 11.—Representative Dickstein, chairman of House committee on immigration and naturalization, has introduced his bill "to protect the artistic and earning opportunities in the United States of American actors and musicians," etc., in the new Congress. It has been referred to his Committee. The measure, like the one formerly introduced by Dickstein, but which failed to get thru the last session, provides, in part, that notwithstanding any other provision of law, no alien musician, instrumental or vocal (including an orchestral conductor), or actor, shall be admitted to the United States, whether coming for temporary stay or permanent residence, unless prior to application for admission he has obtained the consent of the Secretary of Labor to his admission in accordance with sections 3 and 4 (of the bill), upon application filed and approved prior to his admission.

Alien musician or actor if "of distinguished merit and ability or is a member of a musical or theatrical organiza-

(See ANTI-ALIEN on page 5)

### Royal American To Feature Neon Illumination; Buy Plant

TAMPA, Fla., Jan. 11.—Royal American Shows are going in so extensively

for neon lighting this year that they purchased a plant of their own and will soon begin manufacturing the equipment for their own use.

Carl J. Sedlmayr, general manager, and Elmer C. Velare, business manager, announced purchase of the Acme Neon Illumination Company at St. Petersburg, Fla., today. They said the plant and staff of workmen would be moved to winter quarters here immediately to begin equipping the Royal American midway with streams of blue, red and yellow illumination.

"We'll not need so much white light on our fronts because of the 500,000 watts of overhead lighting we will have with the seven new Diesel electric generators," Sedlmayr said tonight. "Therefore we will decorate show fronts with neon, and thru this innovation in the show world put the very latest ideas of luminary advertising and attraction to work in the form of neon lighting."

Royal American Shows will open their winter season at the Pinellas County

(See ROYAL AMERICAN on page 33)

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# Detroit Censorship in 1935; Burly, Films Got Most Cuts

Police censor reports 410 burly censorship, also 59 photos, 29 vaude, 3 dramas, 1 musical comedy, 1 peep show—7 films banned—sex, Red angles—circus okeh

DETROIT, Jan. 11.—Annual report for 1935 was presented this week by Lieutenant Lester Potter, Detroit police censor. Potter, in complete charge of all amusements, covered every aspect of show business in his activities this year. Potter approved licenses of 143 theaters and recommended one revocation, that of the Empress burlesque house, which was denied by Mayor Frank Couzens upon insufficient evidence submitted by the Women's Division of the Police Department. Theaters visited for censorship purposes totaled 1,233, divided as follows: Legitimate, 3; musical comedy, 1; combination policy (vaudefilm and presentation), 124, and burlesque, 1,105. Burlesque, as usual, led by a huge figure, while legitimate and musical shows were below normal.

One play, *Tobacco Road*, was closed after playing about two weeks at the Cass Theater. Potter showed the following eliminations: Burlesque, 410; combination houses, 29; drama, 3; musical comedy, 1; burlesque bits, 1; burlesque songs (entire), 2; night clubs, 1; photos condemned, 59; posters, 5; peep shows, 1; theater ballyhoo and wax figures, 3; theater complaints, from the public, 20; magazines, books and post cards, 38.

Potter, in addition, visited two indoor shows and two night clubs, closing one gyp show, one dancing show and 10 gaff joints.

Twelve arrests were made. Nine were for misconduct at smokers, eight being of actors, one for selling obscene post cards, and two at the Empress Theater for alleged dancing in the nude and selling obscene magazines. Nine convictions were secured on the basis of the 12 arrests.

Censorship of motion pictures changed hands when Lieutenant Royal A. Baker retired, being succeeded by Sergeant Joseph Koller. The department was again enlarged about two months ago by addition of Detective Charles W. Snyder. Koller, in his report to Potter, reported reviewing 621 features, a total of 4,965,000 feet of film.

He eliminated 15,485 feet from American films and 1,500 from foreign. Seven features were condemned, the same number as in 1934. Five were banned because the subject matter treated sex perversions, while two, *Peasants* and *The Youth of Maxim*, were condemned for Communistic content, according to Koller.

Turning to outdoor amusements, Potter reported less carnival activity than usual, since immediate control of carnivals was turned over to the precinct officers over a year ago. Carnivals as such are barred in the city, but have been playing under auspices and getting around the law in that way. Actual conditions at carnivals supposedly playing under church auspices as well as for fraternal organizations has been far worse, as observed by *The Billboard*, than when open carnivals were allowed, since the carnival under auspices has been rarely effectively touched by police regulation.

Two carnivals were visited, one on complaint. One dancing show was warned and the following closed: Mule-faced woman, sexualis exhibit, Japanese ping-pong roll-down, python snake pit, penny pitch and phrenology gypsy camp. Six smokers were visited, two being raided with a squad of men and four stopped.

One amusement park, Edgewater, was visited, one penny arcade and two circuses, no elimination being reported at any. All were given a clean bill of health.

## Claim Bank Night Steal

PITTSBURGH, Jan. 11.—Affiliated Enterprises, Inc., owner of "Bank Night," filed a suit in the U. S. District Court here thru Art England, its local representative, against M. Akselrad, of the Regent Theater in McKees Rocks, Pa. Plaintiff claims that Akselrad infringed on the copyright law and used the title "Bank Night" without the proper permission. Affiliated Enterprises also claims several other theaters have been violating the same law and that suits against each of the violators will be filed. Katz Alpern, local firm, represent the plaintiff. Some 50 theaters in this territory are using "Bank Night" as a weekly re.

## Breaking Into Pix

DES MOINES, Ia., Jan. 4.—Janet Hough, Drake University beauty contest winner, who has been in New York for six months and whose friends have expected her to break into pictures any minute, did so the day after Christmas while visiting her parents at Newton, Ia.

Miss Hough sat down on one, and a physician had to remove the splinters and sew up a long gash in her hip.

## Pitt New Theater League Plans Start

PITTSBURGH, Jan. 11.—The New Theater League here is opening the current season in New Kensington January 24 with the presentation of *Private Hicks*, Albert Maltz's prize-winning play in a contest sponsored by the League and the League Against War and Fascism.

The local branch has about 60 members, all of whom will be utilized in productions this year. The plays will be staged in union halls, churches, fraternal organizations and schools. All subjects deal with current social problems of America. The leading director here is Dr. Ernest Wright, former teacher of English in the University of Pittsburgh. The local branch, organized last May in an attempt to help create an "American people's theater," is maintaining its headquarters at 6 Stevenson street.

## Gulf Oil Gets P. A. Rights At Texas Centennial

DALLAS, Jan. 11.—Gulf Oil Company has secured the exclusive rights to the public address system at the forthcoming Texas Centennial, opening January 6. While arrangements may permit broadcasting, the rights are primarily concerned with the p. a. system.

Gulf is erecting several buildings for the Centennial and about eight studios are to be built. All announcements, music and other forms of entertainment will emanate from these studios, with Gulf getting the credit.

Any broadcast coming from within the Centennial will have to go thru the studios mentioned by remote control.

## Checkroom Union Signs Many Spots

NEW YORK, Jan. 11.—The Checkroom Attendants' Union says it has just closed renewals of closed-shop contracts with most of the big cabarets in Times Square and Greenwich Village. Contracts are for a year, beginning December 27, 1935, and provide for a six-day week and a minimum wage scale.

Benny Jacobs, business agent, says night spots are divided into three classifications: Class A has a \$16 to \$18 a week minimum; Class B, \$18 to \$20 minimum, and Class C, \$20 to \$22 minimum. Jacobs says the contracts do not permit salary cuts during slack seasons, altho reduction of staff is okeh. He says that in the past night spot owners have cut wages whenever they had bad weeks.

Hotel dining room checkrooms will be tackled later, says Jacobs.

## Lincoln Musicians Elect

LINCOLN, Neb., Jan. 11.—The musicians' local here has re-elected Dr. H. C. Zellers president during 1936. Charles Phillips was assigned to the vice-presidency; Mark Pierce, secretary; Lee Jensen, sergeant at arms; Charles Kunkler, August Dietz, Will B. Green, Luther Andrews and John Schildneck all members of the board.

## Labor Stage To Present WPA Plays in N. Y. at 25-50 Cents

NEW YORK, Jan. 11.—The New Labor Stage, Inc., organized recently by the American Federation of Labor, will present WPA plays this season at its Princess Theater. In an agreement reached yesterday at a special luncheon, Labor Stage will present Ibsen's *An Enemy of the People*, prepared by the Continental Division of the WPA, February 15. Admission prices will range from 25 to 50 cents.

WPA's Negro Youth unit and the new Poetic Theater unit will also present their work on the stage of the Princess, which will probably be renamed when it reopens. Labor Stage will present only one of its own shows this season, an amateur revue entitled *Pins and Needles*. It will open March 1 and will be performed by members of the Garment Workers' Union.

According to Louis Schaffer, manager of Labor Stage, his organization will

help sell tickets, urge unionists to patronize the shows and also share the income with the WPA.

Among those present at the luncheon were James J. Brennan, head of the stagehands' union; Paul Dullzell, executive secretary of Actors' Equity; Ralph Whitehead, executive secretary of the American Federation of Actors; James C. Quinn, secretary of the Central Trades and Labor Council; Elmer Rice, regional head of the WPA Theater Project; Mrs. William Lescage, member of both Labor Stage and the WPA advisory board, and Dorothy Bryant, executive secretary of Chorus Equity.

Quinn attacked alleged attempts of the WPA to tear down the union scale and cautioned against blanket indorsements of WPA policies, as had been suggested in a resolution. Rice discussed the WPA and said the red tape was being trimmed gradually.

## N. Y. Grosses Slump After Excitement of Holiday Week

NEW YORK, Jan. 11.—Business settled down to the usual norm this week after the New Year's week excitement. Grosses slipped down to the customary figures and only one real standout held forth. This was the Paramount, where the Casa Loma Orchestra continued socko. To this draw was added the Farley-Riley jam band combination, coming in on the strength of the *Musie Goes 'Round* craze. The big holiday draw pictures are being replaced, with the newcomers not following in strength.

An additional unfavorable factor was an all-day rainstorm Thursday (9) night. It knocked business into the

soup all along the street and in the clubs as well. Some of the legit leaders were badly hurt as a result. Several stage plays, likewise, are falling down in business, despite strong notices and expected pull. *Scandals*, according to the ticket brokers, is a disappointment, many of the boys "eating" their tickets, purchased on a 16-week buy.

Milton Berle is at the Paradise Cabaret, while Ben Bernie takes the Florida cure. Bernie's Orchestra is still there and business is good. French Casino is likewise continuing at a strong pace, as is the Hollywood. Rainbow Grill has improved its take also.

## AFM Holding Up Licenses

"25 to 30" getting extra probing—470 okehed to date—radio bureaus angle

NEW YORK, Jan. 11.—The American Federation of Musicians reveals it is holding up "25 to 30 applications" for licenses pending further investigation. License applications are being checked against number of disputes with bands and musicians and any other info the AFM office might have on file. None of the applications have been definitely turned down, however.

More than 470 applications have been okehed to date and 380 of these have been issued.

It is revealed, further, that the AFM, in approving license applications from the radio artists' bureaus, did not make any concessions. Clause No. 15 banning "bonuses, rebates, concessions, favors or inducements of any kind or nature to any licensee or employer or anyone else" remains in the license. This means radio bureaus will not be able to push bookings of their own bands by guaranteeing free wires.

## American Academy Students Present Stewart's 'Rebound'

NEW YORK, Jan. 11.—The senior students of the American Academy of Dramatic Arts made an auspicious start in their current series of matinees last Friday, when they gave Donald Ogden Stewart's *Rebound* at the Empire Theater. The youngsters participating set an unusually high standard for early-season work. There were letdowns, of course (particularly in the last act, where the performances went to pieces along with the play), but in general the playing was of surprisingly high caliber. And *Rebound* isn't the best play in the world to work with. At each viewing it seems a little worse.

Lorna Stuart was the afternoon's Sara. Altho her performance was uneven, she showed real promise, particularly for this stage of the game. A lovely and appealing lass, she carried the part excellently except in brief interludes when she fell into a sort of languid affectation. Also, she showed a tendency toward awkwardness, but that will be easily cleared up later on.

Brant Gorman made a smooth, assured and talented Bill, doing a thoroly professional job. Bruce Kimes did some mannered the effective farce performing as Johnnie; Amelia O'Neal turned in a nice character bit as the mother; Lawrence Forsythe was pleasantly straightforward as the father, and Elizabeth Childs was pretty and pleasant in the negative part of Liz. Charles Thomas made a prim Lyman, Marvin Tullman played Les with energy and a constant grin, and Marjorie Davies did what she could with the impossible part of Evie. Cornelia Sloat, Dick Ritter and Alva Brixey did the bits.

Emily Davie, Fred DuBrutz, Barry Prowd, Chauncey Brown, Audrey Anderson, Strela Leeds, Roger Converse and Melvin Monroe appeared in the first act of *The Lake*, which was used as a curtain-raiser. The average was nowhere near as high as that in the main piece, tho Converse impressed as an extremely likely-looking juvenile. Miss Leeds, an extraordinarily attractive lass, did the Hepburn part, and showed possibilities. She gave signs of being able to grasp the fundamental emotional content (usually the toughest job for the youngsters), but her playing was marred by extreme affectation and a Kay-Francescan inability to get out her "r's." The former may have been caused by the latter; if so, she should let the "r's" take care of themselves.

EUGENE BURR.

## United Detroit Expands

DETROIT, Jan. 11.—A major expansion was made by the United Detroit Theaters, local operating unit of Paramount-Publix, in taking over the Rosedale and Regent theaters on January 1. Both are major Woodward avenue theaters with a large high-class neighborhood following. Neither has ever been in the Publix group of houses before. Both were being operated by Mrs. Ida Klatt.



# Early Films Shown in N. Y.

### Modern Museum showing old flickers which laid basis for today's industry

NEW YORK, Jan. 11.—Six early films, dating from 1893 to 1911, were shown by the Modern Museum of Art Film Library on Tuesday as the first of a series of five programs illustrating the development of the modern cinema. Tracing the growth of narrative in the movies, the program presented first *The Execution of Mary, Queen of Scots*, a 50-foot reel produced in 1893-'94 by Jean A. LeRoy. Derived from the old peep-show machines, this flicker was run off in three minutes. Successive films, gradually working up to the full-length feature, included *Wash Day Troubles*, directed by Edward Kuhn; *A Trip to the Moon*, produced and directed by George Melles; *The Great Train Robbery*, produced by the Edison Company and directed by Edwin S. Porter; *Faust*, produced by Pathe, director unknown, and *Queen Elizabeth*, directed by Louis Mercanton, with a distinguished cast, including Sarah Bernhardt, Lou Tellegen and others.

The main contribution of *Wash Day Troubles*, first shown in 1895, lay in the fact that the screen could create new stories or incidents as well as recreating material from the past. It is also regarded as the forerunner of slap-stick comedy. Melles, a French magician and illusionist, brought to the screen a flair for trick scenic effects and the use of artificial light. His *A Trip to the Moon*, in which he appears as one of the principal actors, is a fantastic fabrication not lacking in humor. Fourth on the program was *The Great Train Robbery*, a screen classic in which the trend toward the modern cinema is readily discernible. Present G-men films and Westerns stem from this thriller of 1903. *Faust*, produced two years later than the *Great Train Robbery*, is definitely inferior in technique to the latter, but contains some interesting examples of color photography. The hues were added to the original celluloid by laborious hand work. The film *Queen Elizabeth* was the first of the Famous Plays by Famous Players. Made in France with a cast including Sarah Bernhardt and Lou Tellegen, it was acquired by Adolph Zukor and presented by Daniel Frohman. The effect on the audience is that of a play rather than a movie, particularly so when the star takes a bow at the end of the performance. The prestige of the cast insured the success of this 1911 production and aided materially in removing the stigma attached to the movie as an art form.

All six productions were given added authenticity by the accompaniment of adequate "movie music" provided by the museum and played by a pianist.

The Film Library will distribute the series to universities and other social groups interested in studying the development of the cinema. The next program, to be given on February 4 and 5, will be called *The Rise of the American Film* and will bring the series up to 1914.

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## THE FILM WEEKLY AUSTRALIA

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Conducted by MARTIN C. BRENNAN,  
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Australian Office of THE BILLBOARD.

### SEND IN ROUTES

The Route Department (appearing in this issue on Pages 15 to 17) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

## Local 802 Signs Over 50 Spots

NEW YORK, Jan. 11.—Local 802, American Federation of Musicians, has succeeded in unionizing over 50 establishments of various types in New York using music. This was one of the platforms upon which the present officers were elected. The campaign is still under way, with 100 per cent unionization the goal. It's about 90 per cent now.

One of the biggest strides was in organizing the catering places, a problem on which the local worked for some time. Musicians now have signed a contract with the Ballroom Proprietors and Caterers' Association. In addition various indie caterers have taken the pledge.

Included on the list are the following, in all boros of the city: Childs restaurants, Red Mill, Embassy Club, Variety Club, Barnes Tavern, Pelham Park Inn, Half Moon and Maxines. All of these, except Childs, are in the Bronx. Other spots include Burnside Manor, Central Opera House, Chateau De Luxe, Mecca Temple Casino and others.

## Would Amend N. Y. Film Laws To Restrict Kids

ALBANY, N. Y., Jan. 11.—A proposed amendment to the Penal Law and Education Law provides that if the director of the State motion picture bureau finds that a film is not fit to be viewed by children under 16 a license may be issued for such films on the condition that such children shall not be admitted. This bill, which was introduced by Assemblyman Charles H. Breitbart, Democrat of Kings County, also provides that no children under 16 be admitted to any motion picture performance unless accompanied by parent or guardian or authorized adult, except in the case of a school or church performance.

## No Wolves Howling Outside Show Biggies' Doors, Say Gov't Figures

WASHINGTON, Jan. 11.—Some of those salaries out of Hollywood aren't exaggerations after all, according to salary figures released by the Treasury Department. Some of the stars have to struggle along on a mere grand or two per week. A few of the figures follow:

Bing Crosby collected \$104,000 from Crosby Productions, Inc., Ltd., and another \$88,000 from Crosby Productions. Bing managed to feed his wife and three children on that pretty well. Max Baer collected \$16,000 just for his picture work. His knockout income isn't included. Constance Bennett did all right on \$176,000, and Charlie Chaplin drew \$143,000. Walt Disney collected \$51,000 by way of Mickey Mouse. All Mickey got was a new pen point. Pandro Berman, the producer, had \$130,000 as his share, and Joan Bennett, Connie's sister, was a comparative pauper at \$37,000. Burns and Allen got \$88,000 and this just for pictures, not radio. Dorothy Parker drew \$16,000, a darn site better than she did at the Algonquin in New York. Claudette Colbert nabbed \$85,000, and Gary Cooper collected \$140,000. W. C. Fields was paid 155,000 pieces of silver, which is better than juggling in vaudeville. Miriam Hopkins was worth \$71,000, more than she got for doing the lead in *Lysistrata* on Broadway.

Sylvia Sydney, also from the legit field, was paid \$110,000. Duke Ellington, Negro orchestra leader, was worth \$18,000 to Hollywood. This doesn't include stage or radio or other fields. The same goes for Guy Lombardo, including only the amount from pictures. Cecil B. DeMille was paid \$125,000, more than they paid in the early days of the picture business. Wesley Ruggles directed for \$139,000 worth, and B. P. Schulberg produced to the tune of \$145,000. Norman Taurog, another director, came in at \$118,000.

## Film Guilds Eye Contracts

### Screen, writer guilds plan closed shop fight—wardrobe men, directors join

HOLLYWOOD, Jan. 11.—Screen Actors' and Writers' Guilds on the coast are contemplating concerted action for a closed shop. These efforts are an outgrowth of the campaign of various film workers to gain producer recognition and closed shop status in picture studios. In the event of success this will mean the end of the Academy-producer agreements in force now.

Unrecognized groups, such as that of the wardrobe men, will meet in New York some time in February to discuss wage problems. According to Bert Oxford, representative of the latter organization, wages are not affected by closed shop status.

The general desire for the closed shop has motivated assistant directors of the organizations involved to renew their affiliations with the American Federation of Labor. This applies not only to the guilds, but also to painters, laborers, make-up men, etc.

## ANTI-ALIEN

(Continued from page 3)

tion of distinguished merit and is applying for admission as such," etc., are exempted from provisions of the bill. Sections 3 and 4, as referred to, read: "The Secretary of Labor may authorize the temporary admission of any alien musician, instrumental or vocal (including an orchestra conductor), or actor, if otherwise admissible, upon application made to him and upon a finding that the country of which the alien is a national has agreed to a reciprocal exchange of musicians or actors who are citizens of the United States of America with those of a similar vocation who are citizens of the country of which the alien is a national for professional engagements of a similar character in the respective countries. The total number of citizens of any one country who may

enter under this section during any fiscal year shall not exceed the total number of citizens of the United States who may be permitted to enter that country during the same year."

The Secretary of Labor may authorize the temporary admission of any alien musician, instrumental or vocal (including an orchestral conductor), or actor, if otherwise admissible, upon application made to him and upon a finding that labor of like kind unemployed is not available in the United States.

## N. Y. MUSICIAN

(Continued from page 3)

are to be advised Monday (13) whether Ring is convinced the agreements exist now. The membership meeting of the local will be held that afternoon and strike plans, it is expected, will be made in the event the verdict is unfavorable. Local is now strengthening its lines in the WPA field, both with union and non-union musicians, in the event of a strike. The support of other theatrical labor organizations is being sought as well.

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## Musings

**H**OW the mighty have fallen! What havoc the winds of disturbed heavens have wrought in the once orderly groves of the show business! Columnists catering to the straphanging trade sport a yen for philosophizing about the Street of Broken Hearts, the Heartbreak Highway, Goofy Gulch and whatnot. Anything in the realm of terminology to convey the impression that Broadway is a place where wondrously beautiful butterflies are broken on the wheel; where playboys meet their doom and where they pat you on the back to find a choice place to stick the knife. That's good stuff for the boys and girls who blissfully believe they're feeding on inside dope and are really nibbling garbage discarded by writers of a day when Bide Dudley was a respected commentator on the Broadway scene and when sensationalism was restricted to mags that couldn't be sent thru the mails.

Heartbreak there's plenty on the street called Broadway and the lanes that run into it and along with it for a piece. But the kind of heartbreak that gossipers care little about because of its unappreciable sensation value. Heartbreak that makes the cup run over. Not about the dizzy gals to whom life is a bowl of orgies; nor about lecherous gents who made their piles in the cloak and suit business and choose Broadway as the logical scene for their wanton indulgences. There is another type of heartbreak on the thoroughfare they call Mazda Lane. It is the crazy pattern formed by the success and failure stories of the men who once waved sceptres from their seats on massive thrones; who today are either gone from the land of the living or going still thru the motions of life but living in their minds a past that is deadlier than the dodo bird.

One of the biggest factors in big-time vaudeville; a man whose orders once meant millions of dollars of salaries in a single season—this man is today haggling over a few pennies booking acts that couldn't get a look at him sideways less than six years ago. That's what the fadeout of vaudeville did to one man. To another it brought the merciful somnolence of insanity. One dismal day—when even homeless cats and dogs manage to find shelter—we espied this pitiful specimen standing at the corner of 47th street and Broadway, dripping wet, shoddy from head to foot and holding, like one of the comedians he used to book, a lily in his hand. A funny sight to the passersby; a sight to make the heads reel of those who knew him when he wrote in fortunes with a pencil and rubbed out hopes and dreams with a soft eraser in a big book.

In the days not long ago when there was plenty of show business and when an actor had to play before living audiences to amass a fortune there was a producer who reached the heights with a million dollars in cold cash salted away. Apparently the salt was of inferior quality. The money dissolved. The man became a wanderer on the seas of despair. We ran into him about a year ago handing out keys and collecting laundry backstage at a theater housing a musical. A stagehandman! From the dizzy heights to the lowliest spot in showdom. And in the space of a few years.

Once—when theaters were plentiful and paid well—a lady was the envy of all who rubbed shoulders with her in actors' haunts and in backstages of the country's ace stands. They called her a mindreader. She'd rather be termed a mentalist. She made money faster than Sam Shipman used to write hits. The bottom fell out of her market. Today she'd work anywhere—and it doesn't have to be on a stage.

There used to be an agent who honored an act by consenting to handle it. Even to be handled by his office didn't mean that one would receive his personal attention. He had plenty of assistants for the lesser acts. Only for the glamorous topliners would be trouble himself to barter. We met him several days ago. He still calls himself an agent. But we doubt whether he is kidding anybody even himself. A little tight for cash. He needed a couple of dollars to take care of some trifling bills. From the biggest of biggies to the Street's most inept righthandler. In the space of four years.

Look at the other side of the curtain. Study the progress of alleged noblemen of the sock and buskin.

Take the case of the sourpuss who was for years the Great American Heel among the gentry of the Fourth Estate who dabble in matters theatrical. A man who never had a kind word for anybody; that is, as far as extensive inquiry could determine. A man from whom insults and rebuffs poured as profusely as blood from a severed artery. A man who, if consistent, would be expected to bite the hands that feed him. While others with soul and heart and humankindness fell by the wayside; while these valiant souls gave up the struggle when they knew they were licked; while Fate wound its claws around their throats, this monstrosity of character grabbed off a smash hit while the other fellow wasn't looking and is today riding the crest of the wave. Small wonder that persons from another world look in on show business and turn away in disgust. Unfortunate it is that their eyes fall upon types such as this. In a nondescript heap that which is most decayed gives forth the worst stench. But the passerby, he who looks in for a minute doesn't stop to analyze—and the good have to suffer for the bad.

Less than 10 years ago there was a warbling youth who could have made a small fortune then if amateur shows were as popular as they are now. He had and still has good pipes. He won a contest conducted nationally. He landed an air contract. Since then it's been a matter of being carried from one bed of roses to another. He's been in more scrapes than a fighting cock. Aside from his singing he has as much to commend him to talent scouts as a hippo snoozing in a zoo. He is mean, ungrateful, actually dishonest in his major and petty dealings. Still he continues to soar in the skies of success while others considerably more gifted are still giving auditions that mean little or nothing.

This can go on for columns. But space is precious. Too precious to permit unlimited sway to a passing mood. Suffice to leave indulgent readers with a few thoughts that we find after rummaging around a mind not mooded to guide a discourse on more prosaic topics.

Of all the callings or professions, show business is indeed the most inconsistent; the one that possesses as its crowning inconsistency the practical obviousness that success is not always attained (some would go so far as to substitute "never" for "not always") by following the teachings of the Golden Rule. In this lies the fascination of the show business. Here, too, lies its heartbreak. A fascinating game, indeed, for those who come away with winnings lining their every pocket. A cesspool of filth and stench for those who lose. A hard game. One that flatters fulsomely those who win; claps down disdainfully those who fall behind in the feverish race for success. In some degree show business has always been that way. But in late years—with films and radio accelerating the pace at which money and success are earned—the victory has become more glowing; the defeat less endurable. A less complex life; one that demanded less of the player dealt in more gracious terms with the loser in former days. Today it is a matter of shoot all on the six.

But there are still persons in the show business who don't forget the ones who came up with them and dropped behind. There are still men like George Cohan and Eddie Cantor who help unobtrusively. There are still big shots like Whiteman and Gable who haven't forgotten that they were once fly specks on the peaks of eternity—and still are. After all only the man who realizes his own insignificance in the scheme of things possesses the warmth of heart and the adliness of soul that makes him fit company for the beggar at the city's gates. The High Priest ensconced in his Holy of Holies.

## The Broadway Beat

By GEORGE SPELVIN

**W**HEN Sally Rand played Atlanta recently she ran into terrific storms, her grosses being hurt by radio and newspaper warnings to town-folk to stay at home because of the weather. . . . Major L. E. Thompson is at the New York Hosp, finally undergoing that gall bladder operation. . . . The Music Hall went ritz with its new pass books—hard cover, gold lettering and everything but morocco binding. . . . Rumors are again afloat relative to a big shakeup in a network artists' bureau. . . . The fact that it takes place (if it does) will be less of a wonder than why it is so long overdue. . . . Split seconds count a lot in the movements of the Whiteman crew on Sunday nights when they drop out of *Jumbo* to make the 9:45 p.m. broadcast, which is over at 10:30. . . . They then scoot down Sixth avenue and play *Jumbo* again until the finale, when they just have time to duck away for the repeat broadcast to the Coast, a one-minute delay being disastrous to the outfit, the broadcast and everything else. . . . It's just six blocks north to the NBC studios. . . . Charlie Hart, back from a European scouting trip, says that German salaries in show biz are about four or five times greater than those over here, but that the cost of living makes everything balance. . . . Can't buy a small lunch for less than a dollar, for instance. . . . B. Ward Beam, newest of the outdoor bookers, has his office walls decorated with designs by Tom Cracraft, the scenic artist. . . . Ed Weiner, the p. a., recently married Miriam Solomon, non-pro. . . . The Opera Singers' Association is picketing the Music Hall. . . . The biggest surprise in pix recently is Chief Thunder Bird, Indian actor, who stole, despite attempts to stop him, *Annie Oakley*. . . . A recent hit film on the Stem had a cast of all legit people save one—and the one non-legit actor was liberally panned by pix critics for giving a performance not up to the standard of the others. . . .

Ben Sackheim, night club p. a., yearns to be a gag writer. . . . But what else is a night club p. a.? . . . Dena Larena, singer at the Russ Troyka, doubled on the Coast for many stars who couldn't sing. . . . And Kola, dancer at the Troyka, once danced before many of the crowned heads of Europe—all of whom have since either died or abdicated. . . . Mr. Spelvin will abdicate. . . . An ad agency recently threw a party in connection with the broadcast debut of one of its best clients—and the first to get cockeyed (some time before the party really got under way) was the agency press agent. . . . He was useless but unobtrusive until the very last minute, when one of the agency heads was doing a bit of commercial and plugging the client's product—when the p. a. climaxed and ended the spiel with what might be described as a caustic comment. . . . Bets were taken outside later as to the length of time he stays on the pay roll. . . . The Montclair Casino is featuring an electric organ capable of "more than 250,000,000 tone combinations." . . . Mr. Spelvin will take a combination sandwich instead. . . . There has been a recent increase in waiters and waitresses doubling as entertainers—and vice versa. . . . The Restaurant Workers' Union and the AFA don't like it, claiming it cuts employment. . . . New Theater Mag is preparing another blast at Hearst and his film tieups. . . . And McAllister Coleman is running the risk of being denounced as a counter-revolutionary or something since he's been ridiculing certain angles in the leftist theater. . . . It's a leftist crime, it seems, to admit that anything from the left has missed perfection. . . .

## Chicago Chat

By NAT GREEN

**R**ED HODSON, whose authorship of the song *Music Goes 'Round and Around* seems to have definitely established, is beginning to get the breaks. . . . For a while it looked as if he would lose the song, but it is understood he has been cut in for a third of the profits and now he is starting a personal appearance tour of five weeks in Balaban & Katz houses that will net him close to a grand a week, and it looks as if other avenues of profit will open up. . . . Ed Lewis, exploitation director for Macfadden publications, paid a flying visit to Chicago a few days ago, leaving by plane next day for Boston. . . . Ole Olsen's mother, Mrs. Catherine Olsen, of Peru, Ind., visiting the comic during his Chi engagement. . . . Bob Crosby's band won't hit Chi after all! . . . Leaves the Netherland Plaza, Cincy, for a Florida spot. . . . Only about 300 local acts and 50 emsees would like Florida bookings this winter.

Dixiana showboat troupe migrated to Milwaukee last week and did a nice week's biz at the Palace Theater there. . . . Understood that the Dixiana will open soon on the Milwaukee lake front. . . . Charlie Riley, publicizer, back in town for a short stay. . . . Asher Levy, former Orpheum chief here and now operator of the Orpheum Theater, Madison, Wis., visiting the Loop. . . . ditto Dave Miller, ork leader at the Alhambra, Milwaukee. . . . Names once famous in vaudeville and legit are on the rolls of the WPA units now playing local parks. . . . Among those noted are Joe Whitehead, old-time headliner; Victor Sutherland, once the husband of Pearl White, star of silent screen days; Kate Pullman; Max Bloom, remembered in *Sunny Side of Broadway*; Belle Montrose, and Richard Lancaster, formerly of the team of Barry and Lancaster. . . . Phil Tyrrell, Loop agent, commuting between Chi and the Missouri Theater, St. Louis. . . . Billy Gray, emsee, flew back to the West Coast after coming here to bury his wife, who died suddenly. . . . Frank Burke now personal representative as well as publicity man for Phil Levant. . . . Phil, whose orchestra opens at the Bismarck this week, has been away from the Loop for more than a year and he's been busy renewing acquaintances on Randolph street. . . . Freddie Hankel, ork leader, still having wife trouble and has filed a cross bill for divorce.

Not every prophet is without honor in his own town! . . . Earl Shipley, well-known clown, is a graduate of the high school at Willow Springs, Mo., and at the alumni banquet held there December 27, Earl was guest of honor and toastmaster. . . . During his stay Earl was feted like a returned conqueror, and the banquet program bore across its center in box-car type: "We Welcome 'Red' Shipley Home!"

Billy Gaxton, star of *Anything Goes*, and Olsen and Johnson, funmakers of *Everything Goes*, renewed an old friendship in the Loop this week, and just to show that they are really friends Ole changed the title of his Oriental unit to *Everything Happens* so it would not conflict with the legit show. . . . Gaxton was featured with Olsen and Johnson in the Warner Brothers' picture *Fifty Million Frenchmen* and spent two months with them on the Burbank (Calif.) lot while the picture was in production.

Last Thursday Max Gruber had lunch with Ben Piazza, Tink Humphrey and Harry Howard in L. A. . . . On Friday Max and I chatted in our sanctum in Chi, Max having flown in from the Coast. . . . By the time this is being read he will be speeding back west in a new Packard he bought Saturday in Grand Rapids. . . . Max will be with Tom Mix this year.



# FIRST FCC ANNUAL REPORT

## NBC Red Chain Still in Lead

**For 12th successive year WEAF network reveals the largest gross revenue**

NEW YORK, Jan. 11.—Now that the National Broadcasting Company has two complete Coast-to-Coast networks, monthly gross revenue of each chain will be listed separately. For the first time NBC is officially breaking down its Red and Blue web figures with the result that the WEAF or Red network gross for 1935 accounted for \$18,722,715 out of the more than \$31,000,000 total reported in these columns last week.

These figures definitely prove the WEAF network as leading for the 12th successive year, since it is older than NBC itself by at least two years, according to the first network broadcast date. NBC claims more money to have been invested in the Red network by advertisers than in any other network, group or combination of stations. Since the Columbia Broadcasting System did a total of about \$1,000,000 less than the NBC Red web on the year, NBC feels that there is no question but that the Red leads and that it is not a mere question of the number of outlets making up the largest network but the total power of a group in question and its earning capacity. It is agreed that some winter months may give CBS a total gross revenue in excess of the NBC Red chain, but the NBC web is more consistent and pulls thru on high during the summer months, something which CBS does not quite do.

The NBC Blue network is admitted to be comparatively low in gross revenue as compared to its sister chain, but with the recent addition of the new Coast chain the Blue and Red are both expected to benefit greatly, particularly the Blue, for which it is primarily intended. However, the Red will be free to use its Pacific Coast outlets at will thruout the year. Pacific Coast revenue, commercials originating and purely heard on the Coast NBC outlets, accounted for \$766,717.

## Court Action Only Hope For 3 Brooklyn Stations

WASHINGTON, Jan. 11.—Another step has been taken in the long-drawn-out fight between the FCC and three Brooklyn stations, the commission deciding to deny another hearing on the question. Unless court action, which the stations are threatening to take, alters the set up, these three stations will fold, WBBC will get an increase of time and *The Brooklyn Daily Eagle* will get a station. Latter and WBBC will each take half time on 1,400 kilocycles.

Three stations losing the decision are WVFW, WLTH and WARD. They all split time with WBBC on the kilocycle range named. Only opposition to the Commission came from one member, Irvin Stewart, who saw no need for a new station and favors a reopening of the case. Stewart claims other stations serve Brooklyn well and the station should go to another part of the country.

Stations to lose their licenses each have different plans. WLTH is filing new plans with the FCC, which it is hoped will alter the decision. WVFW will go to court if necessary and WARD is filing another application for a hearing next week.

## 'Movie Personalities' on MBS

CHICAGO, Jan. 11.—The *Movie Personalities* program, starring Francis X. Bushman, ex-movie star, and Katherine Krug, wife of Ashton Stevens, drama critic of *The Chicago Evening American*, went on the Mutual Broadcasting System network last week. It had previously been a local WGN program only.

## Station Dopes Out Salesman Contract

NEW YORK, Jan. 11.—WMCA, New York, has just completed signing all its time salesmen to a one-week's waiver contract, move made to protect the station against possible suits for commissions. Necessity arose when such an action was filed, it was said.

Provisos are that the salesman may be dismissed on one week's notice; that no commissions will be due on any renewals of accounts brought in by the salesman and that the salesman will be governed by and abide by such regulations in force or later placed in force by the station. Commissions are paid on contracts running at the time of dismissal.

While understood that WMCA's salesmen worked previously on a one-week dismissal deal, no contracts were in force and nothing written covered commission arrangements.

## IBS Personnel Change; L. S. Hill General Director

DES MOINES, Jan. 11.—Gardner Cowles Jr., associate publisher of *The Des Moines Register and Tribune* and owner of the Iowa Broadcasting System, has announced changes in the personnel. Luther S. Hill becomes general director of the system, which includes KSO, KRNT and WMT, of Waterloo and Cedar Rapids. He succeeds Walter Preston, who now becomes representative of IBS in the national field, with headquarters in Chicago and New York.

In the new setup Craig Lawrence continues as commercial manager and assistant general manager of KSO and KRNT, while Reginald Martin becomes program director and special events director for both KSO and KRNT. Assisting Mr. Martin on KRNT is Ranny Daly, and Lansing Lindquist will be Mr. Martin's assistant on KSO. Rodney Lien continues as treasurer, while George Engelter, formerly on the KRNT announcing staff, will become manager of the traffic department. Aleya Burtis continues as advertising promotion manager, KSO and KRNT.

No changes are scheduled at WMT, Waterloo and Cedar Rapids, where Sumner Quarter is president; Rodney Lien, treasurer; William Quarton, commercial manager in Cedar Rapids; Don Inman, commercial manager in Waterloo, and Douglas Grant, program director.

## Covers Fiscal Year to June 30 And No Changes Are Requested

**Mentions action taken on complaints against various commercial programs, 226 on 52 stations—\$1,450,000 is appropriated for the FCC for the coming year**

WASHINGTON, Jan. 11.—The first annual report of the Federal Communications Commission was made to Congress early this week, no recommendations being made. It is taken for granted that whatever changes are contemplated, if any, it will make its recommendation direct to the appropriate committees of Congress. Report covers the fiscal year ending June 30, 1935. Included was the usual meat for the dailies, the reference to the action taken on some 226 programs broadcast over 62 stations, in connection with

so-called misleading advertising and other causes of complaint. The report further shows that on June 30 of last year there were 623 broadcasting stations and that during the fiscal year nine stations were deleted and 39 new stations were authorized. Of this number, 31 were authorized under the provisions of Section 307 of the Communications Act and were not charged to quota. Also during the fiscal year the Commission received 3,652 applications from broadcasting stations and authorizations were issued for 3,434 changes.

Merging of the old Federal Radio Commission is taken up in the report and details are given on the work of all of the departments and divisions of the Commission.

During the fiscal year the Commission spent \$1,125,599 for salaries and expenses in addition to \$13,518 for printing and binding.

A whole section of the report, under the engineering department, is devoted to broadcasting. In this section are discussed regular broadcast, modification of the rules, the operating of 500 kilowatt stations, experimental high fidelity broadcast, experimental relay broadcasting, experimental visual broadcasting, very high frequency experimental broadcasting and technical developments in regular broadcasting. Dealing with the allocation survey the Commission's report says: "Since the allocation of 1928 no specific or basic changes have been made in regulation of the Commission governing the allocation of regular broadcast frequencies. There has been much public and engineering sentiment toward making certain basic changes rather than continuing granting of various applications that did not comply with this basic plan as originally adopted. While much engineering data have been taken by the Field Section of the Commission and at the numerous hearings held before the Commission, and the leading radio engineers thruout the United States have introduced large amounts of data, the Engineering Department was not convinced that it had sufficient information available on which to base a recommendation to the Commission to change the present allocation or to fully substantiate it."

The licensees of 13 clear-channel stations petitioned the Commission that it carry forward a survey in co-operation with them for the purpose of gaining further information. While the petition exactly as made was not accepted, the

(See *FIRST FCC* on page 11)

## Seeking "Time Signals" Via N. Y. Phone Service

NEW YORK, Jan. 11.—Makers of Coca Cola are reported negotiating with the New York Telephone Company to take over the latter's time signal service on a commercial basis. The drink company has been using this system in the South with considerable success.

Phone company has an automatic service whereby subscribers dialing to a certain number are told the time. This is done by a recording, changed every quarter minute. If Coca Cola takes it over a tag line of any number of slogans will be added, idea being that that company is bringing the time. Subscribers, however, still pay for the call.

In the South no recordings are used, with operators announcing the time and the advertiser.

## 85c Admish to WOR Show on Sat. Night

NEW YORK, Jan. 11.—Possibility of opposition from picture and legit theater operators to WOR's paid theater policy is growing, with the theater men burning at the additional radio opposition. The station starts its show at the Mutual Playhouse (New Amsterdam Theater Roof) next Saturday (18). However, the opposition was partly mitigated because the station is charging admission, instead of giving away tickets.

Admission is 85 cents, 7 cents of which is tax. The show starts at 9:15 p.m. and runs until 11:30. Broadcast of part of the show runs from 10:45 to 11:15 p.m. Project was delayed because of stagehand and musicians' trouble.

Show is called *Copy House Tonight*, with Hal O'Halloran, Art Frank, Uncle Don, Tex Fletcher and Sid Gary and the Embassy Girls. Talent of the station's artists' bureau will be shown only. Show is on Saturday nights only.

## New Dodge Wax Series

NEW YORK, Jan. 11.—Ruthrauff & Ryan, agency for Dodge automobiles, has set a new lineup for a 13-week series of transcriptions. On each will appear Harry Richman and Lou Katzman's Orchestra. Guest stars will include Ethel Merman on two, Gertrude Niesen on three, Tom Howard and George Shelton on two, Frank Parker on two and a choir on two.

## ASCAP Asks Licenses by Jan. 15; Warners' \$600,000 Annual Basis

NEW YORK, Jan. 11.—Latest move in the copyright situation affecting the broadcasting industry is the wire to some 390 stations from ASCAP to the effect that they must sign a five-year license agreement by January 15 or be held liable for infringement of each piece of ASCAP music broadcast as of January 1. The last communication to stations from ASCAP along these lines was a letter from Gene Buck, president, offering five-year agreements at the same existing rate of 5 per cent of the net receipts, less commission paid to agencies. This sum, of course, is the same as when the Warner Brothers' catalog was in the ASCAP fold.

Broadcasters other than the networks and their own and operated stations, which have already signed with ASCAP last June, believe that they are entitled to a reduction inasmuch as the Warner catalog is not now with ASCAP. Efforts so far to get a reduction from ASCAP have been unavailable. To date about 180 stations are now licensed by ASCAP for the next five years.

Members of the National Association of Broadcasters have received a wire from Managing Director James W. Baldwin telling them that the wire received last night from ASCAP nullifies the letter of December 13 from Gene Buck, and that if they require the ASCAP catalog there is no recourse but to obtain li-

censes. He said, however, in his wire, that the licenses should not be taken out before January 15 in order to give him as much time as possible to further negotiate with ASCAP.

Baldwin has power of attorney from some 300 stations to negotiate copyright licenses, particularly in regard to the Warner situation.

Warner Brothers, thru the Music Publishers' Holding Company acting as agent, have now licensed approximately 250 stations. Herman Starr, head, of the Warner copyright and music activities, is still licensing stations and some night spots as well. It is believed that some of the leading night spots in town, as well as hotels, have signed Warner agreements.

Rate at which Warners may now be said to be collecting license fees on the temporary three months' basis is around the \$600,000-a-year mark. That figure is unofficially said to be the present rate of operation, with many stations and the networks still to come in. Webs are holding out and again talk is heard to the effect that suits will be started soon as tests on the ground that Warners were represented on the ASCAP board when the networks signed ASCAP agreements. This rumor has been around for some weeks and may or may not materialize.



# Program Exchange Develops Strange Combo of Stations

**WDSU, indie outlet, ties up on non-network programs with WSM and WLW, NBC affiliates—WHAS, CBS station, plus others, may join group on same basis**

NEW ORLEANS, Jan. 11.—Following its second month without services of the CBS chain which transferred its local outlet to WWL on November 1, management of WDSU announced the inauguration this week of a broadcast stunt, new to this section of the country. Station has completed tests and arrangements with WLW, Cincinnati, and WSM, Nashville, for daily rebroadcasts of studio programs of these two transmitters. All chain programs of both stations, however, are barred to WDSU and all commercials sent over WDSU's facilities are unpaid for with one exception. SSS Tonic became the only commercial thru this arrangement last week when firm contracted for 28 weeks' rebroadcast of *The Music Box*, heard over the Mutual network thru WLW. Other programs now aired thru arrangement are Father Coughlin's hour over WLW, and *Grand Ole Opry* and morning devotions over WSM.

Programs are received here by WDSU at its transmitter at Gretna, La., across the river from New Orleans, and sent directly into the transmitter. Regular channels are received for the rebroadcast, WLW on 700 and WSM on 650 k. cs. and station is not disobeying the order prohibiting short wave rebroadcasts. In all WDSU is using about 30 such programs a week and is said to be ready to complete similar negotiations with WHAS, Louisville, Ky., and one or two others. In addition to these broadcasts, WDSU also uses World transcriptions and is key station of a Statewide hookup of seven stations being used by political aspirants preceding the general election here January 21.

## Wee Hour Commercials Still Spread in East

NEW YORK, Jan. 11. — *Milkman's Matinee*, early morning show started recently by WNEW, Newark, running from 2 a.m. until dawn, making it 24 hours a day, has stirred up enough competition to force other New York independent stations into a similar type broadcast almost to the 24-hour period. WMCA, which so far hasn't gone past 1 a.m., is now soliciting advertisers for another wee hour dance parade program. WHN started one after WNEW began its.

Type of program seems peculiar to New York, more than any other large city, and certainly not for smaller towns. Shows usually consist of playing of recordings (not transcriptions) with one announcer. Stanley Shaw does the WNEW show and Bud Rainey WHN's. Programs are a throwback to radio's early days with announcer mentioning names on requests, asking for calls and congratulating listeners on birthdays, etc.

WMCA is charging \$80 per week on a strip basis, clear across the board. WNEW has Fisher Baking, Barney's Clothes, Canadian Fur Trappers and Adelson's, a jewelry house, on spot announcements. WHN has Adam Hats on a straight across the week basis.

## Jolson Out of Hotel Suit; NBC Case Pends

PITTSBURGH, Jan. 11.—The Summit Hotel Company of Uniontown, Pa., dropped its action in Common Pleas Court here this week against Al Jolson in its suit for \$100,000 damages entered last summer against Jolson and the National Broadcasting Company.

Its case against NBC, however, will be continued and will be heard here this fall. The hotel seeks to recover damages on the grounds that remarks made over the radio chain by Mr. Jolson last summer in conversation with Sam Parks, Jr., concerning the hotel were malicious. In an informal opinion handed down by three judges it was stated that Jolson and NBC should not be joined in one suit.

Sid Goodwin, for the past six years on the announcing staff of NBC here, has been appointed night-program supervisor in charge of the network's San Francisco studios. Harold Gibney, KGW, Portland, Ore., announcer, joins the network here in a similar capacity next Thursday.

## NBC Station Pacts Reported All Okeh

NEW YORK, Jan. 11.—The National Broadcasting Company has completed its negotiations with affiliated and associated stations, with all of those stations now signed to the new NBC stations relations contract. The NBC campaign towards this end started about a year ago. The network has refused to give any information as to the status of its relations with the stations, but the advice that the signing was recently finished is authoritative.

Only station not yet signed may subsequently no longer be an NBC station. This is WTIC, Hartford, Conn., reported sold to Cherry & Webb, department store owners of WPRO, Providence. Latter is affiliated with the Intercity (WMCA) group of stations. As recently reported, WTIC may go to Boston and with CBS. This would help CBS in its setup with the Yankee network, but considerable time will have to elapse before this can be done. WTIC has asked permission of the FCC to change its wave length.

Station relations men say that the story behind the settling of NBC station contracts was the usual story of relations between chains and affiliates in that both need the other and that the stations must get network business for prestige as well as income.

NBC's contracts set off certain parts of the day as local time, with the other time going to the chain. Part of the

## STATION NOTES

Address All Communications to the New York Office

JOHN CLARK, Don Becker and Frank Smith, of WLW, Cincinnati, are in New York this week.

GARY DAVIS has joined WBIG, Greensboro, N. C., as announcer.

WTAQ, Eau Claire, Wis., recently purchased by WHBY, Green Bay, Wis., starts activity this month, programs for both stations to emanate from Green Bay.

W. C. GILLESPIE, vice-president of KTUL, Tulsa, Okla., has been chosen president of the Oklahoma Association of Broadcasters. Neal Barrett, manager of KOMA, Oklahoma City, is vice-president; H. J. Porter, of CKRO, Enid, Okla., is secretary-treasurer.

PURE OIL COMPANY has signed with WBT, Charlotte, N. C., for considerable time this year. A weekly half-hour show is now being used, while a five-time-a-week 15-minute transcription series starts shortly.

GRACE SANDERSON MICHIE, program director for the Audisk Corporation, San Francisco transcription producers, suffered a nervous breakdown and is voyaging to Panama to recuperate. She's expected back to her desk February 1.

KSFO, San Francisco, has inaugurated a new type of feminine program in the form of a housewives' *Protective League*. With Fletcher Wiley as commentator, the broadcast, heard five days weekly from 10 to 10:15 a.m., gives a systematic expose of fraudulent food products, false weights and merchants who do not live up to their slogans. In his

## Initial Ford NBC Show Will Come From Philly

PHILADELPHIA, Jan. 11.—Initial Waring broadcast for the NBC Blue network on the 17th will air from Philadelphia. Billy Mitchell, manager of the Ford plant in Chester, Pa., has bought out Philly's swank niterie, the Arcadia International House, for that night. With only local Ford dealers invited, steaks will be spiced at the tables while the show airs. Public will get invites for the repeat show at midnight for the West Coast.

Reason for coming to Philly is that Waring is to receive the Poor Richard radio achievement award that night. Poor Richards Club, advertising execs group, are having their annual banquet at the same time, and immediately following the Waring show. WFIL will pipe 30 minutes of the affair over the NBC network. Arrangements call for Waring to make mention of his getting the award on the 9:30 show, and at 10 o'clock the listeners will hear him getting it.

## F&M Talent Quest; Seeks Radio Status

LOS ANGELES, Jan. 11.—Fanchon & Marco quietly put into operation here this week an intensive talent quest in an attempt to establish itself as the sole radio talent clearing house between agents and sponsors on the West Coast.

Stunt is to line up all available performers, ranging from movie names to lowly cafe entertainers, and get their specialties down on wax. Records will be kept up to date and when an air advertiser wants an artist he merely turns on the phonograph and voila!—there's an audition. Idea is designed to save money, time and heartbreaks accompanying customary auditions.

F&M participates in deal as go-between for agent and sponsor. When talent buyer shows interest in an act he is turned over to agent or manager to talk turkey, the artist's representative cutting in F&M for a percentage.

deal provides that the chain will supply the station with sustaining time. Including NBC's owned stations, there are about 98 local outlets on the list.

R. M. Brophy, NBC's stations relations manager, refused to either deny or confirm the report that all negotiations are completed.

campaign against fraud, Wiley mixes constructive hints on housekeeping for the housewives.

W. A. RICHARDS has resigned as program director of KRNT.

KRNT, Des Moines, is now holding farm auctions. By remote control a half-hour program every Monday noon for 52 weeks has been signed by Eastern Order Buyers. Ranny Daly, assistant program director, KRNT, is handling the program, which covers live-stock sales.

IRVIN VICTOR, news commentator and special announcer for WWL, New Orleans, for over four years, is leaving New Orleans to join the announcing force of WJJD, Chicago. He was known for his rapid-fire news flashings and ad lib.

H. T. SUDDUTH, formerly an announcer for WSGN, Birmingham, has joined the staff of KBTM, Jonesboro, Ark.

SAM GATES has acquired controlling interest in Radio Station WGCM, Gulfport, Miss., and announces plans for enlarging station output. Gates hopes to bring power up to five kilowatts.

KRMD, Shreveport, La., still belongs to itself and not *The Shreveport Times*. In a recent story in these columns KRMD was inadvertently included in the outlets owned by *The Times*. L. M. Sepaugh, general manager, also informs this department that his station is on the air under full-time license and broadcasts from 7 a.m. to 9 p.m.

## Palmolive Eyes Ziegfeld Title

NEW YORK, Jan. 11.—Colgate-Palmolive-Peet Co., planning to use the title *Ziegfeld Follies of the Air* for its new Saturday night show, wasn't out in the clear on the proposal this week, altho auditions were held Thursday (8). New show is being planned as a substitute for its present operetta series, recently moved over from NBC to CBS.

Title of *Ziegfeld Follies* is now owned by the Shuberts, thru an arrangement with Billie Burke, widow of the late Florenz Ziegfeld. A new edition is now on the road prior to coming to New York. Any use of the title for radio would have to go thru the legit producers. Ziegfeld used it once in a series for Chrysler Motors.

Talent on the new show includes James Melton, Fannie Brice, Patti Chapin and Al Goodman's Orchestra. Agency is Benton & Bowles.

## New Biz, Renewals

NEW YORK, Jan. 11.—New accounts and renewals on the National Broadcasting Company:

FORD MOTOR CO., thru N. W. Ayer & Son, New York, starts January 17, Friday, 9:30-10 p.m., on WJZ and 60 stations. Program, Fred Waring and orchestra.

PEPSODENT CO., thru Lord & Thomas, Chicago, starts January 10, Friday, 9-9:30 p.m., on WJZ and 26 stations. Program not set.

JOS. MARTINSON, INC., thru Albert Frank-Guenther Law, Inc., starts January 12, 1:30-1:45 p.m., on WEAJ. Cornelius Vanderbilt Jr.

HUMPHREYS HOMEOPATHIC MEDICINE CO., thru the Blow Co., starts January 29, on WJZ and two stations. Breen and De Rose.

LARUS & BROTHER CO., thru Batten, Barton, Durstine & Osborn, New York, starts January 29, 9-9:30 p.m., on WJZ and 26 stations. Corn Cob Pipe Club.

F. W. FITCH CO., thru L. W. Ramsey Co., starts January 24, on WJZ and 23 stations, Friday, 8:15-8:30 p.m. Wendell Hall.

GREAT ATLANTIC & PACIFIC TEA CO., thru Paris & Peart, renews, effective February 10, Monday, 9-9:30 p.m., on WEAJ and 20 stations. Harry Horlick's Orchestra.

### Newark

FREEDMAN, INC., thru Bess & Schillin, started January 6, six weekly 15-minute periods.

### Cleveland

CEDAR-TAYLOR RADIO CO., spot announcements. WHK.

HEIGHTS BATTERY CO., 100 spot announcements. WHK.

APEX OIL CO., spot announcements. WHK.

SEARS-ROEBUCK CO., spot announcements. WHK.

VULCAN COAL CO., spot announcements. WHK.

### West Coast

PACIFIC COAST BORAX CO., Wilmington, Calif., thru McCann-Erickson, Inc., San Francisco, renews, February 4, for 15 weeks, Tuesdays, 9-9:30 p.m. (PST), NBC-KPO, KFI, KGW, KOMO, KHQ. Program, *Death Valley Days*. Talent, Henry Schumer, narrator, and National Players.

HASTINGS CLOTHING CO., San Francisco, thru Sidney Garfinkel Advertising Agency, San Francisco, renewed, January 5, for 52 weeks, Sundays, 10:45-11 a.m. (PST), NBC-KPO. Program, *Musical Esquires*. Talent, Paul Pendarvis' Joy Boys.

HARRIS CORPORATION FOR FRED BENIOFF, San Francisco, thru Theodore H. Segall Advertising Agency, San Francisco, renews, February 8, for 52 weeks, NBC-KPO, six per day Time Signal announcements.

MONTEZUMA SCHOOL FOR BOYS, San Francisco, placed direct, renewed, January 5, for 4 weeks, NBC-KGO, daily announcements on Weather Reports.

REID MURDOCH & CO., San Francisco, thru Roy Alden & Associates, Inc., Los Angeles, renewed, January 6, for 30 days, NBC-KGO, daily announcements.

ANGLO CALIFORNIA NATIONAL BANK, San Francisco, thru McCann-Erickson, Inc., San Francisco, renews, January 26, for 22 weeks, NBC-KGO, four nightly Time Signal announcements.

GRANAT BROTHERS, San Francisco, thru Long Advertising Service, San Francisco, renews, January 26, for 22 weeks, NBC-KGO, four nightly Time Signal announcements.

(See NEW BIZ on page 11)



**FLETCHER HENDERSON** AND HIS FAMOUS ORCHESTRA.

NOW ON TOUR.

Management MOE GALE.

RKO Building, Radio City, N. Y.


**JACKIE MAYE**

"The Night Club Nightingale."

INTERNATIONAL FAVORITE OF SONG.

Personal Direction ROBERT H. EDSON.


**DON RICHARDS AND HIS MUSIC**



Smart Rhythms For the Smart Set

Exclusive Management EDW. I. FISHMAN, Orchestra Corp. of America, 1619 Broadway, New York, N. Y.

**"MIKE" DURSO**



The Voice of the Golden Trombone

NOW ON TOUR.

**FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA**

NOW ON TOUR.

Permanent Address—350 West End Ave., New York, N. Y.

Now Playing at the FAMOUS DOOR, New York

**WINGY MANNONE**

(The New Orleans Swing King and His Jam Band)

Exclusive Mgt. MILLS ARTISTS, INC., 799 7th Avenue, New York City.

\*\*\*\*\* **ERNIE WARREN** \*\*\*\*\*

AND HIS ORCHESTRA.

Direction, MILLS ARTISTS, INC., 799 7th Avenue, New York, N. Y.

\*\*\*\*\* **LEITH STEVENS** \*\*\*\*\*

Conductor

exclusive management COLUMBIA BROADCASTING CO.

**VICTOR** Shell Oil Program.

WITH **AL JOLSON YOUNG**

WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

**EDDIE LEONARD, JR.**

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

**charles carlile**

Now Playing Leading Loew Theatres.

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

**AIR BRIEFS**

By JERRY FRANKEN

**JAMES MELTON** is slated to go on the Kellogg show on CBS soon. Arrangements are to be closed this week. Sponsor has renewed for another 13 weeks. John Steele, former vaude headliner, is due for a comeback by way of radio, joining the Life Saver show on NBC. Irene Beasley stays on. . . Gertrude Berg is writing the new Palmolive show, tentatively titled *Ziegfeld Follies of the Air*. . . Hilda Cole started work for Fred Waring this week, leaving CBS. . . Harry Leedy, recent groom, is out of the hospital.

*Radio Guide*, the fan mag, doubled its price. Now a dime. . . Milton Watson is not going to the Coast with the Burns and Allen show, staying east for the Bourjois program. Latter is a considerable surprise. Altho not rated high in the usual entertainment judgment records, program is doing a bang-up job for the account. . . Time was cleared last week for the second Lucky Strike show, which Al Goodman will headline. There may even be a third for the same advertiser. . . Sachs Furniture renewed for another year on WMCA. . . Directors in the CBS program department no longer cast their own shows, Shirley Ward now handling that duty. Earl McGill has been moved up and is now Courtney Savage's assistant. . . C. Stuart Heminway and Ben Bland are new on the WOR staff. First is a salesman and the second in the sales promotion department. . . The excitement, if any, in radio last week, was concerned

with the two new shows (Palmolive and Lucky), due soon. Not much tho, about new programs otherwise.

**BROADCAST** by Luella Laudin, of the Women's National Radio Committee, and radio's severest critic, on WMCA Wednesday (15), is causing considerable discussion. It's the first time she has been on the air, and she plans to speak as freely as she does in her *Radio Review*. It's also the first time one station has used its time to talk about program on other outlets. If the first program clicks, it will become a one-a-month proposition.

Teddy Bergman opens in vaude in Albany January 17. . . Orchester leaders' latest plaint is that a picture appearance is being demanded by agencies. Latter point to Waring, Whiteman, Rubino, Lombardo, Red Nichols et al. to back up the claim. . . G. W. Johnstone back on the job after several days out (Chicken pox, no less). . . Lou Minding resigned from the CBS Artists' Bureau. . . *Corn Cob Pipe* show shifts to a new time and larger network January 29. One of the few standout hill-billy shows. . . Four advertising magazines starting on WOR January 18 are getting the plug cuffo. . . Publications are *Tide*, *Printers' Ink*, *Advertising Age* and *Advertising and Selling*. . . Karl Landt, of the Landt Trio and White, is due for his own program on NBC soon. . . Jimmy Farrell screen tested by Paramqunt.

**CHI AIR NOTES**

By NAT GREEN

Lenny Hayton will direct an orchestra of 40 men when the Socony program starts in about a month. . . *Forever Young*, the new Elaine Sterne Carrington serial scheduled to start over an NBC-WEAF network January 6, has been postponed. . . New starting date to be announced shortly. . . Joe Penner is dickering for an air show as a result of his work in *Collegiate*. . . Carleton Brickert has been off the Lum and Abner show because of a sore throat, and Charlie Lyons has been pinch-hitting for him. . . Samuel Thaviu, 21-year-old violinist and son of A. F. Thaviu, Chi bandmaster and revue producer, was heard on the *Life Is a Song* program January 12, playing *Song of India*. . . Lee Sims and Ilomay Bailey, popular Chicago piano and song team, will be guest artists on the Ben Bernie program from Miami January 14. . . Henry Busse opened at the Chez Paree last Friday and is being heard nightly over NBC. . . When that cigaret *Hit Parade* moves from NBC to CBS Carl Hoff's Orchestra will replace Al Goodman. . . Hoff is really Carl Hoffmayr, a Chicago lad, who used to be chief arranger for Vincent Lopez.

Don Ameche is definitely signed with 20th Century Pictures and will go to Hollywood in February for the first of his pictures. . . *First Nighter* sponsor is still uncertain whether the show will move to the West Coast despite rumors to the contrary. . . If the show does move, Betty Lou Gerson, leading lady, will take several screen tests. . . Scouts for two major film companies are understood to have already contacted the petite brunet. . . Bob Becker's talks about dogs, heard every Sunday over WENR and NBC, are becoming increasingly popular. . . In an audition to select the heroine of *Lucky Girl*, new drama to be heard over WGN, starting January 14, 21 Chicago radio actresses were heard, and the lucky girl was Catherine Campbell, blond ex-campus queen. . . In the supporting cast of this show will be Helen Hurley, William Wright, Ed Prentiss, John Deering, Alice Hill, Guila Adams and Charles Calvert. . . Cyril Pitts, NBC tenor, who made his concert debut here January 5, found that radio does build a following. . . Theater was sold out three days in advance of the recital.

Alexander McQueen, who has been heard on the CBS West Coast network, goes on a new commercial over WGN January 13. . . Shot is labeled *Noth-*

*ing But the Truth* and will be heard three times a week. . . Is slated to go network before the first 13 weeks' series is finished. . . Bill Vickland back at WLS after a siege of the flu. . . *Dreams of Long Ago*, Ethel Park Richardson's dramatizations of old folk songs, heart songs and sentimental ballads, returns to the air on a new schedule over NBC-WEAF January 22. . . The Vass Trio, Frank, Virginia and Sally, will be heard in the song renditions. . . Will Osborne and his orchestra, opening this week at the Blackhawk, will be heard over WGN and Mutual. . . Congratulations to Jack Benny and Mary Livingstone on their ninth wedding anniversary January 14! . . . Shirley Heller, sister of the dynamic Jackie, made her Chicago radio debut January 6 over WMAQ. . . Shirley has been on the air before over a local station in New York.

Announcement of the winner in the song-writing contest sponsored by the bankrollers of the *Fiber McGee and Molly* program has been postponed from January 13 to February 2 because the judges were snowed under by more than 10,000 manuscripts submitted. . . John Wheelock, known on the air as Jack Elliott, top tenor of the Home-Towners Quartet, has left WLS. . . Harry Sosnik, maestro of Al Pearce and his Gang program over NBC, recently composed two tunes that he's introducing to the air. . . They are *Mirrors and Velvet* and *Mist on the Bayou*. . . The new George Olsen-Ethel Shutta commercial (Weco Products) will go on the air February 24 instead of the 21st. . . Eddie Guest is back from the West Coast, and the Welcome Valley Club is giving a home-coming for him the night of January 13. . . Winnie, Lou and Sallie are on the new Pinex program three times a week over WLS.

**CBS Gets Pickford Show Unable to Clear NBC Time**

NEW YORK, Jan. 11.—The Mary Pickford show, slated for the National Broadcasting Company on Wednesday nights, to start February 5, has shifted to CBS, NBC being unable to clear time on a Coast-to-Coast chain. Program is sponsored by Associated Ice Industries to plug sale of ice boxes. Show now starts February 11, taking the half hour being given up on Tuesday nights by Ford Dealers, who divide the Fred Waring

Broadway's Sensation

**PAUL MARTELL**

AND HIS ORCHESTRA

107th Week Arcadia Ballroom, New York

★ **DAN HEALY** ★ W N W

"The Chorus Girls' Boy Friend"

DAN HEALY'S BROADWAY ROOM, 231 West 54th St., New York, N. Y.

FRANK ANITA JOE  
**ROSS • PIERRE • SCHUSTER**

THE BIG BROADCAST OF 1935.

Now on Tour.

Direction: NAT KALCHEIM, Wm. Morris Office.

JACK KALCHEIM, Western Rep., Chicago.

ROGER MURRELL, RKO Rep.

**LEO ★ ★ ★ ★ KAHN**

AND HIS ORCHESTRA

**UNCLE EZRA**

(PAT BARRETT)

Monday, Wednesday, Friday

6:15-6:30 P.M., CST.

NBC—RED NETWORK.

(Courtesy Alka-Seltzer.)

**JUDY CONRAD**

AND HIS ORCHESTRA

92d Week on the Stage

TOWER THEATRE, KANSAS CITY, MO.

**ED WEEMS**

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Reopening in the

**EMPIRE ROOM**

OF THE PALMER HOUSE

CHICAGO, JAN. 10

Now on Tour Warner Bros. & RKO Theaters.

★ **HENRY HALSTEAD** ★

AND HIS ORCHESTRA

COCONUT GROVE, New York City.

Hotel Park Central, New York City.

Management Columbia Broadcasting System, New York, N. Y.

Broadcasting via C. B. S. and Mutual Networks.

**PHIL HARRIS**

AND HIS ORCHESTRA,

With LEAH RAY,

Roosevelt Hotel, New Orleans, La.,

January and February.

**FRANK MORGAN**

AND HIS

25th CENTURY ORCHESTRA

★ ★ ★ **DAVE HERMAN** ★ ★ ★

AND HIS MUSIC.

Now Appearing at

JACK DEWISSEY'S CORNER, New York, N. Y.

hour between NBC and CBS.

Donahue & Coe is the agency for the show. Nat Wolff, who will direct the program, leaves New York for the Coast January 20. Program is to originate from Miss Pickford's home, Pickfair, in Beverly Hills.





# THRU SUGAR'S DOMINO

## Musings

**H**OW the mighty have fallen! What havoc the winds of disturbed heavens have wrought in the once orderly groves of the show business! Columnists catering to the straphanging trade sport a yen for philosophizing about the Street of Broken Hearts, the Heartbreak Highway, Goofy Gulch and whatnot. Anything in the realm of terminology to convey the impression that Broadway is a place where wondrously beautiful butterflies are broken on the wheel; where playboys meet their doom and where they pat you on the back to find a choice place to stick the knife. That's good stuff for the boys and girls who blissfully believe they're feeding on inside dope and are really nibbling garbage discarded by writers of a day when Bide Dudley was a respected commentator on the Broadway scene and when sensationalism was restricted to mags that couldn't be sent thru the mails.

Heartbreak there's plenty on the street called Broadway and the lanes that run into it and along with it for a piece. But the kind of heartbreak that gossipers care little about because of its unappreciable sensation value. Heartbreak that makes the cup run over. Not about the dizzy gals to whom life is a bowl of orgies; nor about lecherous gents who made their piles in the cloak and suit business and choose Broadway as the logical scene for their wanton indulgences. There is another type of heartbreak on the thoroughfare they call Mazda Lane. It is the crazy pattern formed by the success and failure stories of the men who once waved sceptres from their seats on massive thrones; who today are either gone from the land of the living or going still thru the motions of life but living in their minds a past that is deader than the dodo bird.

One of the biggest factors in big-time vaudeville; a man whose orders once meant millions of dollars of salaries in a single season—this man is today haggling over a few pennies booking acts that couldn't get a look at him sideways less than six years ago. That's what the fadeout of vaudeville did to one man. To another it brought the merciful somnolence of insanity. One dismal day—when even homeless cats and dogs manage to find shelter—we espied this pitiful specimen standing at the corner of 47th street and Broadway, dripping wet, shoddy from head to foot and holding, like one of the comedians he used to book, a lily in his hand. A funny sight to the passersby; a sight, to make the heads reel of those who knew him when he wrote in fortunes with a pencil and rubbed out hopes and dreams with a soft eraser in a big book.

In the days not long ago when there was plenty of show business and when an actor had to play before living audiences to amass a fortune there was a producer who reached the heights with a million dollars in cold cash salted away. Apparently the salt was of inferior quality. The money dissolved. The man became a wanderer on the seas of despair. We ran into him about a year ago handing out keys and collecting laundry backstage at a theater housing a musical. A stagedoorman! From the dizzy heights to the lowliest spot in showdom. And in the space of a few years.

Once—when theaters were plentiful and paid well—a lady was the envy of all who rubbed shoulders with her in actors' haunts and in backstages of the country's ace stands. They called her a mindreader. She'd rather be termed a mentalist. She made money faster than Sam Shipman used to write hits. The bottom fell out of her market. Today she'd work anywhere—and it doesn't have to be on a stage.

There used to be an agent who honored an act by consenting to handle it. Even to be handled by his office didn't mean that one would receive his personal attention. He had plenty of assistants for the lesser acts. Only for the glamorous topliners would be trouble himself to barter. We met him several days ago. He still calls himself an agent. But we doubt whether he is kidding anybody even himself. A little tight for cash. He needed a couple of dollars to take care of some trifling bills. From the biggest of biggies to the Street's most inept panderer. In the space of four years.

Look at the other side of the curtain. Study the progress of alleged noblemen of the sock and buskin.

Take the case of the surpuss who was for years the Great American Heel among the gentry of the Fourth Estate who dabble in matters theatrical. A man who never had a kind word for anybody; that is, as far as extensive inquiry could determine. A man from whom insults and rebuffs poured as profusely as blood from a severed artery. A man who, if consistent, would be expected to bite the hands that feed him. While others with soul and heart and humankindness fell by the wayside; while these valiant souls gave up the struggle when they knew they were licked; while Fate wound its claws around their throats, this monstrosity of character grabbed off a smash hit while the other fellow wasn't looking and is today riding the crest of the wave. Small wonder that persons from another world look in on show business and turn away in disgust. Unfortunate it is that their eyes fall upon types such as this. In a nondescript heap that which is most decayed gives forth the worst stench. But the passerby, he who looks in for a minute doesn't stop to analyze—and the good have to suffer for the bad.

Less than 10 years ago there was a warbling youth who could have made a small fortune then if amateur shows were as popular as they are now. He had and still has good pipes. He won a contest conducted nationally. He landed an air contract. Since then it's been a matter of being carried from one bed of roses to another. He's been in more scrapes than a fighting cock. Aside from his singing he has as much to commend him to talent scouts as a hippo snoozing in a zoo. He is mean, ungrateful, actually dishonest in his major and petty dealings. Still he continues to soar in the skies of success while others considerably more gifted are still giving auditions that mean little or nothing.

This can go on for columns. But space is precious. Too precious to permit unlimited sway to a passing mood. Suffice to leave indulgent readers with a few thoughts that we find after rummaging around a mind not mooded to guide a discourse on more prosaic topics.

Of all the callings or professions, show business is indeed the most inconsistent; the one that possesses as its crowning inconsistency the practical obviousness that success is not always attained (some would go so far as to substitute "never" for "not always") by following the teachings of the Golden Rule. In this lies the fascination of the show business. Here, too, lies its heartbreak. A fascinating game, indeed, for those who come away with winnings lining their every pocket. A cesspool of filth and stench for those who lose. A hard game. One that flatters fulsomely those who win; claps down disdainfully those who fall behind in the feverish race for success. In some degree show business has always been that way. But in late years—with films and radio accelerating the pace at which money and success are earned—the victory has become more glowing; the defeat less endurable. A less complex life; one that demanded less of the player dealt in more gracious terms with the loser in former days. Today it is a matter of shoot all on the six.

But there are still persons in the show business who don't forget the ones who came up with them and dropped behind. There are still men like George Cohan and Eddie Cantor who help unobtrusively. There are still big shots like Whiteman and Gable who haven't forgotten that they were once fly specks on the peaks of eternity—and still are. After all only the man who realizes his own insignificance in the scheme of things possesses the warmth of heart and the readiness of soul that makes him fit company for the beggar at the city's gates. The High Priest ensconced in his Holy of Holies.

## The Broadway Beat

By GEORGE SPELVIN

**W**HEN Sally Rand played Atlanta recently she ran into terrific storms, her grosses being hurt by radio and newspaper warnings to town-folk to stay at home because of the weather. . . . Major L. E. Thompson is at the New York Hosp, finally undergoing that gall bladder operation. . . . The Music Hall went ritz with its new pass books—hard cover, gold lettering and everything but morocco binding. . . . Rumors are again afloat relative to a big shakeup in a network artists' bureau. . . . The fact that it takes place (if it does) will be less of a wonder than why it is so long overdue. . . . Split seconds count a lot in the movements of the Whiteman crew on Sunday nights when they drop out of *Jumbo* to make the 9:45 p.m. broadcast, which is over at 10:30. . . . They then scoot down Sixth avenue and play *Jumbo* again until the finale, when they just have time to duck away for the repeat broadcast to the Coast, a one-minute delay being disastrous to the outfit, the broadcast and everything else. . . . It's just six blocks north to the NBC studios. . . . Charlie Hart, back from a European scouting trip, says that German salaries in show biz are about four or five times greater than those over here, but that the cost of living makes everything balance. . . . Can't buy a small lunch for less than a dollar, for instance. . . . B. Ward Beam, newest of the outdoor bookers, has his office walls decorated with designs by Tom Cracraft, the scenic artist. . . . Ed Weiner, the p. a., recently married Miriam Solomon, non-pro. . . . The Opera Singers' Association is picketing the Music Hall. . . . The biggest surprise in pix recently is Chief Thunder Bird, Indian actor, who stole, despite attempts to stop him, *Annie Oakley*. . . . A recent hit film on the Stem had a cast of all legit people save one—and the one non-legit actor was liberally panned by pix critics for giving a performance not up to the standard of the others. . . .

Ben Sackheim, night club p. a., yearns to be a gag writer. . . . But what else is a night club p. a.? . . . Dena Larena, singer at the Russ Troyka, doubled on the Coast for many stars who couldn't sing. . . . And Kola, dancer at the Troyka, once danced before many of the crowned heads of Europe—all of whom have since either died or abdicated. . . . Mr. Spelvin will abdicate. . . . An ad agency recently threw a party in connection with the broadcast debut of one of its best clients—and the first to get cockeyed (some time before the party really got under way) was the agency press agent. . . . He was useless but unobtrusive until the very last minute, when one of the agency heads was doing a bit of commercial and plugging the client's product—when the p. a. climaxed and ended the spiel with what might be described as a caustic comment. . . . Bets were taken outside later as to the length of time he stays on the pay roll. . . . The Montclair Casino is featuring an electric organ capable of "more than 250,000,000 tone combinations." . . . Mr. Spelvin will take a combination sandwich instead. . . . There has been a recent increase in waiters and waitresses doubling as entertainers—and vice versa. . . . The Restaurant Workers' Union and the AFA don't like it, claiming it cuts employment. . . . New Theater Mag is preparing another blast at Hearst and his film tieups. . . . And McAllister Coleman is running the risk of being denounced as a counter-revolutionary or something since he's been ridiculing certain angles in the leftist theater. . . . It's a leftist crime, it seems, to admit that anything from the left has missed perfection. . . .

## Chicago Chat

By NAT GREEN

**R**ED HODSON, whose authorship of the song *Music Goes 'Round and Around* seems to have definitely established, is beginning to get the breaks. . . . For a while it looked as if he would lose the song, but it is understood he has been cut in for a third of the profits and now he is starting a personal appearance tour of five weeks in Balaban & Katz houses that will net him close to a grand a week, and it looks as if other avenues of profit will open up. . . . Ed Lewis, exploitation director for Macfadden publications, paid a flying visit to Chicago a few days ago, leaving by plane next day for Boston. . . . Ole Olsen's mother, Mrs. Catherine Olsen, of Peru, Ind., visiting the comic during his Chi engagement. . . . Bob Crosby's band won't hit Chi after all. . . . Leaves the Netherland Plaza, Cincy, for a Florida spot. . . . Only about 300 local acts and 50 emsees would like Florida bookings this winter.

Dixiana showboat troupe migrated to Milwaukee last week and did a nice week's biz at the Palace Theater there. . . . Understood that the Dixiana will open soon on the Milwaukee lake front. . . . Charlie Riley, publicizer, back in town for a short stay. . . . Asher Levy, former Orpheum chief here and now operator of the Orpheum Theater, Madison, Wis., visiting the Loop. . . . ditto Dave Miller, ork leader at the Alhambra, Milwaukee. . . . Names once famous in vaudeville and legit are on the rolls of the WPA units now playing local parks. . . . Among those noted are Joe Whitehead, old-time headliner; Victor Sutherland, once the husband of Pearl White, star of silent screen days; Kate Pullman; Max Bloom, remembered in *Sunny Side of Broadway*; Belle Montrose, and Richard Lancaster, formerly of the team of Barry and Lancaster. . . . Phil Tyrrell, Loop agent, commuting between Chi and the Missouri Theater, St. Louis. . . . Billy Gray, emcee, flew back to the West Coast after coming here to bury his wife, who died suddenly. . . . Frank Burke now personal representative as well as publicity man for Phil Levant. . . . Phil, whose orchestra opens at the Bismarck this week, has been away from the Loop for more than a year and he's been busy renewing acquaintances on Randolph street. . . . Freddie Hankel, ork leader, still having wife trouble and has filed a cross bill for divorce.

Not every prophet is without honor in his own town! . . . Earl Shipley, well-known clown, is a graduate of the high school at Willow Springs, Mo., and at the alumni banquet held there December 27, Earl was guest of honor and toastmaster. . . . During his stay Earl was feted like a returned conqueror, and the banquet program bore across its center in box-car type: "We Welcome 'Red' Shipley Home!"

Billy Gaxton, star of *Anything Goes*, and Olsen and Johnson, funmakers of *Everything Goes*, renewed an old friendship in the Loop this week, and just to show that they are really friends Ole changed the title of his Oriental unit to *Everything Happens* so it would not conflict with the legit show. . . . Gaxton was featured with Olsen and Johnson in the Warner Brothers' picture *Fifty Million Frenchmen* and spent two months with them on the Burbank (Calif.) lot while the picture was in production.

Last Thursday Max Gruber had lunch with Ben Piazza, Tink Humphrey and Harry Howard in L. A. . . . On Friday Max and I chatted in our sanctum in Chi, Max having flown in from the Coast. . . . By the time this is being read he will be speeding back west in a new Packard he bought Saturday in Grand Rapids. . . . Max will be with Tom Mix this year.



# FIRST FCC ANNUAL REPORT

## NBC Red Chain Still in Lead

**For 12th successive year WEAF network reveals the largest gross revenue**

NEW YORK, Jan. 11.—Now that the National Broadcasting Company has two complete Coast-to-Coast networks, monthly gross revenue of each chain will be listed separately. For the first time NBC is officially breaking down its Red and Blue web figures with the result that the WEAF or Red network gross for 1935 accounted for \$18,722,715 out of the more than \$31,000,000 total reported in these columns last week.

These figures definitely prove the WEAF network as leading for the 12th successive year, since it is older than NBC itself by at least two years, according to the first network broadcast date. NBC claims more money to have been invested in the Red network by advertisers than in any other network, group or combination of stations. Since the Columbia Broadcasting System did a total of about \$1,000,000 less than the NBC Red web on the year, NBC feels that there is no question but that the Red leads and that it is not a mere question of the number of outlets making up the largest network but the total power of a group in question and its earning capacity. It is agreed that some winter months may give CBS a total gross revenue in excess of the NBC Red chain, but the NBC web is more consistent and pulls thru on high during the summer months, something which CBS does not quite do.

The NBC Blue network is admitted to be comparatively low in gross revenue as compared to its sister chain, but with the recent addition of the new Coast chain the Blue and Red are both expected to benefit greatly, particularly the Blue, for which it is primarily intended. However, the Red will be free to use its Pacific Coast outlets at will thruout the year. Pacific Coast revenue, commercials originating and purely heard on the Coast NBC outlets, accounted for \$766,717.

## Court Action Only Hope For 3 Brooklyn Stations

WASHINGTON, Jan. 11.—Another step has been taken in the long-drawn-out fight between the FCC and three Brooklyn stations, the commission deciding to deny another hearing on the question. Unless court action, which the stations are threatening to take, alters the set up, these three stations will fold, WBBC will get an increase of time and *The Brooklyn Daily Eagle* will get a station. Latter and WBBC will each take half time on 1,400 kilocycles.

Three stations losing the decision are WVFW, WLTH and WARD. They all split time with WBBC on the kilocycle range named. Only opposition to the Commission came from one member, Irvin Stewart, who saw no need for a new station and favors a reopening of the case. Stewart claims other stations serve Brooklyn well and the station should go to another part of the country.

Stations to lose their licenses each have different plans. WLTH is filing new plans with the FCC, which it is hoped will alter the decision. WVFW will go to court if necessary and WARD is filing another application for a hearing next week.

## 'Movie Personalities' on MBS

CHICAGO, Jan. 11.—The *Movie Personalities* program, starring Francis X. Bushman, ex-movie star, and Katherine Krug, wife of Ashton Stevens, drama critic of *The Chicago Evening American*, went on the Mutual Broadcasting System network last week. It had previously been a local WGN program only.

## Station Dopes Out Salesman Contract

NEW YORK, Jan. 11.—WMCA, New York, has just completed signing all its time salesmen to a one-week's waiver contract, move made to protect the station against possible suits for commissions. Necessity arose when such an action was filed, it was said.

Provisos are that the salesman may be dismissed on one week's notice; that no commissions will be due on any renewals of accounts brought in by the salesman and that the salesman will be governed by and abide by such regulations in force or later placed in force by the station. Commissions are paid on contracts running at the time of dismissal.

While understood that WMCA's salesmen worked previously on a one-week dismissal deal, no contracts were in force and nothing written covered commission arrangements.

## IBS Personnel Change; L. S. Hill General Director

DES MOINES, Jan. 11.—Gardner Cowles Jr., associate publisher of *The Des Moines Register and Tribune* and owner of the Iowa Broadcasting System, has announced changes in the personnel. Luther S. Hill becomes general director of the system, which includes KSO, KRNT and WMT, of Waterloo and Cedar Rapids. He succeeds Walter Preston, who now becomes representative of IBS in the national field, with headquarters in Chicago and New York.

In the new setup Craig Lawrence continues as commercial manager and assistant general manager of KSO and KRNT, while Reginald Martin becomes program director and special events director for both KSO and KRNT. Assisting Mr. Martin on KRNT is Ranny Daly, and Lansing Lindquist will be Mr. Martin's assistant on KSO. Rodney Lien continues as treasurer, while George Engelter, formerly on the KRNT announcing staff, will become manager of the traffic department. Aleyn Burtis continues as advertising promotion manager, KSO and KRNT.

No changes are scheduled at WMT, Waterloo and Cedar Rapids, where Sumner Quarter is president; Rodney Lien, treasurer; William Quarton, commercial manager in Cedar Rapids; Don Inman, commercial manager in Waterloo, and Douglas Grant, program director.

## ASCAP Asks Licenses by Jan. 15; Warners' \$600,000 Annual Basis

NEW YORK, Jan. 11.—Latest move in the copyright situation affecting the broadcasting industry is the wire to some 390 stations from ASCAP to the effect that they must sign a five-year license agreement by January 15 or be held liable for infringement of each piece of ASCAP music broadcast as of January 1. The last communication to stations from ASCAP along these lines was a letter from Gene Buck, president, offering five-year agreements at the same existing rate of 5 per cent of the net receipts, less commission paid to agencies. This sum, of course, is the same as when the Warner Brothers' catalog was in the ASCAP fold.

Broadcasters other than the networks and their own and operated stations, which have already signed with ASCAP last June, believe that they are entitled to a reduction inasmuch as the Warner catalog is not now with ASCAP. Efforts so far to get a reduction from ASCAP have been unavailable. To date about 180 stations are now licensed by ASCAP for the next five years.

Members of the National Association of Broadcasters have received a wire from Managing Director James W. Baldwin telling them that the wire received last night from ASCAP nullifies the letter of December 13 from Gene Buck, and that if they require the ASCAP catalog there is no recourse but to obtain li-

## Covers Fiscal Year to June 30 And No Changes Are Requested

**Mentions action taken on complaints against various commercial programs, 226 on 52 stations—\$1,450,000 is appropriated for the FCC for the coming year**

WASHINGTON, Jan. 11.—The first annual report of the Federal Communications Commission was made to Congress early this week, no recommendations being made. It is taken for granted that whatever changes are contemplated, if any, it will make its recommendation direct to the appropriate committees of Congress. Report covers the fiscal year ending June 30, 1935. Included was the usual meat for the dailies, the reference to the action taken on some 226 programs broadcast over 62 stations, in connection with so-called misleading advertising and other causes of complaint. The report further shows that on June 30 of last year there were 623 broadcasting stations and that during the fiscal year nine stations were deleted and 39 new stations were authorized. Of this number, 31 were authorized under the provisions of Section 307 of the Communications Act and were not charged to quota. Also during the fiscal year the Commission received 3,652 applications from broadcasting stations and authorizations were issued for 3,434 changes.

## 85c Admish to WOR Show on Sat. Night

NEW YORK, Jan. 11.—Possibility of opposition from picture and legit theater operators to WOR's paid theater policy is growing, with the theater men burning at the additional radio opposition. The station starts its show at the Mutual Playhouse (New Amsterdam Theater Roof) next Saturday (18). However, the opposition was partly mitigated because the station is charging admission, instead of giving away tickets.

Admission is 85 cents, 7 cents of which is tax. The show starts at 9:15 p.m. and runs until 11:30. Broadcast of part of the show runs from 10:45 to 11:15 p.m. Project was delayed because of stagehand and musicians' trouble.

Show is called *Copy House Tonight*, with Hal O'Halloran, Art Frank, Uncle Don, Tex. Fletcher and Sid Gary and the Embassy Girls. Talent of the station's artists' bureau will be shown only. Show is on Saturday nights only.

## New Dodge Wax Series

NEW YORK, Jan. 11.—Ruthrauff & Ryan, agency for Dodge automobiles, has set a new lineup for a 13-week series of transcriptions. On each will appear Harry Richman and Lou Katzman's Orchestra. Guest stars will include Ethel Merman on two, Gertrude Niesen on three, Tom Howard and George Shelton on two, Frank Parker on two and a choir on two.

censes. He said, however, in his wire, that the licenses should not be taken out before January 15 in order to give him as much time as possible to further negotiate with ASCAP.

Baldwin has power of attorney from some 300 stations to negotiate copyright licenses, particularly in regard to the Warner situation.

Warner Brothers, thru the Music Publishers' Holding Company acting as agent, have now licensed approximately 250 stations. Herman Starr, head of the Warner copyright and music activities, is still licensing stations and some night spots as well. It is believed that some of the leading night spots in town, as well as hotels, have signed Warner agreements.

Rate at which Warners may now be said to be collecting license fees on the temporary three months' basis is around the \$600,000-a-year mark. That figure is unofficially said to be the present rate of operation, with many stations and the networks still to come in. Webs are holding out and again talk is heard to the effect that suits will be started soon as tests on the ground that Warners were represented on the ASCAP board when the networks signed ASCAP agreements. This rumor has been around for some weeks and may or may not materialize.

Merging of the old Federal Radio Commission is taken up in the report and details are given on the work of all of the departments and divisions of the Commission.

During the fiscal year the Commission spent \$1,125,599 for salaries and expenses in addition to \$13,518 for printing and binding.

A whole section of the report, under the engineering department, is devoted to broadcasting. In this section are discussed regular broadcast, modification of the rules, the operating of 500 kilowatt stations, experimental high fidelity broadcast, experimental relay broadcasting, experimental visual broadcasting, very high frequency experimental broadcasting and technical developments in regular broadcasting. Dealing with the allocation survey the Commission's report says: "Since the allocation of 1928 no specific or basic changes have been made in regulation of the Commission governing the allocation of regular broadcast frequencies. There has been much public and engineering sentiment toward making certain basic changes rather than continuing granting of various applications that did not comply with this basic plan as originally adopted. While much engineering data have been taken by the Field Section of the Commission and at the numerous hearings held before the Commission, and the leading radio engineers thruout the United States have introduced large amounts of data, the Engineering Department was not convinced that it had sufficient information available on which to base a recommendation to the Commission to change the present allocation or to fully substantiate it."

The licensees of 13 clear-channel stations petitioned the Commission that it carry forward a survey in co-operation with them for the purpose of gaining further information. While the petition exactly as made was not accepted, the

(See *FIRST FCC* on page 11)

## Seeking "Time Signals" Via N. Y. Phone Service

NEW YORK, Jan. 11.—Makers of Coca Cola are reported negotiating with the New York Telephone Company to take over the latter's time signal service on a commercial basis. The drink company has been using this system in the South with considerable success.

Phone company has an automatic service whereby subscribers dialing to a certain number are told the time. This is done by a recording, changed every quarter minute. If Coca Cola takes it over a tag line of any number of slogans will be added, idea being that that company is bringing the time. Subscribers, however, still pay for the call.

In the South no recordings are used, with operators announcing the time and the advertiser.



# Program Exchange Develops Strange Combo of Stations

**WDSU, indie outlet, ties up on non-network programs with WSM and WLW, NBC affiliates—WHAS, CBS station, plus others, may join group on same basis**

NEW ORLEANS, Jan. 11.—Following its second month without services of the CBS chain which transferred its local outlet to WWL on November 1, management of WDSU announced the inauguration this week of a broadcast stunt, new to this section of the country. Station has completed tests and arrangements with WLW, Cincinnati, and WSM, Nashville, for daily rebroadcasts of studio programs of these two transmitters. All chain programs of both stations, however, are barred to WDSU and all commercials sent over WDSU's facilities are unpaid for with one exception. SSS Tonic became the only commercial thru this arrangement last week when firm contracted for 28 weeks' rebroadcast of *The Music Box*, heard over the Mutual network thru WLW. Other programs now aired thru arrangement are Father Coughlin's hour over WLW, and *Grand Ole Opry* and morning devotions over WSM.

Programs are received here by WDSU at its transmitter at Gretna, La., across the river from New Orleans, and sent directly into the transmitter. Regular channels are received for the rebroadcast, WLW on 700 and WSM on 650 k. cs. and station is not disobeying the order prohibiting short wave rebroadcasts. In all WDSU is using about 30 such programs a week and is said to be ready to complete similar negotiations with WHAS, Louisville, Ky., and one or two others. In addition to these broadcasts, WDSU also uses World transcriptions and is key station of a Statewide hookup of seven stations being used by political aspirants preceding the general election here January 21.

## Wee Hour Commercials Still Spread in East

NEW YORK, Jan. 11. — *Milkman's Matinee*, early morning show started recently by WNEW, Newark, running from 2 a. m. until dawn, making it 24 hours a day, has stirred up enough competition to force other New York independent stations into a similar type broadcast almost to the 24-hour period. WMCA, which so far hasn't gone past 1 a. m., is now soliciting advertisers for another wee hour dance parade program. WHN started one after WNEW began its.

Type of program seems peculiar to New York, more than any other large city, and certainly not for smaller towns. Shows usually consist of playing of recordings (not transcriptions) with one announcer. Stanley Shaw does the WNEW show and Bud Rainey WHN's. Programs are a throwback to radio's early days with announcer mentioning names on requests, asking for calls and congratulating listeners on birthdays, etc.

WMCA is charging \$80 per week on a strip basis, clear across the board. WNEW has Fisher Baking, Barney's Clothes, Canadian Fur Trappers and Adelson's, a jewelry house, on spot announcements. WHN has Adam Hats on a straight across the week basis.

## Jolson Out of Hotel Suit; NBC Case Pends

PITTSBURGH, Jan. 11.—The Summit Hotel Company of Uniontown, Pa., dropped its action in Common Pleas Court here this week against Al Jolson in its suit for \$100,000 damages entered last summer against Jolson and the National Broadcasting Company.

Its case against NBC, however, will be continued and will be heard here this fall. The hotel seeks to recover damages on the grounds that remarks made over the radio chain by Mr. Jolson last summer in conversation with Sam Parks, Jr., concerning the hotel were malicious. In an informal opinion handed down by three judges it was stated that Jolson and NBC should not be joined in one suit.

Sid Goodwin, for the past six years on the announcing staff of NBC here, has been appointed night-program supervisor in charge of the network's San Francisco studios. Harold Gibney, KGW, Portland, Ore., announcer, joins the network here in a similar capacity next Thursday.

## Initial Ford NBC Show Will Come From Philly

PHILADELPHIA, Jan. 11.—Initial Waring broadcast for the NBC Blue network on the 17th will air from Philadelphia. Billy Mitchell, manager of the Ford plant in Chester, Pa., has bought out Philly's swank niterie, the Arcadia International House, for that night. With only local Ford dealers invited, steaks will be spiced at the tables while the show airs. Public will get invites for the repeat show at midnight for the West Coast.

Reason for coming to Philly is that Waring is to receive the Poor Richard radio achievement award that night. Poor Richards Club, advertising execs group, are having their annual banquet at the same time, and immediately following the Waring show. WFIL will pipe 30 minutes of the affair over the NBC network. Arrangements call for Waring to make mention of his getting the award on the 9:30 show, and at 10 o'clock the listeners will hear him getting it.

## NBC Station Pacts Reported All Okeh

NEW YORK, Jan. 11.—The National Broadcasting Company has completed its negotiations with affiliated and associated stations, with all of those stations now signed to the new NBC stations relations contract. The NBC campaign towards this end started about a year ago. The network has refused to give any information as to the status of its relations with the stations, but the advice that the signing was recently finished is authoritative.

Only station not yet signed may subsequently no longer be an NBC station. This is WTIC, Hartford, Conn., reported sold to Cherry & Webb, department store owners of WPRO, Providence. Latter is affiliated with the Intercity (WMCA) group of stations. As recently reported, WTIC may go to Boston and with CBS. This would help CBS in its setup with the Yankee network, but considerable time will have to elapse before this can be done. WTIC has asked permission of the FCC to change its wave length.

Station relations men say that the story behind the settling of NBC station contracts was the usual story of relations between chains and affiliates in that both need the other and that the stations must get network business for prestige as well as income.

NBC's contracts set off certain parts of the day as local time, with the other time going to the chain. Part of the

## F&M Talent Quest; Seeks Radio Status

LOS ANGELES, Jan. 11.—Fanchon & Marco quietly put into operation here this week an intensive talent quest in an attempt to establish itself as the sole radio talent clearing house between agents and sponsors on the West Coast.

Stunt is to line up all available performers, ranging from movie names to lowly cafe entertainers, and get their specialties down on wax. Records will be kept up to date and when an air advertiser wants an artist he merely turns on the phonograph and voila—there's an audition. Idea is designed to save money, time and heartbreaks accompanying customary auditions.

F&M participates in deal as go-between for agent and sponsor. When talent buyer shows interest in an act he is turned over to agent or manager to talk turkey, the artist's representative cutting in F&M for a percentage.

deal provides that the chain will supply the station with sustaining time. Including NBC's owned stations, there are about 98 local outlets on the list.

R. M. Brophy, NBC's stations relations manager, refused to either deny or confirm the report that all negotiations are completed.

## STATION NOTES

Address All Communications to the New York Office

JOHN CLARK, Don Becker and Frank Smith, of WLW, Cincinnati, are in New York this week.

GARY DAVIS has joined WBIG, Greensboro, N. C., as announcer.

WTAQ, Eau Claire, Wis., recently purchased by WBY, Green Bay, Wis., starts activity this month, programs for both stations to emanate from Green Bay.

W. C. GILLESPIE, vice-president of KTUL, Tulsa, Okla., has been chosen president of the Oklahoma Association of Broadcasters. Neal Barrett, manager of KOMA, Oklahoma City, is vice-president; H. J. Porter, of CKRO, Enid, Okla., is secretary-treasurer.

PURE OIL COMPANY has signed with WBT, Charlotte, N. C., for considerable time this year. A weekly half-hour show is now being used, while a five-time-a-week 15-minute transcription series starts shortly.

GRACE SANDERSON MICHIE, program director for the Audisk Corporation, San Francisco transcription producers, suffered a nervous breakdown and is voyaging to Panama to recuperate. She's expected back to her desk February 1.

KSFO, San Francisco, has inaugurated a new type of feminine program in the form of a housewives' *Protective League*. With Fletcher Wiley as commentator, the broadcast, heard five days weekly from 10 to 10:15 a. m., gives a systematic expose of fraudulent food products, false weights and merchants who do not live up to their slogans. In his

campaign against fraud, Wiley mixes constructive hints on housekeeping for the housewives.

W. A. RICHARDS has resigned as program director of KRNT.

KRNT, Des Moines, is now holding farm auctions. By remote control a half-hour program every Monday noon for 52 weeks has been signed by Eastern Order Buyers. Ranny Daly, assistant program director, KRNT, is handling the program, which covers live-stock sales.

IRVIN VICTOR, news commentator and special announcer for WWL, New Orleans, for over four years, is leaving New Orleans to join the announcing force of WJJD, Chicago. He was known for his rapid-fire news flashings and ad lib.

H. T. SUDDUTH, formerly an announcer for WSGN, Birmingham, has joined the staff of KBTM, Jonesboro, Ark.

SAM GATES has acquired controlling interest in Radio Station WGCM, Gulfport, Miss., and announces plans for enlarging station output. Gates hopes to bring power up to five kilowatts.

KRMD, Shreveport, La., still belongs to itself and not *The Shreveport Times*. In a recent story in these columns KRMD was inadvertently included in the outlets owned by *The Times*. L. M. Sepaugh, general manager, also informs this department that his station is on the air under full-time license and broadcasts from 7 a. m. to 9 p. m.

## Palmolive Eyes Ziegfeld Title

NEW YORK, Jan. 11.—Colgate-Palmolive-Peet Co., planning to use the title *Ziegfeld Follies of the Air* for its new Saturday night show, wasn't out in the clear on the proposal this week, altho auditions were held Thursday (8). New show is being planned as a substitute for its present operetta series, recently moved over from NBC to CBS.

Title of *Ziegfeld Follies* is now owned by the Shuberts, thru an arrangement with Billie Burke, widow of the late Florenz Ziegfeld. A new edition is now on the road prior to coming to New York. Any use of the title for radio would have to go thru the legit producers. Ziegfeld used it once in a series for Chrysler Motors.

Talent on the new show includes James Melton, Fannie Brice, Patti Chapin and Al Goodman's Orchestra. Agency is Benton & Bowles.

## New Biz, Renewals

NEW YORK, Jan. 11.—New accounts and renewals on the National Broadcasting Company:

FORD MOTOR CO., thru N. W. Ayer & Son, New York, starts January 17, Friday, 9:30-10 p. m., on WJZ and 60 stations. Program, Fred Waring and orchestra.

PEPSODENT CO., thru Lord & Thomas, Chicago, starts January 10, Friday, 9-9:30 p. m., on WJZ and 26 stations. Program not set.

JOS. MARTINSON, INC., thru Albert Frank-Guenter Law, Inc., starts January 12, 1:30-1:45 p. m., on WEA. Cornelius Vanderbilt Jr.

HUMPHREYS HOMEOPATHIC MEDICINE CO., thru the Blow Co., starts January 29, on WJZ and two stations. Breen and De Rose.

LARUS & BROTHER CO., thru Batten, Barton, Durstine & Osborn, New York, starts January 29, 9-9:30 p. m., on WJZ and 26 stations. Corn Cob Pipe Club.

F. W. FITCH CO., thru L. W. Ramsey Co., starts January 24, on WJZ and 23 stations, Friday, 8:15-8:30 p. m. Wendell Hall.

GREAT ATLANTIC & PACIFIC TEA CO., thru Paris & Peart, renews, effective February 10, Monday, 9-9:30 p. m., on WEA and 20 stations. Harry Horlick's Orchestra.

### Newark

FREEDMAN, INC., thru Bess & Schilin, started January 6, six weekly 15-minute periods.

### Cleveland

CEDAR-TAYLOR RADIO CO., spot announcements. WHK.

HEIGHTS BATTERY CO., 100 spot announcements. WHK.

APEX OIL CO., spot announcements. WHK.

SEARS-ROEBUCK CO., spot announcements. WHK.

VULCAN COAL CO., spot announcements. WHK.

### West Coast

PACIFIC COAST BORAX CO., Wilmington, Calif., thru McCann-Erickson, Inc., San Francisco, renews, February 4, for 15 weeks, Tuesdays, 9-9:30 p. m. (PST), NBC-KPO, KFI, KGW, KOMO, KHQ. Program, *Death Valley Days*. Talent, Henry Schumer, narrator, and National Players.

HASTINGS CLOTHING CO., San Francisco, thru Sidney Garfinkel Advertising Agency, San Francisco, renewed, January 5, for 52 weeks, Sundays, 10:45-11 a. m. (PST), NBC-KPO. Program, *Musical Esquires*. Talent, Paul Pendarvis' Joy Boys.

HARRIS CORPORATION FOR FRED BENIOFF, San Francisco, thru Theodore H. Segall Advertising Agency, San Francisco, renews, February 8, for 52 weeks, NBC-KPO, six per day Time Signal announcements.

MONTEZUMA SCHOOL FOR BOYS, San Francisco, placed direct, renewed, January 5, for 4 weeks, NBC-KGO, daily announcements on Weather Reports.

REID MURDOCK & CO., San Francisco, thru Roy Alden & Associates, Inc., Los Angeles, renewed, January 6, for 30 days, NBC-KGO, daily announcements.

ANGLO CALIFORNIA NATIONAL BANK, San Francisco, thru McCann-Erickson, Inc., San Francisco, renews, January 26, for 22 weeks, NBC-KGO, four nightly Time Signal announcements.

GRANAT BROTHERS, San Francisco, thru Long Advertising Service, San Francisco (See NEW BIZ on page 11)




**FLETCHER HENDERSON** AND HIS FAMOUS ORCHESTRA.  
 NOW ON TOUR.  
 Management MOE GALE.  
 RKO Building, Radio City, N. Y.

**JACKIE MAYE**  
 "The Night Club Nightingale."  
 INTERNATIONAL FAVORITE OF SONG.  
 Personal Direction ROBERT H. EDSON.

**DON RICHARDS AND HIS MUSIC**  
  
 Smart Rhythms For the Smart Set  
 Exclusive Management EDW. I. FISHMAN, Orchestra Corp. of America, 1619 Broadway, New York, N. Y.

**"MIKE" DURSO**  
 The Voice of the Golden Trombone  
 NOW ON TOUR.



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

Now Playing at the FAMOUS DOOR, New York  
**WINGY MANNONE**  
 (The New Orleans Swing King and His Jam Band)  
 Exclusive Mgt. MILLS ARTISTS, INC., 799 7th Avenue, New York City.

★★★★★ **ERNIE WARREN** AND HIS ORCHESTRA.  
 Direction, MILLS ARTISTS, INC., 799 7th Avenue, New York, N. Y.

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

**VICTOR** WITH **AL JOLSON YOUNG**  
 Shell Oil Program.  
 WEAF, Saturday, 8:30-10:30 P.M. NBC Network.

**EDDIE LEONARD, JR.**

Harry A. Romm, Representative, RKO Bldg., Radio City, N. Y.  
**charles carlile**  
 Now Playing Leading Loew Theatres.

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

**AIR BRIEFS**

By JERRY FRANKEN

**JAMES MELTON** is slated to go on the Kellogg show on CBS soon. Arrangements are to be closed this week. Sponsor has renewed for another 13 weeks. John Steele, former vaude headliner, is due for a comeback by way of radio, joining the Life Saver show on NBC. Irene Beasley stays on. . . Gertrude Berg is writing the new Palmolive show, tentatively titled *Ziegfeld Follies of the Air*. . . Hilda Cole started work for Fred Waring this week, leaving CBS. . . Harry Leedy, recent groom, is out of the hospital.

*Radio Guide*, the fan mag, doubled its price. Now a dime. . . Milton Watson is not going to the Coast with the Burns and Allen show, staying east for the Bourjois program. Latter is a considerable surprise. Altho not rated high in the usual entertainment judgment records, program is doing a bang-up job for the account. . . Time was cleared last week for the second Lucky Strike show, which Al Goodman will headline. There may even be a third for the same advertiser. . . Sachs Furniture renewed for another year on WMCA. . . Directors in the CBS program department no longer cast their own shows, Shirley Ward now handling that duty. Earl McGill has been moved up and is now Courtney Savage's assistant. . . C. Stuart Heminway and Ben Bland are new on the WOR staff. First is a salesman and the second in the sales promotion department. . . The excitement, if any, in radio last week, was concerned

with the two new shows (Palmolive and Lucky), due soon. Not much tho, about new programs otherwise.

**BROADCAST** by Luella Laudin, of the Women's National Radio Committee, and radio's severest critic, on WMOA Wednesday (15), is causing considerable discussion. It's the first time she has been on the air, and she plans to speak as freely as she does in her *Radio Review*. It's also the first time one station has used its time to talk about program on other outlets. If the first program clicks, it will become a one-a-month proposition.

Teddy Bergman opens in vaude in Albany January 17. . . Orchester leaders' latest plaint is that a picture appearance is being demanded by agencies. Latter point to Waring, Whiteman, Rubino, Lombardo, Red Nichols et al. to back up the claim. . . G. W. Johnstone back on the job after several days out (Chicken pox, no less). . . Lou Minding resigned from the CBS Artists' Bureau. . . *Corn Cob Pipe* show shifts to a new time and larger network January 29. One of the few standout hill-billy shows. . . Four advertising magazines starting on WOR January 18 are getting the plug cuff. . . Publications are *Tide*, *Printers' Ink*, *Advertising Age* and *Advertising and Selling*. . . Karl Landt, of the Landt Trio and White, is due for his own program on NBC soon. . . Jimmy Farrell screen tested by Paramqunt.

**CHI AIR NOTES**

By NAT GREEN

Lenny Hayton will direct an orchestra of 40 men when the Socony program starts in about a month. . . *Forever Young*, the new Elaine Sterne Carrington serial scheduled to start over an NBC-WEAF network January 6, has been postponed. . . New starting date to be announced shortly. . . Joe Penner is dicker for an air show as a result of his work in *Collegiate*. . . Carleton Brickert has been off the Lum and Abner show because of a sore throat and Charlie Lyons has been pinch-hitting for him. . . Samuel Thaviu, 21-year-old violinist and son of A. F. Thaviu, Chi bandmaster and revue producer, was heard on the *Life Is a Song* program January 12, playing *Song of India*. . . Lee Sims and Ilomay Bailey, popular Chicago piano and song team, will be guest artists on the Ben Bernie program from Miami January 14. . . Henry Busse opened at the Chez Paree last Friday and is being heard nightly over NBC. . . When that cigaret *Hit Parade* moves from NBC to CBS Carl Hoff's Orchestra will replace Al Goodman. . . Hoff is really Carl Hoffmayr, a Chicago lad, who used to be chief arranger for Vincent Lopez.

Don Ameche is definitely signed with 20th Century Pictures and will go to Hollywood in February for the first of his pictures. . . *First Nighter* sponsor is still uncertain whether the show will move to the West Coast despite rumors to the contrary. . . If the show does move, Betty Lou Gerson, leading lady, will take several screen tests. . . Scouts for two major film companies are understood to have already contacted the petite brunet. . . Bob Becker's talks about dogs, heard every Sunday over WENR and NBC, are becoming increasingly popular. . . In an audition to select the heroine of *Lucky Girl*, new drama to be heard over WGN, starting January 14, 21 Chicago radio actresses were heard, and the lucky girl was Catherine Campbell, blond ex-campus queen. . . In the supporting cast of this show will be Helen Hurley, William Wright, Ed Prentiss, John Deering, Alice Hill, Guila Adams and Charles Calvert. . . Cyril Pitts, NBC tenor, who made his concert debut here January 5, found that radio does build a following. . . Theater was sold out three days in advance of the recital.

Alexander McQueen, who has been heard on the CBS West Coast network, goes on a new commercial over WGN January 13. . . Shot is labeled *Noth-*

*ing But the Truth* and will be heard three times a week. . . Is slated to go network before the first 13 weeks' series is finished. . . Bill Vickland back at WLS after a siege of the flu. . . *Dreams of Long Ago*, Ethel Park Richardson's dramatizations of old folk songs, heart songs and sentimental ballads, returns to the air on a new schedule over NBC-WEAF January 22. . . The Vass Trio, Frank, Virginia and Sally, will be heard in the song renditions. . . Will Osborne and his orchestra, opening this week at the Blackhawk, will be heard over WGN and Mutual. . . Congratulations to Jack Benny and Mary Livingstone on their ninth wedding anniversary January 14! . . . Shirley Heller, sister of the dynamic Jackie, made her Chicago radio debut January 6 over WMAQ. . . Shirley has been on the air before over a local station in New York.

Announcement of the winner in the song-writing contest sponsored by the bankrollers of the *Fiber McGee and Molly* program has been postponed from January 13 to February 2 because the judges were snowed under by more than 10,000 manuscripts submitted. . . John Wheelock, known on the air as Jack Elliott, top tenor of the Home-Towners Quartet, has left WLS. . . Harry Sosnik, maestro of Al Pearce and his Gang program over NBC, recently composed two tunes that he's introducing to the air. . . They are *Mirrors and Velvet* and *Mist on the Bayou*. . . The new George Olsen-Ethel Shutta commercial (Weco Products) will go on the air February 24 instead of the 21st. . . Eddie Guest is back from the West Coast, and the Welcome Valley Club is giving a home-coming for him the night of January 13. . . Winnie, Lou and Sallie are on the new Pinex program three times a week over WLS.

**CBS Gets Pickford Show Unable to Clear NBC Time**

NEW YORK, Jan. 11.—The Mary Pickford show, slated for the National Broadcasting Company on Wednesday nights, to start February 5, has shifted to CBS, NBC being unable to clear time on a Coast-to-Coast chain. Program is sponsored by Associated Ice Industries to plug sale of ice boxes. Show now starts February 11, taking the half hour being given up on Tuesday nights by Ford Dealers, who divide the Fred Waring

Broadway's Sensation  
**PAUL MARTELL**  
 AND HIS ORCHESTRA  
 107th Week Arcadia Ballroom, New York

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

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

**LEO ★ ★ ★ ★ KAHN**  
 AND HIS ORCHESTRA

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

**JUDY CONRAD**  
 AND HIS ORCHESTRA  
 92d Week on the Stage  
 TOWER THEATRE, KANSAS CITY, MO.

**ED WEEMS**  
 AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA  
 Reopening in the  
**EMPIRE ROOM**  
 OF THE PALMER HOUSE  
 CHICAGO, JAN. 10  
 Now on Tour Warner Bros. & RKO Theaters.

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

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

**FRANK MORGAN**  
 AND HIS  
 25th CENTURY ORCHESTRA

★ ★ ★ **DAVE HERMAN** ★ ★ ★  
 AND HIS MUSIC.  
 Now Appearing at  
 JACK DEMPSEY'S CORNER,  
 New York, N. Y.

hour between NBC and CBS.  
 Donahue & Coe is the agency for the show. Nat Wolff, who will direct the program, leaves New York for the Coast January 20. Program is to originate from Miss Pickford's home, Pickfair, in Beverly Hills.



# PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

## Paul Whiteman

Reviewed Sunday, 9:45-10:30 p.m. Style—Musical and guest artist. Sponsor—John H. Woodbury, Inc. Station—WJZ (NBC network).

Switching from Kraft-Phenix Cheese run of many months, the chameleon-like Paul Whiteman organization, unfettered, swings back into the style of program typical of Whiteman, a style which he originated and does better than anyone else here or abroad. It has always been characteristic of Whiteman, and probably impossible for other orchestras, to play a run of several weeks, for instance, at a popular-priced house like the Paramount or Capitol and go directly to Carnegie Hall and turn customers away at several dollars a head. The change from the recent program and the kind of show it entailed to the current Woodbury offering is a counterpart of the Paramount-Carnegie Hall illustration. Once again Whiteman is doing just what he wants to do, a well-balanced program of colorful arrangements of modern and popular compositions. For good measure there is a guest artist each week, first being Harry Richman by way of further inducing the femme listeners. Following on successive weeks are Morton Downey, Jane Froman and others.

From the Lennen & Mitchell Agency angle and its client the show lies naturally smooth in its appeal to the feminine members of the household apart from the rest of the family, who are amply entertained also. Plenty of showmanship in evidence. Following Walter Winchell is a swell idea, even to another agency handles the Jergens account. Andrew Jergens is still president of the Woodbury company and the first show received a sendoff at the hands of W. W.

Arrangers seem to have outdone themselves in providing their work with unusually soft and melodious treatment. It gave the program a sock tempo, yet restful to the ear. Opening was Ravel's *Bolero*, and Ramona followed with *Tony's Wife*. Richman did a tune from his new picture, a swell song new to the ether, and he hasn't lost any of his selling qualities. Dramatized commercial heard in this spot concerned "germ proof" cold cream, prices also mentioned. Grofe's *Mardi Gras* from his *Mississippi Suite* received another inimitable rendition, with Durelle Alexander and Johnny Hauser on next with a duet, *A Little Bit Independent*. King's Men, quartet, did the new theme *Glorious Girl*, specially written for the show, and this was cleverly worked into a buildup for the copy that followed on the cold cream and sample offer to be made later. Richman did another romantic ballad; Bob Lawrence, baritone, contributed a cowboy song with the aid of the King's Men, a rich-voiced and tuneful spot; band played a medley of three pop ballads, *Red Sails*, *Treasure Island* and *Cheek to Cheek*. Last number eased into another commercial nicely handled, face cream and soap offer for 10 cents.

Fast getaway brought on *China Boy* in a brand-new swing arrangement, plenty hot but not too fast, closing a very satisfactory three-quarters of an hour of excellent entertainment, with all talk and emceeding down to a minimum. M. H. S.

## Spud Program

Reviewed Tuesday, 11-11:30 p.m. Style—Musical and dramatic sketch. Sponsor—Axton-Fisher Tobacco Company, Inc. Station—WOR (Newark).

Initial radio advertising venture of Spud Cigarettes is somewhat in the nature of a pioneering effort, considering the hour and the kind of program offered at that time. In addition to the high-powered WOR, sponsor is using WLW, Cincinnati, both outlets comprising a Mutual Broadcasting System hookup. Peter Dixon, of the Kenyon & Eckhardt Agency, has worked out a novel show for men at an hour when other outlets are usually devoted to straight dance music or talk. Dixon has combined both so that there is not too drastic a change for either type of fan; in fact, he has contrived to garner both types of listeners with sufficient show to interest everyone in the house. Building is done around Tex O'Reilly,

soldier of fortune, whose background can feed scripts indefinitely. But the dramatic portion of the show is flexible and may be made to run only long enough to fit in with the strength of the episode being dramatized without fear of overwriting and consequent diffusion. Enoch Light's Orchestra; Craig McDonell, baritone, and Oyanguren, South American guitar wizard, complete the principals. Locale is *The Cafe of the Red Dagger*, where patrons gather to do a bit of slumming, seek fun and excitement and hear Tex O'Reilly spin a yarn or two. Naturally the "yarn" based on his true experiences is held back to a well-suited spot pretty far down the program. On this occasion he mentioned how he was once reported "officially dead" a few years ago and how he escaped a Mexican firing squad thru a ruse. Washing his hands and leaving enough soap on to slip off at least one of the handcuffs. Orchestra supplies suitable tunes, and McDonell's voice appears to be a find. Heretofore he has been doing dramatic bits. Oyanguren does unbelievable things with the guitar and makes it sound as tho he had additional accompaniment. He's a worth-while show in himself. Otherwise Dixon, being a first-rate hand at writing for radio, with plenty of experience at it both as actor and writer, the dramatic end of the show is in safe hands to say the least.

Spud credits touch on being the original mentholated cigaret and the fine quality of the Turkish and domestic blend of tobacco therein. Copy was short and punchy. M. H. S.

## YMCA Experimental Drama

Reviewed Wednesday, 10:30-10:45 p.m. Style—Dramatic sketch. Sustaining on WEVD (New York).

WEVD has assumed a position of importance in the program field by virtue of definite innovations and improvements in the intelligence quota over some other broadcasters. This time, however, this does not hold true, with these experimental plays presented in co-operation with the West Side YMCA being very experimental and scarcely any drama at all. A good portion of this may be due to the selection of vehicles, which seem to be chosen with a view of allowing the young actors dialogic sprees rather than Thespian.

This program consisted of a short—very short—one-act play written by a high-school girl. Located in the South, with the sailor boy friend of a young Southern girl returning from sea only to be ditched in favor of "book learning." Another offering was a two-character affair between two sisters.

Purpose of this program is a good one, to experience beginners in acting with radio technique, but there are so many worth-while standard classics that it hardly seems necessary to delve into amateurish twaddle. J. F.

## Jan Savitt's Serenade

Reviewed Friday, 1:15-1:45 p.m. Style—Orchestra and vocalists. Sustaining, on WCAU, Philadelphia (CBS network).

Fine early-afternoon sustainer, carried locally only to the halfway mark, but entire 30 minutes are for the full CBS hookup. With Jan Savitt waving the stick and Charlotte Ridley and Pete Woolery lending their pipes, quality of artists insures general program values. Deal Dr. Leon Levy made with the

musicians' union enables Savitt to augment his band with the KYW studio crew. Serenade utilizes the 22 horn tooters at both studios and gives them plenty of opportunity to reel off many a heavily orchestrated number. Boys play nicely, but Savitt should pay more attention to the shading of their tonal qualities if he hopes to stack them against other network studio combos. Irv Leschner, cellist, does some fancy work with that instrument and rates the first encomium.

Charlotte Ridley and Pete Woolery are spotted to vocalize. Since both go in for the sentimental ballad school, it might be wise to have them blend voices in a duet. Charlotte Ridley, a new name on WCAU's chart, gives a smooth, ingratiating interpretation to a pop love ditty that stacks up niftily with the best of them. Pete Woolery, an old fave, has enough in his voice to garner heap femme interest. Both benefit by Savitt's sterling orchestral accomp.

While the Serenade does not pack any particular punch, it does have the average kick for an early Friday afternoon swing. Oro.

## Ted Husing

Renewed Monday, 7:15-7:30 p.m. Style—Music and talk. Sponsor—The Wildroot Company. Station—WABC (CBS network).

A compact show and a pleasant quarter-hour period that should succeed in selling some of the hair-saver product. The show doesn't take itself too seriously and that brings about happy results.

The talent consists of Ted Husing, the Charloters and Paul Douglas, announcer. Husing's contribution was not in the sport line, but apparently out of his recently published book. He spoke of the early days of radio and of Major J. Andrew White. It was better than would have been a sport talk. Together with Douglas they delivered the commercials, lightly done, and directed at both men and women. Latter is obvious, but from the feminine angle is a warning lest their husbands lose the cranial mat.

The Charloters lately have acquired a considerable reputation for their harmony singing, both popular tunes and spirituals. In the latter field they have no superior on the air today. J. F.

## "Brother Bill"

Reviewed Thursday, 6-6:15 p.m. Style—Reading the comics. Sponsor—Evening Public Ledger. Station—WIP (Philadelphia).

Stanza going on nightly is part pay-off in the line for time swap station has with the newspaper, and it's the listeners who reap the benefits on this deal. Brother Bill (Sam Serota) is better-than-average when it comes to reading the comics. The versatility of his voice makes it so, and he certainly rates a bowl of bravos for this act.

Opens whistling *Yankee Doodle*, with every following strip a dandy. Takeoffs run from *Mickey Mouse* to *Barney Google*, and from *Felix the Cat* to *Popeye*. When caught he impersonated exactly 27 characters of the comic strips, each done adroitly. Even employs his pipes for the sound effects, working them in nicely and minutely, getting in the turning of a newspaper page to get to the comic strips on the other side.

Ties up one of the strips for a giveaway of a button, making mention only when he comes to that particular comic. Response is terrific. Copy is delightfully terse, Alun Williams holding it down to an added note on the give-

away and a conventional *Ledger* plug. Aimed primarily for the kiddies, the breeziness and twang of his mimicry holds a fascination for the oldsters, and many a fork must be dropped at the dinner table to catch what is easily the best trick on the local lanes for this kind of stuff. Oro.

## "Broadway Cinderella"

Reviewed Monday, 10:45-11 a.m. Style—Musical-drama serial. Sponsor—General Mills, Inc. Station—WGN (Chicago) and MBS network.

It looks like the makers of Gold Medal flour have a winner in this new morning script show authored by S. L. Huntley, who is noted for his *Mescal Ike* cartoons, and the opening chapter got off to a good start. Tiny Stowe has produced the show in his usual excellent manner and it brings two newcomers to radio in the persons of Rosemary Dillon and Edgar Glosup.

The story has to do with the trials and tribulations of Hope Carter, an orphan, whose schooling has been paid for from some mysterious source. Comes a day when she is asked to sign a paper relinquishing certain rights. She refuses and decides to pay back the debt by choosing a career in the show business. A year later finds her in the theatrical boarding house of Lovey Tremaine, played by Hazel Dopheide, where she is rescued from the unwelcome attentions of Romero the Great, played by Charley Calvert, by Larry Burton, an out-of-work rodeo cowboy, done by Eddie Dean. Parts were all very well done. The theme song, *Poor Little Cinderella*, is sung by Miss Dillon with a nine-piece orchestra for background music. Show is on five mornings weekly. F. L. M.

## Night Exercises

Reviewed Sunday, 10:45-11 p.m. Style—Physical instruction. Sustaining on WHN, New York.

Harry Glick reverses the usual style and gives out bending and stretching stuff at retiring time instead of waking time. One advantage certainly at this time of the year is that there's no ice on the window as there may be in the morning.

Nevertheless, Glick's is a rather entertaining program, whether one exercises or not. He mixes his "bend this way and kick that way" with some light patter and occasionally ventures a song. Idea behind it is that a better night's sleep may eventuate after the muscle bending has been done. Piano accompanist induces the rhythm. J. F.

## Fiebig Manager of KQW

SAN JOSE Calif., Jan. 11.—H. O. Fiebig, for the past 18 months sales manager of KQW, has been appointed station manager, succeeding Charles L. McCarthy, who resigned in December to become Pacific Coast representative of national sales for Hearst Radio, Inc.

Appointment was made by Ralph R. Brunton, president of the Northern California Broadcasting System, operator of KQW and KJBS in San Francisco. Fiebig has been connected with the broadcasting industry for the past eight years. Prior to his association with the San Jose station he was sales manager of KJBS. His entry into broadcasting came after nearly a quarter of a century of executive sales experience with the National Biscuit Company and the Gates Rubber Company.

## WSAI To Move Into Cincinnati

CINCINNATI, Jan. 11.—Powel Crosley Jr., president of the Crosley Radio Corporation, yesterday announced that the Federal Communications Commission had granted permission to the radio concern to move its "community station," WSAI, from Mason, O., to Clifton Heights, here, overlooking the downtown section. Construction on the new plant will be started immediately under the supervision of Joseph Chambers, technical supervisor of WSAI and WLW.

The transmitter will be operated on a daytime power of 2,500 watts and 1,000 watts at night. New equipment includes the latest single, vertical, radiator-type antenna. The three-cornered, all-steel tower will rise 230 feet, ample height for good local coverage. Transmitting equipment only is to be included in the new plant, with all broadcasts continuing to originate in the WLW-WSAI studios in the Crosley plant on Arlington street.

## Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 3, to Thursday, January 9, both dates inclusive.

With All My Heart.....	38	Dinner for One, Please.....	19
Music Goes 'Round and Around.....	37	No Other One.....	19
Moon Over Miami.....	32	Treasure Island.....	19
Red Sails.....	30	Rhythm in Nursery.....	18
Little Bit Independent.....	27	Lights Out.....	15
Alone.....	25	Night in Monte Carlo.....	14
Boots and Saddle.....	25	Please Believe Me.....	14
Feather in the Breeze.....	24	I'm Gonna Write Myself.....	13
Broken Record.....	19	I Picked a Flower.....	12



## West Coast Notes; Orchids for KSFO

SAN FRANCISCO, Jan. 11.—KSFO deserves one of Winchell's orchids for hiring Ralph Edwards, first blind announcer-producer in Northern California. With an excellent background in music, young Edwards, only 21 years old, produces his own twice weekly programs, which are musical. He dictates and then memorizes the continuity and also selects the musical numbers. Titled *Evening Serenade*, the broadcasts are heard Wednesday and Sunday nights. He's not to be confused with the station's other Ralph Edwards, also an announcer-producer, in charge of KSFO's auxiliary studio in Oakland. Despite the coincidence of names, they are unrelated.

Andy Potter, for the past two years production manager of KGGC, has resigned, effective January 15, to join KMJ, the CBS outlet in Fresno, Calif., in a similar capacity. KMJ is owned by *The Fresno Bee* and is one of the five McClatchy newspaper stations in California. While at KGGC, Potter developed the "blend" system of singing with phonograph records, which has been adopted generally thruout the country by other stations. Gordon Willis, who recently returned to the station's announcing staff, succeeds Potter as production manager.

KYA has added Donald Ralph to its announcing staff. He was formerly with KHSL, Chico, Calif., and was in stock before entering radio. Station has also added J. Rap Conlan to its sales force. He was formerly with KSFO and has been in radio since 1928. Walter White, well known in the field of radio dramatics, has joined KJBS as announcer. Prior to coming to San Francisco he was associated with the Earnshaw Radio Productions, Hollywood transcription concern.

### Los Angeles

LOS ANGELES, Jan. 11.—Local radio talent is stepping smartly and putting on its best Sunday manners this week while John Reber, ace air producer for J. Walter Thompson agency, remains in the vicinity. . . . Gaylord Carter succeeding Ann Leaf as KHJ staff organist. Ann returns east. . . . KFAC trying to lure collegiate listeners with a series of interuniversity basket-ball broadcasts. . . . Charlie Chan mysteries and *News Behind the News* bowing off KFVB. Station now using 14 hours of waxed music on evening skeds. . . . "Congo" Sam Bartlett's new adventures switched to KNX from KFAC. Ethiopian locale thrill stories for children. . . . New Paramount contract actor, Arthur Singley, is the same man who announced the first commercial on KIEV, Glendale. . . . KREG, Santa Ana, operating under new call letters. Tag now in KVOE. Major changes planned at the station if application to improve transmission facilities, now before FCC, is okehed.

## KROW Opens New Quarters; Reveals Fine Equipment

OAKLAND, Calif., Jan. 13.—Modern in every detail, KROW dedicated its new station in the Radio Center building here yesterday with a gala program, participated in by all bay region stations. Utilizing 6,000 square feet of space for studios and executive offices, KROW has taken the entire second floor of the building at 464 19th street, and has one of the finest station setups in Northern California. Modernistic design predominates with the latest indirect lighting in the three studios, sales and executive offices. A specially built air condition system has also been installed.

All equipment was especially designed by C. E. (Bud) Downey, KROW radio engineer; assisted by Ted Binder, chief studio technician, and built by the Remler Co., Ltd., San Francisco. It includes high fidelity speakers, amplifier and speech input equipment. A feature of the new station is its model electric kitchen studio which is supervised by Arlien Betty Colon, formerly in charge of the home economic department of WHK, Cleveland, O. Station is headed by H. P. Drey, president and general manager of the Educational Broadcasting Corporation, which owns and operates KROW. Scott Weakley is production manager. KROW also maintains studios in the Bellevue Hotel Building, San Francisco.

## NEW BIZ

(Continued from page 8)

cisco, starts January 31 for 52 weeks, Fridays, 7:30-8 p.m. (PST), NBC-KPO. Program, *Opportunity Parade*.

E. FOUGERA & CO., INC., New York City (Vapex), thru Small Kleppner & Seifer, Inc., New York, started January 6 for 11 weeks, nightly elec. trans. announcements.

ALBERT S. SAMUELS CO., San Francisco, thru Will Russell Advertising Agency, San Francisco, started January 5 for 52 weeks, Sundays, Mondays and Tuesdays, 7:45-8 p.m. (PST), KFRC. Program, *Gold Rush Days*.

EARLE C. ANTHONY, INC., San Francisco, thru Olympic Advertising Agency, Los Angeles, started January 1 for 13 weeks, KJBS, San Francisco, spot announcements Mondays, Wednesdays and Fridays.

SHREVE, TREAT & EACRAT, San Francisco, thru Kelso Norman Organization, San Francisco, started January 6 for 4 weeks, KJBS, San Francisco, daily spot announcements.

GILMORE OIL COMPANY OF CALIFORNIA, Los Angeles, thru Botsford, Constantine & Gardner, San Francisco, started January 2 for 26 weeks, Mondays and Thursdays, 8:30-8:45 p.m., KQW, San Jose, Calif. Program, *Dog Heroes*.

CHEVROLET MOTOR CO., Detroit, Mich. (automobiles), thru Campbell-Ewald Co., Detroit, starts January 20 for 13 weeks, Mondays, Wednesdays and Fridays, 8-8:15 p.m., KLX, Oakland, Calif. Program, *Musical Moments*, transcription.

### Denver

WESTERN WHOLESALE TAILORS, thru Ted Levy Agency, sponsorship of the 12 o'clock noon newscast for 13 weeks. KFEL-KVOD.

MORTONS AND SAMUELS SHOPS, thru Ted Levy Agency, three announcements daily. KFEL-KVOD.

THE OVRHAUL CO., thru Dillon & Kirk, Kansas City, three announcements daily for one month. KFEL-KVOD.

NEW METHOD CLEANERS AND DYERS, thru Ted Levy Agency, one announcement daily for one year. KFEL-KVOD.

MOFFAT COAL CO., thru the Wooley & Hunter Agency, 26 announcements. KFEL-KVOD.

ALLIED COUNCIL OF EMPLOYED AND UNEMPLOYED CITIZENS OF COLORADO, 100 announcements. KFEL-KVOD.

MORTON'S DRESS SHOP, thru Ted Levy Agency, sponsorship of the 4 p.m. newscast for two weeks. KFEL-KVOD.

LAMARR APPAREL SHOP, 100 announcements. KFEL-KVOD.

CAPITOL CO-OPERATIVE BURIAL ASSOCIATION, thru Broyle Agency, three announcements daily for two weeks. KFEL-KVOD.

MY LADY ESTHER BEAUTY SALON, thru the Raymond Keane Agency, three 15-minute programs weekly for one year. KFEL-KVOD.

FALSTAFF BREWING CORP., thru the Gardner Advertising Co., seven announcements daily for one month. KFEL-KVOD.

### Philadelphia

WYNNEFIELD DONAT CO., thru Charles Cassidy Agency, starts January 13 for four weeks, 12 spot announcements weekly. WFIL.

UNITED TAILORS' ASSOCIATION, thru Hansell-Zook Agency, starts January 13, for indefinite period, three participations weekly on Anice Ives show. WFIL.

ANTON DORFNER & SONS, placed direct, starts January 13 for six months, 19 spot announcements weekly. WFIL.

ADAM SCHEIDT BREWING CO., thru Richard Foley Agency, starts January 13, seven spot announcements. WFIL.

CROWELL PUBLISHING CO. (*Women's Home Companion* magazine), thru Geyer-Cornell Agency, starts January 28, ending December, 1937, Tuesdays, 9:30-9:45 a.m. Shopping talk. WFIL.

PACKARD MOTOR CAR CO., thru Young & Rubican, Inc., starts January 13 for four weeks, four spot announcements weekly. WFIL.

### Chicago

WLS reports the following business: LANCASTER COUNTY SEED CO., thru C. F. Kern Adv. Agency, 13 five-minute morning electrical transcriptions.

IROQUOIS ILLINOIS LEAGUE, direct, one 30-minute evening program.

GILLETTE RUBBER CO., thru Cramer-Krasselt Co., 13 quarter-hour National Barn Dance programs.

FOSTER BROS., direct, 50-word announcement.

JOHN MORRELL & CO. (dog food), thru Henri, Hurst & McDonald, 78 five-minute afternoon Homemakers' Hour talks.

MURPHY PRODUCTS CO., thru Wade Adv. Co., continuation order for 39 five-minute noonday talks.

MURPHY PRODUCTS CO., thru Wade Adv. Agency, 52 half-hour National Barn Dance programs.

MILES LABORATORIES, thru Wade Adv. Co., 24 quarter-hour morning programs.

PENNSYLVANIA SALT MFG. CO., thru L. W. Ramsey Co., 42 one-minute morning announcements.

EARL FERRIS NURSERY, thru Leasing Adv. Agency, 26 quarter-hour daytime programs and 13 half-hour nighttime programs.

COUNTRY LIFE INSURANCE CO., thru Critchfield & Co., 39 five-minute noonday talks and 12 quarter-hour night-time programs.

NITRAGIN CO., Inc., thru Western Adv. Agency, 13 one-minute announcements.

WGN reports the following new business:

MOVIE PERSONALITIES, with Francis X. Bushman, sponsored by Modern Foods, Inc., an MBS commercial, taking daily except Sunday, effective January 6, to and including November 7, 1936. Up until now this program has been heard on WGN only. Program is heard from 1 to 1:15 p.m.

NOTHING BUT THE TRUTH, thru Leo Burnett Co., Inc., sponsored by the Minnesota Valley Canning Co., a local commercial, taking Monday, Wednesday and Friday, beginning January 13 for 13 weeks to and including April 10, from 10:15 to 10:30 a.m.

FAMOUS JURY TRIALS, sponsored by the Mennen Company, an MBS commercial fed by WLW, taking Sunday and Monday, started December 29 until further notice, from 9 to 9:30 p.m. This is a renewal.

PAINTED DREAMS, thru Reincke-Ellis-Younggreen & Finn, Inc., sponsored by Cal-Aspirin Co., taking 11:45 to 12 noon daily except Sunday for 39 weeks, started December 30, 1935, to and including September 26, 1936. This feature will be fed to WLW at 10 to 10:15 a.m. CST on Tuesday, Thursday and Saturday.

## ST. LOUIS TRIAL

(Continued from page 3)

order to exclude the real." Furthermore, in the event that the Warner contention were true, the latter organization would not be permitted to combat one species of illegality with another.

Counsel for Warner, in the counter charge that Fanchon & Marco control the first-run situation in this city, intimated that in not selling film to the aggrieved party they were really doing a public service. Government Counsel Russell Hardy treated the allegation lightly, pointing out that the defendant companies represent a monetary wealth of \$660,000,000 and control one-half of the feature film output, whereas Fanchon & Marco have assets in the neighborhood of \$500,000 and control about one-fourth of the feature films in St. Louis. And, according to Hardy, "yet they (the defendants) are frightened by this puny little monopoly they are starving to death."

Counsel Leisure, representing RKO, stated his company was in no way connected with the Warner counter-monopoly defense, but was using its legal right to sell film to other companies—in this case, General Theatrical Enterprises, instead of Fanchon & Marco—if it so desired. It was, he inferred, within RKO's province to select its customers.

The tri-cornered attempt of the defendants to dismiss the case on the ground that a criminal court had already disposed of it satisfactorily was ruled out by invoking a decision handed down in *Stone vs. United States* wherein the precedent is set that, notwithstanding a previous trial in a criminal court, the Federal government may institute a civil action even tho the fundamental facts remain the same. In the former instance a jury of 12 men must be convinced that the defendants are guilty beyond a reasonable doubt. In the present case only the judge decides, basing his decision on the preponderance of evidence.

The opening plea of RKO was to have been heard Friday. In the meanwhile speedy action is delayed by the government's rounding up of important witnesses. Unless a change in plans is made Spyros Skouras will be among those called first.

## FIRST FCC

(Continued from page 7)

Commission did decide to carry forward the survey in co-operation with all broadcast licenses. Several informal conferences with all interested parties invited to be present were held when the extent and plan of survey, the pro-rating of the work, and the setting up of an organization to purchase equipment and management of the survey were decided. During January the survey actually began and the taking of data was closed on May 30, 1935.

The survey was divided into four principal parts, namely:

1. One hundred and sixteen thousand questionnaires were sent to the fourth-class postmasters and to a list of representative rural listeners furnished by the Agricultural Adjustment Administration requesting their preferences in radio stations with respect to satisfaction of reception.

2. The field personnel of the Commission made extended trips and interviewed radio listeners thruout various sections of the United States to obtain their opinions.

3. Continuous recordings were made of the signal received from broadcast stations in 10 different locations of the United States. The number of continuous recorders located at each of these points were from 4 to 8. This is the greatest number of field-intensity recordings heretofore taken and should give reliable information on the signal to be expected at distances from stations of various powers.

4. The radiating efficiency and primary service areas of several representative stations were determined by means of field-intensity equipment located in the Commission's test cars.

The data were all accumulated during the fiscal year 1934-'35; however, the analysis, summary, conclusions and recommendations to the Commission based on the survey were just begun at the close of the fiscal year.

WASHINGTON, Jan. 11.—The Appropriation Committee of the House of Representatives provided an appropriation of \$1,450,000 for the coming fiscal year for the Federal Communications Commission compared with its present appropriation of \$1,500,000 for the present year, a saving of \$50,000. An additional appropriation of \$25,000 is also made for printing and binding, which is the present appropriation. This, of course, is in addition to the \$750,000 appropriation which the Commission has for the telephone investigation. The bill is now pending before the House for action.

## MELODIES BY LARRI WMOA



GYPSY LEE, Accordion.



Francis Gordon



Polly Welch, Harp.

NOW ON TOUR.  
Personal Management FRANCIS GORDON.

## "New King of Syncopation"

# JIMMIE LUNCEFORD

AND HIS ORCHESTRA

Direction

HAROLD OXLEY

17 E. 49th St., New York, N. Y.

## HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE PORGIE cereal

10 A.M.—WWVA—4 P.M.

ERNIE BRODERICK, Personal Representative.

## TED JENNINGS AND HIS ORCHESTRA

The Crown Prince of Rhythm  
The Choice of the Southland.  
FAST BECOMING A NATIONAL FAVORITE.  
One of America's Most Entertaining Dance Bands.  
N. Y. Rep.: HAROLD OXLEY, 17 E. 49th St., New York City.



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

## Louis Armstrong Doing Book As Swing, Jam Bands Increase

NEW YORK, Jan. 11.—Louis Armstrong, Negro trumpet player and "swing" orchestra leader, has contracted with Longman, Greens, publishing house, to write a book on "swing" music. Book is in preparation now and due out as soon as it can be rushed thru.

Publication of the book is considered timely in the orchestra trade field. "Swing" music is definitely on the up-beat, gaining in popularity. At the same time, there is some controversy and some misunderstanding as to just what "swing" is. Most of this confusion is caused by the equal popularity of "jam" music. Few can differentiate between the two.

"Swing" music is a style of syncopated jazz, but employing an accented rhythmic style. This differs from "hot" bands such as the Casa Loma Orchestra. Casa Loma uses a strong rhythm, but it is more than accented, it is emphasized. On the other hand, the orchestras of Louis Armstrong or the Dorsey brothers (now each with his own band) play more in the "swing" style.

Further confusion has been caused by the fact that the average jazz orchestra can play "swing" music but can't play jam band style. The latter is entirely different, altho, of course, related because of a heavy rhythm. A jam band is a small outfit, usually five pieces, three rhythm and clarinet and trumpet. Jam bands are strictly those

using ad libbing on the part of any instrumentalist, but most often the clarinet and trumpet. In addition, outside musicians often will sit in and give their own ad libbed interpretation of a song. It would be real news if some player "sat in" with a regularly organized jazz orchestra.

Interest in "swing," while extending to the public, is mainly in music circles. There have been various inquiries from musicians outside of New York and Chicago.

### N. O. AFM Group Ousts WPA Directors; Officers Elected

NEW ORLEANS, Jan. 11.—Dance orchestra members of the local AFM Chapter were responsible this week for ousting several WPA musicians from the local's directorate, claiming that the WPA members were converting directors' meetings into WPA investigations committees.

Leaders of the local group were re-elected without opposition. G. Pipitone was renamed president and business representative; Johnny DeDroit, vice-president; R. L. Chabao, secretary-treasurer, and W. E. Mills, sergeant at arms.

WICHITA, Kan., Jan. 11.—Wichita Musicians' Association, Local 297 of the AFM, elected a new president this week for the first time in 20 years. Duff E. Middleton replaced Art Jacques, incumbent for a score of years.

Middleton has promised new policies and his first move to consolidate union activities met with the approval of local dance orchestra directors.

R. E. Wilbur was re-elected vice-president; Leo H. Kopplin, secretary-treasurer, and Cale Blakeley, sergeant at arms.

### Mustn't Bother Ork Leader

SWANTON, Vt., Jan. 11.—Assaulting an orchestra leader seems to be an inexpensive recreation here. Fred Dumont, a native, paid a fine of \$1 after pleading guilty, in Municipal Court, to interfering with Al Sweeney, orchestra leader, at a New Year's Eve ball.

### London Night Spots

LONDON, Jan. 7.—Principal newcomer to London night spots this week is George Beatty, American comedian and current headliner at the Piccadilly vaude theater, making his club debut at the ritzy May Fair. Beatty, with a dandy routine and an ingratiating personality, is one of the May Fair's best bets to date. Judging from his success there this week, it looks like he will be held over indefinitely.

Fresh from vaude triumphs, Borrah Minevitch and his Harmonica Rascals chalk up an enormous hit at the Cafe de Paris, where they are in for a four weeks' stay.

Floor shows at the Dorchester Hotel and Grosvenor House are being retained. Both report first-rate business.

The Savoy Hotel continues to attract with a policy of straight acts, changed weekly. The current lineup has Bob Robinson and Virginia Martin, American dancers, doubling from the London Hippodrome and clicking heavily with a graceful, versatile and rhythmic routine; Seattiel, expert conjurer; Lillian Ellis, Danish singer, and Hermanos Williams, acrobatic and dancing novelty. Robinson and Martin and Seattiel double nightly at the Berkeley Hotel.

Harriett Hutchins, American comedy girl, remains a sensational success, with a great routine of original fun and impressions at the Ritz Hotel. She is in her fifth consecutive week at this spot, making a record.

Joe Termini, the popular "sommolent melodist," returns to the Trocadero to head a strong show.

Brookins and Van, colored comedians, and Sven and Helga, a smart dance team, entertain at the Empress Rooms.

Most spots report record business attending the New Year's festivities.

### Soviet Goes Hotcha

The Soviet government has permitted five night clubs to open in Moscow. Clubs are run in regular capitalistic style, with music served hotcha and American ice cream sodas vying with vodka as the favorite item on the menu.

### 'It's All Yours, My Friend'

LOS ANGELES, Jan. 11.—Despite its tragic character there was a bit of humor evident in the sudden closing New Year's Eve of the swank Club Envoy, in the Sunset strip here, after only five days of operation.

A party of 40 filed in just as the waiters, cook and bartenders pulled a walk-out for non-payment of wages. Gal among newcomers queried Julius Klein, partner in the spot, if her group could have a party there. Klein retorted: "You can also have the place, baby," and passing the gal's table on his way out, Klein handed her the front door key, a ream of unpaid bills and roll of rubber checks.

### N. Y. Theater Cafe Opening Thursday

NEW YORK, Jan. 11.—The Palladium Music Hall and Cafe, on the site of the former Casino de Paree, will open Thursday midnight with a big show headed by the Ritz Brothers. Angelo Palange, operating the spot, says he hopes to bring back first-rate vaude shows, changing program every two weeks, altho the girl ensemble and two bands will probably remain indefinitely.

Opening show will include Helen Reynolds and Eight Skating Wonders. Patsy O'Neil, Abbott and Tanner, Ruth Denning, Arthur Ball, Arno and Annette, Billie Burns and Company, Adrain Andre, ABC Trio and an ensemble of 60 girls. The Jimmy Carr and Ted King bands will play for the three shows a night and for the dancing. Harry Carroll and Mitchell Parish have written the music and lyrics.

Joe Sullivan was originally announced as booker, but is now out of the picture, according to the management.

Spot was operated last year by Yermi Stern, going into receivership in the spring, along with the Manhattan Music Hall, which is still closed.

## NIGHT CLUB REVIEWS

### Biltmore Bowl, Los Angeles

Still one of the swank gathering spots in town, this hotel rendezvous' only drawback is its downtown location. While not going in for elaborate floor shows, the management uses new specialties regularly, depending, however, on the smooth rhythms of Jimmy Grier's Orchestra to lure the customers.

This week's feature is the dancing team of Tommy Wonder and sister, Betty. Team does intricate eccentric routine and a fancy soft-light stunt in which a life-sized doll replica of Betty is used as dance mate. Lights are so low and pace so fast that spectators seldom are aware of the switch until closing.

Fred Scott, baritone, is a fine addition to the show and possesses a good local following which never allows him to bow out without at least two encores. Specializes in songs like *Wagon Wheels* and *Boots and Saddles*.

A unique point in the entertainment indeed, is Marietta, tall and thin, who rates favorable comment for her unusual contortion dance. Gal is all arms and legs and can find more places to put them than a flock of wrestlers.

Rounding out the bill, Wayne and Teske, held over for three weeks now, do a neat ballroom dance. They are big favorites here and generally come out for a short encore. Jimmy Grier, ork pilot, fits informally into the picture as emcee and keeps the crowd attentive with his music between acts.

Pretser.

### Palm Room, Hotel Commodore, New York

Always a good dance band spot, this one added a floorshow, advertising it heavily, two weeks ago. Result has been a heavy increase in business. Chances are that shows will be kept indefinitely.

Johnny Johnson's Orchestra, an old favorite, has been here since October. It's a repeat engagement, the band ob-

(See PALM ROOM on page 30)

### Empire Room, Chicago

Ted Weems and Orchestra came back to the Empire Room Friday night and with them a new show well filled with entertaining novelties. Weems was given a rousing welcome "home" by a capacity crowd. New show is called the "Palm Beach Revue." Setting is beautiful with appropriate golden palms surrounding the band stand and rear wall, depicting a colorful beach scene.

Revue opened with the lovely Abbott Dancers in summery costumes dancing to *You're Just a Flower*, a beautiful number. Next comes George Andre Martin, an act absolutely unique. Martin, with the aid of a few props, transforms his hands and fingers into tiny dancers and by clever manipulation presents rumba, toe, Russian and other dance routines. It's a distinct novelty, new to Chicago, and was given a tremendous reception. Freddie Zay, a youth apparently in his teens, was a smash hit with his high unicycle stunts, including difficult club, hoop and ball juggling. The Abbott Dancers on again, this time in a sailor number, with Master Bob Mascagno, clever dancer, making his first public appearance. Lad has the stuff and will go places. Next, the Lime Trio, golliwog novelty act, familiar to vaude patrons. A hit. Harald and Lola, sensational impressionistic dance team, on next in a novel and effective presentation. Show closed with the Abbott Dancers again in an acrobatic routine. Elmo Tanner is featured with the band in whistling numbers and was a big hit.

The new show is one that should uphold the high reputation that the Empire Room has established. Green.

### Castle Farm, Cincinnati

This well known middle-western dine and dance spot, with its artificial palm trees, twinkling stars and unusually clever lighting effects, altho operating at present on a two-nights-a-week basis, continues to offer floor entertainment and music of a high caliber.

## No Canadian Music Reduct.

Music publishers decide against concessions—Lowe asks members to co-operate

NEW YORK, Jan. 11.—Gathering of music publishers at the Hotel Astor has resulted mainly in a decision not to make any special price reduction or concessions to Canadian popular sheet music buyers. This action was decided upon as a group and it is believed since the meeting was held some individual publishers may make some concession on their own. Specific request came from President Lowe of the "Canadian Music Sales Company," who sought a reduction which would enable chain stores in Canada to further reduce their prices.

New reciprocal agreement between Canada and the United States has resulted so far in the F. W. Woolworth Company opening music counters in 53 out of its 150 stores operated in the Dominion. Sheet music from the States is now selling at 10 cents for the reprints of public domain and similar old stuff, and the popular new music is selling at 25 cents as against 35 and 30 until recently. There is an approximate five per cent differential in price allowance between here and Canada, due to the two per cent income tax that must be paid on Canadian earnings, and there is a six per cent sales tax as well. The reciprocal agreement has made a reduction of about two and one-half per cent. Wholesale price to Canada is supposed to be 16 cents a copy.

It was the thought of Mr. Lowe that perhaps the American publishers would allow him to reprint popular United States music in Canada or obtain sufficient concession on price to make the music cheaper in Canada than in the United States even tho it originated here. Publishers believed generally that a license to reprint their stuff in Canada on a royalty basis would be fraught with various perils. December Canadian music business was the largest in many years.

Other matters taken up by the publishers were the Duffy Bill status. Also considered important was the decision to study and assist in an appeal of the Santly Brothers case wherein Robert Wilke sued the concern on the song *Starlight* and won a decision in the lower court.

John G. Paine, chairman of the board of the Music Publishers' Protective Association, received notification from Washington that he has been appointed permanent chairman of the Industry Division of the Council for Industrial Co-Operation.

The show last week could not be called elaborate but certainly had plenty of attention value.

Program, under the direction of Ted Jennings, who also leads the orchestra, got off to a swell start with Arturo and Eveline, a dance combination with real possibilities. They present four distinct types of dancing during the course of the evening, beginning with a vampire routine, followed by jungle, slave and medley numbers. Their poise and gracefulness, together with a sincere attempt at realism, put their offering across in first-rate style.

Boots Shilbert followed with several dance numbers, ranging from arcobatic to hotcha tap routines, and altho in a tough spot, following Arturo and Eveline, went off to a sound hand. She's a clever miss and in time should be way up there.

High spot of the evening's entertainment, however, is Jennings and his 12-piece band. As this show was caught the combo was rounding out its 16th week at the Farm, a good run for the spot. Jennings has assembled a versatile bunch, practically every member offering a specialty of some sort during the evening. Hazel Bruce, lovely little songstress, handles most of the vocals in a pleasing fashion. Jimmy Green, bass fiddler, goes to town on several occasions, and J. S. (Toby) Underwood and

(See CASTLE FARM on page 31)



# Vallee Debut as Union Speaker; Hotel Workers Threaten Action

NEW YORK, Jan. 11.—Rudy Vallee made his debut as a union speaker when he addressed the installation of the new officers of Hotel and Restaurant Workers' Union, Local 16, Tuesday night at Manhattan Hall. Confessing he was a bit nervous about his maiden speech, the new president of the American Federation of Actors promised the co-operation of cabaret performers in the current fight to organize the local hotel dining spots and night clubs. Other theatrical leaders who spoke were Jack Rosenberg, secretary of

Local 802 of the musicians; Vincent Jacobi, business agent of the stagehands, Local 1, and Ralph Whitehead, secretary of the AFA.

Paul N. Coulcher, secretary of Local 16 and also of the joint hotel unions' council, warned the hotel interests that if they did not recognize the American Federation of Labor unions this year the hotel workers "will celebrate next New Year's Eve in Madison Square Garden instead of at their jobs."

## Clark Leaves Club

CHICAGO, Jan. 11.—After a run of almost a year, Sammy Clark left the Marquette Club here, where he has been emcee and producer of the floor shows for 46 weeks. Several months ago Clark went into partnership with Paul Marr and formed the booking office of Marr & Clark. The business has grown to such an extent in the past few weeks that Clark has found it necessary to confine his full time to the operation of the office.

## Organ Steals Spotlight

NEW YORK, Jan. 11.—First night spot to bill an electric organ over its band and floor show is the Hotel Montclair Casino here. Spot advertised in the dailies "Be the first to dance to the latest sensation in music—two Hotel Montclair orchestras featuring the wonderful new electric organ, capable of more than 250,000,000 tone combinations."

# Bowes Amateur Unit To Play Night Clubs

PITTSBURGH, Jan. 11.—Lew Goldberg, unit manager for Major Bowes' amateurs, was here this week at the Stanley Theater, where one of his shows have been playing, to organize the first Bowes' amateur show for hotels and night spots. The Gold Medal Band, local outfit appearing at the theater, will head the first show, which will include the Youman Brothers and several other winning acts.

Idea is to build a regular show that could play both large and small dates. Peter J. Ravella, manager of the Gold Medal Band, will be company manager of the first night spot unit.

## Schiller Is Detroit Rep for Sligh & Salkin

CHICAGO, Jan. 11.—The Sligh & Salkin, Inc., office here consummated a deal with Abe Schiller, prominent Detroit booking agent, this week whereby Schiller will represent the Chicago agency in the Detroit territory for future bookings of hotels, night clubs and dance bands. In announcing the new affiliation Leo B. Salkin stated that the Schiller office will function very much the same as the Harry Kilby office in the East, which has handled the movement of Sligh & Salkin attractions in that territory for the past two months. Another development in the Sligh & Salkin setup is the establishing of a department to handle favors, decorations and entertainment ideas for ballrooms, hotels and night clubs.

## AFA-AFM Combine at Work In Better Michigan Spots

DETROIT, Jan. 11.—The union wage scale for acts here, established by the American Federation of Actors, will obtain additional support shortly thru organization of smaller towns in Michigan, Walter Ryan, AFA representative, told *The Billboard* this week. The AFA has the Detroit situation well in hand and is negotiating with the musicians' union, which has already organized the most important up-State spots. Thru the newly planned national agreement between the two unions, separate agreements will be worked out for each town.

As Ryan plans the organization of Michigan, musicians will refuse to play with non-union acts in any night spot and AFA acts will not work any spot employing non-union musicians.

## Bill Curbs Tyro Musicians

ALBANY, N. Y., Jan. 11.—Musical organizations composed of teachers, students and others connected with schools, colleges and similar institutions will be forbidden to play at functions not directly attached to their particular institution, according to bill introduced in the Legislature this week by Assemblyman Francis J. McCaffrey Jr., Democrat, of New York City. The bill is also made applicable to civil-service employees of public departments and bureaus.

Legislation is designed to protect professional musicians by making it unlawful for amateur musicians to compete with those who depend upon their engagements for a living. The school and college orchestras would be permitted only to provide music for the institutions with which they are connected.

## His Kingdom for a Piano!

CAMDEN, N. J., Jan. 11.—The RCA-Victor Company is in the market for a piano. Or at least it should be. Company heads hosted the local Rotary Club at their Tuesday luncheon in the RCA-Victor cafeteria, and when Wayne Cody prepared to play the Rotary tunes for the songfest the piano was conspicuous by its absence. Nor was one to be found. James W. Burnison, RCA-Victor vice-pres., was much embarrassed and apologized for the lack of a piano in the house of music.

## Berle Heads Fla. Show; Holman a Chi Holdover

NEW YORK, Jan. 11.—Stanley Reburn, of the Walter Batchelor office, has spotted the show into the Hollywood Country Club, Hollywood, Fla., opening Thursday for an 11-week season. Milton Berle heads the show, which includes Nice, Florio and Lubow, Delmar Twins and Reddinger Twins, Vira Niva and Harriette DeGoff. Marjorie Fielding is staging.

Libby Holman, another Reburn booking, has been held over two weeks at the Chez Paree, Chicago.

## Congress Cafe Still Closed

NEW YORK, Jan. 11.—The Congress Restaurant failed to reopen this week after the trouble New Year's Eve when the union waiters, electricians and musicians quit work and the customers rioted. Richard M. Decker, operator, was unable to settle with the unions before the patrons had become restless and started to smash up the place.

plating branching out with a spot in New York.

BOBBY KORK is playing in and around Trenton and Philadelphia with his *Oriental Scandals of 1936*, featuring Dixie Dixon. Was with the Miller Bros.' shows this summer. Ervel Powers and Harold Raymond, dance team, open this week at the Seven Gables Club, Smithstown, L. I. Georges-Andre Martin is being screen tested by MGM in New York. Renee, radium dancer, and Mimi, singer, have returned to New York from a 10-week engagement at the Condado Hotel, Puerto Rico.

JERRY HIGGINS, booker of Ken Harrison, Roxy Ryan, Margie Teal and Sonia, recently placed that unit in the Hollywood Club in Scranton, Pa., for an indefinite engagement. Jack Hazlett closed a four-month date as emcee at the Lyric Theater in Hamilton, O., December 26, and is currently working Southern Ohio night clubs.

Hazlett will go on tour shortly, working with his five-year-old son, Jimmy, who is dancing a hula number.

Bobbie LaRue is in his ninth month as emcee at the Frolic Inn, Hollywood, Calif. Ray and Bea Radcliffe are dancing their racketeer ballroom number at the Mt. Baker Club in Saranac Lake, N. Y., having re-

(See CLUB CHATTER on page 14)

# CLUB CHATTER

IN PHILADELPHIA Rags Gordon adds a masculine note to the all-femme show at 1523. Moe Goldberg paces a Jack Pomeroy revue at Frankie Conway's Tavern on the Jersey side. With Camden's Walt Whitman Hotel enlarging its night club facilities, for the first time in three years this classy spot will harbor a floor show. Palumbo's Cabaret adds a dance turn in Don and Carita. Apart from forming the dance team with Arlene, Eddie Kinnley takes over the emceeing role at the 20th Century. Jack Pomeroy's revue at the Torch Club held over indef. Flo Hulse and Billy Star singing in harmony at Stamp's. New Viking Cafe has Joe Armstrong and the Worth Sisters. Rhoda and Bernard doing their eccentric dances at the Ballyhoo Hofbrau. Purple Derby adds Edna Smith's singing. Dave Steiner doing a return engagement at the Coconut Grove.

JEAN KIRK, blond tap dancer, who just closed in Omaha for the Sligh-Salkin office, has been booked into the Ivanhoe Club at Peoria. Ditto for Mildred Rock and Patsy and Mickey. Cedric and Arlina, dance team with Joe Sanders' Band, closed a 12-week engagement at the Blackhawk, Chicago, January 13 and are going on a Southern tour. Al Reynolds is still a hit at the Marquette Club, Chicago southside spot. Al has a beautiful voice and does *Lady in Blue* like nobody else can. Dick Mayo and Herb Reynolds, of the Daisy the Horse act, currently playing with the Mills-Carroll *Palm Island Revue* in Miami, are recovering from injuries received last week in an auto smashup. They blame it on a cab driver.

ODETTE ISABELLE Josephine Borde de Pampelloune, femme tap artist at the Hotel Pennsylvania, Philadelphia, is proving to be an emcee's nightmare. Fortunately, it's not necessary for her name to appear in lights on the marquee. Manley Sisters have been held over for another week at Red Gables in Indianapolis. Ingleside Ballroom, well-known dance resort, 12 miles south of Tacoma, Wash., burned to the ground January 1. The ballroom, built during the World War, had played several name bands in the last few years.

MING TOI, "A Rhapsody in Feathers and Tee," opened this week at New Orleans' largest suburban spot, the Chez Paree. Gillete and Richards,

dancers, have moved into the Fountain Room of the Washington-Youree Hotel in Shreveport, replacing Alexander and Swanson, a similar turn. Phil Harris, besides supplying the music at the Hotel Roosevelt, New Orleans, is doubling in the emcee spot, while George McQueen, regular floor-show mover-alonger, is recuperating from a rather serious throat operation performed last week. Harry Carter, night club entertainer and floor-show producer, has joined his brother in a booking agency in Minneapolis. Irene Hilda, young American dancer; Nona Reed, snake dancer, and the Helena Greasley Stars, English ensemble, are appearing at La Patache in Paris. St. Clair and Day and the Four Romeros are at the International Sporting Club in Monte Carlo for an unlimited engagement.

BILLY AND BEVERLY BEMIS moved south after closing at the Mark Hopkins in San Francisco and are dancing on a huge glass floor at the swanky Club Seville in Hollywood. Hundreds of goldfish swim beneath the bowl-like floor and with the myriad of lights used a most fascinating effect is produced. Paul Bogush, Danny Odzark and Gene Hamid, tumbling under the title Three Comets, were booked into the Black Cat Casino in Wilmington, Del., this week by Frank Wolfe. Tudel and Jean, Cuban dancers; Ruth Ray, blues singer; Stan Young and Harold Cohen, comedians; Bernie Cole, vocalist, and Johnny Glaser, singer of novelty numbers, are supplying the floor entertainment at the Club Delmar in Galveston, Tex., this week. Wit Thoma and his 11 Princetonnians are in their second week at the club. Jimmie Givens and Ann Karol, dance duo, head the new show beginning this week at the Embassy Club in Toronto. Heikell's *Continental Vanities* are appearing currently at Cleveland's Vanity Fair Club under the management of George Shimola. Ming Toi is scheduled for a return engagement at the popular Ohio spot some time in February.

GREGORY DNIESTROFF, baritone, has been signed for another season at Matt Windsor's Club Volga Boatman, Washington, D. C. Dniestroff, who has appeared in many musical comedies and vaude productions, is best known for his *Bluebird* flash imported from France. He will do character numbers as well as straight songs. Windsor, who operates the class spot in the capital, is contem-

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# BANDS and ORCHESTRAS

**JOHNNY JOHNSON**, now at the Hotel Commodore, New York, is concentrating on novelty numbers. . . . **Anthony Tosca** is in his ninth month at the Greenwich Village Inn, New York. . . . **Joe Ricardel**, now at the Showboat Club, New York, will go on the air shortly. . . . **Ted Pio-Rito** has begun his third month at the Hotel New Yorker. **Candy, Stanley Hickman, Muzzy Marcellino** and **Three debs** still with him. . . . **Del Delbridge** and band have replaced **Emerson Gill** at Webster Hall in Detroit. **Don Mason**, singer, is being featured. . . . **Allen Hutchison** has formed a new combination in Detroit and is working local ballrooms and parties with it. Using **High Hatters** as a title. . . . **Rudy Bundy** has closed a four weeks' stay at the Rainbow Ballroom in Denver, Colo., and moved into the Lincoln Theater in Lincoln, Neb. . . . **Marlene Gilbert**, vocalist with the band, and **Doc Perkins**, manager, both on the sick list for several weeks, will rejoin Bundy when he opens at the Hotel Gibson in Cincinnati January 27. . . . **Kay Kyser** is out of the William Penn, Pittsburgh, for a month of college-town dates. . . . **Art Kassel** replaced him, coming in from Gibson, Cincinnati. . . . **Bernie Armstrong** and his boys closed a two months' engagement at the Roosevelt Hotel, Pittsburgh, last week. . . . **Max Fiddler** and ork came from the Mayfair in Cleveland to replace **Arthur Valentino's** outfit at the Towne Club in Pittsburgh. . . . **Valentino** opened at the Mon Paris in New York.

**SAN FRANCISCO** welcomed home two favorite dance bands this past week. **Tom Coakley** and Company moved into the St. Francis Hotel, and **Del Courtney** opened at Bal Tabarin. Coakley features **Carl Ravazza**, tenor; **Virginia Haig**, blues singer, and **Frank Barton**, comedian-trumpeter. Courtney has **Bert Peterson**, tenor, and **Al Beseman**, baritone, as vocalists, with **Charlie Carter**, impersonator. Coakley, whose air "rep" was made over NBC, is now being heard via KFRG, local CBS outlet, while Courtney, whose recent transcontinentals from Honolulu were over CBS, is being released over KPO-KGO, the NBC outlets.

**JESS HAWKINS** is set to stay at the Merry Gardens Ballroom in Chicago until the first of June. . . . **Don Willard** and his Oregonians recently closed an engagement at the White Lake Club in Topeka, Kan., to make a tour of Middle-Western Fox theaters. . . . **Jack Winston** followed **Ina Ray Hutton** into the popular Olmos Terrace in San

Antonio, Tex., January 2. **Leon Paris**, comedian, and **Sally Sharon**, vocalist, have been added to the Winston aggregation. **Pappy Adams** and **Foggy Rucker** are still presenting their novelty songs. . . . **Chip Decker** moves from the Commodore Hotel in Boston to Grogan's Cafe, New York City. . . . **Douglas Grand** and his **Midshipmen** went into **Cameau's Cafe** in Haverhill, Mass., for an indefinite engagement January 1. . . . **Rudy Brown** and band are set for several weeks at the Forest Club in Atlanta. **Kay Bowen** and **Sara Terry** are singing with the **Brown** combo.

**MARSHALL VAN POOL** and orchestra are filling a date of indefinite length at the Silver Slipper in Memphis, Tenn., having recently closed a successful holiday engagement at the Colonial Club in Jackson, Miss. . . . **Van Pool** has added three men and an electric guitar for the Memphis date. . . . The novel guitar device, designed and built by **Van Pool** and **William Davis**, produces sounds not unlike those coming from a pipe organ. . . . **Charles Vagabond**, recently at the Voo Doo Tavern in Victoria, Tex., is featuring **Donna St. Clair** as vocalist with his 13-piece combo. . . . **Eddie Collins** opened last week at the Silver Front in Columbus, O., with a combo consisting of **H. Schoolfield**, **J. Welton**, **C. Rickman**, and **Madam Vi**, blues singer. . . . **Lela Schmidt** and her **Dutch Girls** played to more than 1,000 patrons of the Hi-Way Gardens in Stanwood, Ia., on New Year's Eve.

**PHIL BRITO**, popular vocalist and assistant director of **Lloyd Huntley's** Orchestra, now at Buffalo's Hotel Statler, will organize a band of his own at the conclusion of his present contract with Huntley, some time in May. . . . Brito's new band will be booked by Huntley. . . . **Chic Scoggins** has returned to the Hotel Jefferson in St. Louis, becoming the second band to ever play a return date there. . . . Scoggins is carrying 16 people, headed by **Blanche LaBow**, **Barry Stuart** and **Cliff Grass**, versatile vocalists. . . . **Thompson Stevens** continues as Scoggins' personal representative. . . . **Val Bender** and band will go under an MCA banner at the conclusion of their engagement at the La Posta Club in El Paso, Tex., early in February. . . . Bender's combination consists of 15 people, with eight men working in glee club style.

**CARLOS MOLINO**, Spanish orchestra leader, and his band are vacationing in Chicago. . . . The orchestra recently closed a long engagement at the Peabody Hotel, Memphis. . . . **Phil Levant**, opening this week at the Bismarck, Chicago, has shunned the electrified steel guitar, organ or other "trick" instruments in his efforts to produce good music. . . . Three straight violins, three tenor saxes and string bass are the Levant orchestra's basic combo, which gives its music the deep, full effect for which it is noted. . . . The arrangements usually are made by **Emil Potter**, first violinist and assistant director, and **Joe Kovatz**, pianist, who wrote the orchestra's theme song, *My Book of Dreams*. . . . **Dick Allen** and band have moved from the Carolina Hotel in Pine-

hurst to the Moulin Rouge Club in Tampa for several weeks' engagement.

WHEN **BEN POLLACK** left New Orleans last week he took along a new clarinet player. **Irvin Prestoponich** is the young artist's real monicker, but, taking no chances, **Pollack** re-christened him "Faz" Fazzola. . . . **Maurie Sherman** is proving a popular and profitable occupant of the **Washington-Youree** in Shreveport, La. . . . **Paul Cornelius** and band began an unlimited engagement this week at the Club Joy in Lexington, Ky. . . . **Tom Gentry** is working his way westward and will replace **Johnny Burkarth** at the **Brown Palace** in Denver in a couple of weeks. . . . **Norvy Mulligan** and band will remain at the **Cocoanut Grove** in Minneapolis until February 4. . . . **Harry Collins** opened a two-months' engagement in the expensive new dining room of the **Hotel Gladstone**, Casper, Wyo., bringing a four-months' middle-western tour to an end. . . . **Hal Bailey** is having a lot of fun directing the music at **Indianapolis' Falls City Casino**. On Thursdays he conducts a **Leap Year Dance**, or ladies' tag affair; on Sundays he holds waltz contests, with appropriate prizes to the winners, and on Tuesdays he gives patrons free dancing lessons.

**LOU BRING** and his orchestra have been held over again at the House of Morgan, New York, niterle. Bring originally was booked in for a short stay, but has been there three months. . . . **Al Goodman**, who has a new commercial for Palmolive soap, is trying to get the New York leaders together to help celebrate the birth anniversary of **W. S. Gilbert**, of Gilbert and Sullivan. . . . **Henry Halstead** has been renewed for an additional three months at the **Park Central Hotel**, New York. . . . **Freddie Berrens** and his orchestra are at the **Floridian Hotel**, Miami Beach, Fla. **Joey Nash** is singing with the band. . . . **Tal Henry** and his orchestra are at the **Mayfair Room** of the **Van Cleve Hotel**, Dayton, O. . . . **Paul Whiteman** is having a breakfast at the **Essex House**, New York, January 20 in tribute to **Fred Waring**. Waring is starting out this week on a five-week vaudeville tour.

**LOS ANGELES BRIEFS:** **Jimmy Dorsey's** ork, with **Kay Weber** and **Dorsey Trio**, has moved into the **Palomar Ballroom**, replacing **Joe Venuti's** combo, which books a week at the **Orpheum** and then to several one-nighters. . . . **Cab Calloway** luring good crowds to **Sebastian's Cotton Club** even on Monday and Thursday "off nights". . . . **Louis Prima** group contracted for **RKO** two-reeler. . . . **Ted Lewis** at the **Cocoanut Grove** for short engagement. . . . News reaches local musicians that **Merle Carlson**, playing in Reno, has been dangerously ill for several days but mending okeh now. **Ernie Hartman**, vocalist, conducting while **Carlson** is laid up.

## CLUB CHATTER

(Continued from page 13)

cently closed a return date at the **Bartlett Club** in Rochester. . . . **Jimmy Enright's** 25-people show, for three months at the **Cocoanut Grove** in Minneapolis, has had its contract extended for another four weeks. . . . Show includes **Parker and June**, **Lloyd Brothers**, **Jane and Babe**, **McKay Sisters**, **Amelia Rogers**, **Virginia Brenna**, **June McCulty**, **Mary Yaple** and **Norvy Mulligan's** Orchestra.

## MUSIC NEWS

(Communications to New York Office.)

*Restless River*, by **Mary Schaeffer**, which was heard in the production *Provincetown Follies* and which played in **Greenwich Village** for several weeks, will be one of the principal songs in the show when it reopens soon on Broadway. **Shapiro, Bernstein & Company** are the publishers.

That a song is not dead until it is absolutely beyond resurrection is illustrated in the case of *Quicker Than You Can Say Jack Robinson*. **Mack David**, **George Meyer** and **Pete Wendling** wrote it and **Remicks** is the publisher. In the not long ago a certain orchestra leader picked the number for a broadcast. Other musicians who heard it also played it with varying vogue. Then it was permitted to perish the way of all similar compositions. Months went by and other numbers came in for the customary plugs. About two weeks ago **Sam Serwer** was surprised to receive a request for orchestrations from various baton wielders out of town, besides orders for 1,500 copies from a prominent local dealer. Just what gave the effusion the new lease of life Serwer has been unable to fathom. All he knows is that there is a steady demand for the work, with indications pointing toward an eventual hit.

**Eugene West**, responsible for that successful ditty of another era, *Broadway Rose*, and well known during his spare time and inspiration as a vaudevillian of note, has listened to the lure of California and its picture colony. West has an assignment to write songs for some films. However, he is also going to act, which is something different to shoot at as regards versatility among the modelers of text and tunes in **Tin Pan Alley**. He departs within two weeks.

Another batch of songs belonging to the score of films made under the direction of **Warner Bros.** are soon going to be released for popular exploitation. The list includes *Strike Me Pink*, featuring **Eddie Cantor**; *Anything Goes* and *Rose Marie*. The numbers, which are by various authors and composers, contain such ditties as *Calabash Pipe*; *First You Have Me High*, *Then You Have Me Low*; *Shake It Off With Rhythm*, *The Lady Dances*, etc., besides the usual tried and true gems of *Showboat* and additional compositions also sponsored by **W. B.** Accordingly artists wanting to broadcast these songs will have to deal direct with the **Warners** or the different stations that already have been licensed by the firm.

**Archie Fletcher** and **Joe Morris** are back in town from Florida. While the trip was in the nature of a vacation, they did not overlook the opportunity to make a survey of the music field. They found things very flourishing, with a healthy demand for the playing of good songs, especially by bands and orchestras of near and big repute. Hits, of course, have the call. Still, according to the observation of these two shrewd publishers of popular numbers, songs classified as "old" found many converts, with the waltz having many boosters.

Since the great vogue of *Music Goes 'Round and Around* publishers are vying with each other in their endeavor to unearth a hit of such proportions. As a result they are paying more attention to their mail, in particular that part which contains manuscripts of every sort and description, which is the legacy of firms catering to popular melodies. Hoping, of course, that they might find a freak creation which might scale the heights and pay for some of the flops which they print in order to keep up their rating in **ASCAP**.

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## Sheet-Music Leaders

(Week Ending January 11)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the **Maurice Richmond Music Corporation, Inc.**, are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to **Mayer Music Corporation**, **Musical Sales Corporation** and **Ashley Music Supply Company**, of New York; **Lyon & Healy**; **Carl Fischer, Inc.**; **Gamble Hinged Music Company** and **Western Book Company**, of Chicago.

1. Music Goes 'Round and Around
2. Red Sails
3. Treasure Island
4. Moon Over Miami
5. Little Bit Independent
6. Alone
7. Boots and Saddle
8. Beautiful Lady in Blue
9. Eeny Meeny Miney Mo
10. With All My Heart
11. Prairie Moon
12. Night in Monte Carlo
13. Dinner for One, James

PHONOGRAPH RECORD best sellers will be found on page 72.



**ACTS, UNITS AND ATTRACTIONS**

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

**A**

Adair & Richards (Park Central) New York, h.  
Adair, Ted, Co. (Pal.) Cleveland 13-16, t.  
Adair & Richards (Harmanus Bleecker Hall) Albany, N. Y., 13-16, t.  
Adler, Bernie (Club Alabam') Chicago, nc.  
Ails, Roscoe (Sidewalks of New York) New York, nc.  
Aldrich's Imperial Hawaiians (Criterion) Anderson, S. C., 17-18; (Criterion) Charlotte, N. C., 20-22; (City) Chester, S. C., 23, t.  
Allyn & Gaudraux (Fox) Liberal, Kan., t.  
Almonte, Marie (Deauville Club) New York, nc.  
Ames, Muriel (Nut Club) New York, nc.  
Ames & Revere (Pennsylvania) New York, h.  
Amstel, Felix (Russian Troyka) New York, nc.  
Andre, Janice: (Jimmy Kelly's) New York, nc.  
Andreae, Felicity (French Casino) New York, nc.  
Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.  
Andrews, Vince (Texas) Greenville, Tex., t.  
Angelo & Joe (L'Aiglon) Chicago, c.  
Arabelle, Rich & Artini (French Casino) New York, nc.  
Archer, Johnny (Madison Casino) Chicago, nc.  
Arden, Donn (Northwood Inn) Detroit, re.  
Arden, Elaine (State-Lake) Chicago, t.  
Armida (Keith) Boston 13-16, t.  
Arren & Broderick (Shubert) Cincinnati 13-16, t.  
Ash, Eddie (Plymouth) Worcester, Mass., 20-22, t.  
Avalons, Six (Missouri) St. Louis, t.

**B**

Babes, Three (Wintergarten) Berlin, Germany, 1-31, t.  
Babs & Brothers (Chez Paree) Chicago, nc.  
Baie, Rudy (Morrison) Chicago, h.  
Bain, Betsy (Riverview Inn) Reading, Pa., re.  
Baker, Babe, & Neil Stone (Howdy) New York, nc.  
Baker, Don, & Louise Rush (Paramount) New York, t. (Indefinite run.)  
Baker, Jerry (Del Monico's) New York, nc.  
Baldwin, Frances (Deauville) New York, nc.  
Ballantine & Pierce (Stevens) Chicago, h.  
Balleff, Nikita (St. Moritz) New York, h.  
Baptie & Lamb (College Inn) Chicago, nc.  
Bar & Cross (Rene) New York, c.  
Barbera, Lola (Edison) New York, h.  
Barker Trio (Lincoln) New York, h.  
Barnett, Bobbie (Merry-Go-Round Club) Akron, O., nc.  
Barnsdale, Rich (New Grand) Williston, N. D., 15-16, t.  
Barr & Estes (Marbro) Chicago, t.  
Barrett, Sheila (Radio City Rainbow Grill) New York, nc.  
Barrie, Katherine (Weylin) New York, h.  
Bars of Harmony, Four (Lyric) Brownwood, Tex., 15-16, t.  
Bartell-Hurst Foursome (Hipp.) Baltimore, t.  
Bartell, Marie (Plymouth) Worcester, Mass., 20-22, t.  
Beale St. Boys (Club Richman) New York, nc.  
Beckworth, Lucille (Dan Healy's Broadway Room) New York, nc.  
Bedford, Bobby (Paramount) Duluth, Minn., 14-17, t.  
Bedini, Nan (Star) Arkansas City, Kan., 15-16, t.  
Beef Trust Girls (Von Thenen's) Chicago, nc.  
Bell, Elaine (Schmidt's Farm) West of Scarsdale, N. Y., c.  
Bell & Grey (Majestic) Lansing, Mich., nc.  
Bell, Marie (Plymouth) Worcester, Mass., 20-22, t.  
Bell, Myles (Star) Arkansas City, Kan., 15-16, t.  
Bell's Hawaiian Follies (Rialto) Danville, Va., 16; (Granada) Bluefield, W. Va., 17-18; (Victory) Charleston, S. C., 19-21; (Colonial) Florence 22; (Liberty) Darlington 23, t.  
Belmonte, Gloria (El Toreador) New York, nc.  
Belmont, Bella (Stamp's Cafe) Philadelphia, c.  
Belmont Bros. (Hollywood Gardens) Lansing, Mich., nc.  
Belmore, Doris (Paddock Club) Cleveland, O., nc.  
Bentley, Gladys (Ubangi Club) New York, nc.  
Bemis, Billy & Beverly (Club Seville) Hollywood, Calif., nc.  
Bergen, Edgar (House of Morgan) New York, nc.  
Bergere Sisters (Commodore) New York, h.  
Berle, Milton (Hollywood) Hollywood, Fla., cc.  
Bernard, Phil (Fox) Liberal, Kan., t.  
Bernhardt & Graham (Central Park Casino) New York, nc.  
Bertoloso, Enrico (French Casino) New York, nc.  
Bessinger, Frank (New Yorker) New York, h.  
Besson, Barbara (Man About Town) New York, nc.  
Bickford & Crandall (Golden Pheasant) Jamestown, N. Y., nc.  
Biltmorettes, Three (Hollywood) New York, re.  
Black Panther (Texas) Greenville, Tex., t.  
Blackstone (Met.) Houston, Tex.; (Maj.) San Antonio 18-24, t.  
Blair, Gladys (Club Malibu) Chicago, nc.  
Blanchard, Terry (Normandie) New York, nc.  
Blane, Rose (Hollywood) New York, re.  
Blessing, Dorothy (Man About Town) New York, nc.  
Booker, Helen (Black Cat) New York, nc.  
Bordine & Carol (Congress Cafe) New York, c.  
Boreo, Emil (State) New York 13-16, t.  
Bouche, Sunny (Club Bernard) Chicago, c.  
Bower Sisters (Gayety) Milwaukee, t.  
Bowes, Ann (S. S. Zee) Chicago, nc.  
Bowes, Major, Amateurs (Ambassador) St. Louis 13-16, t.  
Bowes, Major, Amateurs (Earle) Philadelphia 13-16, t.  
Bowes, Major, Amateurs (Michigan) Detroit 13-16, t.  
Bowker, Texanne (Man About Town) New York, nc.  
Bowly, Al: (Radio City Rainbow Room) New York, nc.  
Bradna Boys (Lyric) Brownwood, Tex., 15-16, t.  
Braggotti, Mario (Central Park Casino) New York, nc.

**ROUTE DEPARTMENT**

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

**EXPLANATION OF SYMBOLS**

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

Brenna, Virginia (Cocoanut Grove) Minneapolis, nc.  
Brent, Jerry (Bar Intime) New York, nc.  
Brian, Melba: (Cocoanut Grove) Boston, nc.  
Bring on the Dames (Colonial) Dayton, t.  
Brito, Phil (Statler) Buffalo, N. Y., h.  
Brodal, Jean (Cocoanut Grove) New York, nc.  
Brodal Sisters (Park Central) New York City, h.  
Brooks, Peggy (Jimmy Dwyer's Rendezvous) New York, nc.  
Brooks Twins (New Town Bar) New York, nc.  
Bronzel Sisters & Lafonzes (Park Central) New York, h.  
Brown, Ada (Pal.) Chicago 13-16, t.  
Brown, Arthur: (Hector's Club) New York, nc.  
Brown, Mae (Colosimo's) Chicago, nc.  
Bruggé, Charlie (Star) Arkansas City, Kan., 15-16, t.  
Buck & Bubbles (Kit Kat) New York, nc.  
Burke, Helen (Club Alabam') Chicago, nc.  
Buckley, Art (Harry's N. Y. Cabaret) Chicago, c.  
Burns, Lucille (S. S. Zee) Chicago, nc.  
Burr, Donald (Grosvenor House) London 1-31, nc.  
Burrage, Alice Hathaway (Hector's Club) New York, nc.  
Burton, Effie (Club Alabam') Chicago, nc.  
Burton, Effie (Club Alabam') Chicago, nc.

**C**

Cairns, Lillian: (Greenwich Village Inn) New York, nc.  
California Collegians (Keith) Boston 13-16, t.  
Calloway, Blanche, Co. (State) New York 13-16, t.  
Campo, George (French Casino) New York, nc.  
Campus Eight (Park Central) New York, h.  
Candler's Merry Gang (Community) Keystone, W. Va., t.  
Capalla & Yvette (Bal Musette) New York, nc.  
Caperton & Columbus (St. Moritz) New York, h.  
Carmen, Billy & Grace (Lyric) Brownwood, Tex., 15-16, t.  
Carmen, Lila (Club Richman) New York, nc.

Cornelius, Kay (Le Coq Rouge) New York, nc.  
Courtney, Ann (Normandie) New York, nc.  
Craddocks, Four (French Casino) New York, nc.  
Crawford, Loretta (Cafe Rene) New York, c.  
Crowell, Colette (New Yorker) New York, h.  
Crowe, Hazel (Paddock Club) Cleveland, nc.  
Cummings, Don (Marbro) Chicago, t.

**D**

Dale, Carlotta (Hotel Commodore) New York, h.  
Dale, Glen (Saenger) Mobile, Ala., 14-16, t.  
Dalton, Jack, & Co. (Riverside) Milwaukee, t.  
Dario & Diane (New Montmartre) New York, nc.  
Davis, Ches, Chicago Follies (Paramount) Duluth, Minn., 14-17, t.  
Davis, Eddie (Leon & Eddie's) New York, nc.  
Davis, Marianne (Central Park Casino) New York, c.  
Dawn, Alice (Century) Baltimore 13-16, t.  
Dawn, Dolly (Taft) New York, h.  
Dawson, Lillian (State-Lake) Chicago, t.  
Day, Belle (New Lookout House) Covington, Ky., nc.  
Dayton, Joe & Eddie (Fox) Liberal, Kan., t.  
De Albreu, Peppy (Trocadero) New York, nc.  
De Buzny, Assia (French Casino) New York, nc.  
Dean, Birdie (Royale-Frolics) Chicago, nc.  
Delmar Twins (Hollywood) Hollywood, Fla., cc.  
Diamond Bros. (Scala) Berlin, Germany, 1-31, t.  
D'Yvons (Trocadero) New York, nc.  
DeCardos, Six (Shubert) Cincinnati 13-16, t.  
DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.  
De Marcos (Plaza) New York, h.  
Deslys, Leo, & Kenos Clarke (Larue's) New York, nc.  
Devereaux, Jeanne (Palladium) London 1-31, t.  
Denise, Diane (Weylin) New York, h.  
Denning, Ruth (Broadway Room) New York, nc.  
Denhis & Durane (Met.) Boston 13-16, t.  
Deslys, Leo, & Kenos Clark (Larue) New York, re.

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

Carney, Jean: (Village Nut Club) New York, nc.  
Carpenter, Imogen (Radio City Rainbow Grill) New York, nc.  
Carr, Andrew & Louise (Chez Paree) Chicago, nc.  
Carr, Buddy & Billy (Pinney) Boise, Ida., 14-16, t.  
Carr, Harriette (Mayfair Club) Boston, nc.  
Carroll, Della (Leon and Eddie's) New York, nc.  
Carter & Schaub: (Jimmy Kelly's) New York, nc.  
Casa Loma Orch. (Paramount) New York 13-16, t.  
Cavalcade of Lafts (Star) Arkansas City, Kan., 15-16, t.  
Charles & Dorothy (Banker's Tavern) Philadelphia, nc.  
Charles, Ernest (Normandie) New York, nc.  
Charvet, Marie (Bal Musette) New York, nc.  
Chase, Chaz (Grosvenor House) London 1-31, nc.  
Chevallier, Mimi: (Greenwich Village Inn) New York, nc.  
Christine, Bobette (Deauville) New York, nc.  
Cholet, Paul (Beacon) Vancouver, Can., 13-16, t.  
Chuck & Chuckles (Connie's Inn) New York, nc.  
Clark, Sammy (Marquette Club) Chicago, nc.  
Claudet, Marguerite (Shawnee) Springfield, O., h.  
Claverie, Rose (Club Alabam') Chicago, nc.  
Clewis, Carl: (Frolic Inn) Hollywood, Calif., nc.  
Cocoanut Grove Debutantes (Cocoanut Grove) Minneapolis, nc.  
Codalban, Cornelius (St. Regis) New York, h.  
Cody, Kay (Montclair) New York, h.  
Collette & Barry (Village Barn) New York, nc.  
Colt, Ethel Barrymore (Chateau Moderne) New York, nc.  
Comets, Three (Black Cat Casino) Wilmington, Del., nc.  
Comeford, Marie (New Yorker) New York, h.  
Compton, Helen, & Orch. (State-Lake) Chicago, t.  
Connors Jr., Chuck (Tin Pan Alley) New York, nc.  
Cool, Harry (Cocoanut Grove) Minneapolis, nc.  
Conrad & Emerson (Pinney) Boise, Ida., 14-16, t.  
Conrad & Emerson (Paramount) Provo, Utah, t.  
Conville, Frank, Co. (Century) Baltimore 13-16, t.  
Coogan, Mac (Edison) New York, h.  
Coogan & Grable (Keith) Boston 13-16, t.  
Cook, Gloria (Hollywood) New York, nc.  
Cooper, Jane (Central Park Casino) New York, nc.  
Coral, Tifo (Morrison) Chicago, h.

Devils, Four Flash (Palladium) London 1-31, t.  
Di Fili, Mae (Silver Cloud) Chicago, nc.  
Dixie & Dorraine (Saenger) Mobile, Ala., 14-16, t.  
Dixon & Pal (Colonial) Dayton, O., t.  
Dmitir & Karel (Lido) Montreal 13-18, nc.  
Dniestroff, Gregory (Club Volga Boatman) Washington, D. C., nc.  
Dolores (Colosimo's) Chicago, nc.  
Donia, Frank (Silver Cloud) Chicago, nc.  
Donna, Kay (Southtown) Chicago, t.  
Dorothy & King Bros. (Southtown) Chicago, t.  
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.  
Douglas, Skippy (Sweepstakes) Cleveland, nc.  
Dova, Ben: (Hollywood) New York, re.  
Dove, Evelyn (Connie's Inn) New York, nc.  
Downey, Morton (Trocadero) New York, nc.  
Drake, Connie (Deauville) New York, nc.  
Drake Sisters (Pinney) Boise, Ida., 14-16, t.  
Drew, Doryce & Freddy (Anchorage Club) Philadelphia, nc.  
Duke, H. C. (College Inn) Chicago, nc.  
Duvall, Sheila (New Town Bar) New York, nc.  
Duvall & Tregg (Colosimo's) Chicago, nc.

**E**

Earl & Josephine (Lincoln) New York, h.  
Easter & Hazleton (Del Monico's) New York, nc.  
Eckert, Foy (Chittenden) Columbus, O., h.  
Eckert, Lays (Man About Town) New York, nc.  
Eddie & Freddie (Mon Paris) New York, nc.  
Edwards, Irving (Missouri) St. Louis, t.  
Elissa, Senorita (Nini's French Cabaret) New York, c.  
Elliott Sisters (Club Alabam') Chicago, nc.  
Elliott Sisters (Paramount) Duluth, Minn., 14-17, t.  
Emmy's, Carl, Pets (Fox) Detroit 13-16, t.  
Endor & Farrell (Savoy-Plaza) New York, nc.  
Enos, Rue, Trio: Oakland, Calif.; San Jose 20-25.  
Enrico, Don (Colosimo's) Chicago, nc.  
Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.  
Erna, Gypsy (New Town Bar) New York, nc.  
Eton Boys (Hotel Lincoln) New York, h.  
Evans, James (Paradise) New York, re.  
Evans, Roy (Marquette Club) Chicago, nc.  
Evans & Rudie (Star) Arkansas City, Kan., 15-16, t.  
Evans, Steve (Astor) Reading, Pa., 13-16, t.  
Everett & Conway (Shrine Circus) Oakland, Calif.; San Jose 20-25.

**F**

Farnum, Frank (Greenwich Village Inn) New York, nc.  
Farrell, Bill: (Place Elegante) New York, nc.  
Faye, Frances (Thru the Looking Glass) New York, nc.  
Payne, Greta (Alhambra) London 1-31, t.  
Fields, Smith & Fields (Cavalcade Casino) New York, nc.

Ferguson, Mal (Silver Cloud) Chicago, nc.  
Fermin & Mary Lou (El Toreador) New York, nc.  
Fiddlers Three (Texas) Greenville, Tex., t.  
Fields, Shep, Orch. (Chicago) Chicago, t.  
Fina, Sylvia (Dimtri's Club Gaucho) New York, nc.  
Fischer, Loretta (Palladium) London 1-31, t.  
Five Nit Wits (Tin Pan Alley) New York, nc.  
Fleeson, Neville (Radio City Rainbow Room) New York, nc.  
Fletcher, Tom (Village Barn) New York, nc.  
Flowerton, Consuelo (Ambassador) New York, h.  
Fox, Dorothy (St. Moritz) New York, h.  
Foy, Boy (Chicago) Chicago, t.  
Foy, Boy (Biltmore) New York, h.

Foy, Tucker & Johnson (Fox) Detroit 13-16, t.  
Frisco, Al: (College Inn) Philadelphia, nc.  
Francis, The Mystery Man (Shelton Corner) New York, nc.  
Franks, Four (Palladium) London 1-31, t.  
Froman, Jane (Pal.) Cleveland 13-16, t.  
Froos, Sylvia (Fox) Washington, D. C., 13-16, t.  
Fry, Bob & Virginia (Man About Town) New York, nc.  
Fuller, Howard, & Sister (Capitol) Winnipeg, Can.; (State) Virginia, Minn., 21-22, t.  
Fulton, Jack (Stevens) Chicago, h.  
Furman, Ed (Gay Nineties) New York, nc.

**G**

Gaby, Frank (Pal.) Cleveland 13-16, t.  
Gallagher, Rags: (College Inn) Philadelphia, nc.  
Galluci, Nick (Club Richman) New York, nc.  
Ganjou Bros. & Juanita (Alhambra) Glasgow, Scotland, 1-31, t.  
Gardiner Sisters (Lyric) Brownwood, Tex., 15-16, t.  
Gardner, "Poison" (Dizzy Club) New York, nc.  
Gardner, Reginald (Montmartre) New York, nc.  
Gardner Girls (Natl.) Louisville, t.  
Galvan, Don (Natl.) Louisville, t.  
Gardner & Reed (Dizzy Club) New York, nc.  
Gardner, Joan: (College Inn) Philadelphia, nc.  
Gardner, Reginald (Montmartre) New York, nc.  
Garner, Nancy (Larue) New York, re.  
Gaston (Monte Carlo) New York, c.  
Gaudsmith Bros. (Alhambra) Glasgow, Scotland, 1-31, t.  
Gautier's Hot Dogs (Missouri) St. Louis, t.  
Gautier's Toy Shop (Pal.) Cleveland 13-16, t.  
Gaye & Cline (Silver Cloud) Chicago, nc.  
Georges & Jalna (Waldorf-Astoria) New York, h.  
Gibney, Marian (Savannah) Savannah, Ga., 20-22, t.  
Gibson, Virginia: (Village Barn) New York, nc.  
Gifford & Pearl (Missouri) St. Louis, t.  
Gilbert, Gloria (Earle) Washington, D. C., 13-16, t.  
Givot, George (Fox) Washington, D. C., 13-16, t.  
Gleason's Art, Town Scandals (Fox) Liberal, Kan., t.  
Globe Trotters (L'Aiglon) Chicago, c.  
Glynn, Donald (Park Cafe) Burlington, Vt., c.  
Goff, Jerry, & Jack Kerr (Barney Gallant's) New York, nc.  
Gonzala, Consuela: (Arcadia Intl. House) Philadelphia, nc.  
Goodner, Jean (Paradise) New York, re.  
Gordon, Al, Dogs (Hipp.) Baltimore, t.  
Gordon, Al, & Racketeers (Plymouth) Worcester, Mass., 20-22, t.  
Gordon, Frances (Club Paradise) Superior, Wis., nc.  
Gory, Gene, & Roberta (Michigan) Jackson, Mich.; (State) Kalamazoo 19-22, t.  
Gould, Cary (Grosvenor House) London 1-31.  
Gray Family (Missouri) St. Louis, t.  
Gray, Joe, Trio (Madeleine's) New York, nc.  
Gray, Jack Smoke (Saenger) Mobile, Ala., 14-16, t.  
Gray, Maxine (Pennsylvania) New York, h.  
Green, Glenn (Anne Millstone's) Chicago, nc.  
Green, Terry (Commodore) New York, h.  
Gwynne, Jack (Jefferson) St. Louis, h.  
Gyldenkrone, Baron Ebbe (Wivel's) New York, re.

**H**

Haakon, Paul (Ambassador) New York, h.  
Haas, Sam (Heart of Chicago) Chicago, nc.  
Hadjl Baba Trio (Saenger) Mobile, Ala., 14-16, t.  
Hager, Clyde (Shubert) Cincinnati 13-16, t.  
Haie, Ted (Connie's Inn) New York, nc.  
Hall, Vivian (Lenruth) Brooklyn, N. Y., cb.  
Hall, William (Marbro) Chicago, t.  
Hamiltons, Skating (Casino de Paris) Paris, France, 1-31, t.  
Hardy, Anne (Cocoanut Grove) Minneapolis, nc.  
Harmon, Irving (Capitol) Marshalltown, Ia., t.  
Harris, Claire & Shannon (Chez Paree) Chicago, nc.  
Harris & Shore (Mayfair Casino) Cleveland, O., nc.  
Harris, Harry (16 Club) Chicago, nc.  
Harris, Ted, Band (Paramount) Duluth, Minn. 14-17, t.  
Harrison & Fisher (Palladium) London 1-31, t.  
Harrison, Ken (Hollywood Club) Scranton, Pa., nc.  
Hartmans, The (St. Regis) New York, h.  
Harty, Tom (Park Central) New York, h.  
Hashi & Osai (Texas) Greenville, Tex., t.  
Haverly, Ned (Paramount) Duluth, Minn., 14-17, t.  
Hayes, Evie (Holborn Empire) London 1-31, t.  
Hayes, Georgie (French Casino) New York, nc.  
Hayes, Grace (Harmanus Bleecker Hall) Albany, N. Y., 13-16, t.  
Haynes, Mitzl (Hollywood) New York, re.  
Hayward & Allen (Leon & Eddie's) New York, nc.  
Hayworth, Seabee, Co. (Paramount) Goldsboro, N. C., 16-18, t.  
Healy, Dan (Broadway Room) New York, nc.  
Heatherton, Ray (Met.) Boston 13-16, t.  
Heeny Sisters (Stanley Bar & Grill) New York, nc.  
Hendricks, Ray (Paradise) New York, re.  
Herbert, Grace & Charlie (Central Park Casino) New York, nc.  
Hibbert, Bird & Larue (Royal) Birmingham, Eng., 1-31, t.  
Hickman, Stanley (New Yorker) New York, h.  
Hit Parade of '36 (Hipp.) Baltimore, t.  
Hit Parade (Plymouth) Worcester, Mass., 20-22, t.



Hodgson, Red (Chicago) Chicago, t.  
 Holland, Jack, & June Hart (Ambassador) New York, h.  
 Hollander, Mack (Club Sharon) New York, nc.  
 Hollywood Restaurant Revue (Fox) Detroit 13-16, t.  
 Hollywood Secrets (Keith) Boston 13-16, t.  
 Holman, Libby (Chez Paree) Chicago, nc.  
 Hot Feet, Four (Kit Kat) New York, nc.  
 Howard, Joe (Joe Howard's Showboat) New York, nc.  
 Howard, Kathleen (Deauville) New York, nc.  
 Howe, Ruth (Ten-Forty) Detroit, nc.  
 Hughes, Dick (Von Thenen's) Chicago, nc.  
 Hurst, Newell (Plymouth) Worcester, Mass., 20-22, t.  
 Hutton, Ina Ray, Orch. (Wisconsin) Milwaukee 13-16, t.

International Secrets (Keith) Providence 13-16, t.

Jackson Boys (Harmanus Bleecker Hall) Albany, N. Y., 13-16, t.  
 Jackson, Lawrence (President) New York, h.  
 James & Mathews (Hollywood) New York, re.  
 Jane & Babe (Cocoanut Grove) Minneapolis, nc.  
 Jarnot, Bernice (Pinney) Boise, Ida., 14-16, t.  
 Jarrett, Lucille (Madeleine's) New York, nc.  
 Jason, Barbara (Paradise) New York, re.  
 Jason, Jay (Paddock Club) Cleveland, nc.  
 Jean & Gloria (Paradise) New York, re.

**POLLY JENKINS AND HER PLOWBOYS**  
 Now playing with WLS National Barn Dance.  
 SAM ROBERTS, Personal Rep.

Johnson, "Stretch" (Black Cat) New York, nc.  
 Jonay, Roberta (Wivel's) New York, re.  
 Jores, Frank Peg (Paramount) Duluth, Minn., 14-17, t.  
 Jo Jo (Tin Pan Alley) New York, nc.  
 Jordan, Harry (Fay's) Providence, R. I., 17-23, t.  
 Jose & Renee (Oriental Gardens) Vancouver, B. C., nc.  
 Joyce Bros. & Dean (State-Lake) Chicago, t.  
 Joyce, Vicki (Edison) New York, h.  
 Juliana (French Casino) New York, nc.  
 Julius, Billy (Diamond Club) Wheeling, W. Va., nc.

Kanazawa Japs, Two (Beacon) Vancouver, Can., 13-16, t.  
 Kashman, Betty (Club Deauville) New York, nc.  
 Katherine, May (Biltmore) New York, h.  
 Kauff, Benn (Place Elegante) New York, nc.  
 Kavanaugh, Stan (Fox) Detroit 13-16, t.  
 Kay, Dolly (Royale-Frolics) Chicago, nc.  
 Kay, Dolly (Royale-Frolics) Chicago, nc.  
 Kean, Betty (Trocaadero and Palace) London 1-31, t.  
 Kelly, Nancy (Hi-Hat) Chicago, nc.  
 Kelly, Nell (Royale Frolics) Chicago, nc.  
 Kenanedy, Billie (Howdy Club) New York, nc.  
 Kerr, Don (Cavalcade Casino) New York, nc.  
 Khmara, Gregory (St. Moritz) New York, h.  
 Kidd, Ruth (Del Monico's) New York, nc.  
 Kiley, Irene (Banker's Tavern) Philadelphia, nc.  
 Kimion, Lorraine (S. S. Zee) Chicago, nc.  
 King's Jesters (Morrison) Chicago, nc.  
 King, Marge (S. S. Zee) Chicago, nc.  
 King, Wayne, Orch. (Shubert) Cincinnati 13-16, t.  
 Kit Kat Klub Revue (Beacon) Vancouver, Can., 13-16, t.  
 Knight Caps (Weylin) New York, h.  
 Knight & Western (Capitol) Marshalltown, Ia., t.  
 Koban, Great (Lyric) Brownwood, Tex., 15-16, t.  
 Kramer, Dick: (Lebus) New York, re.  
 Kramer, Renita (French Casino) New York, nc.  
 Kutznetzoff (Russian Kretchma) New York, nc.

LaMar, Barbara (Town Casino) New York, nc.  
 LaMarre, Barbara (Gypsy Tavern) New York, nc.  
 LaMarr, Deloriz (Club Monte Carlo) Sheboygan, Wis., nc.  
 LaMonte, Jean (K. E. P. Club) Buffalo, N. Y., nc.  
 La Nena (Wivel's) New York, re.  
 La Palomas (Deauville) New York, nc.  
 La Riviere, Lucien (Deauville) New York, nc.  
 La Rue, Bobbie (Frolic Inn) Hollywood, Calif., nc.  
 LaRue, Dorothy (Saenger) Mobile, Ala., 14-16, t.  
 LaRue & LaValle (Springhurst) Lexington, Ky., cc.  
 LaTour, George (Saenger) Mobile, Ala., 14-16, t.  
 La Tour, Teddy (Luck Eleven) Baltimore, nc.  
 LaVere, Earle (Harmanus Bleecker Hall) Albany, N. Y., 13-16, t.  
 LaVola, Don: Oakland, Calif.; San Jose 20-25.  
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.  
 Lalage (French Casino) New York, nc.  
 Lamar, Renee (Wintergarten) Berlin, Germany, 1-31, t.  
 Lamarr, Mitzi (Bal Musette) New York, nc.  
 Lane, Lillian (Dizzy Club) New York, nc.  
 Lane, Ted (Hickory House) New York, nc.  
 Lane, Tony (Cafe Rene) New York, c.  
 Langston, Margaret (Marquette Club) Chicago, nc.  
 Larimer & Hudson (Astor) Reading, Pa., 13-16, t.  
 Larkin, Fred (Plymouth) Worcester, Mass., 20-22, t.  
 Lawlor, Marvin (Wivel's) New York, re.  
 Lawson, Peggy (Montclair) New York, h.  
 Lawton, Reed (Ambassador) New York, h.  
 Lawlor, Terry (Leon & Eddie's) New York, nc.  
 Lawrence, Adele (Broadway Room) New York, nc.  
 Lazaar, Irving (Colonial) Dayton, O., t.  
 Lee, Bob (Wivel's) New York, re.  
 Lee, Bunny (Paradise) New York, re.  
 Lee, Jeanette (Beacon) Vancouver, Can., 13-16, t.  
 Lee, Johnny, & Three Lees (Roxy) New York 13-16, t.  
 Lee, Linda (Club Normandie) New York, nc.  
 Lee, Chauncey, (Anna Held's) New York, r.

Lee, Ginger (Barton's Paradise Club) Youngstown, O., nc.  
 Lee, Joe & Betty (Radio City Rainbow Grill) New York, nc.  
 Leed, William (Dizzy Club) New York, nc.  
 Lenny, Jack (Lido) Montreal 13-18, nc.  
 Leonard, Ada, Co. (Mainstreet) Kansas City 13-16, t.  
 Leonard, Eleanor (Marquette Club) Chicago, nc.  
 LeRoy & Regina (Capitol) Marshalltown, Ia., t.  
 Leslie, Mona (Leon & Eddie's) New York, nc.  
 Lesly, Gaby (Riverside) Milwaukee, t.  
 Lewis & Dody (Barrel of Fun) New York, nc.  
 Lewis, H. Kay, Hollywood Varieties: Imperial, Calif., 16; Seeley 17; Holtville 18; El Centro 20-21; Winterhaven 22-23; Brawley 24-25, t.  
 Lewis Sisters (Club Paramount) Chicago, nc.  
 Lila, Mlle. (Star) Arkansas City, Kan., 15-16, t.  
 Lizezed Arabs (Fox) Washington, D. C., 13-16, t.  
 Lillie, Beatrice: (New Montmartre) New York, nc.  
 Lilley, Joe, & Jules Monk (Fifth Avenue) New York, h.  
 Lincoln, Fred (Stanley Bar & Grill) New York, nc.  
 Little, Joe (Melody Club) Baltimore, Md., nc.  
 Logan, Ella (Normandie) New York, nc.  
 Long, Nina (Chateau) Milwaukee, cc.  
 Loretta, Dorothy (Stanley Bar & Grill) New York, nc.  
 Lorraine, Bill (Gay Nineties) New York, nc.  
 Love, Violet (Paradise) New York, re.  
 Lowe, Jack (Saenger) Mobile, Ala., 14-16, t.  
 Lowery, Fred (Ambassador) New York, h.  
 Lowry, Ed (State-Lake) Chicago, t.  
 Loyd Brothers (Cocoanut Grove) Minneapolis, nc.  
 Lubina, Ada (St. Moritz) New York, h.  
 Lukas, Paul (Pal.) Cleveland 13-16, t.  
 Lydia & Joresco (Plaza) New York, h.  
 Lyman, Tommy (Club Lamaze) Hollywood, Calif., nc.  
 Lynch, Martin E. (Camerens Casino) Syracuse, N. Y., nc.  
 Lyons, Margy (Hi-Hat Club) Chicago, nc.

McCormick, Frank (Del Monico's) New York, nc.  
 McDonald & LeRoy (Royale Frolics) Chicago, nc.  
 McKay Sisters (Cocoanut Grove) Minneapolis, nc.  
 McMahon, Belle, Troupe: Oakland, Calif.; San Jose 20-25.  
 McMahon & Adelaide (Capitol) Marshalltown, Ia., t.  
 McNulty, June (Cocoanut Grove) Minneapolis, nc.  
 MacDonald, Barbara (Royale-Frolics) Chicago, nc.  
 MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.  
 Mack Bros. & Rita (Southtown) Chicago, t.  
 Mack, Dorothy (Jack Dempsey's) New York, re.  
 Mack, Jimmy (Texas) Greenville, Tex., t.  
 Maddux, Frances (Savoy Plaza) New York, h.  
 Mahon & Rucker (Cathay) Shanghai, China, h.  
 Major, Jack (Tower) Kansas City, t.  
 Malina, Luba (Hollywood) New York, re.  
 Mandell, Kitty (New Town Bar) New York, nc.  
 Mann, Peggy (Cocoanut Grove) New York, nc.  
 Manos, Dan & Ann (Star) Arkansas City, Kan., 15-16, t.  
 Many & Drigo (Waldorf-Astoria) New York, h.  
 Maran, Eddie (Wivel's) New York, re.  
 Marcellino, "Muzzy": (New Yorker) New York, nc.  
 Mardi Gras Nights (Saenger) Mobile, Ala., 14-16, t.  
 Marietta & Rudy (French Casino) New York, nc.  
 Mario & Florio (Biltmore) New York, h.  
 Markoff, Gypsy (Commodore) New York, h.  
 Marks, Anthony (Club Alabam') Chicago, nc.  
 Marlene Sisters (Texas) Greenville, Tex., t.  
 Marlow, The Great (McVan's Padio) Buffalo, N. Y., nc.  
 Marlowe & Marionettes (Morrison) Chicago, h.  
 Marsh, Andrea (Mon Paris) New York, nc.  
 Marsh, Carolyn (Paramount) New York 13-16, t.  
 Martin, Tex (Capitol) Marshalltown, Ia., t.  
 Martin, Virginia (Hipp.) London 1-31, t.  
 Marville Trio (Stevens) Chicago, h.  
 Mason, Jack, Revue (Club Richman) New York, nc.  
 Masqueraders Band (Saenger) Mobile, Ala., 14-16, t.  
 Mathews, Helen (Kit Kat) New York, nc.  
 Mattingly, Nell (Villa Moderne) Chicago, nc.  
 Mattison Rhythms (Lyric) Indianapolis, t.  
 Maughan, Dora: (Thru the Looking Glass) New York, nc.  
 Maurine & Norva (New Yorker) New York, h.  
 Maxie & Eunice (Cocoanut Grove) Minneapolis, nc.  
 Maximo (Century) Baltimore 13-16, t.  
 Maxwell, John (Grosvenor House) London 1-31, nc.  
 May, Bobby (Riverside) Milwaukee, t.  
 May, Jean (Royal Palm Club) Miami, nc.  
 May, Marty (Roxy) New York 13-16, t.  
 Mayan Trio (Mayan) New York, re.  
 Mayer's, Lottie, Diving Girls (Stanley) Pittsburgh 13-16, t.  
 Mayfair, Mitzi (Waldorf-Astoria) New York, h.  
 Mayfair Sisters (Fox) Liberal, Kan., t.  
 Meagher, Billy (Club Minuet) Chicago, nc.  
 Medrano & Donna (Savoy Plaza) New York, h.

Mellar, Jeanne (Bal Musette) New York, nc.  
 Meller, Joan (Greenwich Village Inn) New York, nc.  
 Melody Men, Eight (Lyric) Brownwood, Tex., 15-16, t.  
 Melton & Shay (Barrel of Fun) New York, nc.  
 Melvin, Joe (Pinney) Boise, Ida., 14-16, t.  
 Melzoras, Six Flying (Fair) Bowling Green, Fla., 13-18.  
 Mercer, Mary (Hickory House) New York, re.  
 Meri-Belle (Hipp.) Baltimore, t.  
 Merit, Marie (Lyric) Brownwood, Tex., 15-16, t.  
 Meyers & St. John (Natl.) Louisville, t.  
 Mills, Muriel (S. S. Zee) Chicago, nc.  
 Millard & Anita (Monte Carlo) New York, c.  
 Miller & Wilson (Folies Bergere) Paris 1-31, t.  
 Mills, Tommy (Place Elegante) New York, nc.

Mitchell, Connie (Liberty) Oklahoma City, Okla., 18-21, t.  
 Mitchell, Connie (Texas) Greenville, Tex., t.  
 Mitchell, Rena (New Black Cat) New York, nc.  
 Modernists, Four (Paradise) New York, re.  
 Mogul, Prince: (Arcadia Intl. House) Philadelphia, nc.  
 Mohamed & Jaara (French Casino) New York, nc.  
 Mona, Gene (Ten-Forty Club) Detroit, nc.  
 Monroe Bros. (Natl.) Louisville, t.  
 Monte, Hal (Royale-Frolics) Chicago, nc.  
 Moore, Lela (Stanley) Pittsburgh 13-16, t.  
 Moore, Sadie (Club Alabam) Chicago, nc.  
 Moreno, Consuelo (El Chico) New York, nc.  
 Morey, Charlotte (Capitol) Marshalltown, Ia., t.  
 Morgan, Dorothy (Jimmy Kelly's) New York, nc.  
 Morgan, Grace (Rockefeller Center) New York, nc.  
 Morgan, Mae (Colonial) Dayton, O., t.  
 Morgan Sisters (Club Alabam') Chicago, nc.  
 Morgan, Stuart, Dancers (Chez Paree) Chicago, nc.  
 Morrison, Joe (Keith) Boston 13-16, t.  
 Mounforth Sisters (Anne Millstone's) Chicago, nc.  
 Moyse, Charee (Marquette Club) Chicago, nc.  
 Muare, Jean (Bal Musette) New York, nc.  
 Mundin, Herbert (Texas) Greenville, Tex., t.  
 Mura, Corinna (Barney Gallant's) New York, nc.  
 Murand & Girton (Star) Arkansas City, Kan., 15-16, t.  
 Murphy, Edna (New Yorker) New York, h.  
 Murray & Alan (Greenwich Village Nut Club) New York, nc.  
 Murray, Arthur, Dancers (Vanderbilt) New York, nc.  
 Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.  
 Murray & King (Hipp.) Baltimore, t.  
 Murray & King (Plymouth) Worcester, Mass., 20-22, t.  
 Music Hall Boys (St. Moritz) New York, h.  
 Musical Play Boys, Seven (Star) Arkansas City, Kan., 15-16, t.  
 Musical Rogues (Essex House) New York, nc.  
 Muth, Anita (Paramount) Duluth, Minn., 14-17, t.  
 Mysterious Robot (Mosque) Newark, N. J., 15-21, t.

Nason, Art (Mendel's) Ft. Lauderdale, Fla., nc.  
 Nations, Evelyn (Chateau) Milwaukee, cc.  
 Navara, Leon, & Orch. (Century) Baltimore 13-16, t.  
 Neely, Phil (Paradise) New York, re.  
 Neiser, Henri (Paramount) Duluth, Minn., 14-17, t.  
 Nemo, Pat (Star) Arkansas City, Kan., 15-16, t.  
 Nena, La (Wivel's) New York, re.  
 Nevins, Thelma (Fifth Avenue Hotel) New York, h.  
 Newdahl, Clifford (Normandie) New York, r.  
 Nice, Florio & Lubow (Hollywood) Hollywood, Fla., cc.  
 Nisen, Gertrude (House of Morgan) New York, nc.  
 Night in Avalon (Capitol) Marshalltown, Ia., t.  
 Nirska (Marbro) Chicago, t.  
 Niva, Vera (Hollywood) Hollywood, Fla., cc.  
 Nolte, Carolyn (Town Casino) New York, nc.  
 Nonchalants (Keith) Boston 13-16, t.

O'Doherty, Molly (Del Monico's) New York, nc.  
 O'Neal, Cackles (Hollywood) New York, re.  
 Olivette, Nina (Hipp.) Baltimore, t.  
 Olivette, Nina (Plymouth) Worcester, Mass., 20-22, t.  
 Olsen & Johnson Revue (Oriental) Chicago, t.  
 Olympia Boys: Oakland, Calif.; San Jose 20-25.  
 Onyx Club Boys (Paramount) New York 13-16, t.  
 Pablo (Chateau) Milwaukee, cc.  
 Paderewsky, George (Chateau Moderne) New York, nc.  
 Page, Muriel (Colonial) Dayton, O., t.  
 Palmer & Doreen (Mayfair Club) Detroit, nc.  
 Parado, Alan (New Yorker) New York, h.  
 Paree, Pat (Paradise) New York, re.  
 Park & Clifford (Lyric) Indianapolis, t.  
 Parker, Ethel, & Reed McClelland (Hotel Commodore) New York, h.  
 Parker & June (Cocoanut Grove) Minneapolis, nc.  
 Parker, Marion (Club Alabam') Chicago, nc.  
 Parsons, Kay (Gay Nineties) New York, nc.  
 Parquet, Yvonne (Bal Musette) New York, nc.  
 Passing Parade (Lyric) Brownwood, Tex., 15-16, t.  
 Pat & Marlyn (Club Monticello) Detroit, nc.  
 Patou Sisters (Hollywood) New York, re.  
 Paula, Paula (Stanley Bar & Grill) New York, nc.  
 Payne Bros., Three (Beacon) Vancouver, Can., 13-16, t.  
 Peabody, Eddie (Southtown) Chicago, t.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
 Pearl, Lew, & Boys (After the Show Club) Chicago, nc.  
 Pelko, Ernie (Paddock Club) Cleveland, nc.  
 Perkins, Johnny (Lyric) Indianapolis, t.  
 Petty, Ruth (Lyric) Indianapolis, t.  
 Phillips, Bill, Band (Capitol) Marshalltown, Ia., t.  
 Phillips, Joe, Co. (Fox) Washington 13-16, t.  
 Pierce & Harris (Hollywood) New York, nc.  
 Pills & Tabet (Radio City Rainbow Grill) New York, nc.  
 Powell, Ruth Sue (Beacon) Vancouver, Can., 13-16, t.  
 Prentice, George (Palace) Manchester, Eng., 1-31, t.  
 Price, Kathleen, & Timothy Palmer (Rockefeller Center Rainbow Room) New York, nc.  
 Prichard & Lord (Royale Frolics) Chicago, nc.  
 Pritchard, Ann, & Jack Lord (Paradise) New York, re.

Randall, Andre (French Casino) New York, nc.  
 Randolph, Amanda (Black Cat) New York, nc.  
 Rardin, Joe (Paradise) New York, re.  
 Rasha & Rhona (Merry-Go-Round Club) Akron, O., nc.  
 Raye, Allen (Biltmore) New York, h.  
 Raye, Gilbert & Vicky (Jamestown) Jamestown, N. Y., h.  
 Raye, Prince & Clark (Lido) Montreal 13-18, nc.  
 Reddinger Twins (Hollywood) Hollywood, Fla., nc.  
 Reed, Bill (Dizzy Club) New York, nc.  
 Reed & Mele (Royale-Frolics) Chicago, nc.  
 Rees, Jack (Normandie) New York, nc.  
 Reillys, Five (Pal.) Chicago 13-16, t.  
 Reilly, Tom, & Jimmy Comfort (Charlie Weeghman's 40 Club) New York, nc.  
 Reyes, Raul & Eva (New Yorker) New York, h.  
 Reynard & Stasia (Cafe Rene) New York, c.  
 Reynolds, Al (Marquette Club) Chicago, nc.  
 Ricardo's, Don, Continentals (Pinney) Boise, Ida., 14-16, t.  
 Richardson Sisters (Beacon) Vancouver, Can., 13-16, t.  
 Rio, Eddie, & Bros. (State) New York 13-16, t.  
 Roberts, Dave (Plantation Club) New Orleans, nc.  
 Roberts, Ruth (Barton's Paradise Club) Youngstown, O., nc.  
 Roberts & White (Wivel's) New York, re.  
 Robinson, Bob (Hippodrome) London 1-31, t.  
 Rogers, Amelia (Cocoanut Grove) Minneapolis, nc.  
 Rogers, Harley (Legion Circus) Anderson, S. C., 13-18.  
 Rogers, Jimmie: (Hector's Club New York) New York, nc.  
 Rogers, Joyce (Fox) Liberal, Kan., t.  
 Rochaste, Marianne (Wivel's) New York, re.  
 Rollins, Mimi (Paradise) New York, nc.  
 Rollins, Mimi (Thru the Looking Glass) New York, nc.  
 Rolph, Wynne (Wivel's) New York, re.  
 Romero, Carmita (French Casino) New York, nc.  
 Rosalean & Seville (Morrison) Chicago, h.  
 Rosita & Fontana (Versailles) New York, nc.  
 Ross & Edwards (Harmanus Bleecker Hall) Albany, N. Y., 13-16, t.  
 Ross, Little Stanley (Ambassador) Cleveland, O., nc.  
 Ross, Wally (Club Paradise) Superior, Wis., nc.  
 Rossele, Jessie (16 Club) Chicago, nc.  
 Roxettes, Four (Banker's Tavern) Philadelphia, nc.  
 Royce, Eleanor, & Seymour (Biltmore) New York, h.  
 Royce, Rita, & Reese Bros. (State-Lake) Chicago, t.  
 Royce, Thelma (Silver Grill) St. Paul, Minn., c.  
 Russell, Jack (Cocoanut Palms Club) Detroit, nc.

Sailors, Three (Stanley) Pittsburgh 13-16, t.  
 Samuels, Al (Village Grove Nut Club) New York, nc.  
 Sanborn, Fred, Co. (Lyric) Indianapolis, t.  
 Sanchez, Anita (Royale-Frolics) Chicago, nc.  
 Santino & Lenora (Cocoanut Grove) New York, nc.  
 Santos & Elvira (Jimmy Kelly's) New York, nc.  
 Sargent, Jack (Ringside) St. Louis, nc.  
 Savage, Jean (Southern) Baltimore, h.  
 Savoy, Harry (Colonial) Dayton, O., t.  
 Schooler, Dave (Riverside) Milwaukee, t.  
 Sedano (Larue's) New York, re.  
 Serebny, Adolf (Oriental Gardens) Vancouver, B. C., nc.  
 Seymour, Larry (Black Cat) New York, nc.  
 Shaw, Teddy (Terrace Gardens) Jamestown, N. Y., nc.  
 Sheldon, Gene (Palladium) London 1-31, t.  
 Sherman, Bebe (Chateau) Milwaukee, cc.  
 Sherr Brothers (Broadway Room) New York, nc.  
 Sherr Brothers (Dan Healy's Broadway Room) New York, nc.  
 Shipstad & Johnson (College Inn) Chicago, nc.  
 Shutta, Ethel (College Inn) Chicago, nc.  
 Silver, Hal (Beacon) Vancouver, Can., 17-23, t.  
 Simons, Henry (Parody Club) Chicago, nc.  
 Sirens of Syncopeation, Seven (Texas) Greenville, Tex., t.  
 Sizes, Three (Natl.) Louisville, t.  
 Skatelles, The (Capitol) Marshalltown, Ia., t.  
 Skating Swingers (Paramount) Duluth, Minn., 14-17, t.  
 Small, Frank, Revue (New Yorker) New York, h.  
 Smith, Adele (Dan Healy's Broadway Room) New York, nc.  
 Smith, Bessie (Kit Kat Club) New York, nc.  
 Smith, Bill (Fifth Avenue Hotel) New York, h.  
 Smith, Russell (Black Cat) New York, nc.  
 Smith, Rudy (Black Cat) New York, nc.  
 Smith Sisters (Barton's Paradise Club) Youngstown, O., nc.  
 Snyder, Billy (Hi-Hat Club) Chicago, nc.  
 Snyder, Skeet (Colonial) Florence, S. C., 15; (Liberty) Darlington 16; (Paramount) Concord, N. C., 17; (Plaza) Asheville 18-19, t.  
 Somer-Salts (Colonial) Dayton, O., t.  
 Sonya & Romero (New Lookout House) Covington, Ky., nc.  
 Sorey, Vincent (Cafe Rene) New York, c.  
 Spitalny, Phil, & Orch. (Earle) Washington 13-16, t.  
 Spree, Joe (Cafe Rene) New York, c.  
 Springer, Chet (Chittenden) Columbus, O., h.  
 St. Clair Sisters & O'Day (Fox) Liberal, Kan., t.  
 Star, Barney (Beacon) Vancouver, Can., 13-16, t.  
 Star, Florence (Park Central) New York, h.  
 Starlight Girls (Paddock Club) Cleveland, nc.  
 Starr, Gloria (Club Alabam') Chicago, nc.  
 Steel, John (Gay Nineties) New York, nc.  
 Steele, John (Gay Nineties) New York, nc.  
 Stewart, Larry (Leon & Eddie's) New York, nc.  
 Stewart Sisters (Dizzy Club) New York, nc.  
 Stone & Lee (Met.) Boston 13-16, t.  
 Stoner, Percy (Barrel of Fun) New York, nc.  
 Strelska, Vera (Russian Troyka) New York, nc.  
 Stretch & Strain (Roxy) Salt Lake City, t.  
 Stutz, Richard (Park Central) New York, h.  
 Sully & Thomas (Proctor) Schenectady, N. Y., 16-18, t.  
 Swank Sisters (Broadway Room) New York, nc.



Sylvia & Clemence (Colonial) Dayton, O., t.  
Symington, Mrs. Eve (St. Regis) New York, h.

T  
Taka Sisters, Three (Harry's N. Y. Cabaret) Chicago, nc.  
Talbert, Ray (Club Monte Carlo) Sheboygan, Wis., nc.

Tappan, Maxine (Ambassador) New York, h.  
Tapps, George (Paradise) New York, re.  
Tarrant & Dacia (Pennsylvania) New York, h.  
Taylor, Dorothy (Airport Tav.) Cleveland, O., nc.

Taylor, Flo (Anne Millstone's) Chicago, nc.  
Termini, Joe (Ritz & Carlton Hotels) London 1-31, nc.

Thais (Old Roumanian) New York, nc.  
Theodore & Denesha (Delmonico's) New York, nc.

Thompson, Honey Boy (Black Cat) New York, nc.  
Thomas, Harry (Black Cat) New York, nc.

Thomas Twins (Club Alabam) Chicago, nc.  
Tiltman, Phil, & Jimmy Lee (House of Morgan) New York, nc.

Tint, Al (Continental) Mt. Morris, Mich., nc.  
Tio, John (Chicago) Chicago, t.

Tol, Ming (Chez Paree) New Orleans, nc.  
Tomak, Sid (Royale Frolics) Chicago, nc.

Torrens, Nanita (St. Moritz) New York, h.  
Townsend, The (Montclair) New York, h.

Tranger, Don (Nixon Grill) Pittsburgh, re.  
Trent, Tommy (Met.) Boston 13-16, t.

Trixtad, Jane (Cocoanut Grove) Minneapolis, nc.  
Tscherkassy, Alexis (St. Moritz) New York, h.

Tucker, Snakehips (Connie's Inn) New York, nc.  
Tucker, Sophie (House of Morgan) New York, nc.

Tymes, Paula (Silver Cloud) Chicago, nc.  
V  
Vaughn, Virla (Club Alabam) Chicago, nc.

Veloz & Yolanda (Chicago) Chicago, t.  
Vestoff, Flora (Broadway Room) New York, nc.

Vestoff, Gloria (Dan Healy's Broadway Room) New York, nc.  
Volland, Blanca (Village Gypsy Tavern) New York, nc.

W  
Wages, Johnny (Hi-Hat) Parkersburg, W. Va., nc.

Wagner Sisters (Beacon) Vancouver, Can., 13-16, t.  
Wahl, Walter Daré (Drury Lane) London 1-31, t.

Waldron, Jack (Hollywood) New York, re.  
Walker, Kirby (Tin Pan Alley) New York, nc.

Walkmrs, Three (Roxey) New York 13-16, t.  
Walsh, Sammy (Village Barn) New York, nc.

Wamby, Donna (Hi-Hat) Parkersburg, W. Va., nc.  
Ward, Aida (Anna Held's) New York, re.

Ward, Diana (Palace) London 1-31, t.  
Ward, Helene (Showboat) Pittsburgh, nc.

Warwick Sisters, Three (1523 Club) Philadelphia, nc.  
Watson, Lucille (Colosimo's) Chicago, nc.

Weaver Bros. (Pal.) Chicago 13-16, t.  
Webb, Nella (Normandie) New York, nc.

Weire Bros. (Met.) Boston 13-16, t.  
Weslee, Howard, Revue (Tower) Kansas City, t.

Weston, Sammy (Airport Tav.) Cleveland, O., nc.  
Weylin Knightcaps (Weylin) New York, h.

White, Anne (Jack Dempsey's) New York, re.  
White, Hal C. (Club S-X) Chicago, nc.

White, Eddie (Stanley) Pittsburgh 13-16, t.  
White, Jack (Jim Healy's) New York, nc.

White, Jack (Jim Healy's Rendezvous) New York, nc.  
White, Lawrence (Waldorf-Astoria) New York, r.

White, Marty (Lenruth) Brooklyn, N. Y., cb.  
White, Olive (Penthouse) Detroit, nc.

White, Teddy (Normandie) New York, nc.  
White & Rae (Marquette Club) Chicago, nc.

Whitman, Flo (Town Club) Chicago, nc.  
Wiles, Three (Plymouth) Worcester, Mass., 20-22, t.

Williams, Art (Club Alabam) Chicago, nc.  
Williams, Dorothy (Jack Dempsey's) New York, re.

Will's, Chill. Avalon Boys (Ambassador) Los Angeles, h.  
Wilson, Edith (Kit Kat) New York, nc.

Wing, Toby (Fox) Detroit 13-16, t.  
Witt, Bob (Pinney) Boise, Ida., 14-16, t.

Wonder Girls, Five (Missouri) St. Louis, t.  
Woodknockers, Two (Capitol) Marshalltown, Ia., t.

Worth, Wyle & Howe (Mosque) Newark, N. J., 15-21, t.  
Wright, Bubbles (Club Alabam) Chicago, nc.

Wright, Charlie (Weylin) New York, h.  
Wright, Cobina (Town Casino Club) New York, nc.

Wright, Jimmy (Black Cat) New York, nc.  
X  
X Sisters, Three (State) New York 13-16, t.

Y  
Yacops, The (State) New York 13-16, t.  
Yaple, Mary (Cocoanut Grove) Minneapolis, nc.

Z  
Zander & Xandria (Paramount) Duluth, Minn., 14-17, t.  
Zolla, Eddie (S. S. Zee) Chicago, nc.

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

A  
Abrams, Al (Arena Bar) Miami, Fla., c.  
Adams, Johnny (Greyhound Lines) Dayton, O., re.

Adcock, Jack (Yorktown Tav.) Elkins Park, Pa., nc.  
Albert, Al (Silver Cave) Chicago, c.

Alvin, Danny (Gold Coast Embassy Club) Chicago, nc.  
Ammons, Albert (Club de Lisa) Chicago, nc.

Antobal (Stork) New York, nc.  
Armand, Johnny (Woodrow Wilson) New Brunswick, N. J., h.

Armstrong, Louis (Connie's Inn) New York, cb.  
Ashman, Eddie (Sharon) New York, nc.

Aven, Al (Greyhound) New York, h.  
B  
Bartal, Jenó (Ambassador) New York, h.

Batkin, Alex. (St. Moritz) New York, h.  
Belasco, Leon (Chez Paree) Chicago, nc.

Benson-Cole (The Stables) Detroit, nc.  
Berger, Jack (Astor) New York, h.

Berkeley, Duke (Honkey-Dory) Stamford, Conn., nc.  
Bernie, Ben (Paradise) New York, cb.

Berrens, Freddy (Floridan) Miami, Fla., h.  
Bestor, Don (Mt. Royal) Montreal, h.

Biagnini, Henry (Graystone) Detroit, b.  
Black, Bob (Pere Marquette) Peoria, Ill., h.

Black, Stan & Lee (Ambassador Club) Spokane, Wash., nc.  
Blackwell, Freddy (Stadium) Montreal, b.

Blaine, Jerry (Continental) Newark, N. J., c.  
Bowman, Harry (Greenbrier) White Sulphur Springs, W. Va., h.

Boyd, Zeke (Marigold) Denver, Colo., re.  
Braggotti, Mario (Central Park Casino) New York, re.

Brandwynne, Nat. (Stork) New York, nc.  
Breese, Louis (Weylin) New York, h.

Breinholz, Verdie (Rainbow) Salt Lake City, b.  
Bring, Lou (House of Morgan) New York, nc.

Brito, Alfredo (Versailles) New York, cb.  
Broberg, Sammy (Von Thenen's) Chicago, c.

Brooks, Billy (Skirvin) Oklahoma City, h.  
Burkhardt, Johnny (Brown) Denver, h.

C  
Campbell, Jimmie (Marquette Club) Chicago, nc.

Carper, Don (Old Country Club) Phoenix, Ariz., cc.  
Casa Loma (Paramount) New York, t.

Cato's Music (Frolics Cafe) Miami, Fla., nc.  
Clancy, Louie (Dempsey) Macon, Ga., h.

Coakley, Tom (St. Francis) San Francisco, h.  
Codelban, Cornelius (St. Regis) New York, h.

Coleman, Emil (St. Regis) New York, h.  
Collins, Harry (Gladstone) Casper, Wyo., h.

Compton, Helen (State-Lake) Chicago, t.  
Conn, Irving (Arrowhead Inn) New York, ro.

Continental Gypsies (L'Algon) Chicago, c.  
Conrad, Judy (Tower) Kansas City, t.

Copeland, Eddie (Casino) Sea Cliff, L. I., N. Y., b.  
Cornelius, Paul (Club Joy) Lexington, Ky., nc.

Courtney, Del (Bal Tabarin) San Francisco, nc.  
Covert, Mike (Seneca) Rochester, h.

Cugat, Xavier (Waldorf-Astoria) New York, h.  
Curtis, Jack (Club Aztec) Milwaukee, nc.

D  
Dalley, Frank (Meadowbrook) Cedar Grove, N. J., ro.

Damar (Madeleine) New York, nc.  
Dantzig, Eli (St. George) Brooklyn, h.

De Barbary, Yoshka (Dubonet) New York, c.  
Decker, Chip (Grogan's) New York, c.

Dehlinger, Bob (Highway Inn) Chicago, c.  
Delbridge, Del (Webster Hall) Detroit, nc.

Demetry, Danny (Vanity Ballroom) Detroit, b.  
Denny, Jack (French Casino) New York, cb.

Dickerson, Carroll (Grand Terrace) Chicago, nc.  
Diekman, Harry (Wagon Wheel) Nashville, Tenn., nc.

Dictators, The (885 Club) Chicago, nc.  
Donahue, Al (Bermudiana) Bermuda, h.

Dorsey, Jimmy (Palomar) Los Angeles, nc.  
Drummond, Jack (Club Lotus) Albany, N. Y., nc.

Dubrow, Art (Chop House) Hartford, Conn., nc.  
Duchin, Eddie (Plaza) New York, h.

Dugoll, Benny (Cormaine) Niles Center, Ill., c.  
Durst, Henry (Little Club Forest) Lake Charles, La., nc.

E  
Elliott, Baron (Bill Green's) Pittsburgh, nc.

Eppinoff, Ivan (Chez Paree) Chicago, nc.  
Ernest, Steve (Blue Lantern Club) Detroit, nc.

Ernie, Val (Maxim's) New York, h.  
Everette, Jack (Mayfair) Des Moines, Ia., re.

F  
Farley-Riley (Onyx Club) New York, nc.  
Farmer, Willie (Leon and Eddie's) New York, nc.

Fields, Al (Billy Gallagher's) New York, nc.  
Finch, Freddie (Vanity Fair) Kansas City, nc.

Fior-Rito, Ted (New Yorker) New York, h.  
Fiddler, Max (Towne Club) Pittsburgh, nc.

Fields, Shep (Chicago) Chicago, t.  
Fisher, Art (Town Club) Chicago, nc.

Fluke, Red (McManus Grill) Pittsburgh, c.  
Fomeen, Basil (Savoy-Plaza) New York, h.

Fray, Jacques (Montmartre) New York, nc.  
Frederick, Bill (Palais Royale) South Bend, Ind., 14-18, b.

Frederick, Bill (Reed's New Casino) Niles, Mich., nc.  
Freeman, Jerry (Palm Island Casino) Palm Island, Fla.

Frisko, Al (College Inn) Philadelphia, nc.  
G  
Gardner, Dick (Lord Baltimore) Baltimore, h.

Gasparre, Dick (Savoy Plaza) New York, h.  
Gaylord, Boyd (New Chamberlin) Old Point Comfort, Va., h.

Gendron, Henri (Royale Frolics) Chicago, b.  
Gerun, Tom (The Grove) Houston, Tex., nc.

Gilberto, Don (Toreador) New York, nc.  
Gitlin, Irving (Pierre) New York, h.

Golden, Nell (Queens-Terrace) Woodside, L. I., N. Y., cb.  
Golly, Cecil (Radisson) Minneapolis, h.

Gordon, Frank (Nicollet) Minneapolis, h.  
Gotthelf, Manfred (Monte Cristo) Chicago, r.

Graham, Eddie (Nut Club) New York, nc.  
Grant, Bob (Savoy-Plaza) New York, h.

Grant, Douglas (Cameau's) Haverhill, Mass., h.  
Gray, Harry (Sunset Cafe) Chicago, nc.

Grier, Jimmy (Biltmore) Los Angeles, h.  
H  
Hagelston, Charles (Post Lodge) Larchmont, N. Y., ro.

Hall, George (Taft) New York, h.  
Halstead, Henry (Park Central) New York, h.

Harris, Little Jackie (White House) Newark, N. J., r.  
Harris, Ted (Paramount) Duluth, Minn., t.

Harris, Phil (Roosevelt) New Orleans, h.  
Hauer, Michael (Seville Tavern) Dayton, O., nc.

Hawkins, Jess (Merry Gardens) Chicago, b.  
Haynes, Frank (Congress) New York, cb.

Heidt, Horace (Drake) Chicago, h.  
Henderson, Felfcher (Roseland) New York, b.

Herbeck, Ray (Miltomah) Portland, Ore., h.  
Herman, Dave (Jack Dempsey's) New York, re.

Hessberger, George (Old Heidelberg) Chicago, c.  
Hill, Harry (Ingleterra) Peoria, Ill., b.

Hill, Teddy (Ubangi) New York, nc.  
Hines, Earl (Grand Terrace) Chicago, c.

Hoff, Carl (French Casino) New York, cb.  
Holst, Ernie (El Morocco) New York, nc.

Hope, Hal (Normandie) New York, nc.  
Hopkins, Claude (Cotton Club) New York, nc.

Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., c.  
Hultberg, Henry (Faust) Rockford, Ill., h.

Huntley, Lloyd (Statler) Buffalo, h.  
Hutton, Glenn (Paradise) New York, cb.

Hutton, Ina Ray (Wisconsin) Milwaukee, t.  
J  
Janis, Freddie (Parody Club) Chicago, nc.

Jarman, Lop (French Casino) St. Louis, nc.  
Jarrett, Art (Oriole Terrace) Detroit, nc.

Jelensnik, Eugene (Hollywood) New York, cb.  
Johnson, Charlie (Small's Paradise) New York, nc.

Johnson, Johnny (Commodore) New York, h.  
Jones, Isham (Lincoln) New York, h.

Jourdan, Bill (Wooden Shoe Club) Chicago, c.  
Joy, Jimmie (Gibson) Cincinnati, h.

Joy, Violet (Raulf) Oshkosh, Wis., h.  
K  
Kane, Allan (Brevoort) Chicago, h.

Kassell, Art (William Penn) Pittsburgh, h.  
Kavell, Al (Blackstone) Chicago, h.

Kay, Herbie (Edgewater Beach) Chicago, h.  
Kaye, Sammy (Cabin Club) Cleveland, nc.

Keller, Jack (Parkway Casino) Bridgeport, Conn., br.  
Keller, Leonard (Bismarck) Chicago, h.

Kemp, Hal (Pennsylvania) New York, h.  
Kerwin, Gene (After the Show Club) Chicago, nc.

King, Henry (Waldorf-Astoria) New York, h.  
King, Wayne (Shubert) Cincinnati, t.

Kirkham, Don (Blackland Inn) Denver, nc.  
Klein, Jules (Statler) Detroit, h.

Korbin, Van (Madison Casino) Chicago, c.  
Knapp, Orville (Baker) Dallas, Tex., h.

Krumin, Costya (Russian Bear) New York, re.  
Kuhn, Lee (Cedar Shore) Sayville, L. I., N. Y., h.

L  
La Marr, Frank (Nut) New York, nc.  
LaPorte, Joe (Lombardy) New York, h.

Lamb, Drexel (Club Lido) Jackson, Mich., nc.  
Landau, Mike (Delmonico's) New York, nc.

Lane, Eddie (Governor Clinton) New York, h.  
LaPorte, Manny (Manna-bar) Ardmore, Pa.

La Salle, Frank (Wivel) New York, nc.  
Leafer, Allan (The Farm) White Plains, N. Y., ro.

LeBrun, Duke (La Salle) South Bend, Ind., h.  
LeRoy, Howard (Shawnee) Springfield, O., h.

Lee, Alan (Edison) New York, h.  
Lehrer, Ivan (885 Club) Chicago, nc.

Leu, Paul (New Windmill) Pittsburgh, nc.  
Levant, Phil (Schroeder) Milwaukee, h.

Lewis, Ted (Ambassador) Los Angeles, h.  
Light, Enoc (McAlpin) New York, h.

Lindeman, Udo (Gloria Palast) New York, cb.  
Lombardo, Guy (Roosevelt) New York, h.

Long, Johnny (Ten Eyck) Albany, N. Y., h.  
Lopez, Vincent (Ambassador) New York, h.

Lyman, Abe (Hollywood) New York, cb.  
Lyon, Bob (Commodore) Vancouver, B. C., Can., cb.

M  
McCarty, Al (Bancroft) Springfield, O., h.  
McNamara, Bill (Frolic Inn) Hollywood, Calif., nc.

McRae, Jerry (Club Forrest) Augusta, Ga., nc.  
Mack, Austin (Harry's N. Y. Cabaret) Chicago, c.

Madriguera, Eric (Morrison) Chicago, h.  
Maggio, Charlie (Pago Pago) San Francisco, nc.

Mann, Milton (Village Barn) New York, nc.  
Mannone, Wingy (Famous Door) New York, nc.

Manuti, Al (Man About Town) New York, re.  
Maples, Nelson (Ye Olde Tavern) Fort Wayne, Ind., nc.

Maro, Art (Eureka Club) Shreveport, La., nc.  
Marsico, Al (Club Mirador) Homestead, Pa., nc.

Martel, Gus (Stork) New York, nc.  
Martell, Paul (Arcadia) New York, b.

Masqueraders (Saenger) Mobile, Ala., t.  
Mayno, Artie (Belmont Grill) Bridgeport, Conn., re.

Meadow, Frank (Barrel of Fun) New York, nc.  
Meeker, Bobby (De Witt Clinton) Albany, N. Y., h.

Meo, Jimmy (Royale-Frolics) Chicago, nc.  
Messner, Dick (Essex House) Newark, N. J., h.

Meyers, Jack (Club New Yorker) New York, nc.  
Milligan, Norvy (Cocoanut Grove) Minneapolis, nc.

Mills, Floyd (Joe's Casino) Wilmington, Del.  
Mills, Henry (New Plaza Club) Pittsburgh, nc.

Mohr, Bob (Deauville Club) Santa Monica, Calif., cc.

Monan, Jack (Green Mill Village) Porterville, Calif., br.

Monroe, Jerry (Circle) New York City, b.  
Morgan, Jack (Hollywood) Tonawanda, N. Y., c.

Mess, Joe (Vanderbilt) New York, h.  
N  
Navara, Leon (Century) Baltimore, t.

Navarre, Ted (Roseland) Brooklyn, N. Y., br.  
Nelson, Ozzie (Lexington) New York, h.

Newman, Ruby (Rainbow Grill) Rockefeller Center, N. Y., nc.  
Niebauer, Eddie (Casino Moderne) Chicago, nc.

Nielson, Paul (Park Avenue) Detroit, h.  
Nitli, Joe (Club Havana) Chicago, nc.

Nolan, Buddy (Meadows) Appleton, Wis., nc.  
Noble, Ray (Rainbow Room) New York, nc.

Norris, Joe (Eastern Star) Detroit, nc.  
Norton, Jack (5100 Club) Chicago, nc.

O  
Olson, Walter (New Jullus) Gardenville, N. Y., re.

Oliver, Florello (Anna Held's) New York, re.  
Olsen, George (College Inn) Chicago, nc.

Osborne, Will (Book-Cadillac) Detroit, h.  
P  
Pablo, Don (Schneider's) Detroit, nc.

Pacelli, Bob (Granada) Chicago, nc.  
Pancho (Sixty Club) New York, nc.

Pasquale, Don (Heart of Chicago) Chicago, nc.  
Peary, Bob (Graemere) Chicago, h.

Perry, Ron (St. Moritz) New York, h.  
Phillips, Bill (Capitol) Marshalltown, Ia., t.

Platt, Earl (Broad Street Grill) Harrisburg, Pa., re.  
Prague, Jean (Deauville) New York, nc.

Prima, Louis (Famous Door) Hollywood, Calif., nc.  
Purvis, Jack (Thru Looking Glass) New York, nc.

R  
Rainbow Ramblers (Plaza) Haverhill, Mass., h.

Ravel, Arthur (Essex House) New York, h.  
Raymond, Richard (Kit Kat) New York, nc.

Redell, Herbie (Casino) Chicago, c.  
Regis, Gene (Sak's) Detroit, c.

Reichman, Joe (Statler) Boston, h.  
Rhythm Girls (Log Cabin Inn) Chicago, c.

Ricardel, Joe (Showboat) New York, nc.  
Ricci, Al (Showboat) South Bend, Ind., nc.

Richards, Barney (Limehouse) Chicago, c.  
Richardson, Florence (Rene) New York, c.

Rines, Joe (Mayfair) Boston, nc.  
Ritoff, Stan (S. S. Zee) Chicago, nc.

Rivet, Joe (Francis) Monroe, La., h.  
Robbins, Ted (Rossmore) Boston, Mass., h.

Rodriguez, Jose (LaRue's) New York, nc.  
Rodrigo, Nano (El Morocco) New York, h.

Romer, Bill (Capitol) Marshalltown, Ia., 17-18; (State) Cedar Rapids, Ia., 19-21, t.  
Rose, Irving (Chase Supper Club) St. Louis, re.

Rosen, Tommy (Wisteria Garden) Atlanta, Ga., c.  
Rosenthal, Harry (LaRue's) New York, re.

Roth, Eddie (Club Alabam) Chicago, nc.  
Rubini, Jan (Palm Island Casino) Palm Island, Fla.

Rutherford, Al (Beaver) York, Pa., h.  
S  
Sales, Lew (Club Minuet) Chicago, nc.

Schneider, Sol (Old Roumanian) New York, re.  
Schreiber, Carl (Oriental Gardens) Chicago, c.

Scoggin, Chic (Jefferson) St. Louis, h.  
Selzer, Irving (Dixie) New York, h.

Setaro, Fred (O'Neal's) Vicksburg, Miss.  
Sherman, Maurice (Washington - Youree) Shreveport, La., h.

Singer, Lou (Three Little Pigs) Hollywood, Calif., nc.

Smith, Joseph C. (Versailles) New York, cb.  
Smyth, Eddie (Club Paramount) Chicago, nc.

Snider



## Theaters Guard Against Using Warner Bros.' Music

**Jefferson, N. Y., has act omit Warner tune—Casa Loma Ork at New York Para watchful—Warner, away from ASCAP, will start soon on licensing theaters**

NEW YORK, Jan. 11.—While the Warner Brothes' group of music publishers has not as yet got around to licensing theaters for the use of its music since it withdrew from the American Society of Composers, Authors and Publishers, the theaters are being watchful on the music used by acts and house orchestras so that there would be no chance of infringement suits. Glen Gray and Casa Loma Orchestra at the local Paramount Theater were compelled to avoid using Warner tunes, and yesterday at the Jefferson here one of the acts was told by the management to take out a Warner tune. The circuits have informed their theater operating groups of this condition and asked that they be watchful even tho it is not expected that Warner would take action inasmuch as it has not had time to get around to the theaters.

In the show that opened yesterday at the Jefferson, a flash act, *Dance Portraits*, was compelled to take out the music for its closing number inasmuch as the manager, Matty Fox, knew that it was a number published by the Warner group. He acted on his own initiative and did not do so because of any direct warning from Warner. At the local Paramount the Casa Loma Orchestra was watchful on its music, avoiding any numbers published by the Warner groups.

The legal departments of RKO, Loew and Paramount are acquainted with this situation, which has in turn been broadcast to the theater operating departments. They are awaiting action by Warner toward licensing theaters for the use of its music, and until that time are being as careful as they possibly can altho they are not going to any extensive means in seeing that this is being carried out. They are of the opinion that Warner will be very lenient with the theaters until such time as they start negotiations.

When Warner was associated with ASCAP the latter organization licensed the theaters. With its split, the theaters are not permitted to use any Warner music. Warner is now devoting all of its attention to other fields, mainly broadcasting stations. It is not known when the firm will get around to negotiating with the theaters.

Music Publishers' Holding Corporation is the publishing group of Warner Brothers, and the music publishers in this group include Harms, Inc.; New World Music, Remick, T. B. Harms and M. Witmark & Sons.

### Diamond Off to Florida

CHICAGO, Jan. 11.—Billy Diamond, head of the agency bearing his name here, and Mrs. Diamond left for Florida today to be gone three weeks. First stop is Sarasota and they will then travel around the State. The State-Lake here, the most important house on Diamond's book, is booked solid until February 29.

### RKO Buys "Sketch Book"

NEW YORK, Jan. 11.—RKO bought Earl Carroll's *Sketch Book* this week for a couple of weeks, the show being set for Boston this Thursday and Cleveland the following week. Ken Murray, who played on Broadway with the show, will headline the unit, RKO paying a little more than 10 grand, plus a split figure on the week. Simon Agency sold the unit.

### Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

### "Red" Hodgson Playing Balaban & Katz Houses

CHICAGO, Jan. 11.—"Red" Hodgson, originator and creator of the current song sensation, *Music Goes Round and Round*, who has skyrocketed from an obscure trumpet player in a local orchestra to fame thru his writing of the biggest musical hit in years, has been booked for five weeks of personal appearances by Balaban & Katz. He opened at the Chicago Theater yesterday for two weeks and then plays the Marbro, Southtown and Uptown theaters. Weekly stipend is said to be around a grand a week.

### Salkin Booking St. L. House

CHICAGO, Jan. 11.—The Missouri Theater, St. Louis, is now being booked by Leo Salkin and Phil Tyrell out of the Sligh & Salkin, Inc., office here following Salkin's visit to New York, where arrangements were made with Fanchon & Marco. House is a full-week stand and uses six acts of vaudeville. Salkin also made an agreement to handle all talent under contract to the Fanchon & Marco office exclusively in the Midwest territory.

### Harris-Alvin's Shows

PITTSBURGH, Jan. 11.—With the return to straight pictures having pointed to some awful box-office grosses at the Harris-Alvin, Managing Director George D. Tyson switched to flesh again on Thursday for a three-day date. He has more stage shows on the way to bolster his weaker screen product. Thursday's bill comprised Everett Marshall, Eddie Garr, Ella Logan, the Five Cabin Kids; Harris, Claire and Shannon, and the Six Danwills.

### Theater Royal, Sheffield

LONDON, Jan. 7.—A fire destroyed the Theater Royal, Sheffield, important indie vaude house, last week. House, the oldest in the city, had run vaude consistently for several years and many American acts had appeared there.

## RKO Sponsors Unit Production To Surround "Name" Bookings

NEW YORK, Jan. 11.—The scarcity of unit attractions and the success of specially built shows surrounding "names" at the RKO Boston Theater, Boston, is prompting RKO to once again more or less fall back to the production of its own shows. First indication of this was seen in the booking of Joe Cook, with RKO arranging to build a show around him. Nate Blumberg, general manager of the circuit's theaters, said this week that more of this will be done on future bookings.

In Boston Charles Koerner, division manager in that territory, has been assembling his own shows and making regular productions out of them, selling his audiences the idea that they are seeing musical shows before Broadway sees them. It was he who asked for production around Cook in a show to be labeled *Topsy-Turvy*. John Hickey was engaged to stage the show.

RKO is managing to land "names" but is adverse to making them a part of a regulation vaude show. They have found

### Richman Burns

NEW YORK, Jan. 11.—Harry Richman on his last show at the State Wednesday night let the audience in on his peeve against Ed Sullivan, News columnist. Latter was at the State the week previous, when Jack Dempsey's \$41,000 record at the house was broken, and Sullivan all week had made mention in his columns of the business his show was doing. Wednesday night, when the Thursday tabs come out, Sullivan's column had the following item: "Harry Richman will do a \$26,000 week at the State." Richman told the audience of that and further made reference to the fact that Sullivan had New Year's Eve to help him out as well as the Marx Bros.' pix, "Night at the Opera." Made other remarks, including the one in which he said there comes a time when the ham comes out in all of us and that he even remembers the time when he was hammy.

### Cleveland Gets Another Vaude House—the Miles

DETROIT, Jan. 11.—The Miles Theater, Cleveland, reopened recently with a six-act vaude policy, booked by Jack Dickstein, operator of the Gus Sun Vaudeville Agency here. The house, originally built by the Miles interests here, has been called the Columbia, Great Lakes and Carter Theater in recent years.

Warren Irons, in partnership with Ed Flannigan and George Young, has taken over the house and renamed it. Opening bill included Merrick and Allen, Clarence Moor; Lobo, Swan, Lucille and Maria; the Cevene Trio, Al Caldin and Margaret, and Eddie Innis as m. c.

### Novarro's Tour Extended

LONDON, Jan. 6.—Following his success on his opening week at the Holborn Empire, Ramon Novarro, film "name," has been booked for the entire GTC and Moss Empire's circuits. Novarro, who is assisted by his sister, Carmen, Spanish dancer, does a 20-minute act and is reported to be drawing a salary of \$4,000 a week.

### Hager Gets RKO Route

NEW YORK, Jan. 11.—Clyde Hager, who has been out on the Coast working in the Eddie Cantor film *Strike Me Pink*, has been given four and a half weeks by RKO. He opened yesterday at the Shubert, Cincinnati, and will follow with Chicago, Cleveland, Albany, Troy and Schenectady.

### Pincus Jumps to Honolulu

LOS ANGELES, Jan. 11.—Bobby Pincus has been booked by Fanchon & Marco here to fill spot in their Honolulu unit caused by the death last Saturday of Eddie Allen en route. Pincus sailed Wednesday to pick up the troupe on island, where it is scheduled for four weeks at King's Theater.

## Para Profits With "Names"

**Three Chicago attractions top splits in one week—office continues spending**

NEW YORK, Jan. 11.—Paramount's extensive use of "name" attractions in its key houses was seen as justifiable when on the week ending this past Thursday night three shows playing Chicago went over the split figures set by the theaters. This is believed to have been the first time when any one particular town recorded such grosses. As a result Paramount is continuing on with its spending spree in buying stage shows, the local office buying attractions way into February. The office is giving "names" as high as nine weeks.

The three attractions that topped their split figures in Chicago were the Burns and Allen unit at the Chicago Theater, a Major Bowes amateur show at the Oriental, and the Olsen and Johnson unit at the Marbro. All three had good film product, the Chicago playing *Whipsaw*, the Oriental, *This Is Life*, and the Marbro, *Hands Across the Table*. On the week previous Burns and Allen went over their split figure in Minneapolis by grossing \$31,000.

Major Bowes amateur units have been given eight additional weeks by the circuit, four around Chicago and four in the Northwest. Two Chicago houses, the Uptown and Marbro, ordinarily three-day stands, go into full weeks occasionally with attractions. Uptown goes full week February 14 with the Olsen and Johnson show and the Marbro does it January 31 with the Jackie Coogan-Betty Grable unit. Latter show goes into the Oriental February 7.

Ricardo Cortez is another "name" booking by the circuit, and he is due to open February 14 at the Metropolitan, Boston, following with Detroit and Chicago. Fred Waring's Pennsylvanians have been given seven weeks, opening January 24 in Minneapolis and including a stopoff at the local Paramount. Paul Lukas is playing a couple of weeks for the circuit, and Ina Ray Hutton and ork have a total of nine weeks from the office. Horace Heidt's band goes into the Chicago, Chicago, February 14; Ben Lyon and Bebe Daniels open a tour January 24 at the Oriental, Chicago; Ted Lewis has a three-week booking, and Hal Kemp and ork will go into the local Paramount following the Casa Loma engagement.

### "Radio City Follies" Starts Midwest Tour

NEW YORK, Jan. 11.—Alex Gerber's *Radio City Follies* has been booked for a string of Midwestern dates, the first Eastern-produced unit to be so honored. It is scheduled to open at the end of this month in Indianapolis and follow with Nashville, Louisville, Milwaukee and the State-Lake, Chicago, the dates being arranged by Ferd Simon.

Unit's cast comprises the Roxy Ensemble, Sully and Thomas; Hayes, Haig and Howe; Ruskin and Norman, Bernice and Judy, Nicholas and a line of 16 girls.

### Shainin Joins Simon

NEW YORK, Jan. 11.—Ben Shainin joined the Simon Agency this week as associate agent. He left Edward S. Keller, his brother-in-law, to join Simon.

### A New Trick

NEW YORK, Jan. 11.—They're telling this story about Wences, novelty performer, who had an unusual experience recently while playing a one-day stand in Philly. During his finishing plate-spinning trick on the first show he noticed that the plate got heavier and he heard squeaky sounds. He kept on with the trick and suddenly a rat jumped from the plate and ran off stage. After his next two shows the manager came backstage and asked Wences why he took the rat out of the act.



## Newark House Slow On Brendel Payoff

NEW YORK, Jan. 11.—Up until early this afternoon the Mosque Theater, Newark, had not paid off El Brendel his \$1,500 salary for his services last week. John L. McCurdy and Henry Chesterfield, managing the house, had asked for time to make good until yesterday, after the William Morris Agency, which had booked Brendel, had pressed for payment.

Brendel is understood to have booked direct and not thru the F. & M. Stage-shows, booking the house. The F. & M. acts at the house last week were paid off.

Morris Agency is contacting Chesterfield for Brendel's salary and also turned the matter over to the American Federation of Actors, with Executive Secretary Ralph Whitehead also attempting to bring about payment of Brendel's salary.

## Northern Africa Using Acts

PARIS, Jan. 11.—Several of the larger cities of Northern Africa are becoming good spots for vaude and revues, mostly booked from here. At Algiers the Opera Municipal is presenting the *Saltimbanques* with two good vaude numbers, the Tymga Trio of adagio dancers and the Harris Duo, equilibrists, interpolated. The Sidell Sisters, American dancers, are with a revue at the Majestic, and the Hammerschmidts, aerial, and Prince Bubu, trained chimpanzee, head a big bill of vaude at the Casino Municipal.

## Lyon-Daniels Combo Routed

NEW YORK, Jan. 11.—Ben Lyon and Bebe Daniels, film couple, have lined up a string of vaude weeks thru Sam Weisbord, of the William Morris Agency. They will open Friday at the Stanley, Pittsburgh, and will follow with the Oriental, Chicago, January 24; Earle, Philadelphia, February 7; Earle, Washington, February 14; Fox, Detroit, February 28; Shubert, Cincinnati, March 6, and the Palace, Cleveland, March 13.

## Saltzman Joins Paris Agency

PARIS, Jan. 11.—Harry Saltzman, formerly with the M. S. Bentham Agency in New York, has joined the staff of the Rottembourg & Golden Agency here. He will look after the booking of American acts.

## Schilling Case Postponed Again

NEW YORK, Jan. 11.—Bill Schilling's licensing case, wherein the License Department has been trying to license him under the employment agency law, has been postponed again. It was slated to come up in Special Sessions Thursday, but was put off until January 30.

## Frisco Warfield Drops Shows

SAN FRANCISCO, Jan. 11.—The Warfield Theater here has dropped its stage shows and switched over to a straight picture policy. This house going all-film leaves but a few Fox affiliated and controlled theaters in this territory with stage shows.

## Loew Books Kazanova

NEW YORK, Jan. 11.—Kazanova, Roumanian violinist, who closed recently at the French Casino with her 16-piece male gypsy orchestra, has been picked up for vaude dates. She and the ork will open for Loew this Friday in Washington, D. C., and follow with Baltimore.

## Olsen-Johnson's Dates

NEW YORK, Jan. 11.—The Olsen and Johnson unit has been booked for a string of Midwestern dates. The show will play St. Paul and Sioux City week of January 24; Des Moines and Cedar Rapids, week of January 31, and Davenport, February 7 thru 10.

## Silver Treks Eastward

CHICAGO, Jan. 11.—Morris S. Silver, general manager of the William Morris office here, left this week for New York to confer with officials of the Eastern office. He is expected back in a week or 10 days.

## Detroit Staff Changes

DETROIT, Jan. 11.—With the taking over of the Rosedale and Regent theaters January 1, the United Detroit Theaters, local Publix operating unit, shifted managers and assistants at half a dozen houses. J. I. M. Schwartz, former assistant at the Fisher, becomes manager of the Regent, with Vincent Sullivan, also from the Fisher, his assistant. B. A. Morthorst, former manager of the Rosedale for the Klatt Circuit, becomes assistant at the Fisher. Vernelle W. Ward, ex-assistant at the Annex, becomes manager of the Rosedale, and Claude Deerdorf, former Klatt manager of the Regent, takes his job at the Annex. Robert Salter has been appointed assistant at the new Alger Theater, replacing Clyde Whitley.

## Sherman's New One-Dayers

PHILADELPHIA, Jan. 11.—Eddie Sherman, local booker, has landed two new houses for his books. The Grand Theater here opened last week as a four-act Friday stand. The Broadway Theater, Camden, opens tomorrow as a four-act Sunday stand.

## RKO Drops Palace Annex After 18-Year Tenancy

NEW YORK, Jan. 11.—RKO's lease on the Palace Theater Building Annex, which it held for about 18 years, expires the end of April, with the circuit not renewing. The circuit had the lease from the fourth floor up, and with the expiration of the lease most of the RKO tenants are moving into the Palace Building.

Among those moving into the Palace Building are Billy Jackson, Percy Oakes, Gus Hill, Harry Carlin, Metropolitan Photos and Emery & Pearce.

## Town's First Show in 5 Years

MOLINE, Ill., Jan. 11.—After five years without vaude the Le Claire Theater here returned to stage shows, playing Wilbur Cushman units. *The Comedy Stars of Hollywood* was the opening presentation, including the acts of Jack Tracy and his Hollywood Boulevardiers, Brown and Lavelle, Clifford Wayne Indians; Jerry, Jack and Jean, and Clarence and Delores.

## NEW ACTS

### Ray, Prince and Clark

Reviewed at the Grand Opera House, New York. Style—Comedy singing and dancing. Setting—In one. Time—Fifteen minutes.

Three men, dressed in evening clothes. Act opens with hoke comedy followed by comic songs delivered in limerick fashion with one of the boys doubling at the piano. Routines thruout are interspersed with light comedy, mugging, etc. Hit number is a fan dance burlesque which is carried thru with plenty of humor. Also socked with *The Music Goes Round*, first vocally, and then hoofing. Audience gave them riotous applause lasting well into the next act.

This turn should be able to travel in good company. Altho it scored heavily here, more hoofing would improve the act by speeding it up. P. A.

### Elton Rich Revue

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage. Time—Eight minutes.

Five people—three men and two girls. Start with a specialty *Top Hat* number by two men and a girl, followed by the second girl in an acrobatic specialty. Latter turn is strong on high kicking

and somersaults. Punch number of the act is a burlesque version of a ballroom dance done by the first two men and girl. Starting off in serious fashion they work to laughable extremes, including falls and hoke.

A good novelty eccentric dance by one of the men precedes the finale. Audience gave them a good sendoff. P. A.

### Billy Ames

Reviewed at the Grand Opera House, New York. Style—Impersonations. Setting—In one. Time—Seven minutes.

Billy Ames starts his turn with a take-off on a radio news commentator, and follows up with impersonations of Father Coughlin, Roy Atwell, President Roosevelt, Al Smith and Jimmy Durante. Wasting no time, he is adept at both comedy and serious material. Audience liked best his versions of Atwell, Roosevelt and Durante. The comic effect of the last was considerably heightened by the use of a false nose and some songs made famous by Schnozzola.

The audience appreciated Ames immensely, calling him out for an encore. Obligated with a version of Groucho Marx. P. A.

## VAUDEVILLE NOTES

SAMMY COHEN is due back in New York this week from the Coast, where he completed retakes on the Fox pix, *The Roughneck*, in which he has second lead. . . . Stan Kavanagh, at the Fox, Detroit, has been summoned by the Shuberts to jump into the *Follies* this Saturday in Philadelphia. . . . Charlotte Lambertson, recently at the Roxy, New York, will open at the Hollywood Restaurant, New York, Sunday, agented by Harry Flamm, of F. & M. Agency. . . . Paul Draper came into New York this week from the Coast after finishing his Warner pix, *Colleen*. . . . Warner still holds an option on his services. . . . Lela Moore is making a terrific jump January 23, hopping by plane from Pittsburgh to Minneapolis for Publix. . . . Five Jansleys have been booked for the Joe Cook unit, opening for RKO January 24 in Providence.

BURNS AND ALLEN were in line to take their unit into the Paramount, New York, January 24 for a two-week run with the *Collegiate* pix, but the deal didn't go thru. . . . Sally Rand, in the South, added Dora Maughan, Bobby Simon (her pianist) and White and Lee to her two-hour show. . . . Alice Miller, tapper, formerly with Benny Davis, is being tested by Warner. . . . Mizzy and Taylor, songwriters, handled by Harry Flamm, of F. & M., are writing the music and lyrics for Joe Cook's unit. . . . Gus Arnheim and ork have been picked up for another three weeks of RKO Time. . . . Ferd Simon and Bill Howard left on another trip to the Midwest Thursday afternoon. . . . Frank Fay's RKO date in Boston has been postponed until Feb-

ruary 28, when he'll share top billing with Lupe Velez, in view of his landing an air contract from Rudy Vallee.

SAM ROBERTS, Chicago agent, was in New York last week trying to line up acts for Midwestern representation. . . . Ella Logan landed a couple of RKO weeks, Chicago, January 31, and Cleveland, February 7. . . . Perry Twins opened New Year's Eve at the Hollywood Beach Hotel in Florida for a two-week stretch. . . . Four Orttons will sail Wednesday on the Washington for Europe, where they'll play the Scala, Berlin, the month of February. . . . They are booked abroad until June 1 with only two weeks open. . . . Myron Orton has fully recovered from his accident. . . . World's Fair *Oddities on Parade*, managed by Max Kassow, played the Gayety, Buffalo, last week after three days at the Bronx Opera House, New York. . . . Five other acts were on the bill. . . . Alta Dawn and her Musicoeds have joined Fostaire's *Top Hat Revue*, now touring the South. . . . The co-eds include Hazel Pearson, Billy Darst, Vera Allen, Natalie Matthews, Muriel Stublely and Imogene Hadfield.

ROY ROGERS, Jack LaVire and Company, and Ross Wyse Jr. and Company sailing for Australia and Tivoli Circuit. . . . Acts, booked by Sam Kramer of the Bert Levey office, Los Angeles, open in Melbourne January 28. . . . Sam Kramer, American representative for the Tivoli chain, getting ready to entertain George E. Dickinson, co-director of the circuit, on his 10-day stopover the 25th in Los Angeles before sailing for home. . . .

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Three Stooges, Three Raglo Rogues, Elmore and Sims, Yogi Yorgensen, Lampino's magic act, *Ramsdell Revue* and Dave Bonnersar's Arabian Ork played the Los Angeles Shrine's last program for present Potentate January 6. . . . Booked by Ray McCray office. . . . Raynor Lehr and colored stooze signed by Paul Savoy at Al Wager's Los Angeles office for Capitol Theater, Portland, and Rex Theater, Seattle. . . . Paul Savoy in Los Angeles, now supplying acts for Seattle, Portland, Salt Lake City, Denver and Kansas City.

S. MARKE, formerly with Moe Glanz's booking agency in Pittsburgh for over eight years, is now in charge of the theatrical department of the National Theatrical Exchange in that city. . . . Joe Hiller is also associated with that office.

HOWARD WESLEE REVUE is the new name and new act of the former Howard, Sydelle and Bernice.

TRI-STATE Theaters have booked a Major Bowes unit into the Rialto, Newton, Ia., January 25 and 26, with the same show going into the Paramount, Waterloo, January 29 and 30.



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### Loew's State, New York

(Reviewed Friday Evening, January 10)

What, no Jessel, Richman or a Sullivan this week? It's two for one this week, the headliners being Emile Boreo and Blanche Calloway and her ork. Shapes up into a swell five-acter, running an hour and 17 minutes, altho Boreo is on entirely too long in staying an even 20 minutes. He show-stopped, it's true, but he could have gotten off earlier. Show plays opposite the Miriam Hopkins film, *Splendor*, and business was just okeh at this supper-show catching. Seems funny not to see standees as has been the case the last couple of weeks.

The Great Yacopis open and they're as fine an opening act as you could want. Seven fellows and a femme provide a nice flash with their Spanish getups and then they provide thrills with their outstandingly expert teeter-board stunting. That four-high bit and that twin catch are tops in this splendid act.

Eddie Rio and Brothers follow to catch on with the audience. One of those youthful acts affording sufficient laughs and fitting the spot capably. Eddie still doing his bath and dance bits and all still doing the clever eccentric dancing. Added a horse bit, which could be made a whole lot funnier.

Three X Sisters, looking very well in their white gowns and amid nice lighting, go thru their harmony singing in nice style, decorating the songs in addition with novelty. That "amateur parade" special is good, affording the girls an opportunity to get in some impersonations. They fared very well also.

Emile Boreo, after French Casinoling for a long time, shows he missed a stage by overworking, staying on 20 minutes. He does his wooden soldier, *Marseilles*, and countless other bits. Still works as hard as any performer could work and his unusual entertainment landed very well here. They mitted him extra heavy and he enored aplenty, finishing with a novelty on *Music Goes 'Round and Around*.

Blanche Calloway and her orchestra are in the closing position, a grand turn for that spot. With 13 colored males as her musical group and three specialties, Miss Calloway has a pip of a musical act. They're hot and how, with Blanche a most rhythmic and hotcha leader. She sings galore and good, moves about plenty hot and often, and has the act paced well. The boys are corking instrumentalists, going to town plenty with the hotcha tunes. Specialties are turned in by Rhythm Wille, who certainly can handle a harmonica; Herbie Jeffries, who is an ace crooner, and Derby Wilson, who struts his stuff beautifully in tap dancing.

SIDNEY HARRIS.

### State-Lake, Chicago

(Reviewed Saturday Afternoon, Jan. 11)  
(First Show)

("ED LOWRY'S BRÉVITIÉS" UNIT)

Originally known as *Ben Blue's Brevities* but almost completely changed since it made its first appearance in the East, this unit stacks up as one of the most entertaining and satisfying ones to come this way. No small credit for its success is due to the performance given by Ed Lowry, who several years ago was a big favorite emcee here, with his swell sense of comedy values and his infectious personality. The State-Lake Sweethearts were blended in with the show here.

The State-Lake Sweethearts opened before the traveler and did a nifty tap routine to *Pomp and Circumstance*. The unit proper opened amidst a throne room scene, with special songs and lyrics, in musical comedy style. Joyce Brothers and Sylvia Dean followed with

a dance routine that had acrobatic and Russian steps. Lowry then did a very funny telephone bit that had the audience in the aisles.

Rita Royce and the Reese Brothers were next with a sly bit of kidding. While doing a ballroom waltz the dancers spoke aloud what they were thinking of their partners and some funny patter was the result. The Reese Brothers followed with a neat tap routine to *Shine* and took a good hand. Lillian Dawson sang *I've Got a Feeling You're Fooling* and *A Little Bit Independent* and acted as foil for some delicious comedy scenes with Lowry, the movie rehearsal getting plenty of laughs.

Helen Compton and her Girl Band (11) played a selection, and the Joyce Brothers and Dean returned for some more sock dancing. Rita Royce did a fine toe tap and the Compton band did a medley of Western songs, with a radium effect, and received a big hand.

Elaine Arden convulsed the payees with her Greek dialect monolog in the next spot and did a short dance to *The Music Goes 'Round and Around* with Lowry. Drew heavy applause. Lowry sang *Singing a Vagabond Song* and then got the whole company together for a musical cocktail finale.

F. LANGDON MORGAN.

### Shubert, Cincinnati

(Reviewed Friday Night, January 10)

The Shubert this week sports one of its highest-priced shows of the season, and, incidentally, one of the best from an entertainment standpoint. Highlighted is Wayne King and his orchestra, now making their first vaudeville tour, and the Waltz King's own turn is preceded by a trio of corking acts—the Six DeKardos, Clyde Hager and Arren and Broderick—all of which breezed thru in grand style before a full house at the late show tonight. Built along conventional vaude lines, the layout makes for bang-up stage fare and, judging from the applause at this look-in, the Shubert patrons marched home highly satisfied.

The Six DeKardos, three males and three fems, started the proceedings in fine fashion with a sensational bit of barrel-jumping, teeter-board work and acrobatics. Their turn is speedily paced and they uncork a line of difficult teeter-board stunts, different from the usual, that bring gasps from the customers. A sensational closer brought them a strong hand and they took numerous bows.

Clyde Hager is back with his same old pitchman act and apparently it has lost nothing of its laugh-getting potentialities. His pitchman lingo and mannerisms are perfectly executed and his pitches on the Idaho potato peeler, the African aromatic, acrobatic itching cream (wherein he lathers the stooge from head to foot), his *Book of Experience* and sundry items brought gales of laughter. This mob would have held still for him indefinitely. He trotted off to a fine hand-spanking.

Johnny Broderick and Charlotte Arren wowed 'em to a show-stop with their gem of a comedy vehicle, *Opera in the Ruff*. From their surprise opening, wherein Miss Arren skates off the stage, thumbing her nose to the audience, after singing *Last Rose of Summer* in legitimate vein, until the final bow the turn is a laugh panic. Her comedy work in her rendition of *Egyptian Ella* and her burlesque of the opera prima donna stamp her as a comedienne of the first water. Broderick, at the piano, gives her grand support and scores handily with a solo on a novelty arrangement of *The World is Waiting for the Sunrise*. Took numerous bows and Miss Arren was finally forced to beg off with a neat little curtainer.

An ovation greeted Wayne King and

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his 13 band boys as they rolled forward on the traveling platform. It isn't often that a stage band can give 'em nine slow and sweet tunes in a row without interruption, but Wayne King does it and makes 'em like it. And judging from the hand tendered each offering, this crowd liked it immensely. King himself solos on the saxophone on several of the ditties and various orchestral combinations are highlighted on several of the other tunes. The band does not tote a tooter. King is a newcomer to the vaude field, but he radiates personality and already has developed a personal style of conducting. The boys' attire and smart lighting effects add much to the act. King and his boys took another grand hand at the finish.

BILL SACHS.

**Radio City Music Hall, N. Y.**  
(Reviewed Thursday Afternoon, Jan. 9)  
(First Show)

The Music Hall stage show this week is a wishy-washy, punchless affair—in other words, a Music Hall stage show. It's short and seems pretty perfunctory—something to "be gone thru as quickly and as quietly as possible. What with some Music Hall shows in the distant past, however, that may be almost a blessing.

The overture this week takes in selections from *La Bohème*, with Erno Rapee swinging the baton and Viola Philo and Jan Peerce singing. It's okeh if you like your opera that way. Then follows a thing called *Jamboree*, billed as "a musical melange in four scenes," with Leon Leonidoff producing, settings by Bruno Maine and costumes designed by M. Montedoro and executed by H. Rogge. It has one sock in midsection, the Carr Brothers, an ace opening act.

First scene, labeled *The Wax Flowers*, is danced by the ballet corps in lovely white costumes, while the big stage is rigged out to represent a mantelpiece, with proscenium-high candles at the sides. Notwithstanding that, however, the dance, directed by Florence Rogge, is really lovely. Two youngsters, Betty Bannister and Marie Grimaldi, do the featured work excellently—tho the effect as a whole is spoiled by tacking on a fast-tempo bit after the dance proper has really ended.

Second section is called *The Muscle and Brawn Club* and features old-time melodies beautifully sung by the Music Hall Glee Club under Vin Lindhe's direction. The boys are in 1890 costumes and the attempts at humor are pretty sad. But it's here that the Carr Brothers are introduced and crash over beautifully with their amusing comedy acrobatics, followed by sensational sock straight acro. It's an outstanding turn and rated all the heavy applause it drew.

Third section is a brief interlude featuring some sort of 1840 dive set, wherein Murray Golden pumps the accordion while Hilda Eckler and Jerome Andrews

do an immensely effective eccentric dance affair. Or maybe it's Andrews who plays the accordion and Golden who dances. This moves (via the turntable) directly into the fourth scene, an 1840 street, with the Music Hall Rockettes cakewalking to a fare-thee-well in their usual sensational style. And that ends that.

Picture is Katharine Hepburn in *Sylvia Scarlett* (Radio), and the house was fair the first show opening day.

EUGENE BURR.

**Roxy, New York**

(Reviewed Friday Evening, January 10)

A short, breezy and thoroly enjoyable stage show this week, headed by Marty May, the genial fiddling comic who has always been one of this reporter's favorites. Mr. May's lackadaisical, ad libbing style is good for its usual number of guffaws, and he is aided by Carol Dee, who foils and sings for him, and Larry Raymond, who whistles the *Poet and Peasant* overture. Whistling *Poet and Peasant* may seem no great shakes as entertainment—if you haven't heard Mr. Raymond do it. If you have heard him you'll realized that he rates the near show-stop that he drew at the performance caught.

Bill is opened by the Three Walkmirs, with their sensational pole act, an outstanding novelty number. They drew down, and deservedly, enough applause to satisfy a headliner. Johnny Lee and the Three Lees add laughs with their nut comedy and knockabout stuff, finishing handily with some outstanding hocking. Chiquita, a lass with a high, sweet voice that she handles excellently, delivers a lovely rendition of a Spanish number and then does fine vocal accompaniment for the mid-section production.

The week's amateur winner is Peter Mesrobian, a fiddler, who does a real job on *When a Gypsy Makes His Violin Cry*. It's his own arrangement, and both the arrangement and the rendition are plenty good.

The Gae Foster Girls open with a cute but brief bit that serves to introduce the Walkmirs and, in the center spot, come thru with a lovely production number. They end with their marathon tap routine, which never fails to bring plenty of applause from the customers.

Picture is Karloff and Lugosi in *The Invisible Ray* (Universal), and house was fair the supper show opening day.

EUGENE BURR.

**Chicago, Chicago**

(Reviewed Friday Afternoon, January 10)

With Veloz and Yolanda heading the current bill and the timely booking of "the man of the hour," Red Hodgson, originator and composer of the new national anthem, *The Music Goes 'Round and Around*, as an added attraction, it looks as tho they'll need the police reserves to keep the waiting people in line this week. Before the stage show Jesse Crawford, featured organist, contributed one of his usual interesting organ novelties entitled *Cavalcade of the Dance* and got a nice response from the audience.

The Veloz and Yolanda Orchestra, under the direction of Shep Fields, played *Little Bit Independent*; *Broken Record*, with vocal by Charles Chester, and *You Can Make My Life a Bed of Roses*, featuring Chester and Mack Miller's violin. *Lights Out* was next, with Sid Green singing the chorus and Jerry Sheldon playing his accordion. Fields then introduced Red Hodgson, writer of the greatest song hit in years, and he came on to a grand reception. This young fellow, who has skyrocketed to fame in the short period of three weeks, did comedy business with an orange and then sang his own song, *The Music Goes 'Round and Around*, getting the audience to sing a chorus and leaving a hit.

Francis Abella and his wonder parrot, John Tio, were next. The bird is marvelously trained and took two bows for its many imitations. The Evans Girls did a novelty routine before a silver-mirrored setpiece and drew a nice hand.

Boy Foy, 17-year-old juggling sensation from Europe, accomplished difficult juggling tricks mounted at all times on a unicycle, starting with a small one and closing with a high one. He juggled Indian clubs, spun several plates at the same time, did marvelous ball and stick work and manipulated several hoops. The kid is great and he took a heavy hand. A hit.

Veloz and Yolanda closed. Starting with a beautiful waltz to *Moonlight Madonna*, they followed with the *Cougar Tango* and a humorous little

routine done to *The Music Goes 'Round and Around*. Encored with *The Veolanda* and scored a hit. As dancers they are in a class by themselves. Nothing more can be said.

F. LANGDON MORGAN.

**Earle, Philadelphia**

(Reviewed Friday, January 10)  
(First Show)

The second unit of Major Bowes' amateurs hit the Earle stage this week and registered even better than the previous group. The Simon-pures put on a fast show. While every performer is tied to the mike the show's variety gives it zip.

Arch Hendricks is emcee and gong tapper. The latter gag is used only once and then for a laugh. Every act got a good hand, the audience liking both the talent and the Cinderella romance of amateurs reaching the big time. Cued by the Earle band, playing—guess what?—*The Music Goes 'Round and Around*, Hendricks introduces Bob Ryan in a xylophone number. Latter offered *Xylophone Mania* and encored with *Moonbeams*, using the padded sticks.

Ruth O'Neil next singing *Indian Love Call* and an operatic number. John Jewel followed with his banjo act, introduced with the usual Bowes trick of telling where he came from. Jewel pounded the strings hard in a medley and a selection from *Orpheus and Eurydice*.

Eva Ortega, Spanish-American school teacher, went torchy on a Cuban ditty and *La Cucaracha*. Next came Raymond Kretser with his imitations of barnyard and harbor noises. His act won a big hand on a bill where everyone took at least three bows.

Sol Strausser offered an aria from *Pagliacci* and *Sweet Mystery of Life*.

Billy Finnegan's high-school band exhibited nice arrangements of *Hold That Tiger* and other pop tunes, tho sounding a little heavy on the brass.

Wyoming Jack O'Brien emseed himself with a patter line, then swung into his guitar work and cowboy songs, featuring a Western version of *Isle of Capri*. Another instrumentalist, Arthur Fréchette, tickled the piano skillfully to imitate Gershwin, Ray Noble, Eddie Duchin and Little Jack Little. Act went mildly but Fréchette showed more real talent than many others.

Michael Ballero scored tops with his impersonations of Winchell, Bernie, Penner, Lionel Barrymore, Bing Crosby, Joe E. Brown, Arliss, Beery and the emcee, Hendricks. Mary Perry, hotcha sepia gal, wound up the bill with *Out of a Dream*.

The film is *Dance Band*.

H. MURDOCK.

**Orpheum, Los Angeles**

(Reviewed Wednesday Afternoon, Jan. 8)

Employing the same technical tactics used by almost every radio "name" playing vaude, Joe Venuti's Orchestra at the Orpheum this week after bowing out of the Palomar Ballroom opens the bill from a darkened stage with a pseudo radio announcement that "you are listening to the music of," etc. Lights come on gradually, revealing Venuti fiddling into the mike with ork accompaniment through theme song.

Orchestra in fine shape and even at the first show lured a goodly crowd. Charley Kaley, traveling with the band, is m. c. and does a neat job, wasting no words nor attempting elaborate buildups.

Martha Raye makes her Pacific Coast debut in this show and had the audience with her. Makes her first appearance on stage unannounced, coming out as a quarrelsome drunk to pester and intimidate the genial Kaley. Ducked out, however, all too suddenly but in her return later was awarded a great welcome. Specializing in hi-de-ho music, Miss Raye sang five numbers, including *Kicking the Gong Around* and *Truckin'*. Encored with *Dinah*.

Opening act, following musical introduction of the orchestra, which remains on stage thruout, was Burns, Moriarity and Del, a girl and two boy steppers. Trio soft-shoed to *Freckle Face* and *Tea for Two*, did fine rhythm taps and bowed out at a fast clip by dancing under individual spotlights, accelerating their pace with the music.

Comedy is handled very capably by Kirby and Duval, with the girl (Duval) playing foil. Team has a fast line of questions and answers, new gags and in-

(See ORPHEUM on page 27)

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**Paramount, New York**

(Reviewed Wednesday Evening, Jan. 8)

Glen Gray and Casa Loma Orchestra are on their third week here, the pix *Rose of the Rancho* opening today. Business at this supper-show viewing was tremendous, and it wasn't the film. It's the combination now, with the Casa Loma ork a shade more the drawer. A testimonial for a combination policy. The ork is optioned for three more weeks, with Hal Kemp's ork slated to follow and maybe the Burns and Allen unit. For the new pix the ork has changed its routine. Carolyn Marsh is in place of Deane Janis, and the Mike Riley-Ed Farley Onyx Club boys, famous for their *Music Goes 'Round and Around*, are the extra added attraction.

These "music goes rounders," there are only five of them (and going into it further, there's only one and that's Riley), are grand and it took one song to bring them out. They're naturals for any stage with or without their famous song. They do *Clap Hands and Snap Your Fingers*, another Riley-Farley number, grand also. Of course, they've got to do novelty and swiny tunes. Riley plays the trombone, Farley the trumpet, (See PARAMOUNT, N. Y. on page 31)

**Roxy Theatre, New York**

**3**

**WALKMIRS**

**First Broadway Appearance This Week, Jan. 10**

This unusual, different and great troupe made an outstanding hit with the audience on their initial Broadway appearance here today. So emphatic was their reception that they were recalled at the termination of their daring and sensational performance, stopping the show cold, besides compelled to take extra bows. It was the universal opinion of all those present that they stand alone in their line of work and deservedly so.

The offering, a foreign importation, has plenty engagements ahead, including bookings in various key cities over the big circuits. This will keep them busily occupied until their probable return to the Ringling Bros. and Barnum & Bailey Circus for their second season, starting at Madison Square Garden next spring. They must be seen to be appreciated. The trio is under the capable personal management of Edward Riley.



# Hill To Argue "Hour" Banning

**Appointed by Shumlin and  
ACLU in Boston injunction  
case—will set precedent**

NEW YORK, Jan. 11.—The long-dreaded bugaboo of Boston censorship, usually in the potent but unofficial hands of the current city censor, is coming in for a real battle; thanks to Herman Shumlin's action in contesting the legality of Boston's censor board in banning his production of *The Children's Hour*. More than the single play is at stake, with the decision in this case probably setting a precedent for many others in the future. Shumlin is seeking an injunction restraining the censor board from banning the play, and he is being supported in his fight by the American Civil Liberties Union.

Boston officialdom has long been known for its banning proclivities, with, in many cases, representatives of the clergy meddling directly with city politics in order to obtain the "moral" rulings. First case of great size was the banning of the Theater Guild production of *Strange Interlude*, but there have been plenty since. Among recent sufferers are *Waiting for Lefty* and *Within the Gates*.

Arthur D. Hill, Boston attorney, has been retained jointly by Shumlin and the ACLU to argue the injunction case, which is scheduled to come up before Judge Sweeney, of the Federal District Court, on Monday (13). A postponement is expected, however, inasmuch as the case is one that must be argued before a panel of three judges.

Assisting Hill will be Sidney Grant and Frank A. Reed, of the Boston Civil Liberties committee, and Shumlin's lawyer, Wolfgang S. Schwabacher.

Roger Baldwin, director of the ACLU, said this week: "The issue in this case is clear: are honest producers, playwrights and actors to be denied by prior censorship the right to present their creative works in Boston? Are the citizens of Boston to be deprived by prior censorship of their right to see the plays that have been hailed by competent critics as significant works of art?"

"Now in the case of *The Children's Hour* we shall have a test of the legality of Boston's censorship. We congratulate Mr. Herman Shumlin, director and producer of this play, for his courage in being willing to fight in the courts against the gag on the Boston theater.

"It has been the experience of the American Civil Liberties Union and its unit, the National Council on Freedom From Censorship, that the moral, political and religious prejudices of official censors often lag far behind the conventions of the community at large. The only fair way to protect free expression in the theater is to give every production a hearing. If there are objections then the district attorney may proceed under the obscenity statute, and a jury, the best judge of current morality, will pass on the play."

In addition to the injunction case there are damage suits adding up to \$300,000 for alleged libel against Mayor Frederick W. Mansfield and City Censor Herbert L. McNary.

## American Academy Students Offer "The Shining Hour"

NEW YORK, Jan. 11.—As the second item in their current series of matinees, the senior students of the American Academy of Dramatic Arts presented Keith Winter's *The Shining Hour* at the Empire Theater yesterday afternoon. The general standard of performance wasn't up to that set in the lead-off piece the previous week—but then *The Shining Hour* offers many difficulties for the youngsters. Not the least of these is the very English background; saddling an American stage tyro with a very British part comes almost under the heading of sadism.

In general the six youngsters involved tended toward monotones both in delivery and in interpretation. This may have been the fault of the play's dialog and also of the direction. The performances were really as good as anyone

would have a right to expect from a student group.

Dorian Tankersley was the Mariella. She lacked, of course, the necessary maturity, but she showed a sure grasp upon the emotional fundamentals and turned in a tidy job. Younger and far more emotionally affected than most Mariellas, she offered a different yet effective interpretation. Not quite so fortunate was Alva Brixley as David. Doing nice work in the quieter moments, he went somewhat haywire in the more emotional sections—but then so did Raymond Massey in the professional presentation. And Brixley's comparatively quiet work in the last act's scenery-chewing nerves scene stands solidly to his credit.

Ellen Prescott, a charming lass, made a rather obvious Judy, and Mona Segal failed to round out Hannah. Hannah, however, is really the most difficult part in the play. Marc Garber did his best with Henry.

Best of the group was John Most in the small part of Mickey. Young Mr. Most has assurance, stage presence and talent. Yesterday he displayed a firm grip upon the part and without exaggeration turned in a better performance than did Derek Williams, who played it in the original.

Patricia Howell, Helene Fortescue, Therese McIntyre, Lawrence Forsythe and Guy Kingsley appeared in a scene from Shaw's *Arms and the Man*, which was used as a curtain raiser.

EUGENE BURR.

## Julian Eltinge's Coast Try

LOS ANGELES, Jan. 11.—Julian Eltinge, famous female impersonator, entrains here next week with his little-theater troupe for San Francisco, where they will present professionally a new play by William Clifford, *Children of the Rich*. Plans to revamp opus up north and take it on to New York for an early opening.

Eltinge, who has made his home in Southern California since 1917, is trying to get rid of his real estate and other holdings here because of disastrous taxation and move to New York.

## BROADWAY RUNS

Performances to January 11, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	58
Children's Hour, The (Elliott)	Nov. 20	488
Dead End (Belasco)	Oct. 28	90
First Lady (Music Box)	Nov. 26	58
Ghosts (Morosco)	Dec. 12	36
Hell Freezes Over (Ritz)	Dec. 28	17
Let Freedom Ring (second engage.) (Civic rep)	Dec. 17	31
Libel (Miller)	Dec. 20	27
Mid-West (Booth)	Jan. 7	7
Mulatto (Vanderbilt)	Oct. 24	93
Night of January 16, The (Ambassador)	Sept. 18	136
O Evening Star (Empire)	Jan. 8	6
One Good Year (Fulton)	Nov. 27	54
Paradise Lost (Longacre)	Dec. 9	40
Parnell (Barrimore)	Nov. 11	74
Pride and Prejudice (Plymouth)	Nov. 5	81
Taming of the Shrew, The (Guild)	Sept. 30	120
Tapestry in Gray (Shubert)	Dec. 27	19
Three Men on a Horse (Playhouse)	Jan. 30	409
Tobacco Road (Forrest)	Dec. 4	914
Victoria Regina (Broadhurst)	Dec. 26	21
Winterset (Beck)	Sept. 25	123

Musical Comedy	Opened	Perf.
At Home Abroad (Winter Garden)	Sept. 19	134
Jubilee (Imperial)	Oct. 12	104
Jumbo (Hippodrome)	Nov. 18	97
May Wine (St. James)	Dec. 5	44
Forgy and Bess (Alvin)	Oct. 10	108
Scandals (New Amsterdam)	Dec. 25	22

## OUT-OF-TOWN OPENINGS

### "I Want a Policeman"

(Philadelphia)

Authors, Rufus King and Milton Lazarus. Producers, Francis Curtis and Richard Myers. Director, Anton Bundmann. Designer, Cleon Throckmorton. Opening date December 26, at the Broad. Remains until January 11.

Cast: Judith Wood, Estelle Winwood, Weldon Heyburn, Harold Moffat, Eric Wollencott, Norman Hammond, Con MacSunday, Clyde Franklin, Robert Bartron, Clinton Sundberg, Wendy Atkin, Larry Bolton, Barry Sullivan, Frederick Graham.

Disagreeable Eric Davidson, suspicious of his wife, dies at midnight at his Long

# FROM OUT FRONT

By Eugene Burr

Film press agents sometimes do strange things. It is all right when they send out hot releases bringing to a panting world the news that William Powell has been acclaimed as the smartest hat-wearer in Hollywood; if such tidbits are considered choice fare for the vast picture-going public, that is the business of the public and the press agents; it is certain none of this column's.

But when the film adjective-tossers trespass upon a corner of the legitimate theater field their activities come within this war-tossed province. And in that category is a press release sent out by the MGM soft-soap boys last week to unsuspecting film editors thruout the country. It is headed, "MGM Signs Ladislaus Fodor, Noted European Writer."

The first paragraph of the release is somewhat startling to a dramatic editor who has been forced to sit before several of Herr Fodor's plays. It is: "Metro-Goldwyn-Mayer announces a contract with Ladislaus Fodor, perhaps best known and most successful of all European authors and playwrights." That, my frans, is a statement!

It may be that George Bernard Shaw cannot be considered European, since he is a subject of Britain's island domain. But a gentleman named Ferenc Molnar dwells in Europe, as do gentlemen called Sascha Guitry and Franz Werfel, along with several others whose names are probably almost as well known as Herr Fodor's. And these are only playwrights. There are authors, too, who have also been included in MGM's sweeping statement. Perhaps you can name a couple for yourself.

And upon just what does Herr Fodor's pre-eminence rest? Upon his writings, perhaps; but, one suspects, rather upon the fact that he has just signed an MGM contract. Surely those of his plays that have been transplanted to the Broadway stage have hardly spread his fame. There was, of course, *The Church Mouse*, a silly bit of Hungarian sentiment which was carried to near-success by the heroic efforts of Miss Ruth Gordon, and which later served as a means whereby Miss Mary Pickford inflicted her histrionics upon vaudeville audiences. But there was also a tidy little piece called *I Love an Actress*, which convinced Chester Erskin that the stage is an ungrateful mistress, and *The Jewel Robbery*, in which Basil Sydney and Mary Ellis turned out to be a pair of the coyest crime-principals in middle Europe. It is, one fears, a euphemism to say that Herr Fodor's Broadway representatives were undistinguished. But it is upon work of this caliber that the embattled MGM press department rests its claim that Herr Fodor is perhaps best known and most successful of all European authors and playwrights.

A little further on the press boys say that he "is regarded as one of the most valuable contemporary writers." Valuable as what? Valuable to whom? Valuable, perhaps, as a prolific potboiler who can satisfy the European chambermaid and ribbon-clerk trade. Europe having, to this corner's knowledge, no True Confession Magazines or Love Crime Monthlies, it must rely upon its Fodors to supply its vicarious and cheap little thrills.

Still further, the press boys assert that Fodor is considered one of the most prolific writers in the world today. That is probably true. It would be hard to figure out how any man, granting that he cared to do it, could avoid turning out two or three plays such as his each week.

All of which seems to be something of a tempest in an inkpot. But it is really more than that. Film editors thruout the country can hardly be expected to maintain intimate contact with matters of the Broadway stage. They can hardly be expected to know that Herr Fodor has been represented here by two abysmal flops and one weak little valentine that was carried to near-success by the efforts of its leading player. Lacking that information, they must take the MGM press boys at their word.

And the MGM press boys have a word for it. So had the Greeks.

Island home while his wife is in the darkened room. There is a pistol shot, but doctor and undertaker concur in death from apoplexy. The widow, however, gets threatening notes, suggesting that Eric was murdered, and threatening her with violence. The police inspector sends handsome Detective Alfaro and dumb but effective Detective Dennis to the estate, accepting also the aid of John, the deceased's apparently stupid son, and of John Talbot, a young, would-be Philo Vance. Knives are flung thru doorways, secret panels are revealed and the murderer nearly gets his prey before the final curtain.

Mystery melodrama elements are fairly routine and murderer is unmasked long before play ends (rewriting may make him known to the audience all thru the play), but the action is held together by smart dialog which has a lot of sophisticated comedy twists. It is a de luxe thriller in every respect, with a good cast and top-notch settings.

Murdoch.

## "Ziegfeld Follies"

(Boston)

The twice-postponed opening of the Shubert-Billie Burke *Ziegfeld Follies* took place Monday night at the Boston Opera House. It is a star-studded affair, with many of former Ziegfeld luminaries in the lineup. Vital statistics: Twenty-six scenes, staged by John Murray Anderson, lyrics by Ira Gershwin, music by Vernon Duke. Comedy scenes by David Freedman and Moss Hart, directed by Edward Clarke Lilley. Scenery and costumes designed by Vincent Minnelli, modern dances by George Belanchine. Orchestra conducted by John McManus.

The principals include Fannie Brice, Josephine Baker, Bob Hope, Gertrude Niessen, Hugh O'Connell, Harriet Hctor, Eva Arden, Judy Canova, Cherry and June Preisser, John Hoystradt, Nicholas Brothers, Duke McHale, Rodney McLennan, Roger Davis, California Varsity Eight, Jessica Pepper, Isabel Pulsford, Lyn Leslie, Ethel Thorsen, Jane Noxon, Eileen O'Droscoil, Jean King, Mary Alice Moore, Vera Haal, Peggy Quirin, Herman Belmonte, George Church, Roger Davis, Ben Yost, Paul Nelson, Riques Tanzi, William Quentmeyer, Rodney McLennan, Everett West, George Enz and Ula Love.

This is the 24th of the series of shows bearing the Ziegfeld title and the second in the Shubert line. It appears to be the most lavish and costly of the list to date, and the scenery and costumes are especially beautiful. Harriet Hctor, premiere American ballet dancer, excels herself even. There is much fast stepping, and the comedy is topical and of varying value. The general comments here were that the show was expensively staged, beautifully dressed, but lacked finish and proper timing on the opening. They are normal first-night diseases of any *Follies*. Engagement for two weeks.

BEAL.

## "Ethan Frome"

(Philadelphia)

Authors, Owen and Donald Davis (suggested by a dramatization of the Edith Wharton novel by Lowell Barrington); producer, Max Gordon; director, Guthrie McClintic; settings, Jo Mielziner. Beginning January 6 at the Garrick for two weeks.

Cast: Pauline Lord, Ruth Gordon, Raymond Massey, John Winthrop, Oliver Barbor, Tom Ewell, Francis Pierlot, Charles Henderson, W. Dana Hardwick, Sylvia Weld, Marie Falls.

Ethan Frome, poverty-stricken New England farmer, is further oppressed by Zenobia, his ailing hypochondriac wife, who spends much of his money for new medicine and new doctors. Her young relative, Mattie, loses her job in a mill and comes to the farm as unpaid hired girl. Cheerful, naive, friendly, she inspires Ethan to inarticulate romance. Not knowing what to do about it, they decide on a unique suicide by tobogganing into an elm tree. They miss death, and the epilog, 20 years later, finds them broken in body and spirit, cared for by the once-complaining Zenobia.

Grim drama but immensely appealing and smacks of strong hit possibilities. The leading performances, Ruth Gordon as Mattie, Pauline Lord as Zenobia and Massey as Ethan, are superb. Mielziner's New England settings are both picturesque and real, and the production moves rapidly thru McClintic's direction and the smart use of a jackknife stage.

Murdoch.



**THE NEW PLAYS ON BROADWAY**

**EMPIRE**

Beginning Wednesday Evening, January 8, 1936  
**O EVENING STAR!**

A play by Zoe Akins, featuring Jobyna Howland. Staged by Leontine Sagan. Settings designed by Stewart Chaney, built by Vail Scenic Construction Company, and painted by Robert W. Bergman Studios. Presented by Harry Moses.

- An Auctioneer ..... Foster J. Williams
- Ellis Charteris ..... Frank Fenton
- Agnes Jessey ..... Merle Madden
- The Auctioneer's Assistant ..... George Justin
- A Woman ..... Grace Fox
- Amy Bellaire ..... Jobyna Howland
- Ronald Bland ..... Anderson Lawlor
- Richard ..... Biacouren Yoshiwara
- Dr. Wolfram ..... Hans Hansen
- Frau Wolfram ..... Edith Andree
- Alice Whitridge ..... Whitney Bourne
- Mr. Howard ..... Frank Conroy
- Mrs. Hopper ..... Vera Hurst
- Madame Marie ..... Josie Intropidi
- Lillian Bunn ..... Joan Engel
- Dr. Boyd ..... James Todd
- The Studio Gate Keeper ..... Jack Ball
- The Studio Guard ..... Ross Chetwynd
- Miss Leland ..... Mary Howes
- Ben Martin ..... Eddie Albert
- Ed ..... Ezra Stone
- The Assistant Director ..... O. Z. Whitehead
- The Actress Playing "Hannah" ..... Ethel Intropidi
- The Cameraman ..... B. D. Kranz
- The Actor Playing "The Halfbreed" ..... Alexander Micone
- The Professor ..... Edward Jephson
- Mr. Strassberg ..... Edward Emerson
- Walter ..... Regis Joyce
- Edward Sothern Paul ..... John Raby

PEOPLE AT THE AUCTION—Studio Personnel, etc.—Sara Floyd, Myrtle Ross, Quina Bilotti, Carrie Weller, Emily Draper, Virginia Gregori, Annette Robinson, Jenny Mac, Maxine Marlowe, Ada Elliott, George Lambert, Joe Fields, Earl Talbot, Richard Ogden, Larry Williams, Al Fields, Patterson Greene.

PROLOG—Amy Bellaire's House on Riverside Drive, New York, 1917.

ACT I—Agnes Jessy's House in Hollywood, 1931. ACT II—Scene 1: Amy Bellaire's Flat, Hollywood; Five Months Later. Scene 2: Outside the Gate of a Motion Picture Studio; Early the Following Morning. Scene 3: On the Set, the Same Day. ACT III—Scene 1: Amy Bellaire's House on a Hill Overlooking Hollywood; Two and a Half Years Later. Scene 2: A Broadcast From Hollywood on Amy Bellaire's Birthday; Five Months Later. Scene 3: Same as Scene 1; Half an Hour Later.

Advertised curtain time—8:50.  
Curtain rose at showing caught—8:55.

Sentiment is a dangerous thing for dramatists, particularly if it is sentiment that centers around an individual rather than a theme. Miss Zoe Akins braved that danger in writing her *O Evening Star!*, a play which is based roughly upon the later career of Marie Dressler. At least she deserves honor for her courage.

In *O Evening Star!*, however, her theme ran away with her. Instead of writing a play she wrote a eulogy; instead of creating drama she created a sentimental portrait of a woman. There is little or no drama in Miss Akins' play. It is a straightforward narrative—and an appreciation. "Here," she seems to say, "here is this woman; here is what she went thru, here is what she was like, here is the fine, brave spirit of her." But that doesn't make a play.

Miss Akins picks up her heroine, Amy Bellaire, in a prolog which shows the auction of her belongings in 1917, when she was first slipping from her pinnacle of glory. The playwright then shows her pitiful attempts in Hollywood to get a picture chance, her dire straits, her determination to do even extra work. And then, in an hilarious scene which burlesques picture-making, she is shown getting her chance at last. All of this takes two acts; the film-making burlesque is the second scene of the second act.

In the third act Miss Akins' heroine is grievously ill while at the height of her success, but she determines to make another picture in order to bring success to the young writer who is the son of her old "partner," the man she still loves.

This may be the framework of a play but, with sentiment tugging at her heartstrings, Miss Akins has neglected to fill it out with the necessary drama. She is content to state her simple story, and let it go at that. The interest of the public in a great and beloved figure is not the interest that, by itself, can make an effective play.

Her evident love of her subject has washed over Miss Akins in other ways too. It has, for one thing, dulled her writing sense. As can be seen from the synopsis, the play takes almost two acts to get under way—and then, when it does, it has nowhere to go. Also, as played at the Empire (Harry Moses, by

the way, brought it there Wednesday night) it becomes almost a study in fractured moods. Whenever Amy Bellaire steps into the picture Miss Akins is loving and reverent. But Hollywood insanity offers too tempting a target for her, and on frequent occasions she turns upon it in vicious, biting burlesque. That burlesque is often hilariously funny, but it doesn't belong in the same play with the story of Amy Bellaire.

The work of the large cast which Mr. Moses has assembled shows many of the same weaknesses as the play. The performance seemed to be either over-directed or under-rehearsed; actors, turning in good jobs judged individually, failed to click with one another. Pace suffered constantly and many of the frequent tho isolated effects which Miss Akins provided were summarily lost.

Both play and playing simply failed to jello.

Jobyna Howland returns to Broadway as Amy Bellaire. It is an odd performance that Miss Howland turns in in the first act, one which appears as tho she were trying to act thru the direction of Miss Leontine Sagan, the imported director to whom Mr. Moses entrusted the play. But after that Miss Howland settles down to do the job presumably in her own way—and a very good job it is, too.

Frank Conroy gives a biting and thoroughly amusing burlesque of a film director, and Merle Madden is pleasantly effective as the one friend who sticks to Amy even in her darkest days. Many others in the large cast do good work, notably John Raby, a young man making his Broadway debut, who impresses mightily in the last act as the son of Amy's "partner." It is interesting to note that Franchot Tone made his Broadway debut at the same house seven years ago, playing a very similar part. He appeared only in the third act, as the son of the heroine's former lover, in Katharine Cornell's *The Age of Innocence*, and the notices he received started him on his way. It may be heresy, but this reporter prefers Mr. Raby's performance to Mr. Tone's.

Stewart Chaney has devised handsome sets, and Mr. Moses has provided a lavish production. The fault is certainly not his. EUGENE BURR.

**49TH STREET TRULY VALIANT**

Beginning Thursday Evening, January 9, 1936

A play by Irving Stone. Staged by Gustav Blum. Setting by Louis Bromberg. Presented by Gustav Blum, in association with Ernest W. Mandeville.

- Esa Cranby, Ph.D. .... Ian Maclaren
- Martha Cranby ..... Martha Mayo
- Dale Cranby ..... Alan Handley
- Berna Bowen ..... Margot Stevenson

SYNOPSIS: ACT I—Late Afternoon of an August Day. ACT II—The Following April. ACT III—Evening of the Following Day. Scene: The Living Room of Professor Cranby's Home Near a Western University.

According to those unfortunate enough to be present at the premiere, the audience played the title role in Irving Stone's *Truly Valiant*, which Gustav Blum (in association with Ernest W. Mandeville) opened and closed at the 49th Street Theater Thursday night. The audience, according to those who saw the piece (and it probably had to be seen to be believed), played the title role, along with the cast of four embattled Equity members gathered and directed by Mr. Blum for the occasion. As a matter of fact, the actors were probably far more valiant than the customers, for the latter (again according to reports) found relief in hearty guffaws which, literally, laughed the play off the stage. The actors had to stand there and take it, thru no fault of their own except their need for jobs.

Mr. Stone's study in domestic tragedy was laid in the home of a great professor of economics in a Western university. Sharing a like fate was the little girl who tried to work her way thru college by acting as the professor's chambermaid. His economic figures matching her physical one, he seduced her with the aid of a vast knowledge of the New Deal. And then, when she was bearing his child, his collegiate son fell in love with her and his wife overheard all about it.

"Don't you know," asked the professor with dignity when he discovered his spouse, "that eavesdropping is dishonorable?"

Since the lass returned the son's love, it was the aim of the professor and his unwilling wife to get the children married, without sonny boy being told any

of the Facts of Life that were blossoming before his eyes. But the girl told him, and they went off together none the less. They had youth in their favor, said mama. They had, too, a coming child whose stepfather would also be its half-brother.

If it's hard for you to believe that all of that went on upon the 49th Street Theater stage Thursday night, it's similarly hard for your reporter. All he knows is what he reads in the papers. Mr. Blum, as indicated above, closed his show just a couple of hours after he opened it. Your reporter was left holding second-night tickets and the bag. A play like *Truly Valiant* must really have been worth seeing.

Ian Maclaren, Martha Mayo, Alan Handley and Margot Stevenson were the unfortunate players involved, and sincere condolences go out to them.

One more of Mr. Stone's inspired speeches should be recorded for posterity. According to those who claim to have heard it, when the professor was finally detected in sin, he frantically exclaimed: "If this gets out Macmillans won't publish my next book!"

EUGENE BURR.

**BOOTH**

Beginning Tuesday Evening, January 7, 1936

**MID-WEST**

A play by James Hagan. Staged by Melville Burke. Setting by Watson Barratt. Presented by the Messrs. Shubert.

- Beulah Zanhiser ..... Jean Adair
- Hilda Zanhiser ..... Bernadine Hayes
- Tooteboy Zanhiser ..... Van Heflin
- Reverend Carr ..... Frank Wilcox
- C. D. Aker ..... Cliff Hicks
- Jim Meed ..... Edgar Nelson
- Luke Zanhiser ..... Curtis Cooksey
- Fred Zanhiser ..... Don Dillaway
- Bigwash Rowell ..... John Alexander
- Jipinweed Bandy ..... Walter Baldwin
- Roy Meeker ..... David Byrne
- Ed Hendee ..... Eugene Keith
- Doc Tanner ..... Dodson Mitchell
- Lee Bragg ..... Richard Taber

Farmers, Field Hands. The Farm of Luke Zanhiser. A State in the Middle-West.

ACT I—A Mid-Summer Morning. ACT II—One Month Later, Afternoon. ACT III—A Few Hours Later.

Advertised curtain time—8:50.  
Curtain rose at showing caught—8:51.

James Hagan, who achieved the nostalgia spreading championship of the stage a couple of seasons ago with his *One Sunday Afternoon*, looks in on the problems of mid-western farmers in his new play, which used to be called *Drought* and is now called *Mid-West*. Those troubles, as he sees it, are two: communism and drought. He might have called his drama *Red Dust*.

Luke Zanhiser is an upstanding and respected farmer who, in the course of Mr. Hagan's excursion into agriculture, is afflicted with many things. Chief among them, at least in the beginning, is a son who rejoices in the quaint name of Tooteboy, who has been away to college and has imbibed horrid communistic ideas. Quite naturally, the 100 per cent farmers of the old home town decide to lynch him, particularly after he has stirred up a number of the farm-hands to demand higher pay or to walk out. Papa's hands are among his converts.

But Tooteboy is a good lad at heart, being simply the catspaw of a couple of professional agitators (capital A please) from the Coast. Papa speaks to him, saying that he'd be only too glad to give the hands more money, but he hasn't the wherewithal to do it. He tries to put Tooteboy on the right track, but Tooteboy (there's fascination in that name) interrupts spasmodically by bleating, "Paw, I'm an organizer." It's all quite plaintive.

Tooteboy is forced to quit the old homestead, tho he continues with his organizing. There is, however, no rest for poor Luke Zanhiser. When Tooteboy goes the drought comes, and the untended crops wither away. A prize chicken dies, the cattle have to be sent off to receive care from a paternal government, and it's all too sad for words. Just as a promising looking cloud refuses to shed any rain the news arrives that Tooteboy has been strung up. The Zanhisers, paw and maw, take it like the good soldiers they are, and the curtain finds them on their old porch, arm

in arm, watching a sudden rainfall that awakens both the crops and the customers in the first two rows.

Mr. Hagan, undoubtedly, can write. Most of *One Sunday Afternoon* and parts of *Mid-West* show that. But after parts of *Mid-West* are as high-falutin', high-blown and just plain fly-blown as any pretentious poppycock that the stage has seen in recent years. It all gets pretty silly at times, and the silliness is cruelly emphasized by Melville Burke's over-heightened direction.

The Messrs. Shubert, who presented the play at the Booth Theater Tuesday night, have assembled a generally capable cast, but one that falls only too easy prey to Mr. Burke's florid ministrations. Curtis Cooksey, who plays paw, is excellent in his quieter moments, but some of his more expansive spasms leave one reaching instinctively for the stein of beer we have come to associate with similar histrionics. Jean Adair is quietly effective as maw, despite many of the lines that fall to her lot, and Van Heflin is an overwrought Tooteboy. Don Dillaway plays a good son nicely, and Bernadine Hayes, who has emated in what cinema folk quaintly call the horse-operas, manages to keep fresh and lovely even during the toughest of the drought, as she enacts the good son's wife. Many minor players give excellent interpretations of the Broadway idea of what mid-western farmers should be like.

If Mr. Hagan is right in his diagnosis, it should surely be easy enough to string up all the red agitators from Zanesville to Dubuque. But, as the Red-Headed Music-Maker used to sing, we're gonna have weather, weather or not. EUGENE BURR.

**Coast "Follies" Folds**

LOS ANGELES, Jan. 11.—*The Follies of the Day*, running at the Hollywood Playhouse here since Christmas night, closed permanently January 4 after operating four days as a co-operative enterprise. Barney Gerard, producer, paid off the cast in full on Tuesday and stepped out, turning the show over to the cast.

Sailing From New York January 11, to Open at the Alhambra, Paris, January 17, for Two Weeks. Then Scala, Berlin, Month of February.

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**EXHIBITORS ORGANIZATIONS**

At a meeting in the Hotel Lincoln, New York, this week Allied of New Jersey made known its intention to secure an injunction restraining New York exchanges from adding to film rentals of out-of-town theaters the 2 per cent sales tax. The principal discussion of the organization dealt with the sales tax and its passing on by local exchanges to their theater accounts. Next Tuesday a report on the situation will be given by a group including Lee Newberry, president of Allied of New Jersey, and Louis Gold and Norman Samuelson, attorneys.

Members of the organization who have theaters outside New York State feel that the addition of the New York tax to their rentals is unjust, insofar as they cannot very well get their film from any other source.

The new hearing for the purpose of airing the complaints of the local exchanges to the tax was originally scheduled for Friday but has been postponed until January 20. A board of the city department of finance will hear the pros and cons. The city has already listened to the hearing held concerning the opposition of the United Artists' exchanges to the sales tax being added to film rentals, but no decision has been arrived at. The finance department, however, has already begun to function with its test assessment of all exchanges irrespective of the locality of the theaters. A hearing against this practice appears likely. In the event of an adverse decision the exchanges will take the case to the Appellate Courts. The tax dates back to December, 1934, in the event that it is sustained. This would entail \$16,000 weekly.

Metropolitan movie men have protested the tax ever since the notices went out on January 1. Opposition to the additional levy at its root, namely, the city finance department, rather than protesting to the distributor is advocated by the exchanges.

Taking the advice of their legal representative, Milton C. Weisman, members of the ITOA have decided to deposit with local exchanges sufficient money to cover the 2 per cent sales tax which, dating from January 1, is to be added to film rentals. Refunds will be made if the exchanges are successful in their efforts to prove the additional levy unwarranted.

Edward G. Levy, general counsel for MPTOA, has issued a bulletin explaining the requirements of the Federal Social Security Act in its relation to the film industry. Unemployment compensation as well as old-age pensions are provided for by means of a tax on pay rolls. Employers of eight or more are taken care of by the excise tax, the imposition of which dates from January 1. Taxes for the old-age pension do not start until the first of January, 1937.

The Virginia MPTO will hold its annual meeting January 14 at the Hotel John Marshall, Richmond, according to Elmer H. Brient, president of the organization. Discussion is expected to center around a ticket tax as well as a two-men-in-a-booth bill. It was considered likely that the latter would be taken up by the Legislature, which assembled January 5.

The ITOA ball at the Hotel Astor, New York, on Saturday drew about 1,000 persons. Supper, a show and dancing were included in the festivities.

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**"SYLVIA SCARLETT"**

(RADIO)

TIME—84 minutes. RELEASE DATE—January 3.  
PRODUCER—Pandro S. Berman.

PLOT—Sylvia's father is a petty French criminal escaping to England, so she dresses as a boy and goes with him. They fall in with an English crook and, after various attempted con games, decide to tour the watering resorts with a show caravan. With them goes the father's new wife, a nymphomaniac serving wench who makes papa dipsomaniacally jealous. Sylvia meets an artist with whom she falls in love and tells him she's a girl, but the expected Russian threat has his affections. So, after papa dies in vain pursuit of his wife, Sylvia and the English crook decide to get married. The couples have switched, of course, before the final fadeout.

CAST—Katharine Hepburn, Cary Grant, Brian Aherne, Edmund Gwenn, Natalie Paley and Dennie Moore. Hepburn almost believable as a boy, but gives a very bad performance. Gwenn sunk by part of papa. Paley is peculiarly attractive and Aherne overacts as usual. Grant does best work of the lot.

DIRECTOR—George Cukor. A disintegrated job. Goes overboard constantly and misses opportunity after opportunity.

AUTHORS—Screen play by Gladys Unger, John Collier and Mortimer Offner from the novel by Compton Mackenzie. Disintegrated and silly without any semblance of either cohesion or sense.

COMMENT—Can't make it.

APPEAL—Hepburn fans, maybe. If it weren't for the names, the production and the ballyhoo, it would be strictly for lower brackets.

EXPLOITATION—The names.

**"ROSE OF THE RANCHO"**

(PARAMOUNT)

TIME—81 minutes. RELEASE DATE—January 10.  
PRODUCER—William Le Baron.

PLOT—In the 1852 days, Spanish Californians were annoyed no end by murderous landgrabbers. There were the Vigilantes, tho, to reckon with, they being led by Don Carlos, lovely daughter of a respected landowner. The thieving persists until along comes a dashing federal agent, who naturally falls in love with the girl, and after much fighting, opposition from the girl's father against the old-fashioned G-man, and like things it all works out all right. The chief landgrabber is knocked off and the G-man is taken into the hearts of the Spanish Californians and the girl.

CAST—Gladys Swarthout, John Boles, Charles Bickford, Willie Howard, Herb Williams, Grace Bradley, H. B. Warner, Charlotte Granville, Don Alvarado, Minor Watson, Benny Baker, Louise Carter, Pedro de Cordoba, Paul Harvey, Arthur Aylesworth, Harry Woods and Russell Hopton. Swarthout most impressive—so beautiful and such lovely singing. Boles at a disadvantage. Howard and Williams excellent with their comedy.

DIRECTOR—Marion Gering. Not a horse opera and not an operetta, so what is it? Maybe Gering can explain. Doesn't shape up as much at all.

AUTHORS—Play by Richard W. Tully and David Belasco. Screen play by Frank Partos, Charles Brackett, Arthur Sheekman, Nat Perrin. Adaptation by Harlan Thompson and Brian Hooker. Music by Ralph Rainger, lyrics by Leo Robin. That old adage, "too many cooks spoil the broth," applies.

COMMENT—The old play was good in its day, but these days it's creaky and when given operetta modernization it's no help at all. Only things worth while are Swarthout's work and the clowing of Howard and Williams.

APPEAL—Nowhere near as much as Paramount probably expected. The kids don't want singing with their horses and the adults won't like it, either.

EXPLOITATION—Swarthout's singing rep—also Howard and Williams.

**FILM CONSENSUS**

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

Name	Favorable	Unfavorable	No Opinion	Comment
Magnificent Obsession (Universal)	9	4	3	"Shallow."—World-Telegram. "Pseudo-philosophical drama."—Herald Tribune.
Old Curiosity Shop (Alliance)	4	3	2	"Script is muddy."—Times. "No real b.o. value."—The Billboard.
One Way Ticket (Columbia)	3	5	7	"All-round excellence."—Hollywood Reporter. "Likable photoplay."—Times.
First a Girl (Gaumont-British)	11	3	5	"Far-fetched."—Harrison's Reports. "Should fare well."—Daily Variety.
The Midnight Phantom (Reliable)	3	2	0	"Insignificant murder mystery."—The Billboard.
The Ivory-Handled Gun (Universal)	4	0	0	"Good action cowboy picture."—The Billboard.
Gun Play (Beacon)	1	1	1	"Okeh supporting film."—Variety. "Hopeless."—The Billboard.
Frontier Justice (First Division)	3	0	1	"Satisfactory Western."—Film Daily. "Meets the mark."—Variety.

**NEWS OF THE WEEK**

Film Daily's annual poll, participated in by 451 critics, picks MGM's David Copperfield as the year's outstanding film. Owing to the large number of outstanding pictures, the selection was not arrived at easily. Nine others, listed according to the number of votes received in the pool, are Lives of a Bengal Lancer, The Informer, Naughty Marietta, Les Miserables, Ruggles of Red Gap, Top Hat, Broadway Melody of 1936, Roberta and Anna Karenina. The winner polled more than 300 votes out of the possible total of 451. A majority of the pictures were, surprisingly enough, costume affairs and four were musicals. Mutiny on the Bounty and A Midsummer Night's Dream were not eligible in this vote on account of their late release dates.

The Juvenile Aid Bureau of the New York City Police Department opened its campaign January 4, restraining theaters from admitting unescorted children under the age of 16, 127 places being aimed at in the metropolitan area. The drive, which started at noon, accounted for 81 summonses by the end of the day. Theaters involved are charged with violation of a section of the penal code dealing with the admission of minors. According to Byrnes MacDonald, repeated warnings have failed to stop the practice and therefore the drive will be continued indefinitely. Altho the type of pictures shown has nothing to do with the drive, McDonald says that "serious conditions have been allowed to develop that are unwholesome and dangerous to children."

Chief Magistrate Jacob Gould Schurman Jr. has promised to aid the bureau with his complete co-operation.

McDonald claimed that the present drastic measures are not to be construed as discriminatory in any sense, but are merely requirements of the city's code and as such must be attended to. He stressed the hazards attendant upon large groups of unescorted youngsters, such as fire, degenerate vultures who prey upon the young in confined and dark places, etc.

Altho most of the summonses already issued were given to theater owners, this does not preclude the possibility of theater employees receiving them. In some instances the doorkeeper and ticket seller were recipients. Thus in Manhattan 37 summonses were distributed among 17 theaters; in Brooklyn, 26 theaters and 40 summonses, and in the Bronx, two theaters and four summonses.

Cardinal Hayes has consented to give his patronage to the National League of Decency, a religious organization aiming to raise the moral level of future films. This announcement was made January 4 by Mrs. James F. Looman, chairman of the Moving Picture Bureau of the International Federation of Catholic Alumnae.

Carl Laemmle's 30 years in the moving picture business will be the occasion for a world-wide celebration in the cinema world from January 6 to April 4, inclusive. A prize fund has been created for the best advertising campaign connected with a Universal production running between these dates. Prizes range from \$25 to \$250.

A great increase in advertising expenditures for the year of 1936 has been announced by Paramount, speaking for the motion picture industry as a whole. Justification for this lies in the upturn of box-office receipts during the last year. Statistics of the Department of Commerce estimate that \$110,000,000 will be spent by the industry, with \$77,000,000 allocated to advertising in the United States. Approximately \$60,500,000 will be devoted to newspaper and magazine advertising, \$8,250,000 to billboards, and the remainder to various incidentals. Paramount alone will spend \$500,000 in newspapers during the first three months of the current year. Much of this will make up the publicity budget of such films as Desire, The Milky Way, Rose of the Rancho, Klondike Lou, Anything Goes and the Trail of the Lonesome Pine.



**"THE GHOST GOES WEST"**

(LONDON)

TIME—73 minutes. PRODUCER—Alexander Korda. RELEASE DATE not given.

PLOT—The most amusing ghost in the annals of stage or screen is condemned to haunt his ancestral Scotch castle, because, instead of avenging the family honor, he spent his time bussing shepherdesses beneath hedges, and was killed while running away. He must bring one of the rival clan to his knees before the curse is lifted. Two hundred years later the castle is sold by an impecunious descendant to an American grocery king, who transports it, stone by stone, to Florida. The ghost, of course, has to go along, making appearances in the ship, on the wharf, etc. He finally fulfills the conditions of the curse. There's also a romance between his descendant and the daughter of the grocery king.

CAST—Robert Donat, Eugene Palette, Jean Parker, Everly Gregg, Morton Selten, Hay Petrie, Elsa Lanchester, Patricia Hilliard and others. Splendid work thruout.

DIRECTOR—Rene Clair. While this may not stack up against some of his French efforts, it's still plenty good. Intelligent humor thruout, which is unusual and refreshing for the screen.

AUTHOR—Screen play by Robert E. Sherwood from a story in *Punch*. A thoroly amusing job.

COMMENT—One of the most chucklingly humorous photoplays yet made. Not many guffaws, but chuckles all the way. Completely enjoyable.

APPEAL—Sly humor that should pull in the class trade and yet appeal powerfully to general patronage as well.

EXPLOITATION—Situations should be played up. Steer clear of usual ghost angles unless you can make them humorous.

**"RIFFRAFF"**

(MGM)

TIME—94 minutes.

RELEASE DATE—January 3.

PLOT—Hattie (Jean Harlow), who works in the canneries (no pun intended), falls for Dutch, the best fisherman in the tuna fleet. But he has a swelled head and when they are married he talks himself out of the union and out of his job. He goes on the bum and Hattie steals money to help him, taking the rap. She breaks jail, but by that time Dutch has realized his shortcomings and got his old job back. So Hattie gives herself up again, with happiness waiting as soon as the jail gates open.

CAST—Jean Harlow, Spencer Tracy, Joseph Callela, Una Merkel, Victor Killian, Mickey Rooney, J. Farrell McDonald, Roger Imhoff and others. Harlow's dark hair helps her appearance immensely, but it can't help her acting. Tracy does a good job, but Callela walks off with the picture.

DIRECTOR—J. Walter Rubin. Routine.

AUTHORS—Screen play by Frances Marion, H. Hanneman and Anita Loos, from original by Frances Marion. Sounds more like Marie Corelli and Dion Boucicault.

COMMENT—See the title.

APPEAL—Harlow fans and youngsters who want to neck.

EXPLOITATION—Plenty of names involved.

**"THE INVISIBLE RAY"**

(UNIVERSAL)

TIME—84 minutes.

RELEASE DATE—January 13.

PLOT—A weird mess of pseudo scientific abracadabra. Doctor Rukh discovers a new element while on an African expedition, but gets infected by it, his body killing any living thing it touches. Doctor Benet finds the antidote for him, which must be administered each day, but the effects eat into Rukh's brain. He pretends death and his wife marries another, and then he sets out to kill all members of the original party. He gets away with all of them except his wife and her new husband before his old mother destroys the antidote and condemns him to a flaming death.

CAST—Boris Karloff, Bela Lugosi, Frances Drake, Frank Lawton, Walter Kingsford, Beulah Bondi, Violet Kemble Cooper and others. The two big bogey "and" argue men thru their usual paces, rest all excellent. A fine cast.

DIRECTOR—Lambert Hillyer. Good job for a pseudo scientific meller, tho he can't maintain the pace he sets at the start.

AUTHORS—Story by Howard Higgin and Douglas Hodges, with screen play by John Carlton. Just the usual nut science hogwash when you boil it down, but they add enough dodads to make it passingly effective.

COMMENT—Good of its type.

APPEAL—Horror and meller fans.

EXPLOITATION—Play up Karloff and Lugosi, but also stress fact that it is not strictly a horror yarn, being rather a meller. Also play up the pseudo scientific end, which offers plenty of chances.

**"THE CRIME OF DR. CRESPI"**

(REPUBLIC)

TIME—63 minutes.

RELEASE DATE not given.

PLOT—Dr. Crespi has a fiendish hate for the man who married the girl with whom the doctor was in love. So, when the man is in Crespi's hospital the good medico pumps him full of an amazing serum that makes him appear dead, altho he can still see and hear, the idea being to allow him to watch his own funeral and to regain his faculties only when he is safely in the grave. But a young doctor in the hospital suspects poison and with the aid of a pal digs up the corpse delecti, which forthwith shows signs of life. So Doctor Crespi shoots himself.

CAST—Eric Von Stroheim, Dwight Frye, Paul Gullfoyle, Harriet Russell, John Bohn, Geraldine Kay, Jeanne Kelly and others. With the exception of Gullfoyle and Kelly, impossible. Von Stroheim is even worse than some of the actors in the pictures he directed. Gullfoyle does a nice straightforward job and the Kelly lass possesses talent, charm and beauty. She is going to go a long, long way.

DIRECTOR—John H. Auer attempts to build up effect by angle and lighting shots, but they're pretty pitiful. Ineffective job.

AUTHORS—Story by John H. Auer "suggested by Poe's *Premature Burial*," Adaptation by Lewis Graham and Edwin Oldstead. A meller to end all mellers. Again Poe's name has been taken in vain.

COMMENT—Turns out to be more of a comedy than a melodrama.

APPEAL—Lower brackets—the lower the better.

EXPLOITATION—Use whatever is left of Von Stroheim's name. Pull the usual horror stuff. If you want to gamble on the future you can play up La Kelly as the screen's newest and brightest find, which she is.

**"LAST OF THE PAGANS"**

(MGM)

TIME—70 minutes.

RELEASE DATE—December 20.

PLOT—Taro, on a wife-hunting expedition with other members of his tribe, captures Lilleo, a South Sea beauty. Reticent at first, she learns to love him. Their idyllic bliss is shattered by white traders who, with the wicked blandishments of trinkets and whisky, persuade the chief to send Taro and some other men to work in the phosphate mines. Lilleo, tho desired by the chief, manages to stow away on a sailing ship and see Taro, but she is recaptured and locked in the ship's cabin while preparations are made to take her home. A hurricane comes up, driving the white men ashore. Lilleo, left to drown, is saved by Taro. In a stolen boat they sail away to a new island to begin life anew.

CAST—Mala and Lotus Long. Latter is best of the two.

DIRECTOR—Richard Thorpe. Good, particularly the storm sequences.

AUTHOR—Story and screen play by John V. Farrow. Old rehash of what happens when white men intrude upon the simple savages.

COMMENT—Beautiful photography, interesting scenes of native life, negligible plot.

APPEAL—Romanticists.

EXPLOITATION—Routine, with shots of the picture.

**"KIND LADY"**

(MGM)

TIME—78 minutes.

RELEASE DATE—December 6.

PLOT—A kind lady takes a beggar into her home on Christmas Eve. He's a very unusual beggar, with a good knowledge of her valuable paintings, and some time later he returns with his wife, whose illness induces the kind lady to give them a temporary home. Slyly the home is made permanent, the living quarters of the rest of the gang, and the kind lady is made a prisoner in her own house. Then the unusual beggar begins to sell her collection. The ring drawn around her is finally broken thru just in time to save her.

CAST—Aline McMahon, Basil Rathbone, Mary Carlisle, Frank Albertson, Dudley Digges, Doris Lloyd, Nola Luxford, Murray Kinnell and others. Nice enough playing thruout, particularly on Rathbone's part.

DIRECTOR—George B. Sletiz. Uninspired, unimaginative job that takes almost all the thrill out of a thrilling yarn.

AUTHORS—Screen play by Bernard Schubert from the stage play by Edward Chodorov and the novel by Hugh Walpole. Screen play adds element of solving the mystery from the outside, which successfully does away with practically all the suspense that made the stage play so gripping.

COMMENT—A good thriller yarn that misses fire. Slow paced. Suspense is taken away by Schubert's silly additions. Sletiz, using no imagination, failed completely to cash in on the psychological terror that was lying ready at hand.

APPEAL—Strictly the doubles.

EXPLOITATION—Use the chief situation of the plot.

**"NAVY WIFE"**

(FOX)

PRODUCER—Sol M. Wurtzel.

TIME—68 minutes.

RELEASE DATE not given.

PLOT—Based on a novel by Kathleen Norris, this might have been something a bit worth while in magazine or book form, but as a picture it's a sad affair. This may be due to its Hollywood handling, but the result is as mentioned. The plot concerns Claire Trevor, nurse in a United States Naval Hospital, who marries Ralph Bellamy, a physician in the same place. Bellamy, a widower, is in love with the memory of his first wife, a bogey which his second spouse is unable to conquer. When she takes his daughter away to be cured of paralysis he goes out with another dame. At the last minute it develops that the other gal was a spy, so everything comes out fine in the fade.

CAST—Claire Trevor, Ralph Bellamy, Jane Darwell, Warren Hymer, Ben Lyon, Kathleen Burke, George Irving, Anne Howard, Jonathan Hale, Ruth Gillette, John Kelly, Jed Prouty, Murray Alper. Trevor and Bellamy deserve a chance to act but don't get it here. Burke is strictly vamp and danger. Jane Darwell exudes good nature 'til it hurts. Ben Lyon okeh.

DIRECTOR—Allan Dwan. Jumpy and episodic and overlong.

AUTHORS—Novel, *Beauty's Daughter*, by Kathleen Norris. Screen play, Sonya Levien—but question, is there a screen play? Additional dialog by Edward T. Lowe.

COMMENT—Weak sister.

APPEAL—Under half of double bills.

EXPLOITATION—Kathleen Norris authorship. No names.

**"NIGHT CARGO"**

(PEERLESS)

TIME—55 minutes.

RELEASE DATE not given.

PLOT—Our hero is a disappointed suitor who has followed his gal from America to the Orient, winding up in Singapore, where he discovers her entertaining at a local cafe. For reasons not made clear, he goes to the water front to commit suicide but instead rescues another chap who had been assaulted and thrown into the water. They become pals and our hero soon is manager of his pal's big coconut plantation on an island near by. His gal, meanwhile, is involved in the murder of our hero's pal by crooks. Of course, the hero and the heroine soon meet, and the girl's fears that she will be implicated in the murder afford some suspense. It all turns out all right, tho, the murderers being apprehended and our profiled hero and wide-eyed heroine being united in pure love.

CAST—Lloyd Hughes is okeh as the love-beset hero, and Walter Miller is swell as the pal who unknowingly woos the heroine, who is also the gal Hughes was after. Jacqueline Wells plays the heroine, while Carlotta Monti offers a stereotyped portrayal of a native girl seeking to seduce her big white master. George Rigas and James Aubrey also in the cast.

COMMENT—Not a bad program picture, but not a good one, either. It's the sort of stuff that combines a lot of old-time so-called sure-fire angles and hopes everything will come out all right.

APPEAL—The combination of tropical love, murder and old-fashioned melodrama should give this one a general appeal.

EXPLOITATION—Stress the murder-and-love-in-the-tropics angle.



# Detroit BAA Members Get Better Working Conditions

**Phillips makes Detroit trip—understood he swung day off in 14 for chorines, pay for midnighters and new schedule of hours—Eastern contract awaits signing**

NEW YORK, Jan. 11.—Tom Phillips, head of the Burlesque Artists' Association, is expected back at the office of the organization today from his trip to Detroit, where he is reported to have instituted many of the better working conditions gained by performers in this territory. He left here Sunday night expecting to return Tuesday night, but it is understood that he was prevailed upon by the performers to stay and negotiate with the managers. In the meantime the members of the Eastern Burlesque Managers' Association are awaiting his return for a final discussion pending the signing of the contract.

Phillips' trip to Detroit was at the request of the BAA members out there who wanted him present at a general meeting they were holding. They asked for him to try to obtain better working conditions for them also, and it is understood that Phillips managed to obtain for them a day off in every 14 for the chorus girls, extra pay for midnight shows, and the new schedule of working hours which was recently put into effect in the local houses.

As to the local scene, it is reported that the contract has already been completed and now awaits signing. All clauses are understood to be agreeable with the managers with the exception of the new schedule of working hours. The managers want to meet with Phillips again and discuss this problem before the contract is signed.

There seems to be no strenuous objection on the part of the local managers to the 1 p.m. call for performers, but there is definite objection to the 5 p.m. curtain and two-hour supper period. They claim this is a hardship to the theaters, and it is more than likely that the BAA will grant some concession in this schedule so that all will be satisfied.

## Miami Set for Jan. 24 Opening

NEW YORK, Jan. 11.—The Minsky-Weinstock firm is going ahead with its plans to again stage winter burlesque in Miami Beach. Slated to open January 24, the company is going into rehearsal here Tuesday at Michaels' studio with Eddie Lynch supervising. It appeared for a while that the Miami Beach venture was to be called off this season.

Among those who are set for the Southern show are Mike Sacks, Helen Kennedy, Floyd Hallicy, Max Fehrman, George Broadhurst, Sam Raynor, Murray Briscoe, Jo Ann Carroll, Ginger Britton, Pat Paree, Adrienne, Stanley Simmons, Montgomery and Jerry, Jacobi and the Girl in Blue. George Reynolds will be stage director.

## New Week of One-Nighters

PHILADELPHIA, Jan. 11.—The Indie Circuit is contemplating another week of one-nighters, this time working east from Pittsburgh. The stops are to include Johnstown, Altoona, Cumberland and two spots yet to fill.

## Beg Pardon

Jimmie Lewis' name was inadvertently omitted from the review of the Apollo Theater in the January 4 issue. A similar fate was suffered by Daw Delees, stripping principal in the review of the Eltinge Theater that appeared in the January 11 issue.

## "Manhattan Nights" For South America

MONTERREY, Mex., Jan. 11.—*Manhattan Nights*, American revue, touring Mexico and currently playing El Teatro Independencia here, has been set for a tour of Central America, according to George L. Crowder, company manager. Mexican tour is under the direction of Limie Stilwell, well-known tab manager and producer.

In the company are Buck Cathey, Wild Bill Strigo, Gene West, Don Williams, Glenn Williams, DeWitt Kirk, Charles Borden, Eugene Galle, Eddie Kirk, Virginia Tompson, Dorothy Borden, Margaret Fowler, Althea Stilwell, RosāTeen McKenna, Patsy Kirk, Muriel Maynard, Evelyn Walters, Mary Ellen Cole, Delphine Cook, Frances Earle, Jacqueline Gibbs, Jane LeNoir, Margie Tompson and Evelyn Wright.

Orchestra is headed by Claytie Polk and includes Dooley Gordon, Edward Mays, Lee Pope, A. J. Mitchell, Charlie Dila, Raphael Greagor, Cornell Fisher, Fred Davis, L. T. Lewis and Fred Dawes.

## Follies, L. A., Files Suit

LOS ANGELES, Jan. 11.—Suit for \$2,500 damages was filed here Monday by the Follies, Main street burly house, against the Burbank Theater and Harry Popkin, manager, because of use of word "Follies" in advertising. Damages are asked for loss of patronage, also permanent injunction restraining defendants from use of the name. Plaintiff claims priority by 15 years' use in billings and ads.

## U-NOTES

By UNO

LESTER MONTGOMERY, number pro, to double between the Eltinge, New York, and a musical, *Happy and Gay*, which Wee & Leventhal starts rehearsing this week to open at the Broad Street Theater, Philly, and for which Ted Hammerstein wrote the book and Phillips and Ogden, of the Shapiro-Bernstein office, wrote the lyrics and music.

BERNICE VAUGHN, showgirl at the Irving, New York, and hubby, Morry Seaman, one of the Madison Square Garden box-office experts, played generous hostess and host to Felice Ridgeway and party last week to initiate their new apartment.

COUNTESS NADJA, who broke in a new vocal and dancing specialty on her last day at the Apollo, New York, left for one week's engagement at the Gayety, Washington, starting January 5. In her place at the Apollo came Louise Stewart, moved up from the Irving. Also new at the Apollo are Betty Rowland in place of Connie Fonslau, who left to seek a rest, and Harry Katz Fields and Shorty McAllister, also from the Irving. Other exits were Helen Windsor and Harold and Reeves.

LOU ISAACS double celebrated January 1, his birthday and New Year's. Many gifts from Ann Valentine (Mrs. Isaacs) at Minsky's Gotham, New York.

IRVING SELIG, comic at the Star, Brooklyn, and wife, Rose, forced to subway it home to Pelham from New York the other eve when their car caught fire and had to be left at a near-by garage for repairs.

ROSE LaROSE out of Minsky's Gotham, New York, January 1, due to a (See U-NOTES on opposite page)

**"RENEE"**  
Representatives: East—JACK BECK, West—MILT SCHUSTER

**DOLLY DAWSON**  
Captivating Charm and Beauty.

**MIMI**  
MINSKY'S LATEST SENSATION.  
Rep., PHIL ROSENBERG.

**PAUL NEFF**  
Singing, Dancing and Sensational Juvenile.  
Thanks to ALLEN GILBERT & THE WILNERS.

**CAROLYN WELLS**  
THE SWEETHEART OF BURLESK.

THE HIP-SWINGING SENSATION,  
**LORRIE LAMONT**  
Artistic Strip Specialties and Straights.

MIKE SACHS and ALICE KENNEDY  
Enjoying a Pleasant Season with Minsky Shows.

**MARGIE WHITE**  
PERT, PERSONABLE AND PLEASING.

**BETTY—MACK SISTERS—SHIRLEY**  
In Dances, Assorted, Including Acrobatic and Modernistic.

**JAMES O. WALTERS**  
STRAIGHT and **VIOLA SPAETH**  
★ class STRAIGHT WOMAN ★ style  
★ ability ★ modern  
★ clothes "always working" ★ talent  
● TOURING INDIE CIRCUIT ● DIRECTION ● PHIL ROSENBERG ●

## Burlesque Review

### Republic, New York

(Reviewed Tuesday Afternoon, Jan. 7)  
Observing the new schedule drawn up by the Burlesque Artists' Association, the Republic gets its show started a little after 1:30 of an afternoon. And to a thoroly packed house—standees all over the place. Still using the Indie road shows augmented by a house staff, and this week it shapes up into a thoroly entertaining and cleverly produced one-hour-and-20-minute show. Follows the old pattern of lots of comedy and girls, but new in that it gives attention to entertaining specialties. Giving burly shows vaude interludes is plenty helpful.

Members of the road show comprise

George Broadhurst, Herbie Faye, Jack Lamont, Lew Brown, Eddie Rasch, John Quigg, Bebe Tobin, Barbara Janis, Jeanne Wade and Zulieka. Lolita, also with the road show, was not in at this catching due to illness. House staff comprises Mike Sacks, Floyd Hallicy, Sunny Lovett, Margie Hart, Alice Kennedy, Ginger Britton and Andra Mae. Willie Creager and his pit boys play the show well, leading off with an intimate overture on the *Music Goes 'Round and Around*.

For comedy, laughs are guaranteed by such capable comics as Broadhurst, Sacks and Faye. The first two are the boys who know how to spice it up, especially Broadhurst's boxing bit with Miss (See Burlesque Reviews opposite page)

## Burly Briefs

N. S. BARGER, operator of the Rialto Theater, Chicago, is in New York on a combined business and pleasure trip. . . . Arthur Clamage was a recent visi-

tor to Chicago. . . . "Chuck" Gregory, former producer at the Gayety, Minneapolis, has been seen around the Milt Schuster offices and is said to be considering several offers. He expects to open in the East shortly. . . . Leo Stevens closed at the Gayety, Milwaukee, January 11 and was succeeded by Scott Humbert as producer there. . . . Ralph Duby, who recently closed at the Colonial, Indianapolis, opened at the Gayety, Milwaukee, January 11.

MARY WELDON, peppery singer and dancer, added last week to Follies cast in Los Angeles. . . . George Lewis, Joe Yule and Eddie Collins still principal comics at the house. . . .

ALLEN FORTH went back to his acting Sunday at Minsky's Gotham, New York. . . . Charlie McNally, at the same house for 10 weeks, may be held for another 10. . . . Kitty Campbell, formerly Kitty Seiferth, opened last Tuesday at the house, jumping in for the ailing Ann (See BURLY BRIEFS on opposite page)

SUGAR—**KAYNE SISTERS** —BEE  
Singing and Dancing Specialties and Strips

**KITTY (SEIFERT) CAMPBELL**  
THAT GORGEOUS RED-HEAD

**BETTY KING**  
THE TITIAN TEASER  
Direction Nat Mortan

**JOAN DEE LEE**  
The Blonde Temptation of Burlesk.  
Direction NAT MORTAN.

**JERRY BRANDOW & DAY SUNNY**  
Acrobatic Dancing, Tap, Trumpet, Piano, Vocal, Juvenile Straight.

**WALT STANFORD**  
THE VERSATILE COMEDIAN.  
Rep. TOMMY LEVENE.

**DAWN DE LEES**  
THE IRRESISTIBLE MAGNET.

**BEBE** A BURLESK BEST **TOBIN**  
Show Stopping on the Independent Clrk.

**JEANNE WADE**  
STRIPPING AND TALKING.

**BOB ALDA**  
Straights and Baritone at the Irving, N. Y. C.

**CHARLES ROBINSON**  
FEATURED COMIC.

**DUDLEY DOUGLAS**  
STRAIGHT MAN.

**DANNY JACOBS**  
PRODUCING — STRAIGHT MAN

**DANNY LEWIS**  
Juvenile and Song Stylst.  
IRVING PLACE THEATRE, NEW YORK CITY  
Direction: NAT MORTAN.

**DORE DIXON**  
A New Sensation. Now PEOPLES, N. Y. C.  
Direction TOMMY LEVENE.



Tab Tattles

**A**MONG the features with Paul Reno's new *Maxine's Ballyhoo Revue*, currently touring for Bob Shaw, of the Sun office, are Maxine, Jack Herbert and Company, Stan Davis, Martha Kaye, Van Walker and Reinhart, "Bumps" Dalton and Hal Runkle's 10-piece ork. . . . William F. Aldrich was forced to change the routing of his *Oriental Fantasies* recently, when the heavy snows and extreme cold weather made it impossible for the troupe to make the leap from the South into the Ohio territory. Company will remain in the southland indefinitely, Aldrich announces. . . . Shirley Kuhn, accordionist, is working the night life spots in the Cincinnati area. . . . "SeaBee" Hayworth opened with his vaude act at the Carolina Theater, Burlington, N. C., January 2. Turn is set for a swing of the Publix-Kincey dates thru the Carolinas. In the act, besides "SeaBee," are his wife, Marion Andrews, and "Henri," pianist. . . . George W. (Blackie) Blackburn has opened his *Million-Dollar Baby* Company at the American Theater, Chattanooga, for an indefinite engagement. He is using two principal women, four men, a four-piece ork and a line of girls, with a regular change of vaude acts. "Blackie" recently concluded four weeks at the Gadsden Theater, Gadsden, Ala., and is scheduled to return there at the conclusion of the Chattanooga run. . . . Lois (Red) Scott, the big girl from Texas, tells us that the Liberty Theater, Davenport, Ia., is sporting new scenery and lighting effects built by Jack Hamilton. Betty Miller and Grace Snyder are producing the special poses and novelty numbers at the Liberty. Jack (Hinkey) Wiley is producing comic. Charles Newland and Charles Hill are furnishing the music. Another feature is Patty, platinum blond stripper. As for herself, Miss Scott says she is doing a fair job as a time killer with a rapid-fire strip. Oscar Rafiel, Liberty manager, was host to the company at a Christmas party. . . . Jack (Smoke) Gray, formerly teamed for many years with Gene (Honey Gal) Cobb on the old Hal Hoyt show, is now with *Mardi Gras Nights*, Wilbur Cushman unit, playing the South. Glenn Dale and his Masqueraders and Hadji Baba, magician, are also featured with the company.

**S**YLVAN BEEBE, who formerly operated a rotary tab in the Cincinnati area for more than 17 years and now a deputy sheriff working out of the Hamilton County Courthouse in Cincy, is confined at St. Mary's Hospital, Cincinnati, with a painful foot ailment that has the doctors baffled. The tabsters around the town suspect that the soft life of a deputy sheriff has given him the gout. In his present surroundings Syl says he could put on a swell version of *The Doctor Shop* if he only had the support. . . . Syl's daughter, Pearl Beebe, now the wife of Paul Houck, well-known pitchman, was a visitor at the tab desk last Wednesday. Pearl has given up stage work entirely to assist her hubby. . . . Bill Wymer, formerly with the Harris-Family Theater, Pittsburgh, joined George Tyson's *American Venus Revue* in Sandusky, O., last week as company manager. Ruth Miller, who staged all the dances for the unit, is also traveling with the company. . . . *Castle of Dreams*, 20-people unit which recently jumped into Indiana and Ohio from the Southland, closed suddenly at the Murphy Theater, Wilmington, O., after the final performance January 4 when a member of the company who had taken the position of company manager allegedly scrambled with the show's end of the receipts, leaving the rest of the actors holding nothing but their bags. . . . Rex MacCoon is now on H. B. Poole's pay roll at the Happy Hour Theater, Boston. . . . Jack Schenck's *Darktown Scandals* filled a four-day engagement at Mark Browar's Roosevelt Theater, Pittsburgh, last week and is now taking in several spots in Western Pennsylvania. Show features Ida Cox,

blues singer; Diana Scott, Leroy White and Swede Walker, comics; Rhythm Brown, skater; Three Lightning Flash, tap dancers; the Dixiana Troubadour Sextet, a line of 12 girls and the Cotton Pickers Orchestra. . . . J. B. Rotnour Players continue to play to good returns on the circle which the company has played for seven winters. Roster includes J. W. Lawler, Jimmy Leroy, Arthur Verner, Ken Lang, Val Balfour, Lon Clark, Lola Davis, Ann Kelley and Mary Wellman. Show's headquarters are at Richmond, Ill.

Detroit Cast Changes

**DETROIT, Jan. 11.**—Cast changes have been made by Manager Victor Travers and Dave King at the National Theater. Additions to the company are Ina Thomas, Tamara, Bee Baxter, Bob Eugene and Jimmie Francis and Margie Bartell. George Schille continues as producer.

Jaffe Angling for New House

**PITTSBURGH, Jan. 11.**—George Jaffe, who recently turned over control of his Variety Theater to Issy Hirst, is dicker-ing with Edgar Kaufmann, local owner of the Harris Theater Building, to reopen that house. Jaffe intends to remodel the Harris, former vaude theater, at a cost of \$30,000 and reopen it late next month with a burly polley. Such a move will give local customers two burly houses for the first time in several years.

BURLESQUE REVIEWS—

*(Continued from opposite page)*  
Tobin. Faye shows his vaude training, especially in that bit in which he does a Durante, Miss Janis does a Garbo and Rasch does a Jolson. Laughs galore, with Lamont, Brown and Halley in the feeding roles. They're a good crew of feeders.

Strippers are headed by Miss Hart, and the others are the Misses Tobin, Wade, Lovett and Mae. An eye-filling brigade, all of them going over very big. That Andra Mae lass, a newcomer, is a honey of a looker but in need of experience. The others are all in the know and make those customers sit up and pound palms vigorously.

On the production end Miss Britton makes a charming soubret, singing and dancing cleverly and uncovering beautifully also. Zulleka is kept very busy with her dances and has those Oriental routines down pat. She's blond, as are practically all the girls with the exception of the Misses Mae, Hart and Kennedy. Miss Kennedy prims okeh in a couple of spots, and Quigg, accordionist, soloed to the biggest mitting of the afternoon in his community singing with the audience. Besides, there are seven show girls and 15 chorines, all working well. **SIDNEY HARRIS.**

BURLY BRIEFS—

*(Continued from opposite page)*  
Valentine, altho Kitty wasn't due to go in until Sunday when she was to replace Nazarro Hallo. . . . Harry Allen, straight, who has been out of the business for a long time, is now working at the Oxford, Brooklyn. . . . Cress Hilliary, who came in from the West last Tuesday, went into rehearsal the next day with the Oxford cast, opening Saturday. . . . Joe Stanley, at the Metropolitan Hospital, Welfare Island, N. Y., is coming along okeh. . . . Adrienne, femme impersonator, had an abbreviated run at Minsky's, Brooklyn. . . . There was a squawk.

**DANNY LEWIS**, new to Nat Mortan's list, opened Friday at the Irving Place, New York. . . . He's a juve and singer. . . . Bobby Faye, another Mortan act and brother of Herbie, went into Minsky's Gotham, New York, Sunday. . . . He served his apprenticeship at the People's. . . . Lester Mack, Gay La-Bar and Jack Rosen went into the Star, Brooklyn, Friday, replacing Russell Trent, Virginia Jones and Jack Lyons. . . . Lyons moved into the Oxford, Brooklyn, the next day, where Sam Michaels closed. . . . Al LeRoy opens at the Eltinge, New York, this Friday. . . . Bob Alda switched from the Eltinge to the Irving Place further downtown. . . . Shirley Laine, a Morton newcomer, opened at Minsky's Gotham, New York, Sunday. . . . Indie show in rehearsal last week has for its cast Manny King, Lou Devine, Charlie Schultz, Murray Green, Al Golden Jr., Jewel Sothern,

Elsa Lang, Sally O'Day and Joan Collette. . . . Also in rehearsal for the Indie is the show comprising Vic Plant, Jack Montague, Chick Hunter, Joe Devlin, George Tuttle, Carroll Sisters, Gertie Forman and Nellie Casson.

**GEORGE PRONATH**, producer, formerly with the Wilners, is now associated with the Indie Circuit. . . . Lillian Murray opened last week in Worcester for one week as added attraction and Thursday goes into Buffalo for Dewey Michaels for two weeks. . . . Joan De Lee left the Eltinge, New York, to go to her home in Peoria, Ill., for a rest. . . . Leon DeVoe replaced George Tuttle at the Gaiety, New York, Sunday. . . . Jack Greenman is resting up in an effort to get his voice back. . . . Gene Shuler, on the other hand, is still suffering from loss of voice after a siege of a couple of months. . . . Joe Weinstock flew to Miami last Tuesday morning. . . . Garrick, St. Louis, folded. . . . Evelyn Myers is reported as going to the Coast pretty soon.

U-NOTES—

*(Continued from opposite page)*  
fall over a hose nozzle on stage. New year gifted with a seven-passenger car to be used alternately with her roadster.

**BOB SNYDER**, tenor and straight at the People's, New York, threw two parties backstage, one January 4 and one January 7. The first because of the birth of Roberta Helene, his first born, at the Bronx Sanitarium to mother, former Bea Sahl, and the second because of his 30th birthday. Attending one of the parties was Dr. H. Biscow, the family physician, who is a brother of Murray Briscoe.

**BETTY KING**, principal at the People's, New York, and new stripper to burlesque, has been a lecturer on Coney Island for the last six summers. Last season with Wagner's show and Bert Goodman.

**ANN CORIO**, barely recovered from a severe cold which had her laid up several days, left January 4 for Pittsburgh to open at the Variety the day following. Balance of tour includes Boston, Philly and the one-nighters on the Indie Cir. Spent holidays in Hartford with her parents.

**EDNA HOTCHA DEE**, entirely recovered from a recent illness and while featured with *Lid Lifters*, which disbanded on the Indie Cir in Union City January 11, wrote the words and music for two songs for her own specialties. Also designing wardrobe to match.

**MARY MARVA BROWN**, at the Gaiety, New York, doubling in scenes and strips. Because of her talking abilities she is used to advantage in most all the bits.

**BEBE TOBIN**, principal with an Indie show, due to a boxing bit with George Broadhurst, brought her recently acquired art of self-defense into real action New Year's Eve when she smacked an insulter who accosted her as she exited from Minsky's Brooklyn house.

**LOLA PIERCE** booked herself into the Gaiety, New York. Brought with her the always outstanding Pierce personality, the perpetual Pierce smile, the Pierce guitar, a lot of new solo songs and strips, plus dances and straights for the comics.

**BOB ROGERS** doubled on and off stage all of the Union City week of

January 5 with *Lid Lifters*. In the show as tenor-straight and in a local boarding house as culinary expert for himself and other members of the troupe.

**LOLITA**, out of the cast of an Indie show all of January 5 week at the Republic, New York, and part of the week before because of injuries sustained in a fall backstage of Minsky's Brooklyn theater.

**ANNETTE**, Jeryl Dean, Jeanne Wade, Marjorie France, Betty King, Shirley Wynn, Dore Dixon, Sunny Lovett, Carolyn Wells, Lorrie LaMont and Estelle Mantillo comprise 11 stripping and dancing principals, altogether new faces, brought into the burlesque arena this season by Nat Mortan. And Mortan's male aces are Diamond and Faye, Bob Alda, Bob Faye and Al LeRoy.

**BILLY ARLINGTON**, comic, at the Gaiety, New York, in receipt of cheering news from Philly, where Mrs. Arlington (Eleanor Cochran) is recovering from a pneumonia battle.

Saranac Lake

By BETTY HUNTINGTON

Saranac Lake is all agog over the new occupational project soon to take effect thru the National Tuberculosis Society and sponsored by the Carnegie Institute. Patients will have a chance to improve along educational lines and so fit themselves for positions when they regain their complete health.

Herman Levine, of the NVA Fund, New York, paid the Lodge a visit. Needless to say how his cheerful smile and happy disposition spread sunshine to the many patients here.

Milton (Kibitzer) Pollak has given up the idea of curing on the Coast and has returned to the fold.

Eddie (Four Carltons) Ross celebrated a birthday last week. Eddie is still a young lad who is anxious to start out on a new career as soon as he has had the rib operation.

Ruth (Teacher) Hatch, ex-NVA patient, is busy these days holding her own as secretary in a reputable firm in New York. Good luck, Ruth, we're proud of you.

Regretfully we mention the passing of Edna Freedman, who died here January 1. For details see Final Curtain this issue.

We're glad to know that Lizzie (Girl in Red) Rogers and May (Trouper) Fisher are buddies again, for after all "good friends like good books are price-less."

Helen O'Rielly ex-NVA patient, reports good business at her Hollywood Shoppe, now located on Main street. Just another NVA'er who made good.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

ORPHEUM—

*(Continued from page 21)*  
teresting patter. Kirby possesses a fine baritone voice, but displays it too sparingly. Customers appeared in the mood to listen, but each time Kirby interrupts his musical starts with a gag. Act could gain much strength if the lad would sing at least two numbers thru.

Venuti spotted two violin solos and Slim Fortier got a nice hand on stepping out of the ork for an amusing rendition of *Music Goes 'Round* with a giant tuba as exhibit A.

Two first-run films this week are *Whispering Smith Speaks* and *Man of Iron*. **SEYMOUR PEISER.**

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Long Stock Engagement. Want Five Chorus Girls who do Specialties. A-1 Comedian to produce three to five bills week. Straight Man who sings and dances. Piano Director. Have Chorus Wardrobe. Salaries paid by house, low but sure. Show opens January 31. Send photos, will be returned. Reply **PRINCESS THEATRE, Greeneville, Tenn.**

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## Sadler Revamps; Opens in Houses

SWEETWATER, Tex., Jan. 11.—After a complete reorganization the Harley Sadler Show reopened here Monday night to play auditoriums for the next five weeks. Show opens next Monday at San Angelo, Tex., for a two weeks' stay, following with a fortnight's run in Abilene, Tex., beginning January 27.

Manager Sadler recently disposed of his circus and out of the deal salvaged six good trucks. He will use four of the trucks to transport his present house show, and when the outfit moves under canvas several more motor vehicles will be added to give the show complete motor transportation.

The past fall season was disappointing from a business standpoint, Manager Sadler reports. He had anticipated a big fall but enjoyed only two weeks of winning business. The rest of the time the show either broke even or lost money.

Mr. Sadler expresses himself as optimistic over the coming season, however.

## Billroy Show Briefs

PLANT CITY, Fla., Jan. 11.—It won't be long now! Homerville, Ga., on the night of January 18 will see the curtain rung down on the final performance of the 11th annual tour of Billroy's Comedians, bringing to a close a season of 40 weeks. Data on hand gives a total mileage at final stand of 10,160 miles.

During the run of the present tour to date we have lost only one night, which is more or less remarkable considering breaks in weather and the number of people who at times, due to illness, have been out of the lineup.

Show will again winter in Valdosta, Ga., and most any day after the 18th will find Eddie Mellon, the writer, Sam D. Glenn (Helium) Turner and many crew members busily engaged to see that Billroy's comes out in the spring as usual in line with Billy Wehle's policy of "bigger and better than ever."

Altho complete details are not yet available, suffice it to say that the outfit will be greatly enlarged, all trucks will be refleshed and new ones added and new canvas will be spread. More of this later.

Recent visitors included Lawrence Heavy, formerly of J. A. Coburn, Ed Reno's, Funmakers and various rep crews, and Kenneth Mellon, brother of our congenial boss canvasman.

JOHN D. FINCH.

## Peruchi Players Close Jan. 18

ROME, Ga., Jan. 13.—Peruchi Players will wind up a 14-week season at the Gordon Theater here next Saturday. Company is slated to reopen soon at a new location. In the Peruchi cast are Marta Lytle, Lance G. Davis, leads; Robert Stewart, second business; Betty Peruchi, ingenue; Gordon Peters, juvenile and director; Mrs. C. D. Peruchi and Thayer Roberto, characters; Eddie Worthington, general business, and C. D. Peruchi, owner and manager.

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**WANTED—A-1 YOUNG LEADING WOMAN**  
Specialties desired. Immediate engagement. Send photo first letter, which will be returned. State all and salary expected. Circle, La Crosse base. Short jumps. Would consider clever team. Bud and Pat. wire. **JACK DAUL, Gannott Hotel, La Crosse, Wis.**

## RELIABLE AGENT

Actor Musicians Wanted. Piano, Sax, Trumpet, Trap Drummer; must double stage; one-nighter. State all in first letter. **LEW HENDERSON, Medford, Wis.**

## Rep Ripples

MR. AND MRS. JOSEF SAULINE, after a brief vacation in Cuba, are en route back to Carolina to reopen their show.

CHARLES TARBATON, who closed with the Judy and Mac Green Players December 26 after a run of 26 weeks, will play houses with his hypnotic act starting late this month in Western Tennessee. In the meantime he is staying in out of the snow at his home in Wynne, Ark. He did characters and his mental specialty with the Green show.

BARNEY AND HILDRED KREMER, who closed recently with the Judy and Mac Green Players, are now with Cliff Carl's circle stock.

DAN F. ROWE and wife, Gertrude Walsh, are still residing in San Antonio, where the Rowe kiddies—Barney, Gertrude and Marie—are attending school. Dan and Gertrude have been in the Texas territory for the last three years and contemplate joining up with another tent opy in that area early in the spring.

C. S. FAHL is now out ahead of Vernon's *Ten Nights in a Barroom* Company, currently touring the Ohio country.

PHIL DUNCAN, who jumped into Houston to spend the holidays, is staying over there for a few weeks.

JACKSON PURDY is producing a little-theater presentation in Monroe, La., with the idea of taking over its directorship.

ROY AND EVA HOGAN, who headed into Houston recently for winter stock, state they were forced to return to their Missouri home account of the illness of Roy's sister.

GIL AND GLADYS JOHNSON have returned to Houston after spending the holidays with relatives in Northern Louisiana.

THE W. I. SWAIN SHOW, which was slated to open in Houston January 6, failed to materialize.

RUSTY AND DOT WILLIAMS and their two daughters have been located at Siler City, N. C., for the last two months, where Rusty is recuperating from an illness which kept him in the hospital for several weeks. They will remain in Siler City until Rusty is back in tip-top shape, when they will rejoin the Odell White Show.

MARION MARSH reports that Mrs. Al Fox is ill in Bedford, Ia.

HARRY AND MYRTLE BULMER, repertoire troupers, are now residing in Minneapolis.

LUCIUS AND MARIE JENKINS, veteran rep folks, who for the last two years have been operating a camp, grocery store and eating place on Route 41 at Tifton, Ga., report that there are many small shows in that territory, with all of them seemingly getting a fair play, despite much inclement weather in recent weeks. Among the shows in the vicinity of the Jenkins camp at present are Ricton, Tony Lamb, Cook, Sikes, Sid Cridell, Al H. Miller, Will Miller, Carl Replogle and Company, Lee Reeves and Company and Wilton and Company. According to Jenkins, there's a little money to be had for the small shows in that territory. "Have had a hankering to go out again since I've been here," Lucius writes, "but the missus says 'no,' so I guess I'll call it off and remain a townner. Anyway 24 years should be enough for one person."

## Kansas City Jottings

KANSAS CITY, Mo., Jan. 11.—Ed C. Ward, manager of the Princess Stock Company, has invaded Texas with his canvas attraction after a long trek thru Missouri and Arkansas.

Bud Todd circle, which has been in operation all fall, closed recently in Nebraska.

Frank Sherman is slated to open his merry-go-round in Kansas next week, with headquarters at Topeka.

Hal Stone Players, after closing the tent season in Louisiana, reopened in theaters Monday of this week. House policy will be continued until the middle of March, when the troupe will go under canvas and start north for its summer tour of Iowa.

Mr. and Mrs. E. F. Silvers have departed for Miami to spend the winter. Tilton-Guthrie Players, after a short layoff, reopened their circle this week.

Harry Dunbar, after spending the holidays at Muskogee, Okla., has gone to New Mexico, where he has framed a circle for the winter.

Jack Brooks circle, which has been trouping Wisconsin territory, closed last week.

The Wolf Twins and Irene have closed with Henry L. Brunk's Comedians.

Harry and Pearl Goldie sojourned briefly in the village early this week en route to join the Neale Helvey Players in Waterloo, Ia.

Sid and Did Kingdon have joined Denny's Comedians in Western Kansas.

Mr. and Mrs. Jack Pearson are wintering in San Antonio. Pearson is former manager of Pearson-Gotchy Players.

Bert Black and Lynn Arden recently joined the Neale Helvey Players in Waterloo, Ia.

Billy Auton, manager of the Auton Comedy Players, was in town last week engaging people for his company.

Dick Caldwell is a recent arrival, having closed with the Heffner-Vinson Company in Florida.

Henry L. Brunk is spending the winter in Wichita, Kan. Glen Brunk is pinch hitting as manager of the show during his absence.

Earl Thomas is a recent arrival from Tulsa, where he managed a movie house. Earl may re-enter the rep field soon.

Abe Rosewall, comic, who recently closed a long season with Henry L. Brunk's Comedians, arrived in the village just in time to catch on with the burly show now current at the Empress here.

Mr. and Mrs. George Adkins are recent arrivals after closing their show, which had been circling in Missouri.

Frank North, former manager of Frank North Players, has charge of a WPA unit in Omaha.

Oscar Howland left here last week to join the Frank Smith Players in Illinois.

Grady and Dot McClure, after closing with Henderson-Topp Players, are sojourning at their home in Des Moines.

Jack Wolever Players, who have been circling in Kansas for the last four months, closed last week.

Marjorie Montgomery, after spending the holidays with relatives at Medicine Lodge, Kan., has rejoined the Hal Stone Show in Louisiana.

Marie Marion Burnett is permanently located in Corpus Christi, Tex., where she is engaged in little-theater work.

Mr. and Mrs. L. K. McKay are visiting relatives in Pittsburg, Kan. They will rejoin Walters' Comedians soon.

Dana Campbell, formerly with L. Verne Slout and other well-known rep attractions, is permanently located in Williams, Ia., where she is teaching high-school dramatics and other subjects.

Mr. and Mrs. Buck Howard, former rep performers, are located in Longview, Tex., where Howard has an executive position with Station KFRO.

Goldie Gorrel, character woman, is sojourning at her home in Mystic, Ia.

Carl Grandi, formerly with Christy Obrecht, was spotted on the main stem this week.

Helen Gentry, rep musician and character woman, has closed with the Todd Show in Nebraska.

Mr. and Mrs. Dick Castleman are new arrivals from the Lone Star State.

Neil Schaffner is continuing his work at the Carthage (Ill.) radio station, but announces that the Schaffner Players will be seen under canvas again in their regular territory next summer.

Mr. and Mrs. Glen Chase, wintering in Florida, are contemplating a trip to California in the near future.

## Stock Notes

THE DRAMATIC GUILD, Flint, Mich., presented *Vanity Venture*, a play by Johnny Yuhasz and Wess Meredyth, a recent arrival from London, January 11. Leads were handled by Frank Donalson, Bess Langdon and Pauline Ross. The production was the Guild's first for 1936. The two authors are polishing off another script which will go into rehearsal soon.

GEORGE A. BIRSE, former company manager of *Chauve-Souris*, has been named manager of the Pittsburgh Playhouse, succeeding Paul Rupprecht. Birse announces that the third production of the season will be W. Somerset Maugham's *The Constant Wife*, which opens for a two-week engagement in Pittsburgh January 28.

## 2 Sue Pittsburgh Playhouse

PITTSBURGH, Jan. 11.—Morry Fierst, former manager of the Pittsburgh Playhouse, and Isabel J. Jones have filed suit against the Playhouse to recover \$3,000 on the grounds of a verbal agreement. The suit charges the plaintiffs were promised that sum as compensation for loss when the Playhouse, which they organized in 1931, was reorganized in the fall of 1934. A verbal agreement between the two and Richard Rauh, acting for the corporation, was followed up by a resolution adopted by the Playhouse board of directors October 23, 1934, confirming the obligation, it is claimed in the suit.

## Nicols & Bailey Launch

### Company in Western Texas

VOCAL, Tex., Jan. 11.—Mr. and Mrs. Ralph Nicols closed with the Kennedy Sisters' Stock Company last week to form a partnership with E. E. Bailey in the Bailey-Nicols Show. Seven-people troupe is playing West Texas with rep and vaude.

Besides Mr. and Mrs. Nicols and Mr. and Mrs. Bailey, the cast is made up of Walter Bailey and Mr. and Mrs. O. H. Glor. Glor and Bailey are presenting a mental act as one of the feature specialties.

Mrs. Glor is recovering rapidly from a recent major operation. Altho not completely recovered, she is able to work.

## C. L. Williams a Visitor; Resumes With Films in Ga.

CINCINNATI, Jan. 11.—Carl L. Williams, who has operated various tent and indoor shows in Georgia for the last 22 years, was a visitor at the home office of *The Billboard* Thursday. Mr. and Mrs. Williams have been visiting relatives in Harrison and Dayton, O., and Elwood, Ind., for the last four weeks.

They left here Thursday noon for Georgia and will reopen their talking picture show at Blue Ridge, Ga., tomorrow night. Williams has been working halls in the rural districts with his sound films but reports that the CCC camps have been especially good for him in the last several months. He has concentrated on Northern Georgia territory for the last year and reports business better than it has been since 1929.

## Sharp "Drunkard" Folds

PITTSBURGH, Jan. 11.—Return engagement of George Sharp and Jerry Floum's production of *The Drunkard* lasted a little more than a week here, closing Monday night at the Fort Pitt Hotel. The producers are planning a similar old-time vehicle for early production.

BILLY KING has joined Gus Locktee's circle out of Junction City, Kan. This is the old Cliff Carl circle which Locktee recently took over. Gus and his gang are playing seven nights a week, with business fair. After their Sunday date at Louisville, Kan., the Locktee folks jump to Manhattan, Kan., to do a mid-night floor show at Flowers Inn there. In the roster are Gus Locktee, Lucille Locktee, Lorraine Wilson, Pete Wight, Billy King and Harry Blethroad. For the night clubs Blethroad makes up as a life-size dummy and does a ventriloquial double with Gus Locktee. The act, with its surprise finish, has been wowing 'em.

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

EDW. SAINT, business manager for Mrs. Harry Houdini, reports that Paramount has purchased the rights to *The Great Houdini* and will produce it immediately as a super-feature production. Deal was consummated by Ben Jackson, of Harold Leyton, Inc. Frank O'Connor, Hollywood director and writer, will assist Arthur Hornblow, executive producer. One clause of the contract stipulates that there will be no expose of any magical effects.

FOSTAIRE THE MAGICIAN is booked for the next four weeks thru Kentucky and Tennessee with his new mystery revue, featuring, besides himself, Jerry Provine, female impersonator, and Alita Dawn and her Co-Eds, eight-piece girls' orchestra. Frank Rumble is chief assistant, and Chester Wahl, mechanic. Jimmy DeForrest is handling the ad-va-jim.

LORING CAMPBELL resumed his lyceum tour at Dassel, Minn., January 6. He has four weeks in Minnesota and North Dakota for the University of Minnesota and will follow with 14 weeks in Wisconsin, Michigan, Illinois and Iowa for the University of Wisconsin. Campbell is assisted by his wife. Before the holidays they worked 12 weeks, playing 133 dates in eight States. Campbell already has signed a contract for 32 weeks with four bureaus for the 1936-'37 lyceum season. The tour will include 15 weeks with the Brown Bureau of St. Louis and the Interstate Bureau of Chicago, nine weeks with the University of Kansas and eight weeks with the Dietrich Bureau of Philadelphia. The coming summer Campbell will play a circuit of independent chautauqua dates for the Premier Platform Service of Bloomington, Ill.

DANTE THE MAGICIAN, playing this month in Copenhagen, will move to Stockholm, Sweden, for the month of February. "Everything moving along nicely," Dante writes.

MARQUIS THE MAGICIAN has just concluded the first half of his present season under the direction of Col. F. D. Folk, playing 82 one-night stands since the opening, September 18 last. Only two matinee performances were given during that time. Marquis advises that his present company is being incorporated under the title of *Mysteries of Marquis*. Lois M. Stough will continue as special agent under the new arrangement. Marquis reports that his present schedule includes 100 towns, after which he and the members of his troupe will take in the IBM convention at Batavia, N. Y. Following the IBM conclave, Marquis plans to take a European pleasure jaunt with his wife and Col. Folk.

WILLIAM C. TURTLE, the "snappy magician," is now presenting his fourth annual benefit magic show for the Oregon State Legion lodges out of Portland, Ore. He is featuring his *Phantastic Paper Problems*, a routine series of 48 effects, using all kinds of paper and running an hour and 30 minutes.

SMOKO, the "Human Volcano," is in his sixth week at the Metropolitan Cafe on Pittsburgh's south side with his magic and fire act. He is carded to remain there indefinitely.

CECIL THE MAGICIAN, who played under canvas thru Texas in the fall, is now wintering in Mineral Wells, Tex. He expects to add several new illusions to his repertoire and resume his tour late in the spring. Cecil motored to Fort Worth recently to catch the Blackstone show and reports that he enjoyed the performance in a large way. He also enjoyed several visits with King Felton, who also is wintering in the Texas country.

JACK GWYNNE, now appearing with his magic act at the Hotel Jefferson, St. Louis, had as his luncheon guest early last week Mayor Dickman of St. Louis. Another guest at the luncheon was Sheela, Jack's 22-month-old lioness pet. The event cracked the first page of *The St. Louis Star-Times* with a lengthy story and a two-column cut

showing Jack, Mayor Dickman and Sheela enjoying the party. Sheela is a whopper of a cat, weighing 250 pounds and measuring eight feet from stem to stern—in other words, she looks altogether too hefty to fool around with. Gwynne recently acquired the lioness from Virgil the Magician, who had been using her in his act, but who discarded her when she became too unwieldy to work with.

L. RAYMOND COX and his company of wonder workers have been playing clubs and parties in the Pittsburgh area for the last two weeks and, according to Cox, getting some good money. Cox says that things are popping for him and his troupe in that section, and he expects to work around there until February when he expects to beat a path into Florida. He is carrying a ton and a half of stuff and two assistants. They are doing a two-hour show, featuring *Grant's Girl With the Pincushion Head*, which Cox reports is doing like a house afire. He says that his trained bird act and other novelties combined with magic puts them into schools that have been magicked to death.

PRINCE MENDES, card manipulator and magician, just closed a three-week engagement at the Royal Gardens, Port Chester, N. Y. He is heading for Florida for the balance of the winter. Mendes says he is convinced magic will soon be a main attraction in the night spot field.

PAUL DUKE is on his way back to New York from his European tour. Will resume night club and vaude work here.

E. C. PECK (El-Wyn) and his spook-show attraction opened on the Wilby-Kinney Circuit at Spartanburg, N. C., January 7, making the fourth spook show to play that town this season. "This country has been overrun with mediocre spook shows," Peck writes from Florence, S. C., "consequently it is difficult to get business." In view of the above conditions, however, you will be interested in knowing that in Columbia, S. C., where we played a midnight show last Sunday night (January 5), we played to standing room only and turned away more than 1,000 people. If you wish to verify this statement please write or wire Mr. Irvin, manager of the Carolina Theater, Columbia, S. C."

PRESTO—CHANGE0—and the new officials of the Los Angeles Society of Magicians were elected recently by the simple process of renaming the entire 1935 cabinet. The LASM officers who served during the past term have been reinstated as a reward for their good work. The leaders of the group are Frank Fewins, president and Lord High Prestissimo; William J. Van Berkel, vice-president and Grand Exalted Conjurokus, and Arthur Vall, secretary-treasurer and Grand Wizard of Finance. The organization meets on the last Tuesday of each month at 1724 N. Western avenue, Los Angeles, and the first meeting of the new year will take place January 28.

PROFESSOR MARBRUS, illusionist, is at the Casino Municipal in Nice, France.

DE ROCROY and his company of magicians are at the Colisee in Nimes, France.

BENEVOL, assisted by Robertson, Lao-Tsi-Tcheou and Ira and William Davenport, is presenting a complete magic and illusion show at the Alcazar in Marseille, France.

MYSTIC DESKINE is on the road again with his mystery show, carrying three people. Deskine doing magic, mentalism and escapes, in addition to booking the show. His brother, Joseph Deskine, is doing his comedy juggling, Punch and Judy and ventriloquism. He also sings and plays the guitar. Samp Spangler is doing musical specialties. Company is playing schools and theaters thru the coal fields of West Virginia.

MARTIN BARNETT, young magician, is currently featured in Ray Perkins' new unit. He works a number of card and cigaret effects.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

## For FILMS

JOHN RABY—legit juvenile now appearing at the Empire Theater, New York, in the Harry Moses production of *O Evening Star*. A good-looking and personable lad, he has plenty of talent, as evidenced last season in a variety of parts when he was a student at the American Academy. Present role is his pro Broadway debut.

THE THREE SAILORS—one of the ace hoke acts in vaude, three lads whose comedy is hilarious and enjoyable. Do crazy nut stuff that's bound to pull laughs, and they seem to improve with each new season. Formerly did most of their stuff in pantomime, but have now added some talk. Rate a shot at comedy shorts.

HENRY BURBIG—dialect and character comedian, who should do excellently on the screen. Has plenty of ability to get laughs, and is an experienced radio and vaude comic. Rates a film try.

## For VAUDE

KAZANOVA AND HER TZIGANES—string orchestra of 16 pieces (all male, with a femme baton waver), led by the dynamic violinist, Kazanova. Doesn't go in so much for melody as she does for storm effects, giving plenty of action for the eye as well as the ear. Caught at the French Casino, the outfit proved it was highly interesting and worthwhile. Also heard as guest artists Sunday on RCA Magic Key program.

## For LEGIT MUSICAL

GLADYS BENNETT—half of the vaude team of Ross and Bennett, caught at the Jefferson, New York, last week. A wee brunet, she does a delightful Dumb Dora characterization. Excellent expression, ingratiating personality and is skillful in handling lines. Would make a clever light comedienne for a musical.



## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

SAM GILL writes from Ottumwa, Ia.: "Just got back home from a little trip into Texas and Mexico. Sure missed reading *The Billboard* down there. However, there was one relief and that was not hearing Al Tintoski pop off with his usual agitation. Why not turn over a new leaf, Al, and have a good word for the rest of the profession?"

"NOTE WHERE BUCK LEAHY is carrying an instruction book on how to play a uke," writes Al Tint. "Why not try a pair of cymbals, Buck; I think you could do better with them? Some time ago I saw a piece in the minstrel column where Buck is a contortionist. Since when has he gone to kinking? I always thought he did a ring act or worked in clown alley?"

"HAVE BEEN A READER of *The Billboard* for more than 30 years and was in the business for 22 years," Lawrence Hager pens from Danbury, Conn. "I enjoy the minstrel column very much and also Al Tint's 'remembers.' I wonder if Al remembers when John L. Sullivan and William Muldoon were with the Lester & Allen's Minstrels. Also when I drove from Uniontown, Pa., to Brownsville, Pa., to see him when he was with Vogel's Minstrels, and the parade was coming up the big hill in Brownsville and Al dropped out and waited until the parade came back down the hill."

IN ITS ISSUE of January 5 *The Danbury (Conn.) News* carried the following item under the heading "Danbury 50 Years Ago": "Lester & Allen's Minstrels, which appear at the Taylor Opera House Tuesday evening, will have as special attractions two world's champions, John L. Sullivan and William Muldoon, who will give statuary poses."

"DO YOU REMEMBER," queries Buck Leahy, "when Paul Ackerman and Fred Hill did an acrobatic act with the DeRue Bros.' Minstrels? When Lew Tracy and Mike Hanley did a double-act and the Morales Brothers a ring act with the Guy Bros.' Minstrels? When Leo Dube led the DeRue Bros.' parade in Fulton,

N. Y., and got lost? When Bobbie DeRue and Billy Beard did principal ends with the Faust Minstrels? When Bernard McGraw played bass in the band with the Gorton Minstrels? When Olin Landick did his first trouping with the Bowman Bros.' Minstrels? When Harry La Toy taught Fred Allen (radio star) how to juggle? When Joe Hall, Henry Bassi, Dick Earl, Hi-Tom Ward, J. Wilson Cliffe, Tommy Gaffey, William Marsh, Prof. R. A. Brookwater, Tom Gandolfo, Olin Landick, Eddie Leahy, Charlie Morris, Johnny Myers, Arthur Crawford, Buck Leahy, Frank Guth, Norman Ward, Frank D. Berst, Jake Epstein and Mickey Guy were with the Brown & Bowers Minstrels?

LET YOUR OLD minstrel friends know where you are and what you are doing. Shoot in a line to the column. We can make this an interesting department with your co-operation.

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

## Pughe Pueblo Show Off to Good Start

PUEBLO, Colo., Jan. 11.—The George W. Pughe Derby show got under way here December 27 with 35 teams and two solos participating in the grand march. At the end of 216 hours the floor was down to 17 couples and three solos. Show is being held in the Exposition Building of the Colorado State Fairgrounds. The staff includes emsees Archie Gayer, Lenny Paige, Jimmy Bittner and Little Frankie Little; Larry Cappel, day judge; Jack Reynolds, night judge; Jimmy Carolinton and Frank Devorse, trainers; June Duncan and Marge Sheffield, nurses. Dave Ackerson is leading the orchestra in his 13th contest with the Pughe organization. Same applies to Nellie Huntsberger, Betty Black, day cashier, and Larry Pullen, night cashier. Broadcasts are four times daily over KGHP and show is under sponsorship of the local Veterans' Post. This is the first show within the city limits.

Those still on the floor include: Billie and Billy Curtis, Micky Martin and Jack Diamond, Leone Barton and Otto Brunette, Ruth Carroll and Jimmie Parker, Margie and Joe Van Raam, Bella and Porky Jacobs, Milton Romero and Louise Turley, George Bernstein and Edna Mae Summers, Cloris Wears and Joe Nalty, Helen Tyne and Jimmie Valentino, Patsy Hall and Jack Alexander, Bobby Cramer and Harry Pala, Adell Bloomingkemp and Ivan J. Wolf, Walter Grafsky and Boots Forman, Pop Van Raam and Irma Sager, Mickey Rice and Betty Evans, and solos Tom Day, Mario Alessandro and Ernie Antonio.

## Decatur Show Still Going at 1,752 Hours

DECATUR, Ill., Jan. 11.—With Don Freeman and Frank Swan battling it out nightly in heel-and-toe races, now running 55 minutes each, before full houses, Hugh A. Talbott's show has passed the 1,752-hour mark and is rapidly nearing the end.

While Esther Snyder is still on the contest floor, she has been declared winner in the girls' division. She is staying on as partner of Don Freeman. Incidentally, the young lady has been declared by local sports writers as one of the most beautiful walkers ever seen on a Midwest floor.

Chick Franklin, Joe Purtell and Chick Snyder have handled the stand and mike in a manner that has created a multitude of friends for them and for the show. Tony Lewis' stooging will also be missed by local fans when this show comes to an end. And even the "tough guy," Johnny Agrella, will leave many friends behind.

## TIDBITS

By RICHARD S. KAPLAN  
NEAA General Counsel

The longer I live, the more I see of life, the more humorous the serious events of life become. Once again referring to cruel and inhuman sports and shows:

A Six-day Bicycle race was held in Chicago a few weeks ago. The most important people in Chicago's civic, religious, political and social life packed the Chicago Stadium to witness the gruelling races. Suddenly there was a crash—screams rent the air and Gustave Killian and Hanz Vopel, German hopes in the race, crashed. Killian and Englehart, another rider were knocked colder than a siren's heart, according to newspaper reports (and that's some cold.) Killian suffered a painful injury to his spine. And all this was followed "by a lusty bellow of applause." They had gone continuously for 57 hours at the time and 11,000 insomniacs were present.

DID THE CITY FATHERS DEMAND THE CLOSING OF THE RACE?

DID THE CHURCHES CONDEMN THE EVENT AND CRY THAT IT WAS CONTRARY TO THE BIBLICAL TEACHINGS?

DID THE P.-T. A. START A WAR AGAINST THE RACE?

DID THE THEATERS CONDEMN THE SPORT AS DANGEROUS, RIDICULOUS, AND A SPORT THAT WAS NOT ELEVATING TO THE HIGHEST MORALS OF MANKIND?

They did NOT! They all joined in packing the Stadium the following night. And if the same thing had happened at a walkathon or similar endurance contest, hundreds would have flown to the Chief of Police and City Council and demanded that the show be closed.

I'd still like to see the logic in all this.

But there is an answer. The operators are organized into a powerful group that sticks together, prizes, salaries are ALWAYS paid and there are no squawkers in the six-day race. Think it over.

In Chicago recently the International News Service reported that Jay Berwanger, star hockey player, started out the week of practice with so many bruises that he looked like a Plymouth Rock hen. Smashed legs, heads, arms and bruises are features of the wonderful, old-ladies'-home game of hockey, but it isn't bothered—by any one. WHY?

A suggestion was made by one operator, a few weeks ago, that all leading

operators of endurance contests, members of the NEAA and non-members, be brought together and the country zoned off, each operator to be apportioned a certain territory in which he alone should operate, such territory to be drawn by lots. Thus each operator could help the other and contestants could be sent from one show to another with ease. Interlopers would be forced out of the picture by the combined strength of the organization.

A good idea, but this was brought out at the last meeting of the NEAA at Chicago. What became of the idea? It died because the operators just couldn't trust the other fellow—actually because they couldn't trust themselves. Or what WAS the cause?

Plenty of good ideas have been presented but very few of them adopted. Keep on throwing aside the good ideas and the bad ideas will bury you in time.

"I AM OF THE OPINION THAT WE ARE ALL GOING TO HAVE TO MAKE SOME RADICAL CHANGES IN THE ENDURANCE FIELD IF IT IS TO EXIST," writes a prominent operator. Are YOU telling me!!! That's what I've been trying to convince you of for the past year. But how are you going to make those changes—by hanging back and waiting—or waiting for someone else to start it? You'll be fooled in that. You'll hang together or break separately.

## Contestant Notes

MARIO ALESSANDRO, on the floor of the George W. Pughe, Pueblo, Colo. show, would like word from Connie or Zita Garcia, tango dancer who was formerly teamed with Ernie Gilbert in the Canton and Little Rock shows.

CHUCK LOMBARDO is requested, by the missus, to get in touch with Boots and his sister, Mary, in St. Louis.

BUDDY ATKINS would like to hear, via the Letter List, from Billie Farmer. Buddy is all ready for another sprint show and is looking for a partner. Buddy writes: "The column, *Tidbits*, is very interesting and helpful. Keep up the good work, Kaplan."

JERRY MILLER, Struthers, O., would like to hear from Frank Wisebaum and Pat Webster, also Johnny Harrigan. She's anxious to dance in another Webster show.

GEORGE WALKER, resting up from the Rutland, Vt. show in Washington, D. C. wants to hear from Honey Poe Cushman, Stan West Rubberlegs Hagen. He is looking for a partner to start in a February show and would appreciate letters care the New York office of *The Billboard*.

NICK TAYLOR drops a card from Port Angeles, Wash., to tell us he just finished the Wenatchee super and would like to read 'em from Bing Zaponni and Bob Fields thru the Letter List.

EMMETT McCLELLAND was married New Year's Day, at Danville, Va., to Grace Lee Jordan, a local girl. Emmett says his walking days are over but that he will always be a fan.

R. F. NOBLE tells us from Des Moines that he was in an accident last week and will have to get along on crutches for a while. He would like to hear from Tex Swan, John Brewton and others in the Birmingham bunch a year ago.

## PALM ROOM

(Continued from page 12)

viously having ingratiated itself with the Commodore clientele. Johnson has a nice outfit and he himself is a pleasing leader. Perched at the piano, he leads his boys thru danceable versions of the latest hits. Straight band numbers are pepped up with instrumental, comedy and vocal specialties by the boys. "Uncle" Harry McDaniels is chief comedian, using his cornet to good effect in the *Music Goes Round and Round* number. Vi Mele, a blonde, is kept busy rendering vocal and piano specialties and also playing with the band. Pleasant voice and personality. The band boys offer a *Desert Song* vocal number, which is a nice relief. *The Lady in Blue* waltz was another

## Staff Briefs

KEN HERRON and his Virginians, former walk band, are current at the Carolina Inn, Biltmore, N. C. They have been playing the spot since September.

HENRY LEWIS is booked indefinitely at the Ambassador Club, Spokane, Wash., as emcee. Says he handles a fine show and features several well-known acts. Henry would like to hear from Sam Gore, Curley Linder, Junior Jack Kelley and Bob Taylor thru the Letter List.

HAROLD (ALABAM) MONTY would like to hear from Mac Maurada, the Great Mackay and Bobbye Waddall. Alabam' is working on an indefinite date at the Hotel Cadillac, Los Angeles.

AL LYMAN, San Diego, Calif., would like to know the whereabouts of Kenny Klinger, Otto Brunette, Jerry Martone, Ma and Pa Roberts, Mickey Ricco and wants to remind Hank Mansholt to keep an eye on the Letter List.

R. M. (DICK) EDWARDS writes from West Palm Beach, Fla., that he and Hobo are positively out of the endurance field. Dick would like 'em, via Letter List, from L. J. Beede, J. G. Kitchens and Phil and Dorothy Green.

MRS. FREDDY SIMS, wife of head trainer Sims, is vacationing for two weeks in Chicago, as a guest of a well-known walk fan, Henry Heidelberg. She would appreciate letters from Harry Newman and Chuck Wilson.

DOC KING, writing from Greensboro, N. C., tells that he is temporarily out of the endurance field while exhibiting Riggers Royal Midgets thru the South. Doc wants letters, thru the Letter List, from Brice Caldwell, Al Painter, Lucky King and Zeke Youngblood.

BILLY BALDWIN is still with the Harry Collins Orchestra, currently playing the Gladstone Hotel, Casper, Wyo. Says his walkathon experience sure enables him to fit the bill as hotel emcee. Sends congratulations to Richard S. Kaplan with: "I read his column all the time. He is really talking sense and giving some very helpful hints to the 'wise.'"

that stood out.

Terry Green, held over, is still impressing the customers with her pleasing singing and even more pleasing acrobatic and tap dancing. A good-looking and lissome blonde, she is at her best when exhibiting fast acrobatics.

Ethel Parker and Reed McClelland, just in from the Midwest, made a nice impression with their ballroom routines. Offered a spry waltz, a Spanish dance and another faster number. None are spectacular, but all of them please. The team's good appearance also helps.

Carlotta Dale, new around here, is a lovely brunet blues singer. Did three numbers, including *More Than You Know* and *In My Solitude*. Has a soft intimate style that barely lifts the voice above a whisper. It's an effective delivery that was handicapped at this show by inability of the mike to carry her voice thruout the large oblong room.

A 50-cent cover after 10 p. m. week days and \$1 Saturdays is charged, with the dinner being as low as \$1.50. A good buy, the food, lovely atmosphere and service being worth it alone.

Dennis.

DETROIT, Jan. 11.—First local film revival policy was opened this week at the Europa Theater, former first-run, by Paul Osterle. Theater had been playing all foreign films.

## ATTENTION CONTESTANTS!

WANT GOOD ENTERTAINING TEAMS, WITH FLASHY WARDROBES, WHO CAN TAKE FASTEST SHOW EVER.

### FORT SMITH, Arkansas

Opening Thursday, January 23, 1936

King Brady and Three Ryans wire.

WANT Emsees who can WORK CLEAN and are able to change their program daily—who know new skits and songs.

ALSO NEED Floor Judges, Trainers, Nurses, Candy Butchers (who work) and Help in all departments. Clarence Schenk, Jimmie Zumo, John Paul Jones and other musicians wire. Bill Chartier wire.

Joe and Margie Van Raam, Joe and Mary Rock, Hughie and Babs, Bill McDaniel and Opal, Harry Hamby and Jean, Van Mills and Louise Allen, Pee Wee Collins and Pauline Boyd, Eric Larsen and Betty Lee Doria, Jack Glen and Margie Bright, Porky and Bella Jacobs, Mario Alessandro, Jerry Whalen, Austy Dowdell and all others who know me wire. Others who can qualify come on.

This is going to be a real contest. A fast sprint show with no favorites and no pets. Want only Teams who can entertain cleanly and can take it. This show is properly financed by ample local capital and PRIZE MONEY WILL BE PAID!

PAY YOUR OWN WIRES.

J. G. (Josh) KITCHENS, Producer

Goldman Hotel,

FORT SMITH, ARK.

GEORGE L. RUTY

## WALKATHON

Opens Friday, January 17

BALL ROOM, ACUSHNET PARK  
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\$2000.00 in cash awards. Nearby contestants report immediately.

## 1936 BIGGEST SENSATION VAUDE-A-SHOW

Opens January 22, Outskirts Tulsa, Okla.

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# Roxy Found Dead in Bed

NEW YORK, Jan. 13.—Samuel Lionel Rothafel (affectionately known as Roxy to millions throughout the country) was found dead in his bed at the Hotel Gotham here early today, the end apparently coming in his sleep. The 53-year-old movie, theater and radio showman passed away in comparative solitude after rising to one of the most spectacular personal successes in all the long and glamorous history of show business.

Rothafel was born in Stillwater, Minn., July 9, 1882. In 1894 he moved to New York, starting his career as a cash boy in a 14th street department store. He presented his first picture in a vacant storeroom, with seats borrowed from an undertaker. Thru succeeding years he was constantly working with his favorite hobby, motion pictures.

In 1913 Rothafel was chosen managing director of the Strand Theater, then the largest motion picture house in the world. There he was invited for the first time to give full sway to his new style of popular entertainment together with the showing of the film. Courtesy of the patron was his ideal. Subsequently he occupied similar positions at the Rialto, Rivoli and Capitol theaters.

He was generally recognized as the first theatrical director to interest himself in radio and the first to sponsor the broadcasting of a program from the stage of a theater. It was at the Capitol that he organized his group of entertainers known as Roxy's Gang, and it was here that the broadcast sessions came into permanent association with his name.

In March, 1927, he opened his own playhouse, the Roxy Theater. It was from this point that his Sunday afternoon and Monday evening radio programs became nationally popular and he developed and held literally millions of enthusiastic air listeners.

The peak of his remarkable career in the show world was reached when he was given absolute charge of the designing and decorating of the Radio City Music Hall, the largest and finest theater project the world has yet known. Since retirement from his Radio City activity he had been comparatively inactive in the show world.

Rothafel is survived by his widow and two children, a son, Arthur, living in California, and a daughter, Mrs. George Bijur. Funeral services will be held Wednesday morning at 11 o'clock at Central Synagogue, 55th street and Lexington avenue, New York. Interment will be in Linden Cemetery, Queens.

## Triple Coast Bills, Including Legit

LOS ANGELES, Jan. 11.—Belmont Theater, of the Fox-West Coast chain, begins a daring experiment in box-office lure here next Saturday night with the presentation of the first of a series of full-length stage hits in addition to the double screen bill. Plays will be offered without intermission and will continue—sink or swim—one each week for the next month and a half.

House will continue to run on a motion picture price schedule of 40 cents top, but reserved seats will be booked for patrons who only want to see the stage program. Almost full house every performance will be necessary to make the venture profitable, and if customer reaction is strong enough the innovation will be introduced into other houses of the circuit needing stimulation.

Plays already set are *The Bad Man*, *Whistling in the Dark*, *The Family Upstairs* and *Constant Wife*. Cast for the opener includes Roy d'Arcy, Otis Harlan, Barry Norton and Viva Tattersall. Harry Garson produces.

## Plenty D. M. Road Bookings

DES MOINES, Ia., Jan. 11.—The month of January will see almost as many attractions presented at the Shrine Auditorium as were booked there for the entire season last year. The Monte Carlo Ballet Russe opened the new year, January 1; Walter Huston in *Dodsworth*, January 6; *Three Men on a Horse*, January 14; *Blossom Time*, January 20, and *The Old Maid*, January 24.

## Stage Actor

PITTSBURGH, Jan. 11.—George M. Cohan, while appearing in his new play, "Dear Old Darling," here last week, made himself known as a strictly legitimate man and didn't hesitate to say so. When reporters annoyed him with the subject of Hollywood and whether he has any intentions of returning there he pointed to his new billing, "The American Stage Actor," and put plenty of emphasis on "stage."

## "Children's Hour" Barred From Chi

CHICAGO, Jan. 11.—After poring over the script of *The Children's Hour* for two weeks Corporation Counsel Barnett Hodes, acting for Mayor Kelly, informed Thoda Cocroft, manager of the American Theater Society here, that the play was objectionable to the City Hall's idea of propriety and barred its showing here. He said that he had received numerous letters asking that it be kept out of Chicago.

"Our subscribers," said Miss Cocroft, knew that this play was on our season's program and they subscribed with the expectation they would see it. They are bound to be disappointed and it may be that some of them will wish to use their influence." Miss Cocroft said that she asked the names of some of the letter writers but that Mr. Hodes withheld them.

In Chicago the American Theater Society and Guild has 14,000 members, including many prominent leaders in business, society and literary circles. It is possible that some of them may make an attempt to persuade Mayor Kelly's administration to change its mind in regard to barring the play.

## Biltmore-Curran Tie For L. A. Legit Shows

SAN FRANCISCO, Jan. 11.—Alignment of the Biltmore Theater, Los Angeles, with the Curran Theater here, for all attractions from the East, as well as those produced on the Coast, under banner of Homer Curran, has been arranged. Curran has severed his Belasco Theater connections, established headquarters for casting and production at the Biltmore. Future attractions are to be handled from there. Arrangements were completed by the United Booking Office of New York and Curran the end of last month. First attraction on the schedule is Walter Huston in *Dodsworth*, which comes to the Curran January 16 for 10 days.

Henry Duffy has signed Conrad Nagel to play the Leslie Howard role in *Petried Forest* and is scheduled to open at the Geary Theater January 20, following *Night of January 16*, which had its opening last Monday night. Duffy is now assembling the cast in Hollywood.

## LEGAL AND

(Continued from page 3) an attorney immediately. Broder points out that most acts are, legally, independent contractors and, if their contract is breached, must sue in court. Members of an act may, in turn, sue the act-owner, who is the independent contractor in most instances.

There is another classification of performer who may appeal directly to the nearest State labor department to collect his salary. Performers working in unit shows and taking direction from others rather than doing their own particular specialties come under the classification of wage earners rather than independent contractors, according to Broder. The various State labor departments are primarily concerned with this type of performer.

## WPA PROJECTS

(Continued from page 3) maining here to straighten out the entire project. She is also making reforms and changing personnel. Ralph Whitehead was assured by her this week that she would order departmental heads to cease sending WPA acts to private affairs run for profit. All requests for WPA acts to do free shows will be referred first to the Theater Authority. Victor Ridder, WPA administrator for this city, says he is inaugurating a new method of paying off theatrical workers, following complaints last week by the Council of Theatrical AFL Unions, that workers had to wait out in the cold for

hours before receiving pay checks.

More than 100 dancers organized an association Tuesday to agitate for a federal project of their own, claiming the theater project did not really consider their special needs. They are demanding a project employing 400 dancers and began their agitation today by participating in a demonstration sponsored by the City Projects Council. Tamiris, Doris Humphrey and Don Oscar Becque spoke, as did Stephen Karnot, a WPA official, who said the government was interested in them as jobless dancers and not as exponents of any school of tendency of the dance.

WPA craftsmen built the eighth little theater stage in a local public library this week. Stages will be used as adjuncts to the libraries.

The WPA film division, which aims to eventually supply film shows to 129 CCC camps in this State, has gotten under way. This project gives work to jobless projectionists and instructors.

The WPA Civic Repertory Company will open the Parsons Theater, Hartford, this month with a resident cast.

## PARAMOUNT, N. Y.

(Continued from page 21) and the other instruments are a bass fiddle, guitar and clarinet. That's what you call a "jam" band.

This clever quintet isn't presented as it should be. They're introduced unimpressively by Gray and work in a small space in front of the Casa Loma bunch. And their 14 minutes follow the 23 minutes of the Loma music and singing by Pee Wee Hunt, Kenny Sargent and Carolyn Marsh. Still the "jam" boys are a huge hit, which you'd expect with Riley's grand leading of these boys. He's a cross between Eddie Davis and Jimmy Durante, which is plenty. After their *Clap Hands* number they go into *Double Trouble*, and then into the hit number, *Music Goes 'Round*. Audience worked with them and Hunt came down from his seat to do a novel and funny switch on the tune.

The Casa Loma bunch are still very impressive with their superb music and excellent presentation. Gray sits among the sax crew while Mel Jansen handles the baton. The 16 boys go to town right off the bat, and then Pee Wee goes into a special on how the band holds a meeting. Carolyn Marsh, looking great, does three numbers, *Cheek to Cheek*, *Tell Me That You Love Me Tonight* and *You're Marvelous*. She sings them very well and the audience took to her in a big way. Band follows with more of its sterling music and then other specialties from Pee Wee, telling that *Bessie Couldn't Help It*, and Kenny Sargent doing a grand singing job of two numbers.

Ahead of this pit show and sandwiched by the feature film, the house offers a musical short, an organ session from Don Baker and a Technicolor animated cartoon. SIDNEY HARRIS.

## CASTLE FARM

(Continued from page 12) his clarinet stop the show with a *Goofus* number that would spell tops on any man's bill. Jennings and company offer an evening of genuine entertainment. Schueler.

## Rainbow Grill, New York

The Rainbow Grill is the less formal of the two skyscraper night spots in Rockefeller Center, the Rainbow Room being strictly a dress-up spot. Management of the two places is seeking to bring the formality of the Grill to a lower level, in an attempt to grab more customers. The idea, and right it is, is that the extreme stiffness and formality that previously obtained in the Grill scared away the younger crowd, which the spot wants to get. A good deal has been accomplished and the tide is turning.

Scientally, no night spot in New York can compare with the Grill. Its roof and windows show the broad vista of the city, the Hudson, New Jersey, etc., in an exciting panorama. Interior is handsomely decorated, but that view can't be topped.

Ruby Newman and his orchestra opened late in December, with Newman already showing a pull on the trade. He hails from Boston, where he was—and still is—the music king pin with the Back Bay and Boston social field. No question that Newman is an able musician. Music field admits this, as well as the fact that with a small orchestra, his music sounds like the average 14 or 15-piece dance crew. Including the leader, Newman, there are

eight players, most of them doubling to get the unusual effects achieved. Canny use of instruments provides a fine variety, and the music is smooth, soothing and very danceable. Orchestra is in on a six-month contract, first time the Grill guaranteed such a stay.

Grace Morgan, accompanying herself at a midget piano, is an attractive redhead, singing "blue" songs, especially written. Has a good style and delivery.

Cover charge is 50 cents after 10 p. m. Dinner is \$2. Cocktails are average in price for this type club.

Franken.

## Paddock Club, Cleveland

Nick Pinardo's Paddock Club, located in downtown Cleveland, is fast becoming a popular rendezvous of local and visiting radio, stage and screen celebs. Modeled somewhat after the Paddock Club at Miami, spot offers an excellent cuisine and a rare assortment of fine wines and choice liquors at prices that are right.

Three floor shows are presented nightly, with a complete change of acts semi-monthly. Frankie Burns, erstwhile owner of the Hollywood Inn, has recently been installed as entertainment director. Moe Richards officiates as night manager and greeter. Bill Hope and ork occupy the band stand.

The show this week is fast moving and boasts excellent talent. Jay J. Jason, who emcees the show, rates top honors for his clever impersonations of stage and screen stars; Hazel Crowe, a comely miss with a pleasing voice, adds color and charm to the bill, and the Starlight Girls, a trio of good-to-look-at misses, present some snappy tapping numbers that win merited audience approval. Ernie Pelko, billed as "The Ohio Accordion Playing Champion," proved a rare musical treat. Doris Belmore, torch singer, is a valuable asset to any variety bill and her big reception was not amiss.

The 50-minute show closes with some snappy musical selections by Bill Hope and his boys. Club management is smart in presenting shows marked with distinctive snap and class such as the one reviewed this week. Reed.

## ONE CENT A DAY PAYS UP TO \$100 A MONTH

The Postal Life & Casualty Insurance Co., 3686 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for disability, and up to \$1,000.00 for deaths—costs less than 1c a day—\$3.50 a year. More than 150,000 have already bought this policy. Men, women and children eligible. SEND NO MONEY. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No examination is required. This offer is limited, so write the company today.

## Dorothea Antel

226 West 72d St., New York City. BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS. In Boxed Assortments. 15 Exclusive and Original Cards to the Box. \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

## YOUR FACE REJUVENATED

Facial Lines Made to Disappear. The Marvelous Face Lifter, tightens, holds and strengthens Sagging Facial Muscles. Effect immediate. GUARANTEED HARMLESS. Price, \$1.00, Plus 15c Postage. YOUTH TOAN LABORATORIES, 201 West 91st, New York.

## Complete Minstrel Show For Sale

38x70 Top, used one season, good condition. Also Seats, Lights, Front, one Banner, Stage, Scenery, Prop Boxes, Musical Instruments. \$400 Cash. Outfit can be used for Picture or Vaudeville Show. J. L. WHITE, Branchville, S. C.

## WANTED CIRCLE STOCK PEOPLE

Who double in Ork, Youthful Piano Player. All must do Specialties. Merchants, co-operative. State if you have car. No advance. Southern Missouri Territory. BILLY FORTNER, Salem, Ark.

## WANTED VAUDEVILLE ACTS, ALL KINDS

For Unit, open January 20. Also Lady M. C. State Lowest. WILL PLACE Family Act at right money. ALABAMA PRODUCING CO., Elks' Theatre, Huntville, Ala.

## WANTED Med. Performers, Comedian, Magician, Team doing Singles and Doubles, Piano Player. Others write. State lowest. Join at once. O. V. BOYCE, 15 Washington St., Salamanca, N. Y.

HARVEY PLAYERS want Juvenile Leading Team. Also Pianist who doubles Stage. Specialties essential. Join immediately. Circle. Short jumps. No advance. Other useful people write. Dyersburg, Tenn.



# THE FINAL CURTAIN

**ALLEN**—Eddie, 41, of the vaudeville team of Allen and Canfield, on board ship en route to Honolulu January 4 from a stomach ailment. He was sailing for King's Theater, Honolulu, with a Fanchon & Marco unit when stricken. Survived by his father, living in Memphis and an aunt in Marion, Ind.

**ANTONET**—One of the best known of European clowns, whose real name was Umberto Guilleaume, in Paris December 20. Antonet had been a partner with such well-known clowns as Footit and Grock, but in late years appeared with Beby and the Cirque de Paris, Cirque Medrano and Cirque d'Hiver in Paris. Burial at Barcelona, Spain.

**APPLE**—Rose, 63, sister of Sammy Weston, burlesque comedian, January 4 in Brooklyn of heart trouble. Funeral January 5.

## SINCEREST SYMPATHIES TO

### SAMMY WESTON

Over the Loss of His Sister,

### ROSE APPLE

Who died January 4, 1936.

May her soul rest in peace.

EDDIE HEYWOOD and "RENEE."

**ARLEDGE**—Wade Hampton, owner-operator of the Kent Island Opera House, Chester, Md., at the home of his daughter, Mrs. Carl Hovis, in Rock Hill, S. C., December 29.

**BRADY**—Betty, 19, cashier at the Liberty Theater, Benton Harbor, Mich., was killed instantly December 28 when the machine in which she was riding skidded into a truck two miles south of South Haven, Mich.

**BREESE**—Gloria Anne, 8, daughter of Mr. and Mrs. William (Billy) Breese, the father a well-known outdoor show agent, December 31 at Augusta, Ga., of lobar pneumonia. Besides her parents she is survived by a brother, William Dennis Breese. Interment in Westover Memorial Park, Augusta, January 2.

**BROOKSHEIR**—William, Jr., professionally known as Jack Lawson, January 6 from infection and pneumonia following an attack by an infuriated tiger at Cole-Beatty winter quarters, Rochester, Ind., January 1. Body was shipped to Chillicothe, Mo., for burial. Funeral services were held January 9. Circus officials and employees contributed to floral offerings.

**BRYSON**—James V., film actor and a pioneer in that field, in London December 31 from injuries sustained in an accident Christmas Eve. He was formerly associated with Carl Laemmle.

**BUCHHOLZ**—Louis R., 65, owner of the Rialto Theater, Nekoosa, Wis., from apoplexy at his home in Nekoosa December 22. Funeral services December

24 from the Nekoosa Congregational Church, the Rev. C. A. O'Neil officiating. Burial was in Riverside Cemetery, Nekoosa. His widow, two sons, Richard and Lawrence, a sister and one brother survive.

**BUNGE**—Carl, 80, for many years head of the music conservatory bearing his name, died January 10 at his home in Chicago. Burial in Rosehill Cemetery. Bunge is survived by a son, Julius.

**CAMPBELL**—Julian, 29, formerly in Paramount's publicity department and former theater manager and liquor store operator, in Long Branch, N. Y., January 7.

**CANNETTTE**—H. C., 58, radio continuity writer, January 10 at San Jose, Calif.

**CHASIN**—Alice, mother of Edith Chasin, leader of an all-girl orchestra, in Buffalo, N. Y., December 27. Survived by four children.

**CHURCH**—John H., for more than 12 years associated with the Strand Theater, Kingsport, Tenn., in a hospital at Stockton, Calif., recently following an operation. Body was returned to Kingsport for burial.

**DAWN**—Dolores, 19, whose real name was Warde, plunged to her death from an apartment house window in New York January 5. She had been in the chorus of the Hollywood Restaurant floor show. Her mother survives.

**D'ARDELLOT**—Guy, 78, known in private life as Mrs. Helen Rhodes, in London July 7. At the turn of the century she was noted in concert and operatic circles as a composer. She was in company with Sarah Bernhardt, Ellen Terry, Caruso and other greats.

**DU BOIS**—Oscar C., 77, music publisher, died January 9 at his home in Pak Park, Ill.

**DUBOSC**—Andre, celebrated French actor and screen star, in Paris December 20.

**ELZEA**—Rodney, known as Rex the Armless and Legless Wonder, after a few days' illness at New London, Mo., Tuesday night, January 7. He was about 53 years old and traveled with carnivals for years. Burial in New London January 9. Deceased was a brother of Mrs. Harry Smith, whose husband is general agent of Snapp Bros. Shows.

**FISHER**—Fred, 66, who built and operated the Pastime Theater, Detroit, at his home in that city December 21. Survived by his widow and a son, Earl. Burial in Forest Lawn Cemetery, Detroit.

**FREEDMAN**—Edna, 33, January 1 at NVA Sanitarium, Saranac Lake, N. Y., after a siege of curing for the last five years. Professionally known as Edna Maxwell, she worked with Ziegfeld for a few years and then with *Scandals* as a show girl. She was a native of Cleveland. Interment at Saranac Lake.

**GAY**—Matthew H. (Matt), well-known high diver, suddenly at San Francisco January 6. He was born in Paris and came to America when 13 years of age, settling in San Francisco where he became an amateur diver at Surro Baths. He later embarked on a professional career, going east with Edgar Rosenbaum, appearing first at Toronto, later the Pan-American Exposition at Buffalo; Sans Sousa Park, Chicago, and many other engagements. He was also a free attraction with many carnivals, among them Frank Bostock, Dan R. Robinson, Nat Reiss, Smith Greater and Mel Vaught. For the last two years he was with the Stewart Tait Shows of Manila, P. I., and toured the Orient. Deafness, caused by diving, necessitated his undergoing an operation. Survived by his widow, Emma, to whom he was married in 1902. Funeral January 9 in charge of Pacific Coast Showmen's Association, with interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**GILMAN**—Fred, 25, control-room operator of Station CFNB, Fredericton, N. B., was electrocuted in the control room of that station December 28. He had been on the station staff for the last 17 months. Surviving are his widow, two small daughters, his parents, one brother and one sister.

**GREENOP**—Edward R., 82, concert and opera cellist, in Valhalla, N. Y., January 6. Two sons and a brother survive.

**GUILFORD**—Frederick G., 84, band conductor and composer, in Clinton, Conn., January 8.

**HANSEN**—Franklin, 20, doorman at the Liberty Theater, Benton Harbor, Mich., was killed instantly when the machine he was driving skidded into a truck two miles south of South Haven, Mich., December 28.

**HART**—Jerry, 79, for many year enderman with minstrel shows and whose last engagement was with a George M. Cohan show, recently at Saugerties, N. Y., where he lived since his retirement. Survived by his widow, Blanche.

**HARTE**—John B., 52, owner of two motion picture theaters in Bennington, Vt., at his home there January 7, following a heart attack. Survived by his widow, three daughters and two sons.

**HENNIQUE**—Leon, 84, well-known French author and playwright, in Paris December 25.

**HOSTOR**—Timothy, father of Harriet Hoctor, dancer, in Hoosick Falls, N. Y., January 5. Another daughter, two sons and his widow survive.

**KALES**—Arthur F., 54, manager KFI-KECA, January 2 in Los Angeles after a prolonged illness. He was born in Phoenix, Ariz., and educated at University of California. Survived by his widow, Lorraine, and two minor sons.

**KLINGENFUS**—Hugo L., 55, owner of the Central Theater, New Athens, Ill., since 1904, December 28 at his home there following a paralytic stroke. Survived by his widow, Mrs. Emma Klengenfus.

**KRAUS**—Henry, well-known French stage and screen actor, in Paris December 15.

**LAPEARL**—J. H., 74, who died January 4 at Kokomo, Ind., brief mention of which appeared in last week's issue, was buried January 7 in Memorial Park Cemetery, that city. He had been in poor health for several years, his ailment being a complication of diseases. He owned and operated a popular medium-sized circus, the J. H. LaPearl Circus, during the '90s. At age of 15 he began a three years' apprenticeship with a Philadelphia watchmaker and jeweler and while learning that trade was also a member of the Turners, an athletic organization, where he learned the difficult feats in acrobatics and trapeze specialties. In 1876 he had a summer engagement with Stokes Circus at Smith's Island. At Gilmore's Varieties and other Philadelphia amusement resorts he gained popular favor and was then booked over a Western circuit. Spring of 1883 he joined the Burr Robbins Circus as an aerialist. Summer of 1884 he was with Porter & Wright's Circus in St. Louis. That fall he put out a small show playing fairs in Illinois. From 1885 to 1890 he conducted a watch repair and jewelry business in Chenoa and Vandalia, Ill. Stung by the "circus bee" early in 1891, he decided there should be a J. H. LaPearl Circus. The show began its career in a modest way and increased in size from year to year. It made its final tour in 1898, the property changing ownership and LaPearl retiring from circus ownership. He then patented a motion sign from which business he retired 10 years ago. He was a member of the Knights of Pythias and Masons. Survived by two sons, Harry LaPearl, of Indianapolis, well-known clown, and Roy LaPearl, of Chicago, and daughter, Ruby Schwarzwald, of New York.

**LEE**—David, 80, for many years in show business and a brother of the late James and Jack Lee, glass blowers and side-show men, and uncle of Mrs. Cash Miller and the late Bessie McCoy Davis, at his home in Port Jarvis, N. Y., December 5. He was born in England. Survived by his widow, Susan Boardman Lee. Burial in Pine Hill Cemetery, Sparrowbrush, N. Y.

**LESSER**—Mamie D., 63, of the Lesser Family, formerly in vaudeville and for many years with the Quillen, Jack Ripple, Jethro Almond and other touring repertoire organizations, in St. John's Hospital, Anderson, Ind., January 6 of a paralytic stroke suffered December 27. Deceased, wife of LeRoy D. Lesser, had been a semi-invalid for the last year and a half. Besides her husband, she is survived by one daughter, Mrs. Kathryn L. Benson, of Chipley, Ga.; one son, Bertrand L. Lesser, of Anderson, Ind.; three brothers, Bert (Melville), Howard A. and

Rev. M. A. Banker, and four sisters, Mrs. J. George (Jennie) Roy, Mrs. Earl Stoud (Alice Melville), Mrs. LaVerna Boyle and Mrs. Cliff (Kitty) Smith, all of whom are well known in the tent repertoire field. Funeral services January 9 at the Howard Brown Funeral Home, Anderson, with interment in a local cemetery.

**LOVE**—Mrs. Jack, wife of Dare-Devil Jack Love, in a hotel fire and crash at Hot Springs, Ark., Christmas Day. She was the former Mary June Taylor, of Jackson, Miss., and Louisville, Ky.

**MANNING**—Catherine (Amy), one of the first fat ladies, formerly with James Finnegan, in Coney Island, Brooklyn, recently.

**MASSEY**—Brose E., tattoo artist, December 22 in Alleghany Hospital, Pittsburgh, a few hours after being struck by a motor truck. Survived by a brother, Aaron. Burial at East Liverpool, O.

**MCCOY**—David F., 78, owner of the LaMax Theater, Wilmington, O., at his home there December 21. Funeral services December 24 with interment in Sugar Grove Cemetery, Wilmington.

**MCDOWELL**—Robert J., well-known singer and musician in Western Pennsylvania territory, in Pittsburgh January 7. Funeral services in that city January 9. Survived by his widow and five children.

**MCGOWIN**—C. B., 19, operator of the Tavern Theater, Georgiana, Ala., December 25 following brief illness which developed into pneumonia. Interment in Georgiana.

**MERRELL**—Fred H., 72, many years identified with roller rinks, one time manager of the old Kent Roller Rink and many years manager of the Famous Post Band of Kent, O., at his home in Kent, January 3. His widow survives. Burial in Standing Rock Cemetery, Kent.

**MIDMER**—Mrs. Anne Fox, widow of Reed M. Midmer, organ manufacturer, at the South Nassau Community Hospital, Merrick, Long Island, N. Y., December 27 after a long illness. Two sisters and three brothers survive.

**MITCHELL**—Horace, 66, former actor, manager and producer and for the last 15 years director of dramatic work for the Scottish Rite in Indianapolis, at the Methodist Hospital, that city, December 28 after a brief illness with pneumonia. During his many years on the stage he was associated with such stars as Edwin Booth, Lawrence Barrett, Joseph Haworth, Henry Miller, Dustin Farnum, Kathryn Kidder, Mary Wainwright and others. In 1921 he married Alice Baxter, leading woman for Henry Miller. He was a member of the F. & A. M., DeMolay Commandery and the Scottish Rite. Funeral services in the Rite Cathedral, Indianapolis, December 30, with the Rev. Jean S. Milner, of the Second Presbyterian Church, officiating. Besides his widow, he is survived by an adopted daughter, Gloria.

**MORRELL**—Marjorie, 31, dancer, was found dead in Albany, N. Y., recently.

**MORRIS**—Frances, 27, who has trouped with various tent rep and stock companies for the last nine years, at her home in Webb City, Mo., January 6 after a 10-months' illness. Survived by her husband, Glenn Morris, two sisters and one brother. Burial in Forest Park Cemetery, Joplin, Mo.

**NEEDHAM**—Billy, drummer in theater orchestras at Hartford and New Britain, Conn., for 40 years in the latter city, January 1. His widow and four children survive.

**O'RIELLY**—Mrs. Sophia, 52, at Woman's Hospital, Cleveland, January 5. Burial in Calvary Cemetery, St. Paul, Minn., January 9. Surviving are her husband, George O'Reilly, and brother, William J. Wolf, manager of the Wolf Shows.

**PATRICK**—Michael F., Sr., 69, father of Stephen R. Patrick (Patricola the Magician), December 26 in Fairport, O., of heart failure. Besides Patricola he is survived by three other sons and two daughters. Services at St. Michael's Catholic Church, Fairport, with interment in St. Mary's Cemetery there.

**PERRY**—F. L., 85, veteran tap dancer and comedian, who formerly billed himself as the "champion tap and ballroom dancer of America," January 7 in Chicago. He was a native of Minneapolis.

**RECTOR**—O. L., manager of the Strand Theater, Slouss Rapids, Ia., in a Spencer, Ia., hospital, January 1 from a fractured skull sustained in an automobile accident. Mrs. Rector was seriously injured in the same crash.

**REYNOLDS**—Mrs. Charles, sister of Bern Smuckler, manager of the Royal Palm Shows; Mrs. Russell Hill, of the same amusement organization, and Mrs. Estelle Pellette, of the Frank Smith

## John Gilbert

John Gilbert, 38, romantic idol and star of the silent screen days, died at his home in Hollywood January 9 following a heart attack. He had suffered with heart trouble for a month before his death.

Mr. Gilbert, whose real name was John Pringle, was born in Logan, Utah, July 19, 1897. His parents both were stage players. His mother was Ida Adair, a prominent repertory actress. John Gilbert took the name of his stepfather, Walter B. Gilbert, in his day a well-known comedian.

Deceased made his first appearance on the stage as a baby in an Eddie Foy play. After that he trouped for many years with his parents with various stock companies. He entered the picture field as an extra in 1915, and two years later married Olivia Burwell, a non-professional. He received his first feature spot in the film "Monte Cristo" in 1922. He appeared in hundreds of pictures, but he reached his peak in "The Merry Widow" and "The Big Parade."

Miss Burwell divorced him in 1922 and he later married Leatrice Joy, Ina Claire and Virginia Bruce, the last named divorcing him in 1934. Miss Joy and Virginia Bruce each bore him a daughter. The advent of talking pictures knocked him out of the picture field.

He attempted a comeback in 1934 in "Queen Christina," in which he co-starred with Greta Garbo, but failed. His voice was found to be high-pitched, definitely unmasculine. It marked the end of his film career.

His estate at the time of his death was valued as approximately \$200,000 by his business manager, Charles Greene.



Players, January 2 at Detroit of a heart attack. Burial January 6 at Detroit.

**RISCH**—Henry P., 59, former black-face comedian, of apoplexy at his home in Fort Thomas, Ky., last week. He toured the major vaude circuits for a number of years, retiring 25 years ago to become associated with a manufacturing concern in Newport, Ky. Survived by his widow, Mrs. Dora Sauerbray Risch, two sons, Harold and Roland, a sister, Mrs. Louise Bruce, Spokane, Wash., and two stepchildren. Funeral services January 9 with burial in Evergreen Cemetery, Southgate, Ky.

**RUDDOLPH**—William, 60, New York and Hollywood press agent, was found dead, apparently of heart disease, in his room at the Hotel Edison, New York, recently.

**SAKS**—Michael, 57, noted Yiddish theatre patron and director, in New York of pneumonia January 9. He had been a leading figure in the Yiddish Art Theater for more than 20 years and for the last five years managed the Second Avenue Theater, New York. Before that he managed the Downtown National Theater, New York. He managed such stars as Boris Thomshefsky, Molly Picon, Aaron Lebedeff and Leon Blank. His widow survives.

**SELSOR**—E. W. (Sody), 64, many years a cohesioner and showman, at Seneth, Mo., December 20 after more than a year's illness. Survived by his widow, Seneth, and a son, Francis, a showman. Burial at Seneth.

**SOEDER-HUECK**—Mme. Ada, 62, vocal teacher, of a stroke in Lenox Hill Hospital, New York, January 8.

**THOMAS**—Mrs. Dora, 79, mother of Joe A. Thomas, of the Joe Thomas Saxotette, and mother-in-law of Alyce Hartt Thomas, formerly of C. B. Maddock's productions, at her home in Lexington, Ky., January 2.

**THOMASSIE**—Julien, 87, father of Ed and Clarence Thomassie, operators of a movie house at Harvey, La., for many years, in that city December 24. Interment in New Orleans.

**TOOMEY**—John T., 65, father of William (Bill) Toomey, former vaudeville actor and now a member of the Bridgeport, Conn., fire department, in that city recently following an extended illness.

**TRACY**—Alma, 16, Detroit radio singer, December 31 in that city from cyanide fumes which had seeped into her room from the apartment below which was being fumigated.

**WARE**—Lea, 22, radio entertainer, recently at his home in Atlanta. Survived by his mother and one brother. Interment in Westview, Atlanta.

**WARE**—Walter, 56, stage and screen actor, January 3 at his home in Hollywood. Started career with Joseph Jefferson and also appeared with Lew Fields, Richard Mansfield and Mrs. Minnie Maddern Fiske. Recently he appeared in the films *Captain Blood* and *Kind Lady*.

**WEST**—Mrs. Agnes, 87, mother of W. E. West, of W. E. West Shows, January 3 at the home of her son in Oklahoma City from complications. Interment in Memorial Cemetery, Oklahoma City.

**WILLIAMS**—Elonzo, December 3 at the government hospital at Fort Bayard, N. M. He was in charge of the band on the old Rabbit Foot Minstrels, was well known in minstrel and colored-band circles and was at one time employed for about 10 years as cornet player for Ross Dyar, well-known med showman.

**ZINSER**—Charles, 42, formerly of the Witt Bros.' Show, January 8 in Brooklyn.

**ZOHBEL**—Herman, 46, general manager of the RKO motion picture studios, in Hollywood January 4 of complications following an appendectomy. He joined RKO in 1927 as treasurer and held that post until 18 months ago, when he accepted the general manager position. His home was in Westchester, N. Y. His widow, Adele, survives.

**MARRIAGES**

**BERMAN-POMEROY**—Leonard Berman and Martha O. Pomeroy, of Hartford, Conn., in New York January 1. Berman was formerly connected with the WTIC studio, Hartford, as pianist with the Merry Madcaps. He went to New York about a year ago, where he has played with several orchestras.

**BOSWELL-LEEDY**—Connie Boswell, of the radio trio, to the group's manager, Harry Leedy, in Peekskill, N. Y., December 14.

**DAMERON-BISSINGER**—Charles Wayne Dameron, singer and orchestra leader, now on the staff of Station WLW, Cincinnati, and Rose Bissinger, non-professional, in Newport, Ky., January 8.

**DAWSON-SMITH**—Harry A. Dawson

and Bessie Mae Smith, rep and med show performers, at Otwell, Ark., December 26. Details in Pipes.

**HALL-CARVER**—Paul V. Hall, non-pro., to Kathryn Carver, actress, in Armonk Village, N. Y., January 9. Bride is the former wife of Adolphe Menjou.

**KLOUSER-FANE**—Frances Fane, blues singer with Allyn Wiese Orchestra of Davenport, Ia., and John R. Klouser, of Moline, Ill., in Peoria recently.

**MARGETSON-GREY**—Arthur Margetson, English actor, to Shirley Grey, picture actress, in London January 3. Her maiden name was Agnes Zetterstrand.

**MCCAMEY-TROWBRIDGE**—Harold E. McCamey, Pittsburgh attorney, and Dorothy (Sunny) Trowbridge, former *Follies* beauty in Sulphur Springs, W. Va., last week. They are residing in Pittsburgh.

**MEREDITH-PERRY**—Burgess Meredith to Margaret Perry in Palisades, N. Y., January 10. Both are on the legit stage. Miss Perry (real name Frueauff) was divorced from Windsor Brown French II, and the groom from Helen Derby.

**PATTINI-DE NAGY**—Jacques Pattini, non-professional, and Kate de Nagy, Hungarian film star, at Courbevoie, Paris suburb, December 24.

**PRENTISS-WHEELER**—Robert Prentiss, non-professional, to Clara Wheeler, dancer, in Burlington, Vt., recently.

**RODGERS-EHMS**—Dick Rodgers, singer with Will Osborne's Orchestra, now playing at Book-Cadillac Hotel, Detroit, to Katherine Ehms, Grosse Pointe, Mich., society girl, January 1.

**ROMERO-BERTRAND**—Freddie Romero and Sonya Bertrand, known in Chicago night life as the dance team of Sonya and Romero, at the City Hall, Chicago, January 4.

**TAVEL-PAULET**—Albert Tavel, Paris booking agent, and Rene Paulet, stage and film actress, recently in Paris.

**WALTON-SERGEN**—Harry Walton, piano player with Bernie Armstrong's Orchestra, and Gay Sergen, chorus girl at the Alvin Theater, Pittsburgh, recently in that city.

**WAREHAM-KLINKE**—Lewis Loren Newton Wareham, of Davenport, Ia., baritone soloist at Chicago radio stations, and Elizabeth Ann Klinke, of Hinsdale, Ill., at the bride's home recently.

**WARNER-ALVARADO**—Jack L. Warner, vice-president of Warner Bros., to Ann Page Alvarado, divorced wife of Don Alvarado, actor, in New York January 10. Mr. Warner was recently divorced.

**COMING MARRIAGES**

Gene Morgan, announcer at Station WIP, Philadelphia, to Dorothy Moore, of Atlantic City, N. J.

Bobby Merritt, prominent jockey, and Blanche Redwine, known on the stage and radio as Babs Ryan, singer, in Miami early in February.

Lucille Lyons, non-professional, and Paul Andrews, publicity man for the Medinah Club, Chicago, February 14.

Louis L. LaHaye and Anna B. Matus, both of Bridgeport, Conn. Mr. LaHaye is an announcer on Station WICC, Bridgeport.

Marie Almonte, Spanish-Irish singer and formerly Baroness von Rossauer by a previous marriage, will wed Lucien La Riviere in June. Both are night club entertainers.

Marta Kytte and Lance G. Davis, lead players with the Peruchi Players at the Gordon Theater, Rome, Ga., January 19 in that city.

Charles Coleman, radio engineer at WFIL, Philadelphia, to Madeline Mark, of Lebanon, Pa.

Granville Klink, radio engineer at WDAS, Philadelphia, to Marion Black, pianist and arranger at WDAS radio station.

**BIRTHS**

A daughter, 8 pounds and 5 ounces, to Mr. and Mrs. Eugene Burr at French Hospital, New York, December 28. Girl was christened Noel Ann. Father is associate indoor editor of *The Billboard* in New York.

To Mr. and Mrs. Max Cohen at Rochester General Hospital, Rochester, N. Y., January 1, a girl, 7 pounds and 4 ounces. Father is general counsel for the American Carnivals Association.

To Mr. and Mrs. Walter Double an 8-pound and 12-ounce girl, Arlene, December 26 at Allentown, Pa. Father was with Max Gruber's World's Exposition Shows last two years.

To Mr. and Mrs. Donald Fisher last June 28 at Orville, Calif., a boy, Donald Fisher Jr., it has just been learned. The mother, Nellie, who spent her early years

in show business, is daughter of Mrs. Nellie Baker, who is well known in show circles on the West Coast.

A son to Mr. and Mrs. Prince Mohamed Ibrahim at the City Memorial Hospital, Winston-Salem, N. C., December 6. Newcomer has been named Jacky Coy. Father is an astrologer and mentalist.

A daughter, Joan Evelyn, to Mr. and Mrs. Lon Mudgett at the Baker Memorial Hospital, Boston, recently. Father was formerly with the Wheeler & Evans Show as Billy Evans. He also was active in little-theater activities in New England. He is now working for the government in Boston.

An 8½-pound daughter, Lindy Lou, January 3 to Mr. and Mrs. Scotty Wiseman at the Washington Boulevard Hospital, Chicago. Parents are with Station WLS, Chicago, and are known professionally as Lulu Belle and Skyland Scotty.

A daughter, Suzanne, to Mr. and Mrs. William C. Roux December 28 at Orange Memorial Hospital, Orange, N. J. Father is in charge of NBC publication advertising.

A seven-pound daughter to Mr. and Mrs. Frank Mitchell in New Orleans December 28. Father is a film and musical comedy comedian.

To Mr. and Mrs. James (Scotty) Scott at Ambridge, Pa., December 14, a 7¼-pound boy. Father is a ride foreman, last season with Butch Blumentall of Pittsburgh.

A son to Mr. and Mrs. Frederick William Wile Jr., in New York January 7. Father is in the press department of Young & Rubicam, advertising agency, and was formerly with the Columbia Broadcasting System.

An eight-pound girl, Roberta Helene, to Mr. and Mrs. Bob Snyder January 4 in the Bronx Sanitarium, Bronx, N. Y. Father is tenor singer and straight man at People's Theater, New York burlesque house, and mother is the former Bea Sahl, vocalist.

A boy, Gary, to Mr. and Mrs. George Phillips Jr., recently in Santa Barbara, Calif. Father is an ork leader in New York clubs and mother is the former Rae Reed, of the Reed Sisters, of burlesque.

A 6½-pound son, Bert Jr., January 2 in Philadelphia to Mr. and Mrs. Bert Allen. Father is string bass player with the WIP studio orchestra.

**DIVORCES**

Claire Teagarden from Jack Teagarden, of Paul Whiteman's Orchestra, recently in New York.

Mrs. Frank J. Moser, formerly a dancer, from Frank J. Moser in New York recently.

Alexandera Sergievsky from Captain Boris Sergievsky in Reno December 28. Mrs. Sergievsky is a soprano soloist of Stratford, Conn.

Barbara Stanwyck, screen star, from Frank Fay, stage comedian, in Los Angeles December 30.

Jean E. MacColl from James A. MacColl, now appearing in *Boy Meets Girl* in New York, in Reno January 3.

Bessie Johnson, known on Hagenbeck-Wallace Circus as Bessie Hisser, from Charles M. Johnson at Peru, Ind., December 10.

Verona Devore Cavanagh was granted a divorce January 7 from James Hale Cavanagh, until recently manager of the RKO Orpheum, Des Moines. Mrs. Cavanagh charged cruelty. They were married in Omaha May 5, 1934, and lived together until October 10, 1935. It was the second marriage for both.

Rita Carewe, actress-daughter of Edwin Carewe, film director, from LeRoy Franklin Mason, actor, in Los Angeles January 3.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

**METZ**—Theodore, 87, songwriter and composer of *There'll Be a Hot Time in the Old Town Tonight*, in New York City January 12.

**SENNWALD**—Andre, motion picture critic of *The New York Times*, from a glass explosion in his New York penthouse January 12.

**ROYAL AMERICAN**

(Continued from page 3)

Fair in Largo beginning January 21. Sedlmayr will leave tomorrow for a Northern swing that will take him thru many States and terminate at Winnipeg for the Western Class A fair meeting.



**Lads and Lasses**

**ERNEST ANDERSON**, the Jungle Show-man, rendered New York less attractive by switching his affections to Atlantic City, where he'll do some building, his wife, Kate, accompanying him.—Elmer Perdue sends love and a flock of the 24th letter of the alphabet from Winston-Salem, N. C.—After a season as manager of Atlantic Beach Park in Atlantic Highlands, N. J., Pierre Venner drifted into town to swing a deal in connection with the Puerto Rican Exposition.—Betty King, one of Coney Island's few fem lecturers, has graduated to burlesque, doing a stripping principal at the People's Theater on ye Bowery.—B. N. Nye, of Leo Bistany's Mohawk Valley Shows, is sampling the sunshine of Miami.—One of Will Hill's elephants went on the sick list for a spell. Probably couldn't spell pachyderm, as Wells Hawks might say (ouch!).—Dorothy Rouland, Ringling show aerialist, is back from Philly to prepare herself for the Orrin Davenport indoor dates in Detroit and Cleveland.—The Pallenbergs and their bears are back from Havana, where they played three weeks for Santos & Artigas Circus under canvas. Business was spotty. Fred Bradna is still there.—Fred Beebe, of rodeos, was in New York.

Hal Decker Savage, wire walker, made a jump from a Massachusetts CCC camp to Warrenton, Ore., just missing the quake in Montana. He writes: "We are having lots of rain and I find show people great for vaudeville in the West. Tom Mix paper still up in Astoria, Ore., show having played there May 8, 1935. Gave me the home feeling to see a circus lithograph way out here. Got a line from Winkle Anderson, clown, who says show business in the East is good."—Mr. and Mrs. Harry Noyes arrived in town to spend a few weeks with Mrs. Noyes' son, Chick Endor, of the Endor and Farrell duo of night-club entertainers. Noyes, a general agent, was one of the organizers of the Showmen's League of America.—W. J. (Bill) O'Brien will have four attractions at Revere Beach, Mass., the coming season, including his Side Show, he reports.—In his annual address to the Legislature Governor Herbert H. Lehman of New York recommends that the Women's Building at the State Fair in Syracuse be enlarged by the construction of two wings. "In my executive budget I am including an appropriation for that purpose," he stated. Nice work, governor.

**All-Time Favorites**

of C. A. (RED) SONNENBERG

Bobby WORTH, Boss Butcher Sparks Circus; Art POWELL, Seat Butcher Christy Bros.' Circus; "Barnum" HUNTSBURGER, Seat Butcher Cole Bros.-Beatty Circus; "Whitey" CARROLL, Hamburger Stand John Robinson Circus; Joe KENNEDY, Outside Stand Sparks; Jackie BESSER, Balloon Man Sells-Floto and Hagenbeck-Wallace Circuses; Bob MARLOWE, Balloon Man Miller Bros.' 101 Ranch; Roy HORNEY, Novelty Stand John Robinson; Joe TROSEY, Chameleons Ringling-Barnum; Ben LEVINE, Candy and Bead Pitch 101 Ranch.

"Just to be different, my selections are composed of butchers and outside stand men exclusively." (Send in your ballots nominating your 10 favorite showmen.)

**EDGAR H. KELLEY**, of Doc & Ma Shows, experienced a hectic New Year's on Broadway and adjacent thoroughfares, the doc anking in (he probably thumbed his way) from Gales Ferry, Conn. Ma must have thrown him out of the house in her customarily delicate fashion, because the heap big medicine man made the trip solo. His first visit was to Hubert's Museum on West 42d street, where he met Belle Bonita, the statuesque lecturer, and Gus Burch, of lung-testing note. From there he moved on to another Schork-Schafing (See OUT IN THE OPEN on page 34)



**ROUTES**

(Continued from page 17)

Wichita, Kan., 17; (Grand) Topeka 18.  
 Boy Meets Girl: (Cox) Cincinnati 13-18; (Selwyn) Chicago 20-25.  
 Dear Old Darling: (Cass) Detroit 13-18.  
 Dodsworth: (Curran) San Francisco 16-18.  
 Ethan Frome: (Garrick) Philadelphia 13-18.  
 Gillette, William: (Shubert) Newark, N. J., 13-18.  
 Great Waltz: (Auditorium) Chicago.  
 Hedgerow Theater: (Russell) Winter Park, Fla., 15; (College Aud.) Tallahassee 16; (University Aud.) Gainesville 17.  
 Julie the Great: (Natl.) Washington 13-18.  
 Old Maid: (Davidson) Milwaukee 13-15; (Parkway) Madison 16; (Met.) St. Paul 17-18; (Met.) Minneapolis 20-22.  
 Personal Appearance: (Harris) Chicago.  
 Personal Appearance: (Erlanger) Buffalo 13-18.  
 San Carlo Opera Co.: (Century) Jackson, Miss., 15; (Strand) Shreveport, La., 16-18.  
 Squaring the Circle: (Blackstone) Chicago.  
 Taming of the Shrew: (Colonial) Boston 20-Feb. 1.  
 Three Men on a Horse: (Plymouth) Boston.  
 Three Men on a Horse: (LaPlaza) St. Petersburg, Fla., 15-16; (Victory) Tampa 17-18.  
 Three Men on a Horse: (Technical High School) Omaha, Neb., 15-16; (Coliseum) Sioux Falls, S. D., 17; (Aud.) Sioux City, Ia., 18.  
 Tobacco Road: (Orph.) Kansas City 13-18.  
 Tobacco Road: (Nixon) Pittsburgh 13-18.  
 Ziegfeld Follies: (Forrest) Philadelphia 13-25.

**INDEPENDENT BURLESK**

Big Revue: (Trocadero) Philadelphia 13-18; (Lyric) Allentown 20-21; (Family) Mahanoy City 22; (Maj.) Williamsport 23; (Orph.) Reading 24-25.

**Concessionaires...**  
**NOVELTY SUPPLY FOR**  
 FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,  
 WHEELS, PARKS, CORN GAMES, ETC.  
 Catalog with New Low Prices  
**THE TIPP NOVELTY COMPANY**  
 TIRECANOE CITY, OHIO

**KRAUSE  
 GREATER SHOWS**

Will book good Plantation Show with Band; will furnish outfit. Address, this week, Bowling Green, Fla.; next week, Sanford, Fla.

**WANTED  
 Useful People In All Departments**

Band Leader, Musicians all instruments, Bosses, Truck Drivers, Clowns, Performers doing three or more Acts, Family Act of four or more people, Agent, Billposters and Billers, union. Fast-stepping Banner Man, Novelties, Mug Joint, Candy, Stands for lease. Also want Legal Adjuster. Open March 1.

**BAILEY BROS. CIRCUS,**  
 Hamilton Hotel, SAN ANTONIO, TEX.  
 Formerly Sadler-Bailey Bros.

**Wanted Scale Worker**

With Scales, for Million-Dollar Pier, St. Petersburg, Fla. 50/50. No nut. Write me by Western Union. **JOE PISARA, 416 29th St., So., St. Petersburg, Fla.**

**WANTED**

**PHONE MEN,** for Flint and Pontiac, Mich. 30%.  
**HARRY MILLS,**  
 Capitol Hotel, Flint, Mich.

**FOR SALE AT A BARGAIN**  
 Or will book one 3-Abrest Parker Swing, wagon machine with Wagons, Organ, power, all in A-1 condition, ready to operate. Address either **DAVE LACHMAN, Coates House, Kansas City, Mo.** or **ANDY CARSON, 3506 Florida Ave., Tampa, Fla.**

**WEST BROS. AMUSEMENT CO.**  
 Now booking Shows and Concessions for Season of 1936. **BOX 97, Morley, Mo.**

**SOL'S LIBERTY SHOWS, INC.**  
 Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

**EYERLY LOOP-O-PLANE**  
 Write for Our Special Finance Plan. **ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.**

**MOTORIZED**  
 Write for Our Finance Plan. **CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.**

**WANTED FOR THE NATIONAL ASSOCIATION OF RETIRED POLICE AND FIREMEN'S INDOOR CIRCUS**  
 February 3d to February 9th, Inclusive, **CIVIC AUDITORIUM, TOLEDO, OHIO.**  
 Strictly Merchandise Concessions of all kinds. Corn Game, Cook House, Grab Joint and Refreshments. Expected attendance, 15,000 nightly. Biggest thing in this part of the country. Address all communications to **CIRCUS COMMITTEE, 242 Waldorf Hotel, TOLEDO, OHIO.**

China Dolls: (Variety) Pittsburgh 13-18; (Gayety) Baltimore 20-25.  
 Dainty Dolls: (Republic) New York 13-18; (Trocadero) Philadelphia 20-25.  
 Dimpled Darlings: (Gayety) Baltimore 13-18; (Gayety) Washington 20-25.  
 Garden of Girls: (Gayety) Washington 13-18; (Empire) Newark, N. J., 20-25.  
 Ginger Snaps: (Family) Mahanoy City, Pa., 15; (Maj.) Williamsport 16; (Orph.) Reading 17-18; (Variety) Pittsburgh 20-25.  
 Merry Maidens: (Hudson) Union City, N. J., 13-18; (Werba) Brooklyn 20-25.  
 Modes & Models: (Empire) Newark, N. J., 13-18; (Howard) Boston 20-25.  
 Novelties of 1936: (Werba) Brooklyn 13-18; (Republic) New York 20-25.  
 Youth Follies: (Howard) Boston 13-18; (Hudson) Union City, N. J., 20-25.

**MISCELLANEOUS**

Baughman's Wonders of Mediterranean. Travelog: Ashland, Ill., 16; Springfield 17-18.  
 Bink Circus Revue: Allentown, Wis., 13-18.  
 Birch, Magician: Mayfield, Ky., 15; Hickman 16-17; Lexington, Tenn., 18; Jackson 20; Corinth, Miss., 21; Amory 22; Starkville 23.  
 Bragg Bros.' Show: Walterboro, S. C., 13-18; Hardeeville 20-25.  
 Coward, Linden, Magician: Lawrenceville, Ga., 13-18.  
 DeCleo, Magician: Jackson, Mich., 13-24.  
 Delmar, Hypnotist, Escape: (Colonial) Los Angeles 13-18; (Granada) Los Angeles 20-25.  
 Elmer, Prince, Mentalist: Barnston, Neb., 13-18.  
 Postaire, Magician: Knoxville, Tenn., 13-18.  
 Harlan Med. Show: Lucasville, O., 13-18.  
 Howard's Museum: Columbia, Mo., 13-18.  
 Johnson, Judith Z., Mentalist: (Griswold) Troy, N. Y., 13-18; (Eagle) Albany 20-25.  
 Ricton's Show: Willacochee, Ga., 13-18.  
 Turtle, Wm. C., Magician: (Blue Danute Tavern) Portland, Ore., 13-18.

**REPERTOIRE**

Billyroy's Comedians, Billy Wehle's: Ferdinanda, Fla., 15; Brunswick, Ga., 16; Waycross 17; Homerville 18.  
 Harvey Players: Dyersburg, Tenn., 13-18.  
 Princess Stock Co.: Gilmer, Tex., 13-18.  
 Sadler's Own Co.: San Angelo, Tex., 13-18.

**CIRCUS AND WILD WEST**

Polack Bros.: Oakland, Calif., 13-18; San Jose 20-25.

**CARNIVAL COMPANIES**

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

Barfield's Cosmopolitan: Orlando, Fla.  
 Central State: Crystal City, Tex.  
 Gibson's Blue Ribbon: West Palm Beach, Fla.  
 Great Coney Island: Baton Rouge, La., 13-25.  
 Green's, Doc, United: Hampton, S. C.  
 Hughey Bros.: Cotton, Ga. (Mail address, Pelham, Ga.)  
 Krause Greater: Bowling Green, Fla.  
 Metropolitan: Port Orange, Fla.  
 Reid Greater: Pompano, Fla.  
 Shugart, Dr.: Port Arthur, Tex., 13-25.  
 Southern Am. Co.: Hazlehurst, Ga.  
 Winters, Billie: Union Point, Ga.

**Additional Routes**

(Received too late for classification)

Burrell, Vi & Jerry: (Pal.) Raleigh, N. C., 16-18; (Carolina) Goldsboro 20-22.  
 Daniel, Magician: Alhambra, Ill., 13-18.  
 Hario & Mario: Pensacola, Fla., 13-18.  
 Kingston, Leonard: (Kentucky) Henderson, Ky., 13-18.  
 Levitch, L., Palmist: (Beacon) Hopewell, Va., 13-18.  
 McNally Show: Huntingtown, Md., 13-18.  
 Marine-Firestone Co.: Waco, Tex., 13-18.  
 Miller, Al H., Show: Surrency, Ga., 13-18.  
 Pedro & Luis: (Capitol) Dover, Del., 13-18.  
 Purl's, Marie, Everything Goes: (Auburn) Auburn, Me., 13-18; (Capitol) Dunkirk, N. Y., 20-22.  
 Ross, Little Stanley: (B. K. Harding) Chicago 14-16.  
 Texas Max Show: Camp Wood, Tex., 13-18.  
 Vernon's 10 Nights Show: Defiance, O., 15.

**OUT IN THE OPEN**

(Continued from page 33)

fer spot on 52d street and the Main Stem, where he encountered some more of the boys and girls, including DeWise Purdin and May the Tattooed Girl.

After a few more attacks in and around Times Square, he tried to storm the offices of *The Billboard*, said portals being closed for the day. This proved a great disappointment to Professor Kelley, as he thought a good look at our "cherubic and angelic" countenance might cheer him up and sooth his jaded nerves. (He should take a close look and have his mind changed.) He ambled along the Stem again, dropped in to see Harry Baugh, of the Cumberland Hotel Showmen's Room. From there he thundered down to the Mills Sales Company to fatten the batting average of his commissary and then decided it was time to catch his train.

It is suspected that the real reason for all this preliminary chatter is to put your correspondent in a good mood, because Kelley now proceeds to say: "In re to crack about me reading English, I speak and read eight languages, viz.—Baseball Dialect, Society Gabble, Bill of Fare, French, Baby Talk and the various dialects used by pitchmen, circus men, med showmen and New Jersey guys. However, I fail to understand the New York dialect employed by 'columnists,' such as 'dese, dose, dem and youse guys.' Then again, I promised ma that I would never sink into becoming a columnist, as they never tell the truth." Kelley should know. The records show that he is the gentleman who wrote the Savin Rock (Conn.) column for *The Billboard* in 1931. However, *Billyboy* employs

translators for such purposes. Kindest regards and love to ma.

**Brockton (Mass.) Fair will have its Kids' Day on Tuesday instead of Monday this year. Incidentally, some fairs will have to do some fall rescheduling because Labor Day occurs late, on the 7th. Fairs to be held commencing the last Monday in September (28th) will go into three days of October.**

**M**IAMI, Fla., as reported by Jack Frazer, of Playland, Rye, N. Y. ... "Am working as night clerk of the Hotel Bernice. We call it the NVA Club. Lobby is filled every night with the following members talking over the good old days: Mr. and Mrs. Dan Fitch, Walter Nelson, Juggling Nelsons, John Rothang, former manager Yip Yip Yankers act; Jack Frazer (that's this guy), formerly of Stillwell and Frazer (there goes my name again); Gus Rosasco, operator of the games in Rye and owner of Dowdy Dell, race horse; A. W. Abbott, the Rye custard man, owner of Dancing Doll and four others (they sound like boss names—L. T.); Mr. Hamilton, well-known horse trainer; Fred V. Bowers, former vaudevillian; Murray, of the Murray and Irwin vaude act." My friend Frazer (he sneaked into print once more) must think I am operating a vaude section now, because he winds up by saying that Bernice White, who owns the hotel, is a former vaude actress. Don't let it happen again, Jake.

**Near Serious Injuries**

**ST. JOHN, N. B., Jan. 11.**—Frank J. Elliott, of Amherst, N. S., and owner Bluenose Shows, and his companion, Bradley Gould, also of Amherst, had a narrow escape from death or serious injury recently. Elliott was driving a new car he had purchased from Pugwash, N. S., and swung his machine into a ditch to avoid collision with another car, according to report. His machine overturned and rolled over several times, and when it stopped the men were unable to extricate themselves. Were released by passing motorists. They were slightly injured. The car was badly damaged.

**Ward Shows in Quarters**

**LAUREL, Miss., Jan. 11.**—Following a successful season, the John R. Ward Shows have entered winter quarters here, in a large building on Church street. The show will spend about two and a half months making necessary repairs and rebuilding in preparation for the new season, it was announced by an official of the show this week.

**De Luxe Busy With Work at Quarters**

**NEWARK, N. J., Jan. 11.**—At the quarters of the De Luxe Shows of America here extensive preparations are under way for the new season. Much equipment is being added, according to announcement of a member of the executive staff, including 15 new Chevrolet tractors to completely motorize the unit, which is reported as now having 8 shows, 12 rides and 2 free acts. Sam Prell, managing director, is motoring to Miami for some weeks of rest, and on his trip south will meet up with C. N. (Nels) Winget, contracting director, who is booking engagements to follow the early season in the East.

**Royal Palm Shows**

**HAVANA, Jan. 11.**—Royal Palm Shows, now showing at Hatuey Park, have been doing some good business. Were hampered by "cold weather" recently—thermometer down to 72 degrees. Cubans do not like such weather. The Diving Horse Show, with Red Lips, has been having good patronage. People here like the act.

Manager Berney Smuckler has made a connection with an old-time trouper, Abe Reubens, who speaks plenty of Spanish, which is useful in working these countries. The Girls Revue is now being run by Billy Stewart and Olive Napoles. Pat Delaney, with his Freak Show, has been going good. The Looping Nickses, with their Globe of Death, have given free attractions nightly.

**NEW ORLEANS, Jan. 11.**—Following several weeks' stay here the Hastings Bros.' traveling museum of wax figures left for Florida this week with intentions of spending the remainder of the winter in the vicinity of Miami.

**Motor Transportation Dept.**

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, *The Billboard*, 25-27 Opera place, Cincinnati, O.

**CHEVROLET MOTOR COMPANY** on January 8 announced that its total United States sales of cars and trucks in 1935 was 865,842, making the third largest year in the history of the company, exceeded only by the boom years of 1928 and 1929. Sales of new units in December were 80,327, a new record for that month. The previous high December was in 1930, with 46,665 sales. As significant of the change brought about by the industry's November introduction of new models, instead of in January, the announcement, issued by W. E. Holler, vice-president and general sales manager, stated that sales in the fourth quarter of 1935, totaling 207,140 units, set an all-time record.

Used car sales by Chevrolet dealers in the United States for 1935 were 1,425,209, making a total of 2,291,051 sales of new and used units during the year.

**EVERY MAINE** motorist who drives beyond the borders of the State in 1936 will be a propagandist for the Pine Tree State's attractions to tourists. A

one-word slogan, "Vacationland," is embossed on each license plate.

**UNIFORMITY** in motor vehicle regulations is one of the most important steps to be taken in the promotion of greater highway safety, in the opinion of Thomas H. MacDonald, chief of the United States Bureau of Public Roads. His view was contained in his annual report, just released. The report showed that from August, 1933, to June 30, 1935, the government financed the complete construction of 24,600 miles of highway. It stated that 8,529 miles were under construction on June 30, and that a total of 1,427 miles had been approved for construction, or an aggregate of 34,556 miles included in the government's two-year road program. A total of 17,614 miles were reported completed in the fiscal year 1935. The cost of completed projects on June 30 was \$397,355,775; the estimated cost of projects under construction, \$185,049,282, and the estimated cost of projects approved for construction, \$27,826,927. The report estimated that directly and indirectly the program had produced 5,000,000 man-months of employment.

**TRAILER OWNERS**

(Continued from page 3)

conditions in mind that the organization was formed. "The president, H. K. Carrington, and several others of the board of directors either are or have been active in show business. The organization is chartered in Florida, where it is most needed, and will protect the interest of all trailer owners, specializing on the needs of showfolks." There are two classes of membership—\$5 per year for the Class A and \$3 per year for the Class B.



# THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.



Cincinnati.  
I always read The Forum and so I read Wallace Pollard's letter in *The Billboard* of January 4. I, too, believe that we do not need any more secret organizations. What we do need in show business right now is a drive to raise enough money to take care of its needy actors and actresses, actors who have longed to play Broadway but never did, who have spent their entire lives in the show business, who would rather buy *The Billboard* than a meal, who lost out on the WPA because they were not on relief, who always gave to others and had nothing left, and who had to step aside for "youth," but are still trying to make a living in the show business. If all the "oldtimers" who are still fortunate enough to have some money and the new talent who will some day be called "oldtimers" would give, no matter how small, and use this money for tables in restaurants in different cities, the owners could call them Will Rogers tables. I believe we could find an ex-actor now running a restaurant in almost every city who would be glad to have such a table. Allow them a certain amount each day to feed the ones in need. Actors who could pay would sit at the same table, and no one would know who paid and who didn't. I don't believe there is an actor in the world who did not love and respect Will Rogers. That's why I suggest calling the tables after him. The respect they have for him would keep them from abusing this privilege. We could start with one or two tables and in no time they would be all over. Benefits could be held once a year. But help is needed right now. But let's glory in those who have made good. Let's welcome the new talent with a smile, but take care of the professionals. Do your bit now; don't wait until it is too late. So let's hear from all lines of show business.  
NELLY HENLEY WHITE.

## Suggests "Will Rogers" Tables For Indigents

Mansfield, O.  
Three cheers and a vote of thanks should be given to Wallace Pollard for his splendid reply in *The Forum* of January 4 to the letter of Henry Cole in the issue of December 21. I know that every fair-minded member of the theatrical profession will agree with me in this. I was a member of the White Rats until the last, and I was mighty proud of it. Every statement Mr. Pollard made in his letter is the truth and nothing else but. He also referred to that serious problem which is facing the profession now. I mean the amateur craze. I think it a very timely subject for discussion in *The Forum*.  
When old *Billyboy* reaches the hands of an active performer it is the Letter List which calls for his first attention. This is a matter of business with him. It is different with the oldtimer. It is *The Forum* and the Final Curtain with him. I will be frank about the reason. To read some of the letters in *The Forum* is just like living life over again. Many of them are contributed by oldtimers and they state bona fide facts. As for the Final Curtain, it informs us of friends and old pals who have left us. That's the reason, in a nutshell.  
HARRY LAKOLA.

## He Is Proud Of Membership In White Rats

Jeffersonville, Ind.  
Very seldom is the Norris & Rowe Circus ever mentioned in *The Billboard*. This circus, first taking to the road in 1902, passed entirely out of existence in less than 10 years. The favorite territory for this popular show was the Pacific Coast States and the Northwest, with winter quarters in California. The Norris & Rowe Circus was always a railroad show. I cannot tell the exact number of cars re-

## Norris & Rowe Became Popular In A Few Years

quired for transportation at its beginning, but it was a 20 or 22-car show during the greater part of its existence. The seasons of 1907-'09 the show included in its itinerary the eastern provinces of Canada, and exhibited in Frederickton, New Brunswick, on both occasions.

In the fall of 1909 the show had ventured into the southern part of Indiana, and, unfortunately at this time, was in financial difficulties. When the season ended Evansville, Ind., was selected as winter quarters, and the 1910 season opened in that city April 15, a two-day stand. The number of cars required to transport the show at that time numbered 22, and the entire train was in a rather run-down condition. Some high-class acts were in the big show program. Big top had four poles, two rings and elevated stage, and, if I am not mistaken, this show was using the old-time dirt rings. An unfortunate happening occurred during the afternoon performance on opening day. The wardrobe lady with the show shot and killed a man for peeking into the ladies' dressing tent, this causing some excitement on the lot. She was arrested, but, I believe, was in due time given her freedom.

Walter Shannon was manager of the show; Herb Maddy, press agent. C. H. Tinney had a real circus band of 22 musicians. Among the side-show attractions were Chief De Bro and wife; Eskimo Midgets, later with the Mighty Haag Railroad Show, and the original Zip, Barnum's "What Is It?" Cap White was in charge of him. An airplane was on exhibition in the menagerie and quite a novelty at that time. The few performers I recall were the Six Flying Moores (from Muncie, Ind.) and the De Coma Troupe, two separate and very fine aerial return acts, doing their thrilling feats in the air to the strains of *Over the Waves* waltz, and Six Walton Troupe, acrobats and Roman statuary act. Two separate Japanese troupes gave a remarkable exhibition of foot juggling and difficult balancing in a most clever manner. Baker Troupe, trick bicycle riders, appeared on the elevated stage and were later with Barnum & Bailey. The well-known Davenportes were the equestrian stars, doing sensational feats with their beautiful horses. Albion Sisters, iron-jaw and butterfly act, were among the excellent acts in a lengthy and well-balanced program.

Chris Zeitz was in charge of the performing elephants. Performance closed with the real old-time hippodrome and exciting four-horse chariot races. Appearing in the splendid street parade were several elaborate hand-carved tableau wagons, evidencing the importance given by Norris & Rowe as essential to success for the circus of 25 years ago. At Owensboro, Ky., on April 23 snow fell throughout the afternoon performance. The show was not on the road long enough for the employees to become well acquainted. After three weeks of rain, bad business and a number of attachments against the show, the outfit came to an end at Newport, Ky. No one received any salary. Performers, musicians and others had no trouble finding places with other shows. B. E. Wallace had the train, with all equipment, taken to Peru, Ind., and some parts of it were sold at auction. This was the finish of the Greater Norris & Rowe Circus, an organization that had gained popularity in less than 10 years, and whose name had become a household word beyond the Rockies, and that title has never been used since.  
C. E. DUBLE.

Hartford, Conn.  
The recent death here of Ferdinand Smith, "the Musical Dale," marks passing of the old-time musical moke, popular in the '80s. Among those who will be recalled were Hoey-Fields, Wood-Beasley, Smith-Byrnes, Lester-Allen, Fields-Hanson, Falke - Seamon, Shepard-Hallen, Crandall-Welch, Postelle-Emmett, Ripley-Read, Allen-Clark, Frank Jones-Alice Montague, John Wills-May Adams and Sanford-Wilson. Great musical acts also were the Four Emperors of Music, Lucier Family, Berger Family and Musical Street Pavers. Who does not remember these singles? Charley Diamond, Milesian Minstrel; Luigi Dell Ora, one-man band; Leo Shilts, musical clown; Dutch Daly, Winstanley Bros.; Joe Cawthorn, concertina players; Lillie Weston and "Old Hoss" Hoey. Among banjo pickers were Dan Bryant, Billy Huntley, Harry Stanwood, Sam Devere, Hank Mudge, John Mack, John and Clara Burton, Billy and Alice Payne, Billy Reeves and Charlie Dobson, "the banjo king." Tom English, one of these also, after 50 years on the stage, is retired and lives in New Britain, Conn.  
BILLY S. GARVIE.

San Francisco.  
I have been a constant reader of *The Billboard* nearly 25 years, and I am always interested in the various articles relative to circuses of the past and present. I will be glad if any readers of *The Forum* can give information as to a small circus that was on the road about the years 1908-'09, or perhaps earlier, Lamont Bros., with headquarters in or near Salem, Ill. This was a wagon show at that time, but, I believe, took to rails a few years later. I would also like information as to the year the W. P. Hall Circus was on the road, and if this circus had its origin in Lancaster, Mo. Also data as to the Yankee Robinson Circus, which was quite popular about 1911 or earlier.  
EDWARD C. MARTS.

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## Facts About Old Circuses Being Sought

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EDWARD C. MARTS.

## On Gorton Show

By WALTER B. LEONARD

It is surprising how many collectors of old-show programs there are in this country. One collector has more than 18,000, no two alike. I am constantly getting letters from old-time showmen and fans for more data in regard to the old-day amusements. Have had several letters in regard to my last story on Joe Gorton and I am sending a continuance of the doings of this grand old minstrel and musician.

Many oldtimers will remember the little combination Pullman that transported the show so many seasons from Coast to Coast. This car was especially built for a noted railroad president and bought by Mr. Gorton, who transformed it to his requirements. I believe that its capacity was never more than 30 people and seldom did the company reach that number. The writer was over there one season, when after the regularly booked time the show continued on the commonwealth plan and the acting company numbered only 12 people. We did the parade in single file "duck fashion" and formed only the circle in the first part, the "brass" mingling with the singers and ends, some of whom would grab their instruments and play the introduction to their own number.

Joe Gorton was very particular that he had capable horns (altos) for harmony and disliked to change performers on these instruments. Two of his altos were John Kingsland, of Canastota, and Lon Marsden, of Friendship, who were over there for many seasons. Marsden was a farmer and when planting time came in the spring he

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was always anxious to get back to his Friendship farm. In the early days Harry Baxter was leading cornet on the show. He was from Friendship and his father was one of faculty of the Johnson Conservatory in that village. Harry discontinued trouping and settled down in Kansas City, practicing his profession of dentistry.

I believe that soon after this Sam Lee came on from Lexington, Ky., a relative of the famous Lee family of the South, and stayed with the show many seasons as principal cornet. Never was there a more perfect gentleman than this genial fellow, who had every mark of a thoroughbred. Sam was a splendid cornet soloist and developed into a first-class comedian and occupying a place on the extreme end, and did blackface in the olio in a musical act with Young Joe Gorton. For several seasons Charley Larkins, of Hornellsville (Hornell), was the lessee and manager of the Gorton show and made good. Charley was a clean-cut business man, played trombone in the band and sang tenor in the quartet. He was well thought of on the show, looked after the comfort of the people and supplied wholesome food. Henry Yorkey, Hank Goodman, Dick Vonders and George Mullen were the ends; De Witt Cook, middle; J. Harvey Briggs, Charley Fales, Fred Schmitt and Charley Larkins, quartet in the season of 1898.

In 1901 C. C. Pearl was managing the show, and principals were Jake Welby, Sam Lee, J. C. Covey, bones; Hank Goodman, John Elliott, George M. Sparks, tambos, while vocalists were William H. Peak, Eugene Elliott, Floyd P. Keeney and C. C. Pearl. In the olio Welby and Pearl produced a big ensemble dancing act, using as music Strauss' beautiful Mazourka, *One Heart, One Soul*. The next season I visited the show I found, among others, Billy DeRue, Dick Vonders, Sam Lee, George Mullen, Eddie Fox and George Sparks on the ends; W. H. Ratigan, Ed Anderson and Jere Sanford, vocalists. The last time I recall seeing the Gorton outfit was in my home town, Glens Falls, N. Y., on September 6, 1907. I believe that Welby and Pearl had the show and Sam Lee, Bellmar and Pratt, Raycroft and Lynch, Duke and Brehm and Vonder and Griffin were principals. Their Crescent City quartet consisted of C. C. Pearl, Tom Lynch, S. C. Briggs and W. J. Schertzingler. They had a wonderful band, featuring Sam Lee's cornet solos and Frank Hitchcock's euphonium solos.

Hitchcock was a one-time resident of Glens Falls and always a staunch friend of the writer. He came into a fortune of about \$100,000 and died soon afterward. How many of the oldtimers remember the gorgeous parade suits worn by the Gorton show? Scarlet frock coats with gold braid and buttons, light blue trousers with gold and black braid at the sides, gold silk high hats, all made of the best material. Should one stroll thru the old cemetery at Friendship there would be found tombstones bearing the names of many of these old entertainers who have "joined out" in the Great Beyond.

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The Billboard reserves the right to edit all advertising copy.



## Sign IABP&B Agreements

Shows include Ringling, Robinson, Sparks, Buffalo Bill and Cole-Beatty

PITTSBURGH, Jan. 11.—Charles G. Snowhill, acting for the Ringling-controlled shows, submitted signed agreements on Wednesday to Leo Abernathy, president International Alliance of Billposters & Billers of United States and Canada, for the seasons of 1936 and '37, for the following shows: Ringling Bros.' & Barnum & Bailey Circus, John Robinson Circus, Sparks Circus and Buffalo Bill's Wild West. The Hagenbeck-Wallace show was also listed on the agreement but has not been signed by Snowhill. The Sells-Floto-Al G. Barnes Circus is expected to be signed by General Agent Floyd King soon.

J. D. Newman, general agent Cole Bros. & Clyde Beatty Circus, fell in line with the others by submitting a similar signed agreement. The contracts represent a boost in wages and better working conditions for the IABPB workers, with the 1929 scale of \$120 per month coming back in 1937.

## Plenty of Color In Ringling Paper

SARASOTA, Fla., Jan. 11.—The Ringling and Barnes circuses will have plenty of coloring in their new bill paper.

Roland Butler is creating new designs for paper, ranging from quarter-sheets to 24-sheet stands, and all of it will have well-balanced color and plenty of it, departing as it were from the standard blacks, blues, browns, reds, greens and the like, and assuming new shades and hues which are full of power and pep.

## Letter From Stanley Dawson

LOS ANGELES, Jan. 11.—Billy Cronin and Stella are living at Redondo Beach. Brennan and wife, of Cole Bros., are with Billy. Mark Kirkendall, Thompson brothers, Al Moss, Bill Roddy and Nels Lausten are working in ticket department of Santa Anita Race Track.

Mr. and Mrs. S. Cronin, in a cavalcade of three motorcars, carried the yearly message of good will to all friends and cities in the Los Angeles region on Christmas Eve. Frank Chicarelli had an illuminated tree mounted on his car and, dressed as Santa Claus, he announced the Al G. Barnes organization greetings of good will thru a microphone and dispensed presents to the showmen at all stops. Pittsburgh Pete and Tom Plank were pilots.

Kibbe, Cy Hawkins, Harry Levy, Denver Kline, Abie Nathan, Jack Grimes, William Kolp, Mike Silvers, Jack Burslum, Nick Wagner, Chester Pelky, Joe Trosley, Homer Cantor and many others are to be seen daily at Cecil Hotel.

Ada Mae Moore and sister accompanied Frank Chicarelli on his Christmas Eve visits. Ada Mae sang her snake song over the mike.

Benny Levine expects to leave soon to join Able Toplinsky. Harry Simonds (Jew Murphy) and Charley Mugivan are in San Francisco. Mike Golden has opened up his museum in San Francisco and has Austin King with him. Joe Trosley expects to start east soon.

Ed Nagle had the largest Christmas tree in Los Angeles, as he used a full-sized tree in his yard and had it illuminated with hundreds of colored lights.

## Canton Show Called Off

CANTON, O., Jan. 11.—The annual indoor circus, sponsored by the Canton Trumdrum, scheduled for late this month, has been abandoned. The circus the past two years lost money, due largely to lack of advance promotion. The circus executive committee until this week had hoped to be able to stage the show again since industrial conditions locally are better now than at any time in five years, but due to several reasons decided finally to abandon the annual affair.

## Sign With Riddle Unit

POPLAR BLUFF, Mo., Jan. 11.—Woodrow Dallar and Jerome Poe have signed contracts to clown with Jack Riddle's Circus Unit, also Donald Sliger and Louis E. Collins, who will have charge of all clown numbers. Collins is lining up several new tricks for his comedy magic act. A new arrival here is Bernice Riddle, 13, who will work in the wire act and also double trapeze. Unit now has three Riddle sisters—Annette, Lois and Bernice. Martina Rozina will present a fast dance on tight wire without use of umbrella, etc.

## Enlarging Atterbury Show

DAKOTA CITY, Neb., Jan. 11.—The Atterbury Bros.' Circus and Menagerie will be enlarged. Big top will have five poles. Five new cages for animals have been ordered and will soon be delivered at quarters here. Rose Atterbury has two seamstresses busy, assisting on new wardrobe. Shorty Lerch, after playing vaude dates, will return here to superintend the making of seats.

## Detroit Local Elects

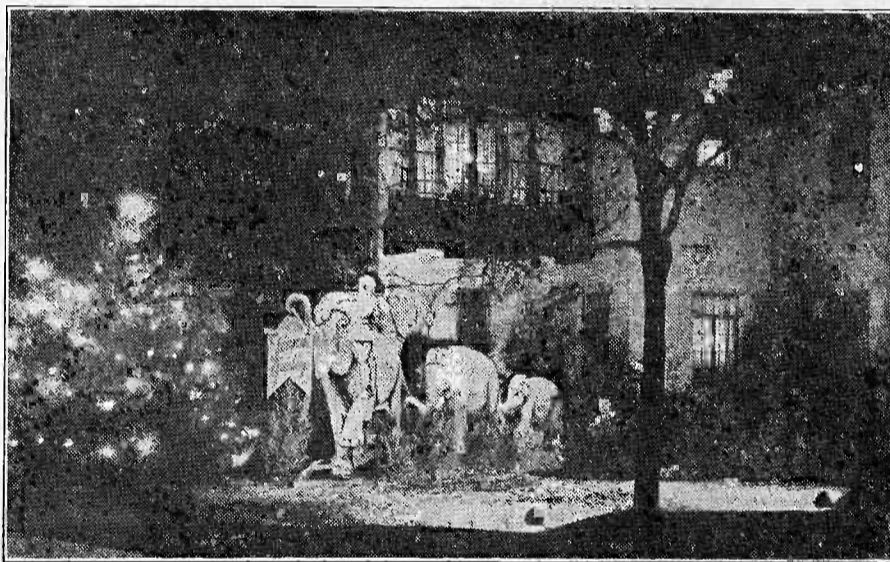
DETROIT, Jan. 11.—At last meeting of Local No. 94 of the Billposters' Alliance, the following officers were elected: John Carano, president; Charles Mitchell, vice-president; William Hines, secretary-treasurer; Roland Douglas, business agent; Arthur Vale, C. R. Van Giesen and Mack Perry, trustees.

## Rink Breaking Acts At Seal Quarters

EMPORIA, Kan., Jan. 11.—A new arrival at the quarters of Seal Bros.' Circus here is Sidney Rink, who has started to train mules and high-school horses. Will also break a six-horse Liberty act. The new animal barn was completed on arrival of show to quarters and the new ring barn has just been finished. Carpenters are building a big horse shed and corral. Mechanics are working over the trucks and two men are busy with the rebuilding. A trailer company is building two big semi-trailers. One new truck will be added; four old trucks will be traded in on new ones. Cookhouse is feeding 16 in quarters.

The Side Show will be brand new. Mrs. Jack Hoffman, cook, has left for a visit with her mother in San Antonio, Tex. Cly Newton, Honest Bill and Mr. and Mrs. Frank Binam recently visited quarters. Animal barn is doing nice business in spite of bad weather, admission being 5 and 10 cents. Most of the Seal people will be back, also some new ones. Show will have 12 cages of animals, camel, water buffalo, 25 head of ponies, mules and horses. There will be three trucks and one car on the advance with nine men and plenty of special paper. Show will open early in April.

RUSSELL G. KNISLEY visited his mother and Johnnie Richardson at Akron, O. He is agent for the Barney Lamb museum.



COMBINING THE CIRCUS SPIRIT with the Christmas spirit at the home of Frank A. (Doc) Stuart, of Stuart Bulletin Corporations, in Oklahoma City, Okla. The Christmas display in lighting effect was quite a novelty and attracted wide attention. The lead bull was over nine feet high and the "punk" about three and one-half feet. At night the display was very pretty as the banner and backs of the bulls were painted with "glisteners," making a beautiful sparkle.

## Joe B. Webb Buys Orange Equipment

DALLAS, Jan. 11.—Joe B. Webb recently made a deal with Tol Teeter for the Orange Bros.' Circus equipment, consisting of 10 trucks and all canvas—big top a 70 with three 30s; menagerie, a 50 with two 20s; cookhouse, 20 by 30, and other small tents; large elephant; horses, ponies and a few wild animals. Show will be overhauled, repainted and decorated.

Show is in quarters here and will open near here in April. A title has not been decided on as yet. Some new trucks will be added and additional wild animals purchased. Webb has had 25 years' experience in circus business.

## King Returns to Brownsville

BROWNSVILLE, Tex., Jan. 11.—Manuel King, 12-year-old Brownsville boy, who has gained national fame the last two years thru his uncanny ability to handle lions, has returned here from Hollywood to await the release of his first moving picture, *Darkest Africa*, which was made by Republic Pictures Corporation. He appears as a child of the jungle in the picture, which also features Glyde Beatty. Picture is to be released the latter part of January or early February. It is likely that King will be with a big circus coming season.

## Schepp With Warren Buck

CAMDEN, N. J., Jan. 11.—Schepp, of dog and monkey circus fame, after many years in vaude, having played everything, including 18 Coast tours, fairs, parks, etc., in addition to the tropics and Australasia, has retired from the road to assume a responsible position with Warren Buck, famous African explorer and importer of wild animals.

Buck, now in Africa, has a large tract of land on Route 40, one mile east of Camden, where he will develop a novel zoo and African Village, in addition to continuing his sales of wild animals. Schepp will train a chimp for Buck in addition to overseeing the care of stock shipments, etc.

## The Coles Planning Show

CINCINNATI, Jan. 11.—James M. Cole states that he and his brother, Lionel, are making tentative plans at Penn Yan, N. Y., to take out a circus, which they intended doing two seasons ago but called it off on account of their mother's death in 1934. It is their plan to obtain a well-known young wild-animal trainer to feature.

## Drukenbrod With S-F-Barnes

NEW YORK, Jan. 11.—Sterling S. (Duke) Drukenbrod will manage the Sells-Floto-Al G. Barnes Circus Side Show for the coming season.

## Six Shows In London

Increase of one over last year — World's Fair has its best program to date

LONDON, Jan. 1.—In addition to Bertram Mills' Olympia Circus, London has five more circuses this year, an increase of one over last year's season.

The annual World's Fair at the Agricultural Hall, London, has its best program to date. Entire show is booked by Stanley W. Wathon and comprises the whole of Carl Hagenbeck's Circus from Hamburg, plus several other novelties. Chief hits in the show are registered by the South China Troupe, amazingly versatile and thrilling Orientalists; the Five Berosinis, sensational wire walkers and the most daring yet seen here; Erich Hagenbeck's sea lions, Matthies' tigers and Aloys Peters, "the man who hangs himself."

Annual show at Crystal Palace is well up to standard. Program includes the Skating Jewels, Francesco Sisters and their elephants, the Sioux Dakotas; the Five Lyntons, cyclists; the Carre Brothers, equestrians; the Five Welsh Miners and Johnny Watson, the 91-year-old dog and pony trainer.

The Alexandra Palace has a good show headed by Power's elephants. These pachyderms are the biggest thing in the show in more than one sense.

Empire, Edmonton, London vaude-film house, has a 60-minute circus with Ruby Vining's ponies; Balzar Sisters, aerial novelty; Mme. Christian's 16 Maltese terriers, Tom Fossett's mules and horses, and Frank Ginnett and Company featured. Well liked and a welcome change from two pics and three acts.

Granada, Walthamstow, another Brenstein cinema, has Tiebor's sea lions; Chester's dogs; Joe Jackson Jr., mirthful pantomimist, who is the outstanding hit of the show; Andos Family, thrilling "slide for life" novelty, and Rob Daymar, musical clown act, as principal features.

Out-of-town circuses are the Belle Vue, Manchester; Waverley Market, Edinburgh; Kelvin Hall, Glasgow; all three booked by Wathon; the Stadium, Liverpool; the Drill Hall, Portsmouth, and the Colston Hall, Bristol.

All report first-rate business at their openings.

## Briefs From Dallas

DALLAS, Jan. 11.—F. D. Johnson, last two seasons with Lewis Bros.' Circus, is a recent arrival.

George Newton, formerly with Ringling show, and Reb Russell are appearing at Capitol Theater—Russell presenting "Rebel" movie horse, and Newton doing rope spinning.

Tex and Grace Orton and Teto Marmuto arrived here recently, after closing with Sadler-Bailey Circus.

Bobbie Peck, past season with Hagenbeck and Ringling shows, opened a night club here last week. Calls it the Club Midnight.

Walter Jenner's two seals, now being trained in quarters on fairgrounds, are about ready for the "ring."

## To Divide Bonfils Estate

DENVER, Jan. 11.—The estate of \$7,000,000 left by Frederick G. Bonfils, publisher of *The Denver Post* and at one time a partner of the late Harry H. Tammen in the ownership of the Sells-Floto Circus, will soon be divided between his two daughters, May Bonfils Berryman and Helen Bonfils.

## Reunion of Animal Trainers

LOS ANGELES, Jan. 11.—Just before the return of the Clyde Beattys east Olga Celeste, of the California Zoo, entertained them at her home in Lincoln Park Heights. Others in party were Capt. Terrell and Dolly Jacobs, Bob McPherson, Mme. Zelika, Mr. and Mrs. William Foix, Joe and Anna Veldt Metcalf, Mr. and Mrs. Phil Von Volsen, Mr. and Mrs. Melvin Koontz and Jayzell.



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With the  
Circus Fans

By THE RINGMASTER

President, Secretary,  
FRANK H. HARTLESS, W. M. BUCKINGHAM,  
2930 West Lake Street, Thames Bank,  
Chicago, Ill. Norwich, Conn.

All CFA of the East will mourn the death of Mother Jane Hunt, of the Hunt Circus, for her gracious and genial hospitality at front door of that famed old mud show, where she has reigned each season, even last.

Arthur Brisbane, whose "Today" column graces hundreds of newspapers daily, devoted a lead paragraph to the death of "Snookum," the chimp that was once of movies and of late years with Ray Marsh Brydon's storeroom museums and on the side show of Bays Bros. Circus and late last season on Rice Bros. Circus.

Edmund Heller, famed zoologist, who has attended a number of national CFA meets, is busy at the Fleishacker (San Francisco) Zoo, which under the park commissioners of that city thru government aid and labor is rebuilding and making an entire big new zoo. Heller has four female elephants, which is one of largest herds with any zoo in the country, the largest in a single inclosure, and so he feels quite circusy as he gets to their quarters.

Manson Reichert and family, while in Florida, visited their many friends around the Ringling quarters at Sarasota. Reicherts entertained at their home more than 100 of the Ringling folk on each of their last two visits to Evansville, Ind., during the season tour. Mrs. Bergman, Reichert's sister, while in Havana, called on the Fred Bradnas with the Santos & Artigas Circus.

English CFA are to publish a Circus Bibliography. Their holiday issue of *The Sandust Ring*, the official CFA publication, was not in the mail until last December and hence delay to those on this side who were wondering why they had not had their copies.

Not only in the circus season is George Duffy, of Fort Plain, N. Y., "a boy" again but when the snows cover New York-Mohawk Valley. On New Year's Day he got out his 150-year-old sleigh, highly decorated, and in a scarf of olden days, fur coat, buffalo robes and all, with a fine team, he took a half dozen friends on a sleigh ride.

On January 8 the Chicago Fans met in their first luncheon for 1936 at Sherman Hotel. Colonel Sneed presided and a general discussion was held. W. H. Hohenadel, printer of *The White Tops*, was present from Rochelle, Ill., as was John Shepard, recently retired editor, and B. L. Wilson, who has been out of the city for some time on business. Local tent awaits with interest the return of President Hartless from the West Coast. He has been visiting the Barnes and Mix circuses.

The John Robinson Tent, of Cincinnati, met at a noonday luncheon at the Netherland Plaza Hotel last Tuesday. The principal topic of discussion was a drive for members, and Dr. Robert Carothers, president of the local tent; Royal Ryan, secretary, and Albert J. Mayer were appointed on the membership committee. Others at the meeting were John Robinson IV and Carl Aull.

At Betsy Ross Quarters

ALAMO, Tex., Jan. 11.—The Betsy Ross Company is now in quarters at the Ross Ranch here. Bob and Jimmy Raines, singing cowboys, have gone to West Virginia, visiting and playing a few theater dates; Buck Harris, clown, is back in Saginaw, Mich.; June Ross is visiting friends in Minnesota; Margery Mack, Jack Williams and Betsy Ross are at the Ross Ranch. Betsy is breaking a couple of new horses.

Several new features are being added to the Ross act for next season. Gawn Marrs, a newcomer, is working out at quarters with Miss Ross. A trick roper will also be added to the troupe.

At Tiger Bill Quarters

BELLEVUE, Mich., Jan. 11.—Colonel Snyder is working on a group of ponies and a January act at the quarters of the Tiger Bill Show here. G. W. McIntosh also is here. Jim Carter is playing halls with his variety show; Charles Schram, band leader, is in Saginaw.

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Hagenbeck Deal for  
'Jumbo' Road Tour?

NEW YORK, Jan. 11.—Latest rumor, privately circulated, has Billy Rose negotiating for the equipment of Hagenbeck-Wallace Circus to trek his *Jumbo* circus musical on an already announced road tour commencing in the spring, following its run at the Hippodrome here.

An early report said that Jock Whitney, millionaire backer of *Jumbo*, was prepared to go down to Sarasota, Fla., to confer with S. W. Gumpertz, general manager of Ringling shows, on the subject, but this was spiked when it became known that Gumpertz would not be there until after his vacation in Hot Springs ends, probably in a week or 10 days. Meantime details of the prospective deal are believed to have been discussed here, the parties to the confab being Frank Pender, secretary-treasurer American Circus Corporation; George Hamid, head of George A. Hamid, Inc., supplier of several acts imported for the Hipp show and, according to an informant, instigator of the proposal; and, of course, Rose himself.

If the deal goes thru, it will mean that Rose will get the services of an established machine with which to move his giant production. While no canvas is said to be involved, as Rose's show needs big top specifications of an unusual nature, the report says that most of the other equipment is, plus the select personnel in the transportation, property, baggage, live stock and other key departments.

Rose appears to be interested in a percentage arrangement, but it might eventually turn out to be a one-year lease or rental proposition at a flat rate. It is not felt that the Hagenbeck-Wallace title is involved, as Rose would prefer his own billing. One of the things said to have been talked over lengthily has to do with opposition. The boys have to come to terms as to whether *Jumbo* would compete with the Ringling units for dates.

Hamid said he is ordinarily eager to furnish data to *The Billboard*, but that there was no go this time, as he has been pledged to secrecy. Pender said he could make no comment, tho admitting that "there has been talk, but I cannot say any more than that." Rose, talking thru a representative, refused to enlighten *The Billboard* beyond saying that there have been attempts at negotiations. It's anybody's guess from this point on, but the situation does indicate the seriousness of the announcement that the H-W show is definitely on the shelf.

Building at Smith Quarters

PLAINVILLE, Conn., Jan. 11.—Building and painting of props and equipment of Yankee Smith Circus is under direction of Larry D. Hooper, and lettering, painting and designing is being done by Ruth Smith and J. Geremia. New paper and advertising matter has been received. Wardrobe department is in charge of Mrs. F. Smith.

HAVE YOU EVER BEEN FOOLED ?

ON THIS OLD QUESTION OF PRICE?  
A Lot of Showmen Have Had the Idea That

BAKER PRICES

Are High—Can't Tell Where They Got It—They Say They Always Prefer

BAKER TENTS

BUT—And Then They've Broken Down and Written for Prices, Found They Were All Wrong and

ORDERED BAKER

It'll Only Cost a Three-Cent Stamp To Find Out What That New Tent Will Cost

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And NOW Is the Time To Buy at the Winter Prices Before Any Advances Hit the Market. (And we'll refund the three cents if you're not satisfied with the price.)

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AMERICA'S BIG TENT HOUSE.  
EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

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Manufacturers Since 1870.  
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USED TENT LIST

Now Ready. A Great Number of Bargains. Sizes from Frame Tents to Big Tops. Write Today.

United States Tent & Awning Co.  
701-09 N. Sangamon St., Chicago, Ill.

Manufacturers of TENTS of All Styles  
SATISFACTION GUARANTEED.  
GET OUR PRICES BEFORE YOU BUY.  
DIZE AWNING & TENT CO.  
1512 S. Main St., WINSTON-SALEM, N. C.

Driver Made Tents and Banners  
SEND FOR LIST OF USED TENTS.  
70x130 DRAMATIC END TOP  
26 FT. RIDING MAT  
CHARLIE DRIVER, Manager,  
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4611-13 N. Clark St., Chicago, Ill.

MOTORIZED  
Write for our Finance Plan. CHAS. GOSS,  
Standard Chevrolet Co., East St. Louis, Ill.

LIGHTING PLANTS \$250.00  
Manufactured by  
UNIVERSAL MOTORS CO.

4-5 K. W.  
110V. D.C.  
Small 4-Cyl Sets, Capable Lighting 100 50-Watt Lamps.

LIGHT, COMPACT, ECONOMICAL

EDW. SAMARA, Inc., 41 Old Slip, New York

THE DARING YOUNG GIRL  
HAZEL WILLIAMS  
NOW ON TOUR. ON THE FLYING TRAPEZE  
WELBY COOKE, Mgr. • JAMES F. VICTOR, Rep.

HASTINGS GOLD LEAF  
"Proven Best Thru a Century's Test."  
HASTINGS AND COMPANY,  
817-19 Filbert St., Philadelphia, Pa.

SPANGLES  
ALBERTIS CO., 440 West 42d St., New York City.

RAILROAD CIRCUS SALE CHEAP

15-Car Circus, Parade Wagons, Light Plants, All Steel Elephant, Horse and 70' Box Cars, Calliopes, Complete Circus except Live Stock, Bargain for cash. 4-Horse Liberty Act with new Trappings, ready to work, only \$700.00; practically new Steel Arena, \$300.00; Menage Horse doing extra good Specialty, \$200.00; 14-Truck Show Animal Cages with special 24' Trailer and Chevrolet Truck, only \$350.00; swell Dog Wagon on General Motors Truck, only \$75.00; 2 Advance Trucks, Chevrolets, \$100.00 Each; Cook House Truck on Chevrolet, \$100.00; 4 K. W. Light Plant, \$150.00; Extra large Reindeer, big antlers, performs act and does Santa Claus Walk-Around, with Harness and Sleigh, \$350.00. CHRISTY, South Houston, Tex.

WANTED FIFTEEN DWARFED MEN  
Long, pleasant season in new field. Must be young and active. Send photo, stating salary, which must be low. Everything furnished after joining. H. C. BARRETT, 1962 Lake St., Lincoln, Neb.

GOLE BROS.' WILD ANIMAL CIRCUS, Motorized, Wants people in all lines: Bosses, Advance, Wild and Domestic Animal Acts, Ground and Aerial, etc. Must have own transportation. We furnish gas and cookhouse after joining. Four weeks indoors, then under canvas. Address Penn Yan, N. Y.





## Under the Marquee

By CIRCUS SOLLY

ROBERT SAUL, circus press agent, is wintering at his home in Adrian, Mich.

HAVE YOU referred to the Letter List? There may be mail for you.

J. F. ALMOND will handle the first brigade of the Walter L. Main Circus.

CLYDE W. PARKE, of Memphis, Tenn., has a complete miniature model circus.

THE FREEMANS (Freddie and Ethel) will be in Detroit for the Shrine Circus and in Cleveland for Grotto Circus with Orrin Davenport.

HARIO AND MARIO, impalement act, last season with Seils-Sterling, opened January 4 at Mobile, Ala., with F. W. Miller's Museum.

THIS SEASON will be C. L. Alderfer's 40th with the white tops. In 1896 he was on lead stock with the Great Wallace Show, and later operated the C. L. Alderfer Circus.

LOUIS (HAPPY) HANSON, electrician on Russell Bros. the last two seasons, was in Cincinnati recently and called at *The Billboard*. He had been in the South and was on his way to New York.

TEX A. SCHUBACH and his dog, Rex, famous motion picture dog, spent Christmas with his daughter and grandson at El Paso, Tex. Tex and "Rex" opened at Crawford Theater, that city, January 6, and will play Fox West Coast houses in Bisbee, Nogales, Globe, Tucson, Phoenix in Arizona, then Imperial Valley, Riverside and Pomona, Calif.

J. B. SWAFFORD is handling the circus unit on the WPA project for Tom Senna in the Boston district. There are more than 100 people in unit, some of them oldtimers.

TOM MURRAY, of Ft. Worth, had an open letter in several Texas papers making a plea to save the circus from taxes.

## WANTED TO BUY

Two Young Lions, Camel, Menage Horses, Pony Trappings, Pony Saddles, Used Spectacle Wardrobe, Wire Rigging, 10 Lengths Star Backs.

**TOM ATKINSON**  
13th and Walnut Streets, East St. Louis, Ill.

## To All Members of International Alliance Billposters & Billers of U. S. and Canada

RINGLING BROTHERS AND BARNUM & BAILEY CIRCUS,  
JOHN ROBINSON CIRCUS—SPARKS CIRCUS—BUFFALO  
BILL'S WILD WEST—COLE BROS.—CLYDE BEATTY CIRCUS  
HAVE SIGNED CIRCUS AGREEMENT FOR 1936-'37

LEO ABERNATHY, Pres. WM. McCARTHY, Secy.  
A. THOMAS NOONAN, Treas.

## Wanted Wanted Wanted for TOM MIX CIRCUS SIDE SHOW

Novel high-class Freaks of all kinds. Side Show Acts that have real merit. Scotch Bagpiper and Drummers, Tattooed Man. Two meals daily and sleeping accommodations furnished. State salary, give all particulars in first letter; no time to dicker. For Sale—Canopy Style Tent, 130 ft. by 18 ft., in good condition; ten banners. No reasonable offer refused. Address

TED METZ, Manager Side Shows, Tom Mix Circus, Compton, Calif.

## ST. LOUIS POLICE RELIEF ASSOCIATION

WILL HOLD THEIR ANNUAL CIRCUS IN THE NEAR FUTURE

ALL PROMOTERS WHO ARE INTERESTED, PLEASE COMMUNICATE WITH  
GEO. L. CHECKETT, POLICE HEADQUARTERS, ST. LOUIS, MO.

Not Later Than February 15.

He is for the circus and glad to do his bit.

TED PREMONT, chief electrician of the Cole show, pens that he has been vacationing at the Ford Motor Company's River Rouge plant in the electrical department.

ROBERT WIEGAND, known professionally as Buck Steele, for many years with the Wild West department of major circuses, is vacationing at his home near Dover, O.

HERBERT MARSHALL, side-show band leader on Barnes show, and wife, Catherine, spent holidays with relatives in Indianapolis. Marshall has been with that show seven years.

ROLAND (BLACKIE) DILLER, on his way home to Marion, O., from a holiday visit with his folks at Lancaster, Pa., stopped at Somerset, Pa., for a visit with his friend F. W. Simpson. Simpson has known Blackie for more than 30 years.

DARE-DEVIL JACK LOVE is in Camp Garrady Hospital, Hot Springs, Ark., recovering from lacerations and burns suffered in a hotel fire and crash in Hot Springs Christmas morning, in which his wife was killed. He would appreciate hearing from acquaintances.

SARASOTA, Fla., now has a John Ringling hotel, owned and operated under the sponsorship of Mr. Ringling. It occupies the structure formerly known as the El Verano Hotel, which has had a stormy career in recent years. Hazen J. Titus is managing the hostelry.

WILLARD S. ISLEY, bandmaster and trumpet soloist with Sadler-Bailey Circus last season, is spending the winter in Los Angeles. He reports that his father had the misfortune to lose his right leg just above the knee, but is doing nicely and is on the road to recovery.

HOUSTON PICKUPS—Gertrude Thomas continues to improve from her recent illness and has been removed from the hospital to her home. . . . Bea Tinch made a business trip to Corpus Christi and other south coast cities. . . . T. F. (Red) Everett is home after a successful hunting trip on his farm near here.

UNIVERSAL SERVICE published the following story, in part, dated Shanghai, December 25: "Jo-Jo, the Dog-Faced Boy, for years a sensation of the American side-show tent, is broke in Shanghai, just another market speculator who didn't pick them right. He is reduced to exhibiting himself in small back-alley rooms of the port with the added

attraction of a wrestling bear. Admission is only 15 coppers, and since there are 1,650 coppers to an American dollar the freak has fallen on bad times." Charles Bernard, of Savannah, Ga., in his collection of museum and side-show attractions, photos and literature, has a number of Jo-Jo mementos, some dating back to his early appearance in the United States.

MR. AND MRS. EVERETTE JAMES, of Beaumont, Tex., motored to New Orleans to spend Christmas week with their son, Harry, who is first trumpeter with Ben Pollack's Ork at the Roosevelt Hotel. Everett, former circus bandmaster, does not contemplate going on the road this season, altho he has had several offers. He is teaching and has many pupils.

JAMES CASTERLINE states that James M. Cole, with whom he trouped on Seils-Floto Circus, will have a motorized show and that he will be with it as steward. Also says that Mrs. Dorothy Cole will be secretary-treasurer; Lionel Cole, assistant manager; Robert Rackham, boss painter and sign painter on road; Pete Bodine, electrician.

HARRY P. PARKHURST, old-time trouper, was recently elected worshipful master of Peru (Ind.) Lodge No. 67, F. & A. M. He had charge of the late J. H. LaPearl's canvas in 1893 when Charles Bernard was agent, and was with Walter L. Main Circus 1897 tour to the Pacific Coast when Charley was treasurer. They have been long-time friends. Harry, like Charley, has "settled down."

THE BOSTON SUNDAY POST recently carried a full-page story and photos on Josie De Motte under the caption "Josie De Motte at 72 a world-famous circus equestrienne reveals the grim struggle behind her amazing comeback." The same paper also carried an interesting story of Adele Nelson and her three elephants. All were from the pen of George Brinton Beal.

LOEW'S FOX Theater, Washington, had an all-circus bill Christmas week. On program were Martin and Martin, Alf Loyal's dogs, Picard's seals, George Hanneford family, Yacopi troupe, Schietl's Wonderettes, Wilbur Circus and Will Hill's elephants. The circus was a la "Jumbo" style and registered. Yearly Christmas dinner was served by Gene Ford to the troupe.

RECENT VISITORS to the Circus Room, Hotel Cumberland, New York City, were W. L. Warren, Frankie T. Saluto, Bebe and Joan Siegrist, E. W. Somers, E. H. (Doc) Kelley, Claire Sterling, Herb Taylor, Dan Moriarity, William Ketrov, Mary Ellen Ketrov, Jack A. Ryan, Hugh J. Higgins, CFA; Doc Crawford; Robert Gable Jr., CFA; Julius Kuehne, Mr. and Mrs. Bert Cole, Mrs. LaMarr, Jimmie Baker, Russell Alexander, Sam Golden and wife.

## Flashes From Peru

PERU, Ind., Jan. 11.—Ralph Clawson, who was manager of Hagenbeck-Wallace Circus, arrived from a trip to Lincoln, Neb., where his mother resides.

It is reported that first section of the winter tour will leave here January 24 for the Grand Rapids Shrine Circus and second section will depart for Detroit Shrine Circus about February 1.

Eddie Woeckener and wife, who have a beautiful home on outskirts of Peru, arrived from their holiday trip, first to her home in Iowa and then to his father's home in Pennsylvania.

Side-Show Boss Canvasman Smitty left for Barnes quarters.

Jonesy is on duty at the H-W winter-quarters offices. Perry Plank is night man at the Broadway Coffee Shop for the winter months.

Red Finn, who has the Ringling-Barnum baggage stock, says he can mix his stock with H-W horses, sit on the fence and pick out his own without looking at their hoofs.

Orrin Davenport made a flying trip from Chicago and departed on short notice. He is busy with the Shrine dates.

Motor Inn Garage is flooded with circus cars. Where do they go from here?

Boss Hostler Brown, last season with H-W, arrived from Columbus, O., his home, and is still on duty at the quarters.

The writer will be at the Bears Hotel until January 23, then the winter dates.  
JOE LEWIS.

## Dexter Fellows

(CSCCA)

## Tent Tattles

By FRED PITZER

NEW YORK, Jan. 11.—Congrats to Bim Pond on his talk at the January meeting of the Jersey City Women's Club. . . . Here are new members of the Tent: Shelby Williams, Alfred A. Strelsin, Henry Steeger, Irving Halm, Ray A. Court, Earl D. Jones, Philip A. Mitchell, Kenneth Murchison, Ernest L. Hall, Charles P. Rogge, Victor Roudin and Frank S. Benson.

A belated Christmas card comes from Frank Portillo. Very unique as Frank's whole makeup seems to be. He is original in all that he does, to say the least. Or the most. . . . F. Darius Benham had his wallet lifted recently. Pilderfer, please leave same in first hollow tree on right when leaving Bayville, L. I., station. No questions asked or answered. . . . Fall Guy committee is out gunning for Wallace Beery. Here's hoping. . . . Writer called at *The Billboard* office in New York recently to pick up letter that was advertised. Desk boys made diligent search but could not find same. Finally located in Leonard Traube's hair. . . . Bert Cobb, of Pediforme fame, received shoehorn for having obtained the greatest number of members in December. . . . Leo McCall prides himself on never having missed a luncheon. He always brings along several guests. . . . We get word (via Western Union) that Treasurer Eduardo Thortenburger will send out a copy of the new constitution and by-laws to every member of the Tent on January 15, as the new c. and b-l's are to be voted on at next luncheon meeting. . . . Just received word that Dexter Fellows set a rat trap in his Connecticut apartment the other dawn and next morning found a collaborator caught in it.

Chal Pancoast is now sales promotion and publicity bigwig of the Grammatan. . . . Sorry to learn of Jack Dunn's illness and our best wishes for his hasty convalescence. . . . Saw Big Bill Egan at the dedication of the general post-office annex. . . . also Jim Farley, who expressed his regret at being out of town when our fingers were aching to have him as a Fall Guy. . . . R. C. Haffenden is a hustling new-member getter. . . . Regretted to learn of Johnny Shepard's resigning from the editorship of *White Tops*. Johnny knows his circuses, is enthusiastic and has a keen love for all things circusy.

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## Bell To Direct Publicity

BOSTON, Jan. 11.—Floyd L. Bell, for several years press agent with Ringling Bros. and Barnum & Bailey Circus, was last week named director of publicity at Suffolk Downs, New England's largest racing plant, succeeding Gus Rooney, former sports editor of *The Boston Traveler*, who returns to newspaper work.

## Tribute to Grandma Hunt

By M. D. HILDRETH

Grandma Hunt has collected her last ticket and reported to that biggest Top of all.

No longer will a host of friends who eagerly looked forward to her annual visits greet her at the door. For more than 40 years she has stood under the marquee of Hunt's Circus; first a mother, then a grandmother, and finally a great-grandmother, great and grand in the fullest sense of those words. In her philosophy she was the complete embodiment of Riley's poem. . . . "If God sends rain, then rain's my choice." Sweet and beautiful by nature, hers was the spirit of the trouper. With her passes one of the last of that brave band of noble women, pioneers of the wagon-show days, who year in and year out made their accustomed rounds.

The Hunt Circus will go on as it always has and it will always seem as if Grandma is at the door. She possessed that loveliness of spirit that made all love her.

If, as the poet has said, "God gives to the withered rose bush the sweet assurance of another springtime," surely the spirit of one created in His own image can never die.





## The Corral

By Rowdy Waddy

WHERE are you wintering, and what doing—all you rodeo folks?

WATCH the Letter List, and send forwarding addresses promptly.

MADGE BAILEY, who spent part of the winter on her farm, near Akron, O., is now at Los Angeles.

CONTESTANTS will be flocking into Denver this week for the Rodeo, which starts on Saturday.

BARNEY J. RICH is wintering at Guymon, Okla., and during his spare moments getting his outfits and stunts ready for the coming season.

F. H. (BROWNY) BROWN asks: "Do you remember when Tex Austin held his World's Championship Rodeo at Grant Park, Chicago, and contracted the famous Day and Knight string of bucking horses, owned by Ad Day and Ray Knight, from Canada?"

LET'S HAVE some reminiscences, with names of oldtimers, from oldtimers of Wild West show and Rodeo circles. During winters, when there are few reports of results of shows to be published, there is more space available for such communications.

JACK REINHART, whose Wild West has been a featured attraction with Cettlin & Wilson Shows, and members of his family, have been doing exploitation work in connection with pictures at movie houses in the Carolinas this winter.

OKLAHOMA CURLY ROBERTS, after the conclusion of Col. W. T. Johnson's Rodeo at Boston Garden, Boston, jumped to Franklin, Ind., where he has been breaking some jumping horses for the Franklin Polo and Saddle Club. Curly and Fred Sharp and Martha Wheeler may launch an outfit to play dates next summer. However, Roberts will make the rodeos at San Angelo and Fort Worth, Tex., in March.

LELAN (TUMBLE) WEED, formerly with outdoor shows, has of late been radio broadcasting at Station WLS, Chicago. "Tumble" did riding and roping with Christy Bros.' Circus a few years ago. In 1929, was seriously injured when kicked by a bronk, and after undergoing an operation turned his attention to guitar and cowboy songs. He has been appearing in a number of daily and weekly programs of WLS, including one of the Barn Dance offerings on Saturday nights.

THE FIRST DAY of the new year (1936) was especially notable at Livingston, Tex., due to its being "Big Chief" Day and Pow Wow, during which ceremony and festivities Tl-Ca-I-Che (English name, "Bronson Cooper Sylestine") became chief of the Alabama and Coshatt tribes of Indians. Thousands of people were in attendance. Col. W. T. Johnson, noted ranch owner and famous rodeo producer, was a guest and made a brief talk. Major Gordon W. Lillie (Pawnee Bill) and many other prominent persons sent greetings. Rev. J. W. E. Airey, rector of the St. Andrew's Episcopal Church, Houston, and the national chaplain of the Circus Fans' Association of America, was also one of the speakers. Colonel Johnson took with him; from San Antonio, Ray Whitley, who impressively sang *The Last Roundup*. Reverend Airey was accompanied from Houston by Frank Walters, president of the Terrell Jacobs Top, CFA, and Hans Nagel, keeper of Houston Zoo.

### Barnes Department Heads Ready To Start Work

LOS ANGELES, Jan. 11.—Theo. Forstall returned from Eastern trip and is back on the job in the office of the Barnes show. Heads of departments are awaiting the return of Manager S. L. Cronin, who is vacationing at Hot Springs, Ark., to start work on equipment.

Twentieth Century-Fox Studios filming Warner Oland-Charley Chan circus

picture. Harry Lachman is directing; Paul Eagles is assistant technical director; Dan Clark, chief camera man; George Perette is handling publicity. There is a special setup at the runs unloading the train, shots of stake driving gangs and shots on the lot. The Barnes big top, menagerie and side show are set up. Maxine Reiner is the female lead, with the Brosnow midgets and Key Luke, Chinese actor, featured. Program has Mayme Ward Smith, Escalante family, as feature acts. Usual lineup of freaks for the Side Show; ballyhoo and atmosphere shots taken. Milt Taylor is there with following clowns: Alma Taylor, Homer Goddard, Arthur Burson, Fay Walcott, Bill Lennett, Mike Garner and Roy Sumpter. Others appearing in film are Capt. Terrell Jacobs, Capt. John Myers, Jimmie Thomassen, Rod Taylor, John White, George W. Boyd, Harold Boyd, Skinny Matlock, Roy Sumpter, Joe La Forme, Buddy La Forme, Harold Ward, Jack Bishop, Owey Owens, Charley Dodson, Will J. Casey, Bob Winslow, Frank Forrest, W. D. Corbett, Frank Murphy, Jimmie Dunn, Jim Hurd, Jake Posey, Walter McClain, Clyde Gooding. Women in program and in the set are Peggy Marshall, Blossom Robinson, Bertha Matlock, Dolly Jacobs, Birdie Youden, Helen Wright, Diana White, Rhea Jack, Marge Garner, La Verne McClain, Hazel Moss, Loraine Wells, Ada Mae Moore, Gladys Forrest, Mrs. Frank Forrest. More than 1,000 extras used as big top atmosphere. The placement of show-folk in film credited to Paul Eagles. Every trouper who came out to Baldwin Park lot was set in by Paul.

Jake Posey says he is a permanent West-Coaster, is building a home in Baldwin Park. Floyd King, general agent, is arranging details of the advance.

## Kay Bros.' Show To Be Enlarged

PETERSBURG, Va., Jan. 11.—William Ketrow, manager of Kay Bros.' Circus, has returned from Los Angeles on a business and pleasure trip. Has booked two features and show will be enlarged some. Fourteen people are at quarters.

Grand-stand seats and truck bodies will be built and there will be new canvas from marquee to padroom. A new pony drill is being broke. Mrs. K. and Mary Ellen will spend eight weeks in Miami, Fla. Frank Ketrow and Nate Leon are at Hot Springs; Bob Ketrow and wife are at Anderson, Ind.

Joe Sebastian has charge of elephants; Barney Brock is in charge of ponies and horses; Dan Stewart and wife, Bobby, in charge of cookhouse. Shorty Bookman is master mechanic with six assistants. John Van Arnam and James Heron were recent visitors.

Sam Dock's Silver Bros.' Circus also is in quarters here and Mason's Monkey Circus is here for the winter. Harry Mason is building a living trailer. Lauterback brothers, Circus Fans, visit quarters quite often. William Ketrow and daughter will visit *Jumbo* in New York before leaving for Miami.



## Circus Saints and Sinners Club

For the Old Trouper and a Home

RICHMOND, Va., Jan. 11.—The annual holiday party of the W. W. Workman Tent pulled off a fine party for its members and lady friends at the John Marshall Hotel here night of January 4. Sinner Bill Homburg saw to it that every nook and cranny was elaborately decorated with poinsettias. Sinner Tom Scott was chairman of the program committee and did a wonderful job. In addition to an elaborate dinner, corking good program and all the trimmings, an orchestra provided dance music.

Our new president, Sinner Hambone Watson, did his stuff as emcee. His program was a combination gridiron roast, political razzing, singing and several new and attractive stunts. Among the last named was the "Defense of the Goal Posts," by Cutchins Cossacks. And that wedding! Stuart Sorg, one of the latest recruits to the ranks of the Sinners, was a knockout. Stuart also sang some catchy numbers, including *Bye, Bye, Blackbird*.

As Major Booze, Ham called on his amateurs, headed by Mayor Bright. This

## Gainesville Show Preparing For the Centennial Year

GAINESVILLE, Tex., Jan. 11.—Winter activities of the Gainesville Community Circus are in full swing in preparation for the centennial year.

Mr. and Mrs. Arthur Henry, past season with Seal Bros.' Circus, will have charge of training a large number of performers in various acts. Training quarters have been opened in a downtown building, with classes in the afternoons and evenings daily. Yancy Culp is in charge of the training gym.

Work began Monday of moving the circus equipment to a large brick building which is better situated for building and repair work and is adjacent to a blacksmith shop. Painting and repair work started this week.

Contract for the appearance of the circus at the Texas Centennial Exposition in Dallas is now in the hands of the legal department of the exposition, and Dr. R. N. Blackwell, in charge of special events, has assured circus officials it will be ready for signatures shortly.

## Notes From Paris

PARIS, Dec. 30.—The holiday bill at the Cirque Medrano is a good one and drawing big crowds. Togare, tiger tamer, has been held over for his sixth week and continues to head the bill.

Featured on the new bill is the elephant "Mago," working with a dog and a bear. Other good numbers are the Cervantes Troupe of Risley acrobats; Annie Marino, aerial; Three Orfatis, tumblers; the Horam Quartet, acro dancers; Man and Thit, comedy acrobats; Christian and Fleurette, acrobats, and Glasner's horses and the house clowns.

The Bouglione Brothers, at the Cirque d'Hiver, are presenting a big spectacle embodying circus numbers, musical comedy, pageants, pantomime, fireworks, use of the big pool and large animal numbers.

Elly Ardelty, excellent trapeze number, and the Six Readings, sensational acrobatic bike number, are at the Alhambra. Paul Berny, juggler, is at the Bobino.

The Ben Behee Troupe of Arab tumblers are at the Pathe Palace in Marseille. Christian's dogs are at the Casino Municipal in Aix-en-Provence.

The Arena, at Brussels, has several good circus numbers, including the Flying Banvards, bounding trampoline; Altaros, aerial; Amady's dogs; Gerard de Chanet, high-school horse, and Finks and Ayres, American roller skaters.

## Winter Show for Gecoma

PITTSBURGH, Jan. 11.—John Gecoma, owner of the Bright Light shows, who just returned from Southern territory, reports that he opened an indoor circus for the winter season to play theater spots in Western Pennsylvania.

Known as the Great Olympia Circus, the show features Lorraine Wallace, in a lion act; Bill Blomburg, ringmaster, in charge of Alaskan huskies, monkeys, ponies, a horse and one mule; Peerless Falcons, trapeze; Roxi La Rose, iron jaw, and Frank Shepard, trapeze.

proved an attractive number. The trouble was that he did not use his gong often enough—or it wasn't loud enough. The only really effective work Ham got in with the gong was on Sinner John Goode. But I think he also called in Cutchins Cossacks to help to suppress the teasing, terrible, tormenting Johnny. He was a scream.

One of the best amateurs of the evening was Sinner Charlie Woo. He sang in his native Chinese tongue the old familiar hymn *No Tickey, No Shirtee*. He refused to respond to an encore. Ham was fortunate enough in being able to have his program broadcast over both systems—Station BLAH of the Naylor and Station PFFT of the Coalylvania. Thanks to the presidents of both. The swanlike figures of Sinners Bremner, Baugh and Tragle deserve mention. Skeeter Jennings a real Sinner, Bill Roper another, not to mention Cal Farmer, Bob Lowman, Harry Hedge, Saint Somma—all shone in their pristine glory.

CHES GOLDSTON, National Secretary.

## Gardner Breaking Big Animal Act

PERU, Ind., Jan. 11.—Ringling-Bar-num will have one of greatest animal acts ever attempted. Is being broke in by Cheerful Gardner, superintendent elephants of H-W. Stated over 30 mixed animals will be worked and until group is named by press department will be listed as tabloid. In visit to bull barn representatives of press have seen Gardner's props all stenciled with R. B. and B. & B. It is unofficially stated that Gardner, who is also breaking in Blanche, to replace elephant doing human pendulum act lost last season in accident on road, will report for opening of Big One at Brooklyn.

Mrs. Bert Bowers left for Miami Beach, Fla., and Mr. Bowers will leave in few days to join her.

Eugene (Shorty) Lacey is chef at Broadway Hotel.

Jesse King, aerialist and in clown alley of H-W, was pulling stake and chain downtown streets. Is recovering from serious injuries while working Funny Ford. Left arm is partially paralyzed yet.

Joseph Hayes, vet 10-up, is here after stay at Houston.

Scotty Cromer, cat man and safety cage worker in many wild animal films, arrived from Coast and is working at farm.

Harry Miller is at Waters Hotel. Non-committal as to coming road season.

Edward (Dad) Copeland, assistant to Emory Stiles, menagerie superintendent, has Josephine, chimp, on road to health again.

Duke and Pauline Kamakua, with Al G. Barnes side show, are back after trip to Coast and have opened Hawaiian Music Studio. Are being featured in many church and social events.

Bert Nelson is back from Hollywood after visit with mother. Brought with him King, male lion, which is being broke into wrestling number and will be worked with Norma, featured mat star.

Rudy Rudynoff is working three Liberty groups, assisted by wife, Erna, and training menage horses and great Dane dogs into a really clever number. Jack Polk is in charge of horses and dogs. Jack Joyce has something new in a zebra troupe. Charles Brown, vet seal man, is daily working charges.

Horse sale date for unwanted H-W horses was canceled and no explanation given.

Jack Campbell, who lost a leg in accident on H-W last season, is in charge of Lum & Abner's commissary.

## Walters Back in Houston

HOUSTON, Jan. 11.—Frank J. and Mrs. Walter returned from the West Coast last week, where they had been combining business with pleasure. Had a visit with Capt. Jacobs, Clyde Beatty and others.

Walter purchased an African lion and lioness, a Great Dane dog, an emu and three monks, which have been delivered to training quarters. Walter, in addition to being a circus owner, is also president of the Terrell Jacobs Top, CFA, and a wild and domestic animal trainer. Announced that plans for a combination dog and cat act are completed and will be a finished product in time for his charity circuses the coming season.

## Publicity Quarters Opened by Newman

ROCHESTER, Jan. 11.—J. D. Newman, Cole-Beatty general agent, has opened publicity headquarters at winter quarters. Bob Hickey, Ora Parks and Clyde Willard, car manager, are assisting. Hickey will accompany Clyde Beatty, doing publicity, and Parks will return to his farm near Gas City for a few days before joining the force in active work. Rex de Rosselli is expected at quarters in the near future.

Fred Kilgore, contracting agent, was a recent visitor.

Several members of the Hagenbeck-Wallace organization recently visited Cole-Beatty quarters to renew old friendships. They included Charles Brady, Henry Brown, Jack Bigger, Jack Joyce and Mr. and Mrs. Fred DeWolfe.

Bert Bowers, of Peru, made a social call last week on Mr. and Mrs. Zack Terrell and Jess Adkins.



Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

# CONTRACT CONTROL IN WIS

## Favor Curbing Of Undesirables

**Badgers vote to register all concession, carnival and attractions men**

MILWAUKEE, Jan. 11.—Registration of concession, carnival and attractions men as a means of attaining a more unified control and eliminating undesirables was the topic that stood out most prominently at the annual meeting of Wisconsin Association of Fairs on January 6-8 in the Schroeder Hotel. Secretary J. F. Malone, Beaver Dam, on Tuesday outlined a plan of registration and membership in the association and a resolution to adopt the plan was passed. It is expected the new policy will result in fairs obtaining a higher type of concessions and in lessening complaints of unfair practices in regard to booking and handling of midway and grand-stand attractions.

The steady swing toward increased attendance and receipts of 1935 fairs was reflected in a larger attendance at the meeting. Most of the fairs were represented and delegations were larger than for some years. Attendance at the banquet also showed substantial increase. That a good season is expected in 1936 also was indicated by the large number of carnival men on hand to bid for Wisconsin contracts.

### Shoddy Merchandise Hit

Speaking on *What Price Gates?*, William T. Marriott, Baraboo, said gate money usually is about 25 per cent of the fair's gross receipts. Many fair men believe that a raise in admission price is justified now that business conditions are becoming better, but they are hesitating for fear that a raise might cut down attendance, and some hold to the idea that "a fast quarter is better than a slow half dollar." It seems probable that most fairs in the State will either charge 35 cents this year or retain the same scale as in 1935.

Karl Stussy, superintendent of concessions, Eau Claire, spoke on *Concessions From a Superintendent's Viewpoint*, and L. L. (Larry) Hall, Milwaukee, gave the concessioner's viewpoint. Mr. Stussy advocated fewer and better concessions. When every Tom, Dick and Harry who comes along is sold space there is no chance for any of them to get their money back without "stepping," he said. He advocated charging for space in accordance with attendance; keeping an accurate record on all concessions and receipts received from them, and laying out concession space attractively. He said that in operation of games plenty of merchandise should be thrown out and urged association members to report undesirables to the (See *CONTRACT CONTROL* on page 42)

### Matheson Is Made Director Vancouver Golden Jubilee

VANCOUVER, B. C., Jan. 11.—J. K. Matheson, manager of Vancouver Exhibition Association, has been appointed managing director of the Golden Jubilee celebrations here from May to September. Canada Pacific Exhibition this year will operate 11 days and will be windup of the 15 weeks' celebration.

So many associations are working on separate plans for events and attractions that the directors saw necessity for an experienced Vancouver man to link the various branches. Half a million visitors or more are expected. A transcanada air race is one of the events calendared. There will be international track and sport events, street dancing, parades, open-air theatricals, symphony concerts and contests.

AT THEIR home in Lakeland, Fla., Merrill Brothers and Sister advise that they will play Florida Fair, Tampa, before resuming dates with Bob Morton Circus.

### This Oughta Help!

MILWAUKEE, Jan. 11.—Wisconsin Association of Fairs unanimously adopted this resolution at the annual meeting on Wednesday: Whereas, rain causes moisture and subdues dust, and Whereas, dust is a detriment to any fair and rain may be detrimental and may be beneficial, depending upon the time when the rain comes to the fair; Therefore Be It Resolved, that Old Sol place at the helm his best regulator of rains in Wisconsin during the fair season of 1936 so that rains shall come during the evenings and days upon which fairs are not held, and thereby give the fairs of Wisconsin the advantage of moisture to subdue dust and not lessen the crowds that come to the fairs, but on the other hand increase these crowds. Your committee having been informed that Old Sol has been functioning under the NRA and the AAA and, now that these regulations are no longer effective, your committee feels that possibly this resolution will be of benefit to our 1936 fairs.

## Columbia Promises '36 "Housecleaning"

COLUMBIA, S. C., Jan. 11.—A real "housecleaning" of South Carolina State Fair, promised by Paul V. Moore, secretary, who said that the State Fair Association guarantees that only legitimate merchandise wheels will be permitted on the midway.

"There'll positively be no money wheels on our grounds in 1936," he said. Operator-controlled devices head the blacklist. Referring to booking of the World of Mirth Shows, replacing the

## Hoosiers Move for Stronger State Assn. and Better Laws

**New officers and plans for committees to strengthen organization and watch legislation features of Indianapolis convention—White beats Grant for board**

INDIANAPOLIS, Jan. 11.—A better organization and more effective legislative efforts may result from action taken and election of officers by Indiana State Association of County and District Fairs in annual meeting in the Claypool Hotel here on January 7. The delegates adopted recommendations of the resolution committee, Frank J. Claypool and A. M. Schuh, for a closer organization and a standing legislative committee to be selected to work for needed legislation and repeal of laws having adverse effect on fairs and their allied amusements. The

so-called Gentry tax law came in for lengthy discussion of ways and means of amendment which would be considered more advantageous than the statute as it now stands.

Rubin & Cherry Exposition, Mr. Moore declared the reform movement and change in midway attractions have no connection, the switch being made for the sake of variety alone.

"I have only praise for Rubin Gruberg and his exposition," he said. "For several years the management has thought the public entitled to a change, but circumstances such as the recent depression, made it advisable for the State Fair to stick to an old and tried carnival, considered among the best."

AFTER two weeks' vacation at home in Saginaw, Mich., Six Flying Melzoras returned to Florida to play fairs, opening in Eustis on January 7. Billy Melzora, in Saginaw High School, received his football letter.

### Craig Resigns in Dover, O.

DOVER, O., Jan. 11.—J. D. Craig has resigned as secretary of Tuscarawas County Agricultural Society, effective on April 1. The board will not name a new secretary or superintendent of grounds until later. The old board in December separated offices of superintendent and secretary and announced that salaries for the two posts would not total more than \$90 a month that has been paid Mr. Craig. New superintendent will live, rent free, in the residence on the grounds now occupied by Mr. Craig. There are several applicants.

### Vail for Syracuse Again

SYRACUSE, Jan. 11.—Ira Vail, ex-champ auto racer and manager for the past 10 years of big championship events here, has been appointed racing secretary for 1936 New York State Fair races. American Automobile Association contest board has granted sanction for a 100-mile championship race on September 12, prize money \$7,500. Mr. Vail was presented with a beautiful silver split-second stop watch by drivers, racing officials and management staff of 1935 New York State Fair.

### Sportsmen's Show To Be Staged in N. Y. in March

NEW YORK, Jan. 11.—In an effort to nationalize the event and enlarge its scope, the National Sportsmen's Show will get a New York run, Grand Central Palace the place and February 29-March 7 the dates. Pageant of the North country has been shown in various parts of the East, especially New England, by the Campbell-Fairbanks Expositions, Inc., developer of the "great outdoors" operas, firm being headed by Sheldon Fairbanks, ex-manager of the Boston Garden, and Albert C. Rau, associate of the late Chester I. Campbell.

Chief Nee-Dah-Beh, Penobscot Indian, only one of his race to make strides in grand opera, is down for emcee. Floyd L. Bell, formerly on the publicity staff of the Ringling-Barnum Circus, is handling press from Boston at present, but is expected to move on to New York a few weeks in advance of the event.

### Ottawa Figures Hit By Amusement Levy

OTTAWA, Ont., Jan. 11.—A net loss of \$1,923.06 was reported on the 1935 Central Canada Exhibition. Total income was \$102,604.71, compared with (See *OTTAWA FIGURES* on page 45)



CANDID CAMERA CAUGHT NEW OFFICERS of Indiana State Association of County and District Fairs at the annual banquet in the Riley Room of the Claypool Hotel, Indianapolis, on the night of January 7. Left to right: Vice-President C. E. Edwards, Connersville; President Roland Ade, Kentland; Secretary-Treasurer Frank J. Claypool, Muncie. A committee of three will work with the officers for a more effective organization.

## Promotional Fairs Hit by S. C. Secs, Who May Appeal for Law

COLUMBIA, S. C., Jan. 11.—A gala 1936 on South Carolina fairgrounds was predicted at the seventh annual convention of South Carolina Association of Fairs here on Monday. All executives were optimistic over prospects.

All officers were re-elected, J. P. Moon, Newberry, president; J. M. Hughes, Orangeburg, vice-president; J. A. Mitchell, Anderson, secretary-treasurer, and Paul V. Moore, Spartanburg and Columbia, secretary of the State Fair, chairman of the executive committee. The 1937 meeting probably will be a joint affair with North Carolina, date to be fixed after the North Carolina meeting.

Altho stressing need for close co-operation between fair managements and carnival owners, the association went on record as opposed to promotional fairs, where carnivals "use the fairs as adver-

tising mediums." It was voted that a committee be named to study this situation and, if necessary, to ask the Legislature to pass suitable laws for fairs' protection.

On the program were *Importance of Close Co-Operation Between Carnival Management and Fair Secretary*, Mr. Moore; *Are Promotional Fairs a Menace to County Fairs?*, E. D. Sallinger, Florence, secretary of Pee Dee Fair; *Advertising*, Mr. Hughes; *Do Fair Managers Give Sufficient Attention to Public Demand in Conduct of the Carnival and Fair?*, J. P. Fielder, Spartanburg; *Should Only Stock Concession Be Permitted To Operate at a State Fair or County Fair?*, C. A. Herlong, Greenville; *Breach of Carnival Contracts*, Cliff Browne, Sumter; *Beneficial Influence of School Exhibits on County Fairs*, Miss Marie Fewell, Rock Hill, and *Complimentary Tickets to Fair and Midway*, Mr. Moon.



# Puerto Rican Expo on Way

First Inter-Antillian fair slated for San Juan for 2 months, starting April 1

NEW YORK, Jan. 11.—Puerto Rico is developing plans for its first Feria-Exposicion Inter-Antillana (Inter-Antillian Fair-Exposition), to be held in San Juan under government sanction for two months beginning April 1, event being supervised by J. de Arteaga, secretary-general. Insular Government of Puerto Rico has granted the grounds, known as "Isle La Grande," lying within the city limits, and government bureaus, notably the Departments of Interior (public buildings and roads), Agriculture, Education and Commerce, have expressed interest in setting up exhibits depicting government bureau function and operation.

According to Secretary Arteaga, industrial exhibits being sought from the U. S. will be divided into two groups—miscellaneous industries and auto manufacturers, which will be framed in pavilions. Angle is to get a space play from those American products which have a market in P. R. and to spur products and production material which are not so widely exploited at present. Arteaga has been working on the two

groups, especially the auto firms which maintain offices in Puerto.

Both the Insular Government and San Juan are behind the project, and approval of San Juan's League Commission was gained in a resolution before the ordinary session held just over a month ago and made officially effective the last week in December. Among those being invited to participate are the West Indian governments and South American republics. Venezuela has notified Arteaga of its desire to construct an exhibit for the National Pavilion group. Mexico is in the process of studying Arteaga's data with a view toward exhibiting. The Dominican Republic (Santo Domingo) has offered to bring in industrial and agricultural displays. Puerto Rico itself is intent on three pavilions to show its industries.

Arteaga figures the geographic draw will cover the West Indian Islands, the Spanish Main, portions of Eastern Canada, the United States, the major cities or countries of Central and South America and some of the smaller islands. He estimates that 1,500,000 people will be attracted.

On the American end exclusive representation has been awarded George A. Hamid, Inc., which will be the producing or selling agency for a midway of shows, rides and concessions, free acts, commercial exhibits, novelties and the like. George Hamid, head of the company, said he would appoint a man familiar with the West Indies, South America, etc., to handle the details, and that he will choose him from among three "experts" already interviewed.

Work on the grounds is already under way, prelim activities involving the building of roads and wooden sidewalks, plus a water and sewage system.

Opens April, 1937  
Closes November, 1937

# PARIS EXPOSITION of 1937

Will be the Greatest and Largest Exposition the world ever saw

LOCATED IN THE HEART OF THE CITY

We are ready to grant Concessions for Shows, Rides, Amusement Devices, Stands, Games, etc.

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**Fairs, Parks, Celebrations, Etc.**

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If there were a "Supreme Court of Show Business" to sit in judgment on "Quality Attractions," there would be no "Dissenting Opinion" voiced against Hamid "Hit" Acts. . . . "Unanimity" is the word that is merited by the House of Hamid.

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## HENRY GRADY HOTEL

ATLANTA, GA.

## WANTED

To hear from Acts who wish to play Six Straight Weeks of Fairs in Pennsylvania and Four Weeks to follow in the South. Acts suitable for Stage; High and Sensational Acts. Can also use a Small Review. Send all literature and mention salary in first letter to

**CHAS. SEGRIST**  
General Delivery, TROY, PA.

## STRATOSPHERE MAN

World's Highest Trapeze and Swaying Pole Act. Finishing With a 500 Ft. Slide for Life. WRITE NOW FOR 1936 DATES Available for Fairs, Parks and Celebrations. Address: The Billboard, Cincinnati, O.

## WANTED

### GOOD CARNIVAL COMPANY

Play Nowata, Okla., Week July 4, with Rodeo. Address ED STOPPARD, Delaware, Okla.

**ATTENTION!** CAN USE few more Acts for our Fairs. Also Acts for July 4. Give full details. Write WILLIAMS & LEE, 117 Mackubin St., St. Paul, Minn.

**WANT Circus** For July 18, 1936, Auspices Order Sons of Italy. ANDREW POCE, Norwood, Mass. 1044 Washington St.,

## Flint Is Honorary Head for Brockton

BROCKTON, Mass., Jan. 11.—Glenn McCrillis, young business man, is new president of Brockton Fair Association, while Perley G. Flint, president for the past two years, who asked to be permitted to lay aside active duties, was made honorary president. Other officers elected are Frank H. Kingman, secretary; Edward M. Thompson, treasurer, and vice-presidents, Fred Drew, Herbert L. Tinkham, Harry C. Tolman, Harold G. Morse and James F. Young. Dates for 1936 are September 13-19. Reports showed a very satisfactory condition.

The rodeo is out for the next fair and a big revue, fireworks spectacle and races, with other features, probably will take its place. It is expected the Sportsmen's Show and Guides' Meet, which has proved popular, will again be a feature. Formerly one of the biggest drawing cards and likely to be restored is the Horse Show, abandoned two years ago to make room for the rodeo.

Credit is given the rodeo by the fair management for its drawing powers and entertainment value, but it is felt the public will welcome a change this year. It is not believed pari mutuels will be installed. World of Mirth shows are expected to be on the midway again. Max Linderman reported his shows did better business at the 1935 fair than at any time in its history.

## Hamid Makes Deal With New Pyro Co.

NEW YORK, Jan. 11.—After a working agreement of long standing with the American Fireworks Company, Boston, George A. Hamid, Inc., has made a new fireworks tieup, which brings to the booking company services of the Ohio Display Fireworks Company, New Castle, Pa., headed by A. T. (Tony) Vitale. In announcing the deal, George Hamid said that the ODFC "has made unusual strides in the last three years and is pledged to further improvements with regard to modernistic displays of a unique character."

Mr. Vitale's associates are his father and brothers, and they have expanded their force to meet the business which is expected to flow out of the Hamid fair-park-special event bookings.

BOSTON, Jan. 11.—American Fireworks Company of Massachusetts has been taken over by National Fireworks Company, which has offices in Boston, Chicago and other cities. American was long a leader in the display fireworks


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

See 14 Daring Young Men Defy and Laugh at Death.

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

When . . . Speeding Car Jumps From Platform, Crashing Through Flaming Board Wall.

AND



DEATH

JIMMIE LYNCH

HIS

DODGERS

When . . . A Motorcycle and Rider Leap Over a Parked Car—90 Feet Through Space.

When . . . Auto and Driver Crash Over and Over at 60 Miles an Hour.

Open for Independent Bookings in South Until April. Address Texarkana, Tex.

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DE LAND, FLA. JAN. 28th to FEB. 1st, 1936

# 5 Days and Nights 5

WANT—All Grandstand Acts at Liberty to write or wire for fairest, squarest, most unusual opportunity ever offered by any Fair Association in the United States. Nothing too big. Nothing too small. Exhibit Building Space available for Demonstrators and Pitchmen. Can also place Novelties, Grab Joints and Grandstand Privileges. This is one of Florida's leading fairs.

W. JACOBS, Manager, Volusia County Fair Assn.

# ACTS

CAN USE SEVERAL MORE HIGH-CLASS ACTS FOR FAIRS, PARKS

B. WARD BEAM  
Suite 703, 1564 Broadway, New York City.

The three foremost men in the American are Henry Rapp, Fred Murray and Al Striano, and whether they will join the National or operate elsewhere was not made known. American has been particularly strong in New England and the East.

## PHIL WIRTH

presents "ATTRACTIONS THAT ATTRACT AT ATTRACTIVE PRICES"

NEW YORK, Jan. 11.—Joseph J. Godin, here on a business trip, announced he has severed his connections with Pearl Fireworks Company, Springfield, Mass., and established his own pyro company, Interstate Fireworks Manufacturing and Display Company, Inc., with office in Springfield and factory in near-by Windsor Locks, Conn. Mr. Godin, president and treasurer of the new firm, was with the Pearl firm for a dozen years and its leading display salesman.

FAIRS, PARKS, CELEBRATIONS and all Outdoor Shows are invited to write for detailed information.

Your inspection of Our Service and Catalog solicited. Always open for high-grade Acts.

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## Texas Centen Ticket Plans Soon Complete

DALLAS, Jan. 11.—Admission prices of Texas Centennial Exposition have been definitely set at 50 cents for adults and 25 cents for children. A season ticket plan is under consideration. Before the end of January the advance ticket sales department will be in full operation.

Every Tuesday will be Children's Day, and for youngsters 12 years of age and under the price will be 5 cents. This price will also apply to concessions on the grounds.

Paul Massman, director of exhibits and concessions, left for Detroit and Chicago, where he will meet executives of national concerns to complete contracts for exhibit space.

Dallas will inaugurate the Centennial spirit week of January 12 with Centennial Carnival Week. A parade is scheduled, with indoor and outdoor features.

E. I. duPont de Nemours and Company announced purchase of \$16,000 worth of space in the Varied Industries Building, said to be first time in its more than 100 years' history that this company entered a national exposition.

Exposition has honored the chaparral cock, or Road Runner bird, by selecting it as official bird of the Centennial.

Judging from speed being shown there is no doubt among Centennial officials that the buildings will be completed far in advance of the scheduled opening. Finishing touches are being added to the Administration Building.

Steel work on five other buildings is completed, with four of the five roofed and side walled, these five scheduled for completion before March 1.

Ford Motor Company signed for 55,000 square feet, on which the company will erect a \$1,200,000 building. An additional \$1,050,000 has been appropriated for construction of drives and exhibits. Inside the building will be an amphitheater for free entertainment. Plans are that musical organizations maintained by the company will be kept in Dallas during the Centennial, including Jose Menzenares' South American Orchestra and Ford Symphony Orchestra.

Contract gives the company an option on renewing its agreement "in case the exposition operates in 1937."

## BIDS

will be received for the EXCLUSIVE privilege of handling the following during the 1936 Exposition of the

## TENNESSEE STATE FAIR

at Nashville, Tenn., Sept. 21-26

Candy Floss  
Frozen Custard and Pineapple Whip,  
two locations.

Candy Apples  
Ice Cream  
Novelties

Palmistry, one location.

Exclusive does not include the show midway which is on the race track infield.

Make separate bid for each item. Right to reject any or all bids reserved. Upon acceptance successful bidder must pay 25% of the privilege. All bids must be in the hands of the Superintendent of Concessions by noon of Thursday, January 23, 1936.

Address all bids to

PHIL C. TRAVIS, Supt. of Concessions, Tennessee State Fair, Nashville, Tenn.

## NEELD'S CONCERT BAND

JAMES NEELD, Conductor,  
and Cornet Soloist,

323 W. 9th Street, Columbia, Tenn.

## Fair Meetings

Association of Agricultural and Industrial Fairs of Southeast, January 16 and 17, Henry Grady Hotel, Atlanta, Ga. E. Ross Jordan, secretary, Macon, Ga.

Nebraska Association of County Fair Managers, January 20-21, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

South Texas Fair Association, January 20-21, Travelers' Hotel, New Braunfels. George J. Kempen, secretary, Seguin.

Western Canadian Association of Exhibitions, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. S. W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Maine Association of Agricultural Fairs, January 21, Falmouth Hotel, Portland. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

North Dakota Association of Fairs, January 23 and 24, Dakota Hotel, Grand Forks. H. L. Finke, secretary, Minot.

Vermont Agricultural Fairs Association, January 23 and 24, meeting with Massachusetts Association in Hotel Weldon, Greenfield. Glenn W. Rublee, secretary, Enosburg Falls, Vt.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Adolphus Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Harold F. DePue, secretary, Great Falls.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.

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

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

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

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

SECRETARIES of associations should send in their dates, as inquiries are being made.

## CONTRACT CONTROL

(Continued from page 40)

association so that steps might be taken to be rid of them. "Home guards," he said, cause more trouble than any other concessioners.

Larry Hall said many make the mistake of putting out shoddy merchandise, hurting not only the man who puts out the stuff, but the business in general. Beer concessioners have been successful in Wisconsin, he said, when properly conducted. President Taylor G. Brown, Oshkosh, emphasized the point that the fair must take into consideration what a concession can make and charge accordingly.

Secretary Malone urged that fairs treat the concession man right but get rid of undesirables. "If the concession man can't make money we can't make money," he said. A. L. Putnam, Chipewa, made a plea for wheels, which he said he believed were okeh if operated right.

## Wheels Are Favored

A motion to seek legislative action to amend the present statutes to allow wheels to operate at fairs was adopted and a committee, A. L. Putnam, Chipewa Falls; William T. Marriott, Bara-

boo, and R. R. Williams, Marshfield, was appointed to handle the matter.

On Tuesday Ralph Davis, Crandon, made a strong plea for horse racing at fairs. Herb J. Smith, De Pere, gave some valuable pointers on value of the fair to the community. Ralph Ammon, who has made a successful manager for Wisconsin State Fair, spoke on *Selling the Fair to the Community*. The greatest problem the secretary faces, he said, is to establish the confidence of the community in the fair. This can be done by providing reliable information about the fair, creating a desire to see the fair, stimulating action and delivering the goods. Nat Green, of *The Billboard*, Chicago, on *Remarks From the Sidelines*, gave some observations on concessions, attractions and commercial exhibits.

## Plan of Registration

Mr. Malone, in his report on the plan to register all concession, carnival and attractions people, said the idea is to issue a card to each man after an investigation of his standing. Issuance of a card and payment of a fee (amount to be worked out later) would make the cardholder a member of Wisconsin Association of Fairs and directly amenable to the association. In event that contracts were not lived up to, offenders would be dealt with according to merits of cases, and all members of the association would be warned against allowing proved undesirables on any fairgrounds in the State. Following Mr. Malone's explanation of the plan there was a general discussion by a number of attractions and concession men, practically all of whom expressed the opinion that the plan is excellent. A few secretaries objected to including in the licensing plan local concessioners who play only the home fair, but it was the general opinion that there was no valid reason for exempting them. Plan outlined by Mr. Malone was adopted by the body without a dissenting vote and will be put in effect during 1936. Exact method of operation is being left to the individual fairs.

Annual dinner, dance and floor show Tuesday evening in the Grand Ballroom of the Schroeder had nearly 300 in attendance. There was only one speaker, Roland J. Steinel, Milwaukee. An excellent show was presented on a raised stage, acts being furnished thru courtesy of booking offices. Program included Miller's Jewels, 16 attractive dancing girls; Hillbilly Girls; Gay and Marie, Wausau, harmony duo with guitars; Monroe and Addis Sisters, novelty act; Brody and Delavan, acrobatic act; Irene George, vocalist; Lucky Boys, comedy acrobatics; Miami Club Revue, Edna Alee and Company, the Three Roamers and a colored boy with a clever song repertoire.

## Oasis Is Big Hit

Following the entertainment guests were invited to adjourn to The Oasis, a spot in a banquet hall on the same floor, and there until the early-morning hours gayety reigned. In the hall was a large refreshment stand, framed just as it would be on a fairgrounds. A large force of waitresses and waiters was kept busy, and three strolling players provided music for those who wished to dance. The spot was by long odds the hit of the convention. Prime mover in furnishing it and carrying it thru was Larry Hall, who handles the refreshment privilege at the State fair grand stand and at many other fairs thruout Wisconsin.

On Wednesday L. W. Kenny, Tomah, gave some good pointers on *Reviving the Small Fair*; C. J. McAleavey, Wausau, discussed *Where Are We Going With 4-H Clubs?*; Bert Walters, Wausau, and Louis W. Catteau, Shawano, talked on *Budget or Bust*, and *Essentials in Management of a Good Fair* was the topic of Charles T. Taylor, Watoma. Officers were re-elected: President, Taylor G. Brown, Oshkosh; vice-president, R. B. Gifford, Monroe, and secretary, J. F. Malone, Beaver Dam. William T. Marriott, Baraboo, was elected a director to succeed Louis Catteau, Shawano.

## Attractions People

Among attractions people attending were Aerial Christensens, Lew Christensens, Frank Hall; Beckmann & Gerety's Shows, L. S. Hogan; Barnes-Carruthers, Sam J. Levy, Fred Kressman, Camille Lavilla; Bloom's Gold Medal Shows, Oscar Bloom, Al Wagner; Collins Enterprises, Billie Collins, Frank Collins; John Francis Shows, John Francis; Globe Poster Company, Sunny Bernet, Bill Williams; Getzendaner Jumping Horses, Eleanor Getzendaner; Goodman Conces-

sions, Max Goodman; F. O. Gregg; Gooding Shows, Dave Tennyson, Den Howard; C. W. Hinck, thrill-day attractions; O. Henry Tent and Awning Company, Charles G. Driver; Henke Attractions, Otto Henke; Hall Concession L. L. (Larry) Hall, Mrs. L. L. Hall, Ru Hall; *The Horseman*, Robert Terry; Illinois Fireworks Company, Joseph P. Cheddu, E. E. Roy; Dee Lang Shows, D. Lang, Elmer Brown; Al Miller Attractions, Al Miller, Cleora Miller; Northwest Amusement Company, Leo Semb; Platten Radio Company, Peter M. Platten, A. C. Collette; P. K. Racing Association, Regalia Manufacturing Company, T. Eichelsdoerfer, Mert Gribble; Rosenth Attractions, Lew Rosenthal; John L. Rogers Producing Company, Theo Fish Florence E. Reinmuth; Riddle's Society Circus, Al Sigsbee; Sol's Liberty Show Sam Solomon; E. G. Staats & Company, O. R. Strohmaier; Mighty Sheesley Midway, C. W. Cracraft; Snapp Shows, William R. Snapp; Thaviu Attractions, A. Thaviu; Thearle - Duffield Firework Company, Frank P. Duffield, Jack Duffield; Wisconsin De Luxe Corporation, Louis Torti, Ned Torti, Matt Dawson Williams & Lee, Mr. and Mrs. Billy Williams; Station WHO, William Hoffman Station WLS, Earl Kurtze, George Ferguson; Ernie A. Young Attractions, Ernie A. Young; Allie Wooster, V. Z. Hill, Joe Greer, Mrs. William Schwartz, Helen Buchanan, Marvina Doyles (from the Dells), Tom Gill; Art Hansen, Pauline Skerbeck, Margaret Hansen, Mr. and Mrs. Oliver Stillman, Joe Goetz, Frances Ellman, Mr. and Mrs. Lane, Mr. and Mrs. Jack Vomberg, Otto Boglin, John Goldberg, Ben Roan, F. J. Schimnowski, Frenchy Doc Ramison, Mr. and Mrs. William Smith, Thomas Bord, Albert Loranga, H. P. O'Hara, H. Barnett, Alex Surrils and Tom Burns.

## Notes of the Convention

To several score showmen, concession men and fair men the social high spot of the convention was the dinner given Monday evening by Louis and Ned Torti, Wisconsin De Luxe Corporation, at Louis' beautiful home on Capitol drive. Louis and Ned again proved themselves master hosts and Mrs. Louis Torti a wonderful cook.

No Wisconsin convention would be complete without some cheese from Gifford, of Monroe. He didn't disappoint this year. There was a plentiful supply of the tangy Monroe product and every delegate was a satisfied consumer.

Max Goodman told 'em a few pertinent facts about the concession situation at fairs and gave some excellent suggestions for remedying evils. Like a lot of the secretaries, Max believes that if one man were made responsible for all concessions and held strictly accountable it would go a long way toward curing many ills of the game.

There were enough carnivals represented to supply every fair in the State, but Sam Solomon walked off with the plums. Sam is quiet and unassuming, but he seldom fails to obtain his objective.

Larry Hogan was very much in evidence—you couldn't miss him once you glimpsed that new, nifty and noisy suit, and to make sure it wouldn't be overlooked Larry didn't wear an overcoat the whole time he was in Milwaukee.

Wonder what they would do without C. W. Hinck as sergeant at arms! Hinck, with the able assistance of Theo Fish, also handled the show that was presented after the banquet.

Sam J. Levy still has no rival as champion story teller and, knowing that the boys have a liking for the higher type, he supplies 'em in generous measure. But in his own particular line—Swedish stories—Arnell Engstrom, Traverse City, Mich., is tops and he regaled the boys with his dialect yarns.

Two of the quietest and at the same time most efficient of the boys are Ralph Ammon, manager of the State fair, and his assistant, A. W. Kalbus. They don't say much but accomplish plenty. Archie Putnam and Taylor Brown also qualify as quiet but efficient; Jim Malone, we'd say, is about 25 per cent quiet and 100 per cent efficient.

Bill Klaus is the devil-may-care member of the association and if he doesn't have one 'ell of a time nobody does. Ford Campbell, with his quizzical smile, doesn't miss a thing; neither does that little dynamo, the Count of Luxemburg; ditto Max Levine, Bert Walters and several others we could name.

Frank Duffield's headquarters was, as usual, a popular spot and some of the boys proved themselves expert bridge players.



January 18, 1936



By CLAUDE R. ELLIS  
(Cincinnati Office)

**GENEVA GARDENS**, formerly Club Beauville, Geneva, O., advises L. Stowe, has been rented by Walter L. Main to Chicago people, among whom, it is said, is Jack Dalton, fancy skater, for operation of a roller rink.

**ACE ROLLERS**, roller-skating act of Mr. and Mrs. Angelo Magnano, playing in California and Mexico, were in Big Boy night club, San Diego, two weeks. They have been trouping since two years ago last September, they advise, playing night clubs and theaters from New York to Florida.

**PAUL J. GAILEY**, widely known roller racer and hockey player, passed thru Cincinnati on his way to the West Coast and was a caller at the skating desk. Left New York in September and has been at home in Cleveland. Paul has a yen to try England and may voyage across this year.

**WALTER LAIDLAW**, Washington, D. C., has taken cognizance of the recent statement of Fred Murree, more than 75 years old, and manager of Fairmount Park Roller Rink, Red Lion, Pa., regarding a challenge to old-time speed and fancy skaters. Laidlaw declares he is 81 years old, has been skating since 1860 and does not think anyone can duplicate his fancy skating act.

**MADISON GARDENS Rink**, Chicago, finished a great graceful skating contest, advises E. E. Shepherd. White City Rink there is holding the South Side waltz contest, finals to be on February 1, with its sister rink, Riverview, holding the North Side waltz contest, grand finals from both to be on February 15 in White City Rink. Cashier Sara Segal, White City Rink, held a private waltz party on December 23, with 375 waltzers attending, a lot for any rink. Refreshments were served and, upon request, another was planned for January 13. A wedding will be held in White City Rink on January 18.

**SILVER CYCLONES**, fast roller-skating act, working in Western Pennsylvania and featuring Arden C. Cavett, Ethel (Toots) Cavett and Joe Andlor, starred in the first 100 per cent American Federation of Actors' show staged at a labor banquet in the William Penn Hotel, Pittsburgh.

**FOUR Sensational Macks**, American roller skaters, were held over a third week at the Paramount Theater in Paris. Avalon Sisters, English roller skaters, are at the Hotel Ruhl in Nice.

**ELECTION** of White City Roller Club, Chicago, resulted in victory for the Progressive party with 315 votes against the Independent party's 121. Winners are Robert Borsdorf, president; Mary Harris, vice-president; Loretta Emberlin, Mary



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Established 1884.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
**The Best Skate Today**  
**DURALUMIN**  
Mounted on Your Hubs by  
**FRANCIS J. BALDWIN**  
240 So. Diamond Street, Ravenna, O.  
**\$1.75** — MEN'S NEW WHITE BUCK-SKIN SKATE SHOES, All Sizes.  
Special Price on Dozen Lots. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

McHugh, entertainment committee; Pete Ganas, athletic director. President and vice-president received annual rink passes, and the losing candidates for the same offices, Jay Philp and Dorothy Johnson, received six-month passes for their campaign work. Mary McHugh received a three-month rink pass, Pete Ganas a two-month pass and Gene Philp a one-month pass for securing club members.

**JACK (SKATES) HYLAND** ipfos from New London, Conn., that he and his assistant, Alice Kozial, are playing dine-and-dance taverns in 10-day engagements, he doing a "marathon exhibition skate" 18 hours a day and resting six hours, with Miss Kozial as manager and nurse. During late hours novelty and fancy skating are put on by both.

**BILL PEARCE**, manager of Diamond Skating Rink, Pittsburgh, reports steady increase in business due to tie-ups with merchants in sponsoring contests, with free merchandise as prizes. Latest, a popular girl skater contest, which opened on January 1, will continue a month.

### Poor Practices

By E. M. MOOR

(Continued from last week)

As an example of what is meant I cite an instance (which, incidentally, is only one of many I have seen and of which I have heard) near a large Eastern city where three rinks are operated by two parties. We will call one A and the other B. A puts out 15,000 complimentary tickets and for a couple of weeks cannot take care of the business. Then just as he is getting all set for business B puts out 25,000 comps (and, bear in mind, the ones who get these comps in both cases are skaters who would pay anyway) and B has a rush on, with only very few paid skaters, like his competitor, A. Persons interested in the situation took occasion to check up. Two men were stationed at B's rink, one checking the door and the other the box office. Both checkers used clocks and result of the count was that 469 people skated while box-office check showed 37 people bought tickets, making gross receipts of \$12.95. Monday nights both of these spots have ladies' nights at 15 cents and give free tickets for Thursday nights to all ladies. Of course, they get a crowd but no money, and with the rebate tickets put out take another loss.

### Organization Is Need

Another case cited in the same territory was during the summer. An agreement was made by two operators, competing with each other, that there would be no price cutting. They made the price 40 cents, and one of them, who should have known better, broke faith and cut to 25 cents, compelling the other to do likewise to hold business.

In another locality where the operator has the town exclusively to himself the low price of 30 cents for men and 20 cents for ladies is made. We hold that 40 or 50 cents is a fair price at any city rink which is operated as it should be and, with undoubted overhead, this gives the operator a fair return on his investment. In smaller towns, depending on whether the operator owns his building, 35 and 25 cents may prove satisfactory. We are rather inclined to believe that where a community cannot afford the above price every night a three or four-nights-a-week policy would be better than cutting prices.

It is more evident that roller skating needs a substantial organization to combat a number of situations that are a detriment to it, and unless something is done soon we are afraid that with such methods in practice as mentioned above the game will decline to the point where it was some years ago and become obsolete so far as real lovers of it are concerned.

### HOOSIERS MOVE

(Continued from page 40)

C. E. Edwards, Connerville, was elected vice-president. President Ade is to announce the new legislative committee.

### Terry Stirs 'Em Up

James A. Terry, La Porte, as chairman of the nominating committee, criticized, as has been his wont for several years, the workings of the State association, declaring that it should be made more effective. He presented the names of Mr. Ade, Mr. Claypool and Mr. Edwards

to the meeting. Ralph Hanna, Delphi, assistant attorney-general, reviewed provisions of the Gentry act and told of the policy of the office to see to its strict enforcement. He admitted that it apparently had been originally drawn with an eye to putting a burdensome tax on midway attractions.

In a talk on revival of 1935 fairs Clifford Steele, Princeton, put in plugs for good carnivals, grand-stand shows and bands at fairs. Carl Helms, Bluffton Free Street Fair, held much attention at the afternoon session as he described the working of that annual event, now an institution in the State. He declared the secret of its success was co-operation from all elements in the community, constant, all-year work and personal visits to prospective exhibitors. He gave facts and figures to show display of thorough efficiency. Before adjournment a motion by Mr. Terry that the president appoint a committee of three to work with the officers "on a plan of remodeling the association for larger development" was unanimously adopted.

### Heller Banquet Speaker

Several hundred attended the banquet at 7 p.m. in the Riley Room of the Claypool, Retiring President W. E. Struckman, Huntingburg, being toastmaster. There was only one address, that of State Fair Manager Dick Heller, briefly extending a welcome. Much favorable comment was heard on the policy of eliminating a lengthy speaking program. Floor show comprised three professional acts and several clever numbers presented by pupils of Mildred Myers, who also held the orchestra baton. The Original Stephen Foster Quartet of colored male singers, presented by Jack St. Julian Attractions, made a big hit. Whirlwind Marvels of Indiana, a six-girl roller-skating act, drew a hearty encore. Prof. Joe Franklin and his trained dog act gave real entertainment.

### Taylor Heads State Board

Charles H. Taylor, Boonville, was elected president of the State Board of Agriculture at the board's annual re-organization meeting on January 8. He succeeds E. S. Priddy, Warren. Charles R. Morris, Salem, was chosen vice-president.

One new member was elected to the board, P. L. White, Oxford, who defeated Thomas Grant, Lowell, a member of the board 20 years. Mr. White is a dairy farmer and cattle breeder and is secretary of the Holstein-Friesian Association.

Seven members were re-elected, Mr. Taylor, Mr. Morris; Frank J. Claypool, Muncie; E. Curtis White, Indianapolis; U. C. Brouse, Kendallville; Levi P. Moore, Rochester, and Guy Cantwell, Gosport.

### Attractions Representatives

Among attractions organizations and representatives present were Thearle-Duffield Fireworks Company, Art Briese; Gun Sun Exchange, Pete Sun, W. C. Senior, Jamie Groves; Graham's Western Riders, Ole Graham; Regalia Manufacturing Company; Donaldson Lithographing Company, Andrew Donaldson Jr.; Easter's Attractions, Charles Easter; St. Julian Attractions, Jack St. Julian; Henry H. Lueders Attractions; H. William Pollack Poster Print, W. C. (Bill) Fleming; Stratosphere Man, A. E. Selden; Hudson Fireworks Display Company, Harry Lessinger; Illinois Fireworks Company, George McCray; World Fireworks Display Company; United Fireworks Manufacturing Company, W. L. Beachler; Edward A. Hock, concessions; Rubin & Cherry interests, J. C. McCaffery; Johnny J. Jones Exposition, James C. Simpson; Sol's Liberty Shows, Bill Solomon; Mighty Sheesley Midway, C. W. Cracraft; Heth Shows, L. J. Heth; Pearson Shows, Mrs. C. E. Pearson; Gooding Greater Shows, Floyd E. Gooding, James F. Murphy, Oscar Mallory; Happy Days

Shows and New Deal Shows Combined. Col. and Mrs. T. L. Dedrick, Joe J. Fontana, William J. Buell; Blue Ribbon Shows, L. E. Roth, J. W. Galligan; J. C. Weer Shows, J. C. Weer; William Snapp Shows, Harry Smith; Mrs. Bertha (Gyp) McDaniel, Johnny J. Jones Exposition; A. C. Hartmann, Claude R. Ellis, The Billboard, Cincinnati.

### Some Convention Notes

W. C. (Bill) Fleming, of H. William Pollack Poster Print, made a quick jump from a successful session of oil dealers in Cleveland.

Fielding W. Scholler, veteran Indianapolis harness race starter, was in evidence. This is his 36th year in that field, he having presided in 14 States, 80 cities and 32 years at Franklin (Ind.) Fair.

Vaughn Richardson, Indianapolis amusement man, renewed acquaintances as usual, these being busy times for him, as he has taken on theatrical bookings for Lum and Abner, of radio.

Harry Smith on Wednesday morning received a wire from his wife saying that her brother, Rodney Elzea, known as Rex the Armless and Legless Wonder, died the previous night in New London, Mo.

Ole Graham, of Graham's Western Riders, took great pleasure in letting his friends know that shortly before coming to the convention he took down two deer (black tails) on his ranch in Texas—a doe and a buck, both shot at the same spot and a few minutes apart. The buck, after the fatal shot, made the biggest leap Ole had ever seen.

Roland Ade, new president of the Hoosier fairs' body, is a nephew of the "fabulous George," he humorously admitted when confiding that he has been thought to be a relative of every variety except, of course, that of grandfather.

Many delegates missed the presence of Congressman Charles A. Halleck, of the Rensselaer Fair, former president of the association and always a regular attendant until he was sent to Congress some months ago.

Mike T. Clark, authority on many things besides outdoor showdom, retired pilot of the former Brundage Shows and Indianapolis resident, was busy shaking hands.

### Grand-Stand Acts in Contest For Favor at De Land Annual

DE LAND, Fla., Jan. 11.—A novel contest among attractions will feature the 1936 Volusia County Fair here, again produced by the American Legion Post and under supervision of Walter Jacobs, well known in the East as a fair manager. All acts accepted will be classified and presented in front of the grand stand.

One object of the contest is to ascertain what type of entertainment is best liked. Spectators will be judges and cash prizes and percentage of grand-stand gross receipts will be awarded daily to winners and a portion of receipts will be divided among other acts. All daily winners will participate in the contest on Saturday for extra cash prizes.

Besides the acts there will be horse and auto racing and fireworks. Sam Burgdorf is public relations director, and carnival contract has gone to the Krause Greater Shows.

### Gates Quits Ohio Race Body

MASSILLON, O., Jan. 11.—George Gates, Massillon, secretary of Ohio Racing Commission since pari-mutuel betting was legalized in 1932, has resigned his position, to be succeeded temporarily by Mrs. Helen Rickett, bookkeeper in the commission offices. It is expected a permanent successor will be named soon.

## "CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

### RACING SKATES

USED by the WORLD'S Fastest Racers

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# GULF COAST PIER PROPOSED

## Miss. Company Is Behind Plan

*Bay St. Louis construction is announced—benefit to New Orleans seen*

NEW ORLEANS, Jan. 11.—Plans for immediate construction of a large recreation pier and amusement buildings on the beach and into the water of Bay St. Louis at Bay St. Louis, Miss., were announced this week at a meeting of stockholders of the newly-organized Bay-Waveland Amusement Company. This center, with concessions, rides and other attractions, will cater to summer and winter visitors to Mississippi Gulf Coast. Officials believe the new pier plan will fill a long-felt need, especially for the winter season.

Project is said to have a long list of stockholders and considerable backing by New Orleans capital, as well as well-known people of the area. Charles G. Moreau, Bay St. Louis, is president, and Mrs. John N. Stewart, New Orleans, secretary-treasurer.

Other members of the board of directors are: George E. Pitcher, Mrs. Annette Elmer, Mrs. Belle H. Penrose, M. A. Phillips, Charles A. Farwell Jr., Charles A. Breathand and Mrs. B. C. Casanas. All are members of cotton, coffee and sugar interests of this section.

It is considered that the pier would prove of great benefit to New Orleanians and announcement of its proposed construction comes immediately after formal opening last week of a new shortcut by highway from here to coast communities, putting the spot within a little more than an hour's ride from the city.

## With the Zoos

CLEVELAND.—The much publicized bear hunt from Brookside Park Zoo on January 4, when Juliet, alias Queenie, 100-pound denizen of the bear pit, escaped, is correctly described as follows by Capt. Curley Wilson, zoo superintendent: "With assistance of police, Capt. Wilson and Animal Keepers Ed Hagen, Jake Eisenbarth, Dominic Stavole and Frank Vondrak tracked the bear up hills and down valleys, thru dense underbrush and thru swamps and creeks for three hours, finally locating her in the neighborhood of a few houses, surrounded her and drove her into the garage of Michael Gentzer, about two miles from the zoo. Getting her into the garage was the easiest part of the hunt. To get her into a shifting box was the next thing to worry about. In the garage was a new car and we did not want the bear to damage it, so we had to be careful that she did not climb on the car. While he was trying to protect the automobile the bear attacked Keeper Vondrak, threw him down and sank her teeth into his right leg six inches above the ankle and if it had not been for our help the bear no doubt would have killed Keeper Vondrak. There was no one in the garage but the animal men and one newspaper photographer and when the bear made the first charge at the keepers the newspaper man took refuge in the interior of the automobile. After driving her for about two hours, one inch at a time, we succeeded in forcing her into the shifting box. Keeper Vondrak was taken to a hospital with a badly lacerated right leg, which has six deep gashes. Hospital authorities advised giving him five inoculations against infection."

MILWAUKEE.—A coatimundi has been donated to Washington Park Zoo by J. F. Frehler, Milwaukee, bringing the zoo's collection to six.



HARRY L. MOLLER, past two seasons manager of Sandy Beach Park, Russells Point, O., who has announced sale of the park to Associated Ballrooms, Inc., Toledo, from Salisbury, Md., where Mr. Moller is this winter managing the Wicomico Theater. The park, which has been operated by S. L. Wilgus Company, will be rebuilt, it is said, with a larger dance pavilion than the one which burned last September.

## Fire Razes Pavilion In Central Illinois

SPRING VALLEY, Ill., Jan. 11.—Hicks Park pavilion, a Central Illinois amusement center since its erection in 1911, was leveled by fire of undetermined origin on January 5 two hours after a throng of dancers had left the building.

Many outstanding radio bands have appeared in the park.

Owned by the Gus Poet Estate, it is under lease to Dr. E. M. Germana and Charles Orloff. Mr. Poet was murdered in the pavilion in a holdup in 1930.

## Changes To Enliven Revere Are Reported in the Making

REVERE BEACH, Mass., Jan. 11.—Numerous changes will be made at Revere Beach before opening of the 1936 season, reports Jack Shea, who tells of plans for remodeling some rides, installation of some new ones and other moves which would enliven the beach front.

Proposed changes, it is said, are due largely to the good 1935 season, reported better for rides and concessions by 75 per cent than the previous season and almost reaching pre-depression highs.

Amusement men declare that the beach profited from the thousands of visitors drawn by the horse and dog tracks in the area.

## Managers Ready for Meet In Pittsburgh on Circuit

PITTSBURGH, Jan. 11.—A meeting of park managers of the tri-State territory to establish a park act circuit for next season has been set here for January 17.

George Hamid, New York, informed Frank Cervone, his local representative, that he'll be on hand. Among others to attend will be Fred Henninger and A. B. McSwigan, Kennywood Park; C. L. Bear Jr., West View Park, and John A. Lucas, Peoples-Pittsburgh Trust Company, representing Conneaut Lake (Pa.) Park.

R. H. Richwine, manager of Williams Grove Park, is in Florida vacationing but is expected to go along with the plans to be drawn up.

Another change has been made at Park Central indoor tank, New York City, with Lee Starr, formerly of St. George indoor pool, Brooklyn, being made manager in place of Ladislav Fried, who succeeded Joe Laurie for a few days. The AAU swim meets, which have been run for the past three years every Sunday, are now being conducted once a month at that plungerie.

## Conneaut Bookings Heaviest in Years

CONNEAUT LAKE, Pa., Jan. 11.—Convention bookings for the 1936 season in Conneaut Lake Park are the heaviest in the past 10 years, reports Harry C. Lewis, publicity director, full month of June and most of August having been filled.

Picnic bookings are heaviest since 1928. One or two conventions were set in the last of May before official opening because of heavy June bookings.

Work on all new projects is progressing as fast as weather will permit. The new Beach Club, opened last summer, will remain open all winter to accommodate for skating and winter sports, with dancing and floor shows Wednesday and Saturday nights.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Snow and rain have been headlining the local weather program and taking toll on biz. . . . Society photographers shoot everyone, it seems, in Island night spots with a tux and then push the pix into the papers, saying the folks pictured are notables. . . . Five new theaters constructed around Long Island the past few months.

Some Freeport amusement folks are said to be mixed in on the drinking place that will open, using the name of Mickey Walker, over in New York City. Spot will try to lure the sporting element. . . . Fire Island is latest stand-out summer spot, and Gene Fowler can be credited with making it so, bringing celebs from all quarters.

Two contemplated swimming pools for colored folks on Long Island are out, the plans were within a narrow notch of going thru. . . . How about transforming some of those floppo golf links into sites for some sort of amusement projects?

Talk of Earle Sande, the jockey, opening a beer spot in the Long Island sector next spring. . . . Pick & Pat's, night spot and drinkery at Flushing, does a classy biz among classy clients. Sponsors of the place are radio's pair by that name. . . . Cliff (Vas you dere, Sharlie?) Hall has given up ambish of making a night place go on Long Island. There's a premium on top soil around Long Island for use on the Flushing Meadows, site-to-be of the World Fair of 1939. Contractors who are readying the location find that they just can't get enough top soil to put the grounds into shape.

ROCKAWAY BEACH: Rockaway Chamber of Commerce, A. J. Geist, prez, championing pinball games. . . . Fred Thorpe, Seaside concessioner, will tie up with Bill Dwyer's Tropical Park in Florida. . . . Doc Kane nursing a movie picture producing venture. . . . Faber Brothers, local kings of pinball, bidding time before making spring and summer plans. . . . There may be a pony track on the site vacated by the old Edgemere Club. . . . New Theater quite a fancy proposition now, with renovations entirely completed.

LONG BEACH: Boardwalk bids let and work on new structure is definitely under way! Plenty of time lost. . . . No announcement yet from the mayor's office as to who will replace ousted Morris Rosner as police commissioner. . . . Old Boardwalk torn down sort of makes a fellow feel like the whole Long Beach map has been changed.

## Atlanta Lakewood Prettied

ATLANTA, Jan. 11.—Work is progressing rapidly on Southeastern fairgrounds in Lakewood Park under a PWA project with \$220,000 being appropriated by the government to beautify the grounds, with grading and landscaping included. A double baseball diamond is being constructed at one side of the park, which also will be used for parking space. Race track is being reshaped and ornamental entrances to the fair are being constructed. A crew of between 500 and 600 men is being used.

## Sandy Beach In Ohio Sold

*Russels Point spot goes to Toledo men—new dance hall part of program*

SALISBURY, Md., Jan. 11.—Sandy Beach Park on Indian Lake, Russells Point, O., has been sold to Associated Ballrooms, Inc., Toledo, it was announced by Harry Lee Moller, who has been manager of the park for the past two summers and who is managing the Wicomico Theater here this winter.

The sale will be followed by an expansion program, he said, and a larger and more modern dance pavilion will be erected to replace the structure destroyed in a spectacular fire in Sandy Beach Park last September.

The park has been operated by S. L. Wilgus Company and the spot in 1935 had one of the best seasons in years under Mr. Moller as park manager. Further details regarding a building plan are expected soon.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 11.—This resort faces the new year with predictions of big business on all sides, especially from amusement interests, and the convention bureau reports return of many old conclaves and bookings of new ones. . . . City decided to swing aid to Philly on landing Democratic convention, with special arrangements including elaborate display and special train schedules for delegates between Philly and Atlantic City. . . . Ventnor Pier won first prize among piers in Festival of Lights contest; Central Pier, second. Ventnor Theater also took a first.

Pre-season meeting will shortly be held at Million-Dollar Pier to determine setup and program for summer reported going in for flesh bigger than last year. . . . Garden Pier future, if any, is very uncertain. . . . building changes rumored. . . . Steel Pier has foundation of summer program set but with plenty of booking to do between now and June.

Ed Dougherty, assistant general manager of the Auditorium, is on the sick list. . . . Eddie McKnight, of Jimmy Jones' Steel Pier orch, played the big hall with own outfit this week. . . . Ralph E. Ormerod, pub manager of RCA-Victor, put on unique program for RCA convention here with cowboys, old Western scenery and (stage money) "gambling halls." . . . Joe Lombardi, local orch leader, arrived home from Chi and is rejoining unit show in New York in a week.

## American Recreational Equipment Association

By R. S. UZZELL

Coffee was introduced into England and France only a few years before the Merry-Go-Round. It was sold in the bean and could be had only as a medicine at the apothecary. It was prescribed for dropsy, smallpox, gout and ophthalmia. All were cautioned not to mix it with milk else it produce leprosy. All of this was long after the discovery of America.

Ungrounded fear mixed with much superstition, you say. The amusement park evolves from the county fairs of the British Isles. The Donnybrook Fair had to close because it got so "tough." Excessive drinking and fights brought to (See RECREATIONAL on opposite page)





**The Pool Whirl**

By NAT A. TOR

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

ATLANTIC CITY, N. J.—Many more modern indoor pools like those here on the Jersey coast and unlike those small bathtubs which are now prevalent in the Turkish baths at Coney Island, N. Y., can be made profitable ventures 12 months out of a year if managed properly. The inclosed natatoriums here employ showmanship tactics, sadly needed at Coney Island.

When Coney first started operation national sporting events were staged there. Accommodations for big conventions and the like were offered, all of which is now the workings of Atlantic City. Why can't the swimming fraternity at Coney start the ball a-rolling to get its Chamber of Commerce to do the same thing? There are enough big amusement men there to co-operate with all the pool men and bathhouse operators to put a big promotion plan across. And it's up to the pool men to show 'em.

Peeyay Ringens should communicate with Nat A. Tor, in care of the New York office of *The Billboard*, immediately. It is vitally important that he do this as quickly as possible.

Bob Kiphuth, Yale swimming coach and chairman of the United States Olympic swim committee, tried something new in aquatic coaching the other day. He donned a diving helmet and vest such as is used by workers in cleaning rust stains from walls of a pool and descended to the bottom of the new Yale indoor pool while his swimming squad swam about in a practice session in the water over his head. Commenting on this novel method, Kiphuth is quoted as saying: "It's the only way to get a true image and to study accurately the pupil's balance, stroke and actual technique. It's so good I'm going to continue it for the rest of the season."

Helen Osbourne, pro diver, who worked last summer with the Billie Ritchey water show, dropped in last week. She is peeved by the way so many pool owners hire amateur divers for a free swim or for a couple of bucks to entertain their crowds, putting experienced pro divers out of work. There's something in what Helen says. Many tanks down Florida way are said to be employing such tactics this winter. What are you going to do about it, pro divers? That's just another reason for the need of an organization as suggested here some months ago.

DOTS AND DASHES—Jack Rosenthal, Palisades (N. J.) Amusement Park, is basking in the sun in Miami as they put finishing touches on his new play area adjoining the pool.—Martin Stern is all upset because Oklahoma Park and Pool Association, in a letter to its members, reprinted in the last issue of *Billyboy*, stated that the national Swim-for-Health Campaign being conducted by Stern wouldn't cost the pool owners one cent, when in reality Stern is charging something, tho it be most reasonable, for stickers, posters and window cards to tanks co-operating in the drive.

**RECREATIONAL**

(Continued from opposite page)

Its end a fair internationally known and engendered deep-seated fears and dire predictions for large and frequent assemblies of people on pleasure bent. Amusement resorts were to have fostered the same excessive drinking, but also were to be a magnet for drawing women of the underworld to the dance halls.

**Spirit of the Age**

It is all laughable now but was taken seriously once. Daughters of the better families were taught to avoid the public park dance as they would a plague. We do make progress after all. No danger at all in our fine ballrooms of the amusement parks. They are the safest places to dance. Respectability is one of the big assets of an amusement park and we are all determined to make them more respectable and recreative.

The swimming pools were classed with the old "swimmin' hole" before the pub-

lic was educated to filtration, chlorination and aeration, to say nothing of circulation, scum gutter, frequent change of water and washing of the pool itself. Then again many pools salt the water where ocean water is not used. Pools are now hygienic, scientific and have not even an acquaintance with superstition and fear.

The parks are, most of them, run on a sound financial basis by men with executive ability. Gone are the days when a park could be started with a promise and a shoestring.

George Cramer, of Spillman Engineering Corporation, says he requires a sworn financial statement and references. He insists on knowing whether that first payment is capital or borrowed money. Sounds like a banker, doesn't it? George has had some experience and is now scientific. It's all evolution, modern, the spirit of the age.

Mr. Cramer communicates as follows: "The writer is very much in accord with Mr. Mangels' suggestion to shorten the convention and especially to keep the exhibit room open from 9 o'clock until 11 o'clock during these three days. We could sell the exhibit floor space to overflowing if we kept this exhibit room open continuously."

**For Constructive Criticism**

Who is next to express an opinion? You can agree or disagree with Mr. Mangels or Mr. Cramer, but make your suggestion constructive. We must not tear down but build up. Destructive criticism never did accomplish anything. Don't hesitate to send us any constructive suggestions.

It is well always to remember that a lot of hard work is required to run a convention and an exhibit and that many of the best workers are often not paid at all. Then again, we are all human and do make mistakes just the same as park managers and factory managers do. Some ride builders have been known to blunder.

What we are working for is to get each one to throw his hat into the ring and help us. Now that we are on the upgrade, let everyone push so that we can soon attain our old speed again.

The Olympia in London is on now. There are fewer Americans there this year. The Belgium flop made many anxious to get back to the States who might have otherwise played Olympia. A report has just come thru that Norman Bartlett's Rocket Speedway is getting the money.

**OTTAWA FIGURES**

(Continued from page 40)

\$100,082.52 in 1934. There were increases in admissions, grand-stand patronage and midway receipts. However, a substantial loss was reported on automobile dirt track races, and extra expenditure was incurred in putting grounds and buildings in better conditions, outlay on this being nearly \$2,500 more than in 1934.

The exhibition also had added expense in amusement tax. Attendance in 1935 was 305,100 against 279,500 in 1934, or third greatest in the 48 years of the exhibition.

Manager H. H. McElroy reported cash in bank at end of 1935 as \$17,488.43, compared with \$14,985.35 at end of 1934. Revenue from admissions was \$29,223.60, compared with \$28,852.70 in 1934; grand-stand, \$21,178.50, compared with \$20,659.90 and midway, \$10,279.63, compared with \$9,415.30.

Total expenditure in 1935 was \$108,027.77, including \$25,016.20 in prize money and \$22,944.21 for attractions; comparing with total expenditure in 1934 of \$104,014.21, including \$25,235.26 prize money and \$22,012.47 for attractions. At the annual meeting on January 15 Bower Henry will retire as president and it is anticipated that Controller G. M. Geldert will be named president.

After the 1935 budget had been approved and prize list printed the Ontario government advised the association that an amusement tax would be in force. This meant providing for a tax which totaled \$6,069.21 and represented a loss to the association of about \$3,500; otherwise there would have been a better showing.

**Singer Midgets, Morton Bulls Get 16 San Weeks**

NEW YORK, Jan. 11.—Singer's Midgets and Morton's Elephants have been signed for 16 weeks at the second edition of San Diego Exposition in California as major units of a circus layout, engage-

ment starting on February 12 at an unannounced figure believed to exceed \$2,500 weekly. Side interest is attached to the booking because Bob Morton recently purchased the elephants, three in number, from Leo Singer on behalf of National Producing Company.

Booking was arranged thru Dave Solti, manager of the vaude department of the George Hamid office, with the John Schultz-Fanchon & Marco Agency, which has extensive West Coast operations. Two 10-week options are included in the contract. F. & M. are working on several other deals with the California Pacific event.

**Toronto as Music Center, CNE Aim**

NEW YORK, Jan. 11.—Next step in Canadian National Exhibition's expansion program planned for the next three years is a campaign, now in the works, to make the event Toronto's music center. This is indicated by a trio here from the Canadian city, Toronto's commissioner of parks, Charles E. Chambers; Commissioner of Buildings K. S. Gillies and CNE's general manager, Edwood A. Hughes, who made New York their first of a series of inspection points where they will look over band shells with a view to incorporating the best features of each into the new shell at Exhibition Park.

Trio's efforts are being augmented by Major H. E. Adkins, conductor Kneller Hall Band of England, featured at the CNE in 1934, and Edwin Franko Goldman, batonist of the Goldman Band, which appeared there in 1929. Major Adkins has forwarded a model from which he constructed a number of shells in Australia. Shell on the Mall in local Central Park (where Goldman gives concerts during the summer), one in Hartford, Conn., another in Philadelphia and possibly the one recently put up in Sioux City, Ia., will be given the o. o.

Lighting effects and acoustics will be supervised by engineers, with shell to be constructed at the south end of the Grand Plaza, west of the Manufacturers Building and south of the Horticultural Building. It will face north and tentative plans call for grading and terracing of the entire plaza. Plan is to equip it in such a way as to make it suitable for open-air opera, music festivals and kindred fare.

**Former P. A. Private Sec**

JACKSON, Miss., Jan. 11.—Jack Hancock, news editor of *The Jackson Daily*

News and former press agent for J. Alex Sloan, World Amusement Service Association, Thearle-Duffield Fireworks Company and other outdoor attraction interests, has been appointed private secretary to Governor-Elect Hugh L. White. He will begin his new duties on January 21, appointment being four years.

**La. Jersey Men Will Meet**

SHREVEPORT, La., Jan. 11.—Plans for the annual meeting of Louisiana Jersey Cattle Club were made by the committee on arrangements in offices of State Fair Secretary - Manager William R. Hirsch. Meeting will be in Shreveport on April 14 on the fairgrounds. Attending were H. H. Haggard, Greenwood, La., president; C. H. Staples, Baton Rouge, secretary; C. C. McCrory, Caddo Parish farm demonstration agent, Shreveport; W. E. Dee, Minden, La., Soil Erosion Service, and George Freeman, Mr. Hirsch, J. T. Monsour and Dolph Frantz.

FORT WORTH, Tex.—Texas Centennial Live Stock and Frontier Days Exposition has been officially adopted as the name for the show to be held here this year in connection with Texas Centennial. Board of control comprises William Monnig, chairman; Marvin D. Evans, vice-chairman; W. L. Pier, treasurer; John B. Davis, manager of Southwestern Exposition and Fat Stock Show, secretary. Planning board is T. J. Harrell; Seward Sheldon, editor of *The Fort Worth Press*; James M. North Jr., of *The Fort Worth Star-Telegram*.

VANCOUVER, B. C.—Walter Leek was elected president of Vancouver Exhibition Association for the 10th consecutive year; F. D. Gross, Edward Lipsett, vice-presidents; Willie Dalton, treasurer. E. B. Cale, B. T. Chappell, Alexander Davie, Prof. H. M. King, Reeve A. D. Paterson, Archie Hogg, S. H. Shannon and Mayor F. J. Hume, New Westminster, were added to directorate. As Vancouver Exhibition will be operated this year in conjunction with the Golden Jubilee celebration, duration of the exhibition will be 11 days instead of seven.

STEINER TRIO, recently visiting Merrill Brothers and Sister in their Lakeland (Fla.) home, have returned to their home in Miami, Fla.

MAKERS OF MECHANICAL SHOOTING GALLERIES W.F. MANGELS CO. CONEY ISLAND, N.Y.

**WANT TO BUY**  
**TILT-A-WHIRL RIDE**  
 Must be in good condition.  
**A. W. COLTER - Riverside Amusement Park**  
**INDIANAPOLIS, INDIANA**

**ACTS**  
**PLAYLAND, RYE, N. Y.**  
 "The Show Spot of Parkdom"  
**WILL CONSIDER** reliable attractions for the summer season. Only the most unusual and sensational acts will be considered. Send full particulars, including records of previous showings, type of act (or acts, if you double), number of people, height of rigging, space required and lowest net complete price for one to two weeks' engagement. Communications will be treated as confidential and price quoted will be considered as final.

**Auto-SKOOTER-Water SHOWMEN**  
 GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.  
 LUSSE BROS., INC., 2809 North Fairchild Street, Philadelphia, Pa., U. S. A.  
 LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



## No. 2 Show For Crafts

**J. Ben Austin succeeds the late Charles Curran—Will Wright to pilot No. 2 unit**

LOS ANGELES, Jan. 11.—There are reports of special interest concerning the Orville N. Crafts show interests. Among them is that Mr. Crafts will launch a No. 2 unit for the coming season, also that J. Ben Austin, formerly general agent for Al G. Barnes Circus for years, will be general representative for Crafts Shows, and that Will Wright, formerly of Conklin's All-Canadian Shows and other amusement organizations, will pilot the No. 2 organization as general agent and in other official capacities, with Phil Williams as secretary.

Austin is reported at winter quarters of Crafts 20 Big Shows, San Bernardino, getting ready to assume his duties. Ed Murphy Smithson will be special agent and left for winter quarters for a conference with Crafts. Roy E. Ludington, having returned from the trip he and

(See NO. 2 SHOW on page 49)

## Ladies' Aux., PCSA, Installs Officers

LOS ANGELES, Jan. 11.—The Ladies' Auxiliary of the Pacific Coast Showmen's Club held its annual banquet at Rosslyn Hotel, with 50 members present, in connection with its recent installation of new officers for 1936. The banquet was arranged by Esther Carley, chairman of the house committee, and she was highly praised for the arrangement of a wonderful menu. Impressive talks were made by the outgoing president, Martha Levine, and the new president, Ethel Krug. In fact, all the outgoing and incoming officers addressed the assemblage for the benefit of the auxiliary. Grace McIntyre, Blossom Robinson and Winifred Mansfield entertained with songs, and Pearl Runkle rendered several selections on the piano. All the entertainers were applauded. The installations were made in the clubrooms after the banquet. A pair of silver flamingos were presented to Martha Levine as a tribute to her successful year. Secretary Vera Downie (re-elected) was given a beautiful Franciscan vase. Maxine De Mouchelle was given an ovation on her assignment as assistant secretary.

At a recent meeting a cemetery fund was proposed and was voted favorable. An assessment of \$1 yearly will be placed

(See LADIES' AUX. on page 49)



JACK RUBACK, manager Western States Shows, which covered a great deal of Midwest territory, north to south, last season.

## Smuckler Back to Cuba

CINCINNATI, Jan. 11.—Berney Smuckler, general manager Royal Palm Shows, spent a few minutes between trains here early this week while en route back to Havana after attending the funeral for his sister, Mrs. Charles Reynolds, at Detroit.

On learning of his sister's death Berney immediately started his trip to Detroit from Havana. At Chattanooga he was in an airplane accident, receiving injury to his jaw, and proceeded to the Motor City by train. His sister's funeral was delayed for his arrival. His brother-in-law and sister, Mr. and Mrs. Russell Hill, and sister, Estelle Pellette, also attended the funeral from Lake Helen, Fla.

## BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

LIBERTY, Fla.,  
Week ended January 11, 1936.

Dear Charlie:

Show's second week in quarters. The writer not a bit surprised at the work already done. And only two weeks' time. Time being so short, the management decided to import woodworkers and builders. Also had a tent and awning com-

pany move its entire plant down to winter quarters. Now working three shifts a day. Many new ideas to be put in effect. Many new attractions arriving daily.

The motor age is here. Bosses have decided to cater to the car owners. All tents will be big enough to handle from

(See BALLYHOO BROS. on page 49)

## Conklin on Trip North

CINCINNATI, Jan. 11.—J. W. (Patty) Conklin passed thru this city Thursday, en route from Miami to Detroit, where he planned to stay a few days and then proceed to winter quarters of Conklin's All-Canadian Shows at Hamilton, Ont., thence to the meetings of the Western Canada Association of Exhibitions and the Western Canada Fairs Association, at Winnipeg, January 20-22.

Shortly after the meeting at Winnipeg Patty will return to Miami, where his wife and their son, James Franklin, remain during his trip north and where Patty expects to stay thru February and March.

## Sam Solomon Gets Wisconsin A and B

MILWAUKEE, Jan. 11.—Sam Solomon, owner of Sol's Liberty Shows, was awarded the midway contract for both the Class A and Class B fairs of Wisconsin at the annual meeting of the Wisconsin Association of Fairs here this week. The two circuits include 17 fairs.

Keen competition developed for this year's business. Several carnivals that have not gone after business in Wisconsin in former years were represented, among them the Gooding Shows and the Dee Lang Shows. Representatives of the Beckmann & Gerety Shows, the Sheesley Midway, John Francis Shows, Henke Bros., Skerbeck Amusement Company and the Snapp Greater Shows also were represented.

NEW YORK, Jan. 11.—George Hamid announced booking of the Wilno cannon act by Cetlin & Wilson Shows for a 15 weeks' contract commencing with the tour of the show. Said that Wilno is working on a specially constructed cannon and that the flight will be over two Ferris Wheels.

## Krause Start Florida Date

**Lake County Fair, Eustis, opening engagement—has notable list of attractions**

EUSTIS, Fla., Jan. 11.—Resplendent in new paint, with riding devices and shows overhauled and redecorated with flags and pennants flying, Krause Greater Shows are playing the opening engagement of their Florida winter fair here this week at the Lake County Fair which started Tuesday.

Manager Ben Krause has assembled a notable list of attractions for his Florida tour, which will run until April, before the show takes up its Northern route. Outstanding among the midway attractions is Billingley's Hopi Indians. The list also includes Cash Miller's Oddities Zeke Shumway's Motordrome, Jack and Kate Murray's Arcade, Jobert's Midgets, Bonnie Jean, the Fat Girl; Etta Louise Blake's Carioca Show, Madusa, Slim Kelly's Nudist Colony, Evangeline, Seiden's

(See KRAUSE STARTS on page 49)

## World-Mirth Again Gets Brockton Fair

NEW YORK, Jan. 11.—Announcement by Max Linderman, general manager World of Mirth Shows, that his organization has been awarded the midway contract for the Brockton Fair, Brockton, Mass., brings the string of 1936 fairs thus far reported by him to six, the other five having been listed in the last issue. It will be the show's fifth year in a row at the Bay State event.

## Louis and Ned Torti Entertain Showmen

MILWAUKEE, Jan. 11.—One of the big social events each year during the annual meeting of the Wisconsin Association of Fairs here is a dinner given for the concessioners, showmen and fair men by Louis and Ned Torti, of the Wisconsin De Luxe Company. The affair this year, held Monday night at the home of Louis Torti, eclipsed all previous parties. The spacious basement of the Torti home was transformed into a huge dining room with accommodations for several score. As the guests arrived they were conducted to the entrance to the dining room, where, on pegs in the wall, hung rows of tin buckets, each inscribed with the name of one of the guests. The next stop was

(See LOUIS AND NED on page 49)



PHOTO BY CRESSWELL K.C. MO.

The 16th Annual Banquet and Ball of Heart of America Showman's Club, held December 31 at Coates House, Kansas City, Mo.





**Pacific Coast Showmen's Assn.**

LOS ANGELES, Jan. 11.—Monday night's meeting was made a rather gala occasion, account of induction into office of the newly elected executives. A. Samuel Goldman had arranged a ceremonial for the affair but the dense crowd present precluded the possibility of carrying out the plans. There were 157 members present when the retiring president, Archie Clark, called the meeting to order.

Informed of the death of Matt Gay, a former member, the usual silent tribute was paid and it was ordered that even tho the deceased was not a member at time of his death, that ECSA would take charge of and pay for the funeral. Final reports of standing committees for last year were made. The reading of the amount of space given the PCSA by the old reliable *Billboard* during the year received a big hand.

Communications: Ladies' Auxiliary sent thanks for the splendid Christmas dinner, to which the auxiliary members were invited. From Dick Wayne Barlow, congratulating the new president, Theo Forstall, and expressing the keen interest of himself and other showmen he met on the road in the activities of this organization.

The final financial report for the past year read and showed the general fund at a new high and the cemetery fund showing a splendid condition, and thanks were voted and recorded members of cemetery board and finance committee, and Ross R. Davis for his careful handling of the finances.

President Archie Clark then announced the time for the induction of the new officers and appointed Harry Fink to introduce them. Theo Forstall, when introduced, gave a very impressive talk. He assured the body that the organization would go forward to even bigger and more splendid achievements. He got a big hand. Dr. Ralph E. Smith, first vice-president, acknowledged the honor of the position to which he had been elected and added that he believed the members knew him well enough to think that he would do the best he could as "stand in" for Theo Forstall when the latter was en tour. In introducing Roy Ludington, second vice-president, Harry Fink jokingly made note that, having been born in Laurel, Ind., Roy had courage and sense of direction sufficient to "be from there." Roy "three-sheeted" the Hoosier State as having been the home of many men of story, poetry and song who were renowned, and that it took the PCSA a long time to enable it to put another man among the "immortals of Indiana," and he was pleased that he was that man. O. H. (Red) Hilderbrand, third vice-president, on being introduced stated that Texas had been signally honored in his being seated in the "seats of the mighty." President Forstall, on taking the chair, announced that he would announce the standing committees for the new year at the next meeting.

J. Ed Brown, up from San Diego for the meeting, gave his usual interesting talk. Floyd King, general agent Al G. Barnes Circus, was called on for a talk and registered the laugh hit of the evening telling of Fred Buchanan and a side-show magician who had too many suits of clothes and no idea of the value of money. Max Harry Bernard told of his Canadian trip and suggested a plan to raise funds for the cemetery drive. Talks were also made by Capt. Mundy, Eddy Gamble, Chailey Dodson, T. Dwight Pepple and Ben Dobbert.

Mark Twain Kirkendall was called forward and presented with a gold life-membership card for having won first prize in the membership drive. The gold life-membership card award was the donation of J. W. (Patty) Conklin, of Conklin's All Canadian Shows, and for this a vote of thanks was given and recorded.

Telegrams of congratulations received by President Forstall from many friends, but on account of lack of time would be read at next meeting.

The Lion Head netted a very nice sum. The weekly award went to Jimmie Dunn, also netting a considerable sum for the weekly entertainment fund.

C. S. Wrightsman, of Sacramento, was introduced and did a very good job of impromptu speechmaking. J. Doug Morgan made a talk, "Sidelights on 1935," and gave what he considered was encouragement to showfolk for this year. Hector and his pals came on and got a tremendous hand. Adjournment and

then excellent luncheon and refreshments that was provided in abundance, and then came a swarm from the Ladies' Auxiliary to congratulate Theodore Forstall—or, it might have been the lunch that attracted some.

PCSA is off for 1936 manned by excellent executives. Many plans are being worked out that will be of great interest to showfolk and every effort will be made to have troupers know that this is an organization of worth-while deeds.

**Dallas**

DALLAS, Jan. 11.—Roy E. Ludington passed thru the city late last week en route to the West Coast, where he will resume his duties as manager of Crafts 20 Big Shows. While here he "took in" the Texas Centennial grounds.

Mr. and Mrs. J. C. (Carl) Brown, who were at the Exposition in San Diego last year, were visitors for a week here. They returned to San Francisco Tuesday after conferring with Texas Centennial officials for a stand at the Dallas show.

Mr. and Mrs. Jake Brizendine (Elsie Calvert) and Mrs. Maudie Jamieson passed thru this city several times during the past week, en route to and from the Heart of America Showman's Club doings in Kansas City.

Dave Williams (Waxo) is in Dallas after a season on the West Coast. Doing special work for the Texas Centennial with Rube Curtis, clown.

E. Paul Jones is doing special exploitation work, also promotional and publicity campaigns.

Denny Callahan is a recent arrival from Florida. En route Callahan played the Catholic celebration on the streets of Houston. While here he expects to "line up" with the Centennial Exposition.

Woodie Gaither returned to the city early this week after a week in Kansas City, where he attended the HASC banquet and ball.

Catherine Oliver is another Dallasite who joined the merrymakers in Kansas City, making the eighth consecutive year in which she participated in the HASC celebration.

Mr. and Mrs. T. J. Tidwell passed thru the city Monday en route to their home in Sweetwater, Tex., after a holiday season in Hot Springs, Ark., and Birmingham, Ala.

Ed Hall joined the Texas Kidd Shows, now playing in the valley of Texas.

**Los Angeles**

LOS ANGELES, Jan. 11.—Outdoor amusements in this area did a remarkable holidays business, Southern Methodists-Stanford football game at Rose Bowl, Pasadena, which had 87,500 paid admissions. Charley Rising had the privileges and did an enormous business. Others who worked the game included Frank Forrest, Chris Olsen, Harold Boyd, Hap Young, Frank Redmond, Jimmie Hurd, Clyde Gooding, W. J. Curnow and Blackie Ford. Dr. George W. T. Boyd had seats set in advantageous spots for the Rose Parade and got \$2 per seat and had a sellout. Joe Krug and Clyde Gooding innovated an idea. They bought 2,500 camp chairs, loaded trucks before daylight and got first count on the crowds that came. They sold out in two hours and the take was so good they did not pick up a chair after the parade. It was conservatively estimated by local dailies that the crowd that viewed the Rose Parade was over 1,000,000. . . . Ascot Speedway doing very good business. . . . California Zoo, with warmer weather, doing big week-end business. . . . Ross R. Davis, at Lincoln City Park, doing very nicely. . . . Joe Diehl, at the Kiddie Park, stated that the installation of the big Eli Wheel among the kiddie rides has been working out nicely, that the big wheel stops many autoists who might miss the Kiddie Park.

There is much activity noted among the carnival folks. Mr. and Mrs. Archie Clark and Mr. and Mrs. H. J. Webber back from trip. Stated were going to Palm Springs. Orville Crafts stated he would go to San Diego for a rest. Will Wright said he was leaving for Caliente. And they all bumped into each other in an Oakland (Calif.) hotel, far removed from any of the stated destinations.

E. W. Cce, manager Hilderbrand's United Shows, with a force of men getting all equipment ready. It was stated that the show would go out larger and with everything completely overhauled and very attractive paint jobs. "Swede," in charge of Clark's Greater Shows' winter quarters, has a force going over all equipment. Archie stated that his show

**NEW 12 CAR RIDEE - O RIDE**  
 IN OPERATION UNTIL FEBRUARY 1st, AT SPILLMAN FACTORY.  
 Invitation extended to Park and Show Men to see this proven money-maker—the Ride that grossed \$1,885.00 the first five days it operated.  
 Improved 1936 Models LOOP-THE-LOOP RIDE, Kiddie Auto Rides, Carouselles, all Sizes.  
**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**

**"Happy Days Shows, Inc."**  
 "America's Newest and Cleanest Midway"  
**OPENING MARCH 30th**  
 WANT Legitimate Concessions only. Exclusive Cookhouse, Corn Game, Photos, Hoopla, Bowling Alley, Ball Games, Arcade, American Palmistry, Radio, Bird, China and Grocery Wheels, Cracker Jack, Pop, corn and Diggers. WANT Organized Minstrel, 10 in 1 and Wild West. We have complete outfits. Also want Motordrome, Unborn, Big Snake, Monkey Drome, Animal Show and Flashy Young Girl Show. Want Ride Foreman, Lot Superintendent, Electrician and Capable Help in all departments. Will book for No. 2 Show. Both playing proven money spots: Eli Wheel, Merry-Go-Round, Tilt-A-Whirl, Caterpillar, Kid Rides, Whip, Rideo, Hey Dey, Funhouse and Calliope. All must be flashy, no junk. With or without own transportation. Plenty free storage in our winter quarters. All replies to **COL. T. L. DEDRICK, Claypool Hotel, Indianapolis, Ind.,** until January 20, then McMinnville, Tenn. P. S.—Fair Secretaries, Managers and Committees, wire me. I will see you. Joe J. Fontana, Gen. Rep.

**JANETTE TERRILL'S MIGHTY DOLLAR SHOWS**  
 WANTS, TO OPEN MARIETTA, GA., MARCH 9:  
**RIDES**—Will book set of Rides and Single Units. Tucker answer. WANT Loop, Kiddie Rides. **SHOWS**—With or without outfits. WANT Hostesses and Entertainers for Big Night Club Cabaret.  
**CONCESSIONS**—Cook House, Bingo, Palmistry, Diggers, Custard, Wheels, Grind, Ball Games, etc.  
**WILL BUY**—20x40 Tops, Fronts, Banners, Cable, good Big Organ and Public Address Systems.  
**FREE ACTS**—Want Flying Act, Circus Acts. Circus Salary. Must be high. Prefer those with Concessions.  
 Address **JANETTE TERRILL, P. O. Box 474, Spindale, N. C.**  
 P. S.—Will Pay guarantee for Ferris Wheel on Winter Show. Can also use Shows and Concessions. Address **BILLY WINTERS, Manager, as per Route.**

**YELLOWSTONE SHOWS**  
**WANT FOR 1936 SEASON**  
 Free Act, Pit Show, Animal Show, Athletic and Minstrel Show. Have tops and complete frame-up. Can place any show that don't conflict, or will frame any show for people that can produce. Can place any legitimate concessions. Danny Starr can use Wheel Men that can work for stock. Can place Poney Ride. Will buy Mix-Up for cash.  
**Write W. S. NEAL, Box 904, ALBUQUERQUE, N. M.**

coming season would be another Archie Clark surprise.

Earl (Spot) Kelly up from Venice and asked that mention be made that he is not the Kelly supposed to have passed on several months ago.

Report just came that Irv and Mrs. Polack were in an automobile accident in Arizona. Extent of injuries not known at this time.

The death of Matt Gay, many years a high diver, a matter of much regret.

Mr. and Mrs. C. S. Wrightsman leaving for Sacramento. The Wrightsman Amusement Company will be on tour again coming season.

C. F. (Doc) Zeiger left town. Carnival "bird dogs" thought he had gone to El Paso. Turned up, however, in Santa Barbara. "That's reverse English," Ed Smithson said.

Doc Hall, who has been seriously ill, returned from Kingsburg and by arrangement of Dr. Ralph E. Smith and the PCSA he is under observation in General Hospital.

Jack Beams, well-known showman, still critically ill. Little hope entertained for his recovery.

Henry Emgard slowly improving from illness.

Frank Forrest has contracted for side show and Crime Show with West Coast Amusement Company. Will have Madlyn Arthur as associate.

W. T. Jessup touring the North Coast, contracting for West Coast Amusement Company.

Roy Ludington back from his trip east and ready to take up his managerial duties with Crafts 20 Big Shows. . . . Will Wright, pilot of Crafts No. 2 show, and Phil Williams scouting California territory for the new show. . . . Al (Big Hat) Fisher promoting Oakland for the Polack Bros.

**Philadelphia Pickups**

PHILADELPHIA, Jan. 11.—Bob Morton arrived in the city during the week from Florida, where he spent the holidays. After a few days left for New York to take up business in connection with his spring and summer bookings.

John (Jack) Wilson, Cetlin & Wilson Shows, accompanied by his general representative, Harry Dunkel, were visitors here during the early part of the week. Left to attend some fair meetings in the South. Said they are making big improvements in the show.

Joe Paine, oldtimer with carnivals in this section, has opened a pocket billiard parlor on Vine street, near Eighth. Barney Tassell arrived home from



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**AIR CALLIOPE**  
**DRAWS CROWDS**  
**TANGLEY CO.**  
 Muscatine Iowa

Florida during the week. Says his season was fair until he hit Florida. Mike Zeigler, making his home here this winter, is working out of the Sam Tassell office. Stored his rides in Virginia.

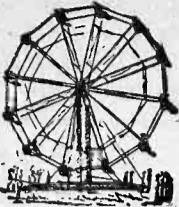
Jack Fields is at present doing some vaudeville, cabaret and night club booking.

George Van Arden was confined to hospital for some weeks, but is now out and around again.



## G. H. STEFFENS writes

"Repairs to my two No. 12 BIG ELLI Wheels are few and far between. I bought a number of parts several years ago and the bulk of these are still on hand."  
Write for additional information about the "Old Reliable" BIG ELLI Wheel, a real payer of net profits.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
800 Case Ave., JACKSONVILLE, ILL.

WHEELS  
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

**\$12.00**

## BINGO GAME

75-Player, complete, \$5.25.

Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 235.

Heavy Convention Walking Canes.

Dark Mahogany Finish.

Price Per Gross, \$24.00.

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AND ANALYSES

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100 CARD SET, \$3.00

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All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

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Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles. Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

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READ THIS NOTICE.

I will pay \$10.00 reward to any person notifying me by collect wire of the location of a man who is working under my name, and will pay an additional \$40.00 if he is convicted of thievery. I am very desirous of locating this man regardless of whether he is working on a carnival or in a theatre. Three years ago I stopped a man from using my name in a 50c Mitt Joint on the Boardwalk in Atlantic City. Wire information to

**RAJAH RABOID,**

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**SECOND-HAND SHOW PROPERTY FOR SALE.**  
\$ 1.65 Richardson Fibre Rink Skates, All Sizes.  
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\$25.00 Head on Sword Illusion, with Sword.  
\$35.00 Twenty-one Real Specimens, Unborn Show.  
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We buy Concessions, Tents, Kiddie Rides, Rink Skates, any make. **WEIL'S CURIOSITY SHOP,**  
20 South 2nd Street, Philadelphia, Pa.

It Helps You, the Paper and Advertisers to Mention The Billboard.



## MIDWAY CONFAB

By THE MIXER

**REGRETS:** The death of the veteran and widely known high diver Matt Gay.

**FLOYD NEWELL,** press representative Mighty Sheesley Shows, is spending some time in Chicago.

A notable number of midway folks in 1935 made good their last winter resolutions ("Watch me save some of my money this year") and this winter are not bothered by the "wolf at the door."

**COL. T. L. DEDRICK,** manager Happy Days Shows, infos that Prof. Albert J. Cino's band has been signed by his organization.

**HYMIE COOPER** advised that he had contracted exclusive wheel and grind concessions with Blue Ribbon Shows, opening at West Palm Beach, Fla.

**H. B. REEVES AND WIFE** have again contracted four concessions with Joe Cramer's Peerless Exposition Shows, their third season there.

**CORRECTION:** Mr. and Mrs. C. B. (Happy) Dawley recently opened a tourist camp near Bogart, Ga.—instead of Mr. and Mrs. "Charles" (Happy) Dawley, as appeared in the December 28 issue.

**INTEREST** of carnival managers and agents in the annual meeting of Indiana fair men at Indianapolis has increased the last couple of years. Quite an assemblage of 'em on hand last week.

**MR. AND MRS. J. A. KLEIN** and son, Arthur, of Bunts Greater Shows, are

spending the winter at Columbia, S. C. Their son, Virgil, and his wife are wintering at Apollo, Pa.

A 10-INCH SNOW at Mt. Pleasant, N. C., was "too much" for Louis Bright, of Big State Shows, so Louis cut short his vacation at home and hid himself to Miami for a few weeks, then back to winter quarters at Houston.

**AFTER BEING AWAY** from show business about three years, Harvey A. (Hiko) Greve has sold his moving and trucking business and is preparing to launch a small carnival in Canada, to travel by rail.

**MR. AND MRS. IRVING UDOWITZ** are vacationing at Hot Springs, Ark., this winter. Irving and the missus (Madam Ada, palmist) will have eight concessions with Corey Greater Shows the coming season.

**MR. AND MRS. W. L. (Cannon Ball) BELL** have returned to Phoenix, Ariz., after spending the holidays with relatives and acquaintances in Texas. Bell has had concessions with C. F. Zeiger United Shows last three seasons.

Two winter units of shows finally got inside the city limits of Miami, and last week were located about one city block apart, in the "coveted colored section." They were **Endy Bros. and Leo Bistany.** Hundreds of midwayites laying off at Miami have been visiting the two outfits.

**SINCE CLOSING** last season with his two attractions, with F. H. Bee Shows

Of Special Interest to Women  
(But Menfolk Can Take a Look)

Mrs. (Virginia) Abner K. Kline especially likes to write of "us women folks." A few months ago an article by Mrs. Kline on "Showmen's Wives as Helpmates" appeared in this space. In the following she has more praise for the "better halves."

"I had the privilege of attending the recent annual banquet of the Heart of America Showman's Club, Kansas City, for the first time. The men, as usual, all 'looked handsome,' and much alike as to clothes, but the women—well, that's another story—good times are not only coming for the show people but have been here if the lovely gowns worn can be used as a criterion.

"Mrs. C. W. Parker, only life member of the Ladies' Auxiliary, HASC, wore a graceful blue with a cream lace mantilla scarf; the silver trimmings and her silvery hair blending in just the right tones. Mrs. Gertrude Parker Allen, her daughter, wore pink lace with cocktail jacket, and Lucille Hemingway, another daughter, wore black taffeta with white organdie. Among the real oldtimers present was Mrs. Doc Turner, in blue crepe; the 'youngest' old lady you ever saw. Her daughter, Mrs. Moxey Hanley, wore pale green crepe with silver cocktail jacket, and her granddaughter, Mrs. Kenneth Haysler, wore royal blue and represented the third generation of a famous family of showfolks.

"The Missouri Show Women's Club, St. Louis, was fittingly represented by Mrs. Charles Goss, in apricot crepe with a tunic of crystal beads; Mrs. Catherine Oliver, in blue crepe with shoulder corsage of silver ribbon and real roses, and Mrs. Jane Pierson, in black lace over red crepe. The San Antonio (Tex.) guests upheld good times predictions of past and present with Mrs. John R. Castle in a black net gown with a decided sophisticated Gay '90s air. Mrs. Elsie Calvert Brizendine, in black crepe with the very decollete back outlined with white lapels of white crepe and crystal beads, and Mrs. Maude Jamieson, in changeable blue taffeta with shoulder bow of Dybonnet velvet and rhinestone outlines.

"Among the Houston (Tex.) guests I saw Mrs. Noble C. Fairly, in silver and black lame; Mrs. Orville Hennies, in pale blue trimmed with tiny rhinestones; Mrs. Daisy Hennies, mother of Orville Hennies, was in her son's group, but she lives in Kansas City.

"Mrs. Juanita Strassburg wore black crepe with shoulder lapels of pale green; Mrs. Margaret Haney wore black velvet with white corsage; Mrs. Hattie Howk, in silver lame with red corsage and slippers, had her mother, Mrs. Mattie Nelson, from the State of Washington, with her for the holidays—they sat at the Fairyland Park table, with Mrs. Myrtle Duncan, in black crepe; Mrs. Etta Smith, in blue moire with bolero cocktail jacket, and several other guests.

"Mrs. Ruth Martone, in changeable taffeta, kept things humming on the dance floor; Mrs. Peggy Landis presided at her table in light blue crepe with spangled silver cocktail jacket; Mrs. Dave Stevens wore wine-red crepe with silver lame cocktail coat; Mrs. Bird Brainerd, in black velvet with rhinestone ornaments; Elizabeth Yearout, in black velvet with ermine trim, helped Mrs. Johnny Francis, who also wore black velvet with crystal ornaments, to keep the Francis table a pleasant place to visit.

"Mrs. Babe Hutchinson, of Russell Bros.' Circus, wore black crepe with a novel crossed backstrap arrangement; Mrs. Dave Lachman was in black crepe; Ruth Spallo in blue crepe; Bessie Fuller wore black taffeta; Elizabeth Anderson, of Memphis, Mo., in black crepe with a deep yoke, renewed old acquaintances after several years' absence; Mrs. Jack Lucas, lately from the West Coast, helped me keep the California folks in mind.

"By the time I had been able to get these hurried glances in all directions the New Year was ushered in, and toasts and songs crowded all thoughts of everything except a good time from my mind. There were many more lovely gowns and many more beautiful women present, but I wanted to enjoy the dancing and cocktails, so can only add that I never attended a more enjoyable banquet and ball, and hope I never have to miss any to be held in the future.

and L. J. Heth Shows, Arthur J. Gist has gone into business at Sheffield, Ala. a billiard hall in a hotel. Says business has not been big at his place but prospects for 1936 are bright.

A REPORT reached The Mixer last week that Andrew Dennis, of Mighty Sheesley Midway, was recovering from serious injuries received in an accident at Benson, Ariz., recently, and was grateful to Jack Waltman for a blood transfusion.

A paragraph in The Billboard of July 25, 1908, stated that the Sutton & Hudspeth Amusement Company had opened its season with six shows, a Merry-Go-Round, 14 concessions and two free acts. That season, incidentally, was the beginning of what has since been known for many years as Great Sutton Shows, and Frank M. Sutton still "carries on."

THE AUSTIN-KUNTZ Palace of Wonders has received an abundance of human-interest stories in local newspapers during its stay in Worcester, Mass. Joe Tracy Emerling is still doing press with the Joe Austin-Wendall Kuntz museum.

AMONG RECENT VISITORS to Montgomery, Ala., were Nate Eagle and midgets, Max Gruberg, Joe Redding and Leo Julian, visiting Rubin Gruberg. Also at Montgomery were Elizabeth Fenn, who stayed at that city nearly all last season, and Harry B. Silvers.

THE ANNOUNCEMENT booklet of Cetlin & Wilson Shows is an exceptionally attractive affair, with red and blue colors for inside pages and with ornamental "gold" cover. The closing announcement, "This book compiled and copyrighted by Harry Dunkel."

FRANCES SELSOR, NOTICE: Along with announcement of the recent death of E. W. Selsor, at Senath, Mo., came word that his son, Francis, could not be located, and that Mrs. Sody Selsor (at Senath) would appreciate hearing from him.

MR. AND MRS. ED GROVES, concessioners who have been with Great Sutton Shows nine years, are the proud inhabitants of a nifty house trailer that cost more than a grand to build. A Christmas present from Ed to the missus. And was she happy!

H. (DOC) ALLEN, after closing the past season as general agent Snapp Shows, has had demonstrations going in chain and department stores in downtown Kansas City. Doc had confabs with many showfolks during the holiday week at Kansas City.

GEORGE WEEKS infoed from Montreal that he booked his Monkey Circus with Conklin's All-Canadian Shows, his fifth season with the Conklins. A trained chimpanzee will be among the featured "actors." Will have two rings and a stage. Front and banner line being remodeled.

Some of the traveling museum "letter" writers have been sending their communications too late in weeks to appear in the following issues. With the shows playing week stands and because of the necessity of using the "next" Saturday datelines the late ones cannot be used unless news from the next spots is received—otherwise the datelines would be the towns which they played and left.

JAMES (SCOTTY) SCOTT, ride foreman, was sort of cheery when visiting the Sparton Bros.' quarters at Pittsburgh recently. An addition to his family. His chest heaved the more when he learned that it was a boy. Scotty is slated to be with H. D. Davis, with Bruce Greater Shows, the coming season.

TOM C. ROGERS was back into his old-time atmosphere recently. Acquaintances at Gosport, Ind., urged Tom to put on a show in a local theater on New Year's Eve. Rogers dug up his old blackface wig and cork and did a monolog and songs. Also, the missus, Princess Yucamia, did her human corkscrew act. Some home-town acts completed the bill. Capacity attendance for two performances.

MR. AND MRS. A. J. WILLIAMS are spending the first half of the winter at their country estate near Akron, O., and A. J. is indulging his hobby of raising chickens. Among their recent visitors were Mr. and Mrs. Walter Cul-



bertson, from Akron. Culbertson has recovered from his recent operation. The Williamses will make a trip to Florida with stops at Tampa, for the fair there, and at Miami.

**"PICKUPS" FROM Corey Greater Shows' quarters—George Lowe, manager Streets of Paris, wintering at home in Cambridge, Mass. . . . Dominic Cor-sillo will again have his concessions with the show. John Huff is playing storerooms with the Freak Animal Show he had with this show in the South. . . . Lloyd Wible has his show and ride stored at his farm near Mad-denville, Pa. . . . Lester Tate and family (concessions) wintering at home, Johnstown, Pa. . . . Joe Rea, of snake show note, in Phillipsburg, Pa.**

**HOUSTON PICKUPS—R. W. (Tommy) Stevens surely knows how to get the lots. The show with which he is connected is this week playing only two blocks from the residence of the local representative of *The Billboard*—which brings amusement almost to the door. . . . Harry Reynolds and J. C. Arnold, of Greater Exposition Shows, motored down from East St. Louis for the holidays. . . . Billy Streeter, Hennies Bros.' agent, also spent the holidays with his family here. . . . Jess Shoat is playing local theaters with his B-G Minstrels, L. C. Toland producing. . . . Played Harry Poole's Happy Hour Theater New Year's ramble.**

**WINTER TROUPING?**

If I were just a little shivery  
I'm sure I wouldn't mind—  
This cold has penetrated my livery  
And wrinkled up my spine.

If I were just a little icicle  
I would feel right at home—  
I would never ride a bicycle,  
I would never have to roam.

If I were just a little colder,  
I would be an Eskimo—  
If I were just a little bolder  
I'd leave this doggone show.

*(EDITOR'S NOTE: The above, another poem from a Middle West show woman—the first one was in the Holiday Greetings Number—who prefers that her name be withheld.)*

**MIAMI—A showfolks' association was formed here recently and the members have held several social functions. . . . Among showfolks (various branches) seen in the city lately: "Capt. John" Sheesley, J. W. (Patty) Conklin, David B. Endy, Bill Tucker, Bill Hagerman, Al Burt, Wilse Levan, Doc Hamilton, Lou Stockton; Edythe Siegrist aerialists, with Dude Arculeer and Billy Siegrist; the Swift diving family, the Red Brady diving folks, Fitzie Brown, Mr. and Mrs. W. D. Bartlett, Jimmie Sakobie, Leo Bistany, Mickey Timmins, Louie Kauffman, George Hartley, Johnny Caberia, Paul Prell, Frank Pope, Joe Rowan, Sam Kaplan, Sam Applebaum, Bennie Herman, Claude Oderkirk, Eddie Lippman, Ralph N. Endy, Pete Lockhart, Jack Lambert and many others. Rhinehart's Restaurant is a popular place among the showfolks, Rhinehart himself an outdoor showman for many years.**

**Mighty Sheesley Midway**

**SALISBURY, N. C., Jan. 11.—Some "pickups" from the winter quarters of Mighty Sheesley Midway: D. Henderson and wife (pop corn and peanut concessions) arrived Sunday from their home in St. Louis. On their way to Tampa, Fla., for a fishing trip before the show opens. They have a fine house trailer. Hymie Cooper came with a new Chevrolet truck, with Johnny Myers as driver, and loaded his concessions and left for West Palm Beach, Fla. Matthew (Squire) Riley of Strates Shows Corporation was a visitor to "Capt. John" Sheesley a few days ago while on a trip in interest of his show. Herb Backus and Herb Martin and wife are spending the winter at Jacksonville, Fla. Hilton Hodges, with his large python snakes, along with Frank Loughney, trainer, and some attractions of Clark's Freak Animal Show, is playing storerooms in North Carolina small towns. Colorado Mack, who has charge of winter quarters, when not working his ponies to ride kiddies, keeps busy looking after things in general at quarters. E. C. May and wife are at Miami. Nick DeRose, who will have charge of the top and ticket box of Kay Weiss' Girl Show, arrived from Charlotte, N. C. Dale Pickett, cashier for Mrs. Minnie Pounds' cookhouse, is this winter**

cashier in the dining room of a hotel at Fort Lauderdale, Fla. Art Smith and wife are doing fine with their photo gallery. Romeo Peroni, who will again have a penny pitch concession with Frenchy Chareat, arrived from Burbank, Calif., where was working with Ben Korte. Tom and Belle Martin, formerly with this show many years, are now permanently located at Mayport, Fla., where they have a nice fish business. Manager John M. Sheesley is busy with matters pertaining to the coming season. Mrs. John M. Sheesley is still at Miami, visiting her brother, Harry Armstrong, well-known circus bandmaster. Charles H. Pounds, secretary-treasurer, is busy with his office work and also handling punchboards along with James (Jimmy) Austin.

WARD (DAD) DUNBAR.

**Winters Expo. Shows**

**BEAVER FALLS, Pa., Jan. 11.—A small force is at work on repairing, painting, etc. By February 1 a full crew will be active. Owner Harry Winters and his wife, Alice, are now in the South, attending to some business and meeting acquaintances. Plans are for the lineup to include 9 rides, 15 shows and about 25 concessions, with band, two free acts and a calliope. All the ride help will be in uniforms, with changes during weeks, the coming season. The opening is scheduled for this city in May, auspices Veterans of Foreign Wars. The staff so far announced includes: Harry Winters, manager; George (Spot) Tipps, assistant manager and secretary; Mrs. Alice Winters, treasurer; C. D. Clark, general agent; Mr. Robie, electrician; William Wright, night watchman; Chuck Hull, calliope player. Mr. Winters plans to play spots in Pennsylvania, West Virginia, Maryland and North and South Carolina. All of which is from an executive of the show.**

**Crowley's United Shows**

**RICHMOND, Mo., Jan. 11.—Work has been resumed after a 10 days' rest period over the holidays, during which parties among attaches of the show were held at various homes and apartments. On Christmas Mr. and Mrs. Crowley held open house for the personnel, with presents for everyone, and it was a day that will long be remembered by all the showfolks. Mr. Crowley, General Agent McLemore and R. E. Barnett visited in Kansas City during the HASC functions at the Coates House. New transformers are being set in the transformer wagon, necessitated by enlarging the show. Work was started on the new office wagon and upon its completion some new trailers will be built.**

WALTER DALE.

**KRAUSE STARTS**

*(Continued from page 46)*

World's Fair Sex Exhibit; Princess Margarite, midget mother; Dixieland Minstrels, Twin Ferris Wheels, Loop-the-Loop, Chairplane, Tilt-a-Whirl, Loop-o-Plane, Carousel, Pony Ride, U-Drive-It Autos, Kiddie Chairplane and Kiddie Autos. The Six Flying Melzoras, sensational aerial casting return act, again provide the free act for the Krause midway. There are approximately 35 concessions, all abundantly supplied with stock.

The Lake County Agricultural Fair and Poultry Show is utilizing four mammoth exhibit tents, provided by Manager Krause, and have them crowded to their utmost. Percy Hethcox, president of the fair, was inaugurated mayor of Eustis. County Agent Cliff Hiatt, fair manager, is deserving of special praise for the wonderful show he has produced.

The Krause Shows move from here to Bowling Green, Fla., to furnish attractions at the Hardee County Strawberry Festival, which engagement will be followed by the Seminole County Fair at Sanford.

**NO. 2 SHOW**

*(Continued from page 46)*

Mrs. Ludington took to the Central States, is at quarters and busy with his managerial duties with Crafts 20 Big Shows, and Tom J. Myers, now starting his fourth year as secretary of that organization, is busy with his duties.

Orville N. Crafts stated that the success he had met with in California the last 10 years is the reason for his

**LEADING CARNIVALS WHICH INVITE Your Investigation and Inspection**

**The Most Magnificent Motorized Amusement Exposition in America**

The Show which has astounded the Amusement World by its instantaneous success. Boasting an Envyable and Unimpeachable Reputation on the First and Second Year En Tour.

**FAIRS PLAYED 1935:** Huron, S. D.; Tulsa, Okla.; Jamestown, N. D.; Fossenden, N. D.; Langdon, N. D.; Hamilton, N. D.; Sherman, Tex.; Huntsville, Tex.; Ennis, Tex.; Mankato, Minn.; Rock Rapids, Ia.; Owatonna, Minn.; Albert Lea, Minn.; Sibley, Ia.; Blue Earth, Minn.; St. Peter, Minn.; Victoria, Tex.; Thief River Falls, Minn.; Faribault, Minn.; New Ulm, Minn.; St. Cloud, Minn.; Jackson, Minn.

**HENNIES BROS. SHOWS**

Winter Quarters: Houston, Tex.  
P. O. Box 1916.

**WORLD OF MIRTH SHOWS** • Strongest, Largest, Finest—Now or Ever

**FAIRS BOOKED SO FAR FOR 1936**

ALLENTOWN, PA., COLUMBIA, S. C.  
OTTAWA, CAN., RUTLAND, VT.  
WINSTON-SALEM, N. C.

**MAX LINDERMAN, Gen. Mgr.,**  
Winter Quarters, Richmond, Va.  
Communications to Suite 1512.  
1560 Broadway, New York, N. Y.

**BECKMANN & GERETY SHOWS**

**WORLD'S LARGEST CARNIVAL ATTRACTIONS.**

Now booking attractions for 1936 Season, opening at the Fiesta San Jacinto and Battle of Flowers, April 20, 1936.

**FOR SALE**

"Over the Jumps" and "The Whip."  
Address San Antonio, Tex.  
301 Duval Street.

equipping an additional show. During a recent trip east he purchased three Big Eli Wheels and a Merry-Go-Round, and in the winter quarters were built two kiddie rides. An additional Skooter ride that was built last season for the San Diego exposition has been taken from the exposition grounds and will be added to equipment of the No. 2 show. This will make nine rides for that show. This new show will be transported on its own trucks and trailers.

At the San Diego exposition Crafts will have a Merry-Go-Round, Big Eli Wheel, Mixup, Auto Speedway, Skooter and two kiddie rides.

**LOUIS AND NED**

*(Continued from page 46)*

at a service bar, where the buckets were filled with foamy fluid. When all had arrived and partaken of "suds" they were seated at the long tables and treated to a dinner such as only Mrs. Louis Torti can prepare—including Italian appetizers, spaghetti, delicious venison, baked sweet potatoes, with trimmings galore, and unlimited quantities of good red wine.

At the conclusion of the meal Sam J. Levy took over the job as master of ceremonies and called upon many of the guests for remarks. From then on it was a feast of wit and humor that lasted until well past midnight.

**LADIES' AUX.**

*(Continued from page 46)*

against each member, also one week of each year will be named "Cemetery Fund Week," during which members may pay the assessment or make other donations. Several members had already made donations and at this meeting Rose Clark gave \$5; Grace Metz, \$5. Grace Metz also donated \$20 to the general fund.

Mabel Stark, a member for many years, attended the meeting and looked fine after many weeks in hospital. Sis Dyer and daughter, June, back from holiday visit to Sacramento. Hazel Fisher and Vern Seeborg returned from Oakland. Dorothy Deeny off to the North for several weeks' visiting. Cora Miller and Addie Buttler first appearance for some time. Ruby Kirkendal back from a trip east.

New officers: President, Ethel Krug; first vice-president, Ruby Kirkendal; second vice-president, Pearl Runkle; secretary-treasurer, Vera Downie; assistant secretary-treasurer, Maxine DeMouchelle; chaplain, Minnie Fisher; doctor, Ralph E. Smith; publicity, the writer, Lucille King and Inez Walsh. Board of directors: Martha Levine, Maybelle Crafts, Clara Zeiger, Charlotte Cronin, Rose Clark, Pearl Vaught, Mabel Brown, Lucille King, Estelle Hanscom, Vera Downie, Blossom Robinson, Mabel Stark, Grace McIntyre, Sis Dyer, Grace Metz, Madge Buckley, Regina Fink, Mary Ludington, Florence Webber, Mrs. John Castle, Mrs. Ed Foley, Mrs. J. J. Davis and Mrs. John Francis.

President Ethel Krug made the following committee appointments: House, Inez Walsh, Nina Rogers, Leone Barie, Olga Celeste, Mabel Bennett and Florence Webber. Sick, Vera Downie, Marie Jesup, Babe Herman and Lea Sturm. Membership, Rose Clark, Rita Brazier, Lucille King, Maybelle Crafts, Edith Walpert, Charlotte Cronin and Pearl Vaught. Entertainment, Clair Zeiger, Blossom Robinson, Marie Bailey, Grace

McIntyre, Pearl Runkle, Winifred Mansfield and Topsy Gooding. Finance, Charlotte Cronin, Maybelle Crafts, Rose Clark, Clara Zeiger and Pearl Vaught. Door, Jennie Rawlings, Regina Fink, Madge Buckley and Peggy Steinburg.

**BALLYHOO BROS.**

*(Continued from page 46)*

1,000 to 1,500 cars. Patrons will be able to enjoy the show without getting out. Our midway will be called the "Joy Boulevard." Our different ballies will be called "Curb Service."

Wrench & Hammer's Motordrome is being rebuilt to handle parked cars, and will work without a top. This gives those flying planes a chance to see the show. Naturally, tips will be accepted from the floating fans. The feature drome event will be an impalement act on racing motorcycles. Rider No. 1 will carry a big board on his back with a young lady backed up to it, standing on the mud guard, and rider No. 2 follows up, throwing knives and battle axes, encircling her body. All done while going a mile a minute.

Our banners will all be mounted on giant curtain rollers. Just a pull and they are down. A jerk and they go up. Great protection for sudden gales.

Our lighting effects will be entirely different from ever before. Each attraction will carry 10 different sets of colored lights. By throwing switches in the transformer wagons the lights will change. One minute the midway will be a blaze of red, then green, then blue, then orange, etc. Last season we only had two, light and dark, most of the time dark.

Report came from our Side Show manager, operating a museum. Said business was spotty but on the uptrend. Asked for more blankets and canned goods to be sent on.

Our people have all housed themselves in comfortable quarters; some on the train, some in the buildings, some in tents. Our Deep Sea Show manager moved his family into the belly of our 70-foot whale exhibit.

Part of our staff in Canada taking care of our fair bookings. Jake Ballyhoo back to quarters with the plum of all celebration contracts. Ballyhoo Bros. Shows will furnish all midway amusements for the grand opening of the Great Florida Canal. The exact date of this event has not been set, owing to the fact that it will take a few more years to finish this project. Show is now selling concession space for this event and accepting cash deposits.

MAJOR PRIVILEGE.





**Showmen's League of America**

CHICAGO, Jan. 11.—President Conklin still vacationing in Florida and Vice-President Jack Nelson was occupied with an extra rush of business, hence Vice-President Joe Rogers handled proceedings in his usual capable manner at Thursday's meeting. Reports show the League to be in a flourishing condition.

Brother Samuel Solomon attended his first meeting and responded ably when called upon for remarks. The records now carry the names of two Sam Solomons, so will designate one as Sam (Sol's Liberty Shows), the other as Samuel.

Brothers Dave Tennyson and Denny Howard made a trip to Milwaukee and right back and on their way to Springfield.

Maxie Herman back in town after his trip to Detroit. Says he will be here a while, then on his way again.

Brother Charles R. Hall still at the American Hospital. Reports are that he is improving and will soon be up and about.

The plaques won in the 1935 membership drive have arrived and will be delivered at once to Brothers Max Linderman and Maxie Herman, the winners. These were donations by Brother Harry Coddington.

Brother Wallace Sackett advises that he will be in for a visit.

Card from Brother Lou Leonard stated that was enjoying himself in "sunny Florida." Brothers Paul Oleksy, Pinky Blitz and Dave Robbins left Monday to join him, Mrs. Blitz accompanying.

Past President Edward A. Hook ad-

vises that he had a pleasant visit with Brother Vaughn Richardson while at Indianapolis.

More of the brothers sent in their dues during the week. Why not yours?

Letter from Brother Will Wright informs that he will spend the summer on the West Coast. . . . Brother Nate Eagle writes that he is back to work and that he will not have time to butcher any laydown bridge hands for a while.

Another letter came from R. Jack Walsh, formerly of the Al G. Barnes Circus. . . . The secretary is acknowledging receipt of the nifty program of the New Year's affair given by the Heart of America Showman's Club.

Notices of dues are being mailed at this time. When you receive yours, please give it your immediate attention.

Copy of the by-laws has been proofed and will be off of the press in a short time. The new brothers will then receive their copies at an early date.

Past President Ernie A. Young is off for Florida, where he will have grandstand attractions at some fairs. Says he will put in some hard work in interest of the League while on this trip.

CHICAGO, Jan. 11.—A regular business meeting was held Thursday evening in the rooms at Hotel Sherman, with President Mrs. Lew Keller presiding. Mrs. Leah Brumleve was hostess at last week's social meeting, which had large attendance and there were many beautiful prizes.

Kate Courtley passed away January 4. Miss Courtley was a past-officer of the Auxillary and a number of the members attended the funeral and interment Tuesday.

Mrs. John R. Castle was the winner of the 1935 Membership Drive prize, which she graciously donated to the organization. The Auxillary's close friend,

Harry Coddington, is again donating a prize for the 1936 membership drive.

Mrs. Ora Niller is reported on the sick list, and the members are anxiously awaiting news of her speedy recovery.

The big Hard Times Party will be held in the League rooms on January 25. Rules forbid anyone attending except in "hard times" costume.

**Beckmann & Gerety's Shows**

SAN ANTONIO, Tex., Jan. 11.—While there is no feverish activity around the winter quarters, quite a little work is being done getting ready for the coming season. Several wagons are under construction, under the daily supervision of Mr. Beckmann. Harry Illions has started work overhauling and repairing his rides and has them assembled on a lot adjacent to the winter quarters. Cadet "Sonny Boy" Gerety, after spending the holidays with his parents, Mr. and Mrs. B. S. Gerety, has returned to his studies at the San Antonio Academy. Mr. and Mrs. Fred Beckmann saw the old year out and welcomed 1936 amid the colorful surroundings of Mexico, across the border from Del Rio. Trainmaster H. (Arky) Bradford writes from his home in West Plains, Mo., that the "frost is on the pumpkin up there" and that he is departing for "the winter playground" shortly. Fred (Missip) Baker continues to improve and is able to be around winter quarters frequently. Mr. and Mrs. Bo Sherman and children have returned from Augusta, Ga., where they spent the holidays with relatives. Their automobile turned turtle on the return trip, but they escaped with minor injuries. Hosmer, McAuliff and Brewer (Kent, Mac and Jake to their friends) report business at their "Sportland" on Houston street as being very satisfactory during the holidays. Mr. and Mrs. Teddy Webb have arrived from points north and have taken an apartment for the rest of the winter, and Teddy is busily engaged in overhauling his custard concessions. General Agent L. S. (Larry) Hogan informs the management that he is now lending his aid toward making a success of the Heart of America Showman's Club doings. EDGAR T. NEVILLE.

**Christ United Shows**

SPRINGVILLE, N. Y., Jan. 11.—The show will start the latter part of this month to get paraphernalia in shape for the coming season. The ride help and others have been notified to report at the winter quarters at Norwalk, O., where the entire show is quartered in a large heated building. Owing to the fact that all the paraphernalia will be overhauled and painted, the start on this will be earlier than was intended. David Christ Sr. and Fred Christ Jr., owners and managers of the show, have enjoyed their stay home, at their respective farms and homes at Springville, which means that they will start out feeling fit when the bell rings.

Harry A. Rose, general agent, has arrived here and will take to the road within the next two weeks on a booking trip. The show will go out this season with six rides, five shows and about 20 concessions, also free act and callope. All of which is from an executive of the show.

**Frederick Amusement Co.**

CHICKASHA, Okla., Jan. 11.—Since moving into winter quarters at the fairgrounds here work has been steadily going on. The rides have all been overhauled and painted. Three more rides will be added this year, making eight. Work will start soon on four new platform shows with panel fronts. The show will be somewhat larger next season. Two trucks will be added to the equipment, and all the trucks and trailers will be painted a bright red and silver. The Frederick "boys"—George, Bert and Johnny—and their wives spent the holidays in Nebraska, and are expected back in a few days. Ed Graham and wife are wintering at quarters, also the Miller family and Nate Felton. George Frederick and wife are the proud parents of a son, born December 22 at Crete, Neb. Mr. and Mrs. R. S. Frederick will leave in a few days to see the youngster, their first grandchild. Balloon ascensions and parachute leaps will be featured again this year. All of which is from an executive of the show.

**American Carnival Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Jan. 11.—The items relative to a discussion of constitutional law as applied to the carnival industry has invoked considerable interest. We are in receipt of an interesting letter from C. B. Rice, of Kansas City, and at a later date shall be pleased to quote portions of Mr. Rice's communication.

The ACA office is engaged in the preparation of the 1936 membership certificates and the same will, in all likelihood, be mailed within a few days.

Harry Dunkel, of Cetlin & Wilson Shows, has sent to this office a copy of the 1936 prospectus used by his organization, which we are pleased to have, and would that other member shows using this type of publicity would send copies for the association's records.

An interesting letter from the Brockton (Mass.) Fair is also at hand.

In last issue we pointed out the distinctions between the "delegated" legislative powers of the national government and the "reserved" powers of the several States, and how sometimes these powers (expressed in legislation) often appear to and on some occasions actually do conflict with each other. It is this conflict which affects the carnival industry most often in the field of legislation.

We pointed out the question we would seek to answer in this series, viz: "How far can a State go under its inherent 'police power' before it encroaches upon the Federal commerce power?" To apply this test to the carnival industry requires a consideration of the inter-State and intra-State commerce. Intra-State refers to that within a State; inter-State, between States. While technically a carnival organization may be engaged either in inter-State or intra-State commerce, for the sake of these dissertations we shall consider the carnival industry as engaged in inter-State commerce, as indeed it is in the main.

Pursuing our main theme, and asking the test query above, we find that our objective now becomes limited to the paraphrased question: "How far can a State go in legislation affecting the carnival industry, under its inherent 'police power' before it encroaches upon the Federal commerce clause, which relegates the carnival industry, as engaged in inter-State commerce, to the legislative dominance of the Federal Government?"

Obviously, no nice distinctions can be made, or fine lines of demarcation drawn as to answering this paraphrased question accurately. Courts have wrestled with this problem on many occasions with difficulty, until the United States Supreme Court evolved the dicta: "There is a difficulty, it is true, in all cases of this character, in drawing the line precisely where the commercial power of Congress ends and the power of the State begins."

In future articles we shall point out some of the notable decisions which have been rendered in passing upon this perplexing problem.

**Volunteer State Exposition**

CLEVELAND, Tenn., Jan. 11.—Among new arrivals for the coming season are Buck McClanahan and his wife (known as Goldie among carnival folks). Buck came from Montana with his side show, Charles Lee and wife dropped in to give Manager Blake assurance of their concessions with him this year. Work has been progressing slowly but everything will be ready for the opening in March. One of the oldtimers of carnival experience, especially known for his promotional and publicity ability, Col. W. E. Green, has signed contract. Manager Blake is enthused over prospects for the amusement field this year. All of which is from an executive of the show.

**Cunningham's Expo. Shows**

NEW MATAMORAS, O., Jan. 11.—The show, in winter quarters here, is making preparations for its opening in the spring. Owner-Manager J. C. Cunningham has added a new truck and trailer, and one new ride. The show will be larger than ever, with new fronts—orange and black, which has been the show's colors the last four seasons. The rides and trucks are being repainted. Fisher and Graham will be the free act. Show will play thru three States, Ohio, Pennsylvania and West Virginia.

HILDA CUNNINGHAM.

**MINNESOTA FAIR SECRETARIES AND COMMITTEES**

Messrs. DEE LANG and ELMER BROWN are now attending your meeting in the interest of the Show that has made Fame. Do not sign with anyone until you have seen them. It's your salvation! This Show will stand rigid investigation and inspection.

**DEE LANG'S FAMOUS SHOWS**

DEE LANG, General Manager ELMER BROWN, General Representative

THIS SHOW WILL PROVE TO YOU THAT A CLEAN, MORAL SHOW CAN PROSPER

12 De Luxe Shows 12 • All Clean Concessions • 10 Modern Late Rides 10

All Being Transported In Their Own Beautiful Motor Fleet

**CAN PLACE FOR 1936 SEASON**

CONCESSIONS—Any legitimate Concessions that do not operate for over 10c. Grift and racket not wanted. Save your stamps. Will sell exclusive on the following: Photo Gallery, Cotton Candy, Candied Apples and Guess-Your-Weight Scales.

SHOWS—Have several outfits that we will furnish to parties that have something worthwhile putting in them. CAN PLACE Monkey Drome or Monkey Circus. CAN PLACE Manager for Athletic Show. CAN PLACE several Dancers for Hawaiian Show.

CAN PLACE SEVERAL TALKERS AND GRINDERS AND SOME RIDE HELP THAT CAN DRIVE BIG ELI SEMI-TRAILERS. Want to hear from Mr. and Mrs. Redwing, R. F. Kelly, Nebb Dobbins and Joe Jones.

FOR COLORED MINSTREL SHOW—Can place Musicians, Chorus Girls and Performers. All must be able to step with high-class fast-stepping Minstrel, as we carry 40 people on same and do not want any "sticks." State all in your first letter. This is an office show. All address DEE LANG FAMOUS SHOWS, 3820 McDonald Ave., St. Louis, Mo.

**WANTED WANTED WANTED**

**Clark's Greater Shows**

**FOR SEASON 1936**

An ESTABLISHED CALIFORNIA INSTITUTION

WANT—Shows of real outstanding merit, those of new ideas preferred. Will finance if necessary. Have opening for few strictly legitimate concessions. WILL BOOK OR BUY A SKOOTER. Can place a high-class COOK HOUSE.

This show especially augmented for its 20th season. An assured season of 34 weeks, in territory where the prestige of CLARK'S GREATER SHOWS is firmly established.

**OPEN EARLY IN MARCH**

Permanent address, Hotel Bristol, Los Angeles, Calif.

**A. S. CLARK, Owner and Manager**



## Registrations at HASC Banquet-Ball

CINCINNATI, Jan. 11.—Following is a list of registrations at the 16th annual Heart of America Showman's Club Banquet and Ball, which, because of space limitation, did not appear in last issue: Gertrude Parker Allen, C. W. Parker Amusement Company; Cliff Adams, J. L. Landes Shows; W. J. (Doc) Allman, United Shows of America; Mr. and Mrs. H. Altshuler, Kansas City; Mr. and Mrs. Freeman Alford, Kansas City; Mr. and Mrs. Sam Ansher, Conklin's All-Canadian Shows; Louise Allen, C. W. Parker Amusement Company; Elizabeth Anderson, Anderson Cabinet and Register Company.

A. S. and Maude Baysinger, Dug Thomas Shows; Mr. and Mrs. Art Brainerd, Kansas City; Jake Brizendine, United Shows of America; Miss A. Brown, Kansas City; Frank L. and Mrs. Mary Bynum, B. F. Goodrich Rubber Company; Jack L. and Flo Bullard; Mrs. Elsie Brizendine, United Shows of America.

Mr. and Mrs. John R. Castle, United Shows of America; Mrs. Frank Calhoun, Kansas City; Frank H. Capp, Baker-Lockwood; E. J. Cousins, St. Louis; H. G. and Ella E. Cummins, J. L. Landes Shows.

Max Dillae, Kansas City; Mr. and Mrs. Harry and Bill Duncan, Fairyland Park. Walter H. and Mrs. Thelma Fronke, Kansas City; H. L. Fellows, Springfield Wagon and Trailer Company; Mr. and Mrs. Noble C. Fairly, Hennies Bros. Shows; Mr. and Mrs. John Francis, Greater Exposition Shows; Mr. and Mrs. W. J. Francis, Kansas City; Dr. and Mrs. J. H. Freeman, Kansas City; Bessie Fuller, Kansas City.

W. A. and Ralph Gibbs, Golden Eagle Shows; Charles and Grace Goss, Standard Chevrolet Company; J. E. Gregory, Springfield Wagon and Trailer Company.

Mrs. Lola Hart, J. L. Landes Shows; Mr. and Mrs. R. E. Haney, R. E. Haney Amusement Company; Mr. and Mrs. Moxie Hanley, Hanley Photo Company; John Hender, Allan Herschell Company; Margaret Henefent, United States Printing and Engraving Company; Mrs. Daisy Hennies, Hennies Bros. Shows; Mr. and Mrs. Orville W. Hennies, Hennies Bros. Shows; L. S. (Larry) Hogan, Beckmann & Gerety Shows; George and Hattie Howk, Fairyland Park; Lucille Parker Heminway, C. W. Parker Amusement Company; Flossie Hendricks, Kansas City; Mr. and Mrs. Kenneth Haysler, Kansas City; Babe and Les Hutchison, Russell Bros. Circus; Arthur Hockwald, Georgia Minstrels; Russell Hull; Mr. and Mrs. Earl Ingersoll, Kansas City.

Mrs. A. Jackson, Kansas City; Mrs. Charles E. Jamieson, San Antonio, Tex.; Frank B. Joerling, *The Billboard*; E. Johnson, Midwest Merchandise Company; Mr. and Mrs. Russell Jewett, Kansas City; Slim Johnson, Midwest Merchandise Company.

E. B. Kent Jr., Montgomery, Ala.; Rod Krall, Hennies Bros. Shows; Mr. and Mrs. Abner K. Kline, Loop-o-Planes; Mr. and Mrs. Eddie P. Kuhn, Kuhn Circus.

Mr. and Mrs. J. L. Landes, J. L. Landes Shows; Mr. and Mrs. Dave Lachman; Walter (Dutch) and Mrs. Beulah Lasch, J. L. Landes Shows; Bertha Grubs Lucas, United Shows of America; Mr. and Mrs. C. I. Levin, Midwest Merchandise Company; Withe Levine, Hanley Photo Company; Mr. and Mrs. Ross Lowe, Great States Manufacturing Company, Mrs. Pauline Lutz; Mrs. John J. Lynn, Seal Bros. Circus.

Roy G. Marr; Tony and Ruth Martone, United Shows of America; Mr. and Mrs. J. C. Marsh, Kansas City; Mrs. Lydia Maier, Dowagiac, Mich.; Tom Martin, Hennies Bros. Shows; Mr. and Mrs. L. K. McKay, Walters Show; Don Melrose, *The Billboard*; J. L. Mikaelson, Mikaelson & Ventling; June Merritt; Mr. and Mrs. Ray Martin, J. L. Landes Shows; Ross and Mrs. M. McKay, Baker-Lockwood; E. L. McConville, Kansas City.

Alta Nelson, Fairyland Park; Lenora Noonan, United States Printing Company.

Catharine Oliver, Oliver Amusement Company; Mrs. Joe D. Oustott, Kuhn Circus.

Mrs. C. W. and Paul D. Parker, C. W. Parker Amusement Company; Mrs. C. E. Pearson, Pearson Shows; Mr. and Mrs. R. E. Prall, J. L. Landes Shows; Mr. and Mrs. Eddie Phillon, Hennies Bros. Shows.

R. P. Ray, Roy Amusement Company; Mr. and Mrs. Joe Rosell, Fairyland Park; Ben O. Roodhouse, Eli Bridge Company.

Mr. and Mrs. H. S. Smith, Kansas City;

Milford Smith, Fulton Bag and Cotton Mills; Hyman Schreiber, Midwest Merchandise Company; Mr. and Mrs. Dave Stevens, United Shows of America; Ruth Spallo, Arnold Park, Ia.; Mr. and Mrs. Ed Strassburg, Kansas City; Harry Sommerville, Baker-Lockwood; Miss Teddie Stanton; Abe Saroff, Kansas City; Mr. and Mrs. Roy Stribey, Conklin's All-Canadian Shows; Don Sutton, Baker-Lockwood.

Jimmie Titus, Kansas City; Dewey Thomas, Kansas City; Mrs. W. Y. (Doc) Turner, Kansas City.

Jake Vetter, Kansas City Art Novelty Company; Morris Ventling, Mikaelson & Ventling.

Gregg Wellingshoff, *The Billboard*; O. N. Walters, United States Printing and Engraving Company; Mr. and Mrs. Herbert Walters, Walters' Comedians; Shirley Walters, Kansas City; Mr. and Mrs. E. S. Webb, Webb's Concessions; Jackie D. and W. F. (Bill) Wilcox, Kuhn Circus; Mr. and Mrs. Billy Wolfe, J. L. Landes Shows.

Elizabeth Yearout, Greater Exposition Shows.

## Zimdars Greater Shows

MAGNOLIA, Ark., Jan. 11.—Zimdars Greater Shows arrived at winter quarters here on Friday of last week after closing their season at Abbeville, La. The motor move from Abbeville was 332 miles. Quarters are one block from the public square. Manager Zimdars states that it was the show's best season since 1929. Work has already started in preparation for the new-season tour. The management has arranged the purchase of three additional rides, making nine



## MUSEUMS

### Howard's, Traveling

JEFFERSON CITY, Mo., Jan. 11.—The museum is here this week, located at 120 East High street, sponsored by the local post of American Legion, and business has been very satisfactory. Because of small building several platforms were not used here. Marvelo, mechanical man, well received here by the patrons and there was a tieup of his act in local merchants' advertising. Nico, the Pig Man, and Leo, Ossified Man, joined. Clinton, Mo., last week, altho the smallest town played this indoor season, gave Manager Howard one of the best Saturdays he has ever had. At Clinton, show was located on the west side of the square. A. E. Collins, clay modeler, joined; also Blaine Young joined to handle the front of the annex for Madam Rosella, with whom he worked a few years ago on Billick's Gold Medal Shows. Tiny, the fat boy, had a hard time getting a bed here large and strong enough for him. A new shipment of snakes arrived to supplement the already large assortment, which is handled by Mrs. Gus Wagner. Bob O'Neil, mechanical man, assisted by his wife, a strong window attraction.

A. J. BARR.

### Philadelphia Houses

PHILADELPHIA, Jan. 11.—South Street Museum has had very good business during the week. Attractions this week are: In the big pit, Colored Revue in various specialties. On the platform, Shill's Monkey Circus, Doral Dina; Capt. Sig, tattooed man; Joe Grendol, sword and neon tube swallowing, also doing Punch; Mme. Verona, mentalist. Dancing girls still featured in the annex.

Eighth Street Museum is still enjoying good business. Attractions this week are: Musical Johnson, entertaining on various novelty instruments; Spike Howard, strong man; Azora, turtle girl; Jackie Mack and the Mystery Girl; Harry Fish, midget musical entertainer; Poses Plastique; Mme. Zeld, mentalist. New girls in the annex are June Shill and Clara Haigh. Leo, magician on the ballyhoo.

### World's, San Francisco

SAN FRANCISCO, Jan. 11.—World's Museum, at 1130 Market street, is still going good. The roster includes Austin C. King, manager; Harold Compton and Cal Lipés, talkers; Buddy Tully, tickets; Alex Linton, sword swallower; Kongee, human pincushion; Zimba, pinhead;

office owned and two booked. The show fronts will be new, as the wagon fronts required too much time to erect. Fred Bennett has three helpers on carpenter work. Al Crowe has started painting the Eli Wheel. Russell Hermann is rebuilding the Merry-Go-Round. Don Daubersmith is at work on the Chairplane; Whitey Moore, the Kiddie Auto Ride; Shorty Edwards, the Kiddie Chairplane; Johnny Smith, the Pony Track; Roy Williams, on bicycles; Shorty Ward, in the canvas department; Mr. and Mrs. Bud Munn are working over their Drive-Yourself-Cars; Henry Wiehe is overhauling trucks, and Manager Zimdars has added four to his fleet. Clyde Curren has booked five shows—last season he had three. Manager Zimdars has gone to Oklahoma and Texas on a business trip.

CLYDE CURREN.

### Small & Bullock Enterprises

NORTH AUGUSTA, S. C., Jan. 11.—Now that the holidays are over, work has started in earnest, under the direction of Richard Morgan. As most of the equipment is new there will not be much to do. However, some changes are being made, also redecorating of the principal attractions. The quarters are just a mile from Augusta, Ga., where Johnny J. Jones, J. J. Page and Brownie Smith have their winter quarters, so there is hardly a day passes without visitors. Harry L. Small and Johnny Bullock are away on a business trip and will attend several fair meetings before returning to quarters.

HARRY LEE.

Mickey Peterson, sword box; Ralph Johnson, fish-skin man; M. Laurello, Man with Revolving Head; Prof. John Rhule, Flea Circus; Roy Bard, man turning to stone, with Joyce Allen, nurse; Marvelo, fingerless piano player; Anna John Budd in the annex. Among recent visitors, Orville Crafts, Archie Clark, Eddie Brown, Slim Termame, Singlee, "Pop-eye," Madlyn Arthur, Dolly Makus, Luckey Keeler, and Arthur Greenhaugh, Australian showman.

### Morris Miller's, Traveling

PITTSBURGH, Jan. 11.—Morris Miller's Traveling Museum, for its third week here, will move Monday from its Liberty steet spot, due to remodeling work to take place in the building, and is expected to play East End and North Side spots. Business has picked up the past week, with afternoon receipts being very satisfactory and night grosses fair. Show was joined here by Mr. and Mrs. Rene J. Zouary (Ali Pasha) and their "Life" exhibit. Mrs. Sally Lostien is the lecturer. Elma Von Lyne, "three-legged girl," was added this week. Recent visitors included Stepin Fetchit, the colored comedian, who made a personal appearance engagement at the Stanley Theater here. Stepin formerly worked for Morris Miller with a Negro troupe.

### Hubbard's, Baltimore

BALTIMORE, Jan. 11.—D. Stack Hubbard left last week for Puerto Rico with his show, *Broadway Scandals*, which is booked for Peters & Peters Shows there for 14 weeks, and his Sex Show leaves this week for the same spot. During Hubbard's absence his museum in this city will be under the management of Jack Leeper and will continue its policy of program changes every week. Leeper reports that business has been good in spite of the poor weather conditions and an expected letup during Christmas week. This week's show consists of Lepo, the Leopard Skin Boy; Madam Orva, mentalist; Jimmy Thompson, magician, and Peaches O'Neil, Egyptian mysteries, and dancing acts in the annex with Bobbie Miller, Marie Stone and Elizabeth Lusby. Front men are Whitey Sutton, Bill Stone and Bernie Brown.

### C. J. Lauther's, Traveling

ST. LOUIS, Jan. 11.—The museum in its third week here and business still holding up strong. With more night clubs opening here recently the pedestrian traffic is much heavier on Sixth street. Two old-time showmen,

Harold Barlow and Tommy Allen, both have clubs not more than a block away from the museum and doing good business. Picture shows and burlesque houses in this vicinity also playing to good business. Looks as tho this stand will be good for a couple of months. Show is carrying 44 people, with Tex Conroy and Woodrow Olson still on the front. Carl Martin enlarged his "Chinatown," extra added attraction, and now has three girls as assistants in his presentation. Two entertainers added are Great Diavolo, human ostrich, and Sallia, the Cuckoo Girl. Nabo, the boy who "swallows his stomach," and Mabu, iron-tongue boy, going good. Quite a bit of excitement was caused on Sunday evening when the Laclede Hotel, where all the performers are stopping, caught fire, but there was no serious damage.

ROY B. JONES.

### Dime, Newark, N. J.

NEWARK, N. J., Jan. 11.—An exceptionally good lineup is being presented this week, as follows: Gerememo, deaf and dumb magician and iron-tongue performer; Ted LaVelda, high pedestal contortionist, who due to an injury is filling in with novelty cartooning; Charles Smith, presenting Adam and Eve, trained chimps; Edema, Human Bellows; Mlle. LaVelda, ring contortionist; Oriental Revue still featured in the annex. The writer continues to act as lecturer. Last week: With the holiday shopping period over, business picked up considerably. Management lined up a very good bill, as follows: Arthur Higby, magician, held over; Lloyd Fowler, Frog Boy; Twisto, dislocationist; Ensemble Revue, featuring Billie Harvey, Dale Barnett and Bobbie Tucker; Bly, the Rice Writer; Edema, expansionist and human bellows; Zenda, mentalist. The writer and Morey Schayer are supplying the music for the revue.

GEORGE E. MOORE.

## 1000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

## 3000 KENO

Made in 15 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Pet set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

### THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,200 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

## ROGERS & POWELL

WANTS—Merry-Go-Round or any Flat Ride, Shows and Concessions for the 1936 season. Cookhouse and Corn Game special proposition. Opening around first of March. Write or wire ROGERS & POWELL, Yazoo City, Miss. (Winter Quarters). P. S.—Jay Warner write.

## INFORMATION DESIRED

Regarding present whereabouts of EDGAR HOWELL, concessionaire, formerly with Gold Medal Shows. Former address 2114 Webster St. Omaha, or 1936 Lafayette Coach, Serial L-25058; Motor No. LE-24558. Write or wire J. L. WEITLAUF, 333 N. Michigan Ave., Chicago.

### WANTED

TO BUY Eli Ferris Wheel, Kiddie Ferris Wheel, 7-Car Tilt-a-Whirl, Show Tops, 20x40 up to 30x60. ZIMDARS GREATER SHOWS, Winter Quarters, Magnolia, Ark.

## KEYES JOYLAND SHOWS

OPENING MARCH 28, IN VIRGINIA. NOW BOOKING Shows, Rides, Cook House, Corn Game and all other Legitimate Concessions only. Carl Gates wants Ted Reising and Cora Edwards. Sheppard, Owens, Osborne, Rhea, Marshall, LaVan. Others with me before answer. CHARLES H. KEYES, 130 Bedford St., Cumberland, Md.

### FOR SALE

Three-Abreast Herschell-Spillman Merry-Go-Round, Mangels 12-Car Whip, Tangley Callhops, House Car mounted on Reo Chassis, 25-Kilowatt Electric Plant with Buffalo Gas Engine. All in A-1 condition. Stored in New York vicinity. Address

MRS. NELLIE MURPHY

341 West 45th Street, New York, N. Y.



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Bowers, John  
Bowman, R. W.  
Bowser, Black Ace  
Boy, William  
Boyd, Frank  
Boyer, Ralph  
Boyle, Robert C.  
Bozano, Loranzo  
Bozarth, W. M.  
Bozza, Geo.  
Bozzell, Billie  
Braden, E. B.  
Bradley, J. M.  
Brady, Pat  
Bragg, Geo. M.  
Bralley, Leslie  
Bramba, Nick  
Branham, J.  
Brassfield, W. A.  
Brazil, W. M.  
Bremer, Eddie  
Break, Frank  
Breed, Harry  
Breese, Billy  
Brensahn, T. J.  
Brett, J. T.  
Brewer, Bud  
Brewer, Chas. E.  
Brewer, S. S.  
Bridges, H. E.  
Bridges, John  
Brioux, Ceasar  
Briggs, Thomas L.  
Briscoe, Luther  
Brobson, Pat  
Broce, Dr. Harry C.  
Brock, Thos. V.  
Brodam, Jim  
Brodie, Wm. N.  
Brody, Steve  
Broiler, Robert  
(Bobby)
- Brooks, Art  
Brooks, Jack  
Broswell, Jas.  
Brovold, Peter  
Brown, Al  
Brown, Chick  
Brown, C. L.  
Brown, Evans  
Brown, Fritzie  
Brown, N. T.  
Brown, Pat  
Brown, Thos. H.  
Brown, Tom  
Brown, Wally  
Brownell, W. H.  
Broynlee, Rube  
Broyles, James E.  
Brunette, Otto  
Bruno, Louis  
Bryan, R. E. Curly  
Bryant, H. O.  
Bryant, Spigle  
Buchanan, W. T.  
Buchannon, Fred  
Buck, Frank  
Buckingham, Keith  
Buda, Frank  
Buffington, Sam  
Bunfin, J. E.  
Bunch, J. O.  
Bunch, Sam  
Burgis, Harry  
Burke, Dan  
Burke, Jack  
Burke, Joseph  
Burke, Sailor J.  
Burns, Thomas  
Burns, L. W.  
Burns, Tommy  
Burns, Wm.  
Burrill, Jerry  
Burslem, Jack  
Burton, Frank  
Bush Comedy Co.  
Bush, Earnest  
Bush, Frank  
Butler, T. J.  
Buxbaum, Edward  
Buzza, Ernest  
Byers, C. W.  
Cadieux, Fred J.  
Cain, J. L. White  
Cahoun, Frank  
Callahan, Ray  
Callan, P. Bill  
Callivan, Thos. C.  
Calvert, E. M.  
Cameron, Owen  
Campbell, Albert  
Campbell, M. A.  
Campbell, Shorty  
Cane, Dewey  
Cannedy, Jack  
Canton, Dr. F. C.  
Cantrell, Morris  
Carey, Harry  
Carey, Thos. C.  
Carey, Victor  
Carlos, Don  
Carlyle, Earl  
Carlyle, Herb  
Carroll, Ivan  
Carr, Joe  
Carr, Tom  
Carrington, Ralph  
Carroll, D. S.  
Carroll, Dimmy  
Carsey, Jingles  
Carter, Chas.  
Carter, Daymon W.  
Carver, Al  
Cary, Ted  
Casey, J. Thomas  
Casper, Joe  
Castle, W. J.  
Castle, Jack  
Castle, John L.  
Cavanaugh, Bill  
Centennial Expo. Show
- Certaino, V. L.  
Chalkias Bros.  
Chalkis, Bill  
Chance, L. Edward  
Chandler, Earnest  
Chaney, C. W.  
Chaney, Chas.  
Chapman, Tex  
Charneski, Felix  
Chasse, Lewis  
Chavanne, Jimmie  
Cheek, Bruce  
Chester, Harry  
Chiesworth, Geo  
Chidister, Bill  
Childs, S. N.  
Choppett, Ben  
Christman, P.  
Christo, Tom  
Christy, Wayne C.  
Chuce, Dick  
Clain, Wm.  
Clancy, Fog Horn  
Clark & Allison  
Clark, Carl  
Clark, Ernest  
Clark, Floyd
- Clark, Geo.  
Clark, James  
Clark, T. J.  
Clarke, H. A.  
Clarkson, Dick  
Claude, Leo  
Clayton, Bruce  
Clegg, Harry  
Clemens, R. C.  
Clements, Bob  
Clifton, Wm. Lloyd  
Clovers, The Four  
Coates, Jack  
Cobb, Gene  
(Honey Gal)  
Cochran, R. F.  
Cochrane, T. P.  
Coddings, Jack  
Codona, Clayton  
Behce
- Coe, Geo. W.  
Coffey, Lloyd  
Cohee, G. Rex  
Cohen, Chas.  
Cole, Clinton B.  
Cole, Hobe  
Cole, Judson  
Cole, M. H.  
Coleman, Frank  
Collier, Charles  
Collins, Arthur  
Collins, Tom  
Collins, Wm. E.  
Concello, Arthur  
Conced, Fred  
Conley, James  
Connelly, L. C.  
Conner, J. E.  
Conner, L. R.  
Connors, Harold  
Connors, Earl  
Conover, Larry  
Conrad, Bob  
Conway, Everett  
Conway, John  
Conway, W. S.  
Cook, Charles G.  
Cook, Don & Billie  
Cook, M. T.  
Coole, Burton  
Cooley, A.  
Coon, Ray  
Cooper, Art H.  
Cooper, Chas. H.  
Cooper, G. M.  
Cooper, John W.  
Cooper, Tex  
Copoland, N. H.  
Copperstone, T. R.  
Coriell, Everett W.  
Corix, P.  
Cornier, Eddie  
Cortez, Pete  
Costa, Bob  
Costello, Geo.  
Cotter, Robert  
Couch, Cash  
Coughner, Jack  
Cowan, W. J. Doc  
Coward, Linden  
Cowan, J. E.  
Cowne, Charles W.  
Coy, B. E.  
Cozzetti, Joe  
Cracraft, C. W.  
Crago Players  
Craig, Harry  
Craig, M. W.  
Craig's Tent Show  
Cramer, Ray  
Crammer, Al  
Crandell, LeRoy  
Crane, Johnnie  
Crawford, Chick  
Crawford, Philander  
Creason, Roy  
Cridler, Hal  
Cridler, Raby  
Cropper, Tommy  
Cross, Lawrence  
Crothers, John  
Crow, Bill  
Crow, Eddie  
Cruise, H. O.  
Cuddy, Lee  
Cudney Shows  
Cuellar, Tom  
Cummings, Don  
Cummings, Fred S.  
Cundiff, Carl  
Cundiff, Red  
Cunningham, Geo.  
W.
- Curran, Fay  
Curtis, Slim  
Dabney, Tex  
Dagman, the Magician  
Dahmer, Ed  
Dale Brothers  
Dale, J. H.  
Dale, W. S.  
Dambly, Buck  
Damon, Doc  
Danahey, Vincent  
Daniels, Joe  
Daniels, Sydney  
Danicien, Dan  
Danley, White  
Dault, Dare Devil  
Dante, Magician  
Darling, Happy  
Darrington, Tex  
Darr, R. O.  
Darragt, Don D.  
Davenport, B. C.  
Davenport, Tommie  
Davidson, G. E.  
Davidson, Glen  
Davies & Davies  
Davis, A. G.  
Davis, Billy Snitz  
Davis, Bob  
Davis, Ches  
Davis, Henry  
Davis, Jack  
Davis, John B.  
Davis, Ira B. Jack  
Davis, Kent S.  
Davis, L. L.  
Davis, Manny  
Davis, Merrit W.  
Davis, Mickey  
Davis, Ray E.  
Davis, Share W.  
Davis, Smokey  
Davis, Walter  
Davis, Warren  
Davis, Wm.  
Davis, W. H.  
Dawkins, G.  
Whittle
- Dawson, Ray  
Day, Elmer  
Day, Tom  
DeArmo, Billy  
DeBerle, Alvin  
DeClerq, Harry  
DeLancey, R. L.  
DeLano, Roy  
DeLong Family  
DeMacono, Thadd  
DeRose, Daniel  
DeRosia, Bob  
DeWitt, A.  
Dean Duo  
Dean, Louie  
Deboe, David  
Decker, Joe  
Deckman, O.  
Dell, Dick  
Deen, Doc Tom  
Deerfoot, Chief  
Deering, Walter  
Deery, Jack  
DeFord, C. C.  
DeMar, Lon  
DeLeon, Auron  
DeLima, Charles  
DeLmare, Lew C.  
DeMont, H.  
DeMonte, Joseph  
Delong, Fred  
DeLong, Tommy  
Demetro, Tom  
Demorest, Bob  
Demott, L. R.  
Dennis, Buddy  
Dennis, Prince  
Dent, Bob  
Desnuche, Paul  
Katherine Kirk  
Dewar, Gordon  
Dexter, Herbert L.  
Diablo, Don  
Diale, Don  
Diez, Harry  
Dillingham, Ed  
Diula, Leo  
Dix, Helmet  
Frenchy
- Dixon, Denver  
Dixon, Ed  
Dixon, Henry  
Diesel, Albert  
Docent, Charles  
Dodd Bros.  
Dodson, Eddie  
Doebber, Harold  
Donoghue, Jas. F.  
Doran, Fred  
Dorl, Johnny  
Dorman, Geo.  
Dorner, Charlie  
Dorn, Gustave A.  
Dorris Mfg. Co.  
Doss, Frank  
Doss, Harry  
Dotty, Jack J.  
Douglas, Ed  
Douglas, Geo.  
Down, Boston Jack  
Downs, Jack  
Doyle, Edward  
Dorrien, Walter F.  
Drake, Babe  
Drake, Paul W.  
Draper, Roy  
Draw, Frank C.  
Drill, Charles  
Drillick, Louis  
Druye, James L.  
Druvin, Albert  
Dubey, E. J.  
Duffey, J. C.  
Dugan, John  
Dugan, W. T.  
Dunbar, Larry  
Dunbar, Steve  
Dunfee, Earl  
Dunlap, Dr. Ted  
Dunley, Bill  
Dunn, Jimmie  
Dunn, John  
Dunning, Fred  
Dunneith, James  
Dunnes, Otes  
Durante, Bill  
Durkop, Hans V.  
Dutiac, Jack W.  
Dyer, John  
Sylvester
- Dykes, H.  
Eagleming, Chief  
Earl, Blackie  
Earn, Hoyt  
Bernard  
Earnhart, E. E.  
Easterday, Jack  
Eastman, Roy  
Eavans, Paul  
Eby, L. E.  
Eckhart, Happy  
Eddington, Cecil  
Edmon, Robt. E.  
Edmonds, George  
Edwards, C. W.  
Edwards, Jack  
Edwards, L. R.  
Eger, Ed L.  
Eiler, Henry L.  
Eiler, R. C.  
Elairn, Bill  
Elberts, E. J.  
Elder, Charlie  
Eldridge, Sam  
Eldridge, Willie L.  
Elkins, Bert  
Eller, Joy  
Elliott, Wiley  
Elliott, Wiley  
Ellis, Capt.  
Ellis, Dan E.  
Ellis, Eddie  
Ellis, Homer  
Whity
- Ellis, Jimmy  
Ellis, Kid  
Elwood, Roy  
End, Joe  
Engda, J. N.  
Engle, C. N.  
Engles, Clyde  
English, Clinton  
English, C. L.  
English, Geo. W.  
Enright, Martin P.  
Epperson, Jack E.  
Erion, Walter  
Ernst, Fern  
Escalante, M.  
Marianna  
Escoc, James  
Eslick, A. U.  
Ethridge, J. W.  
Eule, Joe  
Evans, Charles  
Evans, Ernest  
Evans, Frank  
Evans, Frank S.  
Evans, John H.  
Evans, Robert L.  
Evans, Steve  
Evans, Dan  
Everetts, Geo.
- DeClareq, Al  
DeGrace, Harry  
DeLancey, R. L.  
DeLano, Roy  
DeLong Family  
DeMacono, Thadd  
DeRose, Daniel  
DeRosia, Bob  
DeWitt, A.  
Dean Duo  
Dean, Louie  
Deboe, David  
Decker, Joe  
Deckman, O.  
Dell, Dick  
Deen, Doc Tom  
Deerfoot, Chief  
Deering, Walter  
Deery, Jack  
DeFord, C. C.  
DeMar, Lon  
DeLeon, Auron  
DeLima, Charles  
DeLmare, Lew C.  
DeMont, H.  
DeMonte, Joseph  
Delong, Fred  
DeLong, Tommy  
Demetro, Tom  
Demorest, Bob  
Demott, L. R.  
Dennis, Buddy  
Dennis, Prince  
Dent, Bob  
Desnuche, Paul  
Katherine Kirk  
Dewar, Gordon  
Dexter, Herbert L.  
Diablo, Don  
Diale, Don  
Diez, Harry  
Dillingham, Ed  
Diula, Leo  
Dix, Helmet  
Fitzgerald, Maurice  
Eddy
- Fitzgerald, Pat  
Flanagan, Bob  
Flannigan, Paul  
Fleming, Mad Cody  
Fleming, Mal  
Flynn, Robert  
Fontaine, Carl  
Foot, James A.  
Forbes, Harry  
Ford, Clifford  
Ford, G. S.  
Ford, Wm. E.  
Forbs, Fred  
Forrester, Tex  
Forsythe, Walter  
Forsythe, Plymer  
Forthe, Ray  
Foss, Barney  
Fossett, Booker  
Foster, Chas. W.  
Fowler, B. O.  
Frady, H.  
Francis, Tony  
Francis, Dr. B.  
Francis, Roy  
Francis, Steve  
Frantz, Jerry  
Frankie & Johnnie  
Franklin, E. J.  
Franklin, Eugene  
Franz, Bill  
Franz, G. J.  
Fred, Harry  
Freeland, Forrest  
Freeman, Sam  
Freemans, The  
French, Wm.  
Friedman, Abe  
Fry, Charles  
Fuller, Clem  
Furati, Frank  
Furighart, M.  
Gabby Bros.  
Gable, Earl  
Gaines, Ivory  
Gallagher, Chas. P.  
Ganer, Joe  
Ganster, Paul  
Garner, Jas. A.  
Garofalo, Jerry  
Garrett, Alex R.  
Gart, Jack B.  
Garthwaite, C. R.  
Gaskill, D. S.  
George, Leo  
George, Tom  
Gerlack, Victor  
Geyer, Dave  
Ghert, John  
Gibson, Bert  
Gibson, J. Lake  
Gibson, Jack  
Gibson, Jack & Jesse
- Gibson, O. L.  
Gilbert, Billy  
Gilbert, Capt. Geo. C.  
Gilbert, Harry  
Gilbert, Ole  
Gilbert, Ray  
Giles, Ed  
Gill, T. J.  
Gilleland, Paul B.  
Gillespie, Haven  
Gilletta, Jackie  
Gilmora, Harry  
Gilmore, Pat  
Glen, C. C.  
Godwin, Bert C.  
Goetz, Wm.  
Goff, Newell  
Golden Belt  
Carnival
- Golden, Max  
Golden, R. O.  
Goldia, Joe  
Goldmar Bros. Cir.  
Goldstein, Ike  
Goldstone, A. B.  
Good, Monroe  
Goodenack, Arley  
Gooding, R. J.  
Googins, E. W.  
Goodman, Wm. S.  
Goodnough, John  
Good's, Cap.  
Trained Bears  
Goofas, Geo.  
Gordon, Al  
Gordon, Bill  
Gordon, Bobby  
Gordon, R. L.  
Gordon, W. O.  
Gore, Cecil  
Gorlack, E. K.  
Gorman, Abe  
Gorman, Gene  
Goss, Ted  
Gouldsbury, Paul  
Gowdy, Hank  
Grace, Pete  
Grader, C. H.  
Grady, Kelly  
Grady, Mack  
Grandi, Bob  
Grant, Fred D.  
Gratiot, Merle  
Grau, Eddie
- Graves, Bill  
Graves, Jack F.  
Gravis, John  
Gray, Bee Ho  
Gray, J. C.  
Gray, W. Bill  
Greaver, Wm.  
Gredoe, Jos. L.  
Green, Doc  
Green, Phil & Dorothy  
Green, W. L.  
Gregg, Walter  
Gregory, Chester  
Gregory, Jack  
"Hoops"  
Green, Dixie  
Green, Siles  
Greenhalgh, Arthur  
Greenlee, Clark  
Greisler, Rox  
Greslea, Michael  
Gresson, R. L.  
Grey, W. N.  
Greystoke, R.  
Temple
- Greystone Shows  
Gries, John F.  
Griffin, Edward J.  
Griffin, P. A.  
Grill, Lou P. Esc.  
Grimes, C. H.  
Gross, Charles  
Gross, Walt  
Grow, George  
Grugan, Shorty  
Gruner, Robert  
Grunden, Howard  
Guice, Walter  
Guilford, E. E.  
Guillaume, Edward  
Gunn, Leon  
Gunn, Wm. Red  
Guntsch, J. A.  
Gurley, R. W.  
Gwinn, Cowboy  
Trumpet
- Gypsy Strollers  
Haas, Frederick L.  
Hackett, Elton  
Hackett, Ralph  
Hagerman, Fred  
Haghart, Willis  
Haines, James T.  
Haldeman, John R.  
Hale, D. D.  
Hale, Goodie V.  
Hale, Prince Echo  
Hall, Albert Percy  
Hall, C. J.  
Hall, Ear. E.  
Hall, E. B.  
Hall, Jas. W.  
Hall, Major John  
Hall, Otis  
Hall, Wilson, Co.  
Hamburg, Phil  
Hamby, Floyd  
Hamilton, Ollie  
Hamond, Mason  
Hamilton, Shorty  
Hamlet, J. C.  
Hammond, Cherkee  
Hammond, Don  
Hamp, Johnny  
Hancock, Bob  
Hant, Martin  
Hankenber, Kenneth  
Hanlon, Tommy  
Hanson, Herman  
Hanson, J.  
Hanzlik, Bob  
Harding, Jack  
Hardiman, Carl A.  
Hardwick, Aubrey  
Hare, B. C.  
Hargis, Jasper  
Harolds, The Flying  
Haroldson, Frank  
Harridge, Delmar  
Harrigan, Edward  
Harrigan, Jack  
Harriman, Masion  
Harrington, Billy  
Harrington, E. A.  
Harrington, J. F.  
Harris, Bing  
Harris, Cowboy  
Harris, Dick  
Harris, F. O.  
Harris, Fred  
Harris, H. H.  
Harris, Mell  
Harris, R. E.  
Harris, Sailor  
Harris, W. R.  
Dick
- Harris, Wm. E.  
Harrison, Buck  
Harrison, Edw. S.  
Harrison, Frank  
Hart, E. G.  
Hart, E. J.  
Hart, Everett  
Harteman, Pete  
Hartigan, Pat  
Hartleb, Rudolph C.  
Hartley, Johnny  
Hartley, T. W.  
Hartzberg, O. A.  
Harvey, Bill  
Harvey, Charley  
Harvey, Charley  
Boots
- Harvil, Al  
Harwood, Hugh  
Hastings, Murphy J.  
Hatchell, Curley  
Hatfield, Fred  
Hatfield, Johnnie  
Hathaway, Doc  
Hauer, Frank  
Hausner, Sam  
Haverstick, G. E.  
Haverstock, Harvey  
Hawkins, Sam  
Hayes, H. O.  
Hayes, Morgan  
Haynes, Frank  
Haynes, Sailor  
Hazzard, Eddie  
Head, Bernie  
Healy, Michael  
Hearne, Frank  
Heath, Lutch  
Heath, Ross  
Heaton, Charley  
Heck, Luther  
Heckendorn, Clarence
- Hedrick, Jack  
Hedrick, Elmer  
Hedrick, Jimmie  
Heffron, Dr. J.  
Heffman, Bill  
Heller, Harry  
Hellow, Bob
- Helm, Cliff  
Henderson, Billy  
Henderson, Lewis  
Henderson, Warren  
Henderson, Frank  
Hendricks, Danna  
Hennessey, Emmet  
Hennessey, George  
Hennessey, Red  
Henry, Edward  
Henry, Speedy  
Herbert, Harry J.  
Herbert, F. C.  
Herby, Jay  
Herman, Mathew  
Herschell, Allen  
Hershey, Ray  
Barney
- Heth, Henry  
Heth, Henry Hugo  
Hewitt, Ray  
Hickman, Red  
Hicks, C. V.  
Hicks, Robt. W.  
Higmliller, Chas. W.
- Hilbert, Roy  
Hildreth, J. W.  
Dad
- Hill, Clinton  
Hill, Ed  
Hill, Eddie  
Hill, Ernest  
Hill, Leonard  
Hill, Ray  
Hill, Stacey E.  
Hillerman, A. G.  
Hillman, C. L.  
Hines, Geo.  
Hinkley, Whitey  
Hinz, Billie  
Hobson, A. L.  
Hobson, J. L.  
Hodge, A. C.  
Hodges, Clyde  
Hoff, Rudy  
Hoffman, F. L.  
Hoffman, Louis  
Hogan, Sandy  
Hoge, Clarence  
Hohn, Walter  
Holder, Ed  
Holden, Doc  
Holdor, K. M.  
Holladay, Bob  
Holmes, R. H.  
Holston, John  
Holston, Col. Madison F.
- Holt, Carl T.  
Holt, R. W.  
Holt, Samuel  
Holtzman, E. W.  
Homer, C. R.  
Honey Family, The  
Hood, Bill  
Hoover, Jim Nosey  
Hopwood, Duke  
Horan, Irish  
Horner, Tommy  
Horrell, Charles  
Horton, Lex  
Horwitz, Vic  
Hosmer, J. E.  
Houch, E. L.  
Houghton, Glen  
House, Col. Joe  
House, Wm.  
Houser, Sam  
Houston, Harry  
Lea
- Hotchkiss, Harry  
Howard Bros. Show  
Howard, Harry  
Howards, Flying  
Howell, A. W.  
Howell, Edgar  
Scat
- Howell, Fred M.  
Howell, R. M.  
Howie, Fred  
Howland, Oscar V.  
Hoy, Tommy  
Hubbard, Paul  
Hubbell, Art  
Huber, Raymond  
Huesman, E.  
Hufford, Fred & Kate
- Hufford, Nick  
Hughes, Eugene  
Hugh, Joe  
Hughes, Ray  
Hugo, Capt.  
Hull, Bert  
Hull, Dick  
Hull, Hubert  
Hull, Justin  
Humfrip, Mike  
Humphrey, James  
Hunt, Eddie  
Hunter, Blackie  
Hunter, Thad  
Hunter, Wm. T.  
Huntsinger, Jimmy  
Hurd, Boots  
Hurd, M. B.  
Hurt, Dillon  
Hurtado, Don  
Ernesto
- Hurt, Joe  
Hutochens, Wm.  
Hutchenson, Clint  
Hutchinson, Charley C.  
Hutchinson, Lester  
Hutton, M. C.  
Ideal Sharpener Co.
- Idom, Alfred  
Iles, Tom  
Ingersoll, Wesley  
Ingram, H. G.  
Ingram, J. Shelby  
Ingram, Shelby  
Ingram, Z. E.  
Inman, J. S.  
Irland, A. T.  
Irlon, Fred H.  
Irvin, Earl  
Irving, Martin  
Isom, Eugene  
Ito, Joseph  
Jackson, Dick  
Jackson, H. N.  
Jackson, P. M.  
Jacobson, Abe  
Jacon, Fred  
James, Frank  
James, Whitler  
Japp, Walter  
Jaques, French  
Jarman, Chas.  
Jarvis, Cecil  
Jason, F. N.  
Javelin Juggler  
Jenkins, E. B.  
Jenson, A. R.  
Jenson, Bud  
Jernigan, E. D.  
Jewell, Clifford  
Jewell, Dorris O.
- Jewell, Wm. Edw.  
Jimmie, Cyril  
Joe, Bango  
Johnny, Rough House  
Johns, Bunny  
Johns, Else  
Johns, J. L.  
Johnson, A. F.  
Johnson, Ab  
Johnson, Archie  
Johnson, Emery  
Johnson, Emmet  
Johnson, Happy  
Johnson, Hindu  
Charlie
- Johnson, Lon  
Johnson, Louis R.  
Johnson, Swede  
Johnston, Emnis S.  
Jolly, Richard  
Jones, Arthur E.  
Jones, Cary  
Snakoid
- Jones, Charles  
Jones, Dewey  
Jones, Eugene Red  
Jones, Frank  
Jones, H. N.  
Jones, Laken  
Jones, Lester  
Jones, Pig  
Jones, Ray  
Jones, Samuel  
Joski, P.  
Joyce, James  
Joyer, J. C.  
Juke, Jimmy  
Jump, Richard  
Justus, D. A.  
Kahn, H. J.  
Kahn, Sam  
Kahtroff, Morris  
Kamm, A. I.  
Kanzawa, Jimmie  
Kane, Fred  
Kane, Henry J.  
Kane, Lester Pepo  
Kane, Paul  
Kane, Robert F.  
Kane, Wm. J.  
Kaplan, Sam  
Kapron, John  
Kapusinsky, Geo.  
Lee, Bob  
Lee, Colm  
Lee, Doc  
Lee, Ernest  
Lee, Francis M.  
Lee, Frank J.  
Lee, J. H.  
Lee, Walter W.  
Leeper, Jack  
Leesman, L. W.  
Leffel, the Great  
Lefler, Harry  
Lefler, Merton K.  
Leggett, C. R.  
Lehner, Clifford  
Lehr, Raynor  
Leifur, Jack  
Leigh, Lester  
Leland, E. A.  
Lenhart, L. R.  
Leonard, Benny  
Leonard, Cecil  
Leonard, R. M.  
Leonard, Ralph  
Leonhart, Roy  
Leo & Leota  
Leslie, Burt  
Lesky, Charles  
& Mary
- Lester, Three  
Lewis, Claude A.  
Lewis, Frank T.  
Lewis, Harry & Bertie  
Lewis, Harry V.  
Lewis, Hugh  
Lewis, J. V.  
Lewis, Jack X.  
Lewis, Nat  
Lewis, Ray  
Lewis, Reno  
Lewis, Robt. E.  
Lewis, Sammy  
Lewis, Tommie E.  
Lewis, Tony  
Lewis, Willie  
Libby, Clarence E.  
Lichty, Louie  
Lilona, Geo.  
Lin, Johnny  
(Change)
- Lincoln, Bill  
Lindsay, Pat  
Linsay, Jack  
Linton, Alex  
Lippincott, Mal B.  
Lippman, Eddie  
Little Beaver  
Little, Geo. C.  
Little, Jack Falls  
Livingston, Harold  
Lockboy, Doc D.  
D.
- Lotstrom, Wm.  
Logan, Jack  
Lombard, A. F.  
Long, Chester  
Long, Lewyn  
Loomis, Harold E.  
Loos, J. Geo.  
Lorette, Bill  
Lorow Sr., Bert  
Lorow, Skeeter  
Lottidge, Harry  
Lovejoy, C.  
Lovell, Ben  
Lovett, J. E.  
Lovett, Sid  
Lovett, T. J.  
Lowande, Oscar  
Lowe, Ed  
Lucas, Geo.  
Lue, Bonnie K.  
Lucas, Steve A.  
Lucash, Charles  
Luciana, Leroy  
Ludwig, Chas.  
Blont
- Luongo, Amodio  
Lunze, Billy  
Lytle, Frederick  
Lynch Jr., Bobby  
Lynn, Chas.  
Lynn, C.  
Lyon, Shorty  
Lyons, A. G.  
Lyons, Bayne  
MacDonald, Gireaux  
MacDonald, Leonard  
MacDonald, John  
MacDonald, Franklin  
MacDonald, Robt.  
MacDonald, Wm.  
MacDougall, Mickey  
McAlister, Eugene  
McAhrte, Tate  
McBrite, Wm.  
McCarroll, Robt.







Merkle, J. B. & Jackie
Merrill, Speedy
Mijares, Frank
Miles & Kover
Miller, A. L.
Miller, Cedric
Mohamed, Beebee
Mohamed, Ben
Moller, John F.
Moore, Robt. Earl
Moran, Jim
Morris, Frank
Motts, Fred
Murphy, Eugene J.
Nathan, Larry
Nelson, Arthur
Nelson, Johnny
Nelson, Johnny (Walk.)
Nelson, Lamar
Newman, Mr. & Mrs. B.
Newsam, Nicholas
Nichols, Wm.
Nichols, Jay
Nordwall, Russell
Noyes, Frank A.
Oliveros, Phil
Omar, Housain
Ormsby, Jack
Ortigs, Mr. & Mrs.
Paine & Parker
Park & Clifford
Paulie, H. G.
Pearson, Jas. E.
Perdue, Elmer
Perry, Capt. Bob
Perry, Frank
Peterson, F. V.
Phillips, S. H.
Pickard, James
Pleas, Gene
Price, Howard
Purchase, Wm.
Quinnan, Ralph
Quinn, James
Ramagosa, S. B.
Rand, Paul M.
Randall, Lou
Red Eagle, Henry
Reine, Chief
Relting, Geo.
Rey, Val
Reynolds, Bob
Reynolds, Carl
Rich, Tom
Rieger, Capt.
Riley, Ben
Riley, Charles
Rivers, Earb
Rivers, John
Rivers & Brooks
Robbins, Milt
Roberts, Jack
Roder, Harry
Romain, Mike
Romero
Rose, Johnny
Rosenholtz, A.
Ross, Eddie
Ross, Joseph P.
Russell, G. Del
Russells, Aerial
Russo, Joe
Ryan, Charles
Sage, Louis
Sampson, Jack
Schayer, Morey
Schuett, Thomas
Seaman, Frank & Harry
Seifker, Luke
Seigrist, Charlie
Sheppard, Martin
Sherman, Dan
Shorty, Ice Water
Shunatona, Chief
Sinclair Twins
Slaters, Jack
Smith, Peateur
Smith, Thos. E.

Parcel Post
MAIL ON HAND AT
CHICAGO OFFICE
600 Woods Bldg.,
52 West Randolph St.

Ladies' List
Allen, Margie
Angood, Miss
Barker, Mrs.
Beasley, Mrs. E. D.
Breitstein, Mrs. B. D.
Brown, Leona
Buck, Mrs. Dolletta
Burge, Yvonne
Burke, Mrs. Patzy
DeLeon, Eleanor
DeVere, Adrienne
Emery, Evelyn
Fisher, Dixie
Germain, Anna L.
Gibbs, Ruth
Gilbert, Lorraine
Gilkey, Ethel
Hart, Ervil
Hendryx, Ruth
Hickman, Miss
Holzapfel, Mrs.
Kenworthy, Mrs.
Large, Miss Martha
La Verne, Joesetta
Leland, Tony
Leigh, Trudy
Lewiston, Mrs. Rose
Little, Mrs. Marion
Lucano, Louise
Manzeh, Mme.
Meyers, Harriette
Names, Mrs. Art
Orton, Grace
Parks, Frances
Perez, Mrs. Flor
Phillips, Minna
Powers, Babe
Riabouchinska, Mme. Tatiana
Roland, Dorothy
Seals, Wanda
Sherman, Betty J.
Sherman, Betty J.
Slade, Mrs. R. L.
Sproat, Mrs. E.
Sinclair, Peggy
Suess, Myrtle, "Six Lucky Girls"
Thomas, Gracie
Tierny, Viola
Wayne, Dot
Winnie, Miss
Winsome
Ziomak, Mary

Gentlemen's List
Abbott, Ohio
Abrams, Nate
Ahearn, Chas.
Allen, Nig & Jess
Arenz, Sam
Ayres, Chris
Bendixon, Axel
Barker, Mr. & Mrs. Glenn
Beggs, Mr. & Mrs. Pat
Bell, Charlie
Benner, Lawrence J.
Bentley, George
Benton, John
Berry, Mr. & Mrs. C. E.
Blitz, Pinky
Bohn, Erving
Booth, Harry
Branson, Paul N.
Broadwell, Mr. & Mrs.
Brown, Jack C. W.
Brownell, W. H. (Duke)
Buffington, Harry E. (Buffalo Cody)
Burchell, Gene
Burs, Percy
Caldwell, R. T.
Caraway, Glen
Carlie, H. M.
Carlton, Clyde
Carroll, Milt
Chapman, Tex
Clawson, Ralph J.
Colbert, Ray
Cole, L. F.
Connelly, James B.
Conley, Blackie
Coon, Dell
Coughlin, Al G.
Daniel, Oscar C.
Dare, Jack

Wallace, Frank
Walsh, Jack
Walter, Kenneth
Ward, Doc B. W.
Ward, John Walter
Warner, Sam
Water, L.
Waterman, Arthur
Waters, Charles
Webb, Teddy
Webb, (Fr. Cust.)
Webber, Russell
Weiss, Ben
Wells, Artie
Wells, Bud
Wendell, Mr. & Mrs. J. H.
West, Cal
Wheeler, Michel
Wheeler Twins
Willis, Robert
Wilson, Johnny
Wilson, Mr. & Mrs. Carl
Winters, Jos. H.
Wolfe, Thos. A.
Worman, J. O.
Young, Joseph M.
Youngloft, Jess
Zimmerman, A. R.

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Gilbert, Lorraine
Gilkey, Ethel
Hart, Ervil
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Kenworthy, Mrs.
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Leigh, Trudy
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Little, Mrs. Marion
Lucano, Louise
Manzeh, Mme.
Meyers, Harriette
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Perez, Mrs. Flor
Phillips, Minna
Powers, Babe
Riabouchinska, Mme. Tatiana
Roland, Dorothy
Seals, Wanda
Sherman, Betty J.
Sherman, Betty J.
Slade, Mrs. R. L.
Sproat, Mrs. E.
Sinclair, Peggy
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Tierny, Viola
Wayne, Dot
Winnie, Miss
Winsome
Ziomak, Mary

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Arenz, Sam
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Bentley, George
Benton, John
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Blitz, Pinky
Bohn, Erving
Booth, Harry
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Brownell, W. H. (Duke)
Buffington, Harry E. (Buffalo Cody)
Burchell, Gene
Burs, Percy
Caldwell, R. T.
Caraway, Glen
Carlie, H. M.
Carlton, Clyde
Carroll, Milt
Chapman, Tex
Clawson, Ralph J.
Colbert, Ray
Cole, L. F.
Connelly, James B.
Conley, Blackie
Coon, Dell
Coughlin, Al G.
Daniel, Oscar C.
Dare, Jack

Young, Charles A.
Young, Ed Jerome
Young, Earl F.
MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
Eighth and Olive Sts.
Parcel Post
Kirkhoven, Master Twohouse, Garth,
Sonny, 23c
Snellenberger,
Chas., 22c

Ladies' List
Aldrich, Mrs. S.
Allers, Mrs.
Barber, Lillian
Bennett, Mrs. H.E.
Blair, Mrs. V. J.
Bortz, Mrs. Mae
Casdorf, Miss Pat
Chilley, Stella
Cortez, Mrs. Peggie
Cutler, Mrs. Billie
Donovan, Phyllis
Eaton, Mrs. Edwin
Foster, Mrs. Geo.
Francis, Mrs. Betty
Gillies, Mrs. Robt. L.
Gore, Thelma
Hendricks, Mary
Hiltbrunner,
Victoria
Holt, Jean
Jackson, Mrs.
Kelly, Marie D.
Kuykendall, W. C.
LaMar, Baby Jean
Lennon, Mrs. Pauline
Marlowe, Mrs. Eve (King)
McKenzie, Laura
McNamar, Minnie
McNamar, Minnie
Monahan, Mrs. Iris
Mooney, Edythe
Morgan, Gloria
Morgan, Vera
Moss, Miss Boots
Mullin, Mrs. John
Myers, Mrs. Eloise
Parks, Frances
Poole, Mrs. Bill
Reeves, Mrs. C. A.
Rockwell, Mrs. Pat
Rodgers, Miss "Smiles"
Roland, Dorothy
Sherwood, Lila L.
Sullivan, Mrs. Blanche
Vermilion, Alma
Waddell, Peggie
Welch, Mrs. Donna Mae
Willson, Mrs. W. Zimmer, Miss Florence

Gentlemen's List
Alexander, Jack
Ames, George L.
Anderson, Candy
Austin, Fred
Baldwin, Billie
Bauchman, Theo.
Blakely, Ben
Blue, Spankey
Boelke, E. J.
Bruce, Edgar B.
Bruer, E. K.
Brundage, Bert
Brundage, S. W.
Bullock, Harry
Butts, Nip
Carlson, Ernest
Chaney, Charles
Clark, Chas. A.
Clawson, Ralph J.
Clemens, R. O.
Clemens, Duke
Close, Ira
Clippard, Bob
Cobb, P. W.
Cooper, Tex
Coutshall, Geo.
Cole, L. F.
Cunningham, Allen (Shim)
Davis, Johnnie (Cowboy)
Dean, Charley
Delmore, Johnnie
Douglas, Vern
Eaton, Edward
Eddington, Cecil
Ellis, Buster
Eldon, Mickey
Engesser, George
Ferrari, Eddie
Flannigan, R. E.
Foss, J. D.
Fox, Alfred G.
Freancis, John
Freiburg, L. M.
Fulkerson, Rube & Flo
Gould, Eddie
Greb, Harry
Grimes, Marian & Pat
Haley, H. D.
Handing, Steve F.
Hardy, J. D.
Hare, B. C.
Harvey, Earl
Hoffman, Johnnie
Howard, Denny
Hudson, Harry A.
Hunter, Blackie
Ingleston, Corp. Robert
Jansen, Mr. & Mrs. Johnson, Leland M.
Kemp, Walter
Kolb, John
Kortez, Pete
Lamar, B. W.
Leggett, Clyde E.
Levine, Bennie
Lindhorst, Chas.
Lindhorst, Will
Linsley, Jack
Lipsky, Morris
Little, Jack & Jackie
Loomis, George
Loter, Happy
McCurdy, W. R.
McGee, Harold (Irish)
McGuey, Frank
McLaughlin, Bill
McMahon, Thos.
Madden, Tom
Maruel, Lester
Means, Al
Mellon, A. J.
Miller, Bertram E.
Miller, Cash
Mitchell, Wm. S.
Moon, Herbert M.
Mooney, Jack
Morales, Felix
Morias, Manuel
Murphy, Neil
Nelson, H. L.

Gentlemen's List
Agee, John E.
Anderson, Parley
Barker, Arthur
Barnett, T. O.
Bell, Gus
Blankenship, Ray
Breashere, Don
Brown, George L.
Brunk, L. D.
Burdick, Ira
Calkins, C. F.
Calkins, Fred
Carter, T. O.
Casteel, H. W.
Castine, Bruce
Castles, Chick
Casto, Zeke
Citron, Jimmie
Clayton, Clarence
Collison, C. R.
Cooper, John W.
Corey, Glenn R.
Costo, Bob
Costo, Steve
Darr-Gray Shows
Deloch, Vernon
Denham, Bert
Dewal, Donald
Dillon, Guy
Domer, Ray V.
Donahue, Joe
Donahue, Daniel
Ellis, Buster
English, Ted
Watson, William
Weaver, Julius
Weiss, Whitey
Whittinghill, J. C.
Williams, Albert
Williams, S. B.
Wilson, Bill
Wilson, Dutch
Wilson, Frank
Wilson, Happy
Wilson, Pop
Wilson, Robert
Wilson, Ted C.
Wood, Whitey
Wortham, Jack
Yeager, O. L.

Nelson, Nath
Nicklas, Francis A.
Norman, J. W.
O'Brien, Don
Oleson, Swede
Opsal, A. N.
Oshigin, Ivan E.
Owens, Joe
Owens, Ray
Pink, Wm.
Poole, Bill
Raymond, Bertie
Ready, R. M.
Reese, Jess
Ross, Jack
Rounds, Jimmie
Rumbley, Eldridge
Sells, Virgil
Sherman, O. E.
Silver, Hal
Smith, Floyd
Smith, Jack
Snellenberger, Charles
Spencer, C. L.

MAIL ON HAND AT
DALLAS OFFICE
401 Southland Life Bldg.,
1416 Commerce St.,
Parcel Post
Gilbert, Mrs. Robt. A., 15c
Beam, Ann, 15c
Ladies' List
Alnr, Madame Lea
Bruce, Mrs. Lillian
Bryer, Mrs. Louise
Bryer, Mrs. Mabel
Bryer, Mrs. Charlie O.
Campbell, Bonnie
Cantrell, Mrs. Evelyn
Cardise, Mrs. Ethel
Clark, Mrs. Fred
Covington, Mrs. Ione
Culver, Mrs. Helen
Cummings, Mrs. Bobbie
Davenport, Mary
Dixon, Mrs. N. L.
English, Mrs. C. T.
Everett, Mrs. Buddae
Farris, Mrs. Hank
Fife, Mrs. Bessie M.
Followell, Mrs. Vera
Gilbert, Mrs. Reba
Goad, Versa
Hampton, Mrs. Arline
Harris, Mrs. Bess
Haun, Mrs. Bessie
Irby, Mrs. J. E.
Jaroski, Mazie
Kelley, Mrs. Edith
Kohn, Mrs. H. J.
LaMar, Grace
Mannings, Blanche
McCarty, Mrs. Billie
McCarty, Pearl
McDaniels, Mrs. Polly
Morency, Mrs. Percy
Muir, Mabel
Neman, Mrs. Bess
Noble, Mrs. Ralph
O'Day, Mrs. Calvin
Ragan, Madaline E.
Rockwell, Mrs. Pat
Sheeks, Mrs. H. M.
Smith, Mrs. Wylene
Stanley, Mrs. Boya
Stone, Mrs. David
Stuart, Bobbie
Sutherland, Beverly
Templeton, Mrs. Lottie
Thames, Mrs. Geno
Thomas, Agnes
Traugott, Mrs. Jane
Van Wyck, Bobbie
Whittinghill, Mrs. J. C.
Wilson, Emily
Wyninegar, Mrs. Pat

Gentlemen's List
Agee, John E.
Anderson, Parley
Barker, Arthur
Barnett, T. O.
Bell, Gus
Blankenship, Ray
Breashere, Don
Brown, George L.
Brunk, L. D.
Burdick, Ira
Calkins, C. F.
Calkins, Fred
Carter, T. O.
Casteel, H. W.
Castine, Bruce
Castles, Chick
Casto, Zeke
Citron, Jimmie
Clayton, Clarence
Collison, C. R.
Cooper, John W.
Corey, Glenn R.
Costo, Bob
Costo, Steve
Darr-Gray Shows
Deloch, Vernon
Denham, Bert
Dewal, Donald
Dillon, Guy
Domer, Ray V.
Donahue, Joe
Donahue, Daniel
Ellis, Buster
English, Ted
Watson, William
Weaver, Julius
Weiss, Whitey
Whittinghill, J. C.
Williams, Albert
Williams, S. B.
Wilson, Bill
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Agee, John E.
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Wilson, Ted C.
Wood, Whitey
Wortham, Jack
Yeager, O. L.

Emsweller, Babe
Everett, Buddae
Farris, Hank
Fielding, Ed T.
Gaither, Woodie
Geyer, Billy
Gilbert, Clifford
Goad, Dude
Gordon, Harry
Grant, T. E.
Haldeman, John
Haley, H. D.
Hall, George B.
Hamilton, James
Harris, Cecil
Harris, Cutley
Holocoff, Peter B.
Hudson, Wm.
Hull, Jimmie
Hunter, B. H.
Jones, S. Miles
Kennedy Sisters Co.
King, A. J.
Kingston, Ola
Knight, Prof. Jack
Koons, Jack
Krause, Jos. H.
Kugler, Prof. Jas.
Lamar, Joe
Lambert, Joe
Leahman, Walter
Jockey

MAIL ON HAND AT
DALLAS OFFICE
401 Southland Life Bldg.,
1416 Commerce St.,
Parcel Post
Gilbert, Mrs. Robt. A., 15c
Beam, Ann, 15c
Ladies' List
Alnr, Madame Lea
Bruce, Mrs. Lillian
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Bryer, Mrs. Mabel
Bryer, Mrs. Charlie O.
Campbell, Bonnie
Cantrell, Mrs. Evelyn
Cardise, Mrs. Ethel
Clark, Mrs. Fred
Covington, Mrs. Ione
Culver, Mrs. Helen
Cummings, Mrs. Bobbie
Davenport, Mary
Dixon, Mrs. N. L.
English, Mrs. C. T.
Everett, Mrs. Buddae
Farris, Mrs. Hank
Fife, Mrs. Bessie M.
Followell, Mrs. Vera
Gilbert, Mrs. Reba
Goad, Versa
Hampton, Mrs. Arline
Harris, Mrs. Bess
Haun, Mrs. Bessie
Irby, Mrs. J. E.
Jaroski, Mazie
Kelley, Mrs. Edith
Kohn, Mrs. H. J.
LaMar, Grace
Mannings, Blanche
McCarty, Mrs. Billie
McCarty, Pearl
McDaniels, Mrs. Polly
Morency, Mrs. Percy
Muir, Mabel
Neman, Mrs. Bess
Noble, Mrs. Ralph
O'Day, Mrs. Calvin
Ragan, Madaline E.
Rockwell, Mrs. Pat
Sheeks, Mrs. H. M.
Smith, Mrs. Wylene
Stanley, Mrs. Boya
Stone, Mrs. David
Stuart, Bobbie
Sutherland, Beverly
Templeton, Mrs. Lottie
Thames, Mrs. Geno
Thomas, Agnes
Traugott, Mrs. Jane
Van Wyck, Bobbie
Whittinghill, Mrs. J. C.
Wilson, Emily
Wyninegar, Mrs. Pat

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Yeager, O. L.



SINCE the announcement of the reported dissolution of the Hagenbeck-Wallace Circus was made several weeks ago, many editorials appearing in daily newspapers on the subject have been brought to our attention. Most all of these editorials put forth good argument in defense of circuses and cracked down on high taxes and licenses, which editorials were probably the aim in mind when the announcement was made, but, as strongly as we are opposed to unjust taxes and licenses, we can't see where anything beneficial can result if an announcement giving reasons for disbanding is not based upon solid truths. Then again, we feel that, thru these editorials in the daily newspapers, the impression might be gained by the general public that the days of the circus as an institution are numbered—and there could be nothing farther from the truth. Circus men should know that it is an unwise thing to stress to the public that a show is being reduced in size, especially where it has established a reputation, and we believe that it is just as unwise, if not more so, to publicize

to the world that a complete circus is to be eliminated from the field because of a "steadily rising tide of taxation" when its 1936 route "will be apportioned to other shows" operating under the same management. And circus men should also know that it is easier—far easier—to get newspaper editorials written and published when a big circus is being dropped than when a new one is brought into being and the industry as a whole helped. To illustrate what we mean by harm to the circus, we are going to quote one of the editorials we have in our possession. With some exceptions the arguments in this editorial are very sound and a good plea made for the circus, yet we feel that the lay people who read it might have gained the impression that the days of the circus are numbered. The editorial appeared in The Fort Worth Star-Telegram, Fort Worth, Tex., January 6. Headed Is It a Circus Swan Song?, it reads as follows: "The news of the dissolution of one of the long-famous American circuses will interest practically the entire population. Mostly, the reaction will be one of protest. That will be the public. The smaller, but extremely lusty, chorus of approval will come from the community trade channel participants who see an outside concern come in, break into the regular routine of existence and leave with thousands of dollars which will never circulate locally again. "The circus is something more than an Americanism. It has existed since the days when we literally believed everything. The wonders of the world were made available to persons who might never hope to travel 100 miles from the place of their birth. The

earlier circus impresarios were accomplished diagnosticians of human nature. The proof is the similarity of the circuses of a half century or more ago and the one now said to be withdrawing from business. "A circus never injured any person in attendance. The entertainment was wholesome and the menageries instructive. The only objection was voiced by those who couldn't stand to watch dollars march out of local circulation in battalion formation. That the same process has been in use by traveling theatrical companies, lecturers, revivalists, county fair concessioners and professional athletics never seems to have registered with the avowed enemies of the sawdust ring and the water-needing elephant herds. "The circus is an old friend. It is too bad if the parting is to be forever. If it proves so to be, this is an epoch. The human race hasn't been without a circus since the first cage was invented for wild animals and clowns discovered grease paint."

concession at our fair with most satisfactory results, both to the public and ourselves. "The quality and method of operation of games has much to do with the standing of any fair that permits same on its midway, and as your article so clearly sets forth, book with a reliable concessioner and save yourself headaches." LEONARD TRAUBE of our New York office cannot understand how the Ringling press department at Sarasota can be going "full blast" when Frank Braden is still in New York. "When the Hagenbeck disbanding announcement broke," says "Len." "Braden was told that he would not start until March—probably. Things may be different at this stage of the game, but the fact remains that Braden is still in New York and has been for some time. With Braden away from Sarasota there's no such animal as 'full blast.'" MEET the three fishermen—J. C. McCaffery, Dave Russell and J. W. Conklin! While at Miami Beach December 30 the trio took a trip to the Everglades and after about eight hours had 29 good-size fish. Conklin was also deep sea fishing once and landed three nice ones. A. & K. Changes Location WORCESTER, Mass., Jan. 11.—The Austin & Kuntz Palace of Wonders, which was located for some weeks on Main street, moved yesterday to a new location, at 54 Milbury street, for an indefinite engagement.



# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

## Premium Trade Ups Mdse. Sale in 1935

The sale of merchandise to the premium trade showed a general increase during 1935. This report was gathered from reliable sales sources in the merchandise industry directly connected with the premium market. As yet the exact amount of the increase is impossible to gauge, but the surety of a decided increase is agreed upon by all sources contacted.

The increase was in great part due to the introduction of much new merchandise to the premium field. For example, one line of merchandise which gained immediate favor in many quarters was specialty wearing apparel.

In this category can be placed the popular suede jackets, sweaters, gloves, hosiery, etc. The sale of this merchandise exceeded all hopes for those who first introduced it in quantity, and it has definitely established a niche for itself in the merchandise premium field.

The familiar large sets of many chrome combinations sold very well thruout the past year. The tendency toward large merchandise has increased from year to year, and 1935 can be stated to have been one of the peak years for sales of these sets. Included here would be all the electrical appliance sets and combinations, as well as the chrome cocktail sets, waffle service sets, griddle combinations, toaster-tray combinations, etc.

The smaller items tended to the more staple merchandise but sales were very much larger than expected and an increase was felt thruout this division. In this category are cigaret cases, lighters and lighter combinations, pen and pencil sets, watches, etc. Most of these are recognized in the merchandise industry as staple items for sale to the premium field, and manufacturers of these items can almost gauge their sales in advance.

One of the new types of merchandise introduced and which gained immediate large following was athletic goods. Herein was included bats, balls, baseball gloves, tennis balls, racquets, nets, fishing tackle and equipment, shotguns, all other guns and hunting paraphernalia in general. This type merchandise gained a strong hold on the premium field and has been ordered in advance in very large quantity for the coming spring and summer seasons. It is believed that the large sale attributed to this merchandise greatly aided the general increase shown in the merchandise industry during 1935. The retention of this merchandise for feature display during 1936 and for years to come is assured the industry because of the fine action which results in its use.

Luggage gained a greater sale than ever the past year. Luggage manufacturers recognized the needs of the industry with popular-priced merchandise in fine quality presentation. Overnight cases with separate trays, and bags with inset fittings gained a tremendous following. The fine 1935 vacation season brought much use of this merchandise and the continuation of public vacation enjoyment is more or less assured, with many resorts building for greater accommodations. Luggage is certain to remain an outstanding attraction during 1936.

The small leather novelties, as usual, gained a favorable sale, but the industry overlooked the great possibilities of these items in past year and they were not used in as great quantity as they have been in past years.

Drug sundries, which for a time promised to leap into great popularity, failed of themselves because of cut-price conditions existing in various outlets, and therefore, tho in use here and there, lost their importance as a major premium.

Many other items failed to withstand the acid test of appeal to the general public but, in the main, the items which

(See PREMIUM TRADE on page 63)

## Join the Parade

Business optimism has a definite value in dollars and cents. Reports of the past year indicate a marked improvement in so many fields of industry that business leaders are firm in predicting continued improvement during 1936. At the beginning of the new year there are a number of trade conventions that show this general optimism and also offer direct markets for premium and novelty firms.

During the current week the 1936 National Coin Machine Exposition is being held in Chicago for four days. Every year for the past four years there has been an increase in the number of premium and novelty firms exhibiting at this exposition of coin-operated machines. Some of these firms specialize in offering premium merchandise to the amusement games trade. Other firms exhibiting are well known in the premium and novelty field and make displays at the coin machine convention in order to take advantage of a new and growing market.

The past year had recorded definite increases in the use of coin-operated amusement machines known as diggers or cranes. New types of high-grade "target" machines have also been introduced that promise to open up a new field. These machines depend especially upon the premium merchandise used. Without the display of premium items within the glass-enclosed cabinets the units would lose much of their attention-getting value. These machines keep quantities of small novelty items on continuous display and depend for their appeal on the quality and attractiveness of this display. This is an increasing market for a wide variety of small novelty items adapted to display and automatic dispensing in such machines. In some cases items must be designed for use in the machines.

The popular pinball game, still the dominating amusement device in the coin-machine field, uses large quantities of premium goods. Trade authorities report that more than 450,000 of these games have been built during the past two years. The use of novelties and premiums with the games has been handicapped by the lack of a merchandising system that catches the eye and will also meet legal approval.

The early trade conventions indicate that all lines of business will make use of stronger promotional efforts this year. This is doubly significant for the premium and novelty field. There is business to be had and American business is going after it. Wholesalers and retailers of premiums, novelties and fast-selling specialties of all kinds should join the parade early in the year. More important still is the fact that as American business puts forth stronger promotional efforts during the year premiums and novelties will be used to a much larger extent than ever in all these promotional campaigns. The value of premiums and novelties in getting attention has already been proved, and it is safe to say that practically every promotional campaign developed during the year will give serious consideration to the use of premiums.

Typical of the spirit of optimism being shown at the early trade conventions is that of T. J. Reed, general manager of the Chicago Merchandise Mart. At the opening of the big exhibit of furniture and housewares he said: "A survey among the manufacturers of 5,000 lines of merchandise shows their sales for 1935 were 22 per cent greater than in 1934, and their expectations of 1936 are equally as great."

The weekly news and market reports in this publication will keep you posted during the year on this rising tide of optimism and the growing premium and novelty markets.

SILVER SAM

## Display Enhances Value of Location

One of the most important factors in the successful use of merchandise is general display of the feature items.

Displays tastefully arranged and carrying out a certain definite scheme for general greater attractiveness of the merchandise are bound to enhance the material value.

Among the more prominent premium merchandise outlets which have discovered this fact are the sportlands of New York. The sportlands have gone to great expense, in many instances, to insure correct display of the merchandise they feature.

Since these places feature so tremendous a variety of merchandise, ranging from the lowest to the most expensive items, they have been very careful in the general arrangement of their display cases, counters and windows.

It is unusually interesting to note that among the more favored Broadway sportlands the expensive front windows have been cleverly decorated with the merchandise most popular with the spot and so tastefully arranged as to aid in the attraction of greater patronage.

Certain of these sportlands have also hired window display specialists, who are charging stiff fees for the arrangement of better displays similar to those of the best stores in the city.

The sportland proprietors have learned that it pays to enter into this expense because of the greater patronage good display lures and also because of the fact that proper merchandise correctly and tastefully displayed enhances the value of the location itself.

The same is true for salesboard and pin-game operators. They have also (See DISPLAY ENHANCES on page 63)

## Don't Overlook Feminine Appeal

Operators of amusement machines, salesboards, diggers and the like may find a profitable merchandising idea in the observations of a number of their members, who point out that feminine appeal is too often completely overlooked, or only slightly recognized when it comes to the selection of merchandising as prizes. Far too frequently the entire merchandise list is made up of goods having only male appeal or usefulness, even in locations where the fair sex is known to constitute a substantial portion of the patronage. Apparently no consideration is given, they point out, to many items that have an established feminine appeal. They explain that many operators probably lose a considerable patronage by not offering a sufficiently varied list, even in locations patronized pretty largely by the masculine trade. And in this connection, they add, many locations are not nearly so predominantly stag as they at first may appear to be. A careful analysis of the patronage at representative locations was productive of some unusual results, showing that the ladies not only are good customers, but that their influence is a vital factor in a great percentage of the male patronage, especially when a mixed merchandise list is featured.

Even in those locations where patronage is definitely masculine, it has been found to be a patronage that is extremely susceptible to items of feminine appeal. An important reason for this is given in the fact that the major share of public patronage is produced by the younger set. And, it is observed at the same time, there is more truth than poetry in the old line, "A young man's heart is full of love." Usually he has the interest of a young wife or lady fair at heart. Consequently he is far more responsive to items of feminine appeal, particularly the newer and more attractive items, than he is generally given credit for being.



**1936 SALES LEADERS**



**LIPSTICK LIGHTERS**  
\$8.75 Gross

B31—Suitable for Man or Woman, in convenient sized lighter. Enamelled in Assorted Colors, with Nickel Trim. Dozen, 75¢; \$8.75 Per Gross

**4 PIECE PIPE SETS**

B32—Value Beyond Belief. Pipe, Cigar and Cigarette Holder and Automatic Chrome Lighter. In Rayon Lined Box. Per Doz. Sets 4.50



**AUTOMATIC POCKET LIGHTERS, \$2.50 Doz.**  
B33—Richly Engraved Chrome Finish. Works Every Time. \$1.00 Value, Yet Costs You Only 2.50 per Dozen.



**JUMBO TABLE LIGHTERS**

B34—Big Flashy Silver Finish Jumbo Lighter with Sports Figure Design. Height, 4". Large Fuel Capacity. Ea. 85¢. Sample, \$1.00, Postpaid.



BOOTH 67 AT THE SHOW, Or Order By Mail Direct. 25% Deposit on All C. O. D. Orders.

**JOSEPH HAGN CO.**  
"The World's Bargain House," Dept. BB, 217-225 W. Madison St., Chicago, Ill.



**Great Sale-While They Last**

**MEN'S STRAP WATCHES—**  
10 1/2 Ligne Swiss Chromium Cases, Gilt Dials, \$22.00 Pipe Tag in Box. In Lots of 6, 6-Jewel, \$3.00 Ea.; 15-Jewel, \$4.00 Ea.  
**BEAUTIFUL DUBER-HAMPDEN WRIST WATCHES—**  
American Made. With Figured Dial, Strap in Box, with \$22.00 Price Tag. In Lots of 6, Each \$2.90

**ELGIN AND WALTHAM.**  
16-Size—Beautiful black enamel case made by Illinois, With 7-J. Waltham or Elgin straight movement. Each \$3.75  
15-J., \$4.50; 17-J., \$5.00.  
18-Size, 7-J., Yellow Tornado Cases with black enamel border. In Lots of 6, Each \$2.50  
Same in 15-J., \$3.00; 17-J., \$3.50.  
**SPECIAL PRICES FOR QUANTITY USERS.**  
25% Deposit, Balance C. O. D. Send for Catalog.

**N. SEIDMAN**  
178 CANAL ST., Dept. D, NEW YORK, N. Y.

**G'MON UP S'MTIME!**

**START THE NEW YEAR RIGHT**

Colorful 12" Dolls for Pin Game Prizes, Premiums, Salesboards. You can't go wrong with these fascinating novelty statuettes: **FAN DANCERS, GAY NINETIES AND BEACH QUEENS.** Attractively wrapped in Cellophane. Samples, \$1.00; Trial Dozen, Assorted, \$5.40; \$50.40 per Gross. Our complete line of Salesboards gets the "Dough." Try them and be convinced.  
**OUR NEW "BROWN BOMBER" STATUES ARE READY. A KNOCKOUT CEMENT BOARD, \$5.40 PER DOZ.; \$60.00 PER GROSS.**  
GAIR MFG. CO., Dept. 201, 1916 Sunnyside, Chicago.



**WILL YOU WEAR THIS SUIT**

and Make up to \$12 in a Day!  
Let me send you this fine all-wool tailored suit. **FREE OF COST.** Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.  
Send for Samples—Free of Cost  
Write today for **FREE** details, **ACTUAL SAMPLES** and "sure-fire" money getting plans. Send no money.  
H. J. Collin, **PROGRESS TAILORING CO.**, Dept. A-117, 500 S. Throop St., Chicago, Ill.

**JEWELED LADIES BAGUETTE WATCH**

With 50 Sparkling Fac-Simile Diamonds. **SPECIAL** No. 111—Modified From a \$300 Article. In 1/2 doz. Lots, Ea. \$6.00

**BAGUETTE LADIES' WRIST WATCH**  
All new Sidlar Movements—No Rebuilds. No. 74E—10 1/2 Ligne, 6-Jewel, Gents' Watch In Assorted Styles. Brand new Sidlar Movement. With Pigskin Strap. In Lots of 6, Each \$2.65  
Samples, 35¢ Extra. 25% Deposit, Balance C. O. D.  
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.

**FRANK POLLAK**  
86 Bowery, NEW YORK CITY.



**Chrome and Glass Hostess Set**

A new attractive hostess set was recently introduced to the market by the Colonial Metalcraft Company, Inc. The tray of the set is of bright gleaming chromium and four square glass platters rest in grooves on the tray. There are also grooves for pepper and salt shakers in the center of the tray between the platters, which are placed two on each side. The unusually low price at which this hostess set is being offered, it is expected, will make it a leading seller.

**Ash Tray Prevents Burns**

A new Save-a-Burn ash tray has been developed and recently put on the market by the Ben-Mar Manufacturing Company, designed to prevent burns on furniture, etc., from falling cigarettes. The ash tray itself has a disc, coming in various sizes, 7 and 10 inches being standard, attached to the bottom of the usual tray receptacle. This disc covers the piece of furniture on which the tray stands and protects it when a lighted cigaret falls off. The product is designed for premium merchandising and is also adapted for special promotional distribution. Large quantities have already been sold to two automotive manufacturers, and negotiations are pending with two nationally known companies in the cigaret and razor fields to distribute them, as premiums, with advertising upon the discs.

**Miniature Cedar Chest Attractive and Useful**

A novel premium item or salesboard article is the miniature cedar chest manufactured by the Nussbaum Furniture Company. The article has widespread appeal and is as attractive as it is useful. Finished in a natural cedar, it has all the features of a big chest and can be used for safeguarding a wide variety of small articles about the home. The chest measures 12 inches long, 8 inches wide and approximately 4 inches deep.

**Ladies' Strapless Rubbers**

An excellent item for salesman and demonstrators at this time of the year is the Toe Overshoe, designed as a rubber weather-proof covering for toes of women's high-heeled shoes, being marketed by the Vamps Company. They are exceptionally light in weight, strapless and fit readily into small pockets or the pocketbook.

**Modern Styles in Lamps**

A new modern line of novelty and small glass lamps was recently introduced to the market by Keg-O-Products. The low price of these lamps and the unusual attractiveness of their modern design make them popular sellers in the novelty field.

**Knee Action Razor**

A new idea in razor design is embodied in the Riley Resilient Razor, manufactured by the Razor Products Corporation. The chief feature of the razor is the patented "knee action," which permits the shaving edge to follow the contour of the face. The razor is also adjustable for light or heavy beards and possesses a number of other attractive selling features which make the item readily demonstratable. Excellent for tieups with blade deals, etc.

**Mickey Adorns Kiddie Lunch Kit**

A lunch kit for children, on the surface and face of which Mickey Mouse and his entire family of comic caperers are painted, is a new item introduced recently by the Geuder, Paeschke & Frey Company. The manufacturers say that Mickey will make the new lunch kit as great a sales success as he has made innumerable other products which he has sponsored.

**OPERATORS !!**

See Our Large Exhibit, Booths 41-42  
Coin Machine Show, Hotel Sherman, Chicago

**WE FEATURE EVERY TYPE OF MERCHANDISE FOR MACHINE OPERATORS AT THE MARKET'S LOWEST PRICES**

*Goods With Flash That Attracts The Crowds and Brings Big Play!*



**Ingersoll Mite Wrist Watch and What a Value At Our Price of \$1.50 EACH**

Sample Watch . . \$1.60 Each  
Former Wholesale Price \$3.33

THIS IS JUST ONE OF THE MANY VALUES WE HAVE TO OFFER

B1W78—Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with original \$5.00 Price Mark.

**N. SHURE CO.**

200 W. Adams St., CHICAGO, ILL.

**ANNOUNCEMENT**

TO PREMIUM USERS, OPERATORS OF PIN GAMES, CRANES, CLAWS, DIGGERS, ETC.  
Our facilities have been enlarged and we are now able to better serve you with a most complete line of premiums, novelties and merchandise at lowest prices. Get acquainted, come in and see us, or write for our latest catalog just off the press.

**ATLANTIC & PACIFIC MDSE. CO.**

876 BROADWAY, NEW YORK CITY.

**Our 1935-'36 General CATALOGUE IS READY**

172 Pages of the *Latest* and *Fastest Selling* Items at *Lowest Possible Prices....* Write For your catalogue Today Be Sure to Mention your Line Of Business.....

**MIDWEST MERCHANDISE CO.**

1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**FREE SAMPLE CASE**

With 16 Items that are used every day. Including SHOE CREAMS, SHOE DYES, SUEDE CLEANERS, WHITE SHOE CLEANER, CLEANING FLUID, MACHINE OIL and others. For full particulars write

THE MARVEL LABORATORIES, 5819 Broadway, CHICAGO, ILL.

**★ FOUNTAIN PENS**

Get our newly reduced Price List. 54 varieties of Fountain Pens and Pencils. Our Quality Line includes 14 different colors of Solid Pearl, Star Dust, Gold Filigree, Shell and Regular Colors. All Pens equipped with Durium Points. Two-tone if desired. Send \$1.00 for samples.

**STARR PEN COMPANY,** Dept. MA4, 300 West Adams St., Chicago, Ill.

**Correction**

In the issue of *The Billboard* dated January 4, on page 55, a story appeared headed, *New York Firm Changes Name.* This story was incorrect, as the A & P Merchandise Company, which is well known to the coin machine and premium fields, has not changed its name but is continuing its business at

**SPECIAL ATTENTION!**  
• JOBBERS  
• PREMIUM USERS



• THE • **BROADWAY WATCH**

Special for your New Year Business. The Broadway Watch is a good looking lever watch that is guaranteed to keep accurate time. Complete with Box and Price Tag.

6 Jewel \$3.00  
15 Jewel 4.50  
17 Jewel 5.25

We can supply your wants with anything in the Watch line, in either Swiss or American make. 25% Deposit, Bal. C. O. D.

**CONSOLIDATED WATCH CO.**

65 Nassau St., N. Y. CITY.

876-878 Broadway, New York City. This concern has simply changed management and is now under the direction of John Carreta and Leo Handler, who are well known in the jobbing and premium fields.



# Awards and Display Boost Play

"We have enough work," too many of our operator friends complain. "We can't break our heads worrying about what kind of merchandise awards to give our customers . . . or how to display our merchandise . . . or how long it'll last them after they get it. We've got other problems."

Granted, boys, granted! You have other problems! And—we might even add—how! But you **MUST** give a thought to the question of merchandise awards if you are to keep pace with the times and successfully compete with other live-wire operators. Maybe if you had a while ago you wouldn't be having some of your current headaches.

And here's why you must seriously consider the award problem. Since the day about four years ago when patrons flocked around the pin ball games and enjoyed them for their sheer novelty, when a complete filling of digger merchandise cost from \$20 to \$25, when sportlands were unheard of—in short, when a merchandise award was something an operator need have no interest in—since that day your patrons have become merchandise-conscious to this degree: \$5,000,000 per year conservatively and on reliable authority is the staggering total for accumulated prize awards distributed to pin-game patrons by operators, exclusive of sportlands, IN NEW YORK ALONE; \$300,000 in merchandise is distributed in the course of a year by Schork & Schaffer, one of the largest sportland operators in the country—and the Amusement Men's Association of New York, whose members are operators, owners and managers of sportlands in the New York area only, reports that its members distribute \$6,000,000 worth of merchandise annually.

One digger operating firm, with 1,000 machines on location, passes out an average of \$50 (retail value) in merchandise from each of these machines each week in the year—totaling \$2,600,000 in merchandise in a single year.

## A Tremendous Field

To arrive at even an approximate total national figure for the amount of money spent by operators for merchandise awards which are passed on to their customers would be a task to bring shivers to all the fact-finding bureaus and services in the country. If the figure for New York City's pin-ball operators, one large sportland firm and one large digger operating house totals \$7,800,000 annually, what can the entire national figure for all three groups be? \$10,000,000? \$100,000,000? Who can tell? Suffice it to say that it is a plenty big figure . . . a figure to convince any operator, be he interested in pin-ball games, diggers or sportlands, that he must devote time and energy to the study of merchandise awards and how they can be used to increase his business.

In further substantiation of these facts Louis Goldberg, the civil engineer who found the pin-ball operating business so much more interesting and profitable that since pin-ball's inception he has made it his sole business interest and has become an authority in the field, says: "The most important single factor in the successful operation of pin-ball games is a proper understanding of the distribution of merchandise awards to the patrons." Coming from the man who was secretary and chairman of the board of the Amalgamated Operators' Association in New York and who was one of the originators of the Metropolitan Skill Games Board of Trade, this statement is a word to be heeded.

And, again, too many of our operator friends stand up and shout: "We give 'em merchandise prizes. What's the difference what kind of merchandise—as long as they get their awards?" And the answers to that question, which we'll try to present here, should cause the business of many of those same operator friends of ours to take a little climb.

## Maybe It's the Award, Not the Location

Let's look over the pin-ball operators' situation first. Here's a fellow who has 20 machines on various locations in Callyorkia. (Of course, there's no such town—but there's such an operator.) One machine is in a tavern bar, another is in a restaurant, another is in a beauty parlor, still another decorates the lobby of an office building, etc. Our operator gives a merchandise award for the high score of the week on each of the locations. Or he offers a merchandise award if a certain score is made on each individual game played. He orders a gross of radios, or a gross of cigaret lighters, or a gross of silver boat-blue mirror lake novelties. He orders, at any rate, a gross of something and puts one of the something in each location. Soon he notices that one location shows a much better play than another. He can't figure it out, finally dismisses the subject with "That's an n. g. location!" This, however, if he'll give a little more thought to the matter

INDICATING HOW AN INTELLIGENT USE OF MERCHANDISE INCREASES AND STIMULATES PLAYER INTEREST FOR OPERATORS IN THE AMUSEMENT MACHINE INDUSTRY

By JOE CSIDA JR.

(New York Office of The Billboard)

of merchandise awards, is not at all the answer. Perhaps the silver boat-blue mirror lake struck the fancy of all the femme beauty parlor patrons and they played and played to win it. While in the tavern bar, patronized generally by men, the beauty the little boat might add to the home escaped the notice of the inartistic males altogether and there was nothing in particular to stimulate their interest in our operator's game.

## Choose Awards Carefully

In short, if pin-ball operators would devote more time and care to the matter of selecting the proper merchandise award for the individual location business might surprisingly pick up.

Operators report that cocktail shakers, glass and decanter, beer or wine sets and products of a like nature are popular merchandise awards in taverns, bars, grills, etc. Compacts, cigaret cases and lighters, decorative household novelties, perfumes, hosiery, lingerie, etc., are popular awards in locations frequented mainly by women. Comb and brush sets, again cigaret cases and lighters, watches, radios, sweaters, sportswear, sports equipment, etc., are awards which stimulate business on locations with a male patronage. In most cases simply by devoting a little thought to the matter the operator can find a merchandise award which the customers on any particular location will want and will play for. In the past some operators have overlooked this important the obvious angle.

There are still a great number of operators who buy merchandise to be distributed as high score awards strictly on the basis of price. If it's cheap enough they want it. If not it's out. This mistaken idea persists and ruins many a good location for the operator. While there are a large number of good low-priced premiums on the market, the idea of buying an item merely because it is cheap is absolutely detrimental to the operators' business. A pin-ball patron who wins a piece of junk which falls apart in a week will remember where he got the piece of junk and will take especial pains not to be stuck again. It pays the operator in nine hundred and ninety-nine cases out of an even thousand to spend a little more for his merchandise. He'll

have satisfied customers and a natural resultant increase in business.

Altho most pin-ball operators disregard it completely, because it is so trivial and simple a matter, the subject of display and care of merchandise awards is one that is potentially a business builder. An attractive radio stuck behind a bunch of cigar boxes in a drug store and covered with a coat of dust will not serve as any kind of an invitation to a prospective pin-ball patron to play for it. Simply by checking up on the display of the merchandise placed on location and by keeping it neat and clean many an operator will find more customers for his machines.

## Good Display Draws 'Em In

With minor changes and additions the merchandise award situation and the method of making merchandise awards pay dividends apply to the sportland operator and the digger operator as well as they do to the operator of pin-ball machines.

Just walk along Broadway in New York and watch the way crowds stop before the windows of Schork & Schaffer's Broadway Sports Palace or Faber's or any of the larger metropolitan sportlands. The crowds stop there and they go in and play for merchandise which has caught their eye.

The sportlands give more attention to the display of their merchandise and the care of it than any of the other men in the coin-operated machine business. The fact that this meticulous attention to display and care of merchandise has proved so successful for the sportlands is merely another indication that operators of pin-ball and other coin-operated machines should do likewise.

## Development of Pin Ball Award Games

A comparatively recent and particularly encouraging development is the marketing of a number of new and beautifully designed combination pin ball and merchandise award machines. Here an entirely new field is spread before the operator. Not so long ago digger machines were about the only strictly merchandise award machines in existence. But the public's evident taste for playing and earning something in addition spread so rapidly that the use of merchandise and novelty premiums has spread thruout the entire industry with remarkable speed, so that now even the pin-ball operator has an opportunity to acquire a machine so beautiful and attractive in appearance, with its combination sporting appeal and layout of modern premiums, that he is assured of a continuation of steady play over a considerably longer period than in the old days when the appeal of the game depended exclusively on its own novelty.

In the field of digger operation the viewpoint of James C. Gaffney, sales manager of Eric Wedemeyer, Inc., of New York, is a refreshingly clear-sighted one.

Says Mr. Gaffney: "A digger machine should be looked upon by the operator as an automatic novelty store. Any intelligent storekeeper knows that he must keep his store clean and neat, that he must change his window displays frequently and that he must always make them interesting and inviting to his prospective customers. Too many digger operators are careless about the appearance of their machines and even more careless about their fillings. Most of them simply fill in another item of merchandise when a player has succeeded in winning one item. Their display looks intrinsically the same for weeks on end.

## Change Your Display Frequently

"One large digger operating company with over 1,000 operators in the field makes it compulsory for its men to change the display of merchandise in each machine daily. In this way the digger fan's interest is aroused anew each time he passes the machine."

The use of good quality merchandise by operators with machines on location, by sportland owners and by operators of digger machines is not an experiment, it's a proved success.

The live-wire operator will study his patronage and continually supply the product which will stimulate and increase business.

A tremendous opportunity awaits the wholesale house, the distributor and the manufacturer of all products which can be used as trade interest builders for the amusement machine business. Close co-operation between the distributor of merchandise and the operator of the machines will result in increased business all round and greater satisfaction and interest to the ultimate consumer, the player of the machine.

With better times in store, quality merchandise and good display should be the keynote for 1936. To those who will take advantage of the lessons learned during the past few years and who will study the trends success and prosperity are assured.

## LINES OF MERCHANDISE WHICH HAVE PROVED POPULAR AS AWARDS IN PIN-BALL, DIGGER AND SPORTLAND FIELDS:

Cameras	Lamps
Candy	Leather Novelties
Card Tables	Luggage
Chewing Gum	Men's Wear
Chinaware	Metalware
Cigarets	Mirrors
Cigars	Novelties (all types)
Clocks	Peanuts
Cocktail Sets	Pens & Pencils
Coffee	Pipes
Cooking Utensils	Playing Cards
Cosmetics	Purses
(powders, perfumes, rouges, etc.)	Radios
Electrical Products	Razors & Razor Blades
(percolators, toasters, grills, etc.)	Shirts (men's)
Glassware & Japanese Goods	Shoes
Handkerchiefs	Smokestands
Hats	Soap
Hose	Stuffed Toys
Hosiery	Tires
Jewelry	Toothpaste & Shaving Cream
(including compacts, cigaret cases, lighters, rings, bracelets, novelties, etc.)	Toys
	Trays (serving)
	Umbrellas
	Underwear (men's & women's)
	Watches
	Women's Clothing



**Harris Scoops Again Sensational Offer**



"SWAGGER" \$5.00 Model Men's Wrist Watch. Chromium Case, Second-Hand and Link Band to Match. SPECIAL. Each..... **\$1.85**



"GRACE" LADIES' \$12.50 Model (Jewel), Guaranteed White Wrist Watch, Beautifully Boxed. Complete. Same Watch in Yellow Gold P., \$18.50 Model. Complete..... **\$3.45**  
**\$4.45**



GENUINE PARKER PEN AND PENCIL SET, Parkette Model. Fully Guaranteed. FREE Bottle of Quink. Per Set..... **\$1.15**

Write For Our New Catalog.

**The Harris Company**  
519 West Madison St., Chicago

**NOTES from SUPPLY HOUSES**

The Ash-Coaster is proving popular as a premium item, according to Charles Ufert, well-known jobber. Original in design, striking in appearance, durable in construction and practical for everyday use, this combination coaster, ash tray and cigaret holder is very suitable for prizes, favors, premiums and novelty gifts.

Benedict Jerchow, direct factory representative for large cigar manufacturers, has developed a staff of direct selling agents who have made the selling of cigars to both the cigar store trade and the consumer a permanent business. He states that his agents are in a position to offer cigars to the consumer at a price that makes it worth while for box smokers to place their orders for delivery by mail. Mr. Jerchow's men take orders from samples and cigars are delivered direct. An outline of his selling plan can be obtained by addressing the New York office of *The Billboard*.

N. Shure Company reports that its Ingersoll watch, Mite number, is going exceptionally well, with business throughout the entire line well ahead of the same period last year.

A novelty item which has met with real success among digger and board operators is the Jumbo pen, being marketed by Joseph Hagn Company. The pen is five inches long, one inch in diameter and has a large ink capacity.



keted by Joseph Hagn Company. The pen is five inches long, one inch in diameter and has a large ink capacity.

The Olympic Bead and Novelty Company advises that it has substantially increased its line of rings, adding the latest domestic and imported white-stones and birthstones. They have also added diamond-cut crystal pendants. Reports say that their line of earrings, clips and crosses is going over well.

Recent reports indicate that the extensive line of Oneida Silverware manufactured by Oneida, Ltd., is finding great favor with housewives in various parts of the country. Four popular brands of spoon sets at four price levels are now being featured by this manufacturer.

The Harris Company is offering a special combination Parker pen and pencil set (Parkerette model) and a free bottle of Quink at an exceptionally low price. The line is in special exhibit at the Coin Machine Show, Hotel Sherman, Chicago, this week.

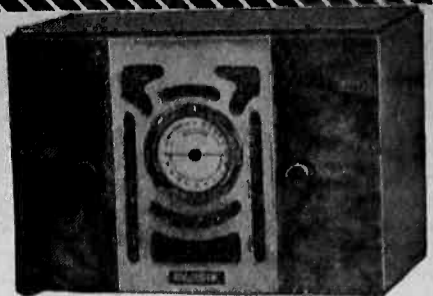
The Simplex Typewriter, which has been on the market for some time and which had a good sale during the holiday season, is reported to be a good all-year-round seller. It has many interesting and educational features for the kiddies, is easy to operate and guaranteed to write.

The Liberty Clock and Novelty Company, well-known jobbing and premium house, with headquarters in Baltimore, also branch in Washington, D. C., has opened a buying office in New York at 1140 Broadway. The New York office will be under the direction of H. Dashew, and will specialize in clocks, novelties and premium merchandise for sportlands, pin game operators, claw and digger machines.

My-Wate Jr., the compact bathroom scale manufactured by the Detecto Scales Company, is now being made in a new, modernistic design. This new design has a universal appeal, and the sturdy construction, the accurate performance and the general high-utility value of these scales, together with their new low price, is held accountable by the manufacturers for their increasing success.

**GET A LOAD OF THESE**

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY. This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.



**5 TUBE RADIO | 5 R C A**  
With Dynamic Speaker. LIC. TUBES  
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

**\$6.45** In Lots of 6  
**\$6.95** Sample  
F. O. B. New York. 25% Deposit.  
Order Now Before Prices Advance.

**PLAYLAND SUPPLY CO.**  
118 E. 28th St., NEW YORK CITY.

**NEW AMERICAN STYLE**

LADIES WRIST, LINK BRACELET, CHRO. CASE IN DISPLAY BOX.... **4 JEWELS \$3.40**  
**7 JEWELS \$4.25**  
MEN'S STRAP WATCH, CHRO. CASE, IN.... DISPLAY BOX.... **7 JEWELS \$3.25**  
DEP. REQ. BAL. C.O.D.  
ABOVE PRICES ON 6-SAMPLE WATCH \$5.00 EXTRA  
QUANTITY BUYERS WRITE CATALOGUE ON REQUEST

**BERK MUSE CO. 45 W 45 ST NYC**

**1936 Inventory CLOSE OUTS**

For Diggers and Premium Users

- In Doz. Lots. Enameled Cigarette Cases, Assorted Colors, in Boxes (25c Val.) Ea. **\$0.07**
- Leather Wallets, Assorted Grains Each **.07**
- Cigarette Holders, Colored Bakelite, Assorted Sizes, Each **.03**
- Sifter Compacts, Assorted Colors, Enameled (25c Value), Each **.06**
- Beaded Necklaces, Assorted Colors, Each **.03**
- Collar & Slide Sets, Each in Display Box. Per Set **.03**
- Briar Pipes with Aluminum Cleaners, Each **.08**
- Novelty Pencils, Assorted Colors or Nickel (10c Value), Each **.03 1/2**
- Buddha Table Lighters, Each **.10**
- Leather Zipper Wallets (35c Value), Each **.16**
- Pen & Pencil Sets, Each in Display Box (Made in U. S. A.) Each **.15**
- Pen & Pencil Combination, Chrome or Gilt Mounting, Each **.27**
- 2-Blade Pocket Knives, Pearl-ine, Assd. Colors, Each **.08 & .12**
- Chromium Cigarette Cases (Holds 20) Made in U. S. A. Each **.17**
- Chrome Opera Glasses, Each in Velvet Bag (50c Value), Each **.25**
- 5-Pc. Knight Lighter & Ash Tray Set Combination (75c Val.), Set **.50**
- Case & Lighter Combination, Chrome or Enamel (\$1.00 Value), Each **.45**
- Novelty Desk Clock, Gilt or Silver. (\$1.35 Value), Each **.95**

25% Deposit With Order, Bal. C. O. D.

**J. C. MARGOLIS**  
912 BROADWAY NEW YORK CITY

**Factory Bargain Lot PHOTO HANDLE POCKET KNIVES**

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, **\$2.25**  
Five Dozen for **\$10.00**

Send for New Catalog.  
**ROHDE - SPENCER CO.**  
Wholesale House,  
223-25 W. Madison St., Chicago.

**REMOVAL SALE WALTHAM WATCHES**

MEN'S WRIST WATCH — 7 Jewels, new chromium case, leather strap, in gift box. In lots of 6. **\$2.95**  
Each **\$3.95**  
Same in 15-J. Ea., **\$3.95**  
16 Size, New Fancy Chromium Engraved Cases, Each, only in Lots of 1/2 Doz. **\$2.65**

Assortment of 8 Watches Consist of Two 7 Jewels, Two 15 Jewels, Two 17 Jewels. Price for Assortment Only **\$15.90**

ASSORTMENT OF 4 WATCHES, 16 Size. Consists of Two 15 Jewels, Two 17 Jewels. In Indian Head Yellow Engraved Cases. Special Price for Assortment **\$13.50**

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.  
**PILGRIM WATCH COMPANY**  
Now Located At  
161 CANAL ST., NEW YORK CITY

**PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS**

Always Fast Sellers!

B1787—Czecho 3-Blade Toothpick Knives, Gross, \$1.40.  
B1789—Czecho 5-Blade Toothpick Knives, Gross, \$1.65.  
B1785—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.

Automatic Wind Lighter **\$16.50 Gr.**  
Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

**GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.**

**B & N'S JANUARY SPECIALS**

- NEW BENACO—Do Luxe Double-Edge, Blue Steel Blades, 5 to Box, Cello. Wrapped. Per 100 **45c**
- ANGELUS—Double-Edge, Blue Steel Blades, 5 to Box, Cello. Wrapped Per 100 **35c**
- LACES—2 1/2", American Made. This Week Only, Per Gross **42c**
- DREAM LAX—8 Laxes to Tin. Gross Tins **3.00**
- FACIAL TISSUE—Unusually Fine Quality. 100 Sheets to Box. 12 Boxes **60c**

Please Include 25% Deposit on All C. O. D. Orders.

The Pittsburgh and Detroit Stores Are OPEN SUNDAYS From 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

**B & N SALES — Same Day Service**

- CLEVELAND, O.—1444 West 3rd St.
- CHICAGO, ILL.—115 South Wells St.
- DETROIT, MICH.—527 Woodward Ave.
- CINCINNATI, O.—1005 Vine St.
- MILWAUKEE, WIS.—1009 No. 3rd St.
- ST. LOUIS, MO.—112 North Broadway.
- PITTSBURGH, PA.—897 Liberty Ave.

Order From Your Nearest Branch.

**5000 WALTHAM and ELGIN Hunting Movements in New Open Face Chromium Cases!**

18 Size, Cased in 1000 or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75.  
12 Size, Cased in Round, Octagon, or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75.  
20% Dep. Bal. C. O. D. Send for Catalog.

**The NEW YORK JOBBERS**  
74 Bowery, N. Y. City

**CHAMPION'S BARGAINS**

- MERCEDES BLADES—(All First Quality.), 1000, \$4.00
- REAL-LAX CHOC. LAXES. Per Gross Tins. **\$3.00**
- SILVER FOIL ASPIRIN DISPLAY—50 Tins (6 Tablets—5c).  
100 Displays **80c** Each  
50 Displays **85c** Each  
25 Displays **88c** Each  
Less **75c** Each
- SUNDRIES—NOTIONS
- LOTIONS—SOAPS.
- HOUSE-TO-HOUSE ITEMS.
- BIG LINE CARDED GOODS.  
25% Deposit on C. O. D. Orders.  
**CHAMPION SPECIALTY CO.**  
814-L Central Street, Kansas City, Mo.

**French Flapper Dolls**



**No. 96—\$24.00 Per Dozen**  
Beautiful Boudoir Dolls attract business. Doll illustrated is 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. **JOBBERS and DISTRIBUTORS WANTED.**  
25% With Orders, Balance C. O. D.  
**Standard Doll Co., Inc., 36 E. 22 St., N.Y.C.**

**SILK! SOCK! SPECIAL!**

**15,000 DOZEN MISPLATED Men's Silk Socks, SECONDS**, Assorted Colors to the Dozen. Packed 30 Dozen Pairs to the Shipping Case. Special Price for Quick Sale, **\$12.00 Per Case**, F. O. B. New Albany, Ind. U. S. Money Order or Certified Check must accompany each order. A Sample Dozen Pairs will be sent to you prepaid upon receipt of One Dollar. The Only Sock That You Can Retail for 5c a Pair and Still Make Money. **WAKE UP! ACT NOW!**  
**FALLS CITY MERO. CO., Box 805 New Albany, Ind.**

**REX HONES Now Less Than 3c Each**

**\$4.25 a Gross**  
Send \$1.00, Bal. C. O. D. Plus Postage.  
Each Hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Hone men are cleaning up. **ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-1, Chicago, Ill.**



**BARGAINS**  
To Reduce Big Inventory

Quantity.	Description.	Amount.
	United Blades, Dbl. Edge, Blue Steel, Per 100	\$ .45
	Razor Blades, Double Edge, Various, Per 100	.30
	Singer Blades, World's Finest, D. E. (1 M. Lots) 100	.75
	Palm & Olive Brush Shav. Cream, Lge. 3 1/2 Oz. Gr.	6.25
	Pineglow Giant Tube Brush, less Shav. Cream, Gross	6.50
	Shaving Cream 1/2 Lb., in Jars, Gross	9.00
	Shaving Cream, 1 Lb., in Jars, Gross	12.00
	Witoh Hazel, 16-Oz. No finer prod. on market, Gro.	9.00
	Hair Dressing, 8-Oz. Bottle, Gross	5.00
	Styptic Pencils, Attractively Labeled, Gross	.50
	Physicians & Nurses Baby Toilet Powder, Gro. Cans	4.50
	Perfume, 2 1/2 Oz. Bottle, Cans, Gross	3.00
	Facial Creams, Assorted, Tubes, 50c Value, Gross	5.50
	Dental Cream, Special Value at 35c, Gross	5.25
	Soap, Milled, Assorted, Gross	1.65
	Face Powder, 1 1/2 Oz. Bks., Gross Boxes	2.75
	Nail Polish, All Shades, Also Remover, Gross	3.25
	Steamax-Mask, For Colds, (50c Val) (as Is), Gro.	4.20
	Mouth Wash, 16-Oz. Bottle, Cello, Gross	10.50
	Petroleum Jelly, No. 2 Size, Gross	2.75
	Petroleum Jelly, 4-Oz. Size, Gross	5.25
	Rubbing Alcohol, 16-Oz., 70 Proof, Gross	7.20
	Aspirin, 12, in Attractive Tin, Gross Tins	1.75
	Iodine, with Glass Applicator, Gross	2.75
	Bandages, 2", Boxed, Fine Mesh, Gross Boxes	5.04
	Foot Powder, 2 1/2 Can, 200 Lots, Can	.02
	Corn Pads, Attractively Boxed, Gross Boxes	2.60
	Chocolate Laxatives, 100 Size, in Tins, Gro. Tins	2.75
	Hot Water Bottle & Fountain Syringes, Dozen	2.40
	Toilet Sets, 2, 3, 4-Piece, Assorted, (100 Lot), Set	.12
	A. & N. Needle Bks., in Envelope, Priced 25c, Gro.	1.20
	Safety Pins, 12 in Card, Gross Cards	1.44
	Git. Van. Safety Pin Bunches, 24 Pins, Gross Bunches	2.40
	Bobble Hair Pins, 25 on Card, Gross Cards	2.15
	Elephant on Teakwood Stand, \$1.00 Val. Doz. Sets, Set	.15
	Ash Trays, Non-Tippable, Enameled, Gross	11.50
	Cracker Jack Aluminum Cleaner, 15c Value, Gro.	3.00
	Furniture Polish, Lemon or Cedar, 16 Oz. Gross	6.50
	Flavoring Extracts, High Quality, 16 Oz. Gross	8.64
	Elec. Bulbs, 25-80 Watt, (1000 Lots), Each	.03 1/4
	Propel & Repel Pencils, 50c Value, Gross	7.20
	Index Memorandum Books, Imported, Special, Gro.	4.75
	Buy American Plates, Metal, 3 Col. (100 Lots) Ea.	.02

THE ABOVE PRICES ARE FROM NEW YORK ONLY.

Watch Following Ads for Chicago Inventory Specials. Fill in Quantity Wanted. Send Your Name and Address with 25% Deposit, Balance C. O. D. 116-Page Catalog Free.

Order From Nearest Branch Established 1916  
**MILLS SALES CO.**  
901 Broadway 27 South Wells St.  
NEW YORK CITY CHICAGO, ILL.  
85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

**NEW CAMEO RINGS**  
IDEAL FOR SALESBOARDS AND DIGGER MACHINES  
Available in Men's and Ladies' Sizes, 12 Distinct Patterns.  
**NEW PRICE**  
\$22.50 gr. \$2.00 dz.  
Send \$2.00 for 12 Samples No. 71 and New Large Free Catalog, showing hundreds of New Items suitable for Digger Machines, Sportlands and Salesboard Deals.  
**HARRY PAKULA & CO.**  
5 North Wabash Avenue, Chicago, Ill.

**HEADQUARTERS FOR SPECTACLES and GOGGLES**  
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.  
**NEW ERA OPTICAL CO.** Write for Catalog BF43.  
Optical Specialties  
17 N. Wabash Ave., Chicago, Ill.

**MEDICINE HEADQUARTERS**  
A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request.  
**GENERAL PRODUCTS LABORATORIES,**  
Mfg. Pharmacists, 197 E. Spring St., Columbus.

**PITCHMEN**  
by BILL BAKER

(Cincinnati Office)

**JOE HESS PIPES**  
in from Columbia, S. C.: "Had a Charlotte, N. C., store with inksticks during the holidays, with biz fair and managing to get a little of the green. Bob Vehling is still with me. Have been in the biz 10 years and this is my second pipe. Why, I don't know, as I sure enjoy reading 'em. I see where the Wood sisters and Dot Taylor are going good in Newark. They are good workers. Sure wish Greenie would come to life and drop a line to Pipes. He is one paper man who sure knows his business. Would like to see pipes from some of the boys around Newark, including Joe Reddy, Frank Conlon, Whitestone Collins."

**BUFFALO CODY**  
81-year-old "youth," shoots one from Chicago: "Too cold to work outside here and haven't seen many of the boys lately. Market has been bad for about a month, with the weather running it a close race. The store on State street was closed because an Eastern pitchman came here to strut his stuff and made one of the rottenest pitches I have ever heard. Personally he was a good fellow, but on the stand—well, what's the use? We closed the store on Dearborn street just before Christmas, and may open on Madison street soon. Jean McLain has left to play a month down in Mexico making talks for a Battle Creek firm. Texas Tommy is on the old rancho in Texas for a month. Doc Jake Fox is working for the United States. Doc Broad is busy with his palm garden tavern on Madison street and I am warming my feet by the fireside."

**ART COX AND**  
Bill Westfall dropped in the office for a chat last Thursday. They are en route to Washington, and say they will make a stopover in Pittsburgh to see if Tom Kennedy is still a home-guard (?). The boys are still with it and for it with tieforms and report a great holiday season in Milwaukee.

**MRS. SAM PERRY**  
22-year-old pen demonstrator, tells in *The Dallas Morning News* that she was recently to reunite with her mother after a separation lasting since she was but two months of age. She had been brought up with her step-mother and only after she was 15 was she told that her real mother was Mrs. Pauline Abramson, known on the stage and to radio and Pearl Beard. The mother was located thru *The Billboard*, according to Mrs. Perry.

"AM REALLY IN THE heart of the Texas oil fields," pipes Madaline E. Ragan, from Henderson. Worked a few spots to good results en route. Atlanta is played out, too many workers. At West Point, Ga., there is a good lot, but see the chief, Monroe, La., has a good lot on Main street, low yearly reader. Shreveport, La., has a dandy lot for a low daily rental and no reader. At Marshall, Tex., see the sheriff and work on Court House square. No reader. Will let the boys know more as we work. Expect to stay here three weeks, then to San Antonio. The oil fields are booming. Harry Maters had a good store in Atlanta. Honey and Dick Jacobs, Lew Messer, Gypsy Brown and I worked there. Business fair. Don't try to work med in Alabama unless you have a reader (s. r. no good), which is too steep to bother with unless you expect to stay in the State a considerable time. What has happened to the store in Chicago? Pipe in, you folks, and let us know what is what, I give you real facts, not bunk, and I don't claim you will get rich at the spots I mentioned, but you will do well if you are capable and have good merchandise and work clean."

**HARRY A. DAWSON**  
writes from Jonesboro, Ark.: "The Keith Players, appearing under canvas at Otwell, spent an enjoyable holiday week with the highlight being the

wedding on the night of the 26th of Bessie Mae Smith and myself, which culminated our romance of many years' standing. Doc Frank Keith and Elwood Benton were best men. The missus and I intend continuing with the show indefinitely. Among those present were Rev. and Mrs. O. B. Elgin, Doc and Mrs. Frank Keith, Art and Ruth Holloway, Capt. Frank Holloway, Benton and Clark, Mr. and Mrs. Leo Thompson, Mae L. Thompson, Jolly Fannie and Claude Hatfield, Glen and Irene Pennington, Ernest Ruh, Louis Funderburke and 'Jew' Price."

**DOC HOMER ANDERSON**  
writes he is in the Veterans' Ward, University Hospital, Oklahoma City (where he has been confined since December 19), and would appreciate visits from trouper passing thru, also word from some of the old bunch, including Sid Sidenberg, LeRoy Butler, Doc Black, Buster Williams, Doc Lee Williams, Doc Cooper and Doc Streets. "Sure would cheer things up to hear from them," he writes. "We had a wonderful Christmas program here and they treat me fine. Enjoyed meeting Whitey Ray Huber, a real trouper, who is here waiting for the same operation as I."

**TEXAS BILLY DROPS**  
a few lines from Holly Springs, Miss.: "My Western Entertainers show consists of the same old bunch of good entertainers that have been with me for the past two years. All are in good health. We are playing spots thru this State. Business fair. We are working farther south. Had a merry Christmas season."

**AL DECKER SHOOTS**  
a pipe from Fort Smith, Ark.: "Have been here a few days, but too cold to work as yet. Came in from Laredo, Tex. Made all the stops on the way but found Texas not so hot. Had a good day's work in Hugo, Okla., Antlers, Coldgate, Ada and Holdenville. All open and a little money in circulation. See Al Ross is still booking the Princess. Wonder if Al remembers when he worked coin boxes in the rain in Hammond, Ind. Hope Frenchy Thibaut made his way out of New Orleans. Let's hear from Frank Vail, Johnny Vogt, Micky Walker and Jack Flowers. Will stay in Arkansas and Oklahoma for some time. Spots are easy to work here, with some money in circulation."

"HERE I AM . . . back in the land of snow and ice," tells Walter Ramsey, from Havre, Mont. "Came home for the holidays. Made my last pitch in Missoula and have been writing circulation since. Met C. W. Nicholas and missus in Missoula, working high with neekties. Had supper with them and cut up several jackpots. Also saw Frank Rogers, of Great Falls, selling the *Life of Wiley Post and Will Rogers* (no relations). While here visited my old friends Jack and Betty Nord. They recently had the misfortune of having their palace housecar destroyed by fire, along with personal belongings, etc. A \$3,000 loss. D. I. Bowker has left the pitch field to look after his string of amusement machines. Am heading soon for Tucson, Ariz., and then out to San Diego."

**JOE PERRY**  
reopened in one of St. Louis's largest department stores to give his clever demonstration a workout during the holidays.

**DAVE ROSE**  
scribes one from Lake Charles, La.: "After reading the article *The Pitchman and the Supply House* in the Christmas Special I find that the jobber no doubt is interested in selling as much merchandise as possible to the pitchman. Quite naturally. But no one seems to mention the fact that if a pitchman

could work in the various towns he comes to instead of flying around the country on a wild goose chase his sales would increase more than any suggestions as to what kind of merchandise to use and how to sell it could possibly do. Some of our largest retail business concerns are giving the public less for their money and getting more than all the pitchmen combined. I could name dozens of firms advertising over the radio and making the public like it. Why is it they are getting away with it and we don't? It's an old, old story and we all know the answer. I would like to have the boys tell what is menacing Pitchdom. The jobber may have been a pitchman at one time, but times are changing and conditions keep on changing with the times. The jam man and his way of dealing with the public do more to give Pitchdom a black eye than any other branch of the game. I know that many low pitchmen have been unable to work in certain towns because some jam man had just been there and burned the spot up. I have seen many jam men work and some work okeh, leaving no heat. On the other hand, some are showoffs and always take it on high after they get thru. I could go on for a long time, but what's the use? Opening closed towns, that's the thing in a nutshell. Fancy editorials or comments don't mean a thing as long as the pitchman lacks an organization to defend him in his time of legal need. His sales will continue to decrease until such a time as he is defended by a strong organization that will open towns and keep them open for the honest, legitimate workers. This is a fact and time will tell. Would like very much to read 'em from Joe Morris, Skippy Davis, Jake Branholtz and Morris Davidson."

"IT HAS BEEN . . . about two years since I sent in a pipe but I seldom miss a copy of *The Billboard*," writes Doc B. E. Patten from Washington, D. C. "I am not as active as I would like to be, as I have been warned that my heart is not very strong and I know my eyes are weaken-

**OAK BRAND-HY TEX BALLOONS SPECIAL PRINTS**

Money getters for indoor Circuses, Expositions, etc. Special Copy combined with our stock outs produces timely souvenirs for practically any event.  
**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**  
Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
206 Broadway, NEW YORK CITY.

**ELGIN-WALTHAM WRIST WATCHES**  
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.  
**H. SPARBER & CO.,**  
106 North 7th Street, St. Louis, Mo. **2.95**

**HAND STOPPERS**  
\$6.00 per Gross.  
**RAZOR STOPPS, \$4.80 to \$72.00 per Gro.**  
**WALLENBECK MOLAND MFG. CO.,**  
Sandwich, Ill.

**WILL ROGERS' LATEST JOKES, WILEY POST EULOGY, 4c, sells 15c. Sample, 10c. Veteran's Joke Books, Magazines, Calendars, Season ripe. Going good. VETS. SERVICE MAG., 157 Leonard St., New York.**

**RUN MENDERS**  
Med. Latch Rubber Handle, gross, \$2.75; 500, \$8.25; 1,000, \$15.00. Wood Handle, gross, \$4.00; 1,000, \$20.00. Chiffon Special Rubber Handle, gross, \$7.20. Wood Handle, gross, \$3.50. Directions furnished, deposit required. 5 samples 50c.  
**RUN MENDER WORKS, Dept. 3, Waukegan, Wis.**



ing. When I heard of the sudden death of Pat R. Goonan I was not only a little shocked, but worried about Old Man Patten, too. To know Pat was to like him. To know him well was to love him. He was a real old-time med man and knew his business from A to Z. But first of all he was a gentleman and friendly and fair to everybody. A few years back I used to meet him often, generally hard at work pitching his remedies in some Midwestern city. He never was a knocker and always had a boost for everybody. A good man gone to his reward, but he'd done his three-score and ten. A few of us old fellows keep going, and outstanding among these oldtimers and squareshooters is my younger friend Doc George M. Reed, of Columbus and Youngstown, O. Friend Reed is another honest man, always ready and happy to do a good turn for a fellow pitchman. Not many good locations are available here in Washington. But there are generally a few held down by home guards who know the town. The depression is all over here so far as real estate, the banks, building, merchants and business in general is concerned. And why not? Government departments are working full time on full salaries. More thousands at work than ever before in the history of the city. The earned income of the workers is a full \$2,000,000 more per month than the same time last year. Conditions are as good in near-by Maryland cities. In my home town, just across the Potomac River in Virginia, there has been more building this past year than in the previous five years put together. It's tough to be ill in the most beautiful city in the world when business is so good."

**SAM GOLDMAN** . . . pipes from Fort Smith, Ark.: "Am working blades and rings. Had a fair Christmas. Ran across the fountain pen king and queen. What a headache I got when I saw Harry Woodruff and wife making a pen sale at Little Rock. Seemed like they all bought pens in that town. That fellow is a wizard. He dresses well and drives a nice car. Guess I'll hit out for Dallas."

**"HAVE BEEN SITTING** . . . around reading the old column and thought I'd better shoot one myself," tells Harold G. Case, Rushville, Ind. "The family and I are all still existing and are feeling fine and looking forward to a prosperous season in 1936. Would like awfully well to see pipes from Cardiel, Claude Rumble and Mr. and Mrs. Lamb." Harold's daughter, Adrienne, 14 if you please, tacked on a note saying that she, too, is a steady Pipes reader.

**"AM WORKING AROUND** . . . the Windy City and doing quite well," informs Andy Devine from Chicago. "Think I'll stay here until the Dallas fair opens in June. Met Sammy Stone recently and was surprised to hear that he is living at the same hotel with me. He is anxious to read one from his old friend H. P. Coffey."

**WARREN C. SCHERER** . . . the hair curler "wrecker" is in the hills of Northern California and pipes from Salyer: "Would like to read pipes from friends in the demonstration game. Am many miles from a news stand, back in the hills, but manage to read a copy now and then. Am with the Swanson Mining Corporation."

**"THE 41ST ANNUAL NUMBER** . . . was a whopper," cards G. S. Shaw, Harrisburg, Pa. "Have just finished reading Doc Reed's pipe. Believe he is 100 per cent right in his statements about the benefits to the pitchmen to be gained by having the jobbers keep from advertising prices. Notice in a recent issue where one jobber has already taken the hint. Others will follow."

**MILTON (CURLEY) BARTOK** . . . cards from Corpus Christi, Tex.: "Have not worked here as yet, but one can jump out and work spots within a small radius. Worked Robstown, Tex., on o. m. Lot on Main street. Weather down here is a real pleasure after working in the Northern chills. Going into the Valley, which I hear is okeh. High prices on crops, etc. Betty and I go fishing every time we get a chance. Listen, you fellows, let's all tell what

**FAIRS  
CONVENTIONS  
COMING EVENTS  
And Other  
LISTS  
Will Appear in  
the Next Issue**

we work, and when we give dope why not let it be in such form and of such a caliber that it can be cut out and placed in a scrapbook, which would sure become valuable as time passes? I cut out Doc DeWitt Shanks' pipe and put it in a book on a page marked 'Tenn.' Was in Houston on my way from Panama City, Fla. Saw a couple of doorway workers. Kukul, tooth powder, said he was going into a store after Christmas. In the same doorway was Jack Miller with corn punk. Sorry I missed seeing Tom Sigourney and Harry Corry. Where in blazes is Mary Ragan? Things don't look bad down here, but I will know more after I have been here a while. I am working spring water on o. m. Wonder how Dick and Honey Jacobs are. Why don't they answer their mail? Let's have 'em from the boys around Detroit. My recent pipe stated that I worked Birmingham, Ala., but that was a mistake in printing as I didn't work there."

**FRIENDS OF** . . . Doc and Mrs. C. V. Graham will be sorry to learn that the Graham's faithful pal and little trouser friend, Buster the wire walker, died of pneumonia December 23 at Cordelle, Ga. She was embalmed in a baby casket and taken to Biloxi, Miss., Mrs. Graham's home, for burial. "Buster" was born in Thomasville, Ga., was 15 years old and had trouped thru 38 States. "We can now understand why Doc Colby gave his pal, the monkey, a \$300 burial," says Doc Graham, piping from Biloxi. "We did the same for Buster. She really earned it. A few pitchfolk were here for the holidays, but the State is closed to med shows unless you can pay a huge reader. However, we have some good news about this reader and will pipe in later. Wonder where Thunder Cloud and Little Bear are. Please pipe in."

**NEWARK TREATED** . . . the pitchfolk very well during the Christmas season," pipes Fred Ahrens. Bob Vehling and Joe Hess, who had several pen booths at Newark stores, left by plane for St. Petersburg, Fla., for the winter. Eleanor Wood and Bernice Martin left for Miami Beach for the winter. They reported the best Christmas they ever had, in Newark. Greenie and the missus spent the holidays at home in Valdosta, Ga., and expect to hit the road again in April, with pens and leather goods. All here seemed to have a good season."

**"JOE KRAUS WILL** . . . not be in Miami this winter," writes William Carr, from Boston. "He has a large tank in his cellar, surrounded by sand he brought from Florida, during the holiday season. They all wore badges to keep from selling one another. A new society has been formed here. In order to join you have to receive an okeh from men in the business 70 years and be indorsed by 20 blade men. Felix LeClaire was hit by an auto. Not serious. Mex is still working the Tremont street store. Sam Lewis made his first pitch in 20 years with running mice. Joe Kraus is doing okeh on Tremont street. Bill Flood is working ring puzzles. Murray (Kid) Harmlein is holding forth with jumping dolls. Bill Connors is selling seeds. Tishia Bhutia and Lewis are working a Hanover street lot to good business."

**N. F. TATE** . . . of the Tate-Lax med company, shoots from Waco, Tex.: "I am credited by candy salesmen with having the largest free show outfit in the country. My latest addition is a yoke of oxen and

a covered wagon. It is the best attention getter I have ever seen in this part of the country. The outfit will be shown at the Texas Centennial and the Fat Stock show. I have another addition building this month. It is a traveling free museum, inclosed in plate glass and containing relics from this country and many foreign nations. The museum and my home built in the log will be connected and the outfit will weigh around 25,000 pounds complete."

**HARRY F. GILLIAM** . . . postcards from Fort Dodge, Ia.: "Fair ground workers and store demonstrators lost one of their best and cleanest when our good friend Ira Welas passed on to the Great Beyond, from whence no man returneth. Knowing Ira and the missus as I do, my heartfelt sympathy goes out to her, as I, too, have experienced the inevitable and I know her loss and grief are absolutely beyond words, and the only persons who will understand are those who have suffered the loss of their loved ones. However, those who knew Ira and the missus, let us all live up to their standards of clean personalities, veracity, integrity and unassuming characters—and that's something to hope for."

**A CARD FROM** . . . Doc T. R. Marshall tells that he and the family spent the holidays in St. Petersburg, Fla. Doc met Doc Graham, of the Golden West Show, sporting a 16-cylinder car and looking very prosperous.

**"STOPPING OVER HERE** . . . en route to Texas," tells Harry Maters from Hattiesburg, Miss. "Came in from Atlanta. Nobody got anything, it was terrible. Am heading for Texas and California. I still say there will never be a man as capable as Tom Rogers."

**PREMIUM TRADE**

(Continued from page 58) did gain popularity were used in such quantity as to show one of the greatest increases ever experienced in the sale of premium merchandise.

Many other reasons are also attributed to the increased sale of premium merchandise during 1935, but one of the most important has been the sales promotion efforts used during the past year, as compared to the indifferent attitude toward the premium field displayed in former years.

Continuance of this active promotional effort is bound to further increase sales. The continuance of trade and public advertising, which gained so great a following for many items, is sure to further interest the entire industry.

Advertising can be directly traced as cause for the sales jump of some of the better premium firms and assures that some of the leading items of 1935 will continue to hold rank in 1936 and with even increasing popularity.

**DISPLAY ENHANCES**

(Continued from page 58)

learned that only by attractive display methods can they further stimulate the play on their products. Pin-game operators have even gone so far as to pay for space on counters where they believe the greatest attraction is centered so that they can gain greater stimulation for the play on their machines by the fine attractiveness and value of the merchandise to be awarded the more skillful players.

Salesboard operators have always found that the first necessity of their business is display value. A salesboard located near the cash register of the store, with the board well displayed and the premiums standing forth from the general scheme, will always prove the most profitable.

Concessioners have guided their business by tempting display. The average concessioner will not think twice of a location where he cannot get the correct type of display for his merchandise.

Display is one of the greatest essentials in the sale of merchandise. Clever displays have aided department stores to create unusually large demands for premium items, and this same type of display has aided many premium merchandise men in choosing items for their own use.

The modern merchandise is so well designed and so attractively constructed

**I MPORTANT**  
Announcement To  
Our Friends By  
**FREDMAR  
INC.**  
Operators of  
**OHIO MEDICINE CO.  
&  
DE VORE MFG. CO.**  
On and after January 20, we will be in our bigger and better equipped New York City plant.  
Here we will be able to give you the same high quality, with faster service and economies that permit **FREIGHT PREPAID FROM NEW YORK.** Until January 20, all orders filled at Columbus plant.  
309 S. 4th St., - - - COLUMBUS, O.  
Watch for further announcements

**1 FLASH SPECIAL**  
**1,000,000**  
**BLADES DOUBLE**  
**EDGE TYPE**  
(First Quality)  
Packed 50—100  
Blades to Carton.  
Each Tuck Cello-  
phone Wrapper.  
**\$3.10**  
PER M.  
F. O. B., N. Y.  
Not Less Than 1,000 Lots of Either Type,  
25% Deposit with Order. Eal. C. O. D.  
**ENKAY SALES CO.**  
507 Fifth Ave. NEW YORK CITY.

**MEDICINE MEN**  
PRIVATE LABEL TONICS. Immediate Shipments.  
New Price List. WRITE OR WIRE.  
**NUTRO MEDICINE CO.**  
16 South Peoria Street, Chicago.

**Save 80%**  
Buy your Sundries, Specialties, Supplies,  
Blades, etc., direct from manufacturer  
through our Mail-Order Department. All  
orders mailed postpaid by us. We have  
everything. Send for FREE mail-order  
catalog.  
**THE N-R MFG. CO.,**  
Dept. H-81, Box 363, Hamilton, Ontario.

**CHEWING GUM 20¢ BOX**  
RETAILS FOR \$1.00.  
Each Box Holds 20 Full Size Be  
Packs of Factory Fresh Gum!  
Snappy Display Boxes help you  
to get quick 100% to 200%  
profits. Be our distributor. Get  
started. Send 40c for sample  
box (prepaid) or write for  
particulars. Great field for agents!  
**AMERICAN CHEWING PRODUCTS, 4th & Mt. Pleasant, Newark, N. J.**

**WORK FOR YOURSELF**  
Biggest and Quickest Sales are made in  
Brushes. Investigate. Send for our at-  
tractive proposition.  
**WIRE GRIP SANITARY BRUSH CORP.**  
220 Southern Blvd., New York City, N. Y.

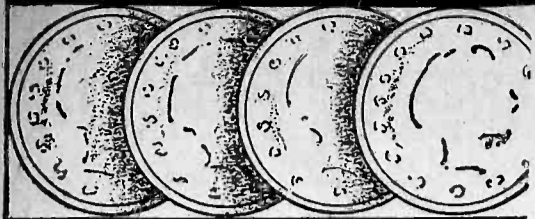
**Salesmen—Pitchmen—  
Store Workers—Demonstrators**  
LIGHTNING FROST REMOVERS. New, nothing  
like it. Stores, Motorists, Motormen eager to  
buy. A sure clean-up. Removes Frost from Glass  
instantly. Write for our proposition. A Hot Win-  
ter Seller—a 25c Seller. **GROSS—\$6.00—GROSS.**  
**UNITED SALES CO.**  
228 W. Wisconsin Ave., Milwaukee, Wis.

**75,000 Pc's NOVELTIES and  
JEWELRY**  
Values from \$1 to \$7.50 Dozen.  
**CHOICE—\$4.50 Gross. Sample Dozen, 50c.**  
**TUCKER-LOWENTHAL CO.**  
Wholesale Jewelers,  
Five South Wabash Avenue, Chicago, Ill.

that it is fitted for the highest type of display and is also sure to bring about greater business for the individual who realizes this fact.



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.

## HIS LIBERAL COMMENT and GENIAL GOOD HUMOR ENLIVENED the 1935 CONVENTION



The Late Will Rogers

"What would you say was the biggest and most prosperous convention held in Chicago? It's not autos, steel or bankers. The only industry that has never asked for government relief. Frank Bering, manager of the Sherman Hotel, says it's the only convention that paid their room rent since '29. It's the slot-machine convention. Manufacturers and operators of those games where you put in a nickel, pull a lever and play marbles with yourself. It's replaced golf, bridge, Kelly pool and the New York Stock Exchange for exercise and gambling. Your next ambassadors and senators are coming right from this business for they got the political campaign dough. They are showing 'em here that have lunch wagon attachments. Where you can play 24 hours a day. We will win the next war in a walk if they let us shoot marbles at 'em. Yours, WILL."

—Copyright McNaught Syndicate.



**Lichtman Applauds ABT For Quality in Games**

NEW YORK, Jan. 11.—When interviewed a few days ago to confirm reports of his appointment as representative for the A.B.T. Manufacturing Company of Chicago in metropolitan New York, not only did Charles Lichtman confirm the reports but also gave his reasons for taking this important step.

"I feel this is the biggest thing I have done during my 15 years in the coin-operated amusement machine business," says Mr. Lichtman.

"There is no question but that our industry is reaching stabilization and that the operators have become sensible to the great changes we have gone thru. Like myself, they realize that it is time to get down to brass tacks if 1936 is to be a year of profits for all of us.

"Names mean more today in our industry than they ever did before. And looking around for a good name to tie to I could find none that ranked as high, from every consideration, as does the A.B.T. Manufacturing Company. The fact that over 92 per cent of all coin-operated amusement machines are equipped with A.B.T. coin chutes indicates that this company certainly has stability, a reputation for precision production and the ability to turn out the finest machines, second to none in America.

"Likewise, I feel the day is forever gone when just any kind of a machine will get by. Not only must machines be attractive and have player appeal, but they must stand up as well. As soon as the operator realizes that it isn't the first cost alone that is so important, but the actual number of hours of uninterrupted play divided by the initial cost of the machine, plus service expense that determines the machine's cost to him. That, of course, is elementary business but so few of us in our business realize it.

"And this is precisely why I sold Walter Tratsch (of the A.B.T. Manufacturing Company), who I have known for over 10 years, the idea of appointing me A.B.T. distributor in metropolitan New York. I know their machines will stand up because I have seen them built and have handled them myself. It was a marvel to me to witness the fine workmanship, engineering and precision production that is put into A.B.T. machines. Also, their policy of replaceable playing panels, an assurance that an A.B.T. machine will never become obsolete or out of date. I am still getting good income from A.B.T. machines which I put on location over 10 years ago.

"Another factor that I think is going to play a big role in 1936 in our industry is the movement inaugurated by A.B.T. to beautify its machines. They have eliminated entirely meaningless designs and ordinary playing panels. Instead, their machines are fitted with panels of real artistic beauty that ac-

**Take This Test**

One of "average intelligence" can rearrange in four minutes the letters  
**E S C R U A**

and spell a common, very common English noun.

Anyone sending the correct word to The Billboard, Cincinnati, before January 20 will receive a free copy of the January 25 issue, containing complete reports of the Coin Machine Convention.

Oh, yes! If you don't "get" the word look in the January 25 issue for the answer. Then try this test on your friends.

tually gives the player pleasure when viewed as a game or as a work of art.

"I consider the new improved A.B.T. tape and ticket units the most important and far-reaching contribution to progress in our industry. Now the operator will no longer dread settlement time—with these units as a part of his machines, settlement and collection grief will be a thing of the past. I predict that within six months from today no machines will be acceptable to operator and location owner unless it has a tape or ticket unit.

"To sum up my views of 1936, let me again say, success can only be based in terms of a reputable, well regarded name—good machines that attract the player and which stand up indefinitely—service, and the desire to help the operator make money."

**Represents Parker Pens**

NEWARK, N. J., Jan. 11.—Jersey Trading Company has been appointed to represent the Parker Pen Company in New Jersey. The firm has been successful with the Parker fountain pen and pencil sets and has established a large following thruout the State for the nationally known items.

Samuel Broudy, president of the firm, reports that the Parkette sets, which are among the leading premium items of the year, are moving faster than ever. The Parkette combination set of small pen and pencil with a trial-size bottle of Quink has been recognized thruout the industry as one of the most interesting premiums on the market. Mr. Broudy believes that interest in the Parker sets will continue at high for 1936 and has ordered a large stock of the merchandise for his customers.

He also states that the quality embodied in these sets has created a great demand for them. He feels that customers of the firm who have been using this merchandise in large volume will find it gains the confidence of the public. A special flyer is being prepared to be included in their unique catalog and will be sent to all customers who have received the catalog to date.

**Coin Machine Men . . .**

**STAR ELECTRO HOIST**

**"THE ARISTOCRAT OF DIGGER MACHINES"**

**WILL PROVE TO YOU ON YOUR LOCATIONS THAT IT IS THE BIGGEST MONEY-MAKER IN COIN MACHINE HISTORY!**

**YOU INVEST NO MONEY**

**Proposition No. 1—**

We will send a man to set up ten ELECTRO HOISTS on locations you will select. He will operate these Hoists for two weeks. If results are satisfactory, you buy cash or terms. If not satisfied you do not buy.

**TWO WEEKS FREE TRIAL**

**Proposition No. 2—**

You place a deposit on one or more Hoists. You operate the Hoists for two weeks—if you are not completely satisfied we return your deposit. No questions asked.

**Capitalize on Your Location—SEND COUPON TODAY**

**SEE US AT BOOTH 113  
1936 CHICAGO SHOW, JAN. 13-16**

**STAR ELECTRO HOIST CO.**

*"Builders of Quality Machines Since 1913"*

**175 FIFTH AVENUE,  
NEW YORK, N. Y.**

(COUPON)

STAR ELECTRO HOIST CO.,  
175 Fifth Ave., New York, N. Y.

Gentlemen: Please send me further information about your

Proposition No. 1.  
 Proposition No. 2.

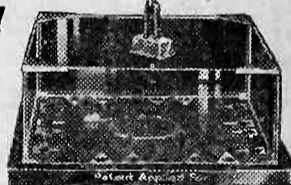
Name .....

Address .....



**THE SPORT SENSATION OF THE CENTURY**

Nothing mythical, nothing complicated. Lifting container releases live mouse which darts for one of the 24 available holes on "track." Mousie decides all bets by the hole he selects. Equipment includes "cage" enclosed with plate-glass, beautifully finished mahogany "track," substantial base, necessary containers and "throw-downs" for betting tables. To get going, all that is necessary are five or six live mice (for relief) and a crowd. The "Take" will absolutely dazzle you. A nightly profit of \$300.00 in a fair location is not uncommon. ORDER TODAY.



One-third deposit with order. Balance C.O.D. f.o.b. Kansas City, Mo.

**Price \$60.00**

**STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.**



ON THE BOARDWALK. Members of the Ross family, Oriole Coin Machine Corporation, Baltimore, enjoy a day off at Atlantic City. Left to right: V. G. Ross, E. V. Ross, Nell Ross, A. W. Ross and R. P. Ross. All are connected with the Oriole firm and are five good reasons for its success.

**Do Not Buy Any New Machines at the Show Until You Hear From Us. We Will Accept Your Used Machines as Part Payment for New Ones. Send Us Your List and We Will Quote You Our Liberal Trade-In Allowance. Save Money by Writing Today.**

**Our Used Machines Are Completely Renewed by Expert Repair Men and Ready To Be Placed on Location.**

**New Machines Are Thoroughly Tested on Location Before Being Advertised. They Must "Click" and Work Mechanically O. K. Before We Carry Them in Our Line. "Nuf Sed."**

Watch the 4-B's During 1936.

**BESSER NOVELTY CO.**  
3020 OLIVE ST. ST. LOUIS, MO.



# PAY TABLES

We are the largest distributors of Pay Tables for all leading manufacturers. For complete list of all the new Pay Tables as well as list of used Pay Tables write today!

Don't fail to get our WEEKLY BULLETIN OF SPECIAL BARGAINS. LET US PUT YOU ON OUR MAILING LIST.

**SQUARE**  
AMUSEMENT COMPANY  
335 MILL ST.  
POUGHKEEPSIE, N. Y.

## Good Will Publicity

By M. M. MARCUS

The Markepp Company, Cleveland

A number of incidents recently have brought home to us pretty violently the problem of unfavorable publicity which faces us. Unfortunately we seem to be the natural prey for these self-appointed reporters of the conditions that "menace" the public . . . even if they have to distort the facts beyond recognition . . . to make a good story and to prove how alert they are to the welfare of the public.



M. M. MARCUS

In order to survive it is necessary for us to fight these antagonists of ours. It isn't enough just to hold indignation meetings among ourselves or to write protesting letters to our foes. We must conduct a systematic campaign to counteract this harmful undercurrent that is trying to sweep the props from under us.

Our own "Good-Will Publicity Campaign" is being received enthusiastically; the response justifies our efforts. But permanent results cannot be expected from this alone. It is like taking one dose of medicine to cure a lingering disease. A campaign of this kind is the sort of thing to be carried on by the local coinmen's associations; it would be altogether worth while and would bring substantial returns. The manufacturers could be of much help; in fact, we have found them very co-operative, furnishing the photographs for our posters, and in some instances the cuts, too.

We have had very complimentary comments on our method of carrying on the good work. Of course, the important thing to remember is to use a medium that reaches the amusement-seeking public. Our idea of a poster to be displayed in the windows of stores where pin games are located conveys the message direct to the people who are likely to be interested. The posters show nationally known people surrounding a pin game absorbed in the play, and the reading matter in connection is of interest to everyone. It catches the eye of the passerby or the customer about to enter the store and creates a desire to play the game. We have never had a report of any location owner refusing to allow the poster to be put up; on the contrary, the proprietor is interested in the "news flash" himself—and why not? It attracts people to his store window and subsequently into the establishment to play the game or to make purchases—all of which is profitable for him.

Not only the operators, but coin-machine associations, manufacturers and distributors have been quick to respond and to write letters of commendation on this work. A prominent Eastern distributor wrote: "I have thoroly gone into your plan on the promotion of public good will and feel that you have a very wonderful program setup. I would like to go along with you on this proposition. . . . Will you therefore send us immediately 2,000 good-will publicity order blanks and 2,000 window banners, and you can do this every two weeks or as often as you furnish this sample setup?"

From the other side of the globe we received a letter just recently. A coin-machine operator in Karachi, India, wrote: "I am very glad to see that you have started something new to help the people in the coin-machine industry. Kindly send me 25 'News Flash' by

postal C. O. D. to the above given address."

This tends to prove that the need is universal for an educational program such as ours. But in spite of all the favorable comment and the tremendous response we have only scratched the surface. At any rate, however, it is a step towards a better understanding and a better attitude on the part of the public to our games and to our industry.

## Coinmen Seek Florida Sunshine This Winter

NEW YORK, Jan. 11.—Hailed as one of the best signs of returning prosperity is the exodus of coinmen from this city to Florida sunshine this winter. Many prominent coinmen and their families are arranging for stays on Miami Beach, and it is believed here that quite a gathering of this city's leaders will be enjoying the warm sunshine of this popular winter resort.

Among those on their way to sunny Florida are Mike Munves, who is rapidly recovering from the severe accident which he had some four months ago, tho still using a cane. His bandages are off and he claims that very shortly he will be "fit as a fiddle" again. Mike will bask in the Florida sunshine for about a month.

Dave Simon, of Riverside Sportland, one of the outstanding sportlands in the country, will leave with Mike to enjoy the sunshine on Miami Beach.

Henry Cooper and his family are on their way now and Henry intends to spend a few weeks on the beach with his family, leaving them there and returning to his business.

Nat Cohn and his family will drive down to Miami after the convention in Chicago and will remain over the entire winter. Nat intends to enjoy the sunshine for at least a month.

Bill Gersh and his family will also leave for the Miami clime and will remain there for a few weeks, while his family continues on and he returns to the regular grind in the city.

Many others are also planning Florida winter vacations and some intend to leave right after the convention in Chicago and remain for an indefinite period.

## Babe Kaufman Here With Dazzling Gowns and Furs

CHICAGO, Jan. 11.—Babe Kaufman, "America's only woman jobber," is attending the 1936 Coin Machine Exposition and is again showing a wardrobe of some of the finest and most elaborate gowns (and other finery) ever seen off Broadway. All the old convention goers will not find anything new in this, as Babe is known for her unusual attire.

But Babe says "they ain't seen nothin' yet. Wait until they get a look at that mink coat I'm exhibiting—it'll knock their eyes out."

## SPORTLAND

AMERICA'S Most Beautiful De Luxe Type Counter Game. New, Different, with Speedy Action that WILL COIN PROFITS faster than games costing 10 times the price! Revolving Wheels give thrills that never tire!



CASH IN NOW

24-Hour Service on Mail Orders. Replacement Inserts in future guarantee your investment. Only \$19.75 1/2 Down Bal. C.O.D.

LEARY, MANGUSON & JENSEN CO.  
58 East Hennepin Ave., Minneapolis, Minn.

## EXCEPTIONAL BARGAINS

On Used Machines guaranteed to be in new condition, ready to set on location.

- 7 De Luxe "46" . . . . . \$45.00 Each
- 7 Bally's Jumbo . . . . . 50.00 Each
- 6 Stampedes . . . . . 22.50 Each
- 1 Gold Rush . . . . . 20.00
- 2 Bally's Ace . . . . . 22.50 Each

Positively 1/3 deposit must accompany order, balance C. O. D.

**GREEN & PRICE**  
ITALY, TEXAS

## PENNY PACKS

ONLY \$12.00 EACH

Used only 3 weeks. Each machine comes equipped with Register and 2 Keys. "GUARANTEED BY GENERAL." Rush Your Quantity Order Today!

**TAVERNS WITHOUT METER \$9.00 EA**

Each Tavern with 2 Keys. Taverns with Meters Only \$10.00 Each.

**PENNY SMOKE WITHOUT METER \$9.00**

Each Penny Smoke with 2 Keys. Penny Smokes with Meters, \$10.00 Each.

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JUMBOS . . . . . 49.75	DO OR DON'T	

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## Give Dinner for Amalg Officers

NEW YORK, Jan. 11.—A dinner is being tendered to the incoming officers of the Amalgamated Vending Machine Operators' Association by the out-going group of officers at Connie's Inn on Broadway Monday evening, January 13.

The new officers for 1936 will be: Lou Rose, president; Morris Silverstein, vice-president; Joe Hirsch, treasurer; W. W. Pragnell, secretary; Moe Gladstone, financial secretary; Joe Kleinman, sergeant at arms.

Joseph Fishman remains in his position as executive director of the organization. Re-elections by the body included W. W. Pragnell, Moe Gladstone and Joe Kleinman. It is reported that Mr. Pragnell is being proposed for permanent secretary of the organization because of the fine work which he has done in this position and because of the fact that he continues to keep the most complete records in all the history of the organization.

Marvin Liebowitz, attorney and former president of the organization, will be tendered a beautiful engraved gold watch by the organization at the dinner for his sincere and conscientious services.

Operator members of the organization state that Mr. Liebowitz was one of their most active officials and was a credit to their organization in every fashion.

Joe Fishman acclaims Mr. Liebowitz's tenure of office by saying that he hopes future officials which the organization may have will be as conscientious in their efforts for the good of the entire organization as Mr. Liebowitz.

## Pittsburghers At Convention

PITTSBURGH, Jan. 11.—Looking forward with eager anticipation to meet new and old friends, a party of local coinmen are leaving tonight for Chicago to attend the National Coin Machine Exposition. The number attending the show will be the largest in several years.

Representing local jobbers are Sam Strahl and Meyer Abelson, of the American Cigarette Vending Machine Company; J. D. and B. D. Lazar, of the B. D. Lazar Company, and Harry Gisler, Harry Stein and A. Levine, of the Coin-o-Matic Machine Corporation. Among the operators leaving tonight are Edward Foster, Pete Antanopolis, Sam Chabin, Leon Paschales, Gus George, Leon Frank, Sam Shapiro, Abe Stepp and Abe Opter.

## Business Reports

"No year since 1928 has found business in a more cheerful mood," *Business Week* declares in its issue recently. "Many lines have established new production, sales and profit records," it continues, "that put even 1929 in the shade. Others have come close to that goal. Residential construction has received its first upward thrust in virtually a decade. Plant expansion and modernization have made notable strides. Nine reciprocal trade treaties have been completed, paving the way for a better distribution of the world's goods between the 'haves' and the 'have nots'."

"Despite record-breaking bank reserves and threats of foreign wars, there has been no evidence of price inflation. Such unorthodox industrial experiments as the NRA have been brushed aside without so much as jolting the economic chariot. And a new experiment in social security has been inaugurated whose significance is as yet undetermined."

"National income distributed this year probably reached \$52,700,000,000, 5 per cent greater than in 1934. For the first time since the depression industry succeeded in balancing income distributed with income produced. November exports reversed the usual downward seasonal trend and spurted 22 per cent ahead of October, due particularly to exports of unmanufactured cotton, automobiles and petroleum, significant war materials. The year now indicates that exports will be at least 5 per cent greater than 1934, while imports will be 22 per cent ahead of last year."

"In a few industries 1935 capped all previous records. They are: Radios, washing machines, refrigerators, incandescent lamps, electric power, nickel,

## Modern Warfare

By LEO WEINBERGER

Southern Automatic Sales Co., Louisville

Lloyd Hibbins and Mebb Willer were two correspondents who liked ACTION. No great BATTLE could take place without them. When the flareup in Ethiopia began they knew the TIME was near to TRAVEL, tho it meant a long ocean journey. SINK OR SWIM, they would be on their way.

Lloyd boarded the CHICAGO EXPRESS to meet his BANKER to cancel a trip with the SPORTSMAN, who was to be his companion HUNTER in search of BIG GAME . . . just another JUNGLE HUNT that did not happen. Lloyd traveled CROSS COUNTRY to meet Mebb in MANHATTAN. Because of a CYCLONE, air TRAFFIC was delayed.

After a long journey the ship's SPOT-LITE found the harbor where the BIG TEN of the army met them. Moving away from the SAFETY ZONE, a BOMBER was heard. They had arrived at their TREASURE HUNT, and meeting a buddy, they walked THREE IN LINE underneath the STARLITE, gazing at the MAN IN THE MOON.

Upon reaching their headquarters, conversation drifted to the past and the future. Lloyd related of having traveled the CROSS-ROADS of the world. At MONTE CARLO he had watched the DEALER at work, had visited PEARL HARBOR, from where he journeyed to see the PYRAMID and now he hoped that the SHOW DOWN of the present SCRIMMAGE would come in time for him to see the OLYMPIC GAMES.

Mebb related his dad's travels as a PROSPECTOR in the GOLD RUSH and the GOLDEN HARVEST he had dreamed of after splitting FIFTY-FIFTY with his partner. Mebb's desire was to live the BALANCE of his life in the States, to be a BALL FAN and probably reside in a small town where a FIRE CHIEF is the big boss. Perhaps he would be a CHEER LEADER for the football team and see his team after a TACKLE come thru with FLYING COLORS.

A third correspondent named John offered to wager that the BEACON in the distance was a MYSTERIOUS EYE warning that on the morrow a MAMMOTH show would get under way. Having been born under a LUCKY STAR, he would be at his MAGIC KEYS, shooting words every SPLIT SECOND of a BATTLE which would be a PIPPIN, and be the first one to greet the WINNER, and when the show was over he would return to his office and receive a GOLD MEDAL and perhaps an EQUITY in the business. Feeling FRISKY, he reached in his HIGH pockets for a cigaret, when, ZOOM, a bomb fell near by and the IMPACT of it shook their headquarters.

As a COMBINATION, they were off to sleep, dreaming of the GOLDEN GATE. (Editor's Note: Words in capital letters are each said to represent the name of a coin-operated game or device.)

## Claims Largest Variety At the 1936 Convention

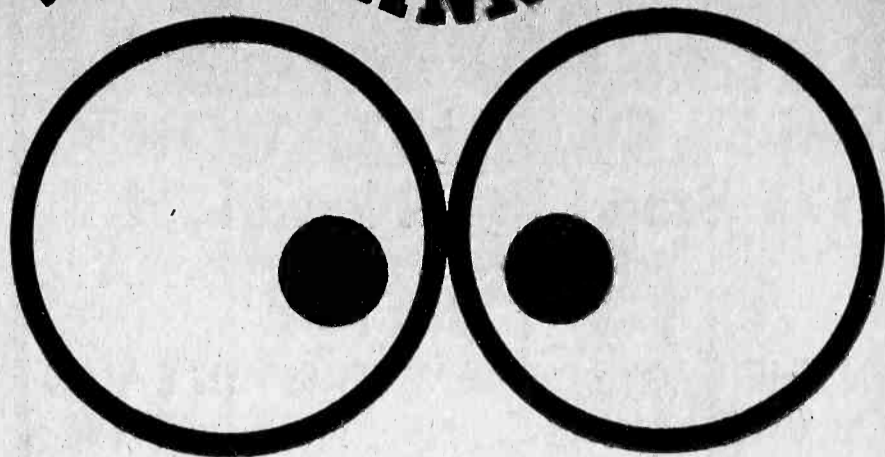
CHICAGO, Jan. 13.—What is claimed to be the largest variety of new games ever introduced at any convention of the coin-machine industry is displayed by the Bally Manufacturing Company, to be seen in Booths 19, 20, 47 and 48 during the 1936 National Coin Machine Exposition.

The new Bally line includes a number of one-shot pin games, available with payout or tickets vander; several 10-ball games, including payout and ticket types; a number of giant-size games, including one supergiant, larger than Bally's famous Jumbo; at least two race games; several counter games, including a payout counter game. Many of the games feature lights and all are housed in colorful cabinets.

On show duty during the convention are Ray Moloney, president; Jim Buckley, sales manager; Ray Becker, assistant sales manager; Herb Jones, advertising manager, and the following members of the Bally sales organization: George Jenkins, Sam May, Art Garvery, Tommy Allen, Dan Moloney and Al Tate.

gasoline, shoes, aviation, rayon, plastics, oil burners. The fact that these industries, not exactly new and yet of recent vintage, stand at the top of the honor roll is a significant indicator of future consumption trends and employment possibilities."

YOU'LL THINK YOU ARE



"SEEING THINGS"

EVEN THOUGH YOU'RE COLD SOBER

when you visit Booths 88-89 at the Hotel Sherman during the convention.

A SPECIAL LABORATORY ELECTRICAL DISPLAY

demonstrating the use of Eveready Batteries in operation of "kickers" and all types of pin games. Special stroboglow devices will show you . . .

SLOW MOTION OF PIN GAME MECHANISMS IN ACTION

The machines will run at actual speed but, with the stroboscope, will appear to the naked eye just as they would in a "slow-motion" picture. You can see clearly the motions that are too fast for the eye to catch ordinarily. An oscillograph will make visible the flow of electricity and demonstrate the path of an electric current.

*It's a great show, so don't miss it—*  
remember, it's the

EVEREADY  
BATTERY  
DISPLAY

Booths 88-89

Hotel Sherman, Chicago, January 13, 14, 15, 16



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We have the most complete line of Used Machines in the East. Hundreds of operators all over the world buy their Used Machines from us. Every operator that is looking for the **LOW DOWN** price on Used Machines should immediately **WRITE TODAY** for our Price List on all the Latest and Best Used Machines.

### NEW 1936 GAMES

Hercules will again be **FIRST** with the new 1936 games. As usual everyone of the best games that will be on display at the Convention will be immediately ready for delivery to our customers! Write Today for advance information on all the New 1936 Games. Our Price List has them **ALL** for You.

### EXPORT

We have been shipping machines all over the world. We are now enlarging our Export Department to accommodate the greater business we have been receiving. Foreign operators, **WRITE TODAY** for our lists and New Circulars.

### MERCHANDISERS

We are featuring the Superior Cigarette Machines, Red Cross Venders and Northwestern Merchandisers. Write Today for Complete Details and New, Low Prices on all of our New and Used Merchandisers.

### SALESBOARDS

The most complete line of Salesboards in the East at new, attractive prices. Special boards for all operators who want something really different. Write **TODAY** for complete catalog showing all the new 1936 Salesboards—We carry them in stock Ready for Delivery!

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## "The Merchandiser"

The Sensational Daval Merchandise Vendor was tested with and is now using

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premium merchandise. Again, Morris Struhl is the first to recognize and be called into consultation by one of America's leading coin-machine manufacturers regarding premium merchandise. Those operators interested in The Merchandiser will receive free from Morris Struhl upon request a special catalog of premium merchandise suitable for this sensational new merchandiser.

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# THANKS

FOR YOUR SPLENDID PATRONAGE DURING 1935. WE HOPE WE CAN MERIT A CONTINUANCE OF YOUR CONFIDENCE DURING 1936, AND WE PLEDGE OURSELVES TO GIVE YOU THE SAME CONSCIENTIOUS SERVICE WE HAVE BEEN GIVING SINCE WE STARTED BUSINESS.

Max and Harry Hurvich

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

## Retail Progress

(Reprinted from the March 16, 1935, issue of The Billboard as the most popular editorial of the year.)

The last four years have demonstrated the value of amusement machines to the thousands of retail establishments in the United States. The owners and managers of these retail establishments, representing as they do a very substantial part of the business life of the nation, have come to recognize modern pinball and similar games of skill as supplying a popular form of amusement to their patrons.

The retailing business has made progress in keeping with the general trends of the times since the World War. In many ways this development in retailing has been remarkable for its finding of new ideas in the display of merchandise and the extension of services to the customer. The development of a popular form of amusement that is readily adaptable to a large percentage of retail establishments is one of the many recent signs of progress in the retail field.

The bringing of an amusement device into the average store came as a result of a mutual need. Being so close to the people, the retail store quickly felt the pinch of the depression following 1929. Many retailers were forced to hold on for dear life and hope for some idea that would help to pay the rent. The mod-

ern pinball games and similar amusement games appeared on the market at the strategic time for many merchants. Tho the early games were very crude in comparison with the modern games, they struck a responsive note in mass psychology and made money for the merchants.

recognize the business factors in the proposition. There is something very human in bringing an amusement appeal into the store, hotel, restaurant, etc. It adds a new note to the work of transacting business. There is an appeal in the games that contributes to better customer relationships. The games have proved to be a popular low-priced form of amusement.

Proprietors also want things in their stores that pay a good return on the amount of space occupied. The games have met this qualification with flying colors. Merchants want something that will add to the attractiveness of their stores; the games in their modern forms meet this requirement. The merchant is also guaranteed against loss in accepting games into his establishment because he makes no investment except the space occupied. Professional operators who buy the games furnish the machines to the merchant on a liberal proposition of sharing in the receipts. These experienced men also service the games and help to make them pay a good profit to the merchant and themselves.

No fact has been more significant in the development of the skill games business than the readiness with which merchants and business men have recog-

## Progress

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 amusement 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 Selde in Today magazine, March 2, 1935. ("America's most quoted publication") the most significant recognition of pinball amusement games since their introduction in 1931.

ern pinball games and similar amusement games appeared on the market at the strategic time for many merchants. Tho the early games were very crude in comparison with the modern games, they struck a responsive note in mass psychology and made money for the merchants.

While the average merchant was forced to look for something that would help to make ends meet, there were thousands of men thrown out of work or lost their small business by the crushing blow of the depression. Many of these men had a small savings account and were forced to look for something by which to make a living. The pinball games appeared at the logical time for thousands of these men to invest their small savings in machines and then go to the merchants to place them in stores on commission.

This is the simple story of how the modern coin-operated games made such an immediate hit at a time when depression was everywhere. It is not an exciting story, but it has back of it some of the solid facts that make history.

Today the merchant and proprietors of business establishments accept these amusement games as a definite adjunct to their business. While the addition of amusement games to the offerings of a retail store, hotel, restaurant or theater may seem rather novel, the idea has certainly appealed to the imagination of the public in a way that is evident to all.

Merchants and other business men who provide locations for these games

nized the advantages offered them by providing locations for these amusement machines. Even in this swift-moving age few new ideas have appealed so quickly to thousands of merchants as the amusement games business has done. To them it means profit without an investment.

This fact has also become increasingly evident, that closer co-operation between location owners and operators will work to the mutual profit of all concerned. With the idea of co-operation in mind, organized operators are beginning to welcome merchants into their organization as honorary or associate members to help discuss problems that concern both merchant and professional operator. This closer relationship is sure to mean a lot of good for the future of the games business. Location owners are sure to benefit by this friendly acquaintance with those men who have made a special study of the purchase, placing and servicing of modern amusement games.

In fact, it is all a very mutual problem. The operators today are very much concerned about the legal problems which confront them in their business. They feel more than ever the need of the moral support of those thousands of merchants and business men who have had games in their establishments and know what they are.

Merchants and business men everywhere are realizing the situation and are taking their stand to preserve a popular form of amusement. SILVER SAM.



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OF CIGARETTE, DIGGER, PIN GAME, PHONOGRAPH, SALESBOARDS, AND ALL TYPE OF EQUIPMENT...

## CASH IN TODAY on the \$50,000.00

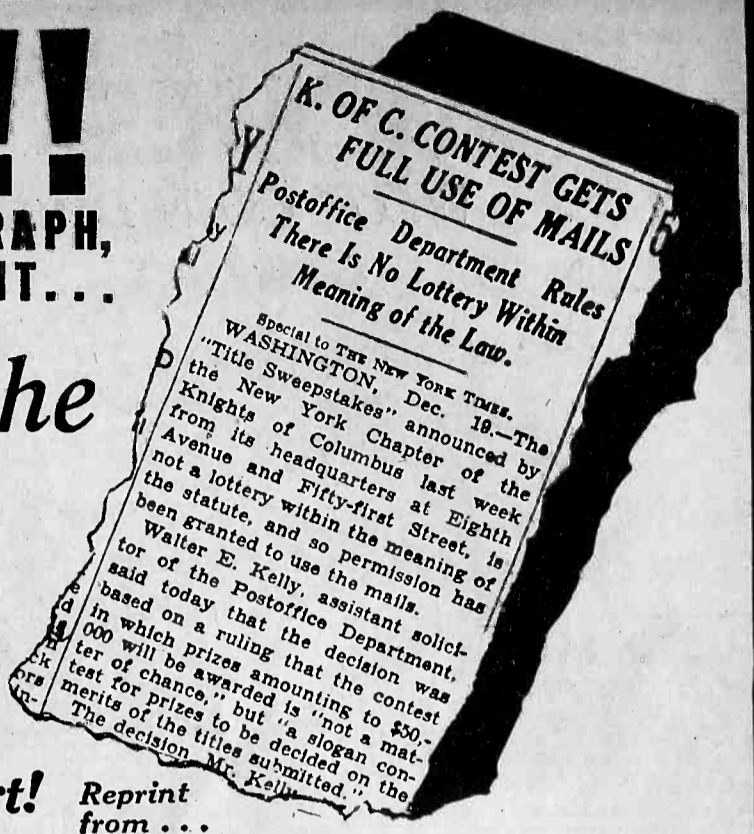
(NEW YORK CHAPTER)

### KNIGHTS OF COLUMBUS

TITLE SWEEPSTAKE CONTEST

**Absolutely NO INVESTMENT on your part!**

Here's your opportunity to utilize your present locations to earn **EXTRA PROFITS! Absolutely NO INVESTMENT ON YOUR PART!** You already have the locations—WE have the greatest money-making proposition in America for YOU! Wherever presented the New York Chapter **KNIGHTS OF COLUMBUS \$50,000.00 TITLE SWEEPSTAKE CONTEST** is gaining thousands of participants. **CASH IN** on the tremendous national popularity of this **SENSATIONAL** contest **TODAY!** Your locations and **YOURSELF** profit **WITHOUT ANY INVESTMENT—RUSH!**



Reprint from ...

The New York Times, December 20, 1935

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160 FIFTH AVE. (Tel: WATKINS 9-3296) NEW YORK

### Competent Service

By E. V. ROSS

Oriole Coin Machine Corporation, Baltimore

As this news reaches you the coin-machine industry will be closing not only another year, but a year in which more coin-controlled equipment has been sold than ever before in history. When the final figures are totaled we will see that well over 1,000,000 machines have been manufactured and sold.

Not so long ago pin games were looked upon variously as a fad, a gadget or a plaything that would pass out of existence in a short while. Today it has become an accepted fixture in nearly every worth-while retail establishment in the world; so much so that there are in actual operation nearly 7,000,000 pin games. While authorities disagree on the actual investment in this equipment, it would be safe to assume that they represent several millions of dollars. So true is its acceptance that merchants, in estimating their fixed income, consider the revenue from the pin games as a major portion of their net income. Many stores have as many as five and six games and in setting up new establishments space is always provided for machines.

It also may be worth while to note that the average selling price of pin games increased substantially in 1935 and figures show that this increase amounts to about \$10 per machine. As industries go, our industry is still very young and yet everything points to its substantial character. After all, it depends upon public acceptance and popularity. So it is very encouraging to note that it offers amusement and recreation to men, women and children today in all walks of life. Manufacturers have, as most of you know, built and equipped mammoth plants to meet the demand of this fast-growing and prosperous industry. Nearly \$90,000,000 has been spent for this purpose since 1933. In general, we feel that the public is becoming more exacting in its understanding and is accepting our industry to the extent of its importance. Unquestionably, this is a factor in increased sales. This is further indicated by the tendency on the part of the

public where they insist that we have competent service men so that equipment can hurriedly be repaired in case of a breakdown rather than leave this work to men who are only handy with a screw driver and pliers. For this reason distributing organizations, like ourselves, have well equipped shops with skillful mechanics to meet their public's demands.

It is customary in trade reviews, such as this article, to paint nothing but rosy pictures and to overlook any considerations of a negative nature. However, there are certain things that need improving and which definitely warrant the consideration of the manufacturer. It is fair to say that the selling price of the equipment is set on a much sounder basis than ever before, and from a relative standpoint the profit margins to the manufacturer, distributor and jobber are more equally set up. When these price setups are not maintained the manufacturer is more or less to blame. Either his setup of distribution is wrong or his product is not right and passed on to the operator at sacrifice prices. We are not losing sight of the fact that changes in the construction of the equipment is the major reason for bad equipment, but the manufacturer will have to establish more complete testing laboratories and departments, which are very badly needed in this industry today. We are sure that if this is done the operator will again have a chance to prosper. If every machine is put to a proper test before it is shipped from the factory it will be remarkable and machines will sell and operate under conditions that are fair to everyone. In other major industries testing laboratories and testing departments are very efficient.

We at the Oriole Coin Machine Corporation have very definite ideas as to the principles involved. First of all we reiterate our belief that the manufacturers who have equipped their plants with technical apparatus and with technical knowledge deserve much larger returns than the ones who have not done so.

Without penalizing anyone we have maintained for three years list prices which are considerably higher than the average for the industry. We also have given our customers the service and maintenance which are so necessary today and in this effect we have received

unanimous support from our many customers and friends along with the consideration of the manufacturers who are trying so hard to turn out games which are mechanically perfect.

We sincerely appreciate this loyalty and we feel that it is important not only as recognition of our efforts to make this a more stable and substantial business, but because we know it will mean more dollars in the pockets of everyone connected with the industry.

Thru our offices, representatives and publications we will continue to give the operator information that will help him carry on.

We are always interested in ideas and criticisms. It is our constant endeavor to keep the customer's point of view our point of view, and we think we have been successful in doing so, even tho our business has increased many, many times in the last three years.

So, with a farewell for 1935, we feel that 1936 will be the greatest year the industry has known, and we wish success and prosperity to everyone.

### Daily Double Game Has Popular Racing Feature

CHICAGO, Jan. 11.—The Daily Double one-ball pay table is being acclaimed as the greatest game of its kind, according to officials of the Daval Manufacturing Company. General comment in the trade is to the effect that its popularity will last for more than 18 months. Repeat orders from customers is the strongest proof of its appeal, the firm reports.

"Daily Double was introduced to the industry by Daval after thoro investigation as to the possibility of such a game. They learned there was a definite demand for a game of this caliber and workmanship and after conferences with leading operators, jobbers and distributors placed the game on the market and the results have since convinced them that they were more than right.

"Daily Double brings what is claimed to be the first double-action pay table to the industry, which also can claim a remote control, pari-mutuel, changing odds setup that equals anything manu-

factured, and is still unique from the standpoint that it duplicates race track procedure. The daily double on the race track is well known to thousands of players. The play of the game eliminates the use of numbers which are replaced by win, show and place holes. The game is scientifically constructed and so arranged that the percentage of play action is known in advance by the operator.

"Daily Double" is also one of the most attractive games that has ever been manufactured. It brings a new era to the pay table industry because it incorporates new play features and also because it gives the player real return for his money in a thrill action which allows him to feel that he may even get double awards by the action of the small steel ball shooting out from its hidden pocket onto the odds compartment arrangement on the top of the game.

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1010 GEORGE ST., CHICAGO  
ESTABLISHED 1914



# HERE IT IS SMOKES WITH COIN DIVIDER

PRICED  
RIGHT

\$14.00

SEE YOUR  
JOBBER



THE MACHINE YOU HAVE BEEN WAITING FOR . . . with a different style mechanism, thoroly tested and guaranteed. Eliminate all service calls by ordering Smokes now . . . divides the coins as they are played into the machine . . . merchant's share of the receipts available to him at all times. Write for further particulars.

Mfd. by

**NATIONAL COIN MACHINE EXCH.**  
2137 TRYON LANE, TOLEDO, OHIO

## Pin Money

By JOSEPH S. REICHIE

Every one connected with the coin machine business agrees that the year 1935 has shown beyond a shadow of a doubt that amusement games are a reliable source of legitimate revenue as well as a clean outlet for inventive genius and mechanical self-expression. More than that, to the general public they offer an equally clean sport and a convenient way in which to make a purchase.

Beginning with the appearance in an occasional candy store, restaurant, or pool room, the pin ball games have shown by their rapid and solid growth how far these simple yet detailed forms of playful competition can really go when operators are not spending their time between the law on one side and the racketeer on the other. On Broadway, in New York City, and in practically every main street in every large city, are Sportlands that feature any number of diverse ways of spending a nickel and seeing little balls go 'round and 'round (Ho-Ho-Ho). There is hardly a restaurant, lunchroom or depot anywhere that does not sport at least one of these machines. And in practically every case they are crowded by taxi drivers, office workers and anyone else who happens to have come in for a cup of coffee, or a Coca-Cola. Quite often it works the other way around. They come in for the pinball game, and end up — by adding to the musical notes of the cash register.

Very often the most novel and ingenious of games draws the least. The reason seems to be that they are a little bit too different. The public is slow to take to radical changes. Sometimes the conventional is so darn conventional that it borders on the radical, too. Most of these games are like song hits. There's no real accounting for their popularity, or their failure to make a hit. Take the target gun machine, for instance. For a nickel, you can aim at a moving target from a distance of approximately 20 feet. The set-up is simple. When properly aimed, a light hits a photo electric cell mounted on a moving bird, in a glass case. Five shots for a nickel. There's enough attraction in that contraction to win over every one. Yet, in one section of New York it's popular, in another it just won't take. At an airport restaurant it's a "wow." In the city, it's only so-so. It's all in knowing your trade.

Practically every sport has been used as a motif around which a pinball game has been designed. Five cents takes you to the World Series, The Rose Bowl, or to the P. G. A. Open. Lights flash before your eyes, and all you have to do is insert a nickel in the slot and fire away. The fireman saves your child, the G-Man gets the Public Enemy, and if you save enough coupons you can get yourself a tooth brush or razor from the local store that is cooperating with the machine manufacturers to see that you don't stay away too long. In every case these are games of skill. Gambling devices are passee. No sensible operator is going to run afoul of the law, today. These sportlands have earned the respect of the community, and the public has come to look upon them as an established place of amusement. The games are placed in legitimate shops, operated by good, clean and honest tax-paying citizens. The general public is satisfied with the way these people have been conducting their businesses, and will continue to patronize them as long as they can do so without feeding some racketeer.

### Capaldi Will Handle Electropak in Europe

LONDON, Jan. 11.—S. Capaldi & Company, Ltd., London and Edinburgh, has been appointed distributor for the Electropak unit for Europe. Jack Capaldi saw the Electropak in operation in the United States on his last trip there. He immediately foresaw the possibilities of this power unit for use in pin games and took some along for test purposes when he sailed for home.

The firm immediately placed some of the Electropak units in pin games in London and in other cities of Great Britain to see whether the "reaction" to these units would be as favorable as in the United States.

The reports from operators using them were so enthusiastic that the firm has since cabled some large orders to the Electrical Products Company, of De-

### Hercules To Represent Buckley in Jersey Field

NEWARK, N. J., Jan. 11.—Hercules Sales Organization, Inc., is now New Jersey distrib for Buckley Manufacturing Company, of Chicago. The firm is featuring the Buckley Fair Play game and claims that it is one of the best games it has sold to its customers.

Sam Gisser and Irv Orenstein, of the Hercules firm, believe that the new Fair Play game will bring profits for operators in their State.

They report that they have tested the game on location previous to offering it for sale and that the results were so great they are featuring the game today as one of the best they have for their large clientele.

The game is composed of a light-up arrangement featuring the words Fair Play. The player placing the balls in these holes completes the word and follows thru with the lighting of scores on the light-up backboard. It is a very interesting game and carries high-score play with the lighting arrangements, which is said to be one of the necessities for this district. Also interesting is the new cabinet with the top steel strip and the new measuring gauge plunger. The board is colorful and attractive, and the general play of the game, since no kickers are used, is well liked by operators.

### New Counter Game Shown

CHICAGO, Jan. 11.—Daval Manufacturing Company is introducing a new counter game called Tit-Tat-Toe. It incorporates the popular features of the familiar tic-tac-toe that everyone has played with a pencil and sheet of paper by drawing two vertical and two horizontal lines and with the use of X and O attempt to gain three of these marks either horizontally, vertically or diagonally to win the game.

Here in the Tit-Tat-Toe the same plan is carried out by the reels of the machine showing nine squares when spun and so unique in its presentation of the play that the game has immediately won the acclaim of all those who have seen it.

The very radical, modernistic design, contributed by one of the leading industrial design firms in the country, has won the interest of design experts who have seen it and the game is proposed for presentation in design circles where it is believed it may be a prize winner.

The same two-year, unconditionally guaranteed mechanism as in Penny Pack, with the few necessary changes will appear in the Tit-Tat-Toe. This mechanism is the only silent mechanism of its type in the industry.

The firm will be in full production on this game even before its first presentation at the convention and it is believed that it will be one of the greatest counter games sold for the coming season.

troit, manufacturer of the device, and also reports that it is becoming more popular daily with the pin-game operators.

Mr. Capaldi reports that the Electropak unit is also being used for many other devices thruout Europe at this time. He believes that every type of coin-operated machine within the next few months will have lights or kicker action in it, regardless of whether it is a pin game or not. The Electropak has met the fancy of all the operators, as it keeps the games on location for a long period of time.

## WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding  
Amusement Machine Section

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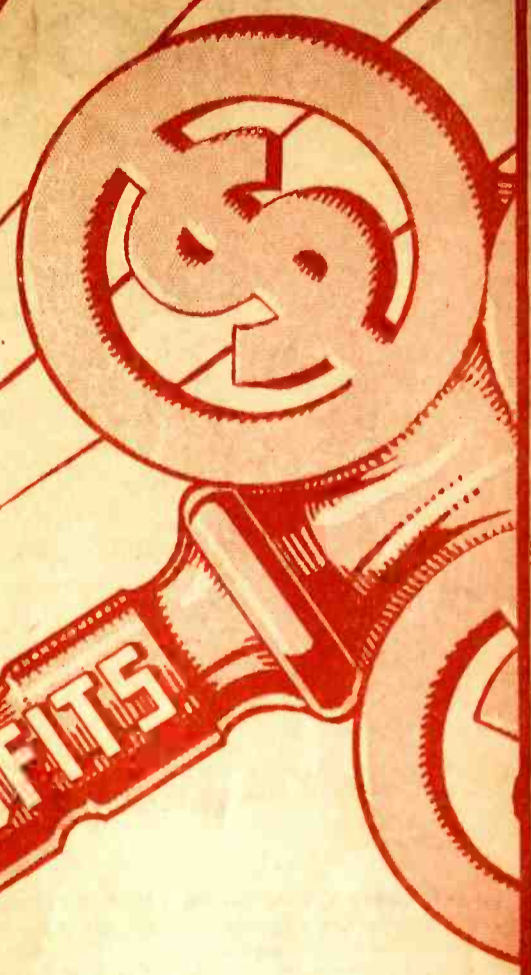
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Bally Manufacturing Company, because of daring originality and natural leadership, have been responsible for helping the coin-machine industry to **FORCE AHEAD**.

BALLY produced the **FIRST** real pin game sensation—"BALLYHOO," the game that started a **NEW ERA** in coin-machine history. Again, BALLY charted a new course for this industry with "Rocket," the most sensational Pay Table ever built. Forever progressing, BALLY introduced the "one ball play" with "Red Arrow," the first Pay Table to use so novel an innovation. Those long connected with the industry will recall that the first one-ball ticket game—"JUMBO," is also attributed to BALLY. **EVERY GREAT ACHIEVEMENT—HAS BEEN A BALLY ACHIEVEMENT!**

BALLY is responsible for **ALL** the greatest money-making, most sensational and most original games the Coin-Machine Industry **HAS EVER KNOWN**.

At the 1936 Coin Machine Convention in Chicago—BALLY will **ONCE AGAIN LEAD THE COIN-MACHINE INDUSTRY**—with the most sensational, original and greatest money-making games of **ALL TIME**. **BALLY WILL AGAIN CLEAR A NEW PATH FOR THE INDUSTRY TO FOLLOW.**

SEE these startling new games at the BALLY booths—**WRITE TODAY** for complete details and advance information to the . . .

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**Better than Any Slot Machine**  
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It's the **Greatest Game** the Coin Machine Industry has ever seen—Its theme is as old as civilization itself—Paying out 80% to the player it is possible to NET \$115.20 per day. Think of it—\$60.00 per hour—\$1,440.00 income every 24 hours! **IT'S A PIN BALL GAME** by Exhibit—up to 9 Balls for 5c—the greatest, most astounding game you ever saw!

A game that once placed on location will stay on that location forever, because nothing can possibly compete against it. It's mechanically perfect, fool-proof, tamper-proof—positively a marvel! Everywhere pin games are now operating, you can operate this **EXHIBIT SENSATION!**

Honestly, how many operators do you know that have saved money? Isn't it a fact that most of the money made has been spent in buying new equipment—equipment that made money on location only a short time, at the most? For the last six months we have been working to give the operator a game that would make the operator more money than he ever made before in his life. We've done it!

We positively guarantee that when you see this game at the Chicago Show, you will agree with us 100% that as long as pin games are played, this Exhibit Game will absolutely get the big money. This game will be shown only in our private Suite—enter at Room 237, Hotel Sherman, January 13 to 17. You can say it now—**EXHIBIT HAS THE GREATEST WINNER EVER CONCEIVED**—a game that will make you wealthy during 1936. Start saving your money now—you'll want this **EXHIBIT GAME** in hundred lots—

And we mean every word of everything we said above. Before you do anything, see this **EXHIBIT PIN BALL GAME**—it has everything else stopped cold!

**EXHIBIT SUPPLY CO.** 4222-30 W. LAKE ST., CHICAGO



## Amusement Spots Welcome Coinmen

CHICAGO, Jan. 11.—Chicago places of amusement were hanging out special invitations this week for visiting coinmen to see their shows while in town for the 1936 National Coin Machine Exposition. Among the many places that offer a special treat for tired operators is Billy Stearn's New Gay '90s at 1022 Ruch street. Here is featured Lew King, George DeCosta, Flo Hill (whom Paul Geber swears is "the Lady in Red") and tons of laughter in the shapely figures of the Beef Trust Girls. Lew King is well known to members of the coin machine trade and he promises many surprises for the boys.

## Daval Table Game Sets New Standard in Ideas

CHICAGO, Jan. 13.—Daval Manufacturing Company is displaying a new type of table game, shown previously at private displays, which is considered a new and radical development in the field of table games. It is called The Merchandiser and is said to combine all the best features of pinball games plus an attractive arrangement for displaying merchandise awards and also automatically vending these to the winning player. "The Merchandiser has many attributes not found in other games. In the first place, it eliminates the necessity of setting a prize on the counter and causing the location owner trouble to award it. In the second place, it brings home to the players the award system in a new fashion which provides a new skill play best suited to the player.

"On The Merchandiser the player sets his own score. This feature has never before appeared in any game. A good player can try for a higher score than a poor player. A fair player can try for a fair-sized score and a poor player for the lowest possible winning score. The player, by setting the score himself, brings home the features of absolutely predictable results. By allowing the player to set his own score the operator immediately overcomes all arguments of officials on this matter. In short, the player is actually trying for what he believes he can make.

"The merchandising feature of the game is probably its greatest feature. Here the operator can load the machine with the merchandise best suited to the location and actually leave the keys to the merchandise compartment with the storekeeper. There are registers to tell the operator every piece of merchandise that was awarded, also every nickel the machine took in. His check-up system is absolutely accurate and the merchant

can in no manner overcome his arguments. Cigaretts, compacts, pen and pencil sets and various other items can be used in the game. Even packages of razor blades and merchandise of this character are suitable for the machine. The merchandise compartment is in the front of the table so that it is properly displayed to the public. An electric bulb lights up the merchandise display like a modern department store window.

"The player on approaching the machine sets the score for which he wishes to shoot. The score tells him which item he will receive if he completes it. He then deposits his coin, which sets the device so that any attempt to change the score as originally arranged cannot be accomplished. He shoots his ball and the automatic totalizer on the machine records the points. There is also a ball totaler which tells him how many balls he has played. The player therefore knows just how many balls he has left to play at all times and also just what score holes he has to shoot for to complete the score he has set for himself. If he completes the score or tops it, the prize for which he played is automatically vended. It may be a pack of cigarettes. This pack will drop out of the compartment automatically and be vended down a chute right in front of the player. All he need do is reach down and pick it up. Daval Manufacturing Company has been at work for more than two years on this game. In fact, it is almost three years since the game was first brought to their engineering department. The game has been seen by many of the leading distributors and each one of them has acclaimed it the finest game introduced to the industry.

"The game is priced in the higher brackets and will be sold on a territorial arrangement so that purchasers will be protected in their individual territories."

## Oriole Recounts Ideas Contributed to Trade

BALTIMORE, Jan. 11.—Before leaving for the 1936 National Coin Machine Exposition in Chicago E. V. Ross, of the Oriole Coin Machine Corporation, reviewed briefly what he said had been the most successful year of the organization in many ways. In fact, a number of important records had been established by the Oriole organization, he said.

Reviewing the past history of Oriole, he named its following contributions to the industry: Built the first coin-operated pool table, known as the Ballette, in 1931; built the second pinball game, known as Jostle; made the first definite move in the establishment of branch offices; contributed the finest and most popularized sportland; held the first employees' convention, largest organization of its kind in the world.

## Use 3,000,000 Square Ft. of Glass To Build 450,000 Pinball Games

The December 28, 1935, issue of *The National Glass Budget* contained an interesting item on amusement tables, beginning on the first page of that issue, as follows:

"In spite of the fact that the construction industry did not require the expected increased amounts of sheet glass in new buildings and modernization and alteration work, new outlets and uses have been developed that have absorbed sizable quantities of this product. One of those consuming several million square feet in comparatively small dimensions was the amusement game industry. A report from the headquarters of that association reveals the extent to which glass is used by its members in the assembling of its products in the following paragraphs:

"As the National Association of Coin-Operated Machine Manufacturers, composed of the makers of all types of coin-operated machines, including the popular games known as bagatelle or marble games, prepares to go into its eighth annual exhibition and convention in the Sherman Hotel, Chicago, January 13, 14, 15 and 16, reports received in the national headquarters at 120 S. LaSalle street indicate that this new industry is one of the real big customers of the glass industry.

"Sales statistics show that 450,000 bagatelle or marble games have been manufactured and sold in the last two years. Since each of these has a glass covering from three to five feet long

by one and one-half to two feet wide, these tables required in the making about 3,000,000 square feet of glass.

"The glass industry therefore will have no trouble in figuring out what this new amusement table industry—born out of the depression and based on the proposition of converting pennies and nickels into enough dollars to assure a profitable business—means to the glass industry.

"This game of bagatelle is played usually with 10 marbles or steel balls. These are propelled by a plunger which is controlled by the player and projects the balls onto a playing field, so that skill and practice are required in order to become proficient at the game.

"The game has swept the country and its popularity and use have increased steadily in the five years since the birth of the industry, a fact which takes it definitely out of the character of a fad or periodic rage. All the strongest indications are that the game is here to stay, and since the tables need constant replacing the manufacturing industry, which is essentially an assembly one, drawing most of its materials from other industries, must continue to be a continuing source of good business to those other industries.

"Besides the glass companies, other concerns which furnish much material for the manufacture of the amusement games include electrical, lumber, paint and varnish, hardware, tool and die and other concerns."

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## THE BIGGEST MONEY-MAKER IN ALL COIN MACHINE HISTORY!

The LIFE SAVER for Operators EVERYWHERE! Big Game Hunter is bringing back BIG TIME PROFITS on ALL LOCATIONS! It's the Game all Operators NEED to again earn REAL MONEY! Over 60,000 A. B. T. Target Games in operation have PROVEN the value of the NEW, SENSATIONAL, Big Game Hunter. Storekeepers won't let us take our test machines off location—they claim BIG GAME HUNTER is the Biggest and Best Money-Maker they've ever had. AND—just look at the LOW PRICE! You can't afford to be without A. B. T. Big Game Hunter—RUSH YOUR ORDER TODAY! You'll experience a big revival of play on ALL YOUR LOCATIONS!



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1c or 5c PLAY  
3 BALL or 5 BALL  
STEEL STAND \$2.00 EXTRA  
Rush Your Order Today

<p>New Boards for the Following Ticket or Tape Games now ready: Formerly <b>AUTOFASH</b>, now <b>LIGHTHOUSE</b>; formerly <b>AUTODART</b>, now <b>SPEEDBOAT</b>; formerly <b>AUTOWINNER</b>, now <b>OLYMPICS</b>; formerly <b>AUTOOROW</b>, now <b>FOUR ROSES</b>; formerly <b>AUTARCHER</b>, now <b>NEW ARCHER</b>. (Also Complete New Games as Listed.) Tape Models, \$75.00; Ticket Models, \$95.00—F. O. B. Chicago.</p> <p><b>\$21.00 EACH</b> F. O. B. CHICAGO</p>	<p><b>WE ARE EXCLUSIVE METROPOLITAN NEW YORK DISTRIBUTORS for All the A. B. T. MFG. CO. PRODUCTS</b></p> <table border="0"> <tr> <td> <p><b>- PIN GAMES -</b></p> <p>ALL-STARS (Foot-Ball Game) \$37.50 TOP-IT (Dice Pin Game) 57.50 HOME STRETCH (Battery Model) 47.50 Transformer Model, \$5.00 Extra.</p> <p><b>- COUNTER GAMES -</b></p> <p>THREE CADETS \$13.50 SPORTLAND 19.75 WAGON WHEELS 19.75</p> </td> <td> <p><b>- PAY TABLES -</b></p> <p>The Famous Quadruplet! GRAND PRIZE (1 Ball Play) \$72.50 COMBINATION (3 Ball Play) 72.50 THREE-IN-ROW (9-Ball Play) 72.50 THE BIG SHOT (1-Ball Play) 65.00 Check Separators for All Pay Tables Only \$4.00 Extra.</p> <p>NOTE—Enclose 1/3 with All Orders, Balance C. O. D., F. O. B. Factory.</p> </td> </tr> </table>	<p><b>- PIN GAMES -</b></p> <p>ALL-STARS (Foot-Ball Game) \$37.50 TOP-IT (Dice Pin Game) 57.50 HOME STRETCH (Battery Model) 47.50 Transformer Model, \$5.00 Extra.</p> <p><b>- COUNTER GAMES -</b></p> <p>THREE CADETS \$13.50 SPORTLAND 19.75 WAGON WHEELS 19.75</p>	<p><b>- PAY TABLES -</b></p> <p>The Famous Quadruplet! GRAND PRIZE (1 Ball Play) \$72.50 COMBINATION (3 Ball Play) 72.50 THREE-IN-ROW (9-Ball Play) 72.50 THE BIG SHOT (1-Ball Play) 65.00 Check Separators for All Pay Tables Only \$4.00 Extra.</p> <p>NOTE—Enclose 1/3 with All Orders, Balance C. O. D., F. O. B. Factory.</p>
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Don't confuse these high grade, specially made, hardened Glass Pin Game Balls with ordinary large toy marbles. Operators who know, use "FIREBRANDS" 7/8 and 1 inch sizes fit 98% of all games. White, blue, green, yellow, orange, black, cherry red. Our get-acquainted FREE DEAL extended to February 29th, 1936. F. O. B. Philadelphia.

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New Type Tickets for Mills Ticket Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 1,000, \$1.50; In Lots of 5,000, \$1.40; In Lots of 10,000, \$1.30; In Lots of 25,000, \$1.15. 1/3 Deposit, Balance C. O. D. Be sure and send for Our Big Bargain List. Bargains aplenty.

WANTED—500 BABY BELLS AT \$3.50 EACH.

SPECIALS IN USED MACHINES.

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# OVER 30 YEARS IN MUSIC

By a SEEBURG STAFF MEMBER

"A leader for over 30 years." You have seen that Seeburg slogan time and time again. But in these days of catchy and fancy slogans perhaps few have given thought and realization to the real meaning of over 30 years in the music business.

The history of the Seeburg organization naturally evolves around its founder and leader, J. P. Seeburg, affectionately known as J. P. by his employees and acquaintances in the automatic field.

J. P. Seeburg was born in the traditionally historic town of Gothenberg, Sweden. Upon his graduation from



J. P. SEEBURG

Chalmers Technical Institute in 1887 he came to the United States. Mr. Seeburg served his apprenticeship with the old Smith Barnes Piano Company and the Bush & Gertz Company. Fortified with this background of experience and thorough knowledge of piano manufacturing, J. P. was appointed superintendent of the internationally known Cable Piano Company plant. In 1904, after spending many years with the Cable firm, Mr. Seeburg organized the Kurtz Seeburg Action Company, the largest piano action factory in the world, which was sold to Woods & Brooks (now Thayer Action Company), manufacturers of piano and organ supplies.

J. P.'s succeeding business was the formation of the Marquette Piano Company, manufacturer of electric pianos. The J. P. Seeburg Piano Company was organized in 1904, manufacturing electrical coin-operated pianos for its own operations. The business was incorporated in 1907. Several years later the name was changed to the J. P. Seeburg Corporation.

The company's present knowledge of the operating end of the business was gained in this initial operation when eventually 500 automatic pianos were operated by the company. Later on Mr. Seeburg sold his operating business and from then on manufactured exclusively for the operator. Up until the inception of the amplified phonograph the company was recognized by the trade as being the largest manufacturer of coin-controlled pianos in the world. Even today the pianos manufactured 30 years ago are still doing service in the field.

It is a noteworthy fact that every piece of equipment manufactured by the J. P. Seeburg Corporation can be serviced today from the factory and this is one of the strongest endorsements as to why operators are safe in buying Seeburg equipment. If many years hence a part is needed operators know it can be supplied.

The Seeburg Corporation also manufactured organs for the theater and the home. Many thousands of those fine instruments are still in service in all parts of the world. With the inception of radio and the developments in modern amplification the Seeburg Corporation engaged in the manufacture of phonographs. As with player pianos "simplicity" was the Seeburg watchword.

Their laboratories developed original ideas and designs, the outcome of experience in what would best serve the operators' purposes. Down thru the years a great many operators have looked to the Seeburg organization for the newest developments in coin-operated music. These operators are always rewarded with quality instruments. Operators also can always get repair parts for Seeburg machines—because Seeburg machines are never "orphans."

"Born and reared in the music business" applies to the entire Seeburg personnel, from its founder to the skilled workers. The new 1936 High Fidelity

Selectophone and the new Symphonola, two masterful productions of coin-operated phonographs, are indicative of the thorough knowledge and practical musical experience of the Seeburg organization.

N. Marshall Seeburg, vice-president and treasurer of the J. P. Seeburg Corporation, received his preparatory and college education both here and abroad. During the World War Mr. Seeburg served with the United States Navy. At the conclusion of the war Marshall became an active member of the Seeburg corporation. His uncanny ability combined with a natural innate progressiveness is responsible for many of the sound ideas that have signalized Seeburg success. Marshall probably enjoys one of the largest friendships in the coin-machine business. He is intimately acquainted with practically every leading coin-machine man in Europe as well as North America. Upon his return from trips to England and Central Europe Marshall has brought back new ideas and inventions which have benefited the entire industry. He is vice-president of the National Association of Coin Machine Manufacturers.

E. C. (Ed) Johnson, general manager and vice-president of the J. P. Seeburg Corporation, was formerly president of the Schaff Piano String Company. This firm, under Mr. Johnson, did more than 90 per cent of all the piano string busi-

## Little Willie's Grewed Up

By L. C. FORCE

Youse guys and youse gals whose memory can be stretched back to the time when the New Deal or the Mis-Deal, depending on which way you look at it, was just beginning to get under way, can probably remember the Little Willie of the operating business. Little Willie's name was Phonograph Operating, and it was in the fall of 1933 that he appeared on the scene. Remember?

Little Willie wasn't much to look at at first. Awkward, gangling, and scarcely worthy of notice from other branches of the operating business, he tiptoed about getting the feel of things and being careful not to intrude in the business dealings of Mr. Big Coin Machine Operator.

But times have changed as times will change and today Little Willie has grown up. It isn't Little Willie, or Will, or even plain Bill any more. It's Mr. William now, and he packs a mighty wallop and commands the respect that a \$10,000,000 growing, thriving industry can command. Far from being a minor branch of the operating business, phonograph operating is today a separate business, well respected, well founded, and growing bigger every day.

With the idea that there might be one or two among us assembled here who have been hibernating in Alaska and have not heard the chink of mountain-high piles of nickels, dimes and quarters passing thru phonograph slots, suppose we take this new business of operating phonographs apart and see what makes it tick.

Plain as a pikestaff is the fact that the tavern of today, which grew out of the repeal of prohibition, is the main spring of the whole business. And why not?

It didn't take the tavern owner long to find out that he wasn't going to stay in business very long selling an occasional glass of beer to you and me. What was obviously needed was some sort of a device to attract the crowds and hold the patronage. From an awkward beginning where the tavern looked suspiciously like the old-time saloon, the whole arrangement soon swung around to a point where floor shows, entertainment and dancing are just about as essential as the beer tap. The tavern soon entrenched itself firmly as a place for entertainment—a place to go and stay, drink a few beers, eat a sandwich or two and dance and be entertained.

The good places could afford to and did put on a good show. The Fan Dancers' Union owes a rising vote of thanks to the tavern of today for putting their engaging pastime in the forefront of American industry. Many a musician who had worn out the seat of his trousers sitting around home waiting for something to turn up, suddenly found his services in demand in

the thousands upon thousands of taverns that multiplied and remultiplied from Coast to Coast.

But for every place that could afford an orchestra and a floor show there were 10 places that could not. How then was the average tavern owner to provide good dance music for patrons who had their eye on something more than the collar of a stein of beer? Into this picture stepped the tavern owner's life saver, the automatic phonograph.

From the first, automatic phonographs were a whirlwind success. From every standpoint, they were the answer to a maiden's prayer. To the tavern patron, it made possible some mighty swell dance music. It brought into the tavern the music of the big-name orchestra. To the patrons of Mr. John Smith's tavern in every hamlet, city and town, it meant throbbing rhythm, beautiful orchestral arrangements, the latest popular numbers—in a word, the very best dance music. They could have as much of it as they wanted—when they wanted—and exactly the numbers that they wanted repeated as often as they wished.

From the tavern owner's viewpoint, it was like money from home. The phonograph put in by the operator without charge not only made it possible for him to attract and hold his patrons, but it also paid him a very real cash dividend. It is no exaggeration to say that in many cases the profits from the phonographs spelled the difference between closing the doors and letting them stay open.

Most benefited of all was the phonograph operator himself. Phonographs took in good money and steady money. Coin boxes were filled to overflowing. Collections were and they are today darn good. Best of all, there was an increasing demand for machines. The more phonographs that were put into operation, the more actual demand there was for them. Tavern A could not operate without a phonograph if taverns B and C had one. It was a beautiful all-year-round business, with collections coming in steadily 52 weeks of the year and only a small amount going out for percentage of the location owner.

Today, phonograph operating is on a very sound basis. The record companies have done a swell job of putting out the sort of records that satisfy and delight tavern patrons. Large operations of 300, 400 and even 500 machines are paying heavy dividends, yet it's the sort of a business that a small operator could get into with 3, 5, or 10 machines and make money. Even the coin-machine operator who scorned it a few years ago when it first came on the scene is now getting into phonograph operating with both feet.

Yes, sir, Little Willie has grown up.

ness in the country. That gives an idea of his sales ability. Ed, as he is known by his host of friends, knows practically every individual in the music and coin-machine business. He joined the Seeburg organization in October, 1933. His natural sales ability and outstanding executive qualifications were responsible for his meteoric rise from salesman to official. Ed Johnson is one of the most popular men in the automatic music field today. The Magic Carpet has nothing on the genial Seeburg executive. In 1935 he traveled more than 40,000 miles by plane. Innumerable cross-country trips, climaxed by a plane trip from Chicago to Mexico City and thence to South America, give you an idea of his activity. Upon being asked what he liked to do best next to selling Seeburg phonographs, Mr. Johnson replied: "Sell Seeburg phonographs." That, in effect, reflects the real Ed Johnson, a great fellow.

Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, has spent his entire business life in the music field. Mr. Holland was for many years sales manager and vice-president of the Q. R. S. Company. During this time, because of his brilliant sales record and sparkling personality, he earned a reputation as being one of the best music men in the country. Before ascending to his present executive position with the Seeburg organization Earl's happy hunting ground was the Southeastern United States. As a J. P. Seeburg representative in this territory he established a record second to none. Earl's many customers, most of whom are his friends of many years' standing, constantly look to this "music veteran" for constructive advice and sound business guidance.

Herman Fleeer recently came to the Seeburg organization in charge of a new division to be announced at a later date. Mr. Fleeer, who is an accomplished musician, learned the piano business from the bench up. Herm, as he is known thruout the country, is well known as a music merchandiser. A peek at his record as vice-president of Lyon & Healy in Chicago and as general manager of the C. C. Miller Company, of Pittsburgh, is conclusive proof of Mr. Fleeer's ability. A likable personality, Herman Fleeer brings to the Seeburg firm a fund of practical knowledge.

James Barron is another Seeburg executive with a sterling *Life Is a Song* background. When it comes to recounting the "greats" in the music business Jim Barron's name will be found way up on the list. Previous to becoming affiliated with the J. P. Seeburg Corporation Mr. Barron was vice-president and general superintendent of the vast Cable-Nelson Piano Company, now the Everett Piano Company, of South Haven, Mich. Mr. Barron is general manager in charge of production at the large J. P. Seeburg Corporation plant. His many production ideas during his long career have been adopted as standard by practically all of the leading musical instrument manufacturers. Mr. Barron is known in the trade as a stickler for high quality workmanship. The new 1936 Symphonolas and Selectophones are testimonials to Jim's outstanding ability.

Trained and thoroly schooled in the Seeburg policy of conducting business, the entire sales personnel co-operates with the customers far beyond the ordinary expectation of completing a sale. Each and every one of them is a proven music man who knows his business. The sales staff includes Ed Stern, who travels the Southwestern territory. Reed Crawford and Frank Merkle represent the Seeburg Corporation thruout the Middle West. Gerry Semmes takes care of New York State, while Sam Menrelsohn is selling phonographs in New York City. Spencer Otis makes Seeburg sales climb in the West and Harry Berlin (no relation to Irving) is doing a remarkable job in Chicago.

## Record Goes Up and Up

NEW YORK, Jan. 11.—Decca Record Corporation informs *The Billboard* that the original recording of *The Music Goes 'Round and Around* by the Onyx boys, Mike Riley and Ed Farley, who wrote the song, is in great demand by phonograph operators.

Mr. Spezens, sales manager, says it has been shipping 10,000 records per day for the last month and that at the present time the demand is getting greater. Out-of-town locations in addition to New York City are clamoring for delivery, and Decca has to keep six presses running day and night to turn out records to fill these orders.

### FREE to PHONOGRAPH OPERATORS

When you see and hear the WURLITZER-SIMPLEX Booths 126-128 and Demonstrating Rooms 111, 114, 116.

Ask for a sample of the

### NEW PHONOGRAPH COLLECTION BOOK

Made by

BALTIMORE SALESBOOK CO. 120 West 42nd St., New York, N. Y.

Mfrs. of the well-known Standard Collection Books for Pin Games, Diggers, Slots and Merchandise Machines.



# Everybody's Dancing to these PHONOGRAPH Records!



**DUKE ELLINGTON**  
and His Famous Orchestra

**On Brunswick:**  
In a Sentimental Mood  
Showboat Shuffle  
Solitude  
Moonglow  
Merry Go Round  
Admiration  
Reminiscing in Tempo  
Parts 1, 2, 3 and 4

**BENNY MEROFF**  
and His Entertaining  
Orchestra

**On Columbia:**  
Aristocrat of Harlem  
The Pleasure Was All Mine  
Yankee in Havana  
Cowboy in Manhattan

**WINGY MANNONE**  
and His Swing Orchestra

**On Brunswick:**  
Strange Blues  
Send Me  
Walkin' the Streets  
No Callin' Card

**LOUIS PRIMA**  
and His Orchestra

**On Brunswick:**  
Solitude  
How'm I Doin'  
Let's Have a Jubilee

**THE CASA LOMA  
ORCHESTRA**

**On Brunswick:**  
Black Jazz  
Maniac's Ball  
White Jazz  
Blue Jazz  
Smoke Rings  
In the Still of the Night

**IRVING  
AARONSON**  
and His Orchestra

**On Columbia:**  
Commanderism

**DICK HIMBER**  
and His Orchestra

**On Vocalion:**  
Smoke Rings  
Sophisticated Lady

**THE MODERNISTS**

**On Melotone:**  
Solitude  
I'm Gettin' Sentimental  
Over You

**CAB CALLOWAY**  
and His Cotton Club  
Orchestra

**On Brunswick:**  
Good Sauce from the  
Gravy Bowl  
Keep That Hi De Hi in  
Your Soul  
Moonlight Rhapsody  
Chinese Rhythm  
Weakness

**BEN BERNIE**  
and His Orchestra

**On Brunswick:**  
Old Man of the Mountain

**DORSEY BROTHERS  
ORCHESTRA**

**On Brunswick:**  
I'm Gettin' Sentimental  
Over You

**EARL HINES**  
and His Orchestra

**On Brunswick:**  
Cavernism

**ORIGINAL DIXIE-  
LAND BAND**

**On Vocalion:**  
Slipping Thru My Fingers

**RED NORVO**  
and His Swing Septet

**On Columbia:**  
With All My Heart and Soul  
The Night Is Blue  
Blues in E Flat  
Bug House

**BENNY GOODMAN**  
and His Orchestra

**On Columbia:**  
Nit Wit Serenade  
Bugle Call Rag  
Take My Word  
It Happens to the Best of  
Friends

**CHICK WEBB**  
and His Orchestra

**On Columbia:**  
Let's Get Together  
When Dreams Come True

**VIC BERTON**  
and His Orchestra

**On Columbia:**  
Devil's Kitchen  
I've Been Waiting All Win-  
ter (for a summer night  
like this)

**MILLS BLUE  
RHYTHM BAND**

**On Columbia:**  
Ride Red Ride  
Congo Caravan  
Brown Sugar Mine  
Dancing Dogs  
Let's Have a Jubilee  
Out of a Dream

**CHUCK RICHARDS**  
with Orchestra

**On Vocalion:**  
Love's Serenade  
Like a Bolt from the Blue  
Rainbow Filled with Music  
Blue Interlude

**BENNY CARTER**  
and His Orchestra

**On Vocalion:**  
Dream Lullaby  
Shoot the Works  
Everybody Shuffle  
Synthetic Love

**JOE VENUTI**  
and His Band

**On Okeh:**  
Goblin Market  
Fiddlesticks

**BING CROSBY**  
with Orchestra

**On Perfect:**  
Someone Stole Gabriel's  
Horn

**MILLS BROTHERS**  
On Perfect:

Coney Island Washboard

**HENRY ALLEN**  
and His Orchestra

**On Melotone:**  
Rug Cutter's Swing

**MILLS CAVALCADE  
ORCHESTRA**

**On Columbia:**  
Rhythm Lullaby  
Lovely Liza Lee

**RUSS MORGAN**  
and His Orchestra

**On Columbia:**  
Phantom Fantasy  
Slip Horn Sam  
Tidal Wave  
Midnight Oil

**JOE HAYMES**  
and His Orchestra

**On Melotone:**  
Lost Motion  
Swingin' for the King  
Goblin Market

**MILLS MUSIC, Inc.**

(Music Publishers)

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Pres.

IRVING MILLS  
Vice Pres.

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 We believe OPERATORS are entitled to credit same as every other respectable business man. That's why we sell the best PIN GAMES on the extended payment plan . . . at regular factory prices . . .  
 WRITE TODAY!  
 ASK US FOR CREDIT!  
*Lee S. Jones*  
 P. S.—Don't let anyone give you the "GONG" with unknown games. Take advantage of our service and you won't play a "BLOOMER."

**Smash All Records**  
 By WALTER TILDS  
 Advertising Dept., Mills Novelty Co.

It seems as tho nothing is sacred at Mills Novelty Company any more. Once upon a time an outstanding sales volume record was held up proudly by field salesmen as an achievement, something that everyone could be proud of. These marks were something to shoot for in the hope that some day they might be broken. But new volume records were made only occasionally, and once made they were seldom broken. That's not true any more. In the past few years since Ralph Mills, vice-president, has taken charge of sales, things have been different. No longer do the salesmen look in awe at the great records made by other salesmen. In fact, sales records are no longer records—they are merely marks made to be broken on the next attempt. The highest mark to be hit yet was when D. F. Wertz, Mills salesman at Baltimore, won the new 1936 de luxe Chevrolet prize last month offered by Ralph Mills to the salesman with the highest volume of Dance Master Phonograph sales in a three-month sales contest.

The big contest caused great interest and excitement among company officials and the 350 phonograph salesmen who are located all over the country. Until midnight of the final day the contest was so closely fought that there was but a few dollars difference in the final results. Danny Wertz finally managed to eke out a glorious victory over his nearest competitor, Bill Anderson, of Chicago, to win the 1936 new Chevrolet. Wertz's record showed a greater volume of combined phonograph business for a three-month period than has ever been made before by any one man in the history of Mills Novelty Company.

Every salesman in the field had an equal chance to win the beautiful new 1936 de luxe Chevrolet car. The contest lasted three months, long enough to eliminate all lucky or unlucky breaks and the winner was judged wholly on volume of Dance Masters, either the standard or de luxe models counting in the totals.

But even if a salesman did not win the first prize Chevrolet he still had a good opportunity to win \$300 for record prize or \$200 for third prize. Bill Anderson, of Chicago, copped the \$300 prize with a terrific volume of business and L. C. Malone, of Texas, took the \$200 prize away from the field. Both of these men gave the champion, Danny Wertz, a run for his money all the way.

For the salesmen who lost out on the three main prizes there were other valuable volume prizes. Twenty-two men won Cellarettes, the popular drink-serving wagon; 26 men won binoculars; 12 men won 17-jewel watches for their wives, and the others went home with table radios, golf sets, typewriters, men's watches, buffet warmers and other beautiful prizes.

All prizes in the contest were awarded in addition to the regular commissions paid to salesmen on acceptable Dance Master business.

**Moved to New Quarters**  
 NEW YORK, Jan. 11. — The Elliott Ticket Company, well-known manufac-

**Radio Song Census**

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEA and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 3, to Thursday, January 9, both dates inclusive.

With All My Heart	38
Music Goes 'Round and Around	37
Moon Over Miami	32
Red Sails	20
Little Bit Independent	27
Alone	25
Boots and Saddle	25
Feather in the Breeze	24
Broken Record	19
Dinner for One, Please	19
No Other One	19
Treasure Island	19
Rhythm in Nursery	18
Lights Out	15
Night in Monte Carlo	14
Please Believe Me	14
I'm Gonna Write Myself	13
I Picked a Flower	12

**Sheet-Music Leaders**  
 (Week Ending January 11)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book Company, of Chicago.

1. Music Goes 'Round and Around
2. Red Sails
3. Treasure Island
4. Moon Over Miami
5. Little Bit Independent
6. Alone
7. Boots and Saddle
8. Beautiful Lady in Blue
9. Eeny Meeny Miney Mo
10. With All My Heart
11. Prairie Moon
12. Night in Monte Carlo
13. Dinner for One, James

There is no substitute for **PERMO-POINTS**  
 PERMO-POINT NEEDLE 2000 PLAYS  
 ASK ANY OPERATOR OF AUTOMATIC PHONOGRAPHS  
**PERMO PRODUCTS CORPORATION**  
 4311 RAVENSWOOD AVE., CHICAGO, ILL.

**OPERATOR OPPORTUNITY**  
 Get our prices on Factory Rebuilt ELECTRA-MUSE Coin Operated Automatic Phonographs. Limited Supply available. Act quick.  
**Holcomb & Hoke, Indianapolis, Ind.**  
**QUIT OPERATING** — 1 Frisky, Late Model; 1 Major League; 1 Rapid Fire. Make offer. LEWISTON, Box 23, Woodward, Ia.  
**NOW READY**  
 NEW SERIES OF RED HOT, SPICY VALENTINE CARDS, Real CARTOON BOOKS, Special Novelties, etc. Send 25c for Samples and our New Catalog. T. R. PAYNE, 25 Cardinal Pl., New York.

**MILLS INTRODUCES**  
 (Continued from page 72)  
 new wrinkle is added, however, in an indicating arrow in the center of the selector panel which indicates the number being played. Thus, if the patron just walks into a tavern and hears a number which he likes well, he can walk up to the machine and note its number. By simply inserting a coin and pushing the button on that number, he can again hear it. Perhaps the most amazing of all developments is the new radio-control coin box. This is a separate feature of the machine about the size of an ordinary cigaret stand, but attractively fashioned from veneered wood. This part is really a coin box which can be moved to any part of the tavern and placed next to a patron's table, so that he may, without getting up from the table, insert a coin in the radio-control box. This operation causes the machine to play automatically. The marvel of this feature lies in the fact that this radio-control coin box is not connected to the machine in any way by wires, it being an entirely separate unit and can be moved to any part of the room, or even to an adjacent room, without its affecting the operation in the slightest. The Mills Do-Re-Mi and the radio-control wall box are on exhibit this month at the Coin Machine Operators' Show, where it is attracting an unusual amount of interest.

**Kansas City Firm Offers A New Counter Dice Game**  
 KANSAS CITY, Mo., Jan. 11.—Because the bank night feature at theaters all over the country has proved so popular, a new 5-cent counter machine—Buck-A-Day—has been developed which the designers say has the same lure. The machine was designed and is manufactured exclusively by the Great States Manufacturing Company. A jack pot starting with \$2 is increased \$1 a day until it reaches \$9 or someone wins it; in which case it begins with \$2 again. A cut-out window in the back panel of the cabinet is equipped with a numbered circular dial to show the amount of the jack pot. Naturally, the dealer or operator has the privilege of deciding how much the jack pot will be increased daily. Buck-A-Day is played with four dice that bounce around on a felt-covered turntable inclosed by a circular wall of matted gum rubber. The combination at which the dice come to rest decides the win. Jack pot is won by a combination of four sixes—a combination that is figured to be hit only once in about 1,081 plays. Other wins range from 10 cents to \$2. The manufacturer states that enormous profits are gained by the operator because with the exception of the jack pot, payouts only average around 31 per cent. The Great States Manufacturing Company is headed by A. E. Sandhaus, who has been engaged in the design and manufacture of coin machines and salesboards for the last 18 years. His company is also bringing out an improved series of 1-cent play cigaret machines, also a unique series of machines with two, three, four, five and six slots. Many of the more popular models will be exhibited at the coin-machine convention at Chicago.

The Star Sales Company serves as distributor for the Great States line in the Kansas City territory.



**MUSIC OPERATORS IN NEW ORLEANS.** About 30 music operators met at a banquet in the Hotel New Orleans and formed the New Orleans Music Machine Operators' Association. J. H. Peres was elected president. C. A. Hughes, of Dallas, addressed the body.

turers of tickets of all descriptions, have moved to new and larger quarters at 409 Lafayette street. Due to their increasing business they have found it necessary to engage larger quarters and are now able to produce double their former capacity. The concern is one of the best-known ticket manufacturers in the East and for many years have specialized in tickets of all types. With their enlarged facilities they will be able to extend their lines and at the present time are manufacturing tickets for railroads, buses, restaurants, theaters, sportlands, fairs, parks, carnivals, and in fact any type of ticket needed.

**Mutoscope Names New Game**  
 NEW YORK, Jan. 11.—Due to the raves of Paul Gerber, of Gerber & Glass Distributing Company, while in this city, it has been learned from reliable sources that International Mutoscope Reel Company, Inc., has named the new pin game which it will present at the show Hurdle Hop. Much interest has been created in the game since publication of the story about it in *The Billboard*. Paul Gerber is expected to do all the necessary hopping and hurdling at the show while demonstrating the game to his many customers.

**Joe Frank on Deck in Chi**  
 CHICAGO, Jan. 13.—Joe Frank, of the Automatic Sales Company, Nashville, was one of the early arrivals for the big coin-machine show and convention and is registered at the Sherman. Just before leaving his Nashville headquarters, Joe launched an intensive sales campaign to clean up on his stock of used games, to enable him to get a fresh start with new games and ideas when he returns from the big four-day conclave.

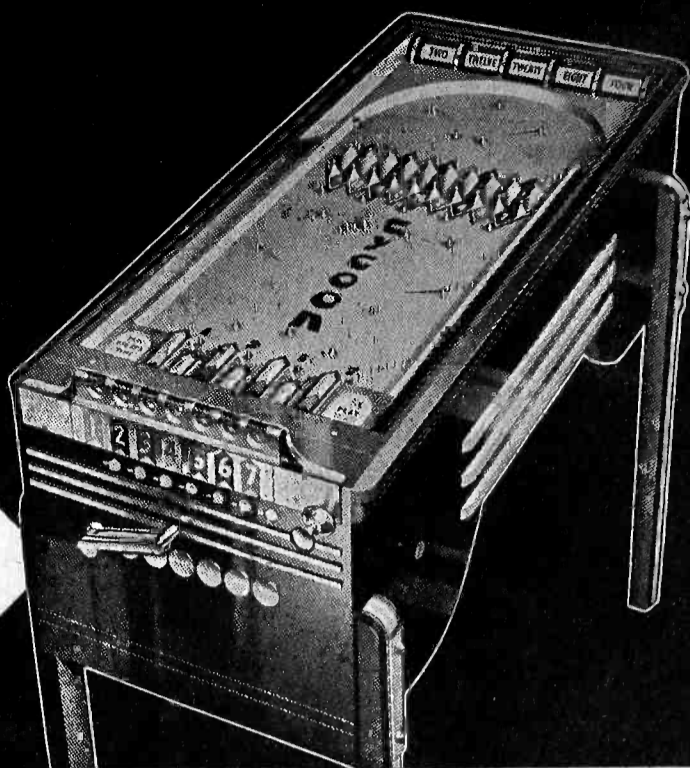


*ALL Original!*

### TYCOON

Seven Slot Selective. Automatic Payout. Can take in 35c in nickels on a single play and plays twice as fast as any other race on the market. Odds are subject to the skill of the player. This is the most unusual coin machine to appear in 24 months — nothing compares with its low price and its comprehensive action.

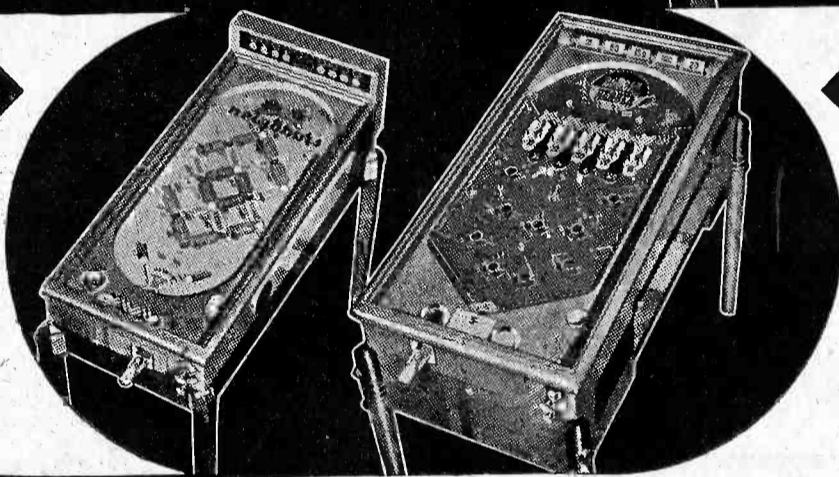
**\$149<sup>50</sup>**



### NEIGHBORS

New Amusement Type Table. Any two balls in adjoining holes score a light. A single ball can score one, two, three, or four lights on one shot. Tremendous variety.

**\$42<sup>50</sup>**



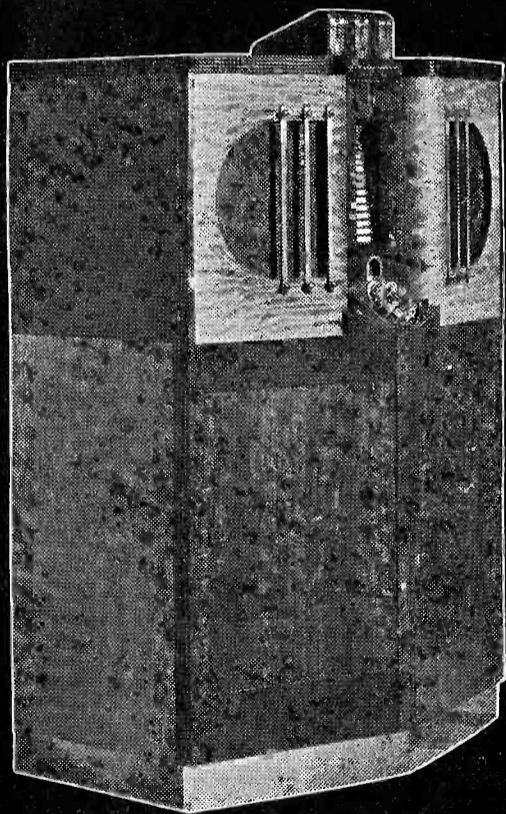
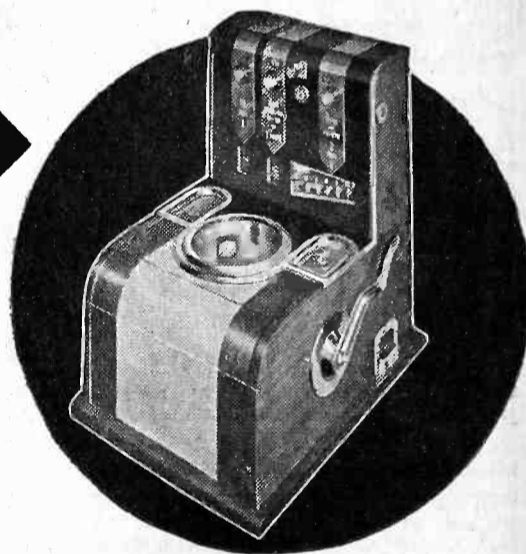
### DOUBLE HEADER

Giant type, one shot, automatic payout with one inch ball. Odds run from 10 to 150. "Roll your own!" A brand new table—nothing like it.

**\$115<sup>00</sup>**

### MILLS DICE MACHINE

Plays the whole game of dice and pays out automatically. The most ingenious coin machine ever built—a fabulous money-maker. Write for price.



### DO RE MI MILLS CUSTOM BUILT PHONOGRAPH

The most beautiful instrument ever to appear. Perfect fidelity of tone and separation of all instruments in the orchestra. Dual speakers. Music sampler can be set to play a record every so often to boost play. Equipped with Mills magical new electric coin chute—slug proof. This instrument commands the best locations everywhere. Price on request.



### FUTURITY THE NEWEST OF BELLS

See its big prominent top with dial behind window. Ten consecutive misses score 10 automatically. Keeps a constant hold on players. Price on request.

## MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO, ILLINOIS

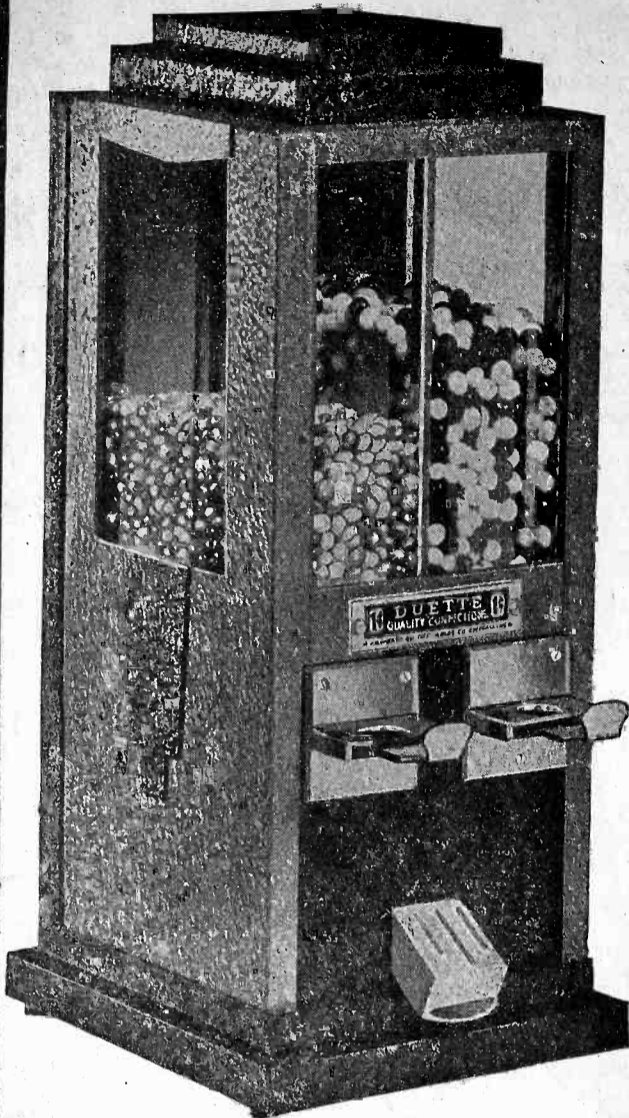
**WRITE!**

For our beautiful new catalog containing a full collection of our Bells and Venders in brilliant colors. This catalog is very valuable and sent only to bona fide operators. A request for it will put you on our mailing list for continuous special information. WRITE TODAY!



# DUETTE

THE SENSATION OF ALL VENDERS  
All Operators Can Now Make  
More Money



### TWO PROFITS FROM ONE MACHINE

Vends all kinds of bulk candy and nuts, including Pistachios. NEW PATENTED DELIVERY CHUTE MAKES DUETTE TROUBLE PROOF. Absolutely the last word in Venders. . . . Recognized as the most beautiful Merchandising Machine ever built. . . . There is nothing like DUETTE for making money.

### FIRST IN APPEARANCE PERFORMANCE CONVENIENCE SALES PROFITS AND CONSTRUCTION

Step out with DUETTE and DOUBLE YOUR PROFITS. It's the Vender to buy whether you own a thousand venders or whether you want to start in a good, sound, permanent business operating Vending Machines.

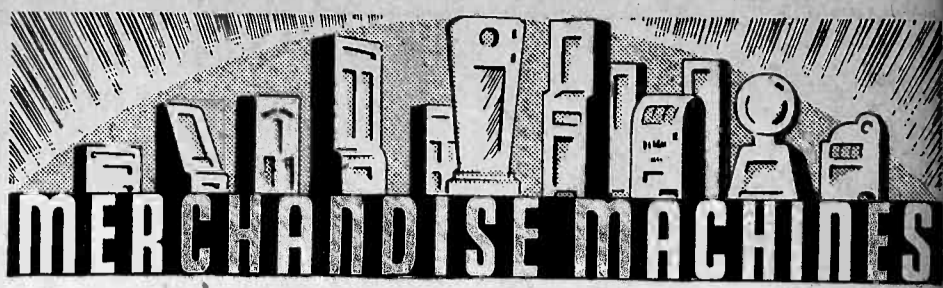
Made of Steel, beautifully finished in bright rich colors, with all trim metal chromium plated. 17 1/2" High, 8" Deep, 7 1/2" Wide. Weighs 16 Lbs. Each compartment holds from 3 1/2 to 4 lbs. of Nuts or Candy. DUETTE has 2 penny coin chutes. Can also be furnished with 1 Nickel and 1 Penny Chute if desired.

WRITE FOR PRICES AND COLORED CIRCULAR

THE AD-LEE CO., Inc.

827 So. Wabash Ave., CHICAGO, ILL.

Builders of Vending Machines for More Than 40 Years.



## Cigaret Venders Share in Volume

Based on a survey of the average sales made thru cigaret machines in various parts of the United States, Stewart & McGuire report a compilation of facts that would indicate approximately 100,000,000 cigarets are sold weekly thru cigaret venders.

The increasingly important part which the cigaret machines are playing in the cigaret merchandising field can be better understood when it is considered that as recently as six years ago, there were no Stewart & McGuire cigaret machines in operation. This equipment has, in an amazingly short time, proved enormously popular. These machines are now a familiar sight in not only large industrial centers but in practically every village, town, hamlet and crossroad in the United States.

Even a superficial study will explain the whys and wherefores of this extraordinary achievement. The demand for cigarets does not have to be created, nor even stimulated. The cigaret habit is constantly taking a firmer grip on every-day American life, as is evidenced by the staggering increase in cigaret production in the past 20 years.

Millions upon millions of dollars are spent each year by the cigaret manufacturers in advertising, as a result of which practically all smokers are brand conscious.

The manual method of selling a product of this kind is totally superfluous, if not undesirable. The smoker knows the brand of cigarets he wants, and where he is capable of making his own selection, as is the case with an automatic sales machine, there can be no reason why the self-service feature should not be more satisfactory. Given, therefore, the advantage of adequate equipment, the operator need only to find locations patronized by a reasonable number of customers and sales are inevitable.

It is remarkable to observe how many more locations are realizing the desirability of being relieved of the task of the over-the-counter method of selling cigarets. Obviously they now appreciate that this function can be more efficiently fulfilled by a beautiful, silent, automatic salesman, thus avoiding the distractions and many other inconveniences incidental to manual selling.

Restaurants, as well as all other types of eating places, have been particularly benefited by these installations, since a great many places of this type, prior to the introduction of cigaret machines, sold cigarets purely for the accommodation of their patrons and regarded the sale of this item as a more or less necessary evil. This realization is rapidly spreading and it is safe to predict that the automatic selling of cigarets will continue to occupy an increasingly important position.

## New Machines To Create Even Greater Use for Mdse.

Many new machines will be presented to the coin-machine industry this year which will depend upon the use of premium merchandise for their attraction to the public.

Some of the machines will be seen for the first time at the Coin Machine Exposition currently in session at the Hotel Sherman, Chicago.

The cranes and pin games, as well as the salesboards and other products of the coin-machine industry, have become one of the largest mediums for use of premium merchandise in the history of the merchandise industry. But this year will also see the presentation of some new units for using merchandise which are certain to bring about even greater sales than in former years.

One of the machines presented in 1935 for merchandise use was the Magic Finger. The same manufacturer also produced the cranes which are as great merchandise users and which are part

## Candy Bar Vending Firm Reports Successful Year

DETROIT, Jan. 11.—Business of the Automatic Canteen Company, one of Detroit's largest vending machine operators, was reported very much improved over last year by W. J. Langdon, general manager. The company reports increased sales on machines in factory locations, in which they specialize. Much of this has been due to the rationalization program of the automotive industry which started production several months earlier this year and increased industrial employment by a high percentage.

The company has not yet elected a president to succeed the late John B. Tanner, who died recently in Cincinnati. Development of plans for the new product of the Ice Cream Vending Machine Company has been delayed, pending settlement of Mr. Tanner's estate.

Frederick E. Turner, president of the Automatic Merchandisers of Michigan, was reported quite ill this week. Weather variations caused a bad cold, but Turner expected to be back on the job in time for the Chicago show.

The Automatic Distributing Company, recently formed by A. C. Wagner, is preparing a new type of vending machine which will be ready for production within a few months. Plans are being withheld until later.

## Rex Novelty To Handle Goretta Cigaret Vender

BROOKLYN, Jan. 11.—Rex Novelty Company has been chosen as distributor for the Goretta cigaret machine. Henry Cooper reports that his organization intends to create a separate division to feature the leading merchandise machines.

The firm will also open separate quarters here, it is stated, where it will feature these machines and where merchandisers of every type will be on display. These merchandisers will range from peanut machines to the superior cigaret venders. They will also form a sales organization, Mr. Cooper stated, especially trained in the sale of these products.

The firm believes that larger routes of merchandisers will soon be seen in the metropolitan New York area. It claims the trend is due to the fact that operators are at last taking full cognizance of their locations and the realization that by exploiting their locations to the utmost with coin-operated equipment they are assured of greater earnings.

The firm has many plans in mind for the sale of merchandisers, among which will be the introduction of a gum vender featuring a popular brand of chewing gum in a new flavor especially made available to the firm. These negotiations have already started and it is believed will be successful.

of the new name, "Crane-Land," so popular along Broadway at this time.

Other machines of various character will also be presented by many manufacturers which will automatically vend merchandise thru new and clever arrangements.

There is a definite trend in the coin-machine industry for such products. Many manufacturers have sensed this growing sentiment and have created new machines to suit the needs of the coin-machine operators.

These machines all present a market for the merchandise industry which is not to be overlooked. The thousands of dollars of merchandise which are monthly sold to the operators of cranes and diggers will now be exceeded by the introduction of other products in this same merchandise vending category.

# SPECIAL OFFER FOR QUICK SALE!

50 4-COLUMN EVER-READY VENDING MACHINES

## \$16.50 each

TRIMOUNT COIN MACHINE CO.  
1292 WASHINGTON STREET BOSTON, MASS.



### LEGITIMATE 3-IN-ONE A CONVENIENCE AND A NECESSITY and a Chance at 16 Cash Prizes.

# NO BLANKS

From 5c to \$1.00. A good lead pencil with each operation.

100 MACHINES WILL EARN IN 12 MONTHS ON AN AVERAGE SALE OF

30 Pencils a Day Per Machine	\$27,375
10 Pencils a Day Per Machine	9,125
8 Pencils a Day Per Machine	7,300
4 Pencils a Day Per Machine	3,650

One pencil a day earns 80% on cost of machine. Write for details and prices.

MILLER VENDING MACHINE CO.  
P. O. Box 782, CORSICANA, TEX.

### DIGGER OPERATORS

TWO PERFECT, NEW NATURALS, ESPECIALLY ADAPTED FOR CLAW MACHINES, PROVIDES A PERFECT TEASE.

## INDIAN HEAD BANK

Beautiful assorted colors. Equipped with key.

Per Doz. \$3.25

Sample-Prepaid, 50c.

## SCOTCHMAN SCRATCH LIGHTER

Tip of Head Scratches against Flint on Bottom to light. In Assorted Colors.

Per Doz. \$8.50


Sample Prepaid, \$1.00.

ALL ORDERS F. O. B., N. Y.—25% Deposit, Balance C. O. D.

HERMAN-SHER CO., Inc.  
1123 BROADWAY, NEW YORK CITY  
"Specialists in Digger Merchandise"

SAY "I SAW IT IN THE BILLBOARD."





**THE OWL SAYS NOTHING— BUT WE MUST TELL YOU!**

We must explain that, regardless of the remoteness of your locality or community, we have set up a complete and intricate system, which we know is efficient and competent to furnish for you all types of coin machines and accessories.

**MAY WE THANK**

you for the wonderful response to our advertisement, wanting new agents and associates to represent our corporation. We extend this opportunity to all others who have interest in the coin machine industry. Simply write our Baltimore office for complete details.

**O. K. FOR SHIPMENT**

Every order is (OKED) before it leaves our warehouse. By this we mean each item is inspected in the interest of accuracy and your complete satisfaction.



**ORIOLE COIN MACHINE CORP.**

17 S. CHARLES ST., BALTIMORE, MD.  
WASHINGTON, D. C. PITTSBURGH, PA.  
BUFFALO, N. Y.

CONTINUED ON NEXT RIGHT HAND PAGE

**CIGARS** Branded line, regular nickel retailers, 25-50 to the box, individually cellophane wrapped, banded. 200 Cigars, 4 Boxes, \$5.40; 100 Cigars, 4 Boxes, \$3.00, postage prepaid. Remit check or postal money order. Money refundable if not satisfied.

**BENEDICT JERCHOWER,**  
3569 Broadway, New York City.

**COMIC, SPICY VALENTINE CARDS AND RED HOT DIPLOMAS, GIFTS, COMIC GIFTS** for Valentine Day. Our New 1936 Bulletin is now ready. Send for it or order from list below. Asst. No. 1, embossed in colors, \$3.50 per C. Asst. No. 2, P. C. size, printed in 1 color, \$1.00 per 100, or \$7.50 per 1,000. Asst. No. 3, Red Hot Poetry on embossed die cut Folders, per 100, \$3.50. Envelopes to match with all the above. Comic Diplomas for Valentines, 15 kinds per dozen, 25c; gross, \$2.75. **SAMPLES? YES!** Send two bits and we'll rush 'em out. **NEW SHIMMIES** in a NEW form, dozen 45c; gr., \$4.75. **NEW COMIC MIRRORS**, red hot, dozen 35c; gr., \$3.75. **NEW DOGGONIT** in **HEAP FORM**, dozen 80c; gr., \$8.00. **NEW SNAKE RADIO**, med. size, dozen 50c; gr., \$5.50. **NEW RUBBED FLOWERS**, asst. dozen 75c; gr., \$8.50. Send \$2.00 for 50 Samples and 1936 Catalogue. **MAGNOTRIX NOVELTY CORPORATION**, 136 Park Row, New York.

**Vending Firm Will Use Pin Games as Sidelines**

PITTSBURGH, Jan. 11. — American Cigaret Vending Machine Company here, a leader in the merchandising field, has taken on a full line of pin games, intending to reach the top in the jobbing end of this line, too.

Co-Owners Sam Strahl and Meyer Abelson report that they have been shaping plans for weeks to take care of the added demands existing among merchandising machine operators for the latest in pin games and have made arrangements for a new storage place for arriving orders.

Both intend to get a number of new ideas at the coin-machine show in Chicago and contact all pin-game manufacturers for added co-operation.

**Twenty Years Is Mighty Long Time**

Dave Robbins started in the coin-machine business in 1916 at the age of 16 with a horse and buggy to service the coin machines which were popular at that time.

From there Dave went right up the ladder thru every division of the coin-machine industry and each time he further progressed in the business. He was an arcade owner, sportland owner, jobber and then distributor and now is manufacturing certain types of merchandising machines.

For 20 long years Dave has been planning ahead in this industry and has brought forth some of the best machines as well as introduced some of the finest merchandising plans which the industry has ever had.

He continues to be known as one of the leaders as well as one of the important Eastern factors in the sale of games. But today Dave is far ahead of his original horse and buggy.

Many can remember way back when Dave first introduced a modern multiple small merchandise machine in his Empire Vender. Also the great run which he enjoyed with the Scoop machine. There have been hundreds and hundreds of other machines which he has made successful.

He has also been duly honored with the exclusive distribution of some of the outstanding manufacturers in the coin-machine business. His work in this direction has attracted great attention to himself and to his firm and he has because of it become one of the outstanding characters of the coin-machine industry. He was also in service as the president of the Metropolitan Jobbers' Association, Inc., and of many other associations in the Eastern market.

He is a member of all leading organizations in the country at the present time and seeks further to aid the business in every manner possible. His articles are widely read and have gained much praise because of his keen understanding of the coin-machine business in general.

Oldtimers in the coin-machine business will recall the sensation he created in the ball gum days with his entrance into one of the first conventions offering Walter's ball gum at a price never before attempted and the subsequent results which immediately placed him and his firm in the limelight.

His small stick gum merchandiser, which is his latest manufacturing creation, has brought a tremendous amount of business for many operators all over the country.

He has also proven himself a fine publicity man over the many years he has been connected with the coin-machine industry.

Also remembered among his publicity exploits is the remarkable job he did on the Philco radio console he offered free during a sportland contest and the cooperation of one of the leading morning newspapers for this contest in New York.

Dave will also be remembered as one of the pioneers to recognize the value of pin games when they first appeared on the coin-machine market. The not generally known, he has been responsible for the designing and manufacturing of many hit games. His staff has always been considered among the best in the coin-machine industry and to this day he takes great pride in the precision workmanship which his firm produces.

Oldtimers will also remember way back in the days when Dave was selling his own carded products on Dodsworth street in Brooklyn and had a large staff of employees at work filling and carding the material for the Robbins brand products with the bright colored robin on the card.

He has also been one of the most consistent advertisers and promotional men which this industry has had and there is a surety that much of the popularity of coin-operated equipment today is directly attributable to his many efforts in this direction.

For many years Dave has been striving to perfect plans for the perfect machine. He believes that some day he is going to surprise the coin-machine industry with a machine which will be universally acceptable and which will bring tremendous profits to operators.


Since 1916 Dave Robbins has been identified as an integral part of the coin-machine industry. His understanding of the games and the merchandising and service of machines of this industry is second to no man connected with the business.

His merchandising, promotional and advertising methods are always among



**Northwestern**

**OPERATORS HEADQUARTERS IN THE BULK VENDING FIELD**



It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser—Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operators.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

**THE NORTHWESTERN**  
Published monthly in the interest of bulk merchandising. Write for it. It's free.

**THE NORTHWESTERN CORPORATION**  
165 ARMSTRONG STREET-MORRIS, ILLINOIS

**Freed-Eisemann Radio**

FAMOUS SINCE BROADCASTING BEGAN

**NEWEST 1936 SUPER-HETERODYNE**

**With 5 Latest Type Metal Shielded Tubes**

7-TUBE PERFORMANCE OBTAINED BY USE OF NEW MULTIPURPOSE RCA LICENSED TUBES.

Powerful Circuit. Works anywhere. Self-Contained Aerial Supplied. Can be used on either AC or DC current. Dynamic Speaker. In polished Walnut Cabinet with 2 Lighted Dials. Tunes from 175 to 550 Meters. Gets Police Calls in this tuning band. 11 1/2" Wide, 8 1/2" High, 6" Deep. Licensed under R. C. A. and Hazeltine Patents.

**MODEL F-57 \$10.95 Each F. O. B., New York**

Lower Prices in Quantities. Sample Sent on Receipt of 25% Deposit, Balance C. O. D.

**WRITE FOR CATALOG OF COMPLETE LINE OF SETS FROM \$6.95 UP**

**FREED MANUFACTURING COMPANY, INC.**  
44 WEST 18TH STREET NEW YORK, N. Y.



**CONVENTION SPECIALS**

1-BALL PAYOUTS	PIN GAMES	PIN GAMES
CARIOCA . . . \$20.00	Beacon . . . . . \$ 9.00	Splt Fire . . . . . \$18.50
Liberty Bell . . . . . \$20.00	Criss-Cross-A-Lite . . . . . 11.00	Triallite . . . . . 9.50
Treasure Ship . . . . . 20.00	Kings . . . . . 11.00	Scorealite . . . . . 10.00
Red Arrow . . . . . 20.00	Dealer . . . . . 11.00	Big Game . . . . . 14.00
	Flying Colors . . . . . 11.00	Five & Ten . . . . . 15.00
	Spot Lite . . . . . 12.50	Rebound . . . . . 8.50
	Rapid Transit . . . . . 15.00	Homestretch . . . . . 16.50
	Rockola's "21" . . . . . 15.00	
	Scream . . . . . 28.50	<b>TICKET GAMES</b>
	Genco Baseball . . . . . 14.00	Whirlpool . . . . . \$32.50
	Man-In-The-Moon . . . . . 11.00	Exhibit Football . . . . . 42.50
		THE ABOVE GAMES ARE GUARANTEED TO BE IN A-1 CONDITION.
		1/3 Deposit With Order.

**MIDWEST COIN MACHINE EXCHANGE,** 3516 West 16th St., Chicago, Ill.  
PHONE ROCKWELL 2209.

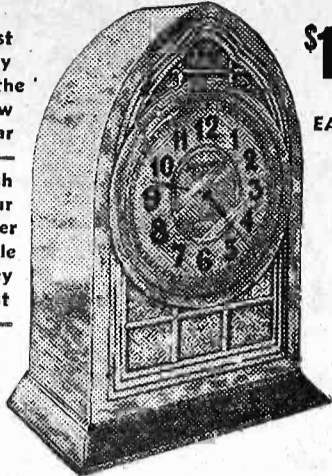
the leading works in this industry. His present service organization is without any doubt one of the best this industry has known. His fine distribution methods are also acclaimed by those manufacturers whom he represents.



**REAL VALUES**  
FROM  
**JERSEY TRADING**

**AUTOCHRON**  
ELECTRIC ALARM CLOCK

Best Buy of the New Year  
Rush Your Order While They Last

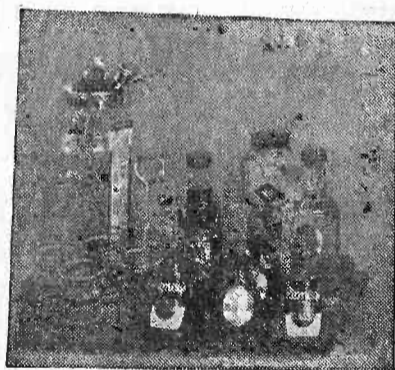


\$1.60  
EACH.

**BOATS FOR PROFIT**

Beautiful Hand Carved 5 Color, Electrically Wired Santa Maria, ONLY

\$1.85  
EACH



**Cheerio Cocktail Set** SHAKER  
6 GLASSES, ALL INGREDIENTS FOR MIXING COCKTAILS. ONLY \$2.25 SET

**Leather Traveling Kit**

Special at \$1.50 Each  
HERE'S THE BUY OF 1936.



**MAJESTIC-INTERNATIONAL**  
5-TUBE RADIO with DYNAMIC SPEAKER  
AC-DC. BEAUTIFUL WALNUT CABINET

Only \$6.75 Each  
Rush Your Order

ENCLOSE 1/3 DEPOSIT, BAL. C. O. D.  
WRITE FOR OUR CONFIDENTIAL 30-PAGE CATALOG—FREE TO ALL OPERATORS! WRITE TODAY!!!

**Jersey Trading Co.**  
11-15 East Runyon St., Newark, N. J.

# Merchandise Machine Progress

By DAVID S. BOND

David S. Bond is well known to the coin-machine industry as the head of the Trimount Coin Machine Company of Boston. Mr. Bond here discusses progress in the merchandise vending field, with emphasis on bulk merchandising machines. He entered the coin-operated machine field years ago when merchandise venders were the leading division of the coin-machine industry. He has retained his faith in venders and his firm has recently announced a new vending machine developed thru his long experience. Mr. Bond served the industry as executive head of the national operators' association for three years. He is now president of the National Automatic Distributors' Association.

The merchandise vending machine field has at the present time tremendous possibilities for development. In analyzing the field there is abundant evidence of progress during the past seven or eight years of experimentation and change, but the fact remains that progress in this field is not comparable to the rapid growth seen in the amusement machine field. True, certain types of venders, such as the cigaret venders, have been intensively developed, but on the whole the progress has been slow.

Unquestionably, pinball games have been responsible for diverting the attention of the manufacturer and distributor away from merchandising machines. It is equally true that if there should come a decline in the popularity of the games there would undoubtedly be a renewed interest in merchandise venders of all types.

Another reason for the lack of progress in the merchandise vending field has been due to the fact that many ventures were largely promotional. Many machines were offered with insufficient experimentation and tests and attempts were made by large corporations to carry out plans which were impractical and unsound. Such failures, coupled with the losses suffered by investors, served to undermine public confidence and to retard growth and development.

The fanfare of publicity also died out with the failure of promotional schemes and the real progress made in the vending machine field since then has not had the full attention that it deserves. It is noteworthy that during the many years in which the vending machine field has been in the background here, these machines have been making steady progress in such countries as England and Germany and there have apparently become a permanent part of the economic system. Trade observers report that we are decidedly behind these countries in the development of merchandising machines. Perhaps we have made more progress than has been realized on the surface, however, for during the depression years there are manufacturers and operators who have kept faith in merchandising vending machines and have been slowly building for the future.

### Cigaret Venders

To the manufacturers and operators of cigaret machines must be given due credit for the finest example of merchandising in the vending field. New models and improvements have been constantly made; mechanical improvements have been continually added and refined; designs have become modernistic and in keeping with the latest in good taste. Intelligent operators with ample capital and a background of sound business experience have been attracted into this field. The type of operator in the cigaret machine field probably deserves the highest business ratings of any in the entire range of coin-operated machines. New outlets have been continually sought and machines placed in locations never before available to any type of machine.

Manufacturers of cigaret machines have sought to maintain contact with operators, have spent considerable sums in developing new ideas for making money with cigaret venders, and in many ways have given a service to the operator in keeping with the best practices in modern business. This is the finest example of what can be accomplished in the automatic field, and is in direct contrast with the usual practice of manufacturers to forget the operator after they have sold him a machine.

In the package and candy bar field,

it has been unfortunate that the ventures were largely promotional. In the vending of package merchandise, whether 1 cent or 5 cents, the greatest turnover seems to be obtained when nationally advertised products are used. America is a candy-eating nation, which should mean a fertile field for candy bar venders, but for the fact that the restriction to advertised products limits the margin of profit for the operator.

The cost of service and other items of operating expense leave only a slim margin, and with higher wholesale prices for advertised goods, the operator of candy bar machines has a difficult problem to solve. Furthermore, in this special field the question of selectivity is important. The use of machines of the selective type not only requires large capital investment, but capacity is limited with a consequent increase in the cost of service and filling. The use of the non-selective type of machine, while requiring less capital investment, often necessitates the use of special containers, often requiring special packing and restricts narrowly the variety of products which can be vended. The public seems to tire of the same product and frequent changes of merchandise must be made to secure maximum play. Taxes have also served to cut into the operators' profit. Since locations are predominantly industrial, unemployment has brought about a decrease in patronage during the past depression with a resultant loss of income to the operator. All in all, the operators of package ma-



DAVID S. BOND

chines, excepting cigaret machines, have had a hard time of it for the past four or five years.

### Bulk Merchandise

The bulk merchandising vending field offers possibilities as yet undeveloped. Bulk merchandise has the decided advantage of permitting a fair margin of profit. Venders for dispensing bulk merchandise all are equipped with adjustable discs permitting a variation in the quantity vended to take care of market fluctuations and to permit also a change of products. The volume of bulk products sold thru such machines is staggering. There are any number of operators who purchase a ton of peanuts per week and it has been estimated that 500,000 pounds of pistachios are sold monthly thru machines. Then there is a variety of other products, such as cashews, pecans, chocolate coated peanuts and chocolate raisins, panned confections, ball gum, etc. Largely responsible for the renewed interest in this field has been the popularity of pistachio nuts. Indian or pinion nuts have a tremendous sale whenever there is a crop. The product is as important as the machine and unquestionably intensive development in this field would bring about the introduction of new products. But the machines must be considerably improved in many respects before this field can be fully developed.

The peanut vender is one of the oldest of machines, one of the first type of venders. Still, there has been little change in design or appearance and generally speaking these machines have not been found in the finer type of location. Not only has the appearance been a

drawback, but these venders have been unsanitary. Ordinarily of cast iron or aluminum construction, they become unsightly and unattractive within a short time. There has been nothing especially inviting or appealing about such venders, and unsightly salt and crumbs have had the effect of discouraging patronage. The machine of the future must be of modern design in keeping with the finer type of store fixtures; it must be as inviting as a well-dressed window or showcase; it must be sanitary and hygienic for it sells food and confections. It is a sorry commentary that operators place machines where the public will buy nuts to feed pigeons. The function of venders should be to cater to the public appetite and the merchandise must be of high quality, kept fresh and sanitary at all times and served in a sanitary, modern manner.

### Machine Design

The matter of design is more than merely a matter of good looks. Apart from the value of being able to secure new and better locations, it has a decided value in securing a preferred spot within the store. The location is glad to permit upon his show case, fountain or counter a machine which harmonizes with his equipment and which can be regarded as a permanent fixture, rendering a special service to his trade and from which some income is derived. The operator's job is only half done unless he can secure a preferred location within the store.

The importance of the right product cannot be too strongly emphasized. The use of pistachios, cashews, pecans and several types of confections is rather recent and opens up the possibilities of experimentation in this field. Manufacturers could and should be interested in the sales outlets thru venders and develop new products of the proper size, count and shape. Just as the use of pistachios has resulted in the sale of thousands of venders, in the same manner new products with fast turnover would mean greatly increased sales.

The need of a variety of products, frequently changed, brings up the question of compartment venders. This type permits a variety and frequent change, and can be built to take up not much more space than a single unit. This article is not intended as a "plug" for Snacks, a three-compartment vender of striking design, recently developed by Trimount Coin Machine of Boston, of which company the writer is president. However, it is as a result of the foregoing analysis that this machine was created because the writer felt that the industry needed this new development and that bulk merchandising offers unusual opportunities. Any contribution to this field by whomever made is for the general good of the industry, and all companies will benefit, directly or indirectly.

To sum up—the bulk merchandise vender will come into its own principally because it permits of a liberal margin of profit. The machines of the future must be new and modern in design and of such beauty that thousands of new and finer locations will be made available. These machines must be more than just good looking. They must look and be sanitary and clean, and attract the public to buy. They must offer a variety of products of high quality, and new products must be found or developed for this purpose. The right combination of all factors involved will make the bulk field highly profitable. 1936 will be a big merchandise year and bulk vending will find its place in the sun.

### BE SURE TO READ

### Awards and Display Boost Play

An Article Indicating How Proper Use of Display and Awards Can Boost Business for the Operator.

Turn to Page 60



**Chicago Coin Expansion Significant to Industry**

CHICAGO, Jan. 11.—A reporter called on the Chicago Coin Corporation recently and received the surprise of his life. The offices of the company were completely altered so as to furnish more room, comfort and privacy. The additional space that the Chicago coin firm has taken over was also inspected. This space will be used as a storage room for games completed and ready for shipment, for a storage space for cabinets and as a seasoning room for the woods that go into the makeup of the games.

Lou Koren, Sam Gensburg and Sam Wolberg, officials of the Chicago Coin Corporation, explained their new policy of operations. They intend to devise and manufacture games that will suit the operating conditions in the various parts of the country. Besides presenting a formidable line of straight novelty games, they have made and will make in the future a complete line of automatic payout tables. The complete line of both types of tables will be shown at the show.

Straight 8 and Long Shot are two of the new automatic payout tables that the Chicago Coin Corporation will present for the first time at the show. These games feature a new novel odds-changing idea completely different from all others. Altho they are one-ball tables, the ball cleverly first passes over "alleys" that cause the odds to change on the light rack before it drops into a hole. A most novel feature is that the odds may change several times before the ball drops into a hole. Play is stimulated and appeal is kept at high pitch inasmuch as there are in both games an additional set of win holes at the bottom of the board in case the ball



**JOE HUBER**  
CHALKS UP his fifth record as Convention Manager of the annual Coin Machine Exposition.

misses any of those on the upper portion of the board.

Big Casino is another giant one-ball payout table with unique appeal. If the player makes the Casino hole two lights remain lighted and the ball is returned for another play. The payout on the second shot is doubled; if the ball goes into an out hole the game automatically pays four coins.

Cue, which comes in both a junior and a senior model, is an exceptionally clever light-up game. It is played exactly like pool. The player shoots first for the "rack-up hole," which separates the pool balls on the light rack. Then the player tries to make the various holes on the playing field which "pocket" the various pool balls on the light rack. Cue is simple to play but is packed with fun and amusement.

Ginger is a new fast-action game with kickers that shoot the balls into definite pockets after looping loops and passing down rails. Ginger adopts a clever progressive scoring system that should meet with immediate approval.

High-Low and Fair Play are two other straight novelty games that should carry on the Chicago Coin Corporation's reputation for building successful light-up games. Both are novel and are due to meet with unusual success. These games are exhibited in Booths 25 and 26 at the national convention.

**Evans Promises Surprises In Showing of New Games**

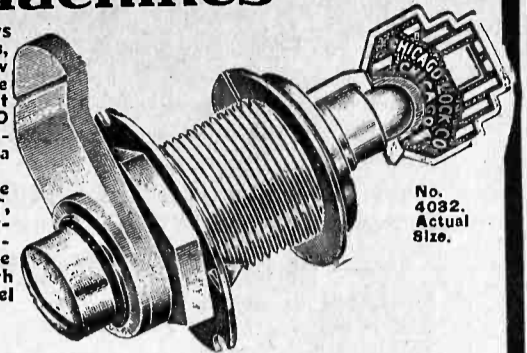
CHICAGO, Jan. 11.—H. C. Evans & Company announce that they will hold a private premier showing of their newest game—Ro-Bo-Lette. The game is not a pin game and should not be confused as such. It is said to be an entirely new departure.

"We want every operator coming to the show," it was said at H. C. Evans & Company, "to expect something absolutely new and different. Ro-Bo-Lette is without a doubt the highest class coin-operated amusement device ever manufactured. It is just what its slogan claims—the Rolls Royce of automatic games.

"In addition to the presentation of Ro-Bo-Lette, we are going to display other games which we expect to be outstanding hits of the show. We have drawn upon every phase of the 44 years' experience in the field to make these games real winners. We have taken extreme care to be sure that the Evans' watchword: 'If It's Made by Evans, You Know It's Good' is carried out to the

**SAFETY EQUIPMENT For Coin Machines**

Strength and Ruggedness have always been characteristic of Chicago Locks, but in the new ACE LOCK and the New Chicago MAGNETIC COIN CHUTE these qualities are especially prominent. That is why you can depend on CHICAGO LOCKS and COIN CHUTES for trouble-free service for the entire lifetime of a pin game, vender or music machine. Chicago Locks and Coin Chutes may be obtained as STANDARD EQUIPMENT, or on special order, on ANY coin-operated machine. They provide satisfaction, safety and continuity of service well worth insisting on. Visit our Booth No. 82 at the Coin Machine Show, Hotel Sherman, Chicago.



No. 4082, Actual Size.

**ACE LOCKS**

A radical departure from the orthodox principles of lock construction. Seven Pin tumblers slide horizontally in close fitting sockets, opening the lock only when the unique ACE TUBULAR KEY is inserted.



1/2 Actual Size

**NEW Magnetic Coin Chute**

A simple and fool-proof mechanism. Last 2 coins are always in plain sight. Entire assembly is completely self-contained. New Dog Action combats fraudulent slugs. Magnet positively prevents playing steel slugs. Built for heavy duty.

DETAILS, SPECIFICATIONS AND PRICES ON REQUEST. WRITE FOR CATALOG.

**Chicago Lock Co.**  
2024 N. Racine Ave., CHICAGO

**HAVE YOU ENTERED THE \$50,000.00 TITLE SWEEPSTAKES**

For the Benefit of the New York Chapter Knights of Columbus?

First Prize, \$30,000.00. 199 Other Prizes.

Pin a Dollar to This Ad for Immediate Entry or Send for Full Information.

SWEEPSTAKES HEADQUARTERS,  
8 East 41st Street, Dept. B, New York, N. Y.

**BE SURE TO READ Awards and Display Boost Play**

An Article Indicating How Proper Use of Display and Awards Can Boost Business for the Operator.

Turn to Page 60

last letter. Each mechanical part is tested and tried to warrant complete satisfaction before it is made a part of an Evans' game. Nothing is sacrificed in order to make every game the perfection of mechanical action."

Evans' experience in the amusement field has given them the opportunity to know just what is wanted by the playing public and they give it to them.

An invitation is extended to all to visit the Evans' display and be prepared to see the finest in equipment possessing the highest degree of profit-making ability.

**I'M NO GENIUS YET I've Doubled My Profits**

A host of dealers have written many letters and testimonials telling of the tremendous gains they have made both in sales and profits through their association with our corporation.

**LET ME TELL YOU HOW TO DO THE SAME!**

Every aggressive individual has an equal opportunity to make many sales with immense profit. Simply write The Oriole Coin Machine Corporation for detailed information.

**OUR ORGANIZATION** is equipped to supply on demand every type of coin machine and accessories. Our facilities guarantee SERVICE, PROMPT DELIVERY and ACCURACY in all orders.

**ORIOLE COIN MACHINE CORP.**  
—BALTIMORE, MD.—  
PITTSBURGH, PA. WASHINGTON, D. C. BUFFALO, N. Y.

CONTINUED ON NEXT RIGHT HAND PAGE



# "It Is A Pleasure"

"I want to compliment you on the way you ship out your reconditioned machines. It sure is a pleasure to open a carton and find a good, first-class machine."

The above excerpt from a customer's letter written January 2, 1936, is typical of complimentary letters we receive from all over the country. We DO go to great lengths to make Electro-Ball reconditioned games . . . "America's Finest"—worth \$5 to \$10 each more than ordinary used games!

Write for our list of reconditioned pin games and slots and watch for our ad each week in The Billboard.

## SLOT MACHINE BARGAINS

Used, but so well conditioned that they look, work and earn like new. We clean 'em, oil 'em, replace worn parts, buff and polish them. Everyone a big bargain.

Mills Blue Front, Gold Award, Side Vendor 5c Play, Nos. 330486, 345788, 346847, 347994, 345957, 345732, 326607, Each \$67.50.

Mills Indian Head, Gold Award, Side Vendor, 5c Play, Nos. 336934, 317282, 336883, Each \$60.00.

Mills Escalator Front Vendor Twin JP, 5c Play, Nos. 288817, 318107, \$40.00.

Jennings Century Triple Jackpot, Even Pay, 5c, 111845 and up, \$45.00. Terms—1/3 Cash, Balance C. O. D.

We Distribute the Following Coin-Operated Devices in the Most Popular Makes:

Pin Games, Counter Games, Slot Machines, Automatic Phonographs, Cigarette, Nut, Gum and Candy Vending Machines, Scales, Salesboards.

ELECTRO-BALL CO. Inc.

Distributors of Coin-Operated Devices

MAIN OFFICE • 1200 CAMP STREET

DALLAS

## Exhibit Co. Has Finest Display in Firm History

CHICAGO, Jan. 13.—"We have the finest line of coin machines in our history," reports Claude R. Kirk, vice-president of Exhibit Supply Company. "Everyone will admit we have had some mighty fine machines for our customers."

"For the last six months our tool rooms have been working constantly day and night completing tools, dies and jigs for our new products. All our new games required special tools and developments. We have steadfastly held to the principle that Exhibit games must give long-time service and make our customers big profit not for just a few weeks but for months. These new products of ours will more than ever make money for a longer period of time than anything we know of."

"Big Richard, our new game, has an income-earning capacity that will stun you. Seems unbelievable, but it's a fact. As much as \$1.05 can be taken in each time the game is played. Big Richard has three different playing fields so that it can be adapted for every territory requirement. From two to nine balls can be played. Payout is automatic."

"Ye Old Spinning Wheel is another new game that allows the player to select his own objective—automatic changing odds makes every game thrillingly different and an unusual roulette feature makes this game one that will get big play indefinitely."

"Chuck-A-Lette is a seven-slot, floor machine for clubs and exclusive locations. Has three spinning reels with various types of reel symbols to suit territory conditions. Chuck-A-Lette is a beautiful machine. Automatic payout, of course."

"Automatic Steeple Chase—marbles do the same job that spinning reels do for slot machines. When marbles line up properly, payout is automatic. Odds change automatically in the middle of each play. We predict that this machine will soon replace old-style machines, because Automatic Steeple Chase gets the same job done in a more thrilling and entertaining way and without the legal objections."

"Our Electric Eye Pistol Target Practice is without doubt the finest example of scientific engineering known to the coin-machine industry. The photo electric cell principle that made talking pictures possible has been utilized

in this marvelous device so that the player shoots a beam of light. When he hits the bull's-eye, wheels spin, showing payoff odds. Each shot made, as well as each hit scored, is automatically registered. When four easy-made hits have been scored, odds previously indicated, are automatically awarded.

"Beano is our new ten-ball light-up table with unusual appeal. It's a large size, large ball amusement game that will do a good job anywhere. Counter games of all types. Our latest are Beat It, Twenty-One and Play-A-Cent. Play-A-Cent is a new idea in a cigaret machine."

"Our full line of ticket games, with several new replacement boards, gives you a partial picture of the biggest of our line. Operators can certainly afford to standardize with our products this year. They are all big money getters."

## Buckley Names Hodgson For European Market

CHICAGO, Jan. 11.—In line with the Buckley Manufacturing Company's plan of expansion, the firm has announced the appointment of L. V. (Hodge) Hodgson as direct factory representative in Europe.

Mr. Hodgson has a world of friends in the coin-machine business both here and abroad. For many years he was connected with the Mills Novelty Company, later leaving this firm to become the Philadelphia branch manager for the O. D. Jennings Company.

With the appointment of "Hodge," the Buckley Manufacturing Company is probably the only manufacturer in the coin-machine business with a direct European representative. Mr. Hodgson will work in conjunction with authorized Buckley distributors. A complete warehouse stock will be kept at the company's large headquarters in London.

Heretofore, European distributors, jobbers and operators received games anywhere from one to six months after their introduction in America. With "Hodge" on the scene of action at all times and a big warehouse to stock all Buckley games, foreign distributors, jobbers and operators are practically assured of the same quick service that the American trade gets.

Buckley Manufacturing Company's authorized distributors are the British American Novelty Company, Ltd., Burrows Automatic Supply Company, Ltd., Goddard Novelty Company, Ltd., all of London, England, and the Societe-Novelty Automatic Company, Marseille, France.

## Pacific's Changing Odds Boost Sales of Games

CHICAGO, Jan. 11.—The principle of changing odds on playboard pockets is creating renewed interest in pin table games, according to reactions voiced by Fred McClellan, president of Pacific Amusement Manufacturing Company.

He advises that volumes of favorable comment are filling their Pamco Parlay files at Pacific plants and that they are running night and day producing 150 senior models every 24 hours.

This quantity may easily be termed capacity production, for Parlay is exceptionally large in size, involving many assemblies in the light-up boards, odds commutator and other co-ordinating parts. "Bon" MacDougall, who has lived with Parlay night and day since the inception of variable odds in Pacific's pay-table game, has followed thru to insure the very best in workmanship, parts and assembly. In fact, he inspects and plays every Parlay machine leaving Pacific's factory because, like many other originators, he "wants no comeback on his brain-child." To hear him tell it: "Like Contact, Lite-a-Line and other Pacific game successes, Pamco Parlay has established a new idea in coin-operated devices just at a time when the public is demanding something new and original in games."

The feature of changing values on playboard pockets is covered by patent No. 2029177, issued January 28, 1935, to the McClellan interests at Pacific Amusement Manufacturing Company. Ray Maloney obtained a license to use the idea some time back and is in production on Bally Derby, friendly competition for Pamco Parlay.

Noteworthy indeed is the advertising campaign conducted by Pacific on Pamco Parlay. "Irv" McCarthy, general sales manager of Pacific, has used the quickest and most economical means of transmitting Pacific messages to the trade thru the medium of *The Billboard* advertising. Mr. McCarthy, like many other experienced executives, is well versed in the knowledge that pictorial and printed descriptions of their products in a publication reaching the trade once a week costs a small fractional part of and is more effective than personal contact with operators in various parts of the country unless it is done by jobbers and their salesmen thru personal calls on the operator trade.

Beautifully illustrated broadsides on Pamco Parlay done by Victor Bancroft Wells, nationally known artist and designer with Kennedy Advertising Agency, which handles Pacific's publicity, are now in operator and jobber hands everywhere. This type of presentation on a game assists operators in obtaining locations and, according to Mr. McCarthy, are furnished on application to Pacific.

All in all a complete job has been done on Pamco Parlay from the inception of the idea, its development and construction on thru production and delivery to operators and jobbers. It is enjoying a phenomenal run and will no doubt live a long time in the hearts of American operators.

At the coin-machine convention Pacific is represented at Booth 5, Main Exhibits Room. However, its major display, featuring Pamco Palooka, Speedway, Ante, Casino and other new numbers, is situated in Suite 259-260-261, Sherman Hotel. Jobbers and operators will do well to visit Pacific at the show and view its original new line of machines.

## Gottlieb Features Four Machines at Convention

CHICAGO, Jan. 11.—D. Gottlieb & Company, long recognized as one of the leaders in the field because of the high quality of their products, are entering a new era, according to Dave Gottlieb, president.

"We are by no means going to let down our standards of quality," said Dave. "We are devising new methods of production and merchandising which enable us to offer our usual standard at lower prices. We are displaying four games at the show which we think are the very best values that can be had for the price. Our new game, Sunshine, is in a class by itself. It is a low-priced one-ball automatic payout game which offers changing odds. The odds on Sunshine are capable of paying out from 2 to 1 up to 40 to 1. Each play brings forth a new set of odds. Sunshine uses the race track for its appeal and does a real job in giving the player

all the thrills and excitement of the turf. These features along with the many other innovations make Sunshine, in our opinion, the greatest coin-machine value in the industry today.

"Another game displayed at the show," continued Dave, "is Long Shot. Long Shot is a real humdinger when it comes to action. It's a one-ball automatic payout that is sure to become one of the big favorites. Here is another example of offering a big game (50x24) full of money-making, play-appeal features at an exceptionally low price."

"Electric Baffle-Ball will be seen in all its glory. Altho it has been on the market for some time, it is going stronger than ever. The signal light and mystery jackpot are proving to be the outstanding features of any game ever presented. To predict a future for Electric Baffle-Ball is to expect a continuance of its past performance."

"In offering Skill Shot to the public we are opening a field that has been neglected because of the want of good counter games. There are plenty of good locations that have but little space to give over to a pin game and we think Skill Shot will answer their need. It's a game of action and intrigue at a price with which we expect to prove its slogan—'Will pay for itself in a day.'"

"I am inviting every operator here and now to investigate these games for himself. Come to our display at the show and prove to yourself that we mean what we say when we claim these games to be the biggest dollar for dollar values in the industry."

## Offer Live Mouse Game

KANSAS CITY, Mo., Jan. 11.—"Come on, mousie! Get into the blue hole." That and similar cries are being heard with surprising volume, echoing around the latest entertainment and money-making gaming sport for amusement halls, night clubs, carnivals, etc. Boys, girls, men and, yes, even women are rabid supporters of this latest fad, which is called Mousie-Mousie. The game is manufactured exclusively by the Great States Manufacturing Company, of Kansas City.

The big idea is for the player to try to pre-guess the mouse. The play itself is the release of a live mouse in the center of a square glass inclosure with 24 holes around the bottom. The hole the mouse elects to escape into decides the bets.

Bets are made on a table or counter surrounding the cage. Players place their bets on circles colored the same as the borders of the holes in the mouse run. Payoffs range from even money to 16 to 1. The take is figured at about 37 per cent.

The mouse cannot be approached or "fixed," so from the standpoint of the player there is an appeal not known in any mechanical device. There is action, live-power, sensation, suspense and repeat lure to Mousie-Mousie. Manufacturers state operators receive amazing profits because the irresistible attraction keeps players coming back to see Mousie do its stuff and to try to outguess it.

A completely equipped layout (with the exception of the mice) is being distributed in the Kansas City territory by the Star Sales Company, which is distributor for the Great States Manufacturing Company.



JIMMY JOHNSON welcomes convention visitors to see the new Western player.



# THE SPORTLANDS

« « « AMUSEMENT CENTER GIFT SHOPS » » »

## Operating Firm Features K. of C. Contest Plans

NEW YORK, Jan. 11.—Crane Merchandise Company, 160 Fifth avenue, is featuring the New York Chapter Knights of Columbus Title Sweepstake Contest. The firm urges all operators to utilize their present locations to earn extra money with this contest. Tickets of entrance can be purchased at various stores throuth this city as well as in other spots.

The contest has gained many enthusiastic participants and has been widely advertised in newspapers here. It offers the winners \$50,000 in cash prizes, and it is believed that the entrance of many is due to the fine manner in which this contest is being presented.

Crane Merchandise Company is among the largest operators of digger machines in the country. They also have Cranelands in this city. They have foreseen the value of the Knights of Columbus Sweepstake Contest for the coin machine fraternity and are therefore offering it to all the coinmen at this time.

Full details and information can be had directly from the firm. They have prepared elaborate arrangements of material in reference to the contest, which is gaining a greater following every day, and are also prepared to send this information to operators everywhere.

It is believed that those operators who have already entered into the spirit of the contest realize the value of them, for their locations take care of the necessary work and operators earn extra profit by the introduction of the books to their locations.

The New York Times has reported on the contest and explained its legality. It is believed that due to this publicity much of the enthusiasm has been built up for the contest and it is also believed that the contest will continue to grow even more popular with the entrance of more and more storekeepers at this time.

The operator is the logical man to utilize his present locations, it is stated, and the general belief is that operators will profit most from it.

The New York Times in its issue of December 20, 1935, reported that "the Title Sweepstakes announced by the New York Chapter of the Knights of Columbus last week from its headquarters at Eighth avenue and 51st street is not a lottery within the meaning of the statute and so permission has been granted to use the mails."

Walter E. Kelly, assistant solicitor of the Post Office Department, said today that the decision was based on a ruling that the contest in which prizes amounting to \$50,000 will be awarded is 'not a matter of chance,' but 'a slogan contest for prizes to be decided on the merits of the titles submitted.'

## Press Gets Statement Concerning Sportlands

NEW YORK, Jan. 11.—Murray Goldstein, secretary Amusement Men's Association, has issued the following statement regarding the sportland situation to local newspapers:

"To the public we present the facts of the situation:

"In lieu of recent faults and exaggerated statements regarding the sportlands, we, the Amusement Men's Association, wish to present for the public the facts of the situation. The Amusement Men's Association is the first and only association of its kind in the world. It was incorporated in 1927 to manage and protect a legitimate business and to prevent undesirable elements from creeping in.

"A sportland is an amusement center, licensed by the city and under its supervision. Any and all sportlands are street-level establishments in or on conspicuous locations, whose doors are open, admission free, so that anyone can enter and inspect at all times. The owners of these sportlands are reliable and respectable business men and have dealings with some of the most outstanding merchants and distributors of merchandise.

"The sportlands employ over 1,000 people, pay in sales tax to the city about

\$60,000 a year, pay in license fees to the city about \$25,000, also whatever additional license fees they pay for other types of games and refreshment counters used in their establishments.

"All the machines are approved and licensed by the city department of New York. The sportlands are the only form of amusement where the player receives, besides his amusement, a dividend return in the form of some desirable merchandise. Scores on these machines are such that every player regardless of his skill must receive some coupons for his play, and the more skillful he becomes the more coupons he will receive. To offset a grossly exaggerated statement that appeared recently in a New York paper as to the amount received in proportion to the amount invested for amusements by the player, the least skillful of players receives 20 per cent of his investment back in the form of merchandise plus the amusement he has received. The more skillful the player becomes he may receive as much as 60 per cent of his investment back in merchandise plus amusement. At this rate a sportland distributes about 50 per cent of the wholesale value of the total average in returns to the players. The profit of these establishments is no more than any other legitimate merchandising business.

"The Amusement Men's Association, an association of the sportlands, has a clean and perfect record with the license and police departments of the city of New York and has never had complaints made to these departments as to the manner in which they conduct their business.

"Before licenses are granted by the city to a sportland there is a site inspection and opinions are asked of merchants in the vicinity as to their approval or disapproval of this type of amusement. In the event there is a disapproval licenses are not granted. Therefore all those operating these sportlands have met with the approval of all factors concerned.

"Inspection must take place before licenses are finally granted, such as building department, license department, fire department, electric department, police department of the city government, and all rules and regulations must be adhered to before such licenses are approved.

"Children are not allowed to play in these establishments in adherence to the law. Each individual machine must be approved by the license department. All scores are plainly marked on the machine and every player knows in advance the number of coupons he will receive depending on his skill. Some of the most outstanding personnel from Supreme Court judges to some of the more famous stars and entertainers are regular patrons of sportlands. The Amusement Men's Association has never had nor will it have any dealings or agreements with any undesirable elements which would give the industry a bad name and cause this association to be injured or lose its good standing or clean record in the eyes of the license and police departments of the city of New York."

## Los Angeles Notes

National Amusement Company has leased adjoining building to its present Washington boulevard location and thus will add 14,000 square feet of floor space. . . . Jack McClelland has moved from his former 78th street home to Florence avenue, and Frank Doyle has taken Jack's former location. . . . Reports say that the Bally Derby is going over big. . . . Seen at jobber's offices were A. J. Beamer, of Whittier, Calif., and M. C. Williams, operator from Eugene, Ore.

Barney Bland, formerly of South Gate, Calif., now operating in British Columbia, writes of his ranch and shooting ducks from his back porch; also of having shot a big duck in his back yard. "Got eight ducks in two shots from single barrel gun."

Jobbers and distribs reported a temporary lull in business last week, follow-

ing a very good year and particularly good holiday business.

Harry Stearns, president of California Exhibit, and Joe Orcutt, president of California Games Company, are among the Los Angeles coinmen taking in the Chicago exposition. Doug Weiser, of the California Exhibit, is on a business trip in Texas and reports a good sale on Big Shot.

Mack Mohr has left for the Wurlitzer factory and is visiting the national show in Chicago en route. . . . Jack McClelland, National Amusement Company, is also in Chicago and will make a visit in the Middle West before returning to San Francisco for a week at the branch office. . . . Irving Bromberg is another well-known coinman at the big show. . . . Harry Williams, of the Automatic Amusement Company, motored to the Windy City.

Herb McClelland and the missus left for Chicago in a new car and will make some stops en route in the interest of Pacific Amusement Company. It was stated here that a shipment of 25 games to Osaka, Japan, and 25 to Yokohama were made recently. According to Herb, the export business is rapidly growing. Sales of Parlay reported greatly in excess of supply.

Abe Chapman, of the Gans Company, is in Chicago for the national show. . . . Paul Laymon had to give up the Chicago trip due to a recent illness. . . . Paul Henry, sales manager at Sol Gottlieb Company, is handing out smokers. A 7½-pound boy arrived January 3. Paul is very happy and the mother is doing well. Paul adds that the boy will not be named for him.

## Beg Your Pardon

Under the heading "Los Angeles Notes" The Billboard recently published the following note: "Frank Kozinsky, of Consolidated Novelty Company . . . has recently been made a director in the Union Bank and Trust Company."

We are informed by W. C. Neary, assistant vice-president of the Union Bank and Trust Company, Los Angeles, that this is untrue. We are glad to publish this correction with sincere apologies to all concerned.

Harry Nasland reports the new business venture is going along better than anticipated for a beginning. . . . William Nathanson reports that California Express is going along nicely. . . . Jack Gutschall is heading the P. & J. Company, building and operating table games.

## London Trade Notes

All space in the halls booked at the Royal Hotel, London, for the second annual Coin-Operated Machine Exposition has been sold. Thus with two months to go the promoters find themselves in a very comfortable position. Whether they will take additional space to accommodate late "would-be's" remains to be seen. Many American firms will be represented on the stands of their British distributors. Any visitors from America desirous of staying at the Royal Hotel should send informa-



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# ORIOLE

COIN MACHINE CORP. BALTIMORE, MD.

WASHINGTON, D. C. PITTSBURGH, PA. BUFFALO, N. Y.

CONTINUED ON NEXT RIGHT HAND PAGE

tion to Organizing Manager Edward Graves, who will be pleased to make reservations. As show coincides with British Industries Fair this advance reservation is advisable, for London is very full at the time. For convenience letters to Mr. Graves may be addressed care of the Chicago office of *The Billboard*.

In Town-Tonight, regular weekly broadcasting feature over British National, recently featured a talk between two collectors of pennies from coin devices. One was employee of British Automatic Company, who collects from machines such as personal weighers on railway stations, and the

(See LONDON TRADE on page 87)

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times in the Repeater hole successively brings a total payout of \$1. If the player is skillful enough to repeat four times another light, the red one, accompanies a total payout of \$2.

"Of course, if the Repeater hole is missed the ball runs down with sweeping animation, bounding and rebounding for possible payouts ranging from 10 cents to \$1.50. There are two free play pockets farther along on the field, also two out-holes. Then, a mystery payout pocket, good for 10 cents, 20 cents, 50 cents or \$1 is located at the extreme base of the board. Operators and jobbers are finding it one of their finest favorites, with repeat orders for Repeater pushing production to capacity.

"Big Five offers a new idea also in payable scoring. It's a five-ball machine that can be switched to a two-ball machine if desired. Big Five has a beautiful playboard and cabinet. Scores are made by directing a ball first in the Voltage hole, then propelling the other four shots into pairs of pockets if possible. Thus, a ball in the Voltage hole and two more in like pockets bring a payout. Likewise, the remaining two shots are good for another. There's a left and right 'wild' hole on each side of the board good for left and right pockets. There's another 'wild' hole centrally located good for any part of the board. Payouts range from a dime to \$1.50. When operated as a two-ball machine, by simply turning a lever all 'wild' holes become skill holes; the voltage hole too. Then a ball in any skill hole with another in a winning pocket brings a payout automatically.

"Both Repeater and Big Five are furnished with Keeney's patented 'free games' unit for non-payout territory if desired. This puts both of these games in position to operate in every locality."

Jack Keeney also states that their new payout unit is by far the greatest innovation ever developed for payout machines. Equipped with a timing pump and other devices, it prohibits jamming of coins and provides a trouble-free unit in every respect. Both Repeater and Big Five are now equipped with this new payout mechanism, and on display at Keeney's booth, obtainable by operators and jobbers for immediate delivery.

**New Orleans Notes**

Mark Boasberg, nationally known turf follower known as Jack Sheehan, is seldom seen in his firm's front office these days. Jack is said to be devoting most of his time in the shop with an idea up his sleeve and you can bet it will be a honey and a big money maker. Several big location owners say that Jack has been in to see them and told them to reserve a corner for him, which he hopes to fill within a few days with "a new idea in machine awards." Hurry up, Jack, you have us fidgety!

Harry Batt, operator of the B. & M. Sportland on Canal street here, says that business has been picking up as the winter sports and carnival season get under way, with a big influx of visitors filling hotels to capacity and nearly all downtown boarding houses hanging out the SRO. Harry certainly keeps busy changing things around and now the place is more attractive than ever.

And it's true, every hotel here was filled and the Association of Commerce was forced to open an emergency room-seeking station on Canal street to handle the crowds which came in for the Sugar Bowl football game and other winter sports New Year's Day. Residents of surrounding States, particularly Mississippians and Alabamians, are pouring (See NEW ORLEANS on opposite page)

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Rapid Fire ..... \$ 9.90	Silverstreak ..... \$ 6.50	Major League ..... 5.50
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Traffic B ..... 12.50	Bally Ranger ..... 39.50	Live Power ..... 4.50
Red Arrow ..... 12.50	Action ..... \$ 4.50	Super 8 ..... 4.50
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		Subway ..... 4.50

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**B-311 — 12" CHROME BOAT, with 5x7 Blue Mirror. Complete. 75c**  
 Each .....

**DOZEN LOTS — SET — 55<sup>C</sup> EA.**

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**EXTRA SPECIAL**

**BL-511—LIGHTHOUSE LAMP, with Blue or White Frosted 9" Tubular Glass and Chrome Ship and Trim.**

**EACH — 2.00**  
 EACH WITH BULB, \$2.25.

**DOZEN LOTS — 1.60 EA.**  
 DOZEN LOTS, WITH BULB, \$1.75 Each

25% Deposit With Order, Balance C. O. D.  
 —ORDER NOW—

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 CHICAGO, ILL.

**Keeney Announces Two New Automatic Payouts**

CHICAGO, Jan. 11.—Jack Keeney, head of the firm which bears his name, has released two new automatic payout machines. Repeater which preceded Big Five, but now in production simultaneously, offers a new idea in changing odds. The player shoots for the Repeater pocket at the top of the board. If accomplished a green light flashes into view and the one-shot ball returns for replay. If the ball engages the Repeater hole on the next shot a white light accompanies a payout of 30 cents. Three

**BE SURE TO READ**  
**Awards and Display Boost Play**

An Article Indicating How Proper Use of Display and Awards Can Boost Business for the Operator.

Turn to Page 60

**HONOR PICTURE OF 1935**



ENJOYING 101 YEARS TO THE FULL!—"Uncle Bert" Wilder, of Aurora, Ill., enjoying a Top Hat pinball game given him as a Christmas present by the Stoner Manufacturing Company. He is Aurora's oldest citizen and can remember when there were only 15 residents in the town. Aurord Sunday newspapers featured "Uncle Bert's" pictures this year. Mrs. Bert Wilder, 81, is also shown reflecting a keen interest in the proceedings. "Uncle Bert" affirms that pinball is a real pastime for him.

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**Moseley Passes Cigars, Laughs at the Medicos**

RICHMOND, Va., Jan. 11.—Richard Kent, weighing 6½ pounds, arrived at the home of Harry and Mrs. Moseley here January 4. The announcement of the birth just sent out recalls reports at just about this time last year that doctors gave Harry only a few weeks to live. He fooled them all last year by attending the coin-machine convention in Chicago just about the time he was scheduled to "kick in." This year he gladdens the hearts of his friends in the coin-machine industry, of whom there are thousands, with the announcement of the new arrival. Congratulations, Harry!

**Texas Trade Twinkles**

D. E. Houghton, El Paso operator, was a recent visitor in the Fort Worth and Dallas territory. Mr. Houghton is well known among the industry and is an active worker in the association's efforts in Texas. He operates on an extensive scale in the El Paso section.

Electro Ball Company, with head offices in Dallas, has opened a Fort Worth branch at 1018 Jennings avenue. Latter branch will be managed by Harvy Malze and all of the newest machines will be kept on display at all times. The opening of the Fort Worth branch gives the Electro Ball Company a total of five branch offices in addition to its Dallas headquarters. One of the five branches is located at Oklahoma City.

Mr. Wisner, of the California Exhibit Company, Los Angeles, is in Texas meeting distributors and operators. He is showing the new California Exhibit game Big Shot. Texas operators seem to like the game very well. A number of jobbers have been appointed to handle the game.

Texas ops are having a big time at the big show. Haven't you noticed some of the big hats bobbing around the exhibit hall and down in the lobby? A swell time was had by all on the trip from St. Louis to Chicago with the St. Louis boys. And that grand reception we had upon our arrival in Chicago was something to be proud of. Joe Huber, as usual, was right on the job to shake hands with all the boys and extend them a hearty welcome. It's a great show and all the Texas boys are really enjoying themselves and buying a lot of machines.

On the trip from Texas to Chi the best dressed man in the company was Edd Furlow, of the Electro Ball Company. C. W. Percy, Dallas; M. T. Reiners, Ft. Worth, and A. E. Ritchey, Houston, could not help talking Buckley Diggers and other Buckley products. These three men are the branch managers for the Texas offices of the Buckley Manufacturing Company. Pretty Helen Savage was the life of the party and Leslie Frankrich just kept going to the diner

for those big juicy steaks. Man, was it a trip to be remembered for a long time to come.

Zeb Leadbetter, formerly with Electro Ball Company, Dallas, is now with the Western Specialty Company, Phoenix, Ariz. Western Specialty is planning extensive distribution on all kinds of coin machines in Arizona. It will establish several branch houses, the first to be at Tucson, Ariz. It recently closed an exclusive deal with California Exhibit Company of Los Angeles on several games.

The Texas boys are doing some noticeable buying on the exhibit floor which is a good indication that they have real confidence in the future for 1936. Following the show many new machines will make their appearance on locations and the year will get off to a flying start.

**NEW ORLEANS**

(Continued from opposite page) into town to get firewater and other "prohibitions" in their home States. And coin-machine operators almost to a man say that things are on the up and hope that the improvement will hold at least until the climax of the carnival season late in February. Coin Machines—Jan. 18—Nesbit

R. N. McCormick, local manager for Decca Records, says that he's going "round and round" trying to fill orders for this popular new number. "The demand for this new Decca record," Mac says, "is going to break all records since the days of *It Ain't Gonna Rain No Mo'*. Mac is distributing hundreds of the little round gadgets that must be heard to be appreciated.

No less than a dozen out-of-town operators were in New Orleans last week to attend the Sugar Bowl game which proved to be such a washout. Among those seen peeping out from under umbrellas while the rain came down and down were L. A. Blackwell, of Louisiana Amusement Company, Houston, and Abe Kolber, of Dallas, who had two unidentified friends with him from Dallas.

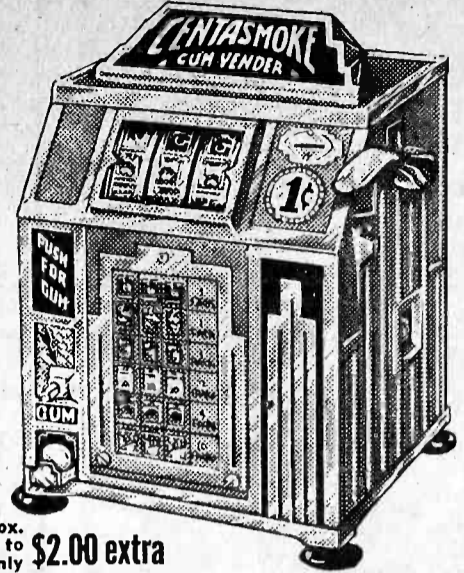
C. W. Phillips, of General Novelty Company, is optimistic about the prospects for 1936. "I personally am glad the holidays are over because people are too inclined to save their coins for presents, but with the carnival season opening this week New Orleans should be the host to plenty of added money as visitors come in for the Mardi Gras."

J. Fred Barber reports a good demand for Rock-Ola's new Fortune. "The novelty of being an odds-changing machine strikes home. Such new ideas, plus attractive prices, should bring operators plenty of good cheer in 1936."

**CENTA-SMOKE**

THE GREATEST CIGARETTE COUNTER GAME

The best cigarette-reel counter game ever presented at a SPECIAL LOW PRICE! Here is the game YOU NEED to help you GET BIGGER PROFITS for 1936! Attractive, specially constructed, hand colored, aluminum body with cadmium plated GUARANTEED mechanism. In 3 attractive special Models. Everyone with ball gum vendor. Played on the penny only. CENTA-SMOKE is waking up locations EVERYWHERE in the country! It's bringing the players BACK by the hundreds! It's the game that will be featured throughout 1936 by ALL leading operators!



\$12.50 EACH

Enclose 1/3 Certified Deposit, Bal. C. O. D., F. O. B., Newark, N. J. RUSH YOUR ORDER!

With Special Back Door that has Built-in Take-in Register and Separate Cash Box. Storekeeper keeps key, but can't get to Register or Mechanism. Complete for only \$2.00 extra

**WE ARE NEW JERSEY DISTRIBUTORS FOR NORTHWESTERN MERCHANDISERS**

"My personal Guarantee goes with every one of the new Northwestern Merchandisers. For vending pistachios, peanuts, Indian nuts, candies, or any bulk merchandise, THEY LEAD ALL OTHER MACHINES. They're the BEST money-makers on the market TODAY! Rush Your Order To Me Today! Remember my PERSONAL GUARANTEE goes with every NORTHWESTERN. Also remember that the new NORTHWESTERN takes pennies or nickels through THE SAME COIN CHUTE—two machines in one, for the lowest price in the world for such quality." DAVE STERN, President.

Sample Only

\$11.00

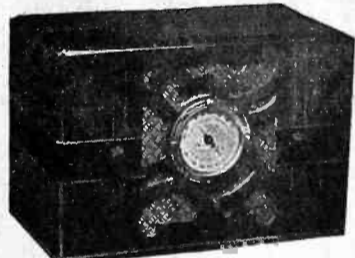
PORCELAIN MODEL

◀ NEW JERSEY DISTRIBUTORS ▶  
**ROYAL DISTRIBUTORS, Inc.**  
1125 BROAD STREET • NEWARK, N. J.

**NEW! Autocrat Compact NEW!**  
With Recently Developed  
**CHROMATIC SPEAKER**  
Radio's Latest—A New, Startling Type Speaker NOW—Excellent Fidelity in a Compact Set.  
**SIX OUTSTANDING FEATURES:**

- ILLUMINATED AIRPLANE DIAL.
- HAND-RUBBED WALNUT FINISH CABINET.
- LICENSED BY R. C. A. AND HAZELTINE.
- FOUR R. C. A. TUBES.
- AC-DC BUILT-IN ANTENNA.
- ALL BEST STANDARD PARTS—NO SECONDS.

25% Deposit Required With Each Order.  
**AUTOCRAT RADIO CO.**  
3855 N. Hamilton Avenue, Chicago, Ill. \$7.65 Eac. In Lots of 6. Less Than 6, \$7.95



**Centenarian Becomes Pinball Fan And Praises Game for Relaxation**

AURORA, Ill., Jan. 11. — Bert S. Wilder, oldest living resident of the Fox River Valley, lays claim to the distinction of being the oldest pinball game fan in the United States.

"Uncle Bert," as he is familiarly known to thousands of Aurora, Ill. residents, celebrated his 100th birthday July 26, 1935.

Ted M. Stoner, secretary and treasurer of the Stoner Manufacturing Corporation, of Aurora, saw "Uncle Bert" playing a pinball game in a downtown store one day shortly before Christmas and sent the Aurora centenarian a Stoner Top Hat game as a Christmas gift from the Stoner organization. The game was made to special order, with the legs on the table sawed to such a length that "Uncle Bert" could play the game while seated in his favorite easy chair.

"This is great," Uncle Bert said. "Now I can sit right here at home and have a lot of fun—not that I'm too old to enjoy going downtown but there are times when it's nice to stay at home."

Asked if he regarded the games as gambling devices, "Uncle Bert" shook his head in vehement denial. "They're good clean fun," he said, "and no more gambling than anything else. Everything in life's a gamble from the day you're born 'til the day you die." He chuckled as he said, "I won't have to pay any license on this machine because I'm deputy sheriff of Kane County. "I'm good at these games," he de-

clared, "because I've had lots of practice. We used to play a game called 'pigeon hole' in the old saloon days. It was something like pinball games, only you poked the balls with a kind of cue. The man who got low score had to pay for the drinks.

"In those days my father used to send me to the brewery with a dime and I'd bring back a small bucket of whiskey. Now you can't even get a good smell for a quarter.

"Young folks," Mr. Wilder said, "would be better off if they'd spend more time amusing themselves with pinball games and less time gallivanting around in high-powered automobiles. These games hold your interest and relax your nerves. I can be feeling blue and after 10 minutes on a pin game I'll feel like a kid of 40 or 50."

On the occasion of his 100th birthday, "Uncle Bert" received a telegram of congratulations from President Franklin D. Roosevelt. He smokes a cigar a day unless he has visitors, in which case he'll smoke a second.

His view of repeal-era taverns is unusual. "Women have just as much right to a drink as men have," he said. Speaking of women, he said: "I've noticed that women play these pinball games a good deal and some of them are mighty good at it. When I've had this Top Hat game long enough to get good at it, I expect to have some women visitors in and beat 'em at it." "Just you be careful who you invite

**FLASH**  
NEWS  
THAT MEANS SOMETHING!  
I am collecting all important data and will have all the new releases. I want every operator to write me personally for anything they may want to know about the show.  
E. V. ROSS.  
**ORIOLE COIN MACHINE**  
BALTIMORE, MD. WASH., D. C.  
PITTS., PA. BUFFALO, N. Y.

in," his young wife, who confesses to 81 years, warned him.

"Uncle Bert" said that his kid brother, Lewis Wilder, who died last summer, had been an ardent pinball fan, too. "For that matter," he said, "anyone who ever played one of these things once would be enthusiastic about it."



L. V. HODGSON  
European factory representative of  
Buckley Manufacturing Company.



**International Mutoscope Reel Co. Inc.**  
**presents the 3 GREATEST MONEY MAKERS FOR 1936**

**The "PHOTOMATIC"**  
 Trade Mark  
 An Automatic GOLD MINE!

If you think that is an exaggerated statement you should talk to the operators who were lucky enough to get the first deliveries—and who are now wiring in their orders as though this were a new pin game hit of the good old days!

**ENTIRELY COIN OPERATED**  
**NO ATTENDANT NEEDED**  
**DELIVERS METAL PICTURES IN ONE MINUTE FOR 10c**

**The "MAGIC FINGER"**  
 Just an Experiment last year NOW AN ESTABLISHED SUCCESS.

A few enterprising operators bought Magic Fingers to revive dying locations. Their success was such, the MAGIC FINGER is now accepted as a true coin-operated pin game. Because they are seen in so many locations operating side by side—the MAGIC FINGER and the MUTOSCOPE CRANE operators have come to be known to the public as the "TWIN MUTOSCOPE MONEY MAKERS."

**The "MUTOSCOPE CRANE"**

Every Day a few Pin Game Operators GRADUATE into the class of Big Money Earners by becoming Mutoscope Crane Operators!

At last year's convention a pin game operator ordered ONE Crane as a trial. TODAY he owns and operates 115—and that is by no means an unusual case! Let us show you how easily YOU can get started in this profitable business—Get in touch with us today!

**WRITE OR WIRE TODAY FOR COMPLETE DETAILS**

**INTERNATIONAL MUTOSCOPE REEL COMPANY INCORPORATED**  
 516 WEST 34<sup>TH</sup> ST. N.Y.C.

**REMEMBER WAY BACK WHEN!**

By JACK NELSON

**W**AY back in the year 1899 *The Billboard* was recognized as the medium of contact between seller and buyer of coin-operated machines. At that time no one would have dreamed that some day coin-operated amusement machines would form the basis of one of the greatest industries in the world and also be recognized as a distinctive part of the amusement business. Little did the amusement machine manufacturers realize then that their products would some day be instrumental, to a large degree, in helping independent storekeepers and merchants survive the biggest depression the world has ever known.

It was also not considered at that time that amusement machines would prove to be just as important to the merchants as their soda fountains, telephone booths, etc., in the way of revenue from standard equipment in their stores.

Who would have thought way back in '99 that some day the amusement machine business would be large enough to consume the entire output of large cabinet manufacturing plants as well as consume millions of dollars worth of glass, steel, paint, screws, nails, batteries, electric bulbs, electric wiring, aluminum, phonograph records, sound equipment and thousands of other commodities? No one considered at that time that some day thousands upon thousands of people would be employed steadily, directly and indirectly, as a result of the amusement machine industry.

In 1899 as in 1936 *The Billboard* served the coin-machine industry with an every-week news service on a par with other great fields of amusement, winning nation-wide and international prestige for the trade as an industry of national prominence.



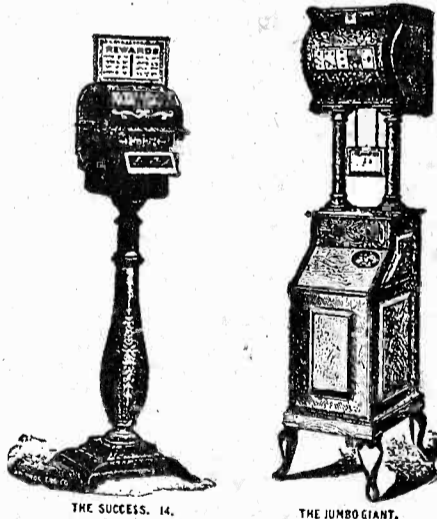
**SLOT MACHINES**

Are Wonderful Money Makers.

We manufacture a variety of twenty machines of different description. Write us about elaborate circulars and propositions. Our terms and prices will suit you.

**The Leo Canda Co.**

727 Sycamore St., CINCINNATI, O.



ABOVE IS SHOWN the first coin machine advertisement that appeared in *The Billboard*. This is half of its original size. The advertisement was published in the issue of March 1, 1899.

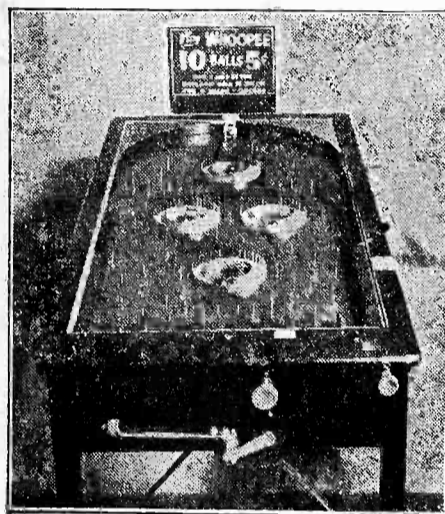
**THE WHOOPEE GAME**

Interesting Fascinating Competitive

JUST OUT

CASH IN NOW Easily \$10.00

to \$15.00 PER DAY at 10 Balls for 5c



**AUTOMATIC**  
 Size 24x48 In. Beautifully finished in Mahogany. Highly Polished Aluminum Rings and Fittings. Plate Glass Cover. Adjustable Legs Installed in the Most Luxurious Hotels

Copyrighted 1929—Patents Pending FULLY AUTOMATIC

The WHOOPEE GAME is the NEWEST NOVELTY GAME on the market. It is one of the few games with the IDEAL COMBINATION of SKILL and CHANCE. It is played by everyone—Men, Women and Children thoroughly enjoy it and are fascinated by it. Being HIGHLY COMPETITIVE, its patrons get a real thrill and return again and again.

Read what a Golf Course Operator, C. D. Kay, 1115 Wilson Ave., Chicago, says: "The WHOOPEE GAME is the best yet. The first day's receipts were \$12.55, second \$14.90, and still going strong."

We manufacture this game exclusively and offer exclusive territorial rights to operators and jobbers direct at

- \$175.00 ..... 1 Machine
- \$150.00 ..... 5 Machines
- \$135.00 ..... 25 Machines

Terms to Responsible Parties

The WHOOPEE GAME is destined to beat all novelty games during 1931. Be the first in your territory. Write or wire us today.

**IN & OUTDOOR GAMES COMPANY, Inc.**

1217 LAWRENCE AVE. "Factory 5647 Stewart Ave." CHICAGO, ILL.

**THE FIRST PIN GAME ADVERTISEMENT**

The advertisement of the Whoopee pin game, as shown above, was the first to appear in any magazine. It was published in *The Billboard* of March 28, 1931. Copy was prepared at 2 a.m. in a dusty back room of a shooting gallery located at Lawrence and Broadway, in Chicago, owned by Nick Burns, now sojourning in foreign lands. In order to get a photograph in ample time to have the cut of illustration made it was necessary to arouse a neighborhood photographer at midnight, when the shot of the game was taken. The ad appeared two days later in *The Billboard*.

Look at the mild claims in the copy compared with the price of the game! "My, how things have changed since 1931!"

**Atlas Novelty Takes Over United Operators' Service**

CHICAGO, Jan. 11.—Eddie and Morrie Ginsburg, heads of the Atlas Novelty Corporation, Chicago, announce that they have taken over the United Operators' Service Corporation.

This is the first step in the Atlas program of progress for 1936 and establishes Atlas as one of the leading coin-machine distributors in the Middle West, Eddie Ginsburg says.

Plans are in the making that are intended to build the Atlas Novelty Corporation to a top-ranking position among the distributors of the country.

The announcement will be forthcoming within a few weeks.

**H. H. Cohen Back in Harness**

CINCINNATI, Jan. 11.—H. H. Cohen, head of the Ohio Specialty Company, is back at his headquarters here after spending three weeks with his family at Miami Beach. Cohen reports that he enjoyed the Florida sunshine immensely and bagged several large catches of fish. During his stay in Florida Cohen also enjoyed several pleasant visits with Homer Capehart, of the Wurlitzer Company; Bill Shayne, of the Dixie Music Company, and Bill

Frey, of the coin machine firm bearing his name.

**BE SURE TO READ Awards and Display Boost Play**

An Article Indicating How Proper Use of Display and Awards Can Boost Business for the Operator.

Turn to Page 60



# GET SET FOR A BIG YEAR

By RAY T. MOLONEY

President, Bally Manufacturing Co.

It is customary to celebrate the arrival of each new year with predictions of greater prosperity than ever, and these annual new year forecasts have been issued so regularly that it has finally become difficult to inject any special conviction into the words: "I look forward to a good pin-game year in 1936." However, trite as it may sound, I do expect 1936 to be a very, very good year for everybody in the pin-game business.

In the first place the past year has witnessed the development of important devices which enable us to obtain almost infinite variety of player appeal while avoiding new and untried mechanisms. In the past nearly every new idea has spawned a myriad of complex and unfamiliar parts. Just about the

dous volume of supplies used by the industry, the many people who have been saved from want by this industry. In other words, the industrial and economic importance of the pin game has at last gained recognition, and this is bound to react in favor of the individual operator.

I could list many reasons why I expect great things in 1936, but those I have given should suffice, for they sum up the two things which insure prosperity to the operator: better products and a more certain market or public. We shall have both in '36!

## How Engineer Developed Power Idea for Pinball

Early in 1935 an electrical engineer dropped a nickel in a pinball game to see what would happen, and gave birth to a new billion-dollar idea for operators. Being curious about what went on inside the game, he investigated and saw the need for a new source of electric power.

Every known make and model of machine gracing or disgracing the name of pin game was taken into the laboratory. Voltage and current requirements were checked and rechecked. Circuits and leads were carefully analyzed. Months of research and experimentation were carried on in the laboratory and in the field. A unit would be developed to operate exceptionally well on a certain type of game, but it would fail to do the correct job on another. This wasn't surprising to the organization behind the development work. They knew that no single unit could be made to answer all requirements, any more than one carburetor could be made to fit all cars, or one tire size, or one tube for all radios or one size hat for all heads. But they were seeking to sort the requirements of all pin games into as few groups as possible with a view toward developing a suitable power unit for each group. At this point, their efforts began to attract the attention of the manufacturers of the games and the fact that these manufacturers are now building their games to the three general power classifications established by these engineers, is in itself a tribute to this development work and to the power units which may now be obtained for the permanent replacement of batteries, both in current or new machines and in just about all of the old ones.

This sort of thing carries penalties, always. Imitation may be the sincerest form of flattery but when said imitation takes place at a time when the product and the idea are comparatively new, and when such imitation is aimed at a market rather than at a service, a lot of things can happen. Not least of which can be lack of real information imparted to the user of the device. In this case there have been many operators who in welcoming a power device

to rid them of their battery troubles have failed to realize that some care must be taken to insure that they obtain one which has been designed to meet their particular requirements. That 60 cycles is one thing—25 cycles another. And direct current still another. It will be welcome news to all operators, we believe, that there is a power device now which is made in three models, the three embracing the entire pin-game field. And which may be obtained for either 60 cycle or 25 cycle service. And for those operators in the direct current areas, an attachment which enables them to electrify their games also. It was inevitable that such a device be named—Electropak. And that the DC converter be named—Adaptapak. So that no matter where your games are located, how many you have, or what kinds they are, you may now safely Electrify them. Cut out the service calls And Keep Your Games Alive!

Briefly, here are the essential facts about Electropak. It is a device engineered to provide a service. It is simple in construction, with no moving or wearing parts. It is more easily installed than batteries. By actual test, under steady operation 24 hours daily for 30 days it cost just 37 cents to run. Tests conducted and verified by an Edison Power Company. It operates lights—any number kickers, bells and payouts safely and without burnouts. Selecting the proper model is as simple as telling how many batteries are required. One model up to six batteries, another up to seven or more. And another for pay-outs. As simple as that. And now the Adaptapak, for DC locations. You just-plug it in. And as for extra profits—if every operator in the United States put Electropak on every machine in operation, there'd be something like a billion dollars added to the total of their profits for 1936.

And just to start the New Year off properly, the same engineering laboratories have recently announced a new service for the operators of pay-out tables. A brand new profit protector called Electrolok! Numerous requests from operators for some protection against the chisellers who rob pay-out tables by disconnecting cords until the ball is tipped into a pay hole brought this new device out. Installed on electrically operated pay-out tables, Electrolok makes it impossible to operate any pay-out if the electrical circuit has been disturbed in any way. All in all, your reporter believes the Electrical Products Company of Detroit has made some very worthwhile and profitable contributions to the good old pin game industry for 1936.

## LONDON TRADE

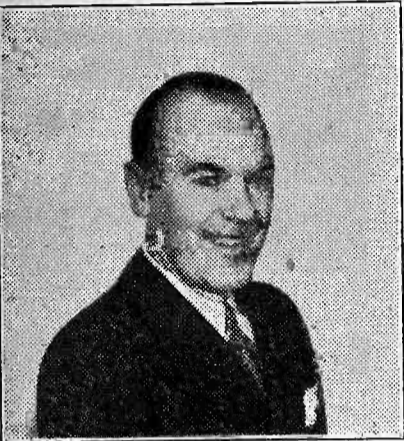
(Continued from page 83)

other a collector from gas meters. Talk must have been heard by millions.

In London now—L. V. Hodgson here to further interests of Buckley Manufacturing Company. "Sir" Arthur Burrows went to Waterloo Station to meet Mr. Hodgson but somehow they missed each other. Visitor lost no time, however, in making contact with prominent London machine men.

London coin-machine show will be declared open by Editor Frank Mellor of *The World's Fair*, thereby emphasizing the close co-operation which exists between the trade and its representative press.

Shefras Automatics are to give away a new model pin table at London show. In latest edition to their house organ, *The Coin Slot*, a ballot paper appears. On this are names of 10 tables marketed by Shefras. Those who receive the smart little publication are invited to vote for what they consider to be the five most successful tables. Ballot papers have to be placed in sealed box on Shefras stand. Competition will close at end of third day of show and table will be presented following day to competitor whose paper most nearly accords with the general opinion. Stunt has already aroused considerable interest in the trade.



time an operator got acquainted with the "innards" of one machine a totally different mechanism would present itself in some new machine. Now, however, with the increasing standardization of mechanisms, new games will be less of a mechanical problem to the operator. Operators will be able to devote more time to developing their business and to improving their position with the public.

Regarding the matter of public opinion, I am convinced that 1936 will bring about a more favorable condition than has ever yet prevailed. Not long ago operators were dejected because a certain radio broadcast presented the industry in an unfavorable light. But this turned out to be a blessing in disguise, as the sponsors of the broadcast later devoted considerable time, not only to correcting any wrong impression they may have left with their listeners but also to giving a very splendid picture of the pin-game industry. As far as I can recall, this was the first time that the industry was given national and favorable publicity. I believe that during 1936 people are going to talk about this industry, and in talking about it they are going to consider the huge pay roll provided by our industry, the tremen-

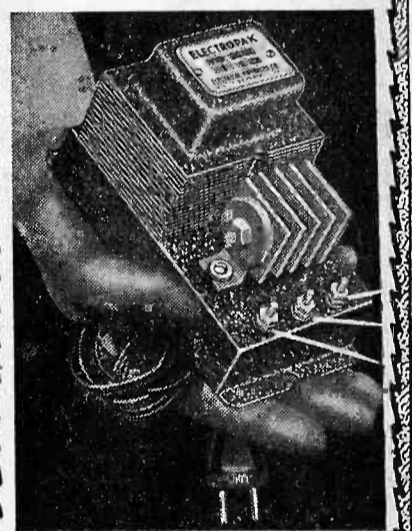


CIGAR PROBLEM SOLVED. G. W. Ristau, Wisconsin Simplex phonograph operator, presented Homer Capehart with a Cossack jacket, so Homer solved his cigar problem without. A. A. Seger (left), of the Casino Amusement Company, Asbury Park, N. Y., thinks of trying the idea himself.

**ELECTROPAK ELIMINATES Batteries**

Another **ELECTROPAK** Scoop

The **NEW** **ELECTROPAK** **MODEL E-23**



## A3 WIRE

All Purpose Unit That Will Operate Lights, Kickers, Payout and Ticket Mechanisms **WITHOUT** Your Having To Rewire Your Game!

The operator who believes in watching every dollar is equipping his pin games with **ELECTROPAKS** instead of spending money for constant battery replacements.

SEE US AT THE SHOW OR GET SAMPLE FROM YOUR NEAREST JOBBER TODAY.

**ELECTRICAL PRODUCTS CO.**

6527 RUSSELL ST. DETROIT, MICH.



# PRICE TALKS

Here's Our Message!

- ▶ **SUNSHINE**  
One-Ball Automatic Payout Horse Race Game. CHANGING ODDS. Size 50"x24" . . . . . **\$79.50**
- ▶ **LONG SHOT**  
One-Ball Giant Size Automatic Payout Table. A real money earner. Size 50"x24" . . . . . **\$69.50**
- ▶ **Electric BAFFLE-BALL**  
One-Ball Automatic Payout with Signal Light and Mystery Jack Pot. Size 50"x24" . . . . . **\$89.50**
- ▶ **SKILL SHOT**  
A Magnetic Counter Game that will pay for itself in one day. See for yourself. . . . . **\$19.50**

SEE US AT THE SHOW!  
BOOTHS 3 and 4.

**D. GOTTLIEB & CO.**  
2736-42 N. Paulina, Chicago

## JOBBER - OPERATORS OF NEW YORK STATE

NOW YOU WILL GET . . .

### DIRECT BUYING

FOR ALL THE LATEST GAMES WITH IMMEDIATE FIRST DELIVERY FROM THE NEWEST OFFICES OF . . .

## HENRY W. SEIDEN & CO., INC.

2753 West North Ave., CHICAGO, ILL.

Every Operator and Jobber in New York State is now assured the first delivery of all the LATEST and BEST games when he deals with us.

**RUSH**  
Your Order To Our Nearest Branch Office

### HENRY W. SEIDEN & Co., Inc.

61-67 Hudson Avenue, Albany, New York  
550 So. Salina St., Syracuse, " "  
352-360 Liberty St., Newburgh, " "  
347-349 Clinton Ave., No., Rochester, N. Y.  
2753 West North Avenue, Chicago, Ill.

**TODAY**

THE SIGN OF  INTEGRITY

# Pinball--Depression Smasher!

By GEORGE B. ANDERSON

Copy Writer and Advertising Salesman of The Aurora (Ill.) Beacon-News, Short Story Writer, Student of Amusement Enterprises.

Back in the days of the now allegedly extinct depression when there was still talk of grass growing in city streets and "dole" was a new word in the average man's vocabulary, the small independent retail merchant was taking it on the chin. Sometimes he came back for more punishment; more often he wavered on one knee like Max Baer and heard the receiver count him out.

In Dubuque, Ia., and Nutley, N. J., in metropolis and most hidden spot in the hinterlands, he was harassed by mounting taxes and decreasing volume of business. He saw gigantic inter-city organizations of stores exert pressure thru group purchasing power to buy merchandise at jobbers' prices and sell it to an economy-crazed public at prices with which he could not compete. Already hard hit, mysterious but sacred codes sent his costs up higher while sales went down.

He was punch drunk. Maybe if he hadn't been he wouldn't have turned

his eyes to a steadily growing craze for pinball games. Pinball had just come into the light of day. As it began to give evidence of being more than a fad owners of financially ailing drug stores, cigar stores, confectioneries and cafes saw constant crowds around the new coin-operated devices. They saw that the crowds were having fun and heard the click of nickels in the coin slots. Slowly at first these merchants became prospects for operators who were seeking game locations.

The first few store owners who dived in found that the water was fine. They told their fellow merchants a story of a new wonder that would keep the wolf from the door and soon the demand for pinball game locations was the wonder of the amusement industry.

Small independent retailers "went" for pinball almost en masse. That's no exaggeration. According to the best available figures on the still growing business, there are 600,000 pinball locations with from one to four machines. These figures exclude the some 300 sportlands with 40 or more games in operation.

To be more terse about it, over half a million small merchants are riding out of the depression on pinball tables.

Some of them had many misgivings when the marble tables first came into their discouraged lives, but they were willing to grasp at any opportunity. That they found their misgivings without foundation has been their delight and their almost unanimous declaration.

Rent was the cause of wrinkles in the foreheads of most small retailers. It is the one large item of overhead and it is inexorable. PINBALL IS PAYING THE RENT FOR HALF A MILLION STORES, SHOPS AND CAFES—directly. Indirectly it is doing much more.

It is a simple and obvious truth that people will do business where they enjoy doing business. The public is at-

tracted to stores where pinball games are in operation, and those stores sell their merchandise as a result of people dropping in to play or watch the games.

Pinball players and kibitzers are almost always in good-natured mood and are receptive to the merchant's silent salesman, his displays. They come to play the games and walk out with purchases.

Every student of retail merchandising psychology knows that "the store that has the crowds gets the crowds." Pinball games get the crowds.

The man or woman who buys pinball amusement is a steady, regular visitor at the game location. If he or she doesn't become a steady customer for the merchant's products there's something wrong with the merchandise.

I asked a druggist if he felt any moral compunctions about pinball games in his store and was greeted with an indignant denial.

"Certainly not," he said. "And why should I? Pinball is a definite amusement sold for a definite price. I don't think one out of 50 customers plays with the intention of making money.

They play pinball just like they'd bowl or shoot a game of golf. They have to pay a stipulated fee for a line of bowling and they pay a pre-determined fee for 18 holes of golf. Pinball is cheaper sport than either of the two I've mentioned. The main difference between it and the two parallels I've given is that in pinball awards for skill are set low enough so that the average dub player can get about half of his money back in prizes. In bowling alleys there's usually a prize for that almost impossible 300 game, and in golf rare prizes are given for few and far between holes in one. I can't understand where it would make the games any more legitimate than they now are to put the skill awards so high that nobody could

win them. I discourage gambling on the games, but if an occasional case slips by me I can't make myself worry over it. People bet on every sport I've ever seen. They even bet on the weather. I don't think there's as much betting on pinball games as on other sports of comparable popularity. This is partly because you can play pinball by yourself and it takes two people to make a bet. The average player is playing for a high score—for amusement."

I went to a friend in the restaurant business to find out about profits.

"You get a nice play on your games, don't you?" I asked.

"Yes," he agreed. "Enough to pay the rent most months. It's not as heavy as it looks because there are four or five people around every machine watching while one person is playing. The profits aren't excessive. The machines take in about 60 cents an hour during the times of the day when they're being played. It's not as big revenue as it looks, but it's nice clean profit and keeps me going. People drop in during their noon hours to play the games and they stay to eat lunch. That's where the big profit comes."

That the pinball games are keeping thousands of small stores in business is further indicated by recent under-cover activity in opposition to the games on the part of at least one large organization which has numerous stores in various parts of the country.

"The games are illegal and should be prohibited," is the plaint of this organization. One could take this firm's complaint more seriously minus the knowledge that its stores participated in what amounted to a nation-wide lottery devised to stimulate trade. Of course, you couldn't expect the legal advisers of this organization to say, frankly, "Pinball games are keeping our competitors in business. Abolish pinball games."

Government opposition to pinball? I don't think so. The primary interest of the government in the small merchant



GEORGE B. ANDERSON



BUCKLEY OFFERS

# Fair Play

THE GAME FOR EVERY TERRITORY!

3 SUPER MODELS ALL GOOD!



FAIR PLAY takes its place as one of the finest games ever offered to the operators! It's a super game that will meet the requirements of all territories. MODEL A is a straight pin game . . . MODEL B has the payout register that protects your location receipts . . . MODEL C automatically pays out. Each of these three models are distinctively beautiful in design . . . the BUCKLEY name is your unqualified guarantee of mechanical perfection.

FAIR PLAY instantly appeals to all players. They all like its recreational and fascinating play. A brilliant backboard lights up all winning scores. The merchant can check the award without moving from his counter.

FAIR PLAY IS A VALUE PLUS GAME—ITS HUGE STEADY RECEIPTS WILL POSITIVELY AMAZE YOU!

If your nearest BUCKLEY distributor can not supply you—Send us your order direct!

IMMEDIATE DELIVERY ASSURED!



ALL MODELS  
10 BALLS  
DELUXE  
CABINETS

BUCKLEY MFG. CO.

2160 W. Washington Blvd., Chicago, Illinois

MODEL A

Straight skill style

\$39.50

MODEL B

Straight skill style with register

\$49.50

MODEL C

Automatic pay-off

\$69.50



been to collect taxes from him. Take the item that means the difference between bankruptcy and ability to pay taxes away from over half a million merchants and you put a sizable dent in revenue. Unless, of course, the ward clerk politician feels that he can control his constituents better when they're on the dole than when they're engaged in a profitable business.

I asked an energetic, enterprising bar-store proprietor what pinball games meant to him.

"They mean the difference," he said, "between my being able to draw living wages out of my store and having to close shop. The growing popularity of the games has been a life-saver to me and to all owners of independent cigar stores. Pinball is a new source of revenue to replace that which has been eliminated by cut-rate competition."

I talked to other location owners and their answers all told the same story. They've found new hope and a new foundation for business prosperity in the little marbles that roll and carom over the surfaces of the ingenious playing boards.

Game manufacturers and operators are glib with statistics concerning the industry's direct employment of nearly 40,000 people. Manufacturers will insist to tell you that their plants are furnishing employment where no employment previously existed. They'll tell you of the case of the lumber mill that would have to suspend operations were it not for patronage of a game manufacturer. They'll tell you of foundries deriving their sole revenue from pinball factories and of glass plants in the same situation.

Commendable as all these benefits are, it doesn't seem to me that they loom quite so large stacked up beside the untold, almost unestimable stimulus pinball has given to the abused, financially shaky small independent retailer. One of the miracles of this modern age is that pinball has brought all its benefits to such vast numbers of people in spite of opposition from the outside and a deplorable amount of either incompetence or indifference from inside the industry.

I'm not referring to rare instances

where shady and shoddy operators have put the games in ill repute in certain localities. I'm not referring to shortsighted operators and location owners who have been too greedy for the immediate nickel to build business on a solid base for a respectable future.

I'm referring to the tragic little that has been done to correct erroneous opinions of the sport. I'm pointing to the lack of effort to popularize the games. In short, I'm bemoaning the apparent indifference of the industry to the all-important problem of educating its public.

True, a few manufacturers have seen the light and are trying to build public opinion. However, one or two manufacturers, three or four local operators' associations, can't make much of an impression on the world. To spread the word of pinball's economic importance and its recreational benefits is the duty of every person connected with the manufacture, sale and operation of the games.

Concerted, intelligent efforts to publicize the industry in a favorable and attractive way would stimulate business and increase bank rolls for at least a million people in the United States.

What is there to talk about? Too much to discuss in one page of *The Billboard*. Here is an industry which was born in the heart of the depression and which has boomed thru days of bread lines and political unrest. Here is an amusement enterprise which has staved off bankruptcy and ruin for hundreds of thousands of business men. Here is entertainment that has relaxed overtaxed nerves and soothed weary minds of millions of amusement-hungry people. Here is clean sport at a price within the reach of almost anyone. Here is a universal pastime where men and women can meet on even terms. Here is recreation available when you want it, and you can get the same service in Broken Bow, Neb., that you can get in New York City. There's so much to talk about that it would be hard to know where to start.

And so little has been said.

That pinball has been so successful despite a lack of any aggressive mis-

sonary work is almost positive proof of its soundness as an amusement. What heights it could reach with a unified, carefully planned campaign directed at Mr. and Mrs. America thru the media of newspapers, magazines, billboards, radio and direct mail is beyond conjecture.

I know personally of one manufacturer who has augmented his trade journal advertising with a campaign directed to the general public in the community where his factory is located. He has made residents of this particular territory completely change their opinions of his organization and of pinball in general. As a result of his efforts his organization enjoys increased prestige in his home town, and location owners have been made happy with greatly increased game receipts. This manufacturer has one of his games in the recreation room of nearly every church in his city. He and his business associates are regarded as contributors to the civic welfare, and games bearing the stamp of his factory are considered worthy of increasing patronage.

What pinball can do is a guess, but what it has done is a reality—a reality for which 600,000 business men will sing paeans of praise. The small independent merchant is the backbone of American business and his salvation in times of stress has been what people who've never played pinball refer to as "those crazy marble games."

Talk all you want to about what PWA and CCC and FHA and AAA have done for the country. They may have done a good deal. We'll know whether or not they've done enough when we pay our taxes. But while you're enumerating depression remedies don't overlook PBG—Pin Ball Games. We know what they've done. Monuments to their efficiency as hard times eradicators are in evidence all over the United States: busy, prosperous stores where happy people congregate to test their skill and enjoy their spare time.

A silly way for these people to spend their time? Well, maybe. I won't argue, because I'm prejudiced. I happen to be silly enough to have an obsolete model of one of the games in my home.

BUY YOUR



CENT-A-PACK  
From Kentucky's Oldest Distributor.

New Gold Finish.  
\$12.00

The finest Counter Machine ever made at the Lowest Price ever offered. The Smallest Investment in big profits you can make.  
25% Deposit With Order. Balance C. O. D.  
KENTUCKY SPRINGLESS SCALE CO., INC.,  
514-516-518 S. Second St., Louisville, Ky.

FOR SALE  
MUTOSCOPE CRANES

1935 Late Model, Slightly Used . . . \$160.00  
1934 Roll Chute . . . . . 120.00  
1934 Roll Chute Merchantmen . . . 125.00

Write to  
BOX 486, 303 West 42d St., New York City

I can't admit that I'm any more foolish than the men who spent their time in 1928 buying stocks on margin and figuring paper profits. I can't think I'm as silly as the fellow who gets a sunstroke playing golf on a hot afternoon.

And I seem to hear a mighty chorus of 600,000 voices coming to my defense. "Silly!" they exclaim. "Pinball is not silly! It's the grandest thing that ever happened. Without it we'd be on relief. It's given us a means of earning an honest living. If there's anything silly about an industry that does that we'd like to know what it is."



**AGAIN!** *Keeney scores 2 BIG WINNING PAY TABLES!*  
*Operators & Jobbers RUSH TO RECOMMEND*  
**"REPEATER" and "BIG FIVE"**



SIZE: 50" x 25"

A. B. T. COIN CHUTE.

**"CHANGING ODDS" via Repeater Hole!**

Look at that Top Pocket! It's the "REPEATER" Hole! Shoot the 1-Shot Ball into that Skill Hole for a Green Light, and the ball replays. Repeat—and the White Light accompanies a Payout of 30%. Hit "REPEATER" Hole again for Amber Light, and a Total of \$1.00. FOUR TIMES in succession for Red Light and the round sum of \$2.00 automatically. SEE it—PLAY that "REPEATER" Hole—then Size Up the rest of that HUGE PAYOUT LAYOUT! Balance of board good for 10c to \$1.00 and \$1.50. A "Mystery" Payout, too!

Priced at **\$99.00**

For Non-Payout Territory—Both "BIG FIVE" and "REPEATER" Come Equipped with Keeney's Patented "FREE GAMES" Mechanism at No Extra Cost! BOTH MACHINES

**IN HEAVY PRODUCTION—READY FOR IMMEDIATE DELIVERIES TODAY!!!**

**A 5 BALL PAYOUT—CONVERTIBLE to FAST 2 BALL MACHINE**

"BIG FIVE" scores call for a ball in "Voltage" Hole. Then two more balls in same value pockets bring a Payout of 10c to \$1.50. Two more shots paired alike, offer still another payout. A Left and Right "Wild" Hole—and a Center "Wild" Hole to help build up the score!

**A 2-BALL PAYOUT TOO!**

By throwing a Switch—"BIG FIVE" becomes a 2-Shot Machine. "Voltage" and "Wild" Holes all become Skill Holes. Scores then made by 1 shot in Skill Hole, with another in any Winning Pocket:

**Keeney's New Time-Controlled Payout Unit Never Jams!!**



PRICED at **\$99.00**

Size: 50" x 25"

A. B. T. COIN CHUTE.

**J. H. KEENEY AND COMPANY**  
 2900 South Michigan Blvd., CHICAGO ILLINOIS

**Eddie and Morrie Ginsberg Celebrate on Firm's Success**

CHICAGO, Jan. 11.—Not only will the annual coin-machine convention this week mark the beginning of another successful year for the industry as a whole, but it also will be an occasion for celebration on the part of Eddie and Morrie Ginsberg, who head the Atlas Novelty Corporation here.

A little more than a year ago the Atlas Novelty Corporation began operations in a single storeroom. Because of the good games which were being distributed and due to the Atlas "personal service" policy, expansion became necessary and the quarters were enlarged to twice the original size. Within another few short months more space had to be added.

Three storerooms were then occupied by Atlas, and hardly had the remodeling been completed when an explosion in a neighboring shop caused a disastrous fire, destroying a great part of the Atlas stock. In spite of this setback, Eddie and Morrie immediately resumed operations in temporary headquarters.

Now Atlas is well settled in large new offices and boasts a regular staff of 15 employees and the distributorship for several of the country's leading manufacturers, among them Western Equipment and Supply Company, the Stoner Manufacturing Corporation, G-M Laboratories and J. H. Keeney & Company.

According to Eddie and Morrie Ginsberg, who will be in Booth 102 during the show, the Atlas Novelty Corporation is considered one of the largest distributors of coin machines in the Middle West and is rapidly growing to a position of prime importance in the industry.

**Ad-Lee's New Products**

CHICAGO, Jan. 11.—The Ad-Lee Company, Inc., which has been building vending machines for twoscore years, has in Duette one of the finest venders it has ever built. The machine vends all kinds of bulk candy and nuts and has a new patented delivery chute. It

is equipped with two penny chutes, but can be furnished also with one nickel and one penny chute. The machine is of steel construction and beautifully finished.

Another new product of the Ad-Lee

firm is Leap Frog, a counter game which is said to be very exciting. Six people can play at one time. The machine is equipped with chutes for pennies, nickels, dimes and quarters. Award cards are furnished with each machine.

**Sicking To Establish Branch in Cleveland**

CHICAGO, Jan. 11.—The secret has leaked out. Arriving here for the annual coin-machine exposition, Bill Marmer, of the Sicking Manufacturing Company, Cincinnati, revealed the information that his firm will soon open new distributing and show rooms in Cleveland. Showrooms will be furnished with the most modernistic furniture and fixtures that can be had, and a complete line of coin-operated machines will be on display. Also a complete line of specialty items will be kept in stock. Location of the new offices will be in the business district, with very convenient accommodations for parking.

The Sicking firm is well known as one of the oldest in the coin-machine industry and one of the first to advertise coin machines nationally. "We had to expand," Marmer said, "because of the heavy business we have enjoyed during the past year."

**Heinie Knows 'Em All**

CHICAGO, Jan. 13.—H. J. (Heinie) Fisher, crack salesman for A. B. T., is on the greeting committee of the coin-machine convention and made several speeches of importance to groups of coin-machine executives who gathered in the preview of the big exposition. "Heinie" is probably one of the best known coin-machine salesmen in the country and knows more coin-machine jobbers, distributors and operators than a great majority of the men in the industry. His popularity extends from Coast to Coast.

**Reports Game Going Fast**

ROCHESTER, N. Y., Jan. 11.—The Coin Machine Exchange is distributor of Lite-a-Lines for Western New York, and H. Navis, sales manager, says he has found the game to be one of the biggest money makers in his time in the coin-machine industry.

When Navis received the first few games here he had a job convincing operators to try them out. Now he can't get them fast enough. Lite-a-Lines are licensed by the city.

Subscribe

**NOW**



Subscription Price.	Number of Buys.....	Number of Copies.	Cost at 15c.	You Save
\$1.00	8	8	\$1.20	\$0.20
2.00	17	17	2.55	.55
3.00	26	26	3.90	.90
4.00	36	36	5.40	1.40
5.00	52	52	7.80	2.80
8.00	104	104	15.60	7.60

The Billboard Publishing Co.,  
 25 Opera Place, Cincinnati, O.

Please enter my subscription to The Billboard, for which I inclose \$.....

Name .....

Address .....

City ..... State .....

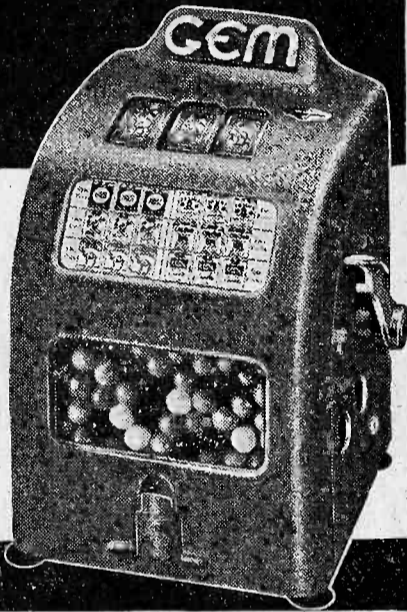
Occupation or Profession .....



**ANY** game at the Show—that you like—can be had instantly by writing to us. For immediate service to those attending the convention phone Mr. George Ponser at the Hotel Sherman. Those not attending the Show and who desire our frank opinion of games displayed should write us today.

**GEORGE PONSER CO.**  
11-15 East Runyon St. • Newark, N. J.  
(All Phones: Blgelow 3-2335)

HERE'S AMERICA'S  
**Most Beautiful**  
PENNY PLAY Cigarette Machine



**THE GEM**  
THE GEM OF ALL FOR PROFIT MAKING  
AND ONLY **\$12.95** Buys This Jewel  
F. O. B. Chicago.  
Beautiful in color—striking in design—full of class and flash. Simple, positive mechanism—the most silent ever built. 7-Day Refund.  
Buy GEMS TODAY—they're JEWELS for Big Profit Making.

GARDEN CITY NOVELTY CO.  
4331 RAVENSWOOD AVE. CHICAGO

**SPECIAL SALE!!!**  
**MUTOSCOPE CRANES**

1834 & 35 Models, all thoroughly reconditioned.  
SOME PRACTICALLY NEW, \$110.00 UP PRICED  
For quick clearance.  
Also Digger Carnival Unit Complete, Ten 1935 Cranes. Reasonable offers given consideration.  
Wire, write or phone  
**Beasley Amusement Novelty Co.**  
709 SEVENTH AVE., NEW YORK CITY  
For Canada Apply 5 Fenning St., Toronto, Ont.

**Wisconsin Town Considers Tax**

KENOSHA, Wis., Jan. 11.—Licensing of pinball machines was proposed in an ordinance considered by the city council January 6. Action on the measure was deferred, but the council made plans for a hearing at an early date.  
The proposed ordinance is similar to one adopted at Madison, Wis. Two methods of fees were proposed. One would provide a license for owners and dealers of the machines, and the other would register and license each machine and charge a license fee for each. It was also proposed to place the license fee for penny machines at the same amount as that for nickel machines with a view of curbing the number of the former.

**Markepp Co. Enlarges Its Cincinnati Quarters**

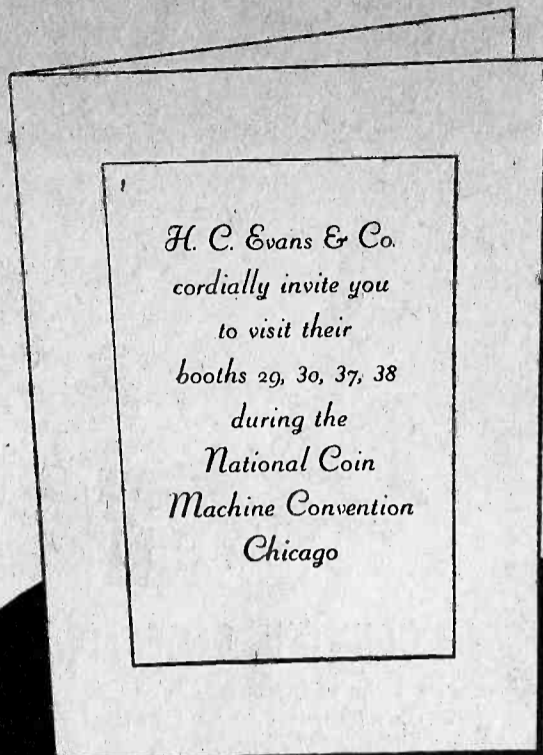
CINCINNATI, Jan. 11.—A steady increase in business and in order to be prepared to properly display and stock the new machines immediately after the Chicago show and convention, the Markepp Company, with headquarters in Cleveland, has almost doubled the space of its Cincinnati branch. The firm now occupies the buildings at 8, 10, 12 and 14 Central Parkway.  
Charles Trau, who has been in charge of the Cincinnati branch since its opening 16 months ago, reports a steady growth of business, especially during the last few months. Trau is well known among operators in Ohio, Indiana, Kentucky and West Virginia, having been a field man for Markepp before taking over the management of the local office.

In addition to its jobbing and distributing business on coin machines, the Markepp Company has contracted for exclusive distribution in the State of Ohio for salesboards made by a Chicago firm.

**AGENTS WANTED**  
**\$25,000 in PRIZES**  
**"SLOGAN SWEEPSTAKES"**  
Write to  
**AMERICAN ASSOCIATION FOR LEGALIZING LOTTERIES, INC.,**  
Hotel Stacy-Trent, Trenton, N. J.

**CIGARETTE VENDING MACHINES**  
22 "U-Needa-Paks"—8 Columns—144 Pack Capacity, excellent working condition and appearance, Cost \$85.00; Complete with Stands @ \$32.50 each.  
**BRAHE STUART**  
702 John Street, UTICA, N. Y.

**Write for Low Prices**  
ON PEANUT AND BALL GUM VENDERS.  
Also Table Size Venders.  
**Self-Serv Mfg. Co.**  
CAMDEN, N. J.



Premier Showing of  
**RO-BO-LETTE**  
The "Rolls Royce" of Automatic Games

**CANDY for VENDING MACHINES**

ARE YOUR MACHINES SHOWING SATISFACTORY PROFITS?  
If Not, Give Our Attractive Line of QUALITY Bulk Confections a Trial.

\* \* \* \*

Write for Details and Price List

**PAN CONFECTION FACTORY**

(National Candy Co., Inc.)

345 W. ERIE STREET

CHICAGO

**BUCK-A-DAY**  
**JACKPOT BUILDS UP**

Here's a small, compact (5c play) counter machine with the same lure as "Bank Nite" which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At discretion of operator, amount may be increased by \$1.00 or more, up to \$9.00. Jackpot has a chance of being hit once in 1081 times. Player is given a run for his money as other pay-outs average 31%—occasionally a half dollar or more, but mostly in ten cent awards. Constructed of finest materials—a beautiful walnut cabinet, well built and embodying trouble-proof mechanism. Marvelous player appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.

**PRICE only \$10.50**  
KANSAS CITY, MO.  
One-third deposit with order. Balance C. O. D.

**STARSALES CO.** 3901 WAYNE AVE. KANSAS CITY, MO.

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



TH' RUMORS  
GO 'ROUND  
'N' 'ROUND  
OH OH OH OH  
IF YOU WANT TO  
MAKE MORE  
DOUGH -  
BUY  
**TIT-TAT-TOE**  
The  
**SENSATIONAL COUNTER GAME FOR '36**



The most beautiful, most fascinating counter game ever made. Simple, yet powerful in its appeal. Positively the greatest penny collector you've ever seen. Register model counts every cent that enters the machine.

**\$17.50**

BALL GUM, BOX OF 100-15c  
CASE OF 100 BOXES FOR \$12

BOOTH 1B AT THE SHOW AND IN ROOMS 641 AND 642. 'Cmon in and see us!

**DIRECT FACTORY DISTRIBUTORS**  
GERBER & GLASS | SICKING MFG. CO., Inc.  
914 Diversey Chicago, Ill. | 1922 Freeman Cincinnati, O.

Double Door and Register, \$2 Additional.

Business Reports

Convincing evidence of business recovery is the information by *The Chicago Journal of Commerce* that dividend payments by leading American corporations showed an increase in 1935 of at least 10 per cent over the preceding year.

While large declarations were noticeable from the beginning of the year, the peak was reached near the close.

Average dividend rate per share for 600 stocks increased to \$1.40 at the close of November from \$1.27 on December 31, 1934, according to Moody's investment survey. The gain brought the dividend payments to the highest level since May, 1932, reflecting an improvement which started in September, 1933, and has continued steadily since.

According to this source there has been a considerable disparity between the dividend improvements by various classes of business. Industrials have shown an improvement of approximately 75 per cent from their low point in 1933, while railroads have increased their payments about 45 per cent and insurance companies about 35 per cent. On the other hand dividend payments by public utility companies are still 16 per cent below their June, 1933, level and banks 15 per cent below that level.

A compilation by the Chicago Stock Exchange reveals that companies listed on that market paid dividends aggregating \$105,239,885 during the year against \$83,188,209 in 1934, an increase of 26 per cent. Indicative of the cumulative improvement was a 145 per cent improvement in dividend payments of such companies during December.

Favorable dividend action changes in 1935 totaled 1,549 compared with 1,447 in 1934, according to the Standard Statistics Company, while the number of unfavorable changes dropped to 245 from 377.

Municipal Jury Favors Pinball

SHEBOYGAN, Wis., Jan. 11.—A municipal court jury of six on January 3 returned a verdict of not guilty in the case of Curt Janke, proprietor of the Avenue Exchange, charged with operating a gambling device in the form of a pinball machine.

Mr. Janke was found not guilty on the following three charges: (1) That the defendant did permit or suffer a device, scheme or contrivance as above mentioned in his place of business; (2) That he induced or would have people believe that he had or would have received money or consideration, accruing from the device; (3) That he did set up, keep, manage or use this device, scheme or contrivance to induce, entice or permit persons to gamble.

Attorney Herbert S. Humke, attorney for the defense, told the jury he would rather play one of the machines than listen to or witness a prize fight. He pointed out that it was a game of skill and not of chance and that for a single dollar a man could play practically an hour, having a thrilling time doing it.

He admitted that there was some ele-

Get Into the  
**BIG MONEY**  
in '36



WITH THE  
**ROTARY CLOCK**  
Push Card Deal  
Tops Everything For  
Great Big Profit Making

Yes, sir—men! Now's the time to get in on the biggest money-making deal ever heard of!

**ACTION GALORE—HUCE PROFIT!** A new Salescard Deal worth a fortune! Featuring America's liveliest, classiest, newest and most unusual premium prize!

**AMAZING LOW COST! ASTOUNDING BIG PROFITS!** ROLLS UP THE PROFITS like a ball of string! If you know how to handle a live-wire deal like this for a big spread—fast action—DON'T WAIT A MINUTE! GET GOING NOW!

**GARDEN CITY NOVELTY CO.**  
4331 RAVENSWOOD AVE. CHICAGO

The Original Penny Play Cigarette Gum Vender  
20-Stop Reels. It Gets and Holds the Play



**Profit Producer**  
For All Locations

Silent action—fast play. 3 Beautiful Colored Revolving Cigarette Reels. Removable mechanism. All parts easily accessible. Large Ball Gum Vender. Vends Gum with each Penny. **NON-CHEATING TILTING DEVICE.** Beautiful 2-Tone 3-Ply Laminated Wood Cabinet with beautiful Metal Trimming. Non-clogging Coin Device, which prevents repeat play. Winning Combination pays from 1-2-5 and 10 Packs, "SOLD ON A 7-DAY FREE TRIAL."

**\$11.00 NO** Veeder Counter  
**TAX** \$1.50 Extra

IMMEDIATE DELIVERY—one or 1,000.  
**SUPERIOR CONFECTION COMPANY**  
705-19 Ann St., Columbus, Ohio

Sell VALENTINES

and fill in the seasonal stock

Comics are in BIG demand

X3495—Comic Valentines. 144 Designs. Size 7x10 inches, printed 4 colors on newsprint. 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10 Gro. Lots, Gross. . . . **40c**

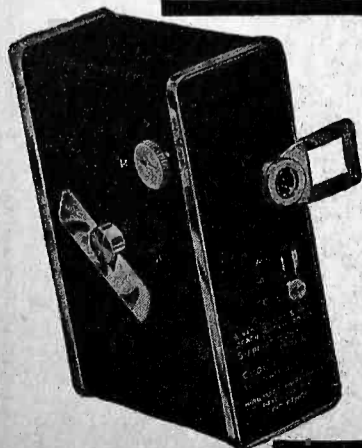
PER GROSS (Postpaid), 55c.

**CIRCULAR OF NEW VALENTINES.** With Complete Price List Upon Request. Deposit Is Required on All C. O. D. Orders.

**LEVIN BROTHERS**

TERRE HAUTE, INDIANA

ment of chance in the game, but said that there was practically nothing in life that did not admit of such an element. He used for an example the stock market, and maintained that a man had a right to have a little fun with as "harmless" a machine as the one exhibited.



Sensational NEW  
**MOVIE MATIC**  
AUTOMATIC

Motion Picture Camera or 40 Snapshot Camera

**NOT A TOY!** A sensational engineering accomplishment. For Moving Pictures takes 100-ft. Roll of 16 MM Film. (Cost of Roll, \$1.00, with developing free). For Straight Snapshots, order Roll B. Takes 40 pictures. Costs \$1.00 each. Greatest premium sensation in history for Sales Boards, Pins, Diggers, etc. All films **DEVELOPED FREE!** Enclose full cash with Sample Order. Larger order, 1/3 deposit, Balance C. O. D., E. O. B. Newark.

Rush Your Order Immediately!  
**HERCULES SALES ORG., Inc.**  
1175 BROAD ST. NEWARK, N. J.

SAMPLE  
**\$4.95**

LOTS OF 6  
**\$4.50**



STARTING THE NEW YEAR RIGHT. New Year's party for employees and families given by Harry Drollinger and Earl Reynolds at Nickelbuilt, Harry's recently purchased country home near Dallas. Harry and Mrs. Drollinger are standing in front of fireplace. Earl Reynolds is in rear holding Simplex Pete, mascot bull pup.

Is Your Subscription to The Billboard About To Expire?



# LEAP FROG

New Action Counter Dice Game!



It's New!  
It's Different!  
More Exciting!

6 CAN PLAY AT ONE TIME

TAKES PENNIES, NICKELS, DIMES and QUARTERS FASTER THAN ANY MACHINE MADE. The surprise dice game everybody loves to play because it has that tantalizing action that makes each shake a real thriller. Positively the nearest action to a real dice game.

Players insert coins in the numbered slots desired. Push button and instantly the dice leap and jump on to the playing field from hidden compartment. After game is played the dice go back into compartment automatically with the next play. Machine will not operate unless one or more coins are played.

PRICE  
**\$14.50**

LEAP FROG is built right and priced right. Award cards furnished with each machine. 7 1/2" High, 15" Long, 10" Wide. Weight, 15 Pounds.

One-Thrd Deposit Required on C. O. D. Orders. Immediate Delivery. One or a Thousand.

THE AD-LEE CO., Inc., 827 S. Wabash Ave., Chicago, Ill.

Our 40 Years in the Business Is Your Protection.



## QUALITY IN EVERY DETAIL Rol-A-Top

Don't Write—Wire—Your Order  
INVENTED AND MADE ONLY BY  
**WATLING MANUFACTURING COMPANY**  
Established 1889. 4640-4660 West Fulton St., Chicago, Ill., U.S.A. Tel. COLUMBUS 2770. All Depts.  
Cable Address "WATLINGITE," Chicago.

**DEAL WITH CARL - - - ALWAYS A SQUARE DEAL**  
IMMEDIATE DELIVERIES ON THE FOLLOWING NEW WINNERS

<b>BALLY DERBY:</b> Payout \$115.00 Ticket 123.00	<b>JUMBO:</b> Payout \$89.50 Ticket 97.50	<b>TORPEDO:</b> \$39.50
<b>GOLDEN HARVEST:</b> Payout 87.50 Ticket 95.50	<b>MATCH THE DIAL:</b> 47.50	<b>PENNY PACK:</b> 17.50
<b>BATTLE:</b> 47.50	<b>SPORTLAND:</b> 19.75	<b>CENT-A-PACK:</b> 12.00
<b>HIGH HAND:</b> 44.50	<b>WILLIAM TELL:</b> 39.50	<b>CENT-A-PACK, with Meter:</b> 13.25
	<b>SURE SHOT, Buckley:</b> 37.50	<b>MILLS O. T.'s, 50:</b> 57.50
	<b>FIFTY-FIFTY:</b> 39.50	<b>MILLS O. T.'s, 1c:</b> 47.50
<b>SPECIALS IN USED MACHINE BARGAINS—ALL IN A-1 CONDITION</b>	<b>TEXAS LEAGUER, Original Cartons:</b> \$10.00	<b>DROP KICK:</b> \$ 8.00
<b>TRIPLE JAX LITTLE DUKES:</b> \$17.50	<b>SPORTSMAN, \$15.00 to 25.00</b>	<b>KING SIXES JR., original cartons:</b> 15.00
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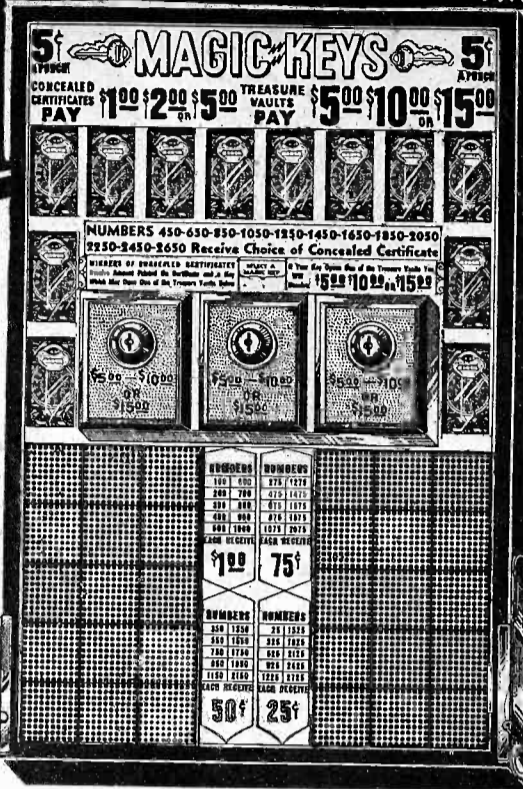


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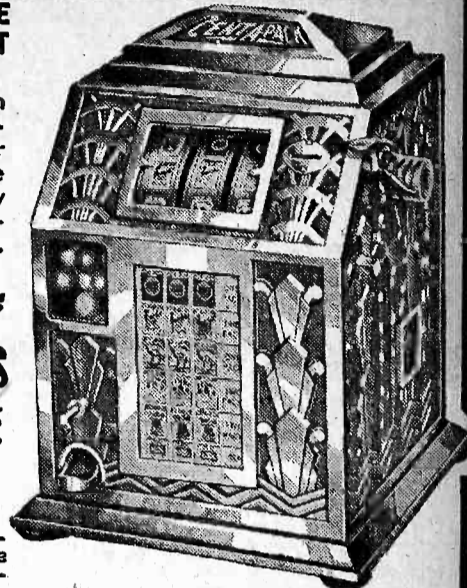
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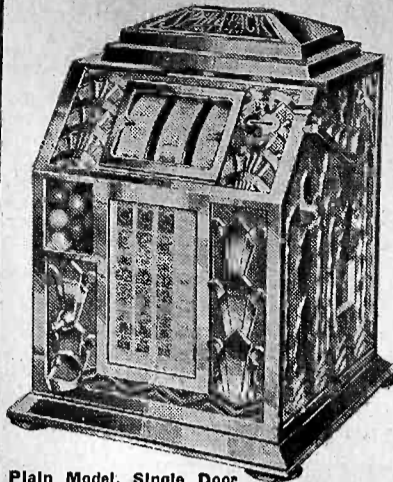
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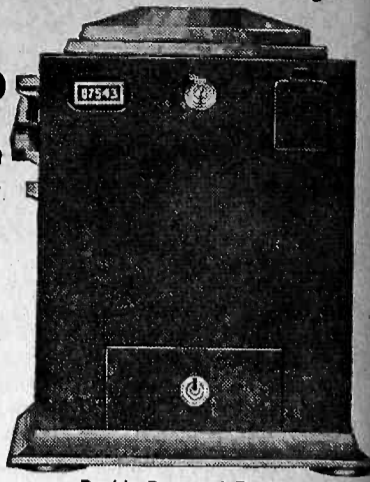
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| Golden Gate Junior             | 5.00        | Draw Poker, 1c                    | 4.00                        |                                    |                                  |   |                                      |         |
|                                |             | Deuces Wild, 1c                   | 12.50                       |                                    |                                  |   |                                      |         |
|                                |             | Electric Shookers, Advance        | 3.50                        |                                    |                                  |   |                                      |         |
|                                |             | Five Jacks, Fields                | 7.50                        |                                    |                                  |   |                                      |         |
|                                |             | Four Jacks, Rock-Ola              | 8.50                        |                                    |                                  |   |                                      |         |
|                                |             | Four Star, Exhibit Dice           | 6.00                        |                                    |                                  |   |                                      |         |
|                                |             | Get-A-Pack, Like New              | 7.00                        |                                    |                                  |   |                                      |         |
|                                |             | Gem Vender, Coin Divider, 1c      | 12.50                       |                                    |                                  |   |                                      |         |
|                                |             | Hold and Draw                     | 12.50                       |                                    |                                  |   |                                      |         |
|                                |             | I. O. U.                          | 8.00                        |                                    |                                  |   |                                      |         |
|                                |             | Junior Flying Colors              | 8.00                        |                                    |                                  |   |                                      |         |
|                                |             | King Six Junior, Dice, 1c to 25c  | 15.00                       |                                    |                                  |   |                                      |         |
|                                |             | Little Duke, New Model            | 17.50                       |                                    |                                  |   |                                      |         |
|                                |             | Little Joe, Dice, 1c              | 3.00                        |                                    |                                  |   |                                      |         |
|                                |             | Little Merchant, 5c               | 10.00                       |                                    |                                  |   |                                      |         |

## Write For Operator's Prices of Our Complete Line of Money Makers!



**Eastern Distributors:** STONER MFG. CORP. Mfrs. of "Winners!"  
**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.  
**Eastern Distributors:** CATCH-N-MATCH Counter Skill Game.

## BARGAINS — PIN GAMES and PENNY ARCADE MACHINES

- |                    |         |                    |         |                  |         |
|--------------------|---------|--------------------|---------|------------------|---------|
| Traffic (Model A)  | \$20.00 | Genco Baseball     | \$10.00 | Major League Jr. | \$ 5.00 |
| Scramo             | 17.50   | Rock-Ola "21"      | 10.00   | Merry-Go-Round   | 5.00    |
| Rapid Transit      | 17.50   | Star Lite          | 8.00    | Action           | 5.00    |
| Man 'n the Moon    | 15.00   | Dealer             | 8.00    | Sensation        | 5.00    |
| Big Game           | 15.00   | Cavalcade          | 8.00    | Big Bertha       | 5.00    |
| Spit Fire          | 14.00   | Chicago Express    | 8.00    | Safety Zone      | 5.00    |
| Olympic            | 14.00   | Spot Lite          | 8.00    | Flying Trapeze   | 4.00    |
| Par Golf           | 14.00   | Score-A-Lite       | 8.00    | Light House      | 4.00    |
| Balance            | 13.00   | Criss-Cross-A-Lite | 8.00    | Drop Kick        | 4.00    |
| Kings of the Turf  | 14.00   | Checkers           | 7.00    | Electro          | 4.00    |
| Cross Road         | 14.00   | I. O. U. Radio     | 6.00    | Fleet            | 4.00    |
| Frisky (New Model) | 12.00   | Beacon             | 6.00    | Golden Gate      | 4.00    |
| Kings              | 12.00   | Rebound            | 6.00    | Signal           | 4.00    |

PANAMA DIGGERS, \$10.00    MUTOSCOPES, \$10.00    IRON CLAWS, \$20.00  
 FREE—Complete Price List, Pin Games or Penny Arcade.  
**MIKE MUNVES CORP.,** 145 Park Row, New York

## EASTERN DISTRIBUTORS

JACK POT BELLS, Q. T. BELLS, JACK POT VENDERS, BALANCE, BLACK JACK, KEystone NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.  
 PEARL HARBOR, DIAL, TEN GRAND, MYSTERIOUS EYE, HOLD AND DRAW. **TICKETTE**

## PROMOTIONAL TYPE OF SALESMAN

Who is used to making money. To establish new operators with route of Vending Machines handling nationally advertised product. Present salesmen making \$1,000.00 to \$1,800.00 monthly. Must be reliable and conscientious. Write, giving full details for consideration. Only best men can qualify. References required. State all in first letter. Address

**Box 200 Billboard, Woods Bldg., Chicago, Ill.**

# COIN MACHINE INDUSTRY

in 1931 said . . .  
 "Woman to become Coin Machine Jobber"  
 In 1935 said . . .  
 "She's going places"  
 NOW IN 1936 I HOPE YOU'LL SAY  
 "She's getting there"  
 THANKS A LOT FOR YOUR SPLENDID CO-OPERATION  
 Babe Kaufman

EVERYBODY COME UP TO THE "BABE KAUFMAN BAR", Suite 423-4-5, at the Convention and help us celebrate our 5th year in business.

**BABE KAUFMAN** 455 West 42nd St. New York City Tel. ME 3-0468

- PRICES SLASHED ON RECONDITIONED GAMES**
- |                    |         |                        |         |                                       |         |
|--------------------|---------|------------------------|---------|---------------------------------------|---------|
| ACTION SR.         | \$12.00 | MARBLE JAX             | \$ 4.00 | PLAY BALL                             | \$39.50 |
| AUTO-WINNER        | 15.00   | MAJOR LEAGUE SR.       | 9.00    | PROSPECTOR                            | 45.50   |
| BANKER             | 22.50   | ROTO-LITE              | 16.50   | PUT-N-TAKE, Latest                    | 29.50   |
| BEAMLITE           | 9.00    | ROCK-OLA 21 GAME       | 13.50   | ROCKET                                | 13.50   |
| BEACON             | 8.00    | SPOT-LITE              | 13.50   | TRAFFIC, Model A                      | 23.50   |
| CASTLE-LITE        | 7.00    | SUPER 8                | 4.50    | TRAFFIC, Model B                      | 35.50   |
| CHAIN-A-LITE       | 17.50   | SKYSCRAPER             | 6.50    | RANGER, Non-Payout                    | 65.00   |
| CANNON FIRE SR.    | 7.50    | SCREAMO                | 24.00   | <b>COUNTER MACHINES</b>               |         |
| CHICAGO EXPRESS    | 10.00   | SHOWDOWN               | 18.00   | JENNINGS WIN-A-PACK                   | \$11.00 |
| CONTACT SR.        | 7.50    | TICK-A-LITE            | 12.00   | KINGS SIX                             | 11.50   |
| CRISS CROSS-A-LITE | 12.00   | <b>BARGAIN PAYOUTS</b> |         | NATURAL (Dice)                        | 6.50    |
| CRISS CROSS        | 8.50    | ACE                    | \$35.00 | OFFICIAL SWEEPSTAKES (Ball Gum Model) | 4.00    |
| FIVE AND TEN       | 18.00   | CARIOCA                | 20.00   | OFFICIAL SWEEP                        |         |
| FRISKY             | 17.00   | CHAMPION               | 18.00   | STAKES, Plain Mdl.                    | 3.50    |
| HIGH HAND          | 22.00   | GOLD RUSH              | 28.50   | PENNY ANTE                            | 5.00    |
| HUNTER             | 35.50   | JUMBO                  | 55.00   | TARGET PIN GAME, Payout               | 18.50   |
| JUNGLE HUNT        | 15.00   | LIBERTY BELL           | 24.50   |                                       |         |
| KINGS LITE-UP      | 15.00   | MILLS PAY TABLE        | 17.50   |                                       |         |
| LIGHTNING          | 5.00    | MONARCH JUST RITE      | 45.00   |                                       |         |
- 1/4 Deposit, Balance C. O. D., F. O. B. Chicago.  
 LATEST CREATIONS IN NEW GAMES—GET YOUR NAME ON OUR MAILING LIST.  
**GAYLORD COIN MACHINE CORP.,** 1227 Washington Blvd., CHICAGO, ILL.



# CALCUTT IN THE LEAD

## Ready with all the New Machines

• BARGAINS IN USED MACHINES •

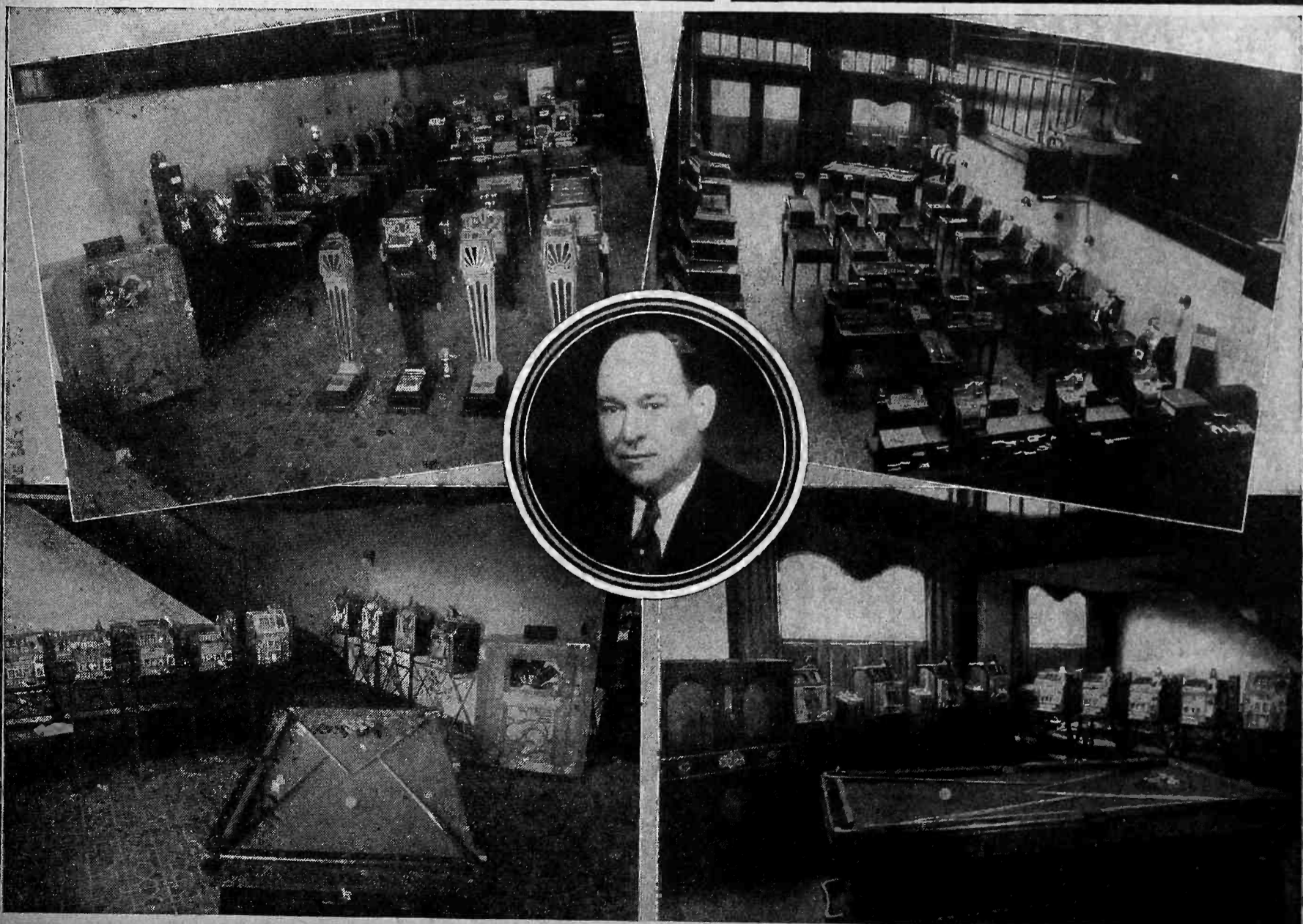
### See Back Cover of the Billboard Convention Report Issue. Out Next Week.

WRITE FOR LATEST LIST OF NEW and USED MACHINES

# The VENDING MACHINE CO.

THE SOUTH'S LARGEST DISTRIBUTORS FOR THE WORLD'S LEADING MANUFACTURERS OF COIN OPERATED DEVICES . . . .

205-215 FRANKLIN ST. FAYETTEVILLE, N. CAR.



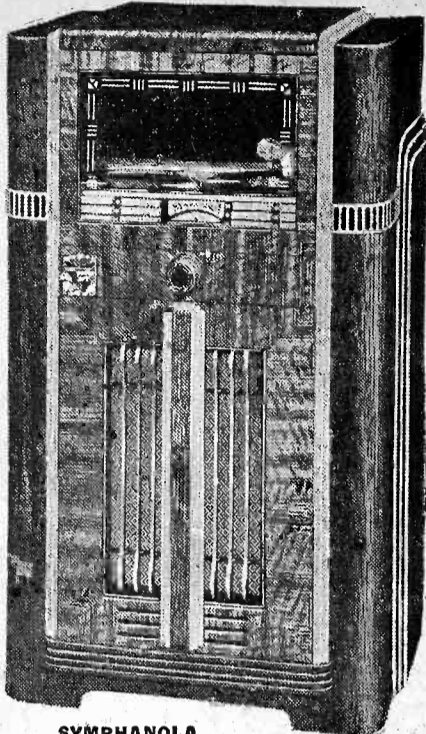
Sectional Views Coin Machine Display Rooms of The Vending Machine Co., 209 Franklin St., Fayetteville, North Carolina. JOE CALCUTT, President.



Midwest Distributors for Products Manufactured by  
**J. P. SEEBURG CORPORATION—STONER CORPORATION**  
**GROETCHEN TOOL CO. — A.B.T. MANUFACTURING CO.**  
**WATLING MANUFACTURING CO. —**

**SUPERIOR PRODUCTS CO., SALESBOARDS**

WE WILL TAKE YOUR USED EQUIPMENT AS PART PAYMENT ON ANY NEW NUMBERS.  
 Order the New 1936 Convention Numbers Displayed by the Above Manufacturers From  
 Us, and Be Assured of the Earliest Possible Deliveries.



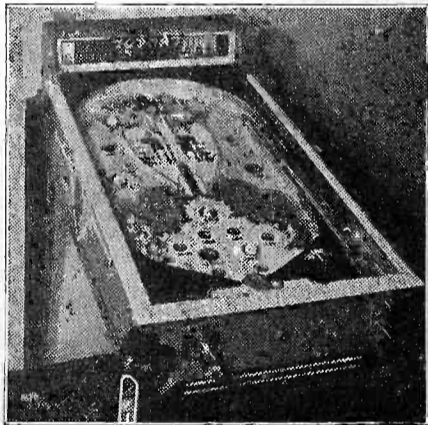
SYMPHANOLA

**TOP HAT**

One of the Most Fascinating Games of  
 the Present Day. Plenty of  
 Action and Player Appeal. . . . \$44.50

**OTHER STONER WINNERS**  
**TACKLE \$44.50**

**STONER'S DOUBLE UP.** The greatest pay  
 table ever made, with exclusive double pay-out  
 feature. Stoner's new, **DOUBLE UP.** Get the  
 thrill of double award by shooting with skill the  
 hole indicated by the Arrow. Operator's price,  
**\$87.50.**



TOP HAT

**A. B. T. WAGON WHEELS** has been a  
 tremendous success. Now come two new Counter  
 Games—**SMOKE UP** and **PROSIT**, price  
 \$19.75 each. Can be had with Ball Gum  
 Vender, additional price, \$1.50. Specify when  
 ordering coin slot desired, Universal, which plays  
 from 1c to 25c, or straight 5c play.

WE WILL TAKE YOUR USED EQUIPMENT  
 AS PART PAYMENT ON ANY NEW NUM-  
 BERS. Order the New 1936 Convention  
 Numbers Displayed by the Above Manufac-  
 turers from Us, and Be Assured of the Earli-  
 est Possible Deliveries.

THE NEW HIGH FIDELITY  
**SELECTOPHONE**

(10 Records)  
 Modernistic Thruout.

THE NEW HIGH FIDELITY

**SYMPHANOLA**

(12 Records)  
 Durably Constructed and Guaranteed  
 Permanent Mechanical Perfection.

**OTHER SEEBURG WINNERS**

**GRAND CHAMPION RACE HORSE MACHINE . . . . . \$85.00**

**HOCKEY GAME (De Luxe Model) . . . . . 46.50**

**ASTROLOGRAPH—One of the Finest  
 Machines of Its Kind on the Market.  
 Write for Prices.**



Groetchen's **PENNY SMOKE, 1c** Cigarette  
 Machine, is now available in colored cabinets,  
 colors Midnight Blue, Oxford Gray, Gold Bronze.  
 Finish cannot be marred by Cigarette burns, Al-  
 cohol, or striking matches. This new machine  
 has a flash that puts it in a class by itself.

Columbus discovered America and Groetchen  
 discovered **COLUMBIA**, the greatest automatic  
 pay out silent Bell, with Jakpot and Reserve,  
 Turret Escalator showing six coins, slug protec-  
 tion. Same machine convertible on location to  
 Penny, Nickel, Dime or Quarter play. (One  
 kind at a time.)

**PUNCHETTE**, a counter ticket pay out game,  
 1,000 hole mechanical punchboard, issuing  
 paper slugs to player, positive check on pay outs.  
 Nickel play. Looks like a million dollars! Will  
 get by anywhere. Write for prices.

When you purchase scales don't consider price.  
 Buy Watling Springless Scales and watch the  
 Pennies roll in. The base and head are made  
 with iron porcelain enamel. Steel cabinet, mir-  
 ror in front door. Beautifully finished. Spring-  
 less scales assure accurate weight. Sold on easy  
 terms.

**SEND FOR 1936 CATALOG OF SUPERIOR SALESBOARDS**  
**ALL FAST SELLERS, AND A COMPLETE STOCK CARRIED ON HAND AT ALL TIMES**

**GUARANTEED USED MACHINES AT BARGAIN PRICES**

PIN GAMES		PIN GAMES		PIN GAMES	
A. B. T. Winner, Tape \$15.00	Forward Pass . . . . . \$ 7.50	Rebound . . . . . \$ 7.50	Rock-Ola 21 . . . . . 18.00	Screamo . . . . . 25.00	Shooting Star . . . . . 5.00
Action Jr. . . . . 7.50	Five and Ten . . . . . 20.00	Signal Jr. . . . . 7.00	Signal Sr. . . . . 10.00	Sink or Swim . . . . . 18.00	Split Fire . . . . . 17.50
Action Sr. . . . . 12.00	Flying Colors . . . . . 22.50	Signal Sr. . . . . 10.00	Split Fire . . . . . 17.50	Split Seconds . . . . . 10.00	Spot Lite . . . . . 15.00
Advance, Seeburg . . . . . 10.00	Frisky . . . . . 17.50	Sink or Swim . . . . . 18.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Auto Flash, Ticket . . . . . 32.50	Gateway, Ticket . . . . . 39.50	Split Fire . . . . . 17.50	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Ball Fan . . . . . 22.50	Genco Baseball . . . . . 15.00	Split Seconds . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Beam Lite . . . . . 7.00	Golden Gate . . . . . 3.00	Spot Lite . . . . . 15.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Beacon . . . . . 5.00	Gridiron . . . . . 5.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Big Leaguer . . . . . 39.50	Hockey, Seeburg . . . . . 15.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Blue Ribbon . . . . . 3.00	Honeststretch . . . . . 35.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Blue Streak . . . . . 5.00	Kelly Pool . . . . . 7.50	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Cavalcade . . . . . 7.50	Major League . . . . . 8.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Cheer Leader . . . . . 27.50	Neontact . . . . . 15.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Criss Cross . . . . . 5.00	Par Golf . . . . . 22.50	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Criss Cross-A-Lite . . . . . 8.00	Pennant . . . . . 3.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Cross Roads . . . . . 18.00	Quick Silver . . . . . 20.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
Drop Kick . . . . . 5.00	Rapid Transit . . . . . 22.50	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00	Star Lite . . . . . 10.00
<b>AUTOMATIC PAY TABLES</b>	<b>COUNTER GAMES</b>	<b>SLOT MACHINES</b>			
A. B. T. Grand Prize \$49.50	A. B. T. Five Jacks . . . . . \$ 7.50	Mills Silent Escalator . . . . . \$42.00			
A. B. T. One Shot . . . . . 39.50	Caillie Puritan Bell . . . . . 5.00	Vender . . . . . 37.50			
A. B. T. Three Ball . . . . . 49.50	Dandy Vender . . . . . 7.50	Mysterious Eye . . . . . 37.50			
Carloca . . . . . 30.00	Dice-O-Matic Vender . . . . . 4.00	Pace Bantam, 25c . . . . . 22.50			
Champion . . . . . 19.50	Game Hunter . . . . . 22.50	Play . . . . . 22.50			
Gold Rush . . . . . 25.00	Hold and Draw . . . . . 16.00	Waiting Ball, Single . . . . . 22.50			
Ivory Golf . . . . . 44.50	King Six . . . . . 15.00	Jackpot . . . . . 22.50			
Jennings Sportsman . . . . . 32.50	Pok-O-Reel . . . . . 11.00	Waiting Blue Seal . . . . . 32.50			
Put and Take . . . . . 32.50	Texas Leaguer . . . . . 15.00	<b>PHONOGRAPHS</b>			
Red Arrow . . . . . 22.50	Turf Flash . . . . . 15.00	Mills, Model 801 . . . . . \$ 85.00			
Silver Streak, Counter . . . . . 15.00	Wagon Wheels . . . . . 14.50	Mills 845, Troubadour . . . . . 115.00			
Traffic, Model A . . . . . 20.00	<b>SLOT MACHINES</b>	Mills, Model 875 . . . . . 125.00			
Mills F. O. K. No . . . . . 7.50	Black Magic . . . . . \$60.00	Seeburg, Model E . . . . . 95.00			
Jakpot Vender . . . . . 7.50	Little Duke . . . . . 17.50	Seeburg Selectophone . . . . . 125.00			

**EVEREADY BATTERIES, CASE 25, \$6.00** BALL GUM CASE, 50, . . . . . \$6.00  
 One-Third Deposit With Order, Balance C. O. D.  
 Specify When Ordering Whether 1c or 5c Slot Is Desired.

**W. B. COMPANY** 2507 MARCUS AVE. ST. LOUIS, MO.

**WORKS FASTER  
 THAN A  
 SLOT MACHINE!**



**BARREL of FUN**

120 WINNERS IN THIS JAR **10¢** 120 WINNERS IN THIS JAR

Reach In And Win

101-102	<b>\$1.00</b>	106-107
102-103		107-108
103-104		108-109
104-105		109-110
105-106		110-111
ABOVE NUMBERS RECEIVE \$1.00		85 PER CENT TO THE PLAYER

**INDEPENDENT NOVELTY CO.**

**85% GOES TO THE PLAYERS! THEY LOVE 'EM!**

Gets results where others fail — lightning fast returns

<b>SAMPLE BARREL</b> . . . . .	<b>\$ 2.50</b>
<b>Refills</b> . . . . .	<b>\$ 2.25</b>
<b>TAKES IN</b> . . . . .	<b>\$144.00</b>
<b>Pays Out</b> . . . . .	<b>\$120.00</b>
<b>NETS</b> . . . . .	<b>\$ 24.00</b>

**SATISFACTION GUARANTEED**  
**AGENTS—** Rush \$2.50 for trial barrel—your money cheerfully  
 refunded if not entirely satisfactory.

**INDEPENDENT NOVELTY CO.**  
 110 NORTH 5th ST. SPRINGFIELD, ILLINOIS

**C'MON UP! WE'RE IN OUR SUITE AT  
 THE HOTEL SHERMAN READY TO MAKE  
 THIS YOUR MOST PROFITABLE TRIP!**

Trade in your old machines for any of the new games you've seen on the floor! We need  
 your old games for our Export Department. This is your chance to bring home all the new  
 games and at the same time get the best trade prices of the year for your old games. We're  
 upstairs in our suite at the Sherman—C'mon up and see us today. Use the house phones  
 to call either MR. B. J. STEIN, MR. M. GISSER, or MR. JACK LEVIN. If you're not at the  
 Show, write us today for complete details.

**COIN-O-MATIC SALES ORGANIZATION**  
 2041 FIFTH AVE., PITTSBURGH, PA.



EXTRA

# Stoner Special

FINAL Flash

Published in the Interests of Wide-Awake Coin Machine Operators  
By STONER CORP., AURORA, ILL.

VOL. 1

JANUARY 18, 1936

NO. 1

## SENSATIONAL NEW GAMES INTRODUCED AS NEW YEAR OF PROSPERITY OPENS

### BRIGHTEST FUTURE WE'VE EVER SEEN

#### Stoners Forecast Prosperous 1936!

Encouraged over the prospects of the New Year, STONERS are preparing for the biggest season the Coin Machine Industry has ever seen. This is good news for the thousands of op-



Harry Stoner

erators all over the country who are operating STONER aristocrat games.

Stick with the aristocrat line and be assured of profitable returns from STONER GAMES.



Ted Stoner

Every wide-awake distributor can deliver them *Right Now*. If you have never enjoyed the profits of operating STONER games, ask the most prosperous operator you can find and he'll tell you how it's done!

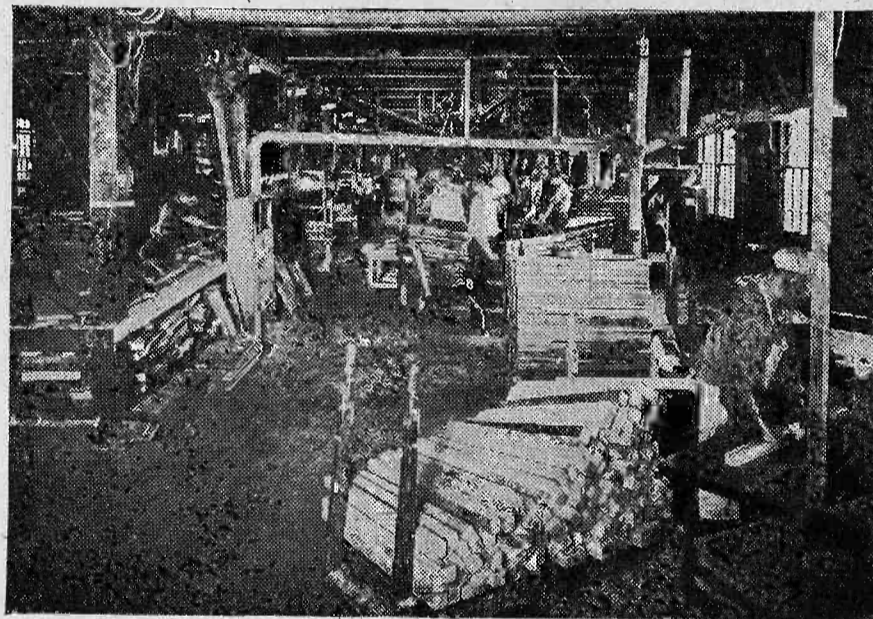


M. H. Stoner

### NEW 5-BALL GAME SURPASSES ALL 1935 STONER SUCCESSSES

Now in production at the Stoner plant and ready for a first showing at the Coin Machine Show in Chicago this week is a new FIVE-BALL light-up game incorporating a new and original scoring principle and numerous other play-pulling features. The game is popularly priced, designed to make big earnings on a minimum investment. Its action is fast and fascinating. Look for this new one in the Stoner Booths (Nos. 120-121-122) at the Coin Machine Show.

### Stoner Plant Hums With Activity as Operators Welcome Pin Game Innovations



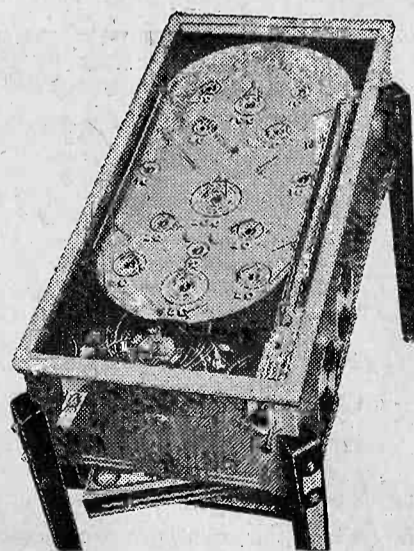
Here is a picture taken in the STONER factory, the scene of much activity as the new STONER games go into production. Each of the new games is a distinctly different type. TOP-HAT is a regular 10-ball game, DOUBLE-UP is a ONE-SHOT Automatic Payout Table, while the new MYSTERY game, yet to be announced, has features placing it in a class all by itself!

is "made" the payout "doubles up" . . . the 100 hole scoring 200, the 20 pocket scoring 40, and so on . . . giving the game a well-earned name.

### NEW MYSTERY GAME MAY BE IN \$200.00 CLASS

Plans for the New Year at the Stoner Plant include the immediate introduction of a host of new and startling innovations in coin-operated amusement games. In addition to several games already announced, operators have something to look forward to with more than ordinary interest and curiosity . . . a sensational mystery-thrill game, being brought to perfection in the Stoner laboratories as this dispatch goes to press.

It's still a secret . . . and one you'll want to get in on as soon as it's out . . . for this game is destined to carve its name among the best profit bets of 1936. A special trip to your nearest distributor for first-hand "dope" on this game is well worth while; or if you're attending the Big Coin Machine Show, visit the Stoner Booths (Nos. 120-121-122) and participate in the "preview."



"Double-Up" New Automatic  
One-Shot Payout Game

A one-shot payout game of many distinctive features is Stoner's "Double-Up," recently introduced and already in big demand by operators everywhere. Player interest is bound up in the tremendous suspense created by the intricate, goat-getting, lazy wandering of the single ball among an ingenious maze of springing spirals until one of the scoring holes is reached, indicating the amount of payout.

But that's not all . . . As the coin is played an indicator on the playing board indicates the proper hole to shoot for, and if indicated hole

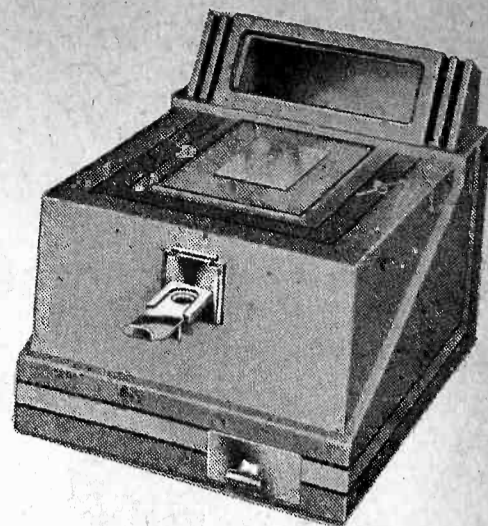
### TOP-HAT RECEIVED WITH BIG OVATION BY OPERATORS EVERYWHERE



From New York to California, from Canada to the Gulf, the newly introduced TOP-HAT is fast establishing a reputation as a money maker. Operators report unusual patronage for the game, which incorporates a number of play-pulling features exclusive to Stoner amusement machines including a double-action kicker arrangement which piles up the highest scores to reward the most skillful players. Scoring shots appear in lighted numerals on the "Magic Lantern" scoreboard, and when all the strategic positions are filled the name TOP-HAT flashes up in electric lights, doubling the player's score. This feature keeps interest at a high pitch to the final shot, for the last ball may double a player's score.



*Western*  
**GREETES THE OPERATORS WITH  
 THE BIGGEST LINE OF GOOD  
 GAMES EVER PRESENTED**

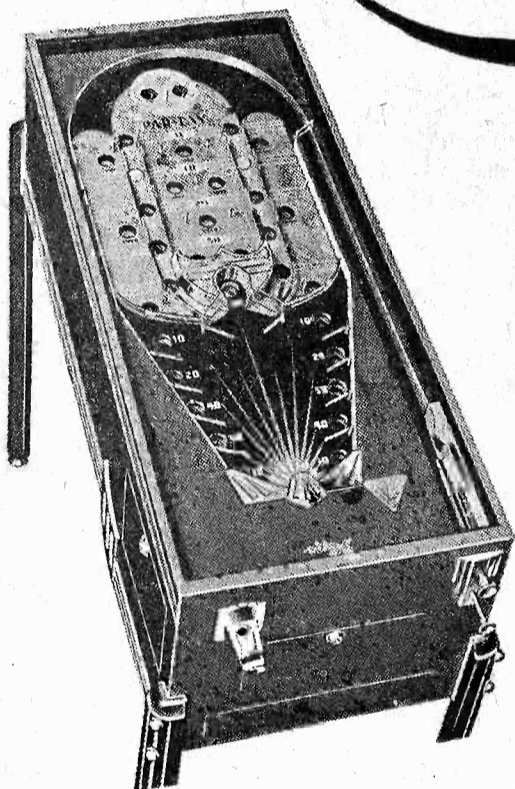


**PUNCH A LITE**  
*Automatically Pays Out 10c to \$1*  
 All player does is punch a hole. MAGIC MIRROR LIGHTS UP EVERY PUNCH. It Will Do A Real Job on Bars and Cigar Counters! ..... **\$49.50**

• Be Sure to Visit Our  
 Big Exhibit Booths  
 102-103-104-123-124

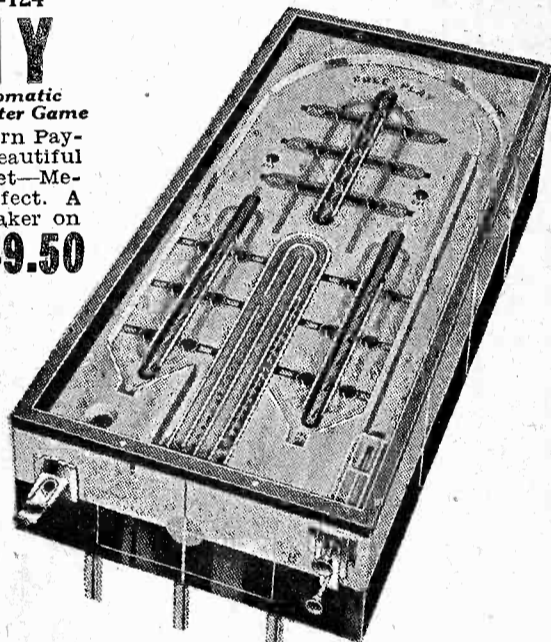
**TINY**

*1 Ball Automatic Payout Counter Game*  
 Regular Western Payout Unit—Beautiful Walnut Cabinet—Mechanically Perfect. A live money maker on any counter! **\$49.50**



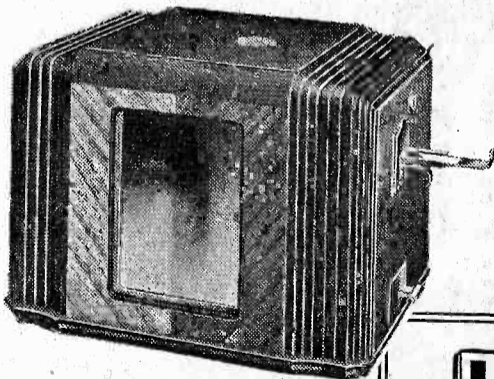
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**PAR-LAY**

*5 Ball Automatic Payout Table*  
 Progressive matched pocket scoring—kickers, bouncers, jumpers, skill—beautiful cabinet and playing field—positive mechanical perfection. .... **\$77.50**  
 Check Separator \$5 Additional



**FREE PLAY**

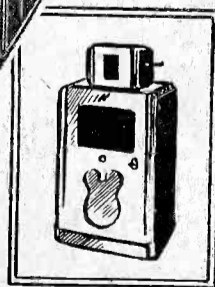
*Western's 7 Ball Straight Pin Table—With Payout Table Appeal . . . and Profits*  
 New Automatic Shuffle Board—Veeder Counter Payout Register Protects Operators' Receipts **\$67.50**



**HARMONY BELL**

*A New Marvelous Automatic Payout Sensation!*

Win or lose, player always gets music if operated with phonograph. May also be operated as a separate unit. .... **\$67.50**



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**SHELL GAME**

*1 Ball Automatic Payout Table*  
 The "Old Shell Game" cleverly adapted to a phenomenal automatic payout table. This game will "wow em!" ... **\$89.50** Check Separator \$5 Additional

**STOCK MARKET**

*1 Ball Automatic Payout Table*

Future Play Odds Indicator—Sensational 2 Mystery Dividend Lights

A positive "standout" in player appeal, design and mechanical perfection.

Check Separator \$5 Additional **\$115**  
 Ticket Model **\$123**

**WESTERN EQUIPMENT & SUPPLY CO.**

925 West North Ave. -:- Chicago, Illinois



# PARLAY

**RECORDED!**

PAMCO PALOOKA! PAMCO CASINO! PAMCO SPEEDWAY!  
 PAMCO PARLAY! PAMCO HANDICAP! PAMCO ANTE! TOP ROW!



**Step in the Elevator to SUCCESS!!!**  
**See Pacific's Major Display in Suites 259-60-61**

**"PAMCO SPEEDWAY"**  
 A 1 to 5-Ball Automatic Payout—A Splendid Layout in a New Payout that PROVES by Actual Test in Many Locations to have EVERYTHING you want—PLAYER APPEAL—PERFECT PERFORMANCE and SUSTAINED EARNING ABILITY. "Pamco Speedway" Ready for IMMEDIATE DELIVERY.  
 Price ..... **\$115.00**

**"PAMCO ANTE"**  
 Stud Poker in one of the Most Interesting Games ever conceived. Lite-Up Scoring—Highly Animated Playfield—Brilliant in Color and Design. Watch for More News on "Pamco Ante" — Delivery in 30 days' time.  
 Price ..... **\$89.50**

**"PAMCO CASINO"**  
 Big 10-Ball Bowl-Type Novelty Game. Ripe for Ten-Ball territory. Thirty can play at once—A Thousand Ways. Never anything before like "Pamco Casino". Ready for IMMEDIATE DELIVERY and a Wise Investment  
 at ..... **\$96.00**

**"PAMCO PALOOKA"**  
 New Super De Luxe Automatic Payout—"CHANGING ODDS" on Beautiful Lite-Up Board. Six Coin Chutes to MULTIPLY YOUR EARNINGS MORE THAN EVER BEFORE! It's HOT—it's FAST—a BIG WINNER for BIG-TIME Operators!  
 Delivery in 15 Days.  
 Price ..... **\$169.50**

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 Novelty 8-Ball Game—Surprisingly DIFFERENT to anything ever offered in novelty amusement machines. Brimful of NEW ANIMATION. An Original Pacific Creation. You'll call it a WINNER—a Smart Investment and the very thing for non-payout territory.  
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**"LITE-A-LINE"**  
 Famous Pacific Bowl Type Lite-Up Machine. Three Numbered Backboards—Triple Coin Chutes for TRIPLE PROFITS. Most Talked-of Machine in America—Most PROFITABLE 10-Ball Machine in many a year. IMMEDIATE DELIVERIES NOW at ..... **\$96.00**



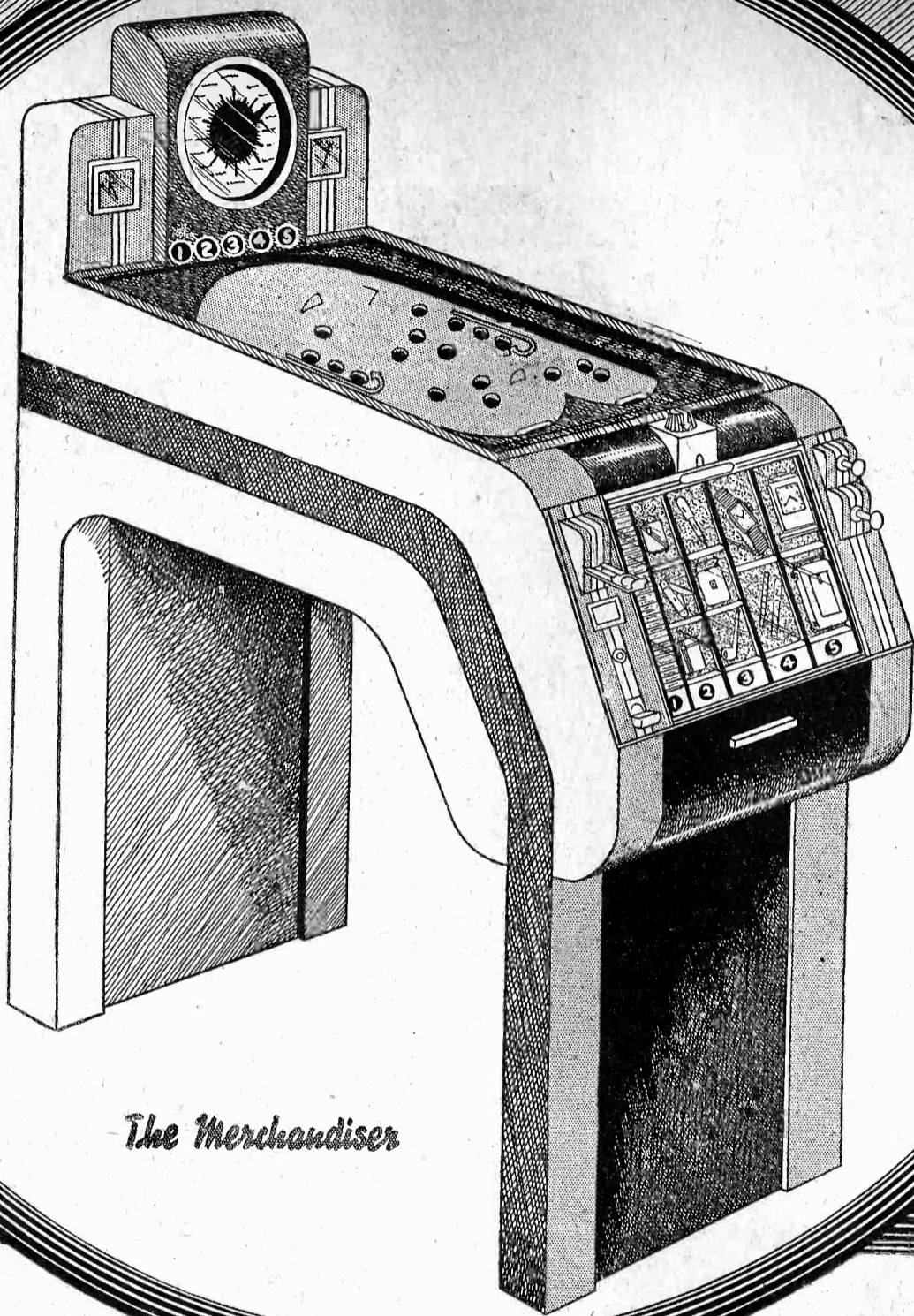
**...and a Splendid Array of New Counter Games**  
**Don't Miss These RICH OPPORTUNITIES!!!**

**OUT-OF-TOWN OPERATORS • WRITE! WIRE! NOW**

PAMCO PARLAY

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*The Merchandiser*

**"You've seen it!"**

If you are present at the Hotel Sherman when you read this ad, for this is the second day of the Show, "You've seen it!" — the greatest advancement in coin machine history — "The Merchandiser". \* \* \* If you're not present at the Show, friends of yours who are, have probably phoned or wired you about "The Merchandiser", telling you of the sensation it is creating here in Chicago, and that it's opening a new era for the coin machine operator. \* \* \* If you haven't yet heard about it — get on the next plane or train for Chicago to see the most sensational, most revolutionary advance in all history. \* \* \* Rush to Booths 50 and 51 where you will also see DAILY DOUBLE — OVER AND UNDER — PENNY PACK — TEENY — CENTA — SMOKE — and TIT-TAT-TOE. The greatest thrills of your operating career await you at the DAVAL booths — that's why everyone is saying . . .

**"It's Daval for '36"**

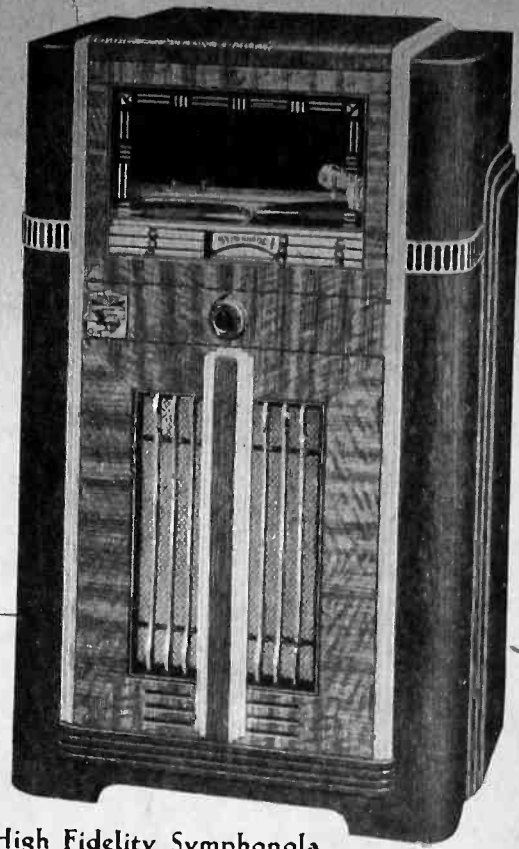
**DAVAL MANUFACTURING CO.**  
**200 SO. PEORIA STREET • CHICAGO, ILLINOIS, U. S. A.**



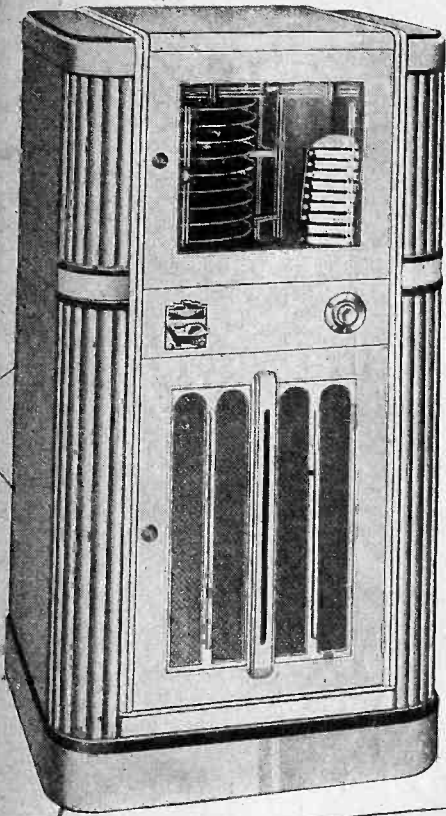
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*Thirty Years of*

AUTOMATIC  
LEADERSHIP



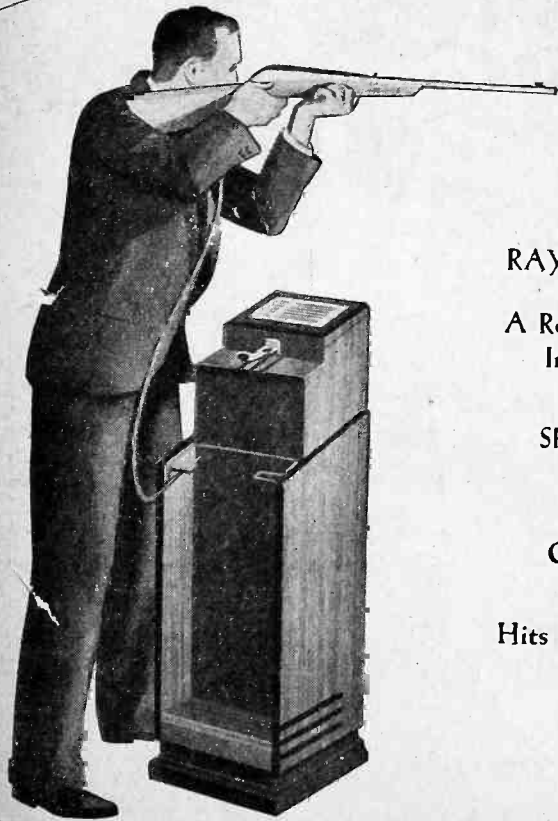
● 1936 High Fidelity Symphonola



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"SEEBURG LEADERSHIP" is again proven in the presentation of these new masterful 1936 models. Always a step ahead, the HIGH FIDELITY SYMPHONOLA and the HIGH FIDELITY SELECTOPHONE reach "new highs" in simple smooth running rugged mechanisms that never get out of order . . . a selection of outstanding new cabinet designs . . . and beauty of tone that is equalled only by the artists themselves.

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In the Amusement Field

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GAMES OF ALL KINDS  
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