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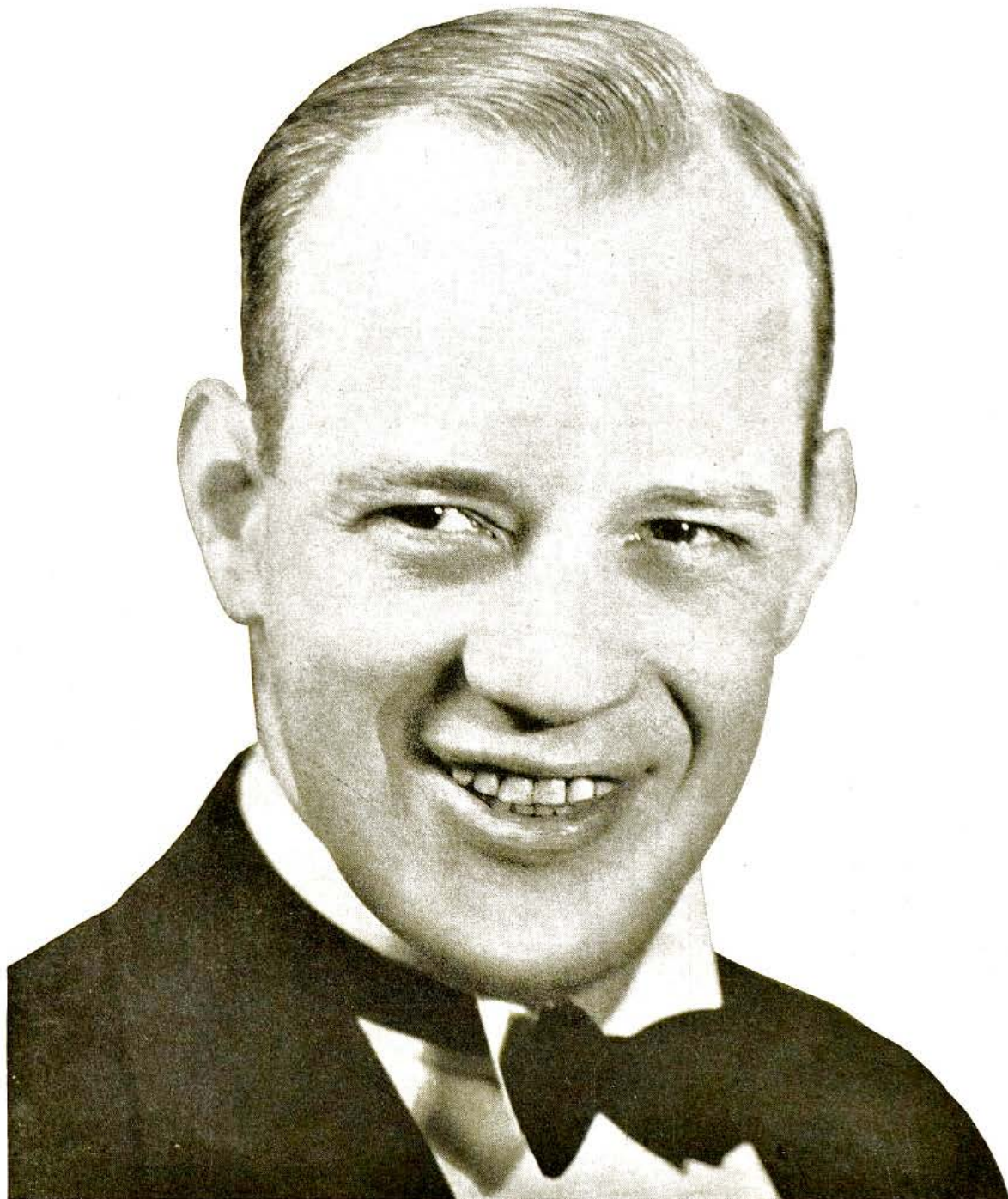
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MAY 18, 1935
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The Billboard

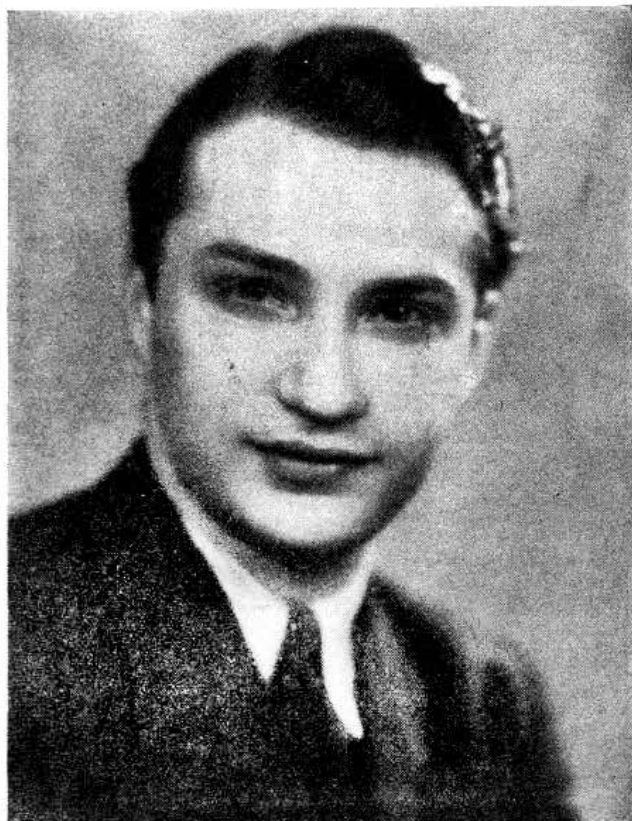
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The World's Foremost Amusement Weekly



JESS HAWKINS
And His Orchestra

Exclusive Management MUSIC CORPORATION OF AMERICA.



LEO KAHN

MUSICAL
DIRECTOR

WNEW

AMERICAN BROADCASTING COMPANY
501 MADISON AVENUE • NEW YORK, N. Y.

CONDUCTOR
OF THE
DANCE PARADE
AS CONCEIVED BY BOBBY FELDMAN



A group of twelve hand-picked musicians that originated a studio presentation for a series of remote control broadcasts. So versatile that 10 programs have the flavor of 10 different orchestras! Daily, 9:45 P.M. to 3 A.M.

NICK KENNY in The Daily Mirror,
March, 1935:

"FLASH!!! WNEW goes back on the air to-night with its five and a quarter hour dance parade, the main paraders being Leo Kahn and his studio orchestra. Kahn's boys will play continuously from 9:45 p.m. until 3 a.m., using the theme songs of the various leaders who actually used to play the dance parade. Except for music from WNEW's five out-of-town spots in New Jersey, and variety shows from the Paradise and Village Barn it'll be a "Kahn Parade." Leo has a splendid band and his music should prove vastly superior to the general run of tunes from the local clubs themselves."

NICK KENNY in The Daily Mirror,
April, 1935:

"Over at WNEW is a young musical director named Leo Kahn, as famous for his violin solos as he is for his exceptional conducting. His 12 men are just as good at concert work as they are at rendering a hot dance tune. Music Row thinks he is headed for the heights and your Uncle Nick agrees with Music Row for once!"

OUTSTANDING! Leo Kahn's Music on the Jack Lait Hour—Saturdays at 6:30 P.M.—A Parade of the Stars that has included Kate Smith, Ruth Etting, Jimmy (Schnozzola) Durante, Eddie Dowling, Ray Dooley, The Revellers and many others.

AN EXCEPTIONAL ATTRACTION FOR A HOTEL OR CAFE

The Billboard

Vol. XLVII
No. 20

The World's Foremost Amusement Weekly

May 18,
1935

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DO AMATEURS GET JOBS?

306 Fights Legion Ban

Seeks to prevent suspension of post charters — Syracuse hearings set

NEW YORK, May 11.—Picture Operators' Union Local 306 has opened war on the American Legion, applying yesterday for a temporary injunction restraining the Legion from suspending the charters of two theatrical posts which recently aided the union in strike activity. State Adjutant Maurice Stember and State Commander John D. Sullivan of the Legion have been served with papers returnable to Justice Sheintag next week. The union is also appealing to the NVA Actors' Post for co-operation.

The local, meanwhile, is still kneedeep in factional fights. Judge Mitchell of the Supreme Court ordered the local Wednesday to put Morris Kravitz, member, back to work and accept his checks under protest, pending final disposition of the suit May 23. Judge Sheintag of the Supreme Court heard this week the suits of Maxie Feinberg and Walter Smith to restrain the local from forcing members to give up a day's work a week to the unemployed, and the suit of Sam Simon on the same point. Both suits set for a May 21 hearing.

SYRACUSE, May 13.—L. Earl Higbee, former U. S. commissioner, has been appointed by Supreme Court Justice Clegg to conduct hearings to determine validity of the alleged "rump" union which replaced regular union picture operators and stagehands at the Empire and Rivolt theaters here.

Higbee is to collect information on three points, mainly, were union men legally discharged, are men replacing them legitimate union men and is union picketing done properly? On his (See 306 FIGHTS on page 8)

Pennsy Assembly Repeals Peril Law

HARRISBURG, Pa., May 11.—Act No. 51, approved June 1, 1933, and passed "to prevent the placing in peril the life and limbs of performers or exhibitors in places of public amusement," was repealed Monday by the General Assembly of Pennsylvania in session here.

The General Assembly acted at the request of John C. Graham, attorney, of Butler, Pa., who went to work at knocking out the old law at the request of the Ringling interests and for the benefit of all outdoor attractions. The old law caused the shows considerable trouble in Pennsylvania last year.

The ancient law read as follows: Section 1. Be it enacted, etc., that from and after passage of this act it shall not be lawful for the proprietor of any public place of amusement or resort to perform or have exhibited the shooting of a person from a catapult or other machine, the throwing of knives at a performer or shooting at a target held or placed on the head or near the performer exhibitor, or performing on a trapeze without a strong netting below the performer, or any other feat or performance that is extra hazardous and jeopardizes the life or lives of any person. (See PENNSY ASSEMBLY on page 74)

Proponents Claim Yes, Offering Examples To Prove That They Do

Meanwhile, inroads of the tyro shows continue unabated — night clubs now going for them—some stars developed—WTCN puts winners on the pay roll

NEW YORK, May 13.—Amateur inroads into the professional field continue at an unabated pace, newest angle being an amateur show augmenting the big floor show at the Hollywood Restaurant beginning tomorrow night, or rather early Wednesday morning. This show is scheduled for 2 a.m. and will go on the air from Station WNEW for one hour. Hollywood restaurant jobs and prizes are held out as bait. Judges are Joe Moss, co-owner and manager; Abe Lyman, his partner, and Sophie Tucker. Despite the fact that the average chance of an amateur getting into the big money or even some sort of a steady job is exceedingly slim, proponents of the craze produce statistics on occasion to show that recognition is being gained here and there. Columbia Broadcasting System, which quizzed its stations regarding such shows, found that about 50 per cent of the 100 outlets took the trouble to answer and of these 24 stations have an amateur show of some sort. Five stations recently discontinued amateur entertainment and 22 never bothered with it.

Memphis Home For Cotton Show

MEMPHIS, May 13.—National Cotton Show, held here last week for the first time, in conjunction with the annual Memphis Cotton Carnival, will return to Memphis next year because of the tremendous success of the event, Chairman R. B. Snowden announced today.

Plans under way now call for a (See MEMPHIS HOME on page 74)

Survey Shows 200,000,000 People Attend Movies Weekly

NEW YORK, May 11.—If there has ever been any doubt in anyone's mind as to whether or not motion pictures is a big industry, it can easily be dispelled by the figures just released by the Department of Commerce. According to the report, the world investment in pictures is \$2,500,000,000, with United States supplying \$2,000,000,000. In this country alone there are 282,000 persons theater attendance per day is 10,000,000.

employed in the production and exhibition of pictures. The world attendance at motion picture theaters reaches the fantastic figure of 200,000,000 weekly, with this country going for 70,000,000 weekly. It is estimated that the annual box-office gross of the United States is \$700,000,000, which is big money in any language. The average (See SURVEY SHOWS on page 5)

WOWO, Fort Wayne, Ind., appears to have the oldest (radio) amateur show on the boards, dating back to 1928. This outlet is said to have developed considerable talent from the tyro ranks. These include Barry McKinley, on the air for the past year for Camay soap; Morin Sisters, heard on the networks; Edna Odell, now on an NBC station, and the Hoosier Hotshots. WOWO's Barn Dance, local favorite, is comprised of amateur winners and this show is going on the road soon. Station's current talent from amateur ranks include Bluer than Blue Trio; Milkmaids; Harlan Girls, trio; Harmon Brothers, quartet; Stevens Troubadours, and Marion Jubilee Singers.

WLBZ, Bangor, Me., whose amateur (See DO AMATEURS on page 5)

Joe Schenck To Head Met

Court approves plan for reorganization subject to vote of bondholders

NEW YORK, May 11.—Present indications point to Joseph M. Schenck, head of United Artists and 20th Century, becoming president of the Fox Metropolitan chain of theaters in Greater New York. The chain comprises about 140 houses scattered at key spots in the city.

Schenck's plan for reorganization was approved by Federal Judge Julian Mack, and it is now up to the bondholders of the bankrupt company to agree to the new setup. There seems to be no doubt that the bondholders will approve, since the plan calls for assurance of 75 cents on the dollar and 5 per cent interest.

If the bondholders approve of the plan, there will be \$350,000 made immediately available for working capital. Almost every chain operator in the country has at one time or another been said to have presented plans for reorganizing the Met chain, but it now looks definite that Schenck will head the reorganized company. The judge stipulated that should the plan go thru, Schenck must be given at least a five-year period as operator.

CFA Convention Over Big

Great Time Had With Cole Show

200 attend banquet—officers re-elected—may meet in A.C. with H-W next year

CINCINNATI, May 13.—A great time was had here last week by members of the Circus Fans' Association on the occasion of its 10th annual convention. Held May 9-11 at the Sinton Hotel, it was a most successful and enthusiastic meeting. Older members said it was the most representative gathering since the organization came into existence.

Each year the CFA meets with a circus and this year it was the new Cole Bros.-Clyde Beatty show, which held forth at Covington, Ky., just across the river from Cinoy, on Saturday. Managers Jess Adkins and Zack Terrell promised Frank Hartless, president of

the CFA, several months ago that they would give the Fans a real welcome, and a real welcome it was on the Covington lot.

At a business session Friday morning it was decided to hold the 1936 convention at Atlantic City provided the

Hagenbeck-Wallace Circus makes the resort city next year, as it was agreed to meet with this show.

All officers were re-elected for another year. They are Frank H. Hartless, of Chicago, president; Walter Buckingham (See CFA CONVENTION on page 68)

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CHARTER TO OPERA ASS'N

Four A's Okehs Principals Group; International Officers Elected

Card interchange discussed at annual meeting, with sentiment unfavorable—election unanimous—new opera outfit gets AFL jurisdiction over lead canaries

NEW YORK, May 11.—A new unit was added to those comprising the Associated Actors and Artists of America, actors' international, at the annual meeting of that body yesterday, when the Grand Opera Singers' Association of America, a newly formed organization of grand opera principals, was granted a charter, with certain minor reservations. Officers of the Four A's were elected and the matter of interchangeability of cards among the outfits making up the Four A's was discussed, the no definite action was taken. The charter granted the Grand Opera Singers' Association gives it AFL jurisdiction over the field. This, however, does not include jurisdiction over the chorus, since that is already held by the well-established Grand Opera Choral Alliance. A further reservation in the charter was made, withholding jurisdiction over any operas sung in English, this being a jurisdiction which already belongs to the Actors' Equity Association. The new organization is confined to principals of operas sung in a foreign language, altho it is provided that it holds jurisdiction over companies which may do several English operas when such works are part of a regular operatic repertory. Equity reserves jurisdiction for any opera in English presented as a separate production.

The new outfit has its constitution and by-laws already drafted and boasts an enrollment of about 120 members already. Four A officials said today that it looks like an excellent organization. Heading the list of officers is Elisabeth Hoepfel, contralto, who is president of the association, and the first formal meeting of the council will be held Monday in Steinway Hall, when details of the organization will be made public. Miss Hoepfel said today that it is hoped to enroll the principals of the Metropolitan Opera shortly. Conditions in small opera troupes have not been of the best and it is hoped that the new outfit will be a powerful means of rectifying them.

The officers of the Four A's elected yesterday are: Frank Gillmore, president; Jean Greenfield, president of the Hebrew Actors' Union, first vice-president; Mrs. Dorothy Bryant, executive secretary of Chorus Equity, second vice-president; Otto Steinert, president of the German White Rats, treasurer, and Paul Dullzell, international executive secretary. All elections were unanimous.

The question of interchange of cards, which has been urged by the American Federation of Actors, vaude organization, was brought up and discussed, the general opinion was overwhelmingly against it. Organizations which have closed shops and offer air-tight protection in their fields, such as Equity, the Burlesque Artists' Association and other Four A unions, oppose it on the grounds that no reciprocal protection can be offered by weaker organizations, and the angle of unfairness to organizations charging high initiation fees was also touched upon. It was pointed out that the Grand Opera Choral Alliance, for example, has an initiation fee of \$100, while that of the AFA is \$5. However, the question will again be discussed in the future, it was said.

Moscow's Quiet Theater

PARIS, May 4. — Moscow boasts a unique theater at which none, but deaf and dumb artists appear. Even the stage manager is deaf and dumb, which must be a severe handicap when he is in the mood for cussing. Theater is celebrating its 15th anniversary, with a production of Schiller's "L'Intrigue et l'Amour."

N. Y. Dance Societies Hold Two Meetings

NEW YORK, May 11.—New York Society of Teachers of Dancing, Inc., celebrated its 21st birthday with a dance and luncheon at the Hotel Astor here Sunday. Among the speakers were Clara I. Austin, president of the society; Oscar Duryea, who reported on the fight against the current license bills; Mrs. Evelyn Hubbell, William D. Heck and Beatrice Wagner.

Duryea, chairman of the publicity committee, urged advertising by the society in the dailies and also advocated more advertising by dance teachers in order to guide the public in obtaining instruction from reputable teachers.

The Dancing Teachers' Business Association held its monthly meeting Sunday in Steinway Hall and discussed the license situation. Thomas Parson, president, reported that the Sullivan bill and the license department's bill were both dead and also urged the society to devise a new system of regulation to prevent future licensing attempts.

Montgomery To Succeed Cantor As Screen Actors' Guild Prexy

HOLLYWOOD, May 11.—Robert Montgomery will replace Eddie Cantor as president of the Screen Actors' Guild when the annual meeting of the Guild is held May 26 at the Hollywood Women's Club for the purpose of induction into office of new officers and directors chosen by the nominating committee.

Serving with Montgomery will be James Cagney as first vice-president; Ann Harding, second vice-president; Chester Morris, third vice-president; Kenneth Thomson, secretary; Boris Karloff, assistant secretary; Warren William, treasurer, and Noel Madison, assistant treasurer.

The 11 new directors chosen to serve three years are Warren William, Arthur Byron, Robert Young, Fredric March, Alan Mowbray, C. Henry Gordon, Lyle Talbot, Donald Woods, Robert Armstrong, Edward Arnold and Paul Harvey. Another important matter to be dis-

No Competition

LINCOLN, May 11.—Barney Oldfield, theater editor of The Lincoln Sunday Journal and Star and correspondent for The Billboard, married Vada Kinman, non-professional, of Grand Island, last week. Local publicity men tried to get Anna Stern, making a personal appearance locally in connection with "Wedding Night," as bridesmaid, but the bride squawked. "This will be no double feature," she said.

Witherspoon Dead Of Heart Attack

NEW YORK, May 11.—The Metropolitan Opera Company's newly appointed general manager, Herbert Witherspoon, 61, dropped dead of a heart attack yesterday afternoon at the opera offices immediately after a conference on his plans for fall. Witherspoon, a noted American basso, had succeeded Guilio Gatti-Cazazza as the opera boss and his death ironically came on the day that the house had been placarded to announce his reign and his plans. He and Mrs. Witherspoon were to have sailed to Europe today (Saturday) to hear new singers and study opera improvements. The results of the conference, which included signing singers to new contracts, had elated him, inasmuch as he was informed that subscriptions were exceeding last year's. His death comes at a time when the opera was just coming out of the throes of reorganization and again throes doubt as to its future.

After being graduated from Yale, where he specialized in art, Witherspoon concentrated on voice study under several leading teachers. His concert debut was in New Haven in 1895. A year later he made his New York opera debut in *Aida* with Henry W. Savage's Castle Square Company. In 1908, Gatti-Cazazza's first season as general manager, he was engaged to sing leading bass roles, remaining with the Met eight years. Later activities included concert work, teaching and lecturing.

He was married three times, his first wife being the former Greta Hughes. They were divorced in 1915. His second wife was Florence Hinkle, who died two years ago. Last year he wed the former Mrs. Blanche Skeath.

Local 802 Tax Is Retained

NEW YORK, May 11.—Retention of the recently enacted 3 per cent income tax by Local 802, American Federation of Musicians, was assured after a midnight membership meeting Wednesday (8). Passage of this tax took place about a month ago, with several factions within the union protesting. Principal group consisted of musicians playing in theaters, since the 3 per cent tax means that these men actually pay 5 per cent, inasmuch as there is another 2 per cent tax on these workers only. Reason is because of the steadiness of theater jobs, it was explained.

Confirmation was also made at the meeting of the insurance benefit cut recently put thru whereby benefit is reduced one-half to \$500. This was done as an economy move to save the local premium expenses.

Ft. Wayne Theater Sold

CHICAGO, May 11.—The State Theater, Fort Wayne, Ind., a 600-seat house, has been leased to John Mico, of Garrett, Ind., for nine years by Ralph Brock. Possession has already been taken by Mico. The lease was negotiated thru Albert Goldman, of Chicago.

JESS HAWKINS This Week's Cover Subject

JESS HAWKINS began his business career as an office boy, getting into the show business after he had played in an amateur musical put on by the firm for which he worked. A Chicago producer saw him in the presentation and gave Hawkins a contract for a musical titled "Girls From Reno." After he had done considerable traveling with the show Hawkins went to Kansas City to sing in a cafe, then going to the Pacific Coast, where he sang on boats running between Catalina Island and California. This was followed by an appearance in a Cleveland stock company, a minstrel show and additional cafe work, by which time Hawkins had decided to form his own band. His original group was typical of the early jazz organizations; piano, sax, banjo, trumpet and drums.

Three Hobby Shows in a Row Indicate Possible Competition

NEW YORK, May 11. — New York's third hobby show within six weeks closed today at the Port Authority Building. Fact that it was the last of a

trio, all under different sponsorship, indicates the gains made by various hobbyists under the "Increased leisure" talk which has come up since the New Deal. It also indicates something to showmen, who, altho they may not believe it, might think it over. This is, that hobbies can very easily affect box-offices scores. It doesn't take much to get a hobbyist interested in his newest boat or in her newest hookrug, forgetting all about Garbo round the corner, or the Pulitzer Prize winner, *The Old Maid*.

Hobby business might also appear to be paying some of its protagonists. Get (See *THREE HOBBY SHOWS* page 26)

ROLL OR MACHINE FOLDED
TICKETS \$100,000-\$17.00
 SPECIAL PRINTED-CASH WITH ORDER
 RESERVED SEAT TICKETS
 PAD STRIP TICKETS-COUPON
 BOOKS-RESTAURANT CHECKS
 ELLIOTT TICKET CO. { 12 VESTRY ST., N. Y. C.
 { 127 N. DEARBORN, Chicago
 { 616 CHESTNUT ST., Phila.
 [WE DO OUR PART]

INS NEWS FOR YANKEE WEB

Ross-Federal Survey on KNX

Western States covered in field query on three general questions

LOS ANGELES, May 11.—In contrast to its own survey in mimeograph form, KNX is shooting out a coated paper brochure of a survey by Ross-Federal, developed by personal interview with 1,072 Ford, Chevrolet, Plymouth dealers and grocery and drug store owners in 153 Western towns.

Three questions asked were: "What three radio stations do you listen to most regularly?"

"Would radio advertising on this station be helpful to you in moving the merchandise you sell?"

"Which station would you select to sell your merchandise to Western America?"

The 6,430 separate answers tabulated and attested by 153 field representatives of Ross-Federal Research Corporation brought in favorable statistics on various Coast and Far West stations, including KFI, KHJ, KOA, KSL, KGO and KFRC, as well as some others.

The final score of a recapitulation of 11 Western States on question No. 1 gave:

KNX (Indie outlet) Hollywood	669
KSL (CBS) Salt Lake City	438
KOA (NBC) Denver	432
KFI (NBC) Los Angeles	425
KPO (NBC) San Francisco	246
KGO (NBC local)	113

Four other Coast and Northwest outlets ran neck and neck, somewhat below the above averages on the first question of what station is listened to most.

Second question (dealer preference) KNX claims 87.3 per cent of the 1,072 calls. On question three pertaining to choice of station for advertising: Columbia-Don Lee chain of 12 stations received 221 votes; NBC's five stations received 760 votes and KNX 669.

WMCA Deals Pend For Three Stations

NEW YORK, May 11.—Negotiations were still pending today between WMCA and three New England stations for the latter to subscribe to WMCA's programs. Stations involved are WMEX, Boston; WPRO, Providence and WIXBS, Waterbury, all of which were previously on the American Broadcasting System chain and which last week ceased getting programs from WHN, New York. Donald Flamm, head of WMCA, said yesterday that the stations had bid for WMCA's programs, but that if they took the show it would not constitute a regular network, but rather a group to be sold, if and when. He also said a good portion of WMCA's talent was getting paid.

Flamm also stated that the stations are not paying a program fee for the service. Only cost to them is actual expense involved by the piping. WMCA started to feed WOL, Washington; WCBM, Baltimore and WDEL, Wilmington, on this basis last week. All the stations concerned were until the network blew up on ABS.

Skinner Follows Winchell

NEW YORK, May 11.—Cornelia Otis Skinner will start on the air for the Andrew Jergens Company (Jergens' Lotion) on NBC June 2, succeeding Walter Winchell for that account. Diseuse will do her character sketches thruout the summer. Winchell returning in the fall. J. Walter Thompson Company handles the product.

Service for the teachers of the dance, voice, music, radio technic and the dramatic arts is the keynote of the Theatrical Art Schools section of THE BILLBOARD, published in the issue dated the last Saturday of each month.

On the Company's Time

NEW YORK, May 11.—Two of Tim Ryan's ad lib cracks on the Friday night Goodrich show took the form of ribbing Dave Freedman, author of the script used on the show. First crack was when Ryan told a gag which laid an egg, the comedian saying: "And Freedman thought that would wow 'em." Later on Ryan pulled a line that went over (according to the studio audience) very well, his jibe then being "How do you like that author?" Both comments were broadcast.

CBS Signs Talent; Seeking New Names

NEW YORK, May 11.—Customary procedure of signing new talent at this time of the year has started, with Columbia Broadcasting System getting several new acts. Both networks will be trying out a fairly large amount of new talent during the summer, with the increased sustaining time available.

New CBS names include Sergel Sokoloff and the Kuban Cossack Choir, now at the Russian Bear Restaurant, New York. Another is Madame Nina Tarasova, whose contract becomes effective June 1. She is a singer. Little Jack Little's contract has been renewed, with a new instrumentalist group, Bunny's Blue Boys, conducted by Bunny Bereng, also signed. Jean Baker, baritone, is being given a buildup, but hasn't been signed as yet by the chain.

Linn Joins WROK; Formerly With WLW

ROCKFORD, Ill., May 11.—Edward Linn has joined Station WROK's program and production staff, Linn having been heard on the outlet incognito and worked up considerable number of inquiries as to his identity.

Linn was formerly with WLW, Cincinnati, where he was chief announcer, and had charge of such well-known programs as Singin' Sam, "Smilin'" Ed McConnell, Flying Dutchmen, Barry McKinley and The Life of Mary Sothern. In the last two years he handled all WLW sponsored programs, and has been in the radio business for over eight years.

Ripley Replaces Penner

NEW YORK, May 11.—Robert (Believe It or Not) Ripley replaces Joe Penner for Fleischmann's Yeast on its Bakers' Broadcast on the NBC blue network Sunday nights, starting in the fall. Product is one of Standard Brands, Inc. Penner had been having differences over the program structure with the account for the past few months. He is going to Europe after his series ends on June 30, account, as is its custom, going off during the summer.

J. Walter Thompson Company handles the account. Harriet Hilliard and Ozie Nelson remain.

Three NBC New England Holdouts Signed; Two More May Follow Suit

NEW YORK, May 11.—National Broadcasting Company has succeeded in winning out against New England stations which had been holding out on signing the network's new compensation pacts, according to authoritative information. As usual, NBC retained its mum attitude on this topic. Stations signing are on the red (WEAF) network, there being five red web stations in New England, three of which have signed. Signatories are WJAR, Providence; WOSH, Portland, Me., and WTAG, Worcester, Mass. Still holding out are WEEI in Boston and WTIC in Hartford. It is figured that these two will come in soon. M. H. Aylesworth, NBC president, is now working on settling the stations' relations problem.

Another important angle to the signing of these three stations is that it

Radio News Battle First Blood Drawn in Transradio Territory

INS ties in with Boston American and signs five-year contract with New England stations—Transradio forges ahead with Coast plans—sports service enters field

NEW YORK, May 11.—Radio news picture keeps boiling, with several late developments, principal one being the acquisition by Hearst's International News Service of the Yankee Network. Deal between INS and Yankee is for five years at \$1,000 per week, starting immediately, one-year renewals after that time and six months' notice needed. Yankee has dropped its Transradio news service, after having been one of the independent news bureau's first customers. Herbert Moore, Transradio head, yesterday said that his

Decca in ET Field; Ties Up With C.A.

NEW YORK, May 13.—Decca Records is entering the electrical transcription field on a tieup settled today between Decca and Conquest Alliance Company. CA will represent Decca in the sales field. Decca has been making transcriptions lately, but only on order for a specific job.

Decca is not going into the e. t. line from the standpoint of organizing a program library service, as now offered by World Broadcasting and Standard. Instead, Decca will issue at four-month periods a series of 13 transcriptions, each with four numbers. These are to be sold outright to the stations, rather than on the return basis other e. t. firms work. A sufficient number of songs and selections will be made to enable the broadcasters to use the recordings repeatedly, with a cross index permitting program variety. Each selection will be transcribed so as to allow stations to dub in announcements. In the main, regular Decca recording artists will be used.

Cash Prizes Offered Wisconsin Amateurs

MILWAUKEE, May 11.—Amateur nights and talent quests have been used to the profit of theaters, radio stations and program sponsors, but the amateurs themselves have usually gotten little out of it other than a temporary place in the spotlight. But the WTMJ-Fox-Wisconsin Theaters Talent Search is going to give amateurs a chance to earn some real money.

Thirty-five Wisconsin theaters will conduct eliminations on their stages for a four-week period starting week of May 12. Finals will be held week of June 18 in the Wisconsin Theater and will be broadcast over WTMJ. Winners in the State finals will receive a contract for four appearances over WTMJ and cash prizes of from \$200 down to \$50 each.

organization was signing with the New England network instead and that he already had contracts with WTIC, Hartford, and WJAR in Providence.

INS, continuing also to feed Press-Radio Bureau and thus competing with itself thru P-R, set specific details as to how Yankee could sell the news commercially. No laxatives or internal medicines can buy it. Commercials are also limited, by the network, as to comparing prices and length of plugs. The Boston American, local Hearst paper, will split the INS fee.

INS and the United Press are flooding radio stations offering their news services. So far, a price war hasn't started, but is expected soon. One method of attack the publishers are planning to use was indicated by a Press-Radio spokesman who said that they hoped to flood the air with news until broadcasts of this type aren't outstanding or novel. Neither INS nor UP are preparing their copy especially for radio, the method used by Transradio. Stations must rewrite the newspaper services' copy.

Meanwhile Transradio is continuing its expansion. Details of a new coastal service started this week by Moore's news agency will be found below. Details of a new bureau which Frank Wright announced for the Coast were contained in last week's issue of The Billboard. Another news service which has escaped comment, other than the report contained in this publication, is Radio News Association of America, a short wave and teletype bureau feeding 75 stations, and in which Transradio has a 49 per cent interest. Transradio is also planning a transcribed dramatic series for station use and has already begun its women's feature service.

P-R Position Jumpy

The position of the Press-Radio Bureau grows more bewildering weekly. The use (See INS NEWS on page 10)

Singin' Sam Back on CBS; Will Drop of MBS Hookup

NEW YORK, May 11.—Singing Sam (Harry Frankel) returns to the Columbia Broadcasting System May 14 for a once-a-week commercial for the Barbasol Company on a seven-station Eastern hookup. Frankel was on CBS for the same account for several years until he went off last year.

Same account and the same talent will continue on the Mutual Broadcasting System until the expiration of the present contract, after which Barbasol will remain on WOR only. In the fall the account is going on CBS with a Coast to Coast hookup, program not decided.

Erwin, Wassey & Company is the agency.

WLW Resumes 500,000 Watts; Antenna Stunt

CINCINNATI, May 11.—Experimentation with its new directional antenna having proved successful, WLW returns to its 500,000-watt power tomorrow (Sunday). Station had been holding down to 50,000 watts because of complaints that the signal had been causing interference in Canada.

Station's rates will be boosted again, in keeping with the power raise. New antenna was worked out by Joseph Chambers, chief engineer.

Educators and Broadcasters Flock to FCC Wash. Hearing

Both sides are hopeful of working out a suitable plan of friendly co-operation—straight allocation of time doubtful—FCC handling it tactfully

WASHINGTON, May 13.—Individuals, broadcasters, institutions and non-profit-making groups, which have asked to be permitted to participate in the National Conference on May 15 next, looking to mutual co-operation between broadcasters, educators and eleemosynary organizations, are expected to be on hand when this conference meets. Commissioner E. O. Sykes, chairman for the Broadcast Division of the FCC, will preside at the conference. It is called by FCC in line with a report to Congress, following the conclusion of an extended hearing by the Commission on the proposal that Congress allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs, etc., and in which report the Commission proposed this conference. The view is expressed by the Commission that much valuable information and helpful suggestions will be made available to it thru the conference of a character to aid it in further studying this problem.

More than a score of educational organizations have expressed intention of sending representatives to the hearing and almost as many institutions will be represented also. Many broadcasters will be on hand as well as Phil G. Loucks, managing director of the National Association of Broadcasters.

COLUMBUS, O., May 11.—The sixth annual institute for education by radio and the fifth annual assembly of the national advisory council on radio in education gathered here as guests of Ohio State University on Monday, Tuesday and Wednesday of this week, the two groups meeting together for the first time. Session held in the State office building, discussed broadcast conditions and technique among other things. Federal and State officials were in attendance, also Anning S. Prall, chairman of the Federal Communications Commission.

In addition to the educators, the National Association of Broadcasters was represented as well as both the National Broadcasting Company the Columbia Broadcasting System. Mr. Prall made a speech at length, entitled "The Radio in Relation to Education," and while he stated that he was neither an educator nor an expert in the art of radio broadcasting, he assured the groups that the FCC was ready to co-operate fully and to contribute as far as possible to the final and complete development of a definite and workable plan. A plan that would be a modernized means of education by broadcasting.

Chairman Prall also called attention to various phases of education, radio's important part therein, and to the fact that the broadcasters have acted sympathetically toward such educational features. He mentioned the forthcoming hearings starting May 15 and believed a successful plan would be developed. Other speakers were heard on both sides of the question.

Holtz Not Renewed On Kraft Program

NEW YORK, May 11.—Kraft Phenix program is not renewing Lou Holtz on its Thursday night show, comedian being in originally for eight weeks, which are up shortly. Report that Benay Venuta, contralto, was to become a permanent singer on the program is not confirmed by the J. Walter Thompson agency.

Paul Whiteman Orchestra goes on tour again and hops back each Thursday for the broadcast. Orchestra and other entertainers leave the Paradise and open next Friday in Toronto at Massey Hall, where they play a concert engagement. Several one-nighters follow, and on May 31 the band plays the Paradise on Lake Detroit, for five days. This engagement originally scheduled for now had the date set back.

Al Pearce Gang From New York

NEW YORK, May 11.—Al Pearce and his Gang start their broadcasts from NBC's Eastern studios Monday (13), having come in from the Coast. Pearce and his troupe have been on the network five years. Company includes Mabel Todd, Morey Amsterdam, Tony Romano, the Three Cheers, Bill Comstock, Monroe Upton, Arlene Francis, Harry Foster, Bob Lee and Bill Wright.

New Biz, Renewals

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

WAITT & BOND, thru Batten, Barton, Durstine & Osborn, New York; starting May 27, Monday and Thursday, on WJZ only, 6:35-8:45 p.m. Program not set.

VERMONT PUBLICITY SERVICE, thru Hays Advertising Agency; starting May 12, Sunday, 11:45-12 noon EDT on WJZ only. Program is male singing group.

FRO-KER LABORATORIES, INC., thru the Blow Co.; started May 8, WEAJ only, Wednesday and Friday, 10:30-10:45 a.m. EDT. Program is Dr. Loughran.

B. F. GOODRICH CO., thru Ruthrauff & Ryan, New York; started May 10, WEAJ and 52 stations, Friday, 10:30-11 p.m. EDT, with Joe Cook, Tim and Irene, Phil Ducey, Modern Choir and B. A. Rolfe Orchestra.

CAMPANA SALES CORP., thru Aubrey Moore & Wallace; renews effective May 3, Friday, 10-10:30 p.m. EDT on WEAJ and 34 stations.

New accounts on WMCA, New York, include:

JUICE O VEG CORP., direct; starting May 12, Sunday, 10:45-11 a.m. EDT. Program is food talk.

DR. J. STOTTER, thru Franklin Bruck Advertising Agency; started May 8, Monday, Wednesday, Friday, 11-11:05 a.m. EDT. Talk.

MEXICAN LAW OFFICE, thru Moes Associates; started May 6, with one 50-word announcement daily.

New accounts on Columbia Broadcasting System include:

BARBASOL CO., thru Erwin Wasey & Co., starting May 14 on WABC and six stations, Tuesday, 7:30-7:45 p.m. EDT. Program is *Singing Sam* (Harry Frankel).

Chicago

New business reported by Station WGN includes:

HOLLYWOOD MASK, INC., thru Schwimmer & Scott, Francis X. Bushman's "Hollywood Gossip," Tuesdays and Thursdays for 26 weeks beginning May 7, 6:45 to 7 p.m. CDST.

Newark

New accounts on WNEW, Newark, include:

MT. SINAI HOLY CHURCH OF AMERICA, INC., thru Bess & Shillin; started May 9, Thursday, 9:30-10:30 p.m. Program is church service.

ABELSON'S, INC., direct; starting June 21, taking three 15-minute periods weekly. Program is *Uncle Pete and Louise*.

New accounts on the Mutual Broadcasting System include:

THE CRUSADERS, thru Marshalk & Pratt, started May 9 on WOR, WLW and WXYZ (Newark, Cincinnati and Detroit) Thursday 9:45-10 p.m. EDT. Account is also taking several stations; not on MBS, including WAAB, Boston; WGAR, Cleveland; WIND, Gary, Ind. Program is *The Crusaders*, Fred G. Clark, national commander.

New accounts on WOR, Newark, include:

POPSICLE SERVICE, Inc., thru Dorland International, Inc., starts May 21, Tuesday and Thursday, 5:30-5:45 p.m. EDT for the first six weeks, shifting July 2 to 7:30-7:45 p.m. EDT. Program is *Adventurers' Club*, script show.

Southwest

KOMA, CBS-SBS station in Oklahoma, reports the following new business: COLGATE-PALMOLIVE-PEET (Crystal White Soap), thru Benton & Bowles. (See NEW BIZ on page 10)

Continental Orchestra Corporation
HOTEL UTICA, UTICA, N. Y.
CLIVE SHERMAN
AND HIS ORCHESTRA.

STAN HALL
AND HIS BAND OF A MILLION-AIRS

LEE BARTON
AND HIS MUSIC.

LEW REDMAN'S
BELL HOPS
TWELVE COLORED RHYTHMATICS.

LEO MUSICAL DIRECTOR
WNEW AND NETWORK
KAHN
AND HIS ORCHESTRA
NEW YORK, N. Y.

Broadway's Sensation
PAUL MARTELL
AND HIS ORCHESTRA
72nd Week Arcadia Ballroom, New York

AND HIS ORCHESTRA
FREDDY MACK
Master of Ceremonies
at the ROXY THEATRE, New York. Indefinite Run.

ERNIE WARREN
AND HIS ORCHESTRA.
Direction, IRVING MILLS ARTISTS, Inc.
799 7th Avenue, New York, N. Y.

UNCLE EZRA
(PAT BARRETT)
Monday, Wednesday, Friday
7:45 P.M., EST.
NBC-RED NETWORK.
(Courtesy Alka-Seltzer.)

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

GENE AUTRY
The Original Oklahoma Yodelling Cowboy and His Boys.
Broadcasting daily from Station WHAS, Louisville, selling his famous Song Books and making Personal Appearances. Returns to Hollywood about April 20. Will make Personal Appearances on way west.
Write J. J. FRANK,
Care Billboard, Chicago, for Dates.

JOE REICHMAN
and his ORCHESTRA
Now Playing
WALDORF-ASTORIA
New York, N. Y.

Send your correspondence to advertisers by mention The Billboard.

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

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

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

FRIEDMAN

HARRY RESER. WEAF Network Coast to Coast. Management: National Broadcasting Company.
WRIGLEY'S SPEARMINT TOOTHPASTE HOUR
Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

EMIL VELAZCO and his ORCHESTRA
NOW ON TOUR.
The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
Personal Management CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

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

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

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

RUDY BUNDY
Now Playing HOTEL PEABODY Memphis
... Featuring ... MARLINE GILBERT
Personal Management E. D. PERKINS
7418 Dellenbaugh Ave., Cleveland, O.
RUDY BUNDY and His Sizzling Clarinet

Now on Tour
ANSON WEEKS
NBC Coast to Coast WJZ-WEAF

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

STATION NOTES

Address All Communications to the New York Office

RALPH S. DORSETT, commercial staff member of KNOW, Southwest Broadcasting System station in Austin, Tex., has been made grand vice-president of the Alpha Beta Sigma, national honorary advertising fraternity.

WLW, Cincinnati, has added seven artists to its staff for the summer. John L. Clark, general manager, made the announcement following his return from a talent-scouting trip to Chicago. New group includes Irene George, soprano, Chauncey Parsons, tenor; Mr. and Mrs. Charles Calvert, Gordon Ray, Adelaide Clyman and Sidney Slon, actors. Artists were chosen after auditions which were held at the Sherman Hotel in the Windy City. Those present from WLW in addition to Clark were Ed Fitzgerald, Don Becker and Arthur Chandler Jr.

WHK, Cleveland, hastens to inform this column that the station is carrying big-league ball games right along; in fact, it better not forget, what with the Standard Oil Company in the role of sponsor. An error, somewhat in the nature of a double play, was to the effect that WHK hadn't another game scheduled until July 8.

WEVD, New York, is injecting more variety into its amateur programs sponsored by Alka-Seltzer. Sig Spaeth, the emcee, will take the next three broadcasts and diversify them so that amateur composers on one program will have him tune detective their compositions. The following week children up to 15 years only will get a whack at the mike, and the succeeding week will gather all the first-prize winners to date at one broadcast.

WBT, Charlotte, N. C., finds that only 1 per cent of its local business will leave the air for the summer. Nearly every important buyer of radio time in Charlotte and adjoining territory will hold on to his spots during the hot weather or even if it stays cool. Bill Schidt, general manager of WBT, still maintains that the spot-broadcast purchaser gets a better break in summer than at any other time. Insofar as this particular outlet is concerned, the beaches and other resorts being more than 200 miles away is a help.

WCCO, Minneapolis-St. Paul, marked the climax of a series of political programs when it broadcast the final hours of the Minnesota Legislature in a two and one-half hour session. Miles of wire and no end of microphones were installed in both House and Senate chambers and speakers' rostrums, and the proceedings were handled in cooperation with *The Minneapolis Journal*. Some 20-odd members of the two houses took turns at reviewing the past session

and giving other pertinent views. WING picked up part of the show in co-operation with WCCO.

WBHY, Green Bay, Wis., is backing the Federal Housing Campaign with all possible co-operation, including a follow-up of evening dramatic skits by the station's staff players. Morning talks are being taken from the local women's club. Newest WBHY program is a mystery serial called *The Black Ghost*, title being the name of the elusive bandit who inaugurates a reign of terror in a mining town.

THE LONGEST commercial to hit WBIG, Greensboro, N. C., will go on the air from that station on May 24 at 11 p.m. and continue until 2 a.m. next morning. Session will be a broadcast of the president's ball of a large insurance company which will hold its national convention in Greensboro. Three orchestras and considerable talent will be on hand, and for the last two hours WBIG will have a clear channel.

WEVD, New York, staff members staged a surprise party for Henry Greenfield, managing director of the outlet, the occasion being his first year in control of its destinies.

WFJB, Washington, has taken on the Pathe News of the Air program sponsored by Bromo-Seltzer and heard on the Mutual Broadcasting System outlets. Program uses movie film sound track instead of electrical transcriptions in case you have forgotten.

WSM, Nashville, has closed its studios to the public for the summer. More than 5,000 people have been studio visitors at the station each week during the winter, the newest auditorium seating 600. The Saturday night Grand Ole Opry program, which runs four hours, 8 p.m.-12 midnight, has been issuing tickets to three sets of audiences on each program, three different-colored tickets entitling holders to remain one hour, respectively.

West Coast Notes; Tele Gets Hotter

LOS ANGELES, May 11.—The Farnsworth Television Laboratories have made application to the Federal Communications Commission for a permit to organize and operate a chain of 10 television stations on the West Coast and thruout the East. It is stated that the firm has in the neighborhood of \$2,500,000 it is willing to spend in developing the stations. Proposed stations will be located in Los Angeles, San Francisco, Portland, Chicago, Washington, Boston, New York and Philadelphia and the remaining two not as yet agreed upon.

Frederick M. Wile Jr., of the publicity staff of the Young-Rubicam agency, is on the Coast handling the Jack Benny show.

Two more radio people were given film assignments this week. Don Wilson, NBC announcer, has been engaged for a barker part in Metro-Goldwyn-Mayer's production of the *Broadway Melody of 1935*, starring Jack Benny. Minerva Urecal, comedienne

**ANOTHER NEW WHN
IDEA ADDS THOUSANDS
OF LISTENERS!**

WHN, aided by the resources of the Loew Theatre Circuit, is making a big hit of this new feature—

**ED LOWRY'S
"BROADWAY MELODY REVUE"**

EVERY MONDAY—8 TO 9 P.M.
ALSO "IN ED LOWRY'S DRESSING ROOM"

The NEW SUNDAYS—5:30-6:00 P.M.

DIAL 1010 **WHN** STUDIO LOEW BLDG 1540 BWAY N.Y.C.

over KFVB and KHJ, has been given a character assignment in Laurel and Hardy's new feature, *Bonnie Scotland*.

The Los Angeles Labor Council found out just how crowded the local radio stations are for time when it made attempts the past week to subsidize a station for propaganda purposes. FCC has nixed the Council's attempts to establish a new station here or take over the partial air time of those now operating.

San Francisco
SAN FRANCISCO, May 11.—Earl Caldwell, who wrote and produced KYA's popular one-hour Minstrel Show, is out, and the feature has been cut to 30 minutes because the station couldn't find a sponsor. From all indications, the Minstrel Show, heard Thursdays at 8 p.m., will shortly go off the air, which means several favorites will be out.

NBC's *Winning the West*, sponsored by Occidental Life Insurance Company of California, on Thursday night concluded the Joaquin Murietta series, which wasn't too successful, because it's not easy to glorify a bandit. The next idea, which starts May 14, is a better one—a dramatization of Sutter's Empire—another California story.

Betty Baird is filling a thrice-weekly singing spot on KTAB. She's Northern California's 1930 Atwater Kent national radio audition winner.

Paul Carson, NBC's organist, heard on *The Bridge to Dreamland*, *Blue Moonlight* and *One Man's Family*, has insured his hands for \$20,000—\$10,000 apiece.

When the Easter services were aired from Grand Canyon recently they were permanently recorded by MacGregor & Sallie labs here at the request of KTAR, Phoenix, Ariz.

Carefree Carnival comes back to NBC as a sustaining May 18, to be heard transccontinentally, 6:30-7 p.m. PST, with Ned Tollinger emceeing.

Clem Kennedy and Jack Hall observed their 3,000th *Keep Smiling Revue* on KTAB last Tuesday. KFRC's Harry McClintock, famed as "Haywire Mac," recently celebrated his 10th year of consecutive broadcasting when he took the spotlight on the station's *Happy-Go-Lucky* hour. He's been with the same station continuously.

Now Appearing
CLARIDGE
St. Louis, Mo.

**ROBERT
CELTIAN**
AND HIS
ORCHESTRA
"THE ROMANCERS"

On the Air Daily Via Station KWK. Addr. Robert Geltian, Fenway Hotel, Cleveland.

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

DON RICHARDS
AND HIS HOTEL BILTMORE ORCHESTRA.
Personal Direction MEYER DAVIS.

●  ●

NOW ON TOUR.

WJCA, Slinger, Wisconsin, Don Richards' Violin, Sundays, 11:30 P.M.

JERRY JOHNSON
AND HIS ORCHESTRA
Now on Tour.
ORCHESTRA CORPORATION OF AMERICA, 1619 Broadway, New York, N. Y.

★ **AUGIE PALO**
AND HIS ORCHESTRA.
Now Playing Leading RKO Theatres with Mummy King's "Vanity Fair" Revue.

"GULF HEADLINERS" ● 8:30-9:00 P.M.
FRANK WABC-CBS
MUSICAL DIRECTOR

THE GREAT TOURS
WALTZ" T ● Center Theatre, N. Y.

THE INTERNATIONAL FAVORITE OF DANCE
FERDINAND
And His MUSIC.
PALORAMA CAFE
SCHENECTADY
NEW YORK

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

FRANK MORGAN?

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks via WJZ, WEAF and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from May 3 to 9, both dates inclusive.

Life Is a Song.....	23	Soon.....	14
When I Grow Too Old To Dream.....	22	Would There Be Love.....	14
Lovely To Look At.....	21	Every Day.....	14
She's a Latin From Manhattan.....	21	Clouds.....	13
Lullaby of Broadway.....	20	You Opened My Eyes.....	13
You're a Heavily Thing.....	20	Everything's Been Done Before.....	11
Tell Me That You Love Me.....	19	Restless.....	11
Easy To Remember.....	18	Solitude.....	11
I Was Lucky.....	16	Anything Goes.....	10
In a Little Gypsy Tea Room.....	16		

Robert H. Edson Presents
JACKIE MAYE
 "The Night Club Nightingale."
 INTERNATIONAL FAVORITE OF SONG.
 1580 Broadway, New York, N. Y.
 Phone: L-ONGacre 5-8797.

ANNE BOLAND
 "Songs of Love"
 NOW ON TOUR

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

"MIKE" **DURSO**
 The Voice of the Golden Trombone AND HIS ORCHESTRA
 New Appearing **DELMONICO'S**
 51st St., N. Y. C.

LOUIS PRIMA A MUSICIAN'S MUSICIAN.
 AND HIS "FAMOUS DOOR" MUSIC
 35 W. 52d St., N. Y. CITY.

EDDIE LEONARD, JR. AND HIS ORCHESTRA
 Modern Minstrels of Melody.
 Now on Tour.
 THEATRES, HOTELS, CAFES, BALLROOMS.

EDDIE PEABODY
 THE INSTRUMENTAL STYLIST
 Week of May 17
RKO ALBEE
 Brooklyn, N. Y.
 Exclusive Direction
SIMON AGENCY,
 RKO Bldg., Radio City, New York.

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

HENRY HALSTEAD AND HIS ORCHESTRA
 COCONUT GROVE, New York City.
 Hotel Park Central, New York City.
 Exclusive Management **EDW. I. FISHMAN,** O. C. A., 1019 Broadway, New York City.

★★★★★
FREDDY BERRENS AND HIS MUSIC
 COLUMBIA BROADCASTING SYSTEM
 Fred Berrens Flying Troupe Orchestras, Inc., 217 West 57th St., New York, N. Y.

ALWAYS A GOOD REPORT ON
CHIC FARMER
 Featured Artist BALLY'S FUR HOUR. Daily 10:30 P.M., WNEW, ABC NETWORK. Res. Phone: Riv. 5-9557, N. Y. C.

AIR BRIEFS
 By JERRY FRANKEN

TEXACO GAS COMPANY is querying about 5,000 of its dealers as to how they feel about staying on the air during the summer. Texaco is offering to buy and pay for the transcribing of a script show, but the dealers are to buy the spot time. In addition, Texaco may take Eddie Duchin and send him touring in the same way that Esso booked Guy Lombardo.

License jitters continue to worry station operators, who are at a loss on just what to take and to refuse in the way of advertising. Reported last week that another New York station has been cited for hearing before the Federal Communications Commission because of selling time to a reducing product. Another New York station was offered a contract by a company selling one of the best known and widely advertised fat-removing preparations on the market. The preparation is or has been on leading 50,000-watt stations throughout the country, but the New York station's investigation showed that carrying the programs has resulted in the broadcasters being called on the Washington carpet.

Among those auditioning last week were Odette Myrtil and Howard Marsh for Bourjois cosmetics. At Columbia. . . Herbert Tareyton cigarettes will continue auditioning, having heard Roger Wolfe Kahn and Martha Mears last week. . . Jack, June and Jerry started a vaude break-in in Brooklyn over the week-end. The trio is only a month old. . . Norman Brokenshire has a program on WNEW. . . Jack Roche shifted from the CBS press department to the special events branch under Paul White. . . Jack Fraser has his second WMCA commercial series as a result of Barney's Clothes taking that station's afternoon sports program and Tastyest taking *Five Star Final*. Latter account remains on NBC, leaving WOR.

. . . James Melton leaves for Hollywood to be on the Warner lot June 4. Edward Nell has already left for California to sing in stock for Shuberts and take a Metro film test.

THE Colgate-Palmolive-Peet Company auditioned a new show at WOR last week which if sold calls for the sponsor to take two 15-minute spots each night the show is broadcast. Program consists of dramatizations of the *Minute Mysteries*, by Professor E. Z. Ripley, which ran in *The Daily News*. First quarter hour to be on at 7:30, with listeners to wire in the correct answers immediately after the broadcast, and the winners being announced at the second broadcast two hours later. Cash awards, etc. Second broadcast will also re-enact the correct solution. Agency is Benton & Bowles.

Frank Tours' Orchestra remains on the Gulf Oil show and will be enlarged. . . Frank Black is record critic now for *Esquire*, and Freeman Gosden has a story in the June issue of that magazine. Goeden is Amos of A. N. A. . . Willie Robyn is on the seas for a European vacation. . . Jules Bledsoe is starting a new singing series on WMCA. Ditto Etheline Hoyt. . . Joey Nash is now under the Rockwell-O'Keefe management pennant. . . Norman Winter, of Conquest Alliance Company, leaves shortly on a sales trip thru the South and Middle Atlantic States. . . Bob Crosby has left as vocalist of the Dorsey Brothers' Band and is forming his own unit. Dorseys will be on both NBC and MBS from the Glen Island Casino. . . There was some excitement last week over the report of a new decency league opening offices in New York to get after radio. Story was the organization was opening offices on 42d street, but a checkup showed that in the case of the address given there was nothing doing.

CHI AIR NOTES
 By NAT GREEN

Fresh from Manhattan triumphs, Tony Wons and his *House by the Side of the Road* have left the East Coast, returning to Chicago in time for the weekly show to be broadcast May 12. . . Ronnie and Van, Tony's singing comedians, will remain in New York, having booked for a Hotel New Yorker engagement, but they will be heard as usual on the *House* program thru a New York switch broadcast.

Milton Charles, CBS organist, celebrated a birthday May 8. . . Anne Seymour, having acquired her summer home, intends to sponsor little theater activities during the next few months in the hamlet near her home. . . The WISN Pippins, new quarter-hour series of hillbilly tunes, started the other day on WISN, Milwaukee, and will be heard each Tuesday, Thursday and Saturday. . . *The Love Doctor*, heard over WGN during the last two months, has expanded to MBS proportions. . . Mr. and Mrs. Jesse Crawford are off to New York, where they will film a movie short for Warner Bros. in a few weeks. . . Josef Koestner, who left the air May 5 with his *Sentinels Serenade*, will take a short vacation, then return to the ether for a new sponsor or spend the summer in the concert field. . . Donald Novis, radio tenor who has just finished a week at the Palace, has been signed for the juvenile lead in *Jumbo*, a new Billy Ross spectacle which will hit Broadway next fall. . . Show has a circus setting.

Phil Baker, who has been heard from the NBC Radio City studios for the past few months, will broadcast from the Chicago studios for several weeks, beginning May 24. A local orchestra will be used, Leon Belasco remaining in New York. . . Leon Belasco's Orchestra did not accompany him here. . . Another air show transferred here is the Fibber McGee and Molly program, launched over NBC four weeks ago from New York, with Marian and Jim Jordan, veteran Chicago radio artists, in the name parts. Gale Page, songstress, has joined the program.

WIND will not go MBS. Rumor got started when WGN began feeding the *Crusaders* program to them because no other facilities were available. . . Mme. Schumann-Heink has signed with Fox Films and goes to Hollywood May 28. Will portray the part of a music teacher. . . Wynn Orr, WLS production man, and Angeline Hedrick, radio actress, are supposed to say "I do" today. . . Tom Shirley, CBS announcer, is studying the time tables these days and planning a vacation jaunt to California. . . Betty Winkler, of NBC's *Welcome Valley* program, was playing leads in a dramatic stock company when she was 17. Is only 21 now. . . Mildred Good, one of the Girls of Golden West and in private life wife of William McCluskey, known as the WLS Stranger, is expecting a little stranger. . . Ask Reggie Kroes, of the Hoosier Sodbusters, what happened to his topcoat at the circus. Was Reggie Kross? . . . Wendell Hall wants a copy of his first song hit *My Carolina Rose*. He lost his only printed copy and offers a copy of his new song book to anyone sending him the song. . . The stork seems to be working overtime at WLS. . . George Ferguson, of the WLS Artists' Bureau, is the proud father of a seven-pound girl born April 29th, and the John Lairs (Cumberland Ridge Runners) have a new mountaineer yodeler in the person of little Nancy Carolyn Lair.

BOB CUTTER, program manager KGMB, Honolulu, arrived in San Francisco on May 9 aboard the liner Malolo. He's on the mainland to confer with Fred J. Hart, managing director of the station, who is in San Francisco arranging for mainland studios. Hart recently established a mainland office in San Francisco for station commercials.

Metro-Goldwyn-Mayer is said to be planning a series of half-hour weekly broadcasts to plug its new season's product. Idea would use studio talent thruout in talking and singing numbers but not in bits from forthcoming pictures. . . studio having turned down such offers from various sources.

COLUMBIA ARTISTS BUREAU Presents
★ PAUL RENAIINE
 AND HIS BAND FROM LONELY ACRES
 Featuring LONELY ACRES TRIO and JOE DIXON.
 Personal Direction: BERT MEYERSON, 545 Fifth Ave., New York, N. Y.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra
 HOLLYWOOD RESTAURANT, NEW YORK

Shell Oil Program.
VICTOR WITH AL JOLSON
 WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
YOUNG

Formerly of Original Paul Whiteman Orchestra. Via WMCA.
ADAM CARROLL AND **DAVE BEREND**
 (PIANO) AND (BANJO)
 Tuesday, 7:00 P.M. Friday, 11:00 P.M. Formerly with Original Vincent Lopez Orchestra.

ANTHONY TRINI
 The Romantic Fiddler, AND HIS MUSIC.
 Now on Tour
 Personal Management **SOL TEPPER,** Hotel Governor Clinton, New York City.

★★★★
"LANDAU"
 THE NONCHALANT VIOLINIST
 and His DANCE MUSIC
 ★ THE RANCH
 West 54th St., N. Y. C.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
 Now on Tour
 Further Information MOE GALE, RKO Building, Radio City, N. Y.

★ JESS HAWKINS and HIS ORCHESTRA
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KNX, Hollywood, has just completed a survey of the buying power of its day-time audience in terms of monthly income, home ownership, kind of autos they drive and similar data. Station ran announcements four times daily for one week asking listeners to answer four questions, and 742 answers were tabulated. Survey is considered so successful another one for the night-time audience is now being studied.

Dick Aurandt, ex-KFRC organist, has invented a chapel box organ which undertakers cry for. He has sold six within the last 10 days.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

OSZIE NELSON and his orchestra, with Harriet Hilliard, open at the Metropolitan Theater, Boston, May 24 for a week. After this date Nelson will continue his road tour, which will take him out to California, returning east in the fall.

CLYDE MCCOY and his band, with Rosalind Marquis, blues singer, replaced Will Osborne last week at the Hotel Lowry in St. Paul. McCoy's engagement, his second at the Lowry, is set for six weeks.

TED WEEMS and his orchestra opened May 12 at the Hotel St. Paul, St. Paul, for one week, with a possible extension to two weeks, depending on biz. He replaced Don Irwin.

JOE FALVO'S Orchestra, for the last two seasons the pit band at the Pitt Theater in Pittsburgh, has been engaged by Charles Bears Jr., manager of West View Park in Pittsburgh, to play for the full dance season, beginning May 24.

JOE SANDERS and his orchestra will take the place of Kay Kyser and his boys at the Blackhawk Cafe, Chicago,

May 18. Kyser starts on a summer tour, the first lap of which will be at the Meadowbrook Country Club, St. Louis, for an engagement of two weeks. He will return to the Blackhawk in the fall. Sanders was at the Blackhawk about four years ago. In 1932 Sanders' partner, Carleton Coon, died while they were playing the College Inn in Chicago. Sanders, after touring alone for a short time, took up songwriting in Hollywood. He organized his present orchestra about three months ago.

WILL OSBORNE, returning from a Midwestern tour, opens at the Hotel Lexington, New York, May 20.

AL KAVELIN and his orchestra start at the Blossom Heath Inn, Detroit, May 16. This is the band's second Detroit date, it having recently played several months at the Detroit Athletic Club.

BOB MOHR and his orchestra recently closed a three-month engagement at the Hollywood Athletic Club, Hollywood, Calif., and are now playing one-nighters thru Southern California. Mohr, Bud Abbott and Edith May Kinney sing.

WILLIAM HALL, former CBS baritone, has organized a 16-piece orchestra and

Clinton, Ia. Donnie (Shadow) Spooner, drummer and comic; the Nixon Trio and Hammy Hammill will handle the specialties.

"SI" NOEL and his Rhythm Club are doing well at the Silver Inn near York, Pa. The unit is broadcasting nightly over WORK and doubling at the Beaver Hotel in the afternoon.

TOM GRAVES, advance man, has joined the staff of the Al J. Gabel agency in Winona, Minn. He will be in charge of orchestras.

LUMIR URBAN'S youthful Cocomat Grove Orchestra recently returned to York, Neb., from an extensive tour thru Oklahoma. The combo is currently broadcasting over KGBZ, York.

CECIL KRISTAL begins a series of one-nighters thru Alabama, Georgia and Florida June 1. Frank Herlong Jr., vocalist, joined the unit upon its return from a trip to Cuba and Panama.

CARTER GIBBS, formerly with the Florida Taverners, has organized a band and is set for the summer at the Oceanic Hotel, Jacksonville, Fla.

JOHNNY VANCE and band go into the Joyland Park Casino, near Lexington, Ky., May 17 for an engagement lasting until Labor Day. Personnel of the 14-piece outfit includes Bill Jordan, Woody Woodruff, Johnson Peters, Jake Harber, Bill Cook, Louie Cohen,

MUSIC NEWS

Sam Serwer, of Remicks, will undertake a journey apart from his usual duties in the course of a week or so. He will go ahead of the Warner Brothers' flicker, *Caliente*, in order to make certain important tieups with music dealers and other folks interested in songs used in the talkie published by his firm and furnished by Al Dubin, Harry Warren, Mort Dixon and Allie Wrubel, Baltimore, Washington, Pittsburgh, Cincinnati and other key cities will be visited.

One local publisher at least will be conspicuously represented this summer with several new songs. We have reference to Clarence Williams, who announces the publication of *Let Every Day Be Mother's Day*, by Willie (The Lion) Smith and Taucha Hammed, and *Sitting at the Table Opposite You*. The latter work, with lyric by Ben Barnett, brings Williams back again in the role of composer of a modern ballad instead of "hot" tunes, with which he has been identified lately.

As stated in this department recently, publishers are alive to the possibilities of old-time songs which have registered in a bye-gone day. The latest illustration is the revival of *Flag That Train*, by Lindsey McPhail, a number that found plenty of success when it was originally issued something like a dozen years ago. Following almost in the wake of that former contagion, *Casey Jones*, on which it is more or less patterned, it was regarded as an excellent orchestra composition. A modern arrangement has been made and the present-day sponsors, who purchased it from a defunct firm, hope it will more than duplicate its first vogue. *Tell Me That You Love Me*, is another example.

Mary Murray, of Donaldson, Douglas & Gumble, is a busy young lady these days. Her sister, Ann, is here from Chicago for the first time in two years. The visit is just for a fortnight. Mary is showing her about town besides initiating her in the mysteries, or rather intricacies, of inducing certain "name" maestros, to give "plugs" to certain songs fostered by her employer. And, what is more, the trips have been crowned with success.

Business evidently is very good with T. B. Harms, Inc., at any rate the offices have been expanded. More room will be required and if negotiations are successful a much larger suite will be utilized on another floor in the Brill Building where the emporium is at present located.

Bernie Pollock has returned to the Jack Mills fold after employment with a number of publishing houses in the vicinity of his former connection.

Frank Machado has been assigned to take care of the New England and upper New York State territory for Remicks.

A journey by plane carrying Art Schwartz, of Witmarks, and E. H. Morris, of the Music Publishers' Holding Co., is scheduled next week. The pair will confer with the production department of Warner Brothers regarding a number of musicals which the picture corporation is about to launch. As planned, the trip will entail an absence from New York not less than six weeks and probably longer.

A new kind of "plug" is contemplated by some of the independent and less successful publishers now trying to eke out a precarious existence in Tin Pan Alley. It is by the back yard route. That is via having their wares played and sung by itinerant warblers and musicians who will disdain the throwing of coins unless this procedure is unavoidably thrust upon them. It is their idea to employ former vaudevillians and minstrels with good voices and other talents to exploit compositions that somehow have been unable to find an outlet over the air. Just now those involved are formulating "circuits" in the better portions of the city, or where folks with some spare cash might want to purchase their publications.

ST. PAUL.—Archie Newcomb, long connected with Wildwood Park here, has leased Rainbow Gardens dance hall in Sunset Park on McCarron's Lake, near the city limits. Completely redecorated and remodeled, the spot opened the season May 11.

Sheet-Music Leaders

(Week Ending May 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, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

- | | |
|---------------------------------|---------------------------------|
| 1. When I Grow Too Old To Dream | 9. Every Day |
| 2. What's the Reason? | 10. It's An Old Southern Custom |
| 3. About a Quarter to Nine | 11. Soon |
| 4. Isle of Capri | 12. Love and a Dime |
| 5. Lullaby of Broadway | 13. Flowers for Madame |
| 6. Lovely To Look At | 14. It's Easy To Remember |
| 7. She's a Latin From Manhattan | 15. You're a Heavenly Thing |
| 8. Tell Me That You Love Me | |

has been trying out around Chicago. Band carries a harmony trio, the O'Connor Sisters. Being booked in vaudeville by Al Borde and for dances by Paul Low, formerly of CBS Artists' Bureau, Chicago.

PERCY PEARCE and band will be located in the Rose Garden Club, Grand Junction, Colo., this summer.

HAROLD ELERDING is planning an extensive summer tour with his reorganized 13-piece band under the management of Clinton Music Service, of

Eddie Wheeler, John Young, Jimmy Miller, Cliff Parman, Francis Swain, Paul Crambaugh, Buck Gilpin, Bob Campbell and Vance directing.

EPPIE JACKSON'S 12-piece colored orchestra is enjoying excellent business at the Club Vida in Ada, Okla.

THE CRITERIONS, under the direction of Ad Lieder, start their fifth consecutive season May 26 on a Wilson Line excursion steamer out of Baltimore. Maxine Evans is the featured vocalist.

JOSEPH ZATOUR, playing at the Place Piqualle, New York, has signed Manuel Valdespino, south American tenor, as singer with the band. Zatur will remain at the spot during the summer.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

EDMONTON, Alta.—A. R. MacInnes, newly appointed manager of the popular Tirol Ballroom here, has signed Ken Peaker and his band to furnish the music for a six-month season beginning the final week in May. MacInnes came to Edmonton last spring with a wide reputation as a ballroom and night club manager. He has operated the Alma Academy and the Alexandra Ballroom in Vancouver in the past and several years ago organized Mart Kenny's Orchestra.

NEW CARLISLE, Ind.—The Hudson Lake Casino has been taken over for the 1935 season by J. J. Martin, connected with the Martin Artists' Bureau, of Gary, and Al Rebollo, Indiana dance promoter. The ballroom has recently undergone extensive remodeling and decorating. Formal opening is set for May 30, and the new lessees plan on using name bands, independently booked, thruout the season.

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Conducted by SIDNEY HARRIS—Communications to 1564 Broadway, New York City—PAUL DENIS, Associate.

AFA Adopts 26-Pt. Program; Official Ticket Is Elected

Annual meeting adopts long-range program of reforms, including salary bonds, raising code minimums, maximum work day—Sophie Tucker elected honorary head

NEW YORK, May 11.—The American Federation of Actors adopted a 26-point "platform to improve working conditions" at its first annual meeting Tuesday midnight in the Paramount Hotel. The platform outlines the aims of the AFA as to working conditions and the creating of new jobs, and asks variety and outdoor performers to join on the basis of that platform. At the same meeting, the official ticket, headed by Sophie Tucker, was swept into office. Miss Tucker succeeded Eddie Cantor as honorary president, while Harry Burns, Sally Rand, Howard Dalton, Walter J. Diggs, Jed Dooley, Chick York, Ben Bernie, Cliff Hall, George Jessel, Hal Sherman, Douglas Leavitt and Gus Van were elected to the council.

The platform calls for compulsory equitable pay-or-pay contract; each payment of salaries immediately after engagements; salary bonds put up by employers; employers filing financial statements with bookers; no commissions to circuit-operated booking offices; freedom to change agent after 24-hour written notice to agent; raising vaude code minimum from \$7.50 to \$10 net a day and from \$40 to \$50 net per week for principals, with transportation paid by employer; contract must specify rehearsal hour; no free shows unless approved by AFA and with consent of actor involved; special wardrobe to be furnished by employer; prohibition of personal appearances of criminal trial figures or notorious people; more pressure on government for actor jobs; clean, comfortable and protected dressing rooms; strict enforcement of code wage provisions.

Also: 10-hour maximum work-day in vaude except on opening days, when two additional hours are okay; no extra shows over four-a-day and within a 10-hour work day; no midnight shows except New Year's Eve, when additional salary must be paid; adequate salaries on cruises, in addition to free stateroom and board; closer co-operation with other theatrical crafts; no stripping or obscene performances; all salary payments in cash or certified checks; railroad transportation for all acts, and when cars are used they must be adequately insured against accidents; return fare from closing point, provided act does not give the closing notice; and two-week notice by employer when he dismisses act; and when act gives notice, the latter must pay fare of incoming substitute.

In addition to the 26-point program, the membership adopted resolutions endorsing Secretary Ralph Whitehead's opposition to the Theater Authority's promoting benefits and to agents being paid to promote actor benefits. Another resolution approved AFA members accepting relief from the NVA Fund, provided the fund had no connection with any company union. A request that the Four A's make membership cards interchangeable was also passed.

Two amendments to the constitution were passed. One permits dues to be paid \$1 monthly in advance, while the other sets up a fifth classification of membership, non-traveling, which pays only 50 cents a month dues. This class takes in only local entertainers.

Joe Laurie Jr., first vice-president, presided and introduced Miss Tucker, who pledged to work hard for the AFA. She was given a great ovation. Whitehead reported on the organization's progress in both the variety and outdoor fields, while Charles Mosconi read the annual financial report. Others who spoke were Harry Burns, Howard Dalton, Alan Corelli, Douglas Leavitt, Frank Lynch, Gus Hill and Attorney William J. Rapp.

Rowland Joins Det. Agency

DETROIT, May 11.—Artists' Service Bureau, newest local agency, added Art Rowland, former owner of the American Theatrical Agency, as associate booker. Rowland has lately been working thru the Sam Carver office in the Fox Theater Building. The bureau now has four theaters, the East Side, Kramer, Lasky and Granada. In addition, it is booking 18 cabarets.

Abe Schiller Joins Kane

DETROIT, May 11.—Abe Schiller has joined the Detroit Artists' Bureau as associate booker to Lew Kane.

Morris-ABO Set For Chi Switch

CHICAGO, May 11.—Following a visit this week by Abe Lastfogel, of the New York William Morris Office, announcement was made that the booking switch from the Morris office to Paramount's new ABO outfit would take effect July 1. It was further stated that the Morris office would continue to function as both bookers' and artists' representatives and not just as agents as reported elsewhere.

Also the local Morris office will lose considerable of its booking business by the change, several theaters now on the New York office's books are to be transferred to Chicago. Arrangements have been made with Balaban & Katz that will assure close connections with the two offices as far as selling acts to them is concerned. When relieved of its obligations to Paramount-B & K on July 1 the Morris office plans on adding several independent houses to its books in addition to the Warner houses and those transferred from New York. No changes in the office are contemplated, according to Morris S. Silver, general manager of the Chicago office, except the departure of Dick Bergen, who will be installed as booking manager of the new ABO, which will probably be located in the Loop End Building, next to the Chicago Theater.

Involved in the changes are the booking of 23 theaters comprising 10 in the Great States Circuit and 13 Balaban & Katz houses. Actual playing time amounts to four full weeks, six three-day stands, one four-day date, four two days and ten single days.

Sherman Books Johnstown

NEW YORK, May 11.—Eddie Sherman is now supplying units weekly to the Wilmer and Vincent Embassy Theater, Johnstown, Pa. Began Saturday.

Acts Yell "Unfair" as N. Y. Unions Force Use of Truckmen

NEW YORK, May 11.—Resentment of many acts against alleged unfair demands of union teamsters here broke out when Blackstone denounced the teamster and stagehand unions for their actions when he played the Academy of Music Tuesday to Thursday. Blackstone claims the unions literally "held him up" when they forced him to pay \$19 for two union men to unload his own trucks and \$29 to reload them.

Blackstone says he carries \$70,000 worth of equipment in three of his own cars and employs two union drivers from Battle Creek, Mich. He claims that when he arrived at the Academy Monday night, he was met by union teamsters and told he could not unload his trucks. He was later informed by Vincent Jacobi, business agent for Stagehands' Local 1, that the stagehands would not handle his baggage unless union teamsters carried it in.

Faced with this situation and remembering previous "threats" when he played Loew's Boulevard, Blackstone says he had to accept the union demands. Riled at what he considers unfair tactics, Blackstone says he is thru with playing vaude in this city.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 34 and 35) 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.

Cirks Prefer "Name" Units

Small units to get go-by next season—demand for b.o. shows to continue

NEW YORK, May 11.—The smaller vaude units which waxed prosperous to some extent this past season will be given the go-by by the circuits next season, according to a checkup with leading agents of the various circuits. However, they reveal that units will continue, but only those that mean something to the box office. They further state that the circuits will demand bigger and better attractions next season in view of the business done with them last season. Regulation vaude will continue to plug along, getting a better break in view of the circuits' feelings towards the smaller units.

In citing the case of the big attraction units, Fred Simon, enfranchised by RKO, stated that RKO will continue to go for those big units as long as a show like *Hello, Paris* can do sufficient business to warrant holdovers in towns like Boston, Chicago, Cleveland and Pittsburgh. Johnny Hyde, of the Morris office, also stressed the fact that the big units will be in demand. He stated that shows headed by "names" like Myrt and Marge mean something to the box office. He pointed out that team's success in Wheeling, W. Va., one day last week, where they played five shows to \$2,800, with half of that as their share.

The problem confronting them is that of unearthing these attractions. The movie industry on the Coast is not a good supply source inasmuch as most of the "names" are too tired for personal appearances on any time off they might have. Radio isn't turning out the "names" as fast as the demand calls for, and the legit field isn't much of a provider either. Therefore the vaude agents have to keep on the alert for freak attractions or other material that could be given healthy buildups.

With the circuits not inclined to play smaller units next season, the only outlet for them is the indie field. And in the majority of cases in that field the houses want units very cheap, a price that would compare with that paid for a tab show. This past season many smaller units hit the trail, but actually there were only a few that coined dough in view of inexperience on railroading and other items.

Berk-Parramore Discharged

JACKSONVILLE, Fla., May 11.—Neil Berk and Phillip J. Parramore, of the *Showboat Follies* of 1935, were discharged by the Committing Magistrate because of lack of evidence when they were returned here to face alleged embezzlement charges, according to their attorney, Louis S. Joel. Latter further stated that there was no question of rubber checks involved and that Berk has never been known as Herman Blumenthal.

Lombardo's Cincy Switch

CINCINNATI, May 11.—Guy Lombardo and ork will play the Palace Theater here for RKO instead of the circuit's Shubert, as originally scheduled, the week of May 24. Expense of the attraction brought about the switch to the Palace, which has a bigger seating capacity. The circuit will also be able to check on the effectiveness of the Palace for stage entertainment, and, if successful, this theater might supplant the Shubert next season as the vaudefilmer.

Amalgamated Loses

Scranton, Wilkes-Barre

NEW YORK, May 11.—Amalgamated lost two splits this week when Wilkes-Barre and Scranton dropped out for the summer. Last year both houses retained vaude until June.

Binghamton continues with vaude, playing Amos by Andy next week. This house, along with the other Cornerford vaude spots, will probably hold on to vaude another month and then go straight pictures for the summer.

Fund Expected To Net \$50,000

NEW YORK, May 11.—Altho the NVA Fund needs about \$200,000 to continue current activities another year, the current drive is not expected to net more than \$50,000. This means the Fund will have to raise more dough in the fall.

Henry Chesterfield meanwhile has completely buried the hatchet with the Fund, admitting this week that he gave the Fund a "whitewash" for the sake of insuring continued aid to needy vaudevillians by the Fund. He also said the Fund had agreed to support the new clubhouse on a "modified" scale, but would not comment further on the secret out-of-court settlement of his Supreme Court suit against the Fund.

Attorneys for both the NVA, Inc., and the Fund refused to reveal details of the settlement, the Chesterfield attorney stating his side had promised the Fund it would not give out any publicity on the case.

The big benefit in Madison Square Garden Saturday, expected to net the Fund around \$5,000, is being given a big show staged by Boris Morros. Night club, vaude, picture and radio talent will appear, along with 12 "name" bands.

The 10 out-of-town benefits, also set for Saturday night, have been reduced to six: Boston, Baltimore, Washington, Cleveland, Los Angeles and San Francisco.

Britton Band Unit

NEW YORK, May 11.—The Frank and Milt Britton Band heads a new unit which will open for RKO Tuesday in Trenton for four days and on Saturday goes into the Madison, Brooklyn, for two days. Unit, billed *Crazy Rhythm*, also includes Serge Flash, Weldon and Honey and the Six Rhythm Beauties.

Morton Downey Held Over

CHICAGO, May 11.—Morton Downey and Harrison and Fisher are being held over for a second week at the Chicago Theater in connection with Warner's film *G-Men*. The balance of the stage show has been changed, new additions being Alf Loyal's Dogs and Paul Gerritz.

The unanimous acceptance and approval of the Theatrical Art Schools section of THE BILLBOARD, published in the issue dated the last Saturday of each month, is your proof that there is something somewhere in the section of interest and value to YOU! Next issue is dated May 25. Don't miss it!

100 Vaude Actors With Relief Units

NEW YORK, May 13.—With the producing of vaude Unit No. 9, the Emergency Relief Administration here now has 100 vaudevillians with units, as against 350 with plays. Charles Mosconi is staging the vaude units under Col. Earle Boothe, head of the Drama-Vaudeville Department.

Vaude units can be kept working for as many as 75 weeks without a repeat date. The drama units, on the other hand, are always subject to recall by the playwrights who waived their royalties.

Strike Stops Omaha Vaude

CHICAGO, May 11.—For the second week, vaudeville shows at the Paramount, Omaha, have been canceled due to the street-car strike. Everett Cummings, manager of the house, claims that the lack of transportation combined with street riots and disorder have cut into the attendance to such an extent that it is impossible to remain open during the strike. The house is booked from here by Dick Bergen out of the William Morris office.

Stroudsburg Opening Delayed

STROUDSBURG, Pa., May 11.—Re-opening of the Stroud Theater here has been held up due to delay in remodeling the house. No booker set for the house as yet, although Arthur Fisher was originally set to book.

Godfrey-Linder's New Amateur Dept.

NEW YORK, May 13.—First vaude booking office to set aside a special department to promote amateur nights is the Godfrey-Linder Agency, which has set up a separate office under Sam Birch in the Strand Building.

Godfrey and Linder say they are already handling 20 amateur shows and that exhibitors are wild over the "new talent nights," the "opportunity contests" and other one-night shows. Since most of the houses are equipped with stages, the bookers hope the amateur nights will break the ground for regular vaude shows.

In addition, Godfrey and Linder say they will spot unknown talent in among the amateurs. In this way the amateur nights will become disguised break-in spots for new acts.

"New King of Syncopation"

JIMMIE LUNCEFORD
AND HIS ORCHESTRA

Week May 17th,
APOLLO THEATRE,
New York, N. Y.

Direction HAROLD OXLEY

P A **B** L **O**

"... a personable young Latin whose cigar and torn paper tricks are the most baffling—"

but there is nothing slow in the way he handles the cards.—
The Grand Rapids Herald.

List Code Gains for Chorus; \$2,180 Is Collected Thru NRA

NEW YORK, May 13.—Vaude chorus people gained considerable protection under the code, Dorothy Bryant will report to the annual Chorus Equity meeting May 28. She says her organization collected \$2,180.92 on code complaints for members thru the local NRA Compliance Board the last several months. The NRA handled about 25 Chorus Equity cases, 20 of which came thru favorably for the organization. The first few cases were fumbled, but when Mrs. Anna Rosenberg became compliance head, Chorus Equity reports the board really began getting after chiseling producers. In addition, the board handled several chorus complaints lodged independently of Chorus Equity.

Mrs. Bryant says the threat of bringing producers to the NRA board was effective in getting settlements in scores of cases. The Meyer Weisgal case was the only one the organization carried to the courts, and it lost this one when the Schackno enforcement act was repealed while the case was still pending.

Other benefits to chorus people under the code have been the six-day week in presentation houses, the limiting of the daily work hours and the time and a

half wage for rehearsals before 8 a.m. once weekly. Mrs. Bryant insists, however, that the code would mean little to chorus people if they didn't have Chorus Equity to press the NRA for compliance and follow thru on complaints and lawsuits.

Chorus Equity also reports half of its new membership this season came from the presentation field. It claims 5,000 members now, of which 1,000 are paid up. More than 27,000 members have passed thru its doors in its 16 years of existence.

Chicago Agents May Form Organization

CHICAGO, May 11.—Vaude agents here held several closed meetings this week at which they discussed the possibility of forming an organization for the protection of their interests. It is understood that they are seeking the co-operation of all booking offices for the purpose of franchising all agents in their prospective organization, which would eliminate several chiselers now operating here.

It is doubtful that they will get 100 per cent support from the bookers, a couple of them already having balked at entering into any agreements with the agents. The agents' idea is considered a good one by many as it would tend to clean up the situation here somewhat.

Interstate Opening Up

NEW YORK, May 11.—With Ted Lewis doing record-breaking business in Texas for the Interstate Circuit, the latter is opening up to more attractions for that territory. Charlie Freeman, booking rep for the circuit here, is looking for attractions for the month of June to play those houses.

York and King Reunited

NEW YORK, May 11.—Chic York and Rose King have reunited now that *Thumbs Up*, in which Miss King appears, closes tonight. They have been booked by Publix for the Michigan, Detroit, the week of May 31.

K-A-O's 41 Grand Profit in 13 Weeks

NEW YORK, May 11.—Keith-Albee-Orpheum and subsidiaries reported for the 13 weeks ended March 30 (subject to year-end adjustments) a net profit of \$41,789.95, after deducting all charges, including depreciation of \$210,414.04, but before provision for Federal Income taxes amounting to \$12,835. Corresponding period last year yielded a net profit of \$167,522.49, including depreciation charges of \$245,963.82, but before provision for Federal Income taxes.

B. F. Keith and subsidiaries reported for the same 13 weeks a net profit of \$95,020.13 after deductions, including depreciation of \$169,103.68, but before provision for the Federal Income taxes amounting to \$6,000. Same period last year yielded a profit of \$101,017, after deduction of depreciation charges amounting to \$198,978.65, but before providing for the Federal tax.

VAUDEVILLE NOTES

MICHAEL TODD, producer of *The Flame Dance*, with offices in Chicago, is planning to produce a unit which will be called *Everything Goes*.

HARRIET HOCTOR hurried east to New York last week, arriving Saturday to join her ill father. She returns to Hollywood to resume work in *The Great Ziegfeld*.

HENRY ARMETTA, film comedian, is coming east for vaude dates. Opens for Loew in Washington May 31, with Baltimore following.

MORTON BELLINI, WHN feature, is playing a few Loew dates under the billing of Joseph Martin. Opened Friday at the Orpheum, New York.

GIL LAMB has signed to do a Vitaphone short.

JIMMY DURANTE recently at the Casino de Pares, New York, is resuming Loew vaude. Opens Friday in Washington, with Baltimore following.

SAM HEARN, now being billed as Schlepperman of radio fame, opens for Loew in Baltimore May 24.

BORIS KARLOFF, film actor, is being submitted to the circuits in New York for personal appearances.

JACKSON, IRVING AND REEVE, back to New York after three weeks in Chicago, will open for Loew March 24 in Washington, D. C., with the Myrt and Marge unit. Play Baltimore May 31.

SYLVIA FROOS will repeat at the Chicago, Chicago, this Friday after playing there about 10 weeks ago.

REX WEBER'S date for the Oriental,

Chicago, has been postponed until June 14 to permit him to play some weeks for the St. Louis Civic Opera.

TOM HOWARD and George Shelton have landed a couple of weeks from RKO. Open July 5 in Detroit and the following week play the Palace, Chicago.

MYRT AND MARGE will play five one-day Pennsylvania stands next week. The engagements comprise Warren, May 17; Sharon, 18; Johnstown, 21; Butler, 22, and Greensburg, 23.

THE NVA POST of the American Legion is holding a dance and entertainment May 25 in the K. of C. Hotel, New York.

MURRAY PARKER, from pictures, will be head comedian with Bobby Sanford's Dayline Showboat this summer.

BEN BEYER AND LIBBY returned last week from a tour of England. Resuming vaude in New York.

CHARLIE YATES' new Bob Hope unit opens at the Hippodrome, Baltimore, May 24.

THE GEORGE OLSEN BAND goes into the Capitol, New York, May 31.

LOEW has given Earl Carroll's Vanities a couple more weeks, Metropolitan, Brooklyn, May 17, and State, New York, May 24.

DONALD BAIN, radio whistler, has joined Zeb Carver's *The Mainstreeters*, hillbilly act now playing vaude in up-State New York.

BUD IRWIN, former Comerford booker, is now manager of Fay's in (See VAUDEVILLE NOTES on page 29)

CARDINI
THE ORIGINAL
THE MOST IMITATED MAGICIAN IN
THE WORLD TODAY.

JACK JOYCE
N. Y. Rep.,
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THOMAS BURCHILL,
The Monoped Singing,
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NOW PLAYING MID-WEST.

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THE YOUTHFUL SENSATION OF TWO CONTINENTS.
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THE RIMACS
CIRO RIMAC, Director with Charlie Boy, Rosario & Carito
NOW ON TOUR.
Dir.: HARRY ROMM, Paramount Theater Building, New York, N. Y.

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THE LIGHTNING KAY DUO JIMMY
The Snappiest and Smartest Roller Skate Team in the World.
NOW ON TOUR
Rep.: JACK HART, Pal. Theat. Bldg., N. Y. C.

ARLENE and NORMAN SELBY
"Dancing in a Blaze of Blues"
With Mills' "CAVALCADE OF MUSIC"
Now Playing LOEW'S STATE, New York.

First Division-March of Time Split; Indies Will Distribute

NEW YORK, May 11.—The March of Time and First Division Pictures have come to a parting of the ways. Time has announced that its contract with First Division has been terminated and the latter company will distribute the March of Time only in the East and South. The contract originally called for First Division to handle national distribution.

The new setup calls for distribution in the Southwest by the Independent Film Distributors, of Dallas; the Midwest by the Midwest Film Distributors, of Kansas City; in the Far West by the Far West Exchanges, Inc., of Los Angeles and San Francisco. Other territories covered will be the Capitol Film Exchanges, of Chicago; Majestic Film Exchanges, of Cincinnati, and Monogram Pictures Corporation, of Minneapolis.

First Division has not yet announced whether or not it will go in for in-

creased feature production and establishing of national exchanges, but it is considered unlikely at this time.

Just what caused the split between the two outfits is not known. A huge amount of money has been spent in advertising First Division as the national distributor of the March of Time, and even if FD fails to get anything else it has brought the name of the company to the fore thru a national advertising campaign carried on by Time.

Accidents Shock Picture Colony

HOLLYWOOD, May 11.—The film city is gradually recovering from the shock of the two recent disasters that took the lives of Jack Coogan Sr., Junior Durkin and Mrs. William Kaplan and injured Jackie Coogan; Richard Wallace, film director, and Paul Wing, father of Toby Wing, actress.

No sooner had the shock of the Coogan accident been settled than the TWA plane crashed. Film people are now a little jittery and it is noticed that most of those who drove their cars at top speed are now making slower progress.

Pittsburgh Gets Studio For Shorts Production

PITTSBURGH, May 11.—Charlie Stanton, of Atlantic Film Service, Inc., opened a sound motion picture studio in Dormont on Tuesday, when the production of 15 one-reelers started.

Among the first to be produced and distributed in the tri-State area here are a number of Florida travelog shorts and a series of *Fairy Tales* in which local kids recruited from dramatic and dance schools will partake. Also in production is a short labeled *Children's Revue of 1935*, which Warner theaters will release. James L. Baker was named production head.

Alger-Great States Case Is Dismissed

CHICAGO, May 11.—Because the Great States Circuit was itself guilty of unfair trade practices the local grievance board has dismissed its complaint against the Alger Amusement Corporation, operating theaters in several Illinois towns.

Great States had complained against some of the Alger theaters allowing reduced admissions thru various forms, such as cash nights, auto giveaways, etc. At the last hearing it was brought out that Great States' Majestic Theater in La Salle had allowed special admission prices to students one afternoon, and this defeated Great States' plea.

Detroit Film Shortage Is Greatly Relieved

DETROIT, May 11.—Accelerated production schedules have brought an end to the shortage of films which threatened Detroit. Recently only two feature pictures were screened for the censor here in two weeks, but the past week has seen a string of films that kept the Film Exchange Projection Room working night and day to screen everything on the list.

United Artists exchange, which was hardest hit of the major exchanges and had not had a picture in several weeks, came thru with *Les Miserables* and *Cardinal Richelieu* this week.

Minnesota Governor Vetoes Ticket Tax

ST. PAUL, May 11.—Saying that theaters come under the heading of necessities and not luxuries and that therefore he does not believe they should become subject to a sales tax, Governor Floyd B. Olson recently vetoed a measure which would subject theater operators and those running amusements of all kinds to a graduated tax of up to 10 per cent.

The theater and amusements tax was part of an omnibus revenue-raising bill

Para To Bid On Met Chain

Understood willing to pay \$4,000,000 — observers fail to see advantage

NEW YORK, May 11.—It is understood that Paramount will make a bid for the Fox Metropolitan chain of theaters in Greater New York. The offer, it is reported, will be over \$4,000,000.

The Met chain has been in difficulty for some time and each week sees a new bidder in the offing. Almost every theater group in the country has at one time or another during the reorganization said to have been preparing bids.

Just what Paramount would want with the chain is a question. The Paramount houses in New York have never been successful as money getters, and those in the know cannot savvy taking on the additional burden.

The Fox Met bondholders have been becoming more and more groggy as the offers continue to flow in. They are to report back to Federal Judge Julian Mack soon regarding the plans of reorganization submitted by Joseph Schenck and Si Fabian.

providing for sales taxes on a large variety of commodities. It was proposed by conservative members of the State Legislature with a view to lessening real estate taxes. The liberal governor had threatened to veto the measure because it taxed the "necessities of life" and imposed an unfair burden on those least able to pay.

After occupying themselves with the bill for weeks trying to make it fit demands of the governor both houses passed it. The governor's veto came on the final day of the Legislature at about 4 p.m. the following day.

Night Baseball Will Hurt Lincoln Exhibs

LINCOLN, May 11.—Picture men are sick here over the prospect of the city spending tax money to floodlight all city park ball diamonds so the night pastime can be carried on thruout the town this summer. Violent daytime heat in the summer here makes the play for biz almost compulsory after the sun sets and this new free menace nightly is viewed with alarm.

Bob Livingston, manager of the Capitol and who has acted as lobbyist during the legislative session, is pulling the strings trying to get the city fathers to hold up the decision. As a counter he secured the permission of the floodlighted league park that it be used on nights the league team is out of town, this making the playing on irregular dates and discouraging the habitual onlooker.

WHAT?

... are the independent exhibitors of the United States to do about the code, compulsory block booking, the music tax, film distributor aggression. . . .

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All Independent Exhibitors Invited.
Business Sessions — snappy and to the point.
Real Southern Hospitality and entertainment.
See The Pageant of Progress in Motion Picture Merchandise.
Bring the ladies; they'll enjoy the lazy days in Dixie.
Special railroad rates and special hotel rates for all independent exhibitors.

RESERVATIONS

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BOX - OFFICE GROSSES HIT ABOUT AVERAGE ON WEEK

NEW YORK, May 11.—Business throughout the country hit about average this week, with the smaller spots getting better grosses than the big-town de luxers. There are no outstanding hits scheduled for next week and it is expected that the takes will hit under those of the last two months.

With hot weather in the offing, it is a foregone conclusion that the beaches and parks will make heavy inroads in the box-office grosses unless good pictures are forthcoming and showmanship exhibited by the theater owners.

New York

Rain the early part of the week kept grosses down. The only outstanding hits on the main street are *Go Into Your Dance*, at the Capitol, and *G Men*, at the Strand. *The Devil Is a Woman* was a distinct flop at the Paramount. The Music Hall was far under its average with *The Scoundrel*. With a good week-end of weather the beaches will take a million people from the city.

Chicago

The Loop was dead this week. Grosses hit slightly below average, but the neighborhoods played to good crowds. Hits are few in the downtown district and not much encouragement in next week's batch of film fare.

Philadelphia

Business not so forte here this week. Rain was largely responsible for low grosses. In addition, there were few box-office hits. Price war still keeping the takes to a minimum and with hot weather coming along there is not a great deal of optimism among the theater owners. It looks as the grosses during the summer will take a decided nose dive unless something unforeseen takes place.

Detroit

Business at all downtown houses continued generally with a post-Easter swing this week. Outstanding in appeal were horror films—*The Bride of Frankenstein*, at the Fox Theater, and *The Mark of the Vampire*, at the State in the next block, both drawing mobs. One unusual hold-over at United Artists indicated steady business improvement, while the Broadway-Capitol has been drawing A-1 with Rubinoff in person. The latter house, newly opened, is steadily building a repeat clientele.

Omaha

Theater row takes on a different aspect since closing of the uptown Paramount a week ago. Three first-run houses now make up the row, one operating on strictly single feature policy, one strictly double features and the third varying between the two. Strike of tram operators now in the third week hurts all around, including merchants as well as showhouses, but good pictures and limited number of houses minimize this. Of the bills offered *G Men* and *Strangers*

at the Brandeis, make about as strong a double bill as could be asked, and pulling in the business to match it. Opening beat that on *Roberta*, and possibly bill may hold over. Omaha held down to a five-day week on *Les Miserables* for having to hold over *Naughty Marietta* of the week before to a nine-day run. *Miserables* also a chance to hold over. Orpheum, with *Bride of Frankenstein* and *Princess O'Hara* the double bill, doing better than last few weeks. Exploitation campaigns of heft helped on all these.

Providence

A double feature bill that didn't look like much on paper is getting Loew's State a nice week's business, *One New York Night* and *Unwelcome Stranger* being the films. House will be considerably under some recent weeks, but at that will hit a 75 per cent average; which with advantage in capacity over other houses in city will make a nice seven days' take. Fay's, with new *Bughouse Fables* unit on stage, will go 50 per cent over average week's business, and *Majestic* will be around 125 per cent mark. Albee considerably off with *Polly Moran* on stage and *Mr. Dynamite* on screen, figuring on 175 per cent on the week. Strand doing nicely with *Stolen Harmony* and *Hoosier Schoolmaster* and should go about 80 per cent more than on the average week. Modern reviving *One-Way Passage*, coupled with second-run *Imitation of Life*, off about 30 per cent last week, and *Victory* got only average gross with *Het Tiki* and program films.

Pittsburgh

Downtown houses enjoyed excellent business this week. The parade was led by the Stanley, with *G Men* and the *Folies Bergeres Revue* on the stage. Combination bill broke a four-year house box-office record, and was decided to hold it in its entirety for another week. Another holdover is *The Bride of Frankenstein*, which established a new high at the Harris Alvin in its first week. The overflow of these houses filled the Penn and Fulton to capacity nightly. Neighborhood house grosses have been excellent, too, since the downtown price war has been settled and their low admission prices are proving a drawing card again.

Lincoln

Wedding Night is the topping feature this week, helped considerably by Anna Sten's one-night personal appearance. Housed at the Lincoln, gross will top almost anything in the last two months. *Goldiggers* at the Stuart was not so strong and will be about average. A weak stage show and *Hold 'Em, Yale*, were a good business puller, nevertheless, for the Orpheum's first half, also the dual *\$10 Raise* and *Case of the Curious Bride* was just fair. The *Varsity* is closed until shortly after the first of June.

Percenterers

Exhibitors are again complaining about the forced booking of percentage pictures. They contend that most of the high per cent pictures prove to be duds, and, altho the producer gets his coin, the exhibitor is left holding the bag.

In many instances the high per cent pictures are booked before they are made. How does the producer know that his feature is going to prove a winner? Almost anything can happen in a studio to turn what looks like box office into something that will ruin a theater's patronage. The method is decidedly unfair, and theater owners should band together to abolish the menace.

If producers are sincere in their belief that the percentage pictures are the knockouts they claim, they should be willing to give the theater owner a guarantee for showing the epic. This, however, would come under the head of giving the exhibitor a break, and might start a bad precedent.

In running percenterers, the theater owner turns his house over to the producer and merely acts as manager, with no assurance that he is even going to draw pay.

It would seem to us that, inasmuch as most pictures are bad, the purchaser of a block should be given the few good ones in order to counteract the losses on the lemons. Perhaps this is too much logic.

Exhibitors would be willing to gamble on a picture if the picture were good, but they never have any assurance that it will be. They can be made to look attractive in colored inserts, but flop dismally on the screen.

Individual kicking by exhibitors will get them nowhere. It requires concentrated action. Those companies putting most pressure on the theater owners should come in for particular condemnation, and the theater owners who stand for it without complaint have only themselves to blame for the situation.

Each succeeding year has found the majors selling more percentage pictures at higher and higher cuts, until it has reached the point where most percenterers leave nothing to the man who owns the house.

It would seem that the producers, realizing the spot they are in regarding public opinion, would try to do something to counteract the attitude, instead of arousing more ire. However, they will undoubtedly continue their clumsy methods until forced to abandon them.

No doubt the product of the last six months is a big improvement over that of former years, but no picture is worth a 25 per cent cut, and an exhibitor who must advertise heavily on what he believes to be an epic is entitled to more consideration.

Every exhibitor organization should bring up this subject and notify the offending companies. It will probably do little immediate good, but it would at least be a definite stand and would give food for a mighty strong argument when the film salesmen make their rounds.

The theater owner who has a batch of percentage pictures on his list for the hot weather is going to find it tough going to keep the old mortgage from bearing down.

Len Morgan.

PERSONALS

THE PARK THEATER, Grand Rapids, Mich., has been taken over by Walter W. Fisher. The house has been completely redecorated and refurnished, with new sound equipment being installed.

THE RAYNE OPERA HOUSE, at Rayne, La., was reopened Saturday night completed and remodeled and renovated. The front of the building, once used as a newspaper office, has been torn out and a lounge and lobby added to the theater, which once was used as a town hall.

John Land sold his Liberty Theater in Mercer, Pa., to J. A. Blatt and acquired the Meadowland in Meadowland, Pa., from Alex Roth.

M. Zopetti sold his interest in the Manor Theater in Manor, Pa., to Mrs. Rose Beretta and Andy Battistone.

J. F. Scott, circuit operator in Johnstown, Pa., transferred the Dean in Williamsburg, Pa., to H. G. Huff.

THE REGENT THEATER, Grand Rapids, Mich., again will feature Saturday morning movies for children, according to Walter Norris, manager. The series of

shows, which started April 27, will run approximately two hours apiece, with a probable 10-cent price thruout.

F. White became Jake Richman's partner in the operation of the Elite in Pittsburgh.

Ted Thomas, former manager of the Enright in Pittsburgh, succeeded Lee Yearsley as manager of the Smoot, Warner Bros. house in Parkersburg, W. Va.

Bill Schell resigned as manager of Warner's Ambridge in Ambridge, Pa. Bill Goldman, of Philadelphia, filled the vacancy. Mr. Schell, after a month's vacation, will work for Warner Bros. in New Jersey territory.

J. A. ENGLAND signed up the Pittsburgh territory for theater premiums with Junior Aero Associates of Detroit this week.

HOWARD MONROE has sold the Hollywood Theater at Buchanan, Mich., to E. J. Hoffman, of Los Angeles, and is leaving for a vacation in California. He is negotiating to take over the Strand Theater at New Orleans.



RADIO played an important role in the coup that threw vaudeville off its throne. Such is the show business cycle that radio may yet be responsible more than any other field or factor for a rebirth of vaudeville that will make its palmist days seem insignificant by comparison.

Radio has contributed toward changing the public taste to the extent that stereotyped vaudeville bills no longer found receptive audiences or buying exhibitors. Radio has kept folks away from theaters and its tremendous power in the field of building up "names" has made the booking of its pets prohibitive for vaudeville theaters with sadly limited budgets.

But in Metro's broadcasting adjunct, WHN, there has developed a program technic that is responsible not only for the greater employment of vaudeville performers but which is doing much toward reawakening in the public a taste for variety entertainment. WHN is staffed by showmen with extensive and intensive vaudeville experience. Its artists' bureau 50-50 tieup with the Morris Agency is a definite indication of the closeness of its vaudeville affiliation. Louis K. Sidney is a vaudeville man in what is usually considered a picture-minded outfit.

WHN has several sustaining features which are rapidly winning sponsors that are nothing more or less than vaudeville a la microphone. Jay C. Flippen's contagious tomfoolery is vaudeville down to its roots; so are Ed Lowry's splendid contributions. And to cap the climax that grand gal, Sophie Tucker, comes along with the Morris-sponsored Music Hall idea and calls it a day for vaudeville — and far into the night, too.

WHN is not throwing away money bags at performers; neither are the other stations with sustaining penchants. But sustaining periods, if they are good at all, soon gather sponsors unto them. At least WHN is giving vaudeville people a break. Not because Louis Sidney is a philanthropist or because WHN is a charitable institution. Perish the thought! Sidney knows vaudeville talent and so do his colleagues. Smart showman that he is, Sidney realizes that other stations and chains have long neglected an important element in the talent field: that of vaudeville performers' gift for winning friends and injecting personality into their work. The Fleischmann-Vallee period has grown into a national institution because it has delved deep into the recesses of the vaudeville field for its guest stars. Not this alone but this more than any other factor (conceding, of course, Vallee's superb showmanship) has been responsible for the

high place in radio entertainment won by the period.

* * *

The exploitation of vaudeville personalities on the air can have only one sequence: the building up of these personalities for stage appearances. As neat a job as a typical vaudevillian can do on the air he is many times superior on the stage. And no smart organization with theaters at its disposal will knowingly and willingly permit so much good talent to be wasted. An air buildup should mean greater public response to vaudeville personalities and higher salaries for those fortunate enough to have been involved in the buildup.

Tucker should click as no performer clicked before. She has the genius that only a Tucker can possess; the backing of one of the strongest organizations in the show business. Happy the thought that the lady recently chosen as the honorary president of the American Federation of Actors should shape up as the protagonist of a movement, commercial in aspect tho it be, that is awakening the vast radio public to the fact that the old bird known as vaudeville has plenty of life in it yet.

*

THERE would no longer be a depression in the American talent market if unified action were taken on an international scale to iron out the creases in the booking of American acts into foreign countries. The job can be done by an organization with resources and hand-picked man power as well as powerful foreign connections. Despite the woefully unsettled state of affairs abroad the music halls, cafes and picture theaters of European countries and Great Britain are doing plenty of business and they are by no means self-subsistent nationally as far as talent is concerned.

American acts are needed abroad and they can be booked in far greater quantities than now—if only yards of red tape could be cut in a jiffy thru the medium of an organization possessing the contacts and resources necessary for the trick.

The problem of monetary exchange is an important one. A powerful organization, with international banking connections, can wipe this out in a jiffy. This matter can be attended to as easily as Keith-Albee used to lay out railroad schedules for routed acts in the good old days when the office in which this is being written handed out two-year routes.

There are laws restricting acts from carrying away earnings in certain countries. A strong international booking organization can work out a system of commodity and money exchange that would spell the end of this difficulty, too.

* * *

Other factors that impede progress at present in the foreign booking field are those involving unreliable and unbusinesslike agents on this side who thru one bluff or another obtain permission to submit acts for dates abroad. They care only about their commissions; have no concern about the future. They are responsible for acts getting into all sorts of difficulties and usually wind up hurting the acts as well as themselves. Foreign booking is too delicate a function to be delegated to small-timers. It requires resource, experience and international tieups that are highly complex. The fertile field awaits the entrance of a huge combine to produce a bumper crop for all that have any business with it. Some day such an organization will have to eventuate; necessity being, as it is, the mother of invention. But for an outfit of this character to be launched at once means a fortune for its backers.

*

THE American Federation of Actors should swallow its pride and take the aggressive in arranging with one of the manager-controlled charity organizations to take care of its sick, indigent and the burying of its dead. Charity should not—and when properly conducted does not—discriminate between race, creed, religion or politics. Accepting the help of managers in this way will not affect policies of the AFA; neither will it set what some consider a bad precedent. Until the AFA is strong enough to take care of its own it should not be finicky about the identity of those who lend a helping hand. Action is needed at once. The sick and starving actors care naught about politics. What they want is succor and food.

The Broadway Beat

By GEORGE SPELVIN

WANDERING along the Stem, searching for items of this and that. . . . Along 42d street, which would make a carnival midway look like a hospital corridor. . . . All the old theaters crumbling away, their age hidden by the flaming placards of their downfall, dreaming of former hits—Wailack's, the Eltinge, the Apollo, the Selwyn, the Times Square, the Liberty, the Lyric, the Republic. . . . Only the New Amsterdam remains true to legit—and the New Amsterdam is dark. . . . The Liberty marquee: "Dark horror. Undead Things Dug Up From Graves. Dracula." . . . The Lyric marquee: "America's Arch Racketeer. Edward G. Robinson Loose Again. Night Ride." . . . Around the corner and up Broadway, with John Barrymore spotted in the passing throng. . . . He's taken an apartment at 280 Riverside drive (100th street) in case you're interested. . . . Charlie Riley, the p. a., recently in from Chi and Florida, stops to say he has a couple of up-and-coming accounts. . . . And Georgie Price, a bit further on, pauses to deny the allegations that he's given up show biz to devote all his time to his brokerage. . . . Brokerage or no brokerage, he's still active in the show field, he says. . . . A Black Maria parked outside the Central Theater. . . . But the lack of excitement leads to the belief that the chauffeur may have stopped for a cup of coffee in the next-door Automat. . . . A brief visit to the WHN offices reveals plenty of activity, the many seeking auditions, and the general good-natured spirit of the staff, especially of Jimmie, the femme receptionist, whose charm and breezy personality are heart-winning. . . . Then in to see the tired L. K. Sidney, head of the outfit, who isn't too tired to talk of his son, now on the Coast, but expected here for a visit June 1. . . .

A short stop at *The Billboard* office above the Palace, where Len Morgan, pix editor and recent benedict, looks a bit sheepish over congratulations on his marriage Thursday in City Hall to Milla Gates Sayres, who came originally from Oregon and who is now writing in New York. . . . He thought he'd keep it a secret—but he didn't. . . . Back to the street, to notice that the once great Palace is billing Major Bowes' amateurs "In Person" . . . It's interesting to wonder about the reaction of the pros gathered on the curb, brought out of their mysterious furrows by the recent sunny days, which also brought out the sun-bathers in the hotel windows along 47th street. . . . You look twice at the Palace cashier, thinking she seems familiar, before you realize that she's changed her famous flaming blond hair to light brown. . . . Nabbed by Lois Strauss, former sec to a couple of agents, who says she's at liberty. . . . Gil Lamb, who is learning pat dancing on the side. . . . Belle Dow, who has the agents baffled with her "psychic" number-and-match trick. . . . She guesses your secret number and has it appear mysteriously on a burning match. . . . Around to Equity, where the Four A's meeting takes place Friday (10). . . . Which reminds one that the German White Rats and Local 16 of the Restaurant Workers' Union are feuding over singing waters, Local 16 lodging a complaint with the Four A's. . . . On the stem again, a nudie-den headwaiter encountered outside his place of business. . . . Trade is good, he says, with customers packing in thruout Lent and even Holy Week. . . . "We have a place for nice trade," he says, "and we never battle a customer. If he gets rough or begins to follow the girls into the dressing rooms we buy him a drink and introduce him to Michael (Finn's the last name). . . . In 10 minutes he gets up and leaves. No fuss; no bother for the orderly patrons." . . . A nice place.

Chicago Chat

By NAT GREEN

RUBY KEELER, who is starred with Al Jolson in *Go Into Your Dance*, off for Hollywood after vacationing with friends here. . . . Waller and Lee, vaude team, will be off the boards for several weeks. . . . They were booked for last week at the State-Lake, but Jerris Lee, feminine member of the team, had the misfortune to fall and break two bones in her left foot on the closing day of their engagement at the Riverside, Milwaukee. . . . Only satisfaction she got was that Sam Roberts loaned her his crutches. . . . Charlie Hugo, globe-trotting impresario, is in Shanghai with his brother Vic, according to word relayed to this pillar of show or other. . . . Charlie had some attractions lined up for the Yokohama Exhibition, but anti-American feeling because of the California-Jap land situation killed 'em. . . . How folks jump at conclusions! . . . Friends of Marion Claire have been asking her when they can give baby-clothes showers for her, and all because Henry Weber, her husband, included two nurseries in his plans for remodeling their home in Lake Bluff. . . . "Some day, I hope, but not now," Miss Claire tells inquirers.

There's a lot more room in the Woods Building elevators now that the green-covered tables and other paraphernalia belonging to "Chew-Tobacco" Ryan's palace of chance have been moved out and there's no mob of better hurrying up to lay their wagers. . . . Zelda Santley is due at the State-Lake ere long. . . . The history of A Century of Progress, which will bear the name of Major Lenox R. Lohr, the fair's general manager, is now in course of preparation and will run something like 750 pages. . . . Col. J. Franklin Bell and George A. Barclay have done most of the work of editing the mass of material which will make up the book. . . . The tome will be in the nature of a report on the organization, construction and operation of the fair. . . . Col. Bell concluded his four and a half years' activity with the fair last week and is off for a two months' vacation tour by motor.

Louis Lipstone thought Morton Downey should pay B. & K. a grand for his guest appearance on the air with Ben Bernie the other night, but Morton couldn't see it that way—and didn't. . . . Col. Yank (*Times* radio ed) Taylor back from a motor trip to Florida and brought his wife, Dixie, along. She had been south all winter recuperating from that auto accident. . . . That grand old lady of opera and the air lanes, Mme. Ernestine Schumann-Heink, was the center of interest at the open house at Norm (Erwin, Wasey) Gregg's home the other day. . . . Norm and his wife proved themselves charming host and hostess to the newspaper boys and radio well-knowns. . . . Zorine, Queen of the Nudists, who has been appearing at Colostmo's sundogging spot, had to take an hour's horseback ride thru the parks to freshen up a bit before having some photos taken for her San Diego expo publicity. . . . She'll be on her way to the West Coast by the time this is in print. . . . Billy Collins has been busy these last few weeks getting people together for Stanley Graham's attractions at San Diego. . . . Carol Frink, m. p. ed of the Hearst morning sheet here, back from a trip abroad and glad to see the old town again. . . . Showing of *The Informer*, current at the RKO Palace, is a world premiere for that picture. . . . Suburban night spots are beginning to blossom along with the trees and it looks as if there will be the usual prolific crop of 'em. . . . And by the time summer is really under way Chicago will be making the acquaintance of a lot of new bands that are said to be darned good.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

GUY AND EMILY STANLEY have left Indianapolis to go into rehearsal with the Rice-Percy Dramatic Show. Guy will be featured with his magic and Emily will assist with the magic and do parts.

ARGUS will go out for his sixth season with the Alvin Kirby Show, starting May 18.

GEORGE PURVES, member of the Indiana Society of Magicians, gave a full-evening show May 10 at Keith's Theater, Indianapolis. He presented several new illusions.

COLLINS will leave Indianapolis in June to attend Medical School at Indiana University.

PHIL RUDD, late of the Percy Abbott group at Colon, Mich., is in Indianapolis and will soon become a member of the Indiana Society of Magicians there.

CHARLES MILLER, of Beverly Hills, Calif., visited the Indianapolis magic group last week and at the meeting of the Indiana Society of Magicians demonstrated one of the newest "second-dealing" moves that the boys there have seen in many a day.

SINNETT, mentalist, has just completed several weeks for Public in the Southeast. He is at the Granada Theater, Bluefield, W. Va., this week, and next week is set at the Keith-Albee, Huntington, W. Va., with Louisville and Indianapolis to follow. For a lobby display Sinnett is using a special oil velour portrait. A talking trailer heralds his coming. He also has a line of 1, 3, 8 and 24-sheet paper. He claims to be the only act of his kind ever to use the 24-sheets.

S. S. HENRY postcards from Longview, Tex., under date of May 8: "We have just finished a fine show to a great crowd here. Show under auspices of the Junior Chamber of Commerce. Our good friend and clever magician, Howard, is visiting here and really put the show over. He is a real promoter. Howard will be at the IBM convention in Lima, O. Look him up and have him show you some real card tricks."

"SPOOKEASY REVUE," newest mystery attraction with the Rubin & Cherry Exposition, was formally opened and dedicated by Mayor Luther Davis and city officials of Tuscaloosa, Ala., recently. The attraction, built by Marquis, is presented upon a special stage.

EIGHT OF THE OUTSTANDING magicians of the East appeared at a special program sponsored by the Leisure League of America at the Port of Authority Building, New York, recently. The occasion was to demonstrate to the hobby enthusiasts that magic is the greatest hobby of 'em all, as well as a practical means of making a living. The show was given at the Hobby Roundup, which ran for 11 days, a night being given over to various hobbies. The magic night program was emceed by Julien J. Proskauer, first vice-president of the Society of American Magicians.

Prominent among the performers were Foo Ling Yu and Company, who presented 30 minutes of Oriental magic. In private life the Chinaman is William J. Arenholz, an executive of the telephone company. Royal Vale Heath, national treasurer of the Society of American Magicians and a member of the New York Stock Exchange, did a new act of mathemagic. Arnold Belais presented another original creation, "The Prisoner's Escape," and Proskauer did "Glass Thru Glass," which the New York papers referred to as "the experiment which fooled scientists."

The professional performers on the bill were Al Baker, with a new routine

especially designed to attract hobbyists to magic; "Hello Charlie" Nagle, who presented his full act; Louis Water, the magical comedian, and Dick DuBois, entertainer to Park avenue, who presented his regular routine with a few added effects to interest the hobbyists.

LEON WARD, Pittsburgh magician, has put his bag of tricks aside to play a lead in George Sharp's production of *The Drunkard*, now playing the Fort Pitt Hotel, that city.

S. W. KAUFFMAN, magician, was arrested recently at Norwalk, O., on the charge of failing to give a show at a high school there after receiving \$70 in advance. He pleaded not guilty to the charge. Judge E. S. Miller fixed his bond at \$300.

CHRISTOPHER has just finished a return engagement at the Lord Baltimore Hotel Barn, Baltimore, and a week at the Heigh-Ho Club, Washington, and is now heading into New York for an engagement at one of the night spots there. He played thru North Carolina the past week. Christopher recently played for Mrs. Franklin D. Roosevelt, some of her relatives and hundreds of kiddies on the White House lawn on the occasion of the annual egg-rolling party.

ROY SHRIMPLIN is back on the Sharpsteen Show this summer and is still presenting his old "Bull and Bewilderment" trick. Show is playing the Michigan territory.

WILLARD CALDWELL is doing okeh in Kansas City, Mo., playing clubs and independent vaude dates.

KEN SPENCER is in his fifth season with Ed E. Myhre's week-stand show out of Grandmeadow, Minn. Show is in its fifth week out, all in North Dakota, and business is good, Spencer says. Ken is doing five vent acts and a Punch turn.

BIRCH is currently playing one-night stands in Western Pennsylvania.

WILLIAM WEAVER pencils that he's now playing the Transient Bureau in Macon, Ga., doing two shows a week. "Magic is better right now than I've ever seen it before," Weaver says. He is president of the newly formed East Macon Magic Club. Other officers are Carlton Dixon, vice-president, and Alvie Peavy, treasurer.

OAKLAND MAGIC CIRCLE, Oakland, Calif., and the Golden Gate Assembly, S.A.M., San Francisco, were the guests recently of Professor Johnson, hypnotist, at the latter's home in Frisco. Nearly 75 magi attended the party. In addition to winning and dining the boys in regal style, Professor Johnson entertained with a hypnotic demonstration. Charlie Starr, of the S.A.M. group, presented his full routine of card and cigaret manipulations, and Vince Lynch did several card effects. Others who performed were Lloyd E. Jones; Claude Burke, with his dummy; A. Caro Miller, in silks; Dr. Ennis, color changing hanks and ribbons, and R. S. Bailey, with thimble manipulations.

THERE IS considerable activity in French magic circles. Carrington, magician, is presenting a big vaudeville bill at the Empire in Senlis, featuring magic and illusion numbers by Lingha Rams, Juanita, Walsen and Carrington. Rene Frank, musical illusionist, is at the Italiens in Paris. Teddy Strik, illusionist, is at the Petit Casino in Paris. Recha, formerly known as Taft, is with the Amar Circus at Toulouse.

ROBERT D. ROBERTS, hypnotist, appeared recently at the Orondo Ballroom, Wilkes-Barre, Pa., as an added attraction.

MEMBERS OF Entertainment Group "B" of the Magicians' Association, of Cleveland, presented a parade of mystifying magic before the membership Monday night, May 13. The affair drew a good crowd. Those who did their stuff were W. D. Horn, H. W. Burger, E. T. Bussian, J. D. Bender, A. M. Cramer, H. R. Fitch, G. V. Holland,



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

HARRY SAVAJOY—double-talk comic who has played for seasons in vaude. Plasters the comedy on thick, getting laughs from material that is often not of the best. Individual and excellent style. Should go over well in films, being a new comedy personality for shorts. Works hard and gets maximum effects. See Palace, New York, review in May 11 issue.

MORGAN CONWAY—legit actor now appearing in *If a Body at the Biltmore Theater*, New York. Despite an inferior play he makes an excellent impression. Has looks and appearance, speaks well, and impresses with real talent. Films could use him to advantage. See review of play in May 11 issue.

VIRGINIA BOLEN—singer, dancer and impersonator, now at the Greenwich Village Inn. She has fair talent (her singing needs improvement, tho some of her impersonations are good),

but her looks put her over excellently. A petite brunet, she is very cute, and with proper grooming should be a candidate for celluloid musicals.

For LEGIT MUSICAL

THELMA TODD—screen actress who should click big if obtained for a musical. Has looks, figure and all that goes with it. In addition, possesses plenty of talent. She is an exceptionally fine comedy actress—and the name should mean something on a Broadway marquee.

DRAMATIC

IRVIN S. COBB—who has been highly successful in the half dozen film shorts he has made. He is developing into a really talented character actor. He could do well with any part up his alley—and the publicity would be boundless.

American Legion Night Pageant here June 14."

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Past Vice-President John H. Shepherd, of Elizabeth, N. J., has been appointed pageant director for the second annual American night celebration to be held at Warinanco Park, Elizabeth, on the evening of June 14. The gala event conducted under the auspices of the Memorial Park Auxiliary, Grand Army of the Republic, attracts more than 40,000 persons from all parts of New York and New Jersey. Shepherd infers that this year minstrelsy will be represented on the program, when some 75 juvenile minstrel players present an old-time minstrel first-part.

Prof. Walter Brown Leonard, veteran minstrel, producer and songwriter, is packing his duds for that trip to the Adirondacks and his summer camp. "Troupers Rest." *History of Minstrelsy* is now being compiled by the professor.

National President Harry C. Shunk may be addressed at Cardington, O.

Mike and Leah Hines have been silent for a long time. Mail sent to them from headquarters has been returned marked "no forwarding address." Please mail in your permanent address.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

HARTFORD, Conn., has contributed liberally to the field of minstrelsy. Among the home-town boys who made a rep in the burnt-cork industry were such names as Hank Mudge, George and Willie Guy, Lew Dockstader, Frank Lawton, Eddie Horan, Joe Kelly, Joe Sparks, "Sig Dalmito"—Will Collins, the Gondolier Four (Johnson, Kelly, Boyce and Black), Jim Gibbons, Jack Russell, Sam Johnson and Charles B. Dillingham, who made a name for himself in amateur minstrels as a dancer and banjoist.

JACK SHEPHERD, old-time minstrel man, writes from Elizabeth, N. J.: "Minstrel shows in this vicinity are numerous. All are packing them in and making them pay good returns. On the night of April 26 the American Legion greeted its national commander, Frank N. Belgrano Jr., and we sold out the house that night. Total attendance was 2,000. It looks to me as tho minstrelsy is coming back strong. The St. Anthony Sparkles of 1935 was very good and played to a packed house. I am putting on the

W. T. Hachen, P. F. B. Kromer, W. H. Mandell, L. L. Newman, Albert Porter and H. S. Shagen.

J. L. Weinberg, agent for Madame Hudspeth, mentalist, rejoined the act last week after an extended road trip. He succeeded in booking the act for the entire month of May in Tennessee towns, including Dayton, London, Maryville, Rockwood, Greenville, Sweetwater and LaFollette. Madame Hudspeth reports that the depression seems to be lifting in the Tennessee territory, as everyone seems to have money. Mayor Penola of Ashland, Ala., recently played host to Madame Hudspeth and members of her act.

S. S. HENRY and company have been putting on shows at various points in North and West Louisiana during the last two weeks.

CANDIDATES FOR PRESIDENCY of the National Council of the Society of American Magicians are few and far between this year. Julien J. Proskauer, (See MAGIC on page 29)

A Riot of New FUN

Everything for Your Minstrel Show

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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OAKS MAGICAL CO. Dept. 346. Oakesh, Wis.

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

Walk Fans Like Raabe Manitou Walk

MANITOU, Colo., May 11.—The Carl W. Raabe Top of the World show here got under way April 18 with 30 couples and 10 solos on the starting floor. Local fans turned out in such numbers that the management has had to add 600 seats. Especially fine week-end crowds are in evidence. Show has passed the 400-hour post with 11 couples and three solos.

Still fighting in the stiff competition are Dutch Weeks and Adele Blooming-kemper, Bud Cullings and Dot Mayberry, Dave Cullings and Rena Gardner, Tony Tardy and Lois Frenzoldt, Gene Hovy and Mickle Allen, Carroll Brazell and Grace Dobson, Ray Hahn and Cleo Grain, Buck LeMarr and Billie Morris, Frank Gettman and Cleone Grain, Russell Thompson and Iola Troester, Ken Robbins and Helen Brésser. Solos are Swede Merchant, Tex Hunt and Dick Allen.

Emsees are Ducky Naccarato and Carl Raabe; Curly Linder, midnight maniac, and Forrest Bailey, floor judge.

Myers-Bishop Win Salineville Grind

SALINEVILLE, O., May 11. — Ralph Godar's walkathon wound up last Saturday night with Ray Myers and Ann Bishop on top. Finish was climaxed with a Victory Ball to turnaway business.

HERE IT IS Walkashow Race of the Nations

Opening

TUESDAY, MAY 21,
AKRON, OHIO

In beautiful downtown ballroom,
East Market Street Gardens,
264 E. Market Street

Up to \$1,500 cash prizes
Contestants formerly with

MRS. G. H. SWARTZ

communicate or come on. This will be a short, fast show under ideal conditions. Good kitchen. Contestants apply not earlier than

SATURDAY, MAY 18

Sponsors and floor money are assured good teams. Show being

operated by

F. R. HAYES

formerly with the Swartz interests
Can use emsees and some floor help

Good Teams Don't
Miss This One!



LYNCHBURG, VA.

Opening Delayed To
MAY 21

Contestants still have plenty of time to make the show. Local conditions good.

VIRGIN SPOT.

Opening in New Building.

No collect wires or transportation. If you can take it, come on.

EDDIE GILMARTIN
Carroll Hotel, LYNCHBURG, VA.

WALKATHON

Opening May 25th
ST. LOUIS

Contestants with entertaining ability and wardrobe wanted. Positively no collect wire or phone calls. Sponsorship guaranteed for good Teams. Also want Trainers, Nurses and A-1 Emsees.

Do Not Report Before May 22.

AL RAUER or STEVE HEALY,
Care Coliseum, St. Louis, Mo.

For Every Operator

MAY 27-28-29 will be three of the most important days in Endurance Show history. On those three days, as announced in the issue of May 4, the National Endurance Amusements Association will meet at the Sherman Hotel, in Chicago, to map out a plan of battle that will once and for all determine the strength of the walkathon operator.

Matters that have been gnawing at the very vitals of the industry will be discussed. Rules and regulations applicable to operators, emsees, trainers, floor judges, nurses and contestants will be submitted for adoption.

Subsidiary organizations, consisting of the various branches of staff and floor endeavor within the field will be formed so as to permit the acceptance of these various groups into the organization as a whole. A definite plan of battle will be laid out and operators given their various assignments.

You, as an operator interested in your own business, cannot possibly afford to miss this meeting. It will be the last meeting for six months. Members from the West Coast, East, North and South will be in attendance.

No matter where you are or what you are planning, don't let anything interfere with your being in attendance, regardless of whether or not you are now a member of the NEAA. Send your wire to Don King, assuring him of your presence. If you have any grievances or suggestions, bring them along. Come prepared to present them.

This is important. The most important thing to happen this year in your business life. Don't let your show, or the opening of a show, prevent you from attending. Next week will tell the story. In these columns will be published a list of the men wiring in their assurances of attendance. Then we will see just who are the operators in the field who are willing to back a fight for the preservation of their businesses. Before next week let's have wires from Ernie Mesle, Fred Crockett, Sam Fox, Charlie Hayden, J. B. Steinel, Ray C. Alvis, Ray Dunlap, P. T. Henry, George W. Pughe, Leo A. Seltzer, Bob Lee, Hugh Talbott, Red Leinen, Mac Maurada, Lew Watson, Neal Navarre, Harry Cowl, W. E. Tebbetts, Carl W. Raabe, George W. Ruty, Merle C. Tebbetts and any and all other operators active in the field and interested in keeping the Endurance Show alive as a form of American entertainment.

Some of these men, we know, are planning to attend. Some have already wired. But you must wire in this week in order to get your name on the list in the next issue. Your fellow operators will be looking forward to meeting you in Chicago. Above all, don't let personal differences and considerations interfere with your being in Chicago May 27-28-29. Wire today!

Stunt Nights, Radio Dance Box Over 400 Boost Leinen Walkie

CLEVELAND, May 11.—Red Leinen's one-fall show continues merrily on its way at the Broadway Arena. Special stunt nights coupled with the recent inclusion of Station WGAR for daily broadcasts has stimulated interest and box-office revenues.

Joe Purtell, Johnnie Miller, Joe Ford and Little Jack (Falls) Little share the stand honors, while floor comedy is well taken care of by Emsee Comedian Red Skelton, whose work has made him a winner with the patrons. Purtell and Miller divide the broadcasting activities, presenting numerous contestants on each radio period.

At the 600-hour mark contestants still grinding include Woodrow Wilson Webster and Helen Ludwig, Jean Williams and Lou Wilson, Ken Reeves and Ruthie Booth, Pop Terry and Ann Buddi, Bill Ross and Joy Hornick, Frank Zak and Estelle Kaiser, Eddie Thompkins and Delores Gleason, Terry Nolan and Sally Hayden, Francis West and Opal Gardner, Lloyd Hackler and Jackie Coffey, Bill Murin and Claire Kay, Billy Kane and Virginia Helsel, Jack (Flash) Harlan and Hazel Norris, Mickey Leonti and Chickie Costello, Billy and Betty Landen, Phil Karat and Pat Stewart, Bud Helsel and Dottie Traford, Jimmy Sagny and Ann Penot, and Joe Schmidt, solo.

New, surprise features are in store for readers of the Theatrical Art Schools section, appearing in the issue of THE BILLBOARD dated the last Saturday of each month. Be sure you read this department in May 25 issue.

FLINT, Mich., May 11.—The Dance Box walkathon, managed by E. W. Jeffers, has passed the 400-hour mark, after getting under way with 25 couples. Contestants remaining are Bob Russo and Jean Leroy, Bud Huffman and Chub Carleton, Leo and Katherine Smith, Jimmie Parker and Rose Marie Lasserean, Jess Mitchell and Alene Eversole, Floyd and June Gage, Herman and Lucille Peters, and solos Feliz Rantalla, Buddy Kaye and Gus (Bozo) Gaillard. The show is run along European, one-fall style, with 75 minutes walking and 11 minutes rest period.

The staff includes E. W. Jeffers, manager; Wesley Bryan, Fred Roland and Larry Calvo, emsees; Ted Stevenson and Frank Haroldson, floor judges; Harry Barney and Bob Madison, trainers; Mrs. Katherine Mack and Rae Biegler, nurses. Jean Leroy and Bob Russo were married before a good house May 6.

Navarre Doing Well

VISALIA, Calif., May 11.—The Neal B. Navarre show has seven couples still going at 1,250 hours and is figured to run approximately another three weeks. The show has enjoyed big week-ends and the entertainment is going over well under the head emseing of Bill Owens. Plenty of vaude is mixed in with the fun dished out by the boys on the stand and the crowds are going for it in fine style. Over 400 tickets are already sold for the anticipated Victory Ball.

Local merchants have shown a co-operative spirit and the chief of police personally addressed a letter to Navarre on the merits and good points of the walkathon.

Ross-Hayden Frisco Walk Nears Finish

SAN FRANCISCO, May 11.—Hal J. Ross and Charles Hayden are scoring a big hit here with their "Battle of Champions" walkathon, sponsored by Golden Gate Post of the American Legion in Golden Gate Ballroom here, with the contest past the 1,224th hour.

The show opened March 21, for the eighth walkathon to be staged in the same building. After the initial three days the turnstiles did excellent business, with a seating capacity of 3,800 and playing to SRO on week-ends.

Monte Hall, capable performer, tops the emsee staff, ably assisted by "Machine Gun" Billy Mack, Art Wolf and Jerry Whalen, keeping the throngs amused for the 24-hour periods, while Jane Shannon, Blue Flame of Melody, still slays 'em with her own arrangement of *Miss Otis Re-gets!*

Ernie Bernard, chief floor judge, has done yeoman work handling the contestants during the grueling European sprints and treadmills. Red Long heads the trainer list, while Miss Tommie Hermanson has stood up well in the head nurse spot.

In the front of the house, Mark Jones fills in as assistant manager, Fay Freeman checking the figures and Frank Von Ach in charge of tickets. Harry Bloom, dietician, is performing his labor of feeding the many hungry mouths eight times daily.

Goodwin Goldie and his California Red Jackets have put forth the hottest of rhythms, besides backing Monte Hall on the three daily radio broadcasts.

Today the finish of the show is in sight, with just three great couples and a lone solo still fighting for the \$1,750 prize money: Joe and Mary Rock, Madison Square Garden, winners; Joe and Margie Van Raam, Pacific Coast titleholders; Bill McDaniels and Opal Ferdig, winners at Paris, France, and little Nellie Roberts, half of the Massachusetts title winning combination. The sprints are now at the 50-minute duration mark.

Bezley-Tucker Take

Pughe San Jose Show

SAN JOSE, Calif., May 11.—The George W. Pughe walkathon here closed May 9 with Gordon Bezley and Nellie Tucker collecting the \$1,000 first prize money. The winners eliminated the runners-up, Chick Williams and Helen Tyne, after a 37-minute running sprint. Second prize winners collected \$350, plus a \$142 floor shower. Crowds during the final week neared absolute capacity.

LAST CALL MUSKEGON, MICH.

OPENS THURSDAY,
MAY 16th



WALKATHON

GOOD TEAMS RUSH TO MAKE
THIS SHOW AT
ARMORY

Right Down Town.

Broadcasting exclusively over
Muskegon's only Radio Station,
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FOLLOWING — JOIN IN

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Bleacher and Grand-Stand Chairs for hire. Floor layout furnished. MARTIN N. V. TENT & SEAT CO., INC., 304 Canal St., New York.

\$25.00 per 100. Government Decorative Code Flaps. Fast colors, slightly used. Write for list. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

Staff Briefs

RAY C. ALVIS: It is important that you get in touch with Don King at once. Please wire.

THE HABA CLUB has been formed in Chicago, at which the staff members of the several Chi shows get together for some informal sessions.

TEDDY HAYES and Tommy Greenhouse, with the IMA Auditorium, Flint, Mich., show, want 'em from their stormy weather friends in St. Albans, L. I.

KENNY WORKMAN has been at his Morgantown, W. Va., home since the close of the Alvis Macon, Ga., show.

JACK (BLACKIE) KIRBY has left the Wagon Wheel Show, at South River, N. J., and info that friends may write in care of The Billboard.

EDDIE LEONARD, on the staff of the Harry Cowl Knoxville unit, wants to read 'em from Benny Friedman and Charlie Nelson.

CHARLIE KAY, Jerry Davis and Jackie Fields are all working the Jockey Club, Washington, D. C., three shows nightly.

DENNY BECKNER, current at the Olimpas Club, San Antonio, Tex., writes: "I am glad to tell you and all my friends in the endurance field that I am fully recovered from the punctured lung I received on my Athens, O., show and am feeling better than ever and eager to go." Daryl C. Fitzkee, of San Francisco, who started to make a campaign for the presidency, has not been heard from lately.

TINY HEWITT, with the Fox Richmond, Va., show, wants Frank Kelly, who was involved in an auto accident with him, to get in touch with him or with Kelso Taylor at once.

EDDIE BARTEL, stooge emcee, and Tommy (Rubber Legs) Martin are working night clubs and theaters in and around Chicago.

GEORGE N. MORRISON has been installed as auditor on the Red Leinen Cleveland show, with Doc J. P. King in charge of the front door.

JOE FORD, emcee, planned in from Chicago to join the Red Leinen Cleveland show. "Just a little sky dancing," said genial Joe.

Pirude-Ferda Tops In Great Falls Walk

GREAT FALLS, Mont., May 11.—The P. T. Henry-Mickey Hogan show here ended May 9 after 1,344 hours, with Olga Pirude and Johnnie Ferda coming out on top in a fast and furious finish before a packed house.

DORIS M. ALLEN, Flint, Mich., wants to hear thru The Billboard from Bobby Manners, Cliff Real, Billy Cain, Skippy Trevathan and Bobbie Waddell.

Fox Richmond Unit Passes 1,000 Hours

RICHMOND, Va., May 11.—At the 1,000-hour mark the Fox local unit is down to seven couples and three solos, and the show has been on a non-stop since the 888-hour mark.

Comic's on the floor are Cliff Real, Austy Dowdell, Squirrel Bradley and Slim Hansen. These boys are really going over with their comedy.

Remaining contestants at this time are Eddie Lensky, Anna Brown, Val Ryals, Joanne Ryals, Abe Shapiro, Ann Barker, Toni Pinlon, Austy Dowdell, Pop Miller, Goldie Locks Rice, Jimmie Richie, Leona Michol, Willie Pollard, Julia Santek, Whitey Maddox, Jimmie Webb and Cliff Real.

Duke Hall's Australian Dynamite Derby has taken the town by storm. Floor money is exceptionally good.

Emsee's are Duke Hall, head man, assisted by Billy Lang and Al Cook. The entire personnel regrets that Sam Gore left the staff to open the Muskegon show.

Mickey Brennan handles the heat during the night derbies. Floor judges—Mickey Brennan and Jim (King Kong) Coffee. Trainers are Rocky Boggs, Jimmy Lynch, and Art Bayer, utility judge. Matrons, Carolyn King and Buehlah Cappel.

Additional seats have been added and the house has been playing to fine crowds.

Music is by Lew Caskey and his Sleep Busters.

MAGIC

(Continued from page 27)

His last professional appearance was about 10 years ago with the Charlie Cork's Minstrels, a vaudeville unit. He makes his home at the Chicago Lodge No. 4, BPO.

AMEDEO is preparing a brand-new act for vaude. Will open in a New York theater later this month.

Contestant Notes

"POP" TERRY, with Red Leinen's Cleveland Race of the Nations show, would like one from Bobbie White.

FREDDIE NEVOLA, on the floor at the Mesle Dedham, Mass., show, would like to hear from Hughie Hendrickson thru this column.

PAUL CHICAGO, marathoner and stunt expert, is enjoying a Florida fishing trip, following the recent Tampa walk.

JOAN DUNBAR would like to have letters, thru The Billboard Letter List, from Jane O'Neill, Ann Barker, Bee Manchester, Tommy Gary, Bill Cooney and Abe Shapiro.

HELEN BORTLEIN and Eddie Howe would like to hear from Ray Dunlap, Margie Lingo, Dick Edwards, Hughie Hendrickson, Stanley Jordan, in care of The Billboard's New York office.

JEAN WALKER, Memphis, writes that she is a member of a walkathon booster's club that is pulling for another Memphis show.

JUNIOR JACK KELLEY is resting between shows at Ponca City, Okla., and would like word, via The Billboard, from Dimple O'Neil, Marge Persick, Doug Mills and Paddy Gallagher.

FREDDIE SCHER and Oofy Gooty Webb are vacationing for a couple of weeks in St. Louis. Would like to see notes from Moon Mullins, Eddie Burke and Lee Duncan. Quite a list of additional names were also requested, but they can all be reached thru The Billboard's Letter List Department.

MILLIE SWEET and Johnnie Martin write in from Brooklyn to express their appreciation of the way Guy Swartz took care of Millie when she was in the hospital in Cincinnati, also to thank friends who wrote encouraging letters and Dr. Vernon Astler for his skill and kindness.

EDDIE WORTHINGTON drops a line from Miami Springs, O., to tell us he is working in a local filling station and would like to see notes from Mickey Ray, Al Behringer, Billie Willis, Billie Lovell and Bob Perry.

DICK WEBB, Little Rock, Ark., would like 'em from Frankie Hines, Smokey Adams, Clyde Hamby, Eileen Barton, Eddie Sullivan and others on the Fort Smith show. Dick says he is staying put until the Daytona Beach, Fla., show opens.

LONDON Magic Notes
LONDON, May 7. — The impending visit of Howard Thurston, due at the London Palladium May 27, is creating plenty of talk over here and the famous magician will undoubtedly be a big draw at the London ace house.

Ade Duval is presenting his Rhapsody in Sirk to good returns at the Palace, Blackpool.

Chefalo, assisted by his Palermo Midgets, has concluded a headlining engagement at the Wintergarten, Berlin, and will play English dates shortly.

Rumor has it that Harden is headed for England and will shortly play vaudeville dates in London.

Horace Goldin's unit continues to play to successful returns at all stands. Another successful unit with a magician at its head is that of the Great Levante's.

Fred Culpitt, comedy conjurer, is featured at Coventry Hippodrome; Praxson, with his cigaret, is back at the Prince of Wales; Giovanni, "the pick-pocket," is playing a flock of cabaret dates; Cecil Lyle, "the surprising milliner," assisted by Lucille Lafarge, has added some new illusions to his fine act.

Knoxville Down To Seven and Two

KNOXVILLE, Tenn., May 11. — The Harry H. Cowl show here is drawing good crowds, with the SBO sign out the past several Saturday and Sunday nights. Seven couples and two solos were still battling away at the 900-hour mark.

Remaining on the floor are Eagle Miller and Hazel Torrence, Billy Ryan and Mimi Davis, Al Behringer and Theda Holmes, Jack Glenn and Bobbie Morris, Hal Wilson and Eileen Farnsworth, Danny Bramer and Milly Helsen, Bill Valentine and Marge Goudy, and solos Al Hughes and Art Guyton.

Smitty Inman, recent addition to the emcee staff, is doing great work.

Wagon Wheel Inn Show Okeh After 600 Hours

SOUTH RIVER, N. J., May 11. — The Ritz, Inc., show is past its 600th hour with eight couples and five solos remaining on the floor.

The staff remains intact with Eddie Begley, ace platform man, head emcee, assisted by Chick Franklin. Comedy is furnished by Danny Gamba, midget comic, and Frankie (Maniac) Donato.

Public dancing and a large sportland are side features adding to the show's attraction. Colin McAllister and his orch are on the stand.

Recent visitors were W. E. Tebbetts and Fred Mitchell. Considering the rivalry shows have near here this show is a real success. Feature nights are drawing them. Don Ramon's ice act was put on Wednesday and will be repeated this Tuesday.

Considerable interest has been created in the rivalry between Emsee Begley and Heatman Smith and in the near future these two will race it out in a sprint. Johnnie Dillon and Frances Nicholson, popular contestants, will be married soon.

VAUDEVILLE NOTES

(Continued from page 15)

Philadelphia, succeeding Sid Stanley, who has been promoted to Comerford district manager in Wilkes-Barre.

ABNER J. RUBIEN, theatrical attorney, has moved to 341 Madison avenue, New York.

JACK KALCHEIM, flying from New York to Chicago recently, was forced down in Indianapolis when the plane encountered an electric storm. He had to train it the rest of the way.

DAVE APOLLON may accept a South American tour for the summer, returning to put on his revue in a Broadway house in the fall.

AL FREEMAN AND PHIL MORRIS have returned to New York from Hollywood, where they have been handling talent the last half year. Will remain in New York four weeks, making their headquarters with Bert Jonas.

WALTER RYAN, Detroit representative of American Federation of Actors, was given a testimonial recently at the Silver Star Cafe. Billy Moreland was chairman, and about 900 showfolk attended.

CHARLIE JORDAN and John Woods have reunited and resumed radio work Sunday. Will also double in vaude.

KATHLEEN O'HANLON, formerly of O'Hanlon and Zamboni, has teamed with Pietro Ortiz in a new dance turn.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

- Bailey, Melba, 3c
Brewer, Dan, 3c
Crawford, Jack

- Lamon, June
Lamon, Peggy
Lane, Dixie

Letter List

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

- Dolaney, J. D.
DeLeon, Jack
DeLima, Joe

- Gerber, Joe
Genis, Emilie
Gennusa, Ben C.

Ladies' List

- Abramson, Mrs.
Adams, Jean
Adams, Pauline

- Lee, Betty D.
Lee, Chana
Lee, Marion

- Sakobie, Mrs.
Salih, Fatima
Satler, Dorothy

- Chess, Douglas M.
Chiapucci, Angelo
Chick, Edna

- Begly, Mrs. S. B.
Benjamin, Mrs. C.
Bennett, Alesia

- Scott, Mrs. Geo.
Scott, Mrs. Nina
Santley, Mrs. Rose

- Thompson, Evelyn
Thornburg, Mrs.
Thospe, Mrs. Ray

- Dixon, Edward
Dodge, C. H.
Dodson, Eddie

- Berges, Mrs. H.
Bibb, Lucille
Blasco, Mrs. Peggy

- McConnell, Mrs. E. B.
McCorsick, Ethel
McDowell, Gladys

- Clark, Ervin D.
Clark, Ronnie
Clark, Edna

- Gorman, Tom
Gould, Morris
Grace, Geo. W.

- Burgess, Mrs. H. C.
Burke, Mrs. Gladys
Burke, Mrs. Merle

- Morgan, Mrs. Gloria
Morgan, Vera
Morris, Dimples

- Briggs, W.
Bright, Joy
Brinkley, Frank

- Edwards, J. C.
Edwards, Richard
Edwards, Broes

- Butler, Helma
Cadona, Clara
Cain, Mabel

- Murphy, Mrs. Ames
Murphy, Mrs. F.
Murphy, Mrs. Ruth

- Brunk, H.
Bryant, Marvin
Bryant, W. G.

- Hampton, Hicks
Hand, Charles C.
Handman, Lewis

- Cox, Mrs. Mabel
Cox, Peggy
Cozby, Mrs. Billy

- Allen, James A.
Allen, Jean
Alvis, Ray O. C.

- Curley, Jack
Curtis Fashion
Custer, Special

- Hampton, Hicks
Hand, Charles C.
Handman, Lewis

- Dela, Mrs.
Dela, Mrs.
Dela, Mrs.

- Allen, James A.
Allen, Jean
Alvis, Ray O. C.

- Curley, Jack
Curtis Fashion
Custer, Special

- Hampton, Hicks
Hand, Charles C.
Handman, Lewis

- Ellis, Mrs. Mabel
Lamb, Bernice
Lamb, Bernice

- Allen, James A.
Allen, Jean
Alvis, Ray O. C.

- Curley, Jack
Curtis Fashion
Custer, Special

- Hampton, Hicks
Hand, Charles C.
Handman, Lewis

Gentlemen's List

- Abbott, Claude L.
Abernathy, Ralph
Abrogast, C. B.

- Baker, Bernie G.
Baker, Bernie G.
Baker, Bernie G.

- Baldwin, Jack
Bangs, Jerry
Barclay, R. E.

- Barnard, Doc
Barnes, Dore
Barnes, Dore

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

H-W STRAWS 'EM IN CINCY

Packed Houses At Night Shows

Show blows matinee first day due to late arrival from Kokomo, Ind.

CINCINNATI, May 11.—Following its Chicago run at the Stadium May 5, the Hagenbeck-Wallace-4-Paw-Scells Bros. Circus opened its canvas season at Kokomo, Ind., the following day and then came to this city for a two-day engagement, again using the lot at Fourth and Smith streets. It was the third time for the show at this location.

The show had a late arrival here on Tuesday, due to the fact that it did not pull away from Kokomo until 6 o'clock in the morning. It had rained all day at Kokomo and show had difficulty in getting off the soft lot. Show had more

(See H-W STRAWS on page 59)

Bob Morton Show Draws in Philly

PHILADELPHIA, May 11.—The Bob Morton Circus opened here Monday night for the local lodge of Moose. First three days attendance was 27,000. It was the most successful indoor circus held in this city in many years. Advance sale was exceptionally large.

The show is one of the best that Morton has presented and given in two rings and platform. The program: Concert by Indian Band, under direction of Chief W. P. Winnishelk; grand entry of circus company and uniformed members of the Moose; swinging ladders, Dixie Fisher, Gracie Genders and Tudor Sisters; Ross Trio, Rando Comedy Four, Tudor Trio, comedy acrobatic numbers; Mme. Maree, dog and pony circus and Mariowe pony circus; Aerial Silverflakes and Smith Duo, double traps; clown band; Christy's Liberty horses; Petite Eveline, contortionist; Morris Brothers and sister, balancing; Tudor, acrobatic number; clown number; Three French Sisters, in iron-jaw aerial numbers; Solt and Solt, Murado Duo, perch pole; Morton's military elephants and trained camel in two rings; unriddable mules; Mickey King, single trapeze, an extra added feature, she obtaining a reception for her work on the web and demonstration of strength; high-school and menage horses, ridden by Gertrude Thompson, Bob Norton and Louise Norton; clown number; Nellie Dutton and company, in equestrian revue; Huxtel Troupe of high-wire artists; Seven Demnati Troupe of Arabs, on stage and track; clown number; Fisher Fleming, aerial return number; Allie Johnson, presented as the "monkey on the wire."

As a concert feature Bob Morton presented Margaret Ann Robinson, the "smallest living person."

Staff for Morton: Bob Morton, director-general; William McK Bausman, equestrian director; I. Lippy, press; H. M. Robinson, exploitation; A. E. Waltrip, advance; I. Sault, office.

Brice Back to R-B Show

CINCINNATI, May 11.—Chief John Brice, who was to have been with the Hagenbeck-Wallace Circus this season, has returned to Ringling-Barnum. He was with the Hagenbeck show in Chicago.

Hartford Shrine Picks '36 Dates; Wirth Gets Contract

NEW YORK, May 11.—Frank Wirth reports that the Hartford (Conn.) Shrine has awarded him the circus contract for 1936. Date selected is the week of April 6. Recent show there broke records.

Incoming potentate asked the 1935 committee to continue for the '36 show.

R-B Menage Girls Form Reckless Club

BOSTON, May 11.—If you notice those extra smiles on the faces of the Ringling-Barnum menage riders this season there's a reason. The girls of the menage have formed a club called the Reckless Club and installed a system of fines. It costs 10 cents if the smile comes off in the arena and 25 cents if you fail to handle your horse or get a fall. President Dorothy Herbert, incidentally, contributed the first quarter, taking a bad fall over the ringbank Monday night, but was unhurt except for the quarter tax. Other officers are secretary, Mildred Millette, and treasurer, Louise Hutchinson. At end of season a banquet is planned on the proceeds. And, incidentally, the thing works, the smiles look a lot better than many of the serious faces formerly worn in the arena and Trainer Frank Asher is all for it.

Pittsburgh Shrine Show a Big Success

PITTSBURGH, May 11.—The most successful Shrine Circus ever staged here—closed a week's stay at Syria Mosque last week. Directed by James N. McGrath Jr., more than 55,000 patrons saw the show which was offered three times daily.

Program: Marie and Pals, dogs and ponies; Bebe Siegrist, cloud swing; Hip Raymond, table drop; Ullaine Malloy, trapeze; Mickey King; Wirth Family, with May Wirth; Freddie and Ethel Freeman and Joe and Bebe Siegrist; Micahua, wire act; Frank Perez and Shurman Knight, with their bucking mule; Six Lucky Boys (Clyde Whitson, Del Belford, Bobby Fisher, Herman Franze, Lester Whitson and Buddy Whitson); Hoshi, slide act, and the following clowns: Hip Raymond, Jimmie Davidson, Jimmie Loster and Doc Houston. The Aerial Solts and Margaret Ann Robinson dropped out of the show because of slight injuries and illness.

Fred Myers was ringmaster. The first evening performance was broadcast nightly over KQV.

Some Maneuvering by Mix

LOS ANGELES, May 11.—Recently the Tom Mix Circus, arriving in Salinas, Calif., found the lot under water and Manager Dail Turney and Dennie Helms, general superintendent, got into action immediately. The show went to Monterey, Calif., one day ahead of the billing, got set up and gave a night show to capacity house, returning to Salinas a day behind the billing and drew a straw matinee and capacity night house.

Circuses Subject to Sales Tax In Ohio Under Special Ruling

COLUMBUS, O., May 11.—Under Special Tax Ruling No. 91 adopted May 1 by the Tax Commission of Ohio, sales of items of tangible personal property by circuses, with the exception of sales of beer, wine and cigars, are subject to the Ohio Sales Tax. Each such organization shall procure a vendor's license in each county in which sales of tangible personal property are made. Such license shall cover all sales made thru concessions operating under, and accountable to, one central management. Continuing, the ruling reads:

"Manual collection of the tax being impractical, the vendor shall prepay the tax in accordance with the provisions of Section 5546-5 of the General Code.

"The applicant shall furnish a cashier's check, payable to the State of Ohio, double the amount of the estimated daily tax, or shall furnish a bond payable to the State of Ohio in such amount as the Commission may determine to be sufficient to secure prepayment of the taxes levied by this Act.

Cole Show Misses One Matinee at Indianapolis

INDIANAPOLIS, May 11.—The Cole Bros. Circus played here Tuesday night to a capacity crowd. Marvelous weather, following two weeks of rain, caused another capacity crowd the following day. The circus appeared under auspices of the uniformed bodies of Murat Temple, A.A.O.N.M.S.

Large numbers of Shriners dressed in their parade clothes, but with no parade to parade in, and a large circus matinee crowd without any circus to attend were adverse circumstances, due to the circus being brought to the city too late for the Tuesday afternoon performance or the morning parade. The parade was held the next morning.

Mud was blamed for the disappointment. The circus started to load at its winter quarters at Rochester, Ind., Monday night. There was soft mud on the lot and wagons sank promptly into the morass. All the teams and elephants were necessary to get the wagons loaded. It was 9:40 o'clock at night before the first performance could go on here.

Permit Granted to H-W To Play Atlantic City

ATLANTIC CITY, May 11.—Following a conference with amusement men late Thursday, at which time circus objections were withdrawn, Mayor Bacharach granted a permit to W. J. Lester, representing Hagenbeck-Wallace Circus, to play here June 20.

This is the first time in four years that a circus has been allowed here. Action was a surprise to business interests, who fought it. Show will play the Boulevard lot. The mayor held that if the amusement men approved, he had no objections. Frank Gravatt, of Steel Pier, was greatly responsible for the favorable action. Stated that the circus would not draw from permanent amusement enterprises to any harmful extent.

Hamid Draws at Ottawa

OTTAWA, Ont., May 11.—George A. Hamid's Circus, which opened April 27 at the Coliseum, Lansdowne Park, under auspices of the Kiwanis Club, did good business despite inclement weather. The show was a combination of circus, trained wild animals and a Wild West show, two performances being given daily. An excellent show was staged by Hamid, the program having 21 acts. Following evening performances there was a cabaret show in dining room upstairs in the Coliseum, where New York stage talent presented floor-show acts.

Biggest Day For Mix Show

Eureka, Calif., was the stand — large attendance at other spots in State

McMINNVILLE, Ore., May 11.—The Tom Mix Circus entered Oregon at Grants Pass on April 30 after a rainy but successful tour of California. The last few towns in California ushered the Mix show out with a very large attendance, and, as Nathan Alberts, boss ticket seller, expressed it: "It's just like the Photo show in '29." Colusa was capacity matinee and night; Eureka was exceptionally good, having to straw them night of April 27 in the mud and following day there show had biggest day in its history. Topped all last season.

(See BIGGEST DAY on page 39)

Shriners at Barnes Show in San Francisco

SAN FRANCISCO, May 11.—Islam Temple of the Mystic Shrine went "circus-minded" on May 2 when the Al G. Barnes Circus pitched its tents here for four days.

Members of the Shrine acted as godfathers at christening of a baby zebra at the Shrine Luncheon Club meeting in the Palace Hotel. Potentate William M. Coffman and Henry P. Boyen, president Shrine Luncheon Club, officiated, naming the zebra Miss Islam Yerba Buena, in honor of San Francisco's proposed 1938 world's exposition on Yerba Buena shoals. The Shriners, numbering more than 1,000, attended the circus at Alemany boulevard and Santa Rosa avenue that evening.

Excellent weather and capacity houses prevailed throughout the four days and nights. This year's show is one of the best in many years. Enlarged menagerie, with its 20 elephants, new hay animals, lead stock and new chimpanzees, proved an important attraction, coming in for considerable good comment.

Many folks visited during the stay, among them being J. V. Chloupek, Dave Cavagnaro, Norman Hiller, W. V. Hill and his son, Vance. Pat Cronin, son of Manager S. L. Cronin, is traveling with show.

Wirth Show Pulls Big For Waterbury Shrine

WATERBURY, Conn., May 11.—Frank Wirth's Zindah Grotto Circus, held in the armory week before last drew an estimated attendance of 45,000. A show was given on Saturday morning to take care of the rush. This was Wirth's second year here. Program was opened by Four Zelas, comedy acrobats, and ran in the following order: Ethelida, Beebe Siegrist and Suzette, cloud swings; Four Williams, teeterboard; Laddie Lamont, rolling globe and unsupported ladder; Will Morris, comedy panto; Micahua, tight wire; Six Sakura Japs, acrobats; May Wirth, with Freddy and Company, closed the first part; Hip Raymond, rocking tables; Four Dobas, Russian acrobats; Capt. Snyder and Russian Bears; Moran and Wisner, comedy hat throwing; Weir's Elephants, presented by Capt. Spain; riding school act, presented by Freddy Freeman, assisted by Ethel. Entire company formed finale, and music was by Wirth's circus band, directed by Michael Victor.

At conclusion of Saturday night show the committee awarded the show for next year to Wirth for week of April 20. Local newspapers and radio stations co-operated to the fullest extent. Opening night was colorful, with Lieutenant Governor Frank Hayes being escorted into the ring by Grotto officials. The Sphinx Temple Shrine Band of 85 attended, as did Potentate W. H. Dresser, of Sphinx Shrine, Hartford.

(See CIRCUSES SUBJECT on page 59)

OPTIMISM SEEMS JUSTIFIED

Biz Barometer Gratifies Baker

Early results reviewed by NAAPPB president after a swing over a circuit

FROM NAAPPB MAY BULLETIN

CHICAGO, May 11.—President Harry C. Baker, National Association of Amusement Parks, Pools and Beaches, New York, has made one of his periodical swings over a circuit that included stops in Philadelphia, Baltimore and Washington. He reports conditions in those places exceptionally good. On Sunday, he said, Norman Alexander's Woodside Park, Philadelphia, was going to full capacity with a crowd that equaled a Fourth of July.

The three Coasters were in action, with the largest using a trio of trains in an effort to keep up with demands for seats. Many of the other devices had waiting lines of eager patrons. It was one of the best early dates that the park has ever had, much to the joy of those in charge.

Ahead in Washington

In Glen Echo Park, Washington, Manager Leonard B. Schloss was greatly elated when he advised the chief of the recreation men that his park was 25 per cent ahead of last season's opening date. This fact would indicate that things must be far better in general, as the nation's capital employees usually reflect the trend of times. The people in that city are more apt to know the true conditions, as a whole, than any other group. It is hoped that their optimism and free spending are a forerunner of a wave of prosperity for recreation park operators.

Flayland, Rye, N. Y., had an estimated attendance last Sunday of 12,000 persons. The big Westchester fun center has only about one-third of its many attractions open. Official summer season opening will get off to a gala start (See OPTIMISM SEEMS on page 42)

Woodcliff, Poughkeepsie, In Final Stages of Work

NEW YORK, May 11.—Woodcliff Amusement Park, Poughkeepsie, N. Y., will open on Decoration Day, according to the schedule set by N. P. Dyruff, managing director. General appearance of park has been changed, with mechanics and device engineers having put in several weeks' work. Landscaping is about finished and major repairs on rides will be completed this week.

New ballroom will swing open in conjunction with Woodcliff Inn. A new maple floor has been completed and an entirely new lighting system installed. Dance site will be more accessible as the landscape garden facing Albany Post road directly between the two entrances will lend a beautiful view from ballroom.

Stadium is undergoing changes and when completed will have a larger seating capacity. Negotiations are under way to present feature attractions weekly. Contracts have been closed for many outstanding organization picnics, it is announced.

Ketchum's Picnics Up For Forest Park Highlands

ST. LOUIS, May 11.—Forest Park Highlands, oldest amusement park in this city, opened its 39th season May 5. Adrian W. Ketchum will again be manager and for months has been supervising repainting, redecorating and general renovating which has been going on.

Manager Ketchum said the number of school picnics booked for the next two months is in excess of 20 per cent more than in 1934. Roger Fox and his orchestra are in for opening of the ballroom, which has been redecorated and the floor resurfaced.

Ballyhoo for Hosses

ATLANTIC CITY, May 11.—The resort Horse Show publicity staff this year is to ballyhoo it to the general public with an eye on the gate as well as the social side. One stunt will be a jousting contest with knights in armor. The show, to be held in the Auditorium on May 15-18, will feature several out-of-the-ordinary events, with Kenneth Lynch, New York armor expert, in charge. Plan is for nearly 100 horsemen in medieval costume, "fighting" to be done by Battery F, 112th Field Artillery, National Guard. This is first year the Horse Show is being billed with any big-show atmosphere and interest appears high among the usual run of amusement crowds. Adrian Phillips is in charge of publicity.

Anderson Active in Cincy

CINCINNATI, May 11.—Ernest Anderson, park constructionist, has completed considerable work, including a Jungle Show, in Eastwood Amusement Park, Detroit, and has arrived here to be busy at Coney Island for at least a month. He will install improvements to Laff-in-the-Dark in addition to other activities. President George F. Schott announced season's opening of Coney on May 25. Bohemian Gardens will be enlarged and probably will be renamed Rose Gardens, as new territory it will take in reaches to shrubbery at one end of the Mall.

"Bugaboo" of Liability Risk Looming for Industry Again

Increased insurance rates and attitude of carriers incense amusement men—suggestion is made that situation may lead to the formation of its own mutual company

FROM NAAPPB MAY BULLETIN

CHICAGO, May 11.—What to do about the insurance "bugaboo" that has been facing the park industry is a problem which has officials and members of NAAPPB scratching their heads. The high-handed manner in which rates have been boosted by companies handling liability seems to indicate that these carriers possess neither a limit nor a sense of shame. After a survey of the situation it seems likely that most anything can happen. Those associated with the recreation business are in a nasty mood due to the unjust gouging they feel they are receiving.

A disgruntled operator was heard to say: "It's the old, old story; big business must get theirs. To Hades with the other fellow! Bleed 'em dry, just so long as we get ours." There seems no question as to the logic of his argument, for we have been assured that, in the recreation field, there has been nothing to warrant this violent skyrocketing of rates.

If those who sell insurance insist upon such goggish tactics and the laying low of the goose that lays the golden eggs then there can be but one answer to the problem: Let the National Association of Amusement Parks, Pools and Beaches organize its own mutual insurance company. Even if times were good, it would be disheartening to be taken over the jumps in a manner like that being attempted at the present.

May Handle Own Risks

According to the statement of Harry C. Baker, president of NAAPPB, it is not in the least infeasible that a very capable carrying company could be formed within the ranks of the recreation industry and thus enable the operators to handle their own risks at rates within reason.

"If this were done it would be just another big reason for those in the business to become affiliated with NAAPPB," said Mr. Baker.

Adding these insurance woes to the park man's struggle to get open this season has been very distressing, to say the least. Many view it as a downright shame in view of the bravery and optimism shown by many in the business. Some have gone away ahead of previous sea- (See "BUGABOO" on page 43)

Seccaum Is Made Ready; Acts Will Start in June

BUCKRUS, O., May 11.—With plans for a big season and free acts booked, starting the middle of June, Seccaum Park is ready for opening tomorrow, said Manager E. A. Jolly. First unit to open is dance pavilion and beer gardens, with Johnny Circo and ork and one-night floor show. There will be week-end programs until full opening on Decoration Day, which will be featured with band concerts and fireworks.

On the six rides, Fred Chambers has the Ferris Wheel; Will Campbell, Merry-Go-Round; Pop Allen, Coaster; Eddie Thatcher, Miniature Railroad; Biddy Martin, Kiddie Planes, and Dick Schnable, Dogem. Willis Kelly has charge of boathouse and Mose Sherer will be boss of bathhouse and life guards. Concessions are again in charge of Mrs. Will Campbell.

Preview in Island Park

PATERSON, N. J., May 11.—George W. Traver's Island Park Grill, dine-dance spot, held a private opening today with a floor show, dancing and refreshments. Park amusements will open latter part of the month.

Chi Riverview Has Fire

CHICAGO, May 11.—A blaze which for a time threatened the rides and concessions in Riverview Park on Monday, destroyed one of the shooting galleries and a photographer's studio, with estimated loss of \$2,500. A cigaret butt is blamed for the fire.



JOE PENNER, of stage, screen and radio, took over some new duties last week when he was sworn in by Mayor Harry Bacharach as a special official beach censor for Atlantic City's strand. Joe went right to work and is seen giving some of the new beach styles the once over. P. S.—These styles weren't censored by Censor Penner.

Tieup With City of Bridgeport Seen as Aid to Pleasure Beach

NEW YORK, May 11.—Several factors are contributing to what is expected to cause a record season at Pleasure Beach Park, Bridgeport, Conn., according to an announcement from the New York office of Harry C. Baker, president of the park company.

Thru Mr. Baker's efforts a tieup was effected with Mayor Jasper MacLevy and city council whereby the park gets full co-operation from the administration. Under the arrangement the city is renovating the entire property, and more than 100 men are at work at present.

Crew is on the relief roster and has been putting in new macadam roads and walks and planting trees and shrubbery. Carpenters are repairing all buildings and erecting several hundred new bathhouse stalls, small structures, concession stands and the like. Paint work is going on thruout the park.

As previously announced, 10 cents will

be the charge for bathhouse, with bathing privilege and auto parking having been taken over by the city, which will operate them. Parking will be free. Busses will run direct to the beach. Mayor MacLevy is arranging with the traction company for a five-cent fare from all parts of the city.

Mr. Baker is highly satisfied with the plan and points to the fact that the industrial plants of the city are having their greatest pickup since depression set in. John C. Molloy, resident manager, has closed bookings with churches and fraternal and industrial organizations. Manager Molloy states that this early demand for picnic dates is probably due to wide publicity given to the new activities by newspapers in this section of New England.

Grand opening will be held on May 25 with fireworks, free circus acts, band concerts and other attractions.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Weather warmer, biz better. . . Bill (Flushing) Bonselie back from afar. . . Cliff (Vas You Dere, Sharlie?) Hall's beer spot at Jamaica is showing that such a place can be made to pay. . . Water in Jones Beach outdoor pool spots will be heated at a set temperature all thru the summer, according to present plans. . . Civil service exams for life guards at State-operated beaches in the Long Island territory drew largest number of candidates ever. . . Hofbrau, redressed, reopened at Broad Channel. . . Other Broad Channel initeries readied for a busy summer include O'Hagen's, McCann's, Gus' and Weiss'. . . Nick (Edgemere) Laparuta's Black Cat, dance-dine getup, in new hauds. . . Ed Levine, Broadwayite, will have concessions scattered thru the Island. . . Aerial target practice at Fort Tilden, Rockaway Point, will furnish thrills for the bathers, starting July 1. . . Life guards at Jones Beach will use the wig-wag system to signal each other. No cuss words permitted via the code system. . . Sands Point, all shaped up, opening in a few days. . . Paul Moss, New York City license department skipper, has made it plain

that the 1 a.m. curfew does not apply to Queens Boro concessioners in resort sections. . . One waggish cabaret feller has declared that repeal has cut down his sale of beer. . . Mike Lanoski wants to tell the world that because he's to be located in Atlantic City this summer it doesn't mean he's goin' high hat. . . Joe Herbert, emceeing at the Casa Loma, Flushing, is doing a Harry Richman takeoff. . . Irv Altner, champ Long Island scale man, landed a half column of space on himself in a neat yarn carried by *The New York Evening Journal* a few days ago. . . ROCKAWAY BEACH: Risks Park scandal, which was expected a long time ago, is finally being unveiled. . . Standard parking fee will be 25 cents. . . Harry Elman here from Miami. . . Jack Ross, of the Rockaway Chamber of Commerce, appointed to head the committee that'll run off the fireworks shows. . . Tax on pin games is too much, say the sportland fellers. . . Hot Cha Club will be run on a larger scale than ever before. . . Beach 103d street, from ocean to bay, seems to be nothing else but beer gardens. . . Hundreds of dollars' worth of labor necessary to remove sand dunes that piled up on the beaches in front of Far Rockaway pavilions. . . LONG BEACH: Publicity work was supposed to be under way at Long

Beach by now, but it isn't. . . Manny Vought, Willie Greelman and Abe Manners came in from the South just as the storm period (eight days) passed away. . . Licenses to concessioners being issued slowly but surely. . . Jetties being patched up a bit after winter poundings from Father Neptune. . . Orange is the predominating color on the Boardwalk.

Grand View Saying It With Cartoon Contest

NEW YORK, May 11.—Grand View Park, Singac, N. J., set to open May 30, has a season ticket promotion plan scaled on a scope that is said never to have been attempted before by an amusement park. Park is sponsoring a Grand National Treasure Hunt, with prizes totaling \$25,000, including first award of \$20,000 and 205 smaller prizes. Bearer of a season ticket at \$1 is an automatic entry and the idea is to give the correct titles of a set of eight cartoons printed in the promotion booklet, which carries rules, regulations and the like.

Stunt is being exploited in the general and trade newspapers in various parts of the East, with concentration in New Jersey. New York papers have been cracked by Ed Dukoff, press representative, with the ad layouts being prepared by Arthur Rabe, who was erroneously listed recently as press director.

Operators of Grand View, headed by Dan Goldbaum, figure on a record season with the cartoon scheme. Radio broadcasts have started over WNEW, with time paid for by the park and program offered in New York twice daily at 15 minutes a piece. Out-of-town papers are being plugged for some of the tourist trade feeding into the metropolis.

Orest J. Devany has been assigned the managerial post and is preparing the park for its inaugural.

With the Zoos

PITTSBURGH. — Zoo commission is consulting Dr. W. Reed Blair, director of Bronx Zoo, New York, and Dr. William M. Mann, director of National Zoological Park, Washington, D. C., in its \$150,000 improvement program. The two visited Highland Park Zoo here and advised limiting size of the zoo but making it technically perfect in detail. Additional funds will be sought under the new works bill, according to David C. Burroughs, of the commission. Among improvements listed are building of four bear dens, remodeling cat house, construction of sea lion pool and monkey island.

BRUSSELS.—The World's Fair, which opened here on April 27, has a zoological garden occupying 7,000 square meters. Layout is modern, with animals in apparent liberty. Zoo was arranged by the Hagenbeck firm and Antwerp Zoo and includes big monkey hill, bear pit, penguin park, sea lion pool and lion dens.

SALT LAKE CITY. — Capt. Ralph D. McCollin, director of Hogle Gardens Zoo, has organized his staff to comprise Joe Arcaris, cats; Lyman Hampton, range stock; Ed Hampton, bears and grounds, and Mrs. McCollin, baby animals. Under a new setup with the Chamber of Commerce the zoo is being remodeled and made more attractive. Many young animals born in the zoo are being reared and trained. Mrs. McCollin will soon start her new lion act and is working on a mixed group of lions and leopards. Captain McCollin's 3-year-old son and his lion, Rex, a 125-pounder, wrestle daily. The director has organized zoological clubs in the schools.

MILWAUKEE.—After five years in Washington Park Zoo, a pair of snowy egrets hatched a family of two, said to be the first egrets ever born in captivity which have lived, now being six weeks old.

MARION, O.—Ira A. Shrock and his brother, Ora, have leased Channel Grove and Sandy Beach resorts along Lake Erie, eight miles east of Port Clinton, for the season and are preparing for opening late this month.

WANT—WANT—FOR ROLLING GREEN PARK. 27th Year. "The People's Playground." Between Gellingsgrove and Sunbury. WANT Chalroplane, Candy Ploos, Arcade, Palmist (American), or what have you that is new or interesting. We open May 30, close middle September. State all in first letter. Address: ROLLING GREEN PARK, Sunbury Trust Co. Bldg., Sunbury, Pa.

PLANS

For a new Kiddie Ride, that different one that they really get a kick out of. 16 to 36 size. Construction cost, \$150 and up. E. T. FENTON, Three Rivers, Tex.

Acts on Whalom's Schedule

FITCHBURG, Mass., May 11.—Free acts, band concerts and fireworks are prominent on the program for Whalom Park here, said General Manager Louis Cushing, Fitchburg and Leominster Street Railway, owner of the property. A new sun beach and bathing equipment will be installed at the bathhouse. Red Cross will operate a swimming school and give life-saving instruction. Forrest L. Abbott will have Whalom Ballroom. Guy Palmerton and his Manhattan Players will occupy Whalom Theater. Concessioners are active in preparation, and Manager Cushing bases his prediction of a good season on outing bookings.

CONEY ISLAND

(Continued from page 41)

land. It's titled "The World's Fairest Games." A pip of a slogan.

Sam Wagner is importing an act for his World Circus Side Show. From Spain or somewhere. . . There goes Warren Lincoln Travis, one of Wagner's reature attractions, down the street in that huge sweater of gray and purple bearing his initials. George Tilyou spies him a block away and yells, "Here comes the world's strongest man."

Showmen and all others who utilize ballyhoo should take notice of Freddie Meers, impresario of the Eden Musee. Meers has what looks to me like the best microphonic arrangement in dear old Coney. It's a Magnaphone that puts over a message with a minimum of noise and a maximum of effectiveness. Magnaphone is hooked up in the ticket box and takes the marbles for clarity. Maybe it's Meers' voice, but at any rate the rest of the resort should follow suit.

Feltman's Restaurant has a new wrinkle set for the season. Six de luxe stands will house as many skill games manned (or is it womaned?) by girl attendants in swill regalia. Plenty of lattice boards were removed to make room for Feltman's Gameland. And the in is that a scale man has already signed to be a part of this game mecca.

Luna Park has closed that deal with Jess McMahon and Morris Sachs to stage fights and burping (otherwise known as wrestling) two nights a week. . . Salvatore Merando, major-domo of the refreshment stands, is supervising the construction of a circular bar outside the ballroom. It's a beaut. . . Sidney Fox, who is back on the roster after a lapse, has just passed the civil service examination and will be a full-fledged cop as soon as he is given a beat. . . Francis Flynn, head of the painting crew, has been doing a rapid job. So has Richard Schramm, superintendent of Luna's famed electrics. . . New process on the walls of the pool is a work of art.

Joe Bonsignore, S. Pinto and John D'Errico are in charge of the destinies of the Henderson property from Bowery to Boardwalk. Included are two rides, a bathhouse and shooting gallery, and the rest has been leased or will be. Herman Bergoffen entered into the transaction as the broker.

Your correspondent has assigned himself to Coney on Wednesdays. If he doesn't get around to you that day (time being limited and Coney practically limitless) and you have some news on your mind, pick up the nearest postcard, grab a pencil and write him care of *The Billboard*, 1564 Broadway. Collect wires don't count. Where have you heard that before?

PARIS — Louis Berni, operator of amusement park devices and coin-operated amusement machines, is back in his offices in the Palais Berlitz Building after a vacation of several weeks in Italy. He will leave on a brief trip to Brussels to look over amusement devices which his firm is operating at the exposition.

BEDFORD, O. — Kangesser Brothers, Cleveland, are readying Wildwood Park for opening late this month. Spot will have name dance bands, enlarged opera stage and, as in former years, will offer light opera, but will not engage local talent this season. There will be a new Continental beer garden.

LOOP-O-PLANE

PATENTED, NO. 1,987,004

A PROVEN MONEY-GETTER!

ASSEMBLED IN HOUR AND HALF BY TWO MEN. VERY LOW OPERATING COST. Almost Forty-Foot Loop Breath-Taking Thrill Demanded by the New and the Old Generation Seeking New Thrills. It Will Attract Customers and Comment to any Park or Midway.

Order Early for Reasonable Delivery Date

EARN REAL MONEY WITH A LOOP-O-PLANE

Operators Have Enjoyed A Profitable Season

4 PASSENGER	\$1800.00	5 PASSENGER	\$3200.00
WT. 3,800 LBS.		WT. 6,500 LBS.	

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Owners and Operators We Have Many Excellent Locations Available

THE NEW COVERED CAR

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TO PATRONS SOLVING SIMPLE CARTOON CONTEST

GRAND VIEW PARK

SINGAC, NEW JERSEY

Biggest publicity plan in history of park business, which includes radio and newspaper advertising. Assures the most profitable year for concessions.

CONCESSIONS NOW BEING RENTED

Excellent Locations for Ferris Wheel and other high-class Rides.

New York Office: 300 MADISON AVE. N. Y.	GRAND VIEW PARK SINGAC, N. J. Bet. Paterson & Montclair
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COTTON SHOW MAY REPEAT

New Setup for Florence, Ala., Chamber Laid Out by Braly

North Alabama Fair and Park Association will be piloted by manager at Lawrenceburg, Tenn.—construction of plant near city limits is to be started immediately

LAWRENCEBURG, Tenn., May 11.—Dr. Ernest R. Braly, president and manager of Lawrence County Middle Tennessee District Fair here, announced that he has completed plans for organization of North Alabama Fair and Park Association in Florence, Ala. For two years Florence Chamber of Commerce has been interested in securing services of Dr. Braly to promote a fair in Florence, it is said. The new fairgrounds and park will be on the McFarland property, Chisom Highway, just outside city limits. It is the plan of Dr. Braly to hold the first fair on September 16-21 and work on grounds and construction of buildings will be started immediately.

A grand stand, 100 by 260 feet, to seat about 8,000, will be built, also to include and exhibit hall with more than 100 booths, 10 by 10 feet, under the stand. Bleachers to seat more than 2,000 will be provided for colored people. A stock and poultry barn, 16 by 550 feet, will be erected. Museum building will be maintained, where products, relics, etc., from Lauderdale County will be on exhibition thruout the park season and fair week.

Circus Is Booked

An arena and horse show ring, 300 feet square, will be built in front of the grand stand, and in the center a stage 50 feet square will be erected for presentation of free attractions and other amusements. A zoo of birds and small animals will be a feature of the park. The fair will stress farm and home products, with 4-H clubs, women's clubs, schools and kindred organizations being featured. Plans are also under way for a big horse show during the fair. Dr. Braly declared he expected to bring 100,000 people to Florence during its first fair week.

Free attractions have been booked and a circus will give two performances daily thru fair week. A large carnival will be on the midway. County and home agents in Lauderdale County and every civic organization in Florence have assured support of the undertaking.

Pool Set for Park

The park will be maintained thruout the year, with a swimming pool, 75 by 275 feet. A building to house lockers, caretaker's home, offices and concession stands will be built adjacent to the pool and sand beach. Grounds will have flowers and shrubbery and an athletic field in front of grand stand.

Dr. Braly, who will be general manager of the Florence fair and park, has been in charge of the fair and park at Lawrenceburg for several years. The new fair and park will not interfere with Lawrence County Middle Tennessee District Fair, which will continue under management of Dr. Braly, to be held on September 23-28.

Utah To Cut Gate; No Passes Is Rule

SALT LAKE CITY, May 11. — Utah State Fair Board decided to cut admission from 50 to 25 cents and to issue no passes for Utah State Fair, September 28-October 5. It will be the first State Fair in three years, no legislative appropriations having been made in 1933-34. Expo is made possible by a \$15,000 set-up, as against \$25,000 previously annually appropriated.

It is argued that increased patronage with decreased admission price will produce results. An average cut in premiums of 10 per cent will be made. Board took cognizance of operation of many other fairs with reduced gate fees.

President William C. Winder presided at the board meeting. Fair Manager Ernest S. Holmes and his secretary, Sarah Gibbs, have offices in the State Capitol here.

A Foot Short

RICHMOND, Va., May 11.—Something more than loss of a lucky rabbit's foot is needed to alarm Norman Y. Chambliss about a break in his successes with North Carolina fairs, the manager of the State Fair in Raleigh and others in Greensboro, Williamston and Rocky Mount declared during a visit on World of Mirth Shows midway here. He admits, however, that he wishes he hadn't lost the lucky token recently, given him by Norman Jr., and for three weeks last fall the fair manager gave it credit for sunshine that favored his fairs. Where it was lost he doesn't know, and he isn't worried—but he'd like to find it.

Death Calls Veteran Ohioan

CINCINNATI, May 11.—Death of William H. Tobias, Blanchard, long active in councils of the Ohio Fair Managers' Association, secretary of Putnam County Fair 14 years and active for that fair about 30 years, is reported in the Final Curtain in this issue of *The Billboard*.

PERRY, N. Y.—Wyoming County Fair Association elected Harold J. Harrison, Castile, president; Ernest Bradley, Silver Springs, vice-president; Leland C. Tyler, Perry, secretary; Edward Griffin, Warsaw, treasurer.

Duquesne Will Be Enlarged

PITTSBURGH, May 11.—Outcome of events staged in Duquesne Garden in the last few months prompted Owner John H. Harris to decide to rebuild the arena with 6,000-seat capacity, reconstruction to start early in summer. Already in line for next season are a rodeo, 6-day rollerskating contest and a six-day bike race.



AT THE ANNUAL SPEED BANQUET held previous to opening of Ralph A. Hankinson's Silver Anniversary at his 1935 inaugural auto races in Reading, Pa., on April 28, Reading Fair Association presented him with a floral tribute. A. Lincoln Frame, center, a director of Reading Fair, made the presentation. At the left is Secretary Charles W. Swoyer, of the fair association, with Mr. Hankinson at the right.

Chambliss Adds Clinton, Making String of Five in North Carolina

ROCKY MOUNT, N. C., May 11.—Norman Y. Chambliss, Rocky Mount, has closed negotiations with Sampson County board of commissioners for operation of Clinton (N. C.) Fair for the next five years. The 1935 fair will be held week of October 28. Some time ago representative from Sampson County visited Mr. Chambliss and urged him to take over operation of Clinton Fair.

With the taking over of Clinton Fair Mr. Chambliss will have under his personal direction operation of five large fairs in North Carolina, the State Fair, Greensboro Fair, Rocky Mount Fair and Williamston Fair. He will in the near future name a resident manager in Clinton for operation of this fair, but stated that it would be under his personal supervision.

Mr. Chambliss indicated that he would at an early date establish headquarters in Raleigh for operation of all five fairs. He said that he alone had leased Clinton Fair and that his associate, George A. Hamid, New York, is in no way connected therewith, except in furnishing attractions.

Clinton Fair has been successful many years, and Mr. Chambliss will pursue his policy there of "clean concessions and wholesome entertainment." Agriculture will be stressed and in all probability Ralph Hankinson's auto races will be feature attraction for Friday, and Ward Beam's Congress of Dare-Devis will be special attraction for Saturday. "Upon the urgent request of Sampson County, owner of the fair property, I finally agreed to take over Clinton Fair. I shall operate it under the same policy I am pursuing at other fairs. It looks now as tho the Cetlin & Wilson Shows will play Clinton. We will tolerate nothing but clean concessions," said Manager Chambliss.

There is much interest locally in his venture in the operation of a string of fairs in North Carolina. He has successfully operated North Carolina State Fair for the past two years, as well as Greensboro Fair in 1934. Mr. Chambliss is owner of Rocky Mount Fair and has made a success of it. Harness-horse racing will be staged at each of the five fairs.

Bid of Memphis Big for National

Officials pleased with attendance at 'South's Greatest Party' last week

MEMPHIS, May 11.—Officials of the National Cotton Show are so pleased with the outcome of the Memphis Cotton Carnival festivities and attendance this week that they are planning, it is said, to bring it back to Memphis next year. This is the first year of the cotton show here.

With two movie players and two name bands participating, the "South's Greatest Party" has been drawing from 25,000 to 30,000 people to Mid-South Fairgrounds daily except on Monday, an opening day spoiled by rain.

Dedicated to more and better uses of the South's chief product, the Cotton Carnival had as its chief midway attraction the Royal American Shows, classed by Memphians as one of the largest and most enjoyable of its sort ever to play here.

Biz Above Average

Business since the first day has been above average, according to officials, altho the unusually large number of conflicting events both downtown and on the fairgrounds tended to cut somewhat into the take of the various shows.

Gail Patrick, Paramount starlet, flew here from Hollywood for three days, also spending a day at a similar affair in Little Rock, Ark. Miss Patrick came by plane to fulfill the engagement despite studio orders to the contrary. Katherine DeMille, Cecil B. DeMille's daughter and another Paramount starlet, came by train, accompanied by Jack Dally, of the studio publicity staff.

They were honored with numerous luncheons, dances and social events and made personal appearances at the Hollywood Electrical Pageant, consisting of the expensive floats created for a Shrine convention in Los Angeles two years ago.

Girls Entered by Towns

Ted Weems and Ted Pio-Rito brought their orchestras to play for the Floral Ball and the Grand Carnival Ball. Sale of tickets was limited to 5,000 and each ball was a complete sellout.

National Cotton Show exhibits were housed in the three principal fair buildings, their names changed for purposes of this show to the Textile Building, Cottonseed Products Building and New Uses of Cotton Building.

A feature is selection of two Mid-South girls for trips to Hollywood. Each town in the surrounding territory selected a "princess" to appear in Memphis during the carnival.

Shoals Site Wins In San Francisco

SAN FRANCISCO, May 11.—San Francisco's 1938 Exposition, to celebrate completion of the two bay bridges under construction, will be held on Yerba Buena Shoals. This was the mandate of the people at a special election on May 2, a record vote being cast.

Voters turned down a substitute mainland site and overwhelmingly defeated a mainland bond issue. Vote against mainland site was 69,133 to 54,450; against mainland bond issue, 87,753 to 36,800.

Commissions are being appointed for financing, architectural plans and engineering. Directors of San Francisco Bay Exposition declared financing is the immediate concern. A plan will be set up similar to that of Chicago's A Century of Progress, where private interests underwrote a bond issue. Federal government will be asked for PWA funds for reclamation of the shoal site, estimated to cost \$2,500,000.

MSWC BALL HUGE SUCCESS

500 Attend 2d Annual Function

Staged at American Annex Hotel, St. Louis—pleasing floor show and music

ST. LOUIS, May 11.—The second annual Missouri Show Women's Club Ball held in the Grand Ballroom of the American Annex Hotel Wednesday night, which function had been planned and was in preparation for several months, was a huge success. It was timed for staging while quite a number of outdoor amusement companies were exhibiting in and near this city. There were approximately 500 people in attendance, including members of Dodson's World's Fair Shows, Beckmann & Gerety's World's Best Shows, Dee Lang Exposition Shows, Oliver Amusement Company, Mighty Argyle Shows, D. D. Murphy Shows, Johnny J. Bale Shows and Heller Shows. The Dodson Shows had at least 100, the largest attendance from any individual show.

Mrs. Catherine Oliver and Mrs. Grace Goss were in general charge of the event, with other officers and members of MSWC officiating at the door and on the floor.

The Floor Show

Mrs. Ruth Martone, of Kansas City, was mistress of ceremonies and ably took care of her assignment. She dedicated a special dance by the Jenkins Sisters to Mrs. Lola Hart, of the Ladies' Auxiliary, Heart of America Showman's Club, Kansas City, who is recovering from a prolonged illness; the fan dance (See MSWC BALL on page 54)

Need of Caution Prior to Philippine Trips Indicated

LOS ANGELES, May 11.—Reports from returned showfolk and letters from others indicate that show people planning to accept engagements in the Philippines should make sure of payment of their return passage before sailing. These reports further state that the secretary in the office of the Governor-General advised troupers from the United States that stranding of showfolk in the Philippines has been a frequent occurrence, they becoming charges of the Red Cross and other charitable organizations until return passage on a government transport could be arranged, with long intervals between such sailings, and those sent back classed as indigent American citizens. Economic conditions are said to be tightened up in the Philippines and with costly living expenses. The Manila Carnival, annual affair, in former years rated as on par with prominent events in this country, was reported a flop, business not reaching 50 per cent of that of recent years.

Officials at San Antonio Follow Warning With Action

SAN ANTONIO, May 11.—For the first time in many years deputy sheriffs and other officers raided some shows and concessions, making a number of arrests, at the recent Fiesta San Jacinto and Battle of Flowers celebration here.

The raids were largely conducted by Sheriff Albert W. West Jr., a newcomer in county politics, and apparently with the approval of the Fiesta committee, for Secretary Jack Raybould commented that the heads of the amusement interests had been warned by the sheriff that any off-color business would be dealt with strongly and that the showmen had agreed to maintain clean standards.

RICHMOND, Va., May 11.—Virginia Shows, Inc., has been chartered by the State Corporation Commission to operate a road-show business. The authorized capital stock is \$15,000. Mary E. Ricci is president.



FRANK WINCHELL, who has returned to the Rubin & Cherry Exposition as press representative.

Phillips Gets Shrine Meet

Jones Shows and added attractions to be on Pennsylvania Ave., Washington

WASHINGTON, May 11.—An extensive list of amusements, consisting of shows, riding devices, free acts and concessions, will be included in the entertainment for delegates and visitors to the Shrine convention here June 9-15. Approx. (See PHILLIPS GETS on page 53)

C. W. Cracraft in Cincy

CINCINNATI, May 11.—C. W. Cracraft, general representative Mighty Sheesley Midway, was here yesterday checking up on details in connection with the show's two weeks' engagement at 12th street and Central avenue, starting May 27. Cracraft arrived from Michigan, where he was on a booking trip. He stated that the Fourth of July week stand for Sheesley will be at Battle Creek, Mich.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

Dear Charlie: Grub Stake, O. Week ended May 11, 1935.

Ballyhoo Bros. furnished the midway amusement here for the most unusual event ever held, "Carnival Cookhouse Operators' Convention." And, believe me, it was world wide. We never realized that there were so many of them. Every nation in the world represented. Interpreters so scarce they couldn't make themselves understood. Finally decided to lay aside their native tongues and all spoke pig Latin (which sounds the same in any language.) The object of the convention was to try to decide on a formula for hamburger and make it possible to do away with meat in it entirely. By all using the same formula there wouldn't be any difference in the flavor in any land. Tourists would never be able to detect the switch. What was decided on we will never know. But one operator introduced a meal-ticket puncher that punches out two numbers on a meal ticket at the same time without letting the patron know of it.

NUMBER OF SHOWS EN TOUR AUGMENTED BY 10 UNITS

B. & G. Start Regular Season in St. Louis

ST. LOUIS, May 11.—Beckmann & Gerety's World's Best Shows are playing their first engagement, as an individual assemblage of attractions, of the new season here. Opened on Thursday of last week on the Grand and LaCledre lot. The show encountered inclement weather until Wednesday night of this week. (See B. & G. START on page 50)

Gruberg's Exposition At Salisbury, N. C.

WILLIAMSON, W. Va., May 11.—Gruberg's World's Exposition Shows, exhibiting here this week, are in the third week of their new season. Last week at Bluefield, W. Va., their opening stand at Salisbury, N. C., auspices American Legion Spring Fair. The engagement at (See GRUBERG'S EXPOSITION page 51)

Strates Shows At Corning, N. Y.

CORNING, N. Y., May 11.—Strates' Shows are today concluding their opening engagement here. The show inaugurated its season on Friday of last week, but had almost constant rain until Wednesday night, when the weather (See STRATES SHOWS on page 50)

All-American Shows In Huntington, N. Y.

NEW YORK, May 11.—All-American Shows, owned and managed by Jack Davin, opened the season Thursday in Huntington, L. I., to cold weather and fair business. Organization has three rides and four shows.

Merry-Go-Round and Ferris Wheel are (See ALL-AMERICAN SHOWS page 50)

World of Mirth At Richmond, Va.

ALEXANDRIA, Va., May 11.—World of Mirth Shows, exhibiting here this week, played their opening engagement at Richmond, Va., last week. Oldtimers who have watched Max Linderman open shows in Richmond each spring for years (See WORLD OF MIRTH on page 51)

Conklin's All-Canadian At Hamilton, Ont.

HAMILTON, Ont., May 11.—Conklin's All-Canadian Shows had the most successful opening in recent years last Saturday. From 2 p.m. until midnight the midway was a seething mass of people, with all shows, rides and concessions getting a good play. J. W. (Paddy) and Frank Conklin, their faces wreathed in smiles, greeted their many friends in Hamilton and others who made special trips for the opening. The office front was nearly hidden by baskets of flowers and arrays of blooms sent with the good wishes of friends for a successful opening. Also many telegrams of good will (See CONKLIN'S on page 51)

Art Lewis at Ansonia, Conn.

ANSONIA, Conn., May 11.—The Art Lewis Shows, exhibiting here this week, played their opening engagement of the new season last week at Naugatuck, Conn., under auspices of American Legion, and to reported good business.

Owner Art Lewis has outdone all his former efforts for this year in having one of the neatest shows of its size on the road. It consists of 8 riding devices, 7 shows, 3 free acts and 30 concessions.

The show owns all equipment, including concessions, which places everything (See ART LEWIS on page 50)

C. L. Bockus at Biddeford, Me.

BIDDEFORD, Me., May 11.—The Curtis L. Bockus Shows opened their season here last week. The show encountered inclement weather but many amusement seekers flocked to the midway and business on the whole was better than last year. The midway has a very attractive appearance, with neatly framed attractions, including 4 shows, 4 rides, 6 free acts and 24 concessions.

The staff includes: C. L. Bockus, owner-manager; Pat Hanlon, general agent; (See C. L. BOCKUS on page 50)

O. J. Bach Shows In Pennsylvania

LYMEHURST, Pa., May 11.—O. J. Bach Shows opened here last week under the auspices of Volunteer Fire Department. Weather was cold, business fair.

Staff: O. J. Bach, manager; B. W. Frank, secretary-treasurer; L. H. Frank, auditor; James A. Currier, general agent; R. D. Baker, advertising and banners; Harry Green, mechanic and electrician; Leo Grandy, sound car, mail and the Billboard.

Rides: Merry-Go-Round — Raymond Cunningham and Henry Defavello. Ferris Wheel — Michael Davis and Roy Mayo. (See O. J. BACH SHOWS on page 50)

J. R. Edwards At Massillon, O.

MASSILLON, O., May 11.—J. R. Edwards Attractions inaugurated its annual tour on a downtown lot here as scheduled, but due to continued rains and cold weather last week remained for this week. The show is enlarged this spring and presents a flashy midway. An electric-lighted entrance arch, with large panels artistically lettered with the various attractions, is one of the outstanding features. A five-cent gate is on for first time.

Staff includes: J. R. Edwards, owner and general manager; Mrs. J. R. Edwards, secretary-treasurer, and Ray Hillburn, special agent and banners.

Shows: Parisian Rambles, Rex Drum; Ten-in-One and Snake Show, John Rea; and Athletic Show, George Buzokas.

Rides: Kiddie Ride, Al Williams; Chair— (See J. R. EDWARDS on page 50)

The country's leading packing houses decorated the town. Pictures of "Wimpy" hanging everywhere. Beds of green onions planted on the streets. Dirigibles shaped like hot dogs floated over the city. But they took down most of it when they found out it was almost a meatless convention. Cold-drink stands here and there (some of the cookhouse men squawked because the natives charged a dime for pop).

Tuesday night feature was a debate between the "Eastern and Western Junior League Grab Joint Operators." The subject, "Which is the cheapest, ham or horse?" Also, "Why serve water with meals when we have cold drinks to sell?" At first the operators wouldn't eat in our cookhouse. They ate downtown. Said that they heard the gyp was on. They finally loosened up. That night the diner had brass checks from every country in the world. A rare collection for collectors.

Not a trouper on the show visited the convention hall. They didn't feel as (See BALLYHOO on page 53)



== 61st ==

NATIONAL SHRINE CONVENTION

WASHINGTON, D. C.

AMERICA'S LARGEST EVENT — IN THE — NATION'S CAPITAL

MAMMOTH
PARADES
PAGEANTS

8 DAYS 8 NITES

VISITORS FROM
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JUNE 8 to 15, Inclusive

NOW READY TO CONTRACT
NOVELTY PRIVILEGES, SOFT DRINKS, EATING STANDS, ICE CREAM.

OTHER CONCESSIONS NO EXCLUSIVES BUT LIMITED

All City Permits Must Be Issued Through Shrine Headquarters

NO EXCLUSIVES — PRICES ACCORDING TO LOCATION

AMUSEMENTS JUNE 5TH TO SATURDAY, JUNE 15TH. SUNDAY, JUNE 9TH, INCLUDED.

Game Concessions; must be legitimate. Straight Stock Wheels; no controlled games OF ANY KIND; positively Merchandise only; NO sticks. All contracts accordingly.

➔ IN THE CENTER OF ALL EVENTS ←➔

Location: 4th and PENNSYLVANIA Ave. N. W.

Downtown Location.

Will consider booking any novel high-class attraction, also any rides not conflicting.
ALL PARADES, PAGEANTS PASS LOCATION.

Contract for All Shows, Rides and Game Concessions

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Address: All Communications to

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

Publicity Wave Expected To Finally Help Pinball

Magazines carry feature articles on new form of amusement—newspaper stories increase and radio usage starts—final result may be wider advertising of games

CHICAGO, May 11.—Widespread publicity, pro and con, on various types of coin machines now appearing in newspapers and general magazines has the coin-machine capital waiting to observe the general reaction to this publicity. *The Saturday Evening Post*, dated May 11, introduces a fiction story which describes in detail the work of a young district attorney in prosecuting a mint vending machine case. *House and Garden* publishes a feature article on various amusement devices for the home game room and, naturally, includes pinball table games in the list of devices suitable for this purpose. *Vanity Fair*, in the May issue, publishes a feature article by a writer who has "recently crossed the country from Boston to Oakland and return" and who finds the country decidedly pinball conscious. It is one of the most favorable articles on the games appearing in recent magazines.

One of the newspaper syndicate services released a series of three feature stories for publication May 6 or later. The first report of the appearance of these articles to reach Chicago came from South Carolina. The articles were written by a newspaper man who attended the 1935 Coin Machine Exposition in Chicago. A careful reading of these articles is said to provide a fairly favorable reaction toward the modern pinball games, but headline readers will almost surely gain an unfair opinion of the industry. The syndicate suggests to newspapers using the material that local stories on the coin-machine business may be used to follow up the syndicate stuff. This may provide operators and organizations in some cities an opportunity to contact the local newspaper and correct some of the false impressions that the articles may give.

General opinion is that the wave of publicity will react favorably for pinball games and merchandising machines in time. Newspapers that are already biased against the games, it is expected, may use some of the publicity to foster a drive against operators. It is significant that the present publicity is not being promoted by the coin-machine industry, but is an indication of the sudden discovery of the national importance of modern amusement games.

Prominent persons in the show world have helped to attract attention to the pinball games. Paul Whiteman has given his approval of the new sport and, it is reported, that Ted Lewis is an ardent pinball fan. Reporters are beginning to look for him at the nearest sportland or pinball game.

Even the radio is beginning to talk about "slot machines." Elmer Turner, radio editor of *The Chicago Evening American*, says that "the slot machine will be elevated from the customary function of a petty gambling device to that of an important domestic role during the 'Hoofinghams' broadcast via NBC.

"During the episode, Al Hooftingham will introduce slot machines to the Hooftingham mansion in the fond hope that his visiting mother-in-law will squander her money therein. . . The mother-in-law has announced her intention to remain with Al and Lizzie as long as her money holds out."

It's Papa Hurvich Now

BIRMINGHAM, May 11.—Old Mister Stark put in a call recently at the home of Harry Hurvich, of the Birmingham Vending Company, and deposited a bundle of baby-girl loveliness for the proud parents. Mother and father are reported almost fully recovered from the ordeal.

Harry is now planning a baby pin game in honor of the little girl and will soon have a picture of her playing it for the rest of the industry to see, he claims.

Everybody's Maryland
By E. V. ROSS
Oriole Coin Machine Corporation

The last few months in Maryland have aptly illustrated what is happening thruout the country. Apparently all was serenity for a while, when suddenly a crash dinned in upon it all. Repercussions of this, or this is a repercussion, are being heard everywhere. It is useless to bury our heads, as it is reported of the uncomprehending ostrich. Our job right now is to keep our heads as high as possible so as to discern what may be approaching, and at the same time keep an eye down-gazing in the event something may be crawling along there. But while watching, much effort must be expended to repulse all possible attacks. Personally, I sincerely believe that the industry is sufficiently large and intelligent to act sensibly in this matter. A pointed understanding must be made. I know that it will be to the benefit of us all, the manufacturer, distributor and operator, should we make a definite decision of policy and adhere to it implicitly. Naturally, conditions should be made stringent enough to result in the outcome which is desired. This is possible with the proper effort.

Maryland operators had been demonstrating a rather stifled interest in the local developments, but have clearly indicated their ability to co-operate when the moment demanded it. It is my assumption that this is true of operators thruout the entire country.

Now is the time to bend these necessary efforts and bring about what is needed.

Tries New Stunt Giving Away Worn-Out Machines

CHICAGO, May 11.—"Dingy" Hoffman, Chicago Amusement Games Company, puts the old and worn games to one of the most novel uses yet presented to the industry. "Dingy" has been giving the old games to parents to teach their children to save money by playing the games in their homes. It seems, according to Dingy, who was seen donating the games to some of this city's blue coats, that they are so arranged with slot and cash box that the kids at home will play them and pop and mom will make the collection at the end of the week, banking whatever money is found in the game to the child's account.

Dingy also believes that if he can get more of the games he may introduce a new innovation to help the industry in general. He believes that schoolrooms, wishing to save money for some event planned by the school class or the teacher, can use the games for play during recess and lunch periods and the money earned can be applied to the general account of the pupils and used in their interest.

Harry Hoppe Gets Premium Exhibit Comes to End

CHICAGO, May 11.—A festive spirit pervaded the offices of the Exhibit Supply Company recently, occasioned by the return from Europe of Harry Hoppe, special "foreign ambassador of good

CHICAGO, May 11.—Fifth annual National Premium Exposition was held here at the Palmer House May 6 to 10. The exhibit hall was filled with displays of all types of merchandise items recommended for use as premium merchandise. A number of firms that have exhibited premium items at the annual coin machine expositions were also exhibitors at this exposition. The list of exhibitors contained the names of 166 firms that offer everything in the premium field from small novelties and children's toys to bathroom scales, blankets, radio, etc.

The exhibit was held under the auspices of the Premium Advertising Association of America, Inc. In the wide range of premiums shown useful articles seemed to be predominating. A number of local colmen visited the exposition to observe the latest in premiums.

George Barok, Columbus, O., operator and inventor, attended the premium exposition and loaded himself up with about \$400 of premium items for his local field. He reports excellent results by offering a midget radio set for each location where he has games. Real premium items, he says, have proved their worth in stimulating pinball play.



will' for the exhibit firm. In a moment of weakness he showed a bit of white ribbon to which was attached a beautiful cross and then the story came out.

According to Harry, the order of the Croix de Sang was presented to him because he introduced the digger type of machine in France and stimulated the production and sale of novelty merchandise. "The first thousand diggers placed in France certainly made the French manufacturers of novelty merchandise start investigating the reason for the sudden tremendous increase in their sales," Mr. Hoppe reported. "When digger machines are used business in general is always stimulated, and from this increased business more people are always gainfully employed."

The award of the "Cross of Blood" was made on April 12. The insignia is a cross of Malta, blue and gold enamel, worn on a white ribbon.

Editor Compares Types of Injury

The Decatur (Ill.) Herald makes an interesting editorial comparison of the slot machine and automobiles in its issue of April 22, as follows:

"Slot machines are forbidden by law in Illinois, and Macon County officers acted properly in confiscating every such machine that could be found. There is still room, however, for reflection upon the curious discriminations of the law as between one dangerous machine and another.

"The operator of a slot machine takes from his victim only such odd nickels or dimes as the player may find in his pocket. In return the player is given a thrill of hope that many human beings value for entertainment, and occasionally the hope actually is fulfilled in a shower of coins. Only those are hurt who choose to play of their own volition.

"Consider for a moment another sort of machine, more prevalent in its opportunities and menace. Automobiles constantly are operated in Illinois in a manner that menaces, not the spare change, but the lives and limbs of innocent persons. The victims in this case are given no opportunity to decide for (See EDITOR COMPARES on page 66)

Lee S. Jones Will Sell Genco Products in Chi

CHICAGO, May 11.—Genco, Inc., announces the appointment of the American Sales Corporation as Chicago distributor for the Genco products. This is a departure from the long practice of the firm in this territory and Dave Gensburg, recently returned from the Pacific Coast, states that the appointment comes only after a long and careful observation of the distributing firm and its methods. Lee S. Jones, formerly president of the Coin Machine Manufacturers' Association, is head of the American Sales Corporation.

"We are thoroly convinced of the policy of Lee S. Jones in maintaining standard prices," Dave Gensburg stated. "and that is one of the important factors we have considered in selecting his firm to sell our machines here. His influence and policies are well known by the trade and we take special pride in announcing the appointment."

Mr. Jones has been connected with the coin-operated machines business for more than 20 years, having been sales manager of a pioneer concern making the automatic pianos of the early period in coin-machine history. He later joined the J. P. Seeburg Corporation as sales manager and formed a national acquaintance in the sale of automatic pianos and later the Seeburg phonographs. He entered the distributing field in Chicago about three years ago and announced a one-price policy. His sales have reached beyond the local territory and he now has preferred customers in many operating centers. He developed a plan of extending credit on the sales of pinball games, which has been used by hundreds of operators to expand routes.

Metropolitan Board May Reorganize on New Plan

NEW YORK, May 11.—A meeting of the Metropolitan Skill Games Board of Trade will be held soon to consider plans of reorganization. A number of speakers are scheduled to offer suggested plans for strengthening the board and also for better financing of its work. The general opinion seems to prevail that the board should be the central agency and spokesman for the trade here. Many suggest that the present (See METROPOLITAN BOARD page 68)

3 OF THE FINEST Operators Report-

★ More Money Than Ever Before

With ROTO-LITE

This New Improved ROTO-LITE is taking ALL the play wherever it appears. A Chicago Operator reports \$93.65 in ROTO-LITE'S Cash Box the FIRST WEEK! Many others just like it. That's why we say: "Operate ROTO-LITE without delay!" It is PROVING its RICH EARNING ABILITY to others—and will do the same for YOU! New LOW PRICE and Guarantee makes ROTO-LITE easy to test at OUR RISK. Reduced to **\$56.85**

★ and Baby LITE-A-LINE

Is Breaking All Records for Counter Operation—

★ A Texas man did \$81.35 in 6 Days' time. This should be PROOF enough for any Alert Operator. Take Baby LITE-A-LINE for QUICK EASY PROFITS—Price REDUCED to **\$27.85**



SIZE 16"x24"



SIZE 20"x40"



SIZE 20"x40"

GAMES EVER PRODUCED!!! Their Combined Gross Earnings-

★ Greater Incomes with Two New Models of NEONACT—

FOR ONE WEEK— 7 DAYS' TIME:

Model One—with Single Banking Spring, and Combined Appeal of High Scores plus NEON Lights. Players actually SPELL—TWO—FIVE—TEN—and TWENTY to One!
Model Three—with Triple Banking Springs that GET and HOLD the SKILL Players. Four Optional Routes to SPELL—TWO—FIVE—TEN and TWENTY in Brilliant NEON Light-Up Awards. Better than any Automatic Pay-out—these Two Separate Models of NEONACT.

NEONACT . . \$91.75
ROTO-LITE . . 93.65
Baby Lite-A-Line 81.35

Total Income . \$266.75

COMPARE THIS WITH THEIR LOW COST INVESTMENT!

Price Reduced to . \$56.85

★ A New York Operator Took In \$91.75 With Model Three Last Week.

SEE YOUR NEAREST JOBBER AT ONCE

OR WRITE DIRECT FOR FULL DETAILS

PACIFIC

AMUSEMENT MANUFACTURING CO.
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CHICAGO, ILL. LOS ANGELES, CALIF.

Ted Lewis Likes To Play Pinball

That Ted Lewis is another prominent pinball fan is shown by the following story by Jack Gordon, amusement department editor on a Fort Worth newspaper:

"With almost paternal affection, Ted Lewis, band leader and apostle of sunshine, fondled an 18-year-old silk topper in his dressing room at the Dallas Majestic recently.

"It's the battered headgear which brought him luck since 1917, and which Lewis hopes will continue to bring him luck when he steps before his first Fort Worth audience at the Worth Theater.

"Your amusements editor, first directed to the marble boards in the neighborhood of the Dallas playhouse, finally located Maestro Lewis sitting moodily in his dressing room, with a yellowish dressing gown, initialed 'T. L.', drawn about him.

LOOKS ITS AGE

"The hat, the hat—oh, yes, the hat. It's no bunk. My hat is really 18 years old. . . . It's my boy."

"Stitched, double-stitched, welded and vulcanized, the old high hat looks its age.

"He has a flock of reserves—some getting along in years themselves, but old No. 1 still gets the heavy duty.

"There's a story in the way Lewis got possession of it.

"In 1917 he had quit the medicine shows and carnivals and moved into the famous Rector's, New York, with a four-piece band.

"Leaving the cafe early one morning, Mr. Lewis' roaming eye fell on the shiny silk topper of a hansom cab driver at the curb.

TWO BITS OR THE HAT

"He reached into a pocket, fished out two spotted little cubes, rattled them tantalizingly.

"Two bits or the hat," he invited.

"The driver climbed down.

"Maestro Lewis rode home with the hat.

"Ten years ago he sewed a silver lin-

ing in the topper and wrote a famous song he still features. The words run: "Put on your hat with the silver lining when there's a cloud on your mind."

"Lewis, at 44, still has his famous shock of hair, altho he admits it is beginning to thin in front. He is using a tonic.

"He has been married—to the same missus—for 19 years.

"He was saying 'yowsuh' on the stage years before Ben Bernie started 'yowsuh-ing' on the air.

"Texas delights him—principally because he finds it so easy to find a marble board. He can whang the little white balls around for hours.

"Radio? Maestro Lewis just can't get interested.

"I'm a performer, not a musician. Now when television comes, and it will"

Bandits Get Collection Of Pennies From Venders

CHICAGO, May 11.—Three bandits with sawed-off shotguns and handkerchief masks stole \$1,855, including \$1,255 in pennies, from a messenger at the rear of 509 S. Franklin street.

The messenger, Werner Puttkammer, was loading the heavy bag of pennies and other cash onto a truck at the rear of the offices of his employer, the Chicago Elevated Advertising Company, when he was robbed.

The three bandits drove into the alley and jumped from their automobile, training the sawed-off shotguns on Puttkammer and his helper. While one of the robbers kept Puttkammer and his assistant covered with a gun, the other two robbers seized the cumbersome money bag.

They stowed it into the bandit car. All three men then jumped in, sped thru the alley to Harrison street and disappeared towards the West.

The 125,500 pennies had been collected from vending machines on elevated railroad platforms and were being taken, along with \$600 more in cash, to the First National Bank by Puttkammer.

Operators! Jobbers!

Get

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Sensational Light-Up Game by HARRY WILLIAMS today from our exclusive Eastern Distributors

D. ROBBINS & COMPANY

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AUTOMATIC AMUSEMENTS CO.

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COIN MACHINE BARGAINS

NEW WINNERS		GUARANTEED USED MACHINES		SLOT MACHINES	
Cavalcade	\$39.50	Forward Pass	\$ 9.00	Mills O. T. Vender	
Ticketite	49.50	Mail Keys, Jr.	12.50	Mills (1c)	\$95.00
Grand Champion Race Horse (Auto. Payout)	80.00	Mail Keys, Sr.	18.50	Mills Skyeroball	
Turf Flash Race Horse	29.50	Lightning	10.00	Slide Vender	39.50
Game	29.50	Stepup	8.00	Jennings Victoria	
Horse Shoes	12.50	Golden Gate, Jr.	12.50	(5c)	29.50
Starlite	49.50	Golden Gate, Sr.	18.50	Patco Banta	
Traffic Signal	49.50	Contact (44")	14.00	Vender (1c)	18.00
Mills Ticketite	17.50	Disc-O-Matic	8.00	Liberal Trade-In Allowances on Used Machines.	
		Horse Shoes (Like New)	10.50		
		One-Third Deposit With Order, Balance C. O. D.			

W. B. SPECIALTY CO.,

2507 MARCUS AVE., ST. LOUIS, MO.

SPECIAL DUDLEY-CLARK'S SKYRIDES, \$4.75

(5 or More, \$4.50 Each)

Battery Game—Progressive Scoring Principle—Mostly Cedar Cabinets—Other Used Bargains Also

CHICAGO AMUSEMENT GAMES CO., 1215 Diversey Blvd., CHICAGO

GREATEST OF THE BEST STAR LITE
with LIGHTS IN MOTION
the Smashing Sensation of To-Day

RAPID FIRE
A NEW ONE-SHOT PAY OUT TABLE NOW READY FOR DELIVERY

WHIRLPOOL
TICKET GAME AN EVERLASTING PROFIT MAKER
with changeable boards

GATEWAY
NEW PLAY BOARD FOR TICKET GAME NOW READY FOR DELIVERY

NOW READY "DEALER"
A NEW REMARKABLE NOVELTY PIN TABLE
Designed by HARRY WILLIAMS

SEE YOUR JOBBER

EXHIBIT SUPPLY CO.
4222 W-LAKE ST-CHICAGO

Southern Distributors Will Celebrate

BIRMINGHAM, May 11.—In keeping with the traditions of the South, Max and Harry Hurvich, of the Birmingham Vending Company, will have a huge "Jubilee Celebration" during the month of June, officially opening their new three-story building in the heart of the business district. During the celebration tool kits will be given away free to operators. A new game, choice left to the lucky operator, will be awarded. Every customer who writes to the firm or enters the firm's offices during the period up to June 1 will be sent a numbered card and the lucky number will be awarded any machine up to \$50 in cost.

No purchases of any kind are necessary to receive the card. No names are requested or anything else from the operator. It is a plan to celebrate the Jubilee and will be donated to the lucky operator holding the winning ticket, Max Hurvich states.

Many plans are under way to make this a Jubilee month for the firm. Food and drinks will be served in abundance on the official opening day. Bargains are being planned, it is claimed, which will astound the industry. Plans for novel fun of every type are in progress and these will be announced every week. Contests of every type are also planned, some of the contests having been suggested by the operators themselves.

Max and Harry Hurvich are hard at work to plan for one of the greatest gatherings of operators in the Birmingham district. It is believed that if the plans continue at this pace, there will actually be a Southern convention in progress on June 1.

New Model of Multi-Coin Machine in Production

CHICAGO, May 11.—Bally Manufacturing Company will soon be in full production on an improved Frisky pinball game, according to Ray Moloney, president of the firm. "This popular fast-play machine," Ray stated, "was discontinued due to the tremendous demand for Traffic, coming at a time when we were under the handicap of getting settled in our new factory. However, the operators who placed the original run of Frisky machines have been yelling for more ever since we went out of production on it, and they've shown us some collection figures that can't be waved aside. Due to the fact that the multi-coin chute takes all coins—pennies, nickels, dimes and quarters—weekly gross collections can run very high. This is partly due to the considerable number of quarters played and partly due to the fact that, although the player can play as many balls as desired, the average game requires only five or six balls. Naturally when a machine shows earning power like that not even the manufacturer can say it's thru. And now that our new plant is in full operation, we've decided to give the trade a Frisky that is even better than the original.

"The original idea, whereby the player plays the old popular '21' game—shooting balls to represent his hand and spinning a dial for the 'dealer'—will be retained. But the game will be considerably larger and will incorporate a number of new features to add action and suspense. The new machine will have all the player appeal of the best pin games on the market, plus the competitive score appeal of the dial feature. A new award system has also been worked out, based on the experience of operators who have now had games in hundreds of locations for a period of four to six weeks. The machine will be available in two different models—one for straight nickel play and one having the multi-coin chute, which takes all coins from a penny to a quarter."

License Dept. Approves

BROOKLYN, May 11.—Dave Robbins, of D. Robbins & Company, has announced that the License Department of the city of New York has approved the Tickalite table game made by the Stoner Corporation of Aurora, Ill. D. Robbins & Company has the distribution of the game in New York, New Jersey, Connecticut and Philadelphia. The game is recommended as a ticket game in the low price field.

Robbins Uses Numbered Tickets To Award Game

BROOKLYN, May 11.—To stimulate interest in Tickalite, a new pinball game by Stoner, D. Robbins & Company, Eastern distributors for the game, recently used a stunt contest which brought hundreds of operators flocking to their display rooms to see the sample game.

A numbered ticket was mailed to every operator in the metropolitan New York area. Printed instructions stated that if the ticket were personally delivered to D. Robbins & Company the lucky number would receive a free Tickalite game. The drawing took place April 30. Herman Budin, president of the Metropolitan Jobbers' Association, was invited by Dave Robbins to select a winner. In the presence of several hundred operators Mr. Budin picked the winner, an operator named Phil Greenberg, of Brooklyn. As a result of this "stunt" many additional sales of Tickalite were made.

Robbins stated that he has many other plans up his sleeve to boost the sale of machines which he distributes.

Returns From Chi Visit

DALLAS, May 11.—Ken C. Willis, president of Neutron Amusement Corporation, this city, and inventor of Lite-a-Line game, returned here early this week from Chicago, where he visited the offices and factories of Pacific Amusement Company.

The Neutron Amusement Company is the factory distributor for Pacific Amusement Manufacturing Company in Texas. Leah Branning, secretary to Mr. Willis, acted in the capacity of manager during his absence.

EDITOR COMPARES

(Continued from page 64)
themselves whether they shall accept the risks.

"One day last week a Decatur physician driving back to his office from a hospital glanced into a side street just in time to see a machine bearing down upon him at terrific speed. The woman at the wheel apparently had jammed her foot upon the accelerator instead of the brake pedal as she came up to the intersection. She crashed into the side of the doctor's car, amidstships, and his expensive machine was wrecked beyond the possibility of further usefulness.

"Inquiry brought out the facts, (1) the woman driver had no insurance; (2) her car was an antique, ready for the junk pile before the accident and without value; (3) she had no money and no property. She had inflicted a heavy property loss upon another person by carelessness or incompetence, and the other person has no means whatever of recovering damages. For \$10 or \$25 the careless driver can obtain another car of the same vintage and go out to run down new victims. Only exceptional luck in this case prevented injury or loss of life in addition to loss of property.

"The Legislature of Illinois, which has provided drastic penalties for those

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Do not be misled—imitators are offering licensed RCA TUBES with their sets which does not mean that the SET ITSELF IS LICENSED BY RCA. We use only new and approved parts, and every set is RCA Licensed and Guaranteed with a money-back offer.

RCA Licensed Radio With 4 RCA Licensed Tubes. NOW \$6.25 Dozen Lots.

For A. C. or D. C. Measures 10" wide, 7" high Built in Aerial; no ground required. Set and Tubes guaranteed 6 months. Money Back Guarantee. Send 25¢ Deposit.

SAMPLE \$6.80 F. O. B. NEW YORK.

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127 West 17th Street, NEW YORK CITY.

1000 Brand New WHIRL-A-BALL Machines

In original cartons. Originally sold for \$16.50; closing out at \$5.00 Each. Special Prices in Quantities. Here's an opportunity for a smart salesman to make a real clean-up.

R. I. MAUJER
133 E. Pearl Street, CINCINNATI, O.

persons who operate machines that deprive the public of nickels has to this day taken no step whatever to impose a responsibility upon the operators of machines that take lives. Bills requiring proof of financial responsibility, for the privilege of operating automobiles, are before the Legislature now. It is high time they were passed."

METROPOLITAN BOARD

(Continued from page 64)
time, when there seems to be a lull in legal problems, is a good time to effect reorganization of the board.

Lee Rubinow is the present chairman of the board. It is expected that he will be called upon to rule on some of the most important questions of procedure ever to come before the body. Many members want to dispense with some of the red tape which they claim delays decisions. Plans will be proposed for speeding up action when problems affecting the trade are up for discussion.



LUCKY NUMBER GETS THE GAME—Dave Robbins gives away a Tickalite pinball game to Operator Phil Greenburg, holding the lucky number.

BILLBOARD LEGAL NEWS

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

Young Boosts State Groups

BALTIMORE, May 11.—Ralph T. Young, chairman of the organization committee of the National Association of Coin Machine Operators, began an itinerary here yesterday that will take him to operators' meetings in many of the operating centers of the East during the next 10 days. He will be in Philadelphia May 11; Newark, N. J., May 12; New York, May 13 and 14; New Haven, Conn., May 15 and 16, and for the Rhode Island State meeting at Providence May 17.

Young reported that the Ohio Court of Appeals has sustained the lower courts in denying the operators the right to sue the State liquor board of control. The liquor board had ruled against pinball games in locations having liquor license and the Ohio association carried the case into court. Young states that the case will be taken to the State Supreme Court.

"Our trouble has been that there is the usual running around about attempting to exert political influence and so much talk of paying off that officials are afraid to decide the case on its own merits," Young stated.

Oklahoma Lawmakers Pass on License Law

OKLAHOMA CITY, May 11.—The chief news from Oklahoma still concerns the Oklahoma State coin-machine license bill, a tax-raising measure designed to eliminate a deficit that is becoming rapidly burdensome. The bill passed thru both branches of the Legislature, and Gov. E. W. Marland let it become law without signing. He minced no words about the bill, for which he has little liking.

Sharp floor fights preceded the final House vote of 63 to 43 for the bill. Speaker Leon C. Phillips pleaded for passage of the bill, declaring "we will come a lot nearer curbing these machines by taxing them than by refusing

to pass this bill and lose the State revenue from a source that will continue to operate."

The tax provisions of the bill license operators charging a \$250 fee annually for 25 or more machines and levying a tax of \$12 on each pin game. The measure prohibits playing for money, but tokens would be allowed to be redeemed with merchandise.

The bill provides for the unrestricted operation of coin machines that pay tokens provided that the slot be restricted to five-cent plays. Operation of machines that pay in money is prohibited, and minors, any person less than 21 years old, would not be allowed to play the machines. The operator would be charged with the offense if machines were played by a minor.

License Dropped Pending Appeal

NEW YORK, May 11.—License Commissioner Paul Moss notified the industry that no more licenses will be issued until the appeal case is settled. The official reason is that there has been much criticism of his department on the issuance of licenses due to the fact that the appeal case is as yet undecided.

It is believed that this new ruling will affect the resort sportlands more than operators of the individual games on various locations. Operators here have almost all locations of any value covered with a license, but with the season under way for the resort spots these will have to wait until a change in the order is issued from the license department.

General optimism prevails that the order will be lifted within a week or two. The operators' appeal case, which has not yet been set forth on the calendar, is also an important part of this order, officially. But it is hoped that the license department will show leniency at this time, with the summer resort season under way, and that licenses for the summer spots will be issued, giving the men an opportunity to earn money at the sport points.

U. S. Court of Appeals Rules Out First Claim in Callison Patent

TULSA, Okla., May 11.—An aftermath of the Callison patent case, which at one time threatened consternation among pinball operators and their locations in half a dozen States throughout the Southwest, occurred here when an appeal was decided in favor of the defendant, Western Sales Company, April 29. The case was No. 1178, in the 10th Circuit of the U. S. District Court of Appeals, being an appeal by W. E. Callison from the U. S. District Court for Northern Oklahoma presided over by Judge F. E. Kennamer. The case was heard before Circuit Judges McDermott, Bratton and Kennedy, and Judge Bratton delivered the opinion of the court, as follows:

Appellant instituted this suit to restrain further infringement of patent No. 1,645,370 and to recover damages for past infringement. The defenses were noninfringement, lack of invention and anticipation. At the conclusion of the trial the court sustained the last two defenses and dismissed the bill. This appeal followed:

The invention relates to an improvement in amusement devices having a propelling contrivance for balls, a target above the level of the propeller and an inclined surface leading from the target to the propeller for the return of the balls after striking the target or target field. The asserted invention comprises a bar extending across the inclined surface between the target and the propeller pivoted at each end with arms extending toward the target and means of swinging the bar upward to release the balls, the object being to stop the balls as they roll down the inclined surface, hold them in the pockets between the extended arms and thus permit them to be counted before they are returned to the reloading device. The

patent contains seven claims, but only the first is involved here. It provides:

"In an amusement device having a propelling device for balls, a target above the level of the propelling device and an inclined surface leading from the target to the propelling device for returning the balls thereto, means between the target and the propelling device for stopping the balls as they return from the target and means for lifting the stopping means to release the balls stopped by it."

The relevant parts of the specifications read:

"My invention relates to an improvement in amusement devices of the type of aerial projectile targets with ball return and is particularly adapted for use with the amusement device of the patent to W. A. Trausch, dated September 1, 1935, No. 1,551,858, in which a coin-controlled pistol may be caused to propel a ball to a target in which the balls, after striking the target, roll down an inclined plane into place to be loaded into the pistol when the reloading device has been released by a coin inserted in the coin slot, and in which the reloading of the pistol operates a device for resetting any target indicator which has been caused to be shown.

"My invention has for its object to provide a stop device in the path of the balls as they roll back from the target so as to permit them to be counted before being returned to the pistol and to so arrange the stop device that movement of the reloading device by which the targets are reset operates to lift the stop device and release the balls retained by it.

"A further object of the invention is the provision in the stopping device of pockets which may be numbered so that the lodging of a ball in one pocket

THE ONLY YEAR 'ROUND GAME

Ice
HOCKEY

and the SALES BOARD

You can't break the glass or men with the steel balls; the new spring device relieves shock when ball hits Hockey men.

ICE HOCKEY is a year-round BIG MONEY MAKER! No, you don't have to change games every 30 days—not with ICE HOCKEY. The consistent big profits of this Seeburg sensation has amazed even the most dubious of operators! ICE HOCKEY is not a pin game! With the new idea of the winning player getting a tree punch at the salesboard, ICE HOCKEY has been going like "wildfire" everywhere! Absolutely legal in all territories! Don't wait—order ICE HOCKEY now!

Foreign Rep., BURROWS AUTO SUPP. CO., 78 Fetter Lane, LONDON, ENG.

J. P. SEEBURG CORPORATION
1510 DAYTON STREET CHICAGO - ILL.

rather than another, as well as hitting the bull's eye of a target, may require the exercise of special skill."

The patent in suit was involved in another case which came before this court. Callison v. Dean, 70 F. (2d) 55. One of the alleged offending devices operated by appellees here was involved there, and it is urged that we determined the question of infringement which forecloses its consideration here. There the trial court dismissed the bill when plaintiff rested his case. No evidence was submitted with respect to the prior art. We held that the issuance of a patent is prima facie evidence of usefulness and novelty of the device and creates a presumption of patentable invention, and that in the state of the record the infringing device read squarely on claim one of the patent. Here the condition of the prior art was developed for the first time and the court found that the patent is not the pioneer; that instead others preceded it; that it lacked invention and was anticipated by prior patents, Young No. 492,178, Young No. 513,224, Gaille No. 711,383, MacKenzie No. 754,377, Doebrick No. 1,185,071, Ellison No. 1,253,471, Kohler No. 1,540,343 and Trausch No. 1,551,858. Appellant challenges that finding. It is contended that the claim in question is a combination which includes (1) a propelling device for balls; (2) a target above the level of that device; (3) an inclined surface leading from the target to the device; (4) means between the target and device for stopping the balls as they return so that they may be counted before continuing to the reloading device and (5) coin-controlled means for lifting the stopping means to release the balls stopped by it.

It cannot be seriously said that the first three elements are free from anticipation in the prior art, but it is urged that the useful improvement which the invention supplies is embodied in the means for stopping the balls in such manner that they are stable and consequently can be counted before being returned to the reloading device and the coin-controlled means for releasing the stopping device. The several prior patents already referred to

disclose that the means in question for stopping the balls as they roll down the inclined surface and before they reach the reloading device is not new. Its substantial equivalent is found in the prior art, and the coin-control feature, in the abstract, is not new. But the use of old elements in a new combination which achieves a new and useful result or an old result in a more advantageous way is inventive and may be the subject of a patent. Loon Company vs. Higgins, 105 U. S. 580; Grinnell Washing Machine Company vs. Johnson Company, 247 U. S. 426; Proudfitt Loose Leaf Binder Company vs. Kalamazoo Loose Leaf Binder Company, 230 F. 120; Forchheimer vs. Franc. Strohmeier & Cowan, Inc., 20 F. (2d) 553; Kendall vs. Trico Products Corporation, 31 F. (2d) 522; Silver-Brown Company vs. Sheridan, 71 F. (2d) 935; Wiel Pump Company vs. Chicago Pump Company, 74 F. (2d) 13. The question therefore narrows itself to an inquiry as to whether the "means for lifting the stopping means to release the balls stopped by it" is coin controlled and therefore possesses novelty. The claim does not so provide. No reference is made in it to coin control of the stopping means. The specifications are relied upon to aid in sustaining the contention. A patent is enforced according to its claims. The purpose of specifications is to describe the invention so that one skilled in the art may make or use it. It is not the function of specifications to enlarge or contract the claims, but resort be had to them for the purpose of interpreting the claims; that is, to ascertain the true intent of the parties at the time the claims were made and allowed. Jensen-Salsbery Lab. vs. Franklin Serum Company, 72 F. (2d) 15; Jewell Filter Company vs. Jackson, 140 F. 340; Ottuma Box Car Loader Company vs. Christy Box Car Loader Company, 215 F. 362; Hudson Manufacturing Company vs. Loudon Machine Company, 276 F. 537. We, therefore, turn to the specifications for aid in interpreting the word "means" and "stopping means" as used in the claim.

If the words are construed to include every method of accomplishing the result (See U. S. COURT on page 75)

Checker Game Now Made In New Light-Up Model

NEW YORK, May 11.—Bill Rabkin, of the International Mutoscope Reel Company, Inc., has presented a new model of the Checker game called Checker-Lite. The game embodies the same principles as the first model, but enhances the appearance as well as the play with a system of lights on the board in the shape of a cross, which, it is stated, has immediately won much acclaim for the game from jobbers and distributors.

The nine lights on the board are so arranged that scores can be conducted by their use. The operators here, who use the five-ball poker game, will pay for five, four or three lights. It is believed that this action will offer a double inducement to the players and that the game is one of the first that does not deviate from its present play but adds to it by the use of the lights so incorporated as to create a much more beautiful impression on the playing board itself.

The game continues to remain interchangeable regardless of the addition of the lights to it. The three boards which are supplied can still be used by the operator, and the lights can either be used for play features or for decorative purposes, according to the system the operator uses on his locations.

Mr. Rabkin reports that the Checker-Lite has increased interest in the game and that many operators believe they can use these games wherever light-up games are in demand. Many plan, he states, to offer extra inducements if the player can successfully light a certain number of the bulbs on the board.

Houston Firm Expansion Takes in Corner Building

HOUSTON, May 11.—Stelle & Horton recently enlarged their showrooms to include the entire corner building of Louisiana and Leyland streets. The former storeroom occupied by them is now the shipping department and also contains an improved repair department, with all the necessary equipment to repair or replace any parts.

The showrooms are equipped with modernistic furnishings. Nothing has been overlooked to make the prospective buyers as comfortable as possible.

Jimmy P. Stelle and H. H. Horton, proprietors, are always on hand to greet visitors to their place of business, extending hospitality in true Southern style.

Rolfe Stanley, of Houston, opened another sportland this week. The No. 2 amusement center is on Lamar street in downtown Houston. It is Mr. Stanley's intention to increase the number as the Houston folk become educated to sportlands.

Mrs. D. E. House joined her husband, D. E. House, in Dallas last Sunday, coming from their former business location in Atlanta. The House family sold its Atlanta interests to C. J. Cooper, former operator. Mr. House has been in Dallas since the latter part of February, when he opened a business here called the Southern Vending Company.

S. H. Lynch, president of Electro Ball

London Notes

The first successful British automatic ice cream vending machine has been invented and operated by engineers at Boscombe, seaside resort on the south Coast of England. It delivers cups of ice cream for two pennies. Machine stands 5 feet 10 inches high and holds 320 two-ounce cups of ice cream. These remain in perfect condition for an indefinite period, as container is a form of permanent refrigerator. To obtain a cup patron inserts two pennies, pulls over a lever and returns it to original position. First movement of lever releases cup, second issues a maplewood spoon.

British columnists have learned that Helene Palmer, of the Chicago office of *The Billboard*, is coming to England for the King's Silver Jubilee and plan a warm welcome for the lady.

Leading members of trade in England, including "Sir" Arthur Burrows, "Tishy" Willmott and Solly Shefras, are arranging a dinner for eve of jubilee day.

Many American table machines were in evidence at seaside resorts during Easter holidays. Most prominent were Ice Hockey, Beacon, Chicago Express, Cannon Fire, Flying Trapeze, Army and Navy, Criss-Cross-a-Lite, Fleet, Jigsaw and Live Power. British distributors are still greatly concerned over activities of price-cutting merchants. Several meetings have been held and definite action is anticipated in near future.

Seeburg Appoints West Coast Regional Manager

CHICAGO, May 11.—E. C. Johnson, sales manager of the J. P. Seeburg Corporation, announces the appointment of Nels Nelson as Pacific Coast manager in charge of service and sales.

"This promotion climaxes for the genial and popular Mr. Nelson an eight-year association with the Seeburg organization, an association that has been marked by signal success in the service field of the automatic industry. His years of contact with operators has won from them the highest respect and greatest confidence. A man of exceptional ability, Nels has received during his career over a thousand unsolicited testimonial letters complimenting him on his mechanical genius."

In an interview Nels said: "Operators of Seeburg machines have my personal assurance that they will receive, as in the past, nothing but the finest service from my department. I stand ready at all times to apprise my operators of the latest developments by Seeburg engineers and to afford them such aids as will be necessary to maintain their machines on a permanent profit-bearing basis."

Company, left Dallas early this week for a business trip to Oklahoma City and surrounding territory.

C. M. Harkness, of San Antonio, is working on a new idea for the amusement machine field and expects to have it ready for the mid-summer trade.

Why do pin game manufacturers buy these two batteries?



Because it pays

1. THEY LAST LONGER

The finest raw materials in the world and the skill and experience of the country's oldest and largest makers of dry batteries assure the long life for which Evereadys are famous. This extra-long life means that you get MORE POWER PER DOLLAR.

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"Forty years of knowing how" is back of the dependability of Eveready Batteries. Constant laboratory tests guarantee their uniformity and high quality. Their absolute dependability means constant operation for the machines . . . no costly inactive periods because of a "dud" battery.

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No use fooling with "trick" batteries that are practically never readily available. You can *always* get Eveready No. 6's no matter where you're operating.

DISTRIBUTORS! JOBBERS! OPERATORS!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

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CARLOAD OF GAMES GOES WEST—O. D. Jennings & Company ship a carload of Sportsman tables to Jack Moore, West Coast distributor.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Rolfe Stanley Operates New Houston Sportland

HOUSTON, May 11.—Rolfe Stanley has opened a sportland at 3315 Main street, Houston. Stanley is a distributor of coin machines and, in addition, operates machines in his place of business, an average of 36 machines being displayed on the floor of his store.

Stanley was a distributor and operator in New Orleans for a year before coming to Texas. He opened his new place in Houston in January. He explains: "I do not operate any machines other than the ones here in my store. My major business is that of distributing machines—my only purpose in operating is to set up a sort of test laboratory. When any new machine is brought out I place it on display and the operators can quickly see what they think of it and they can see how the players take to the new machine."

"With 36 machines on the floor not

one has a take that is comparable to that of a machine in a good drug store or such location where there is only one or two machines. But if a machine makes any showing at all in my store it will certainly do good in the right location.

"My store is located 20 blocks from the downtown business district and yet on the main street of the town in a semi-business section. I have ample parking space, as a big community drive-in type grocery store is across the street, and after store hours many of my patrons can park across the street at night.

"My machines, in addition to being out for display for the operators and an actual test to prove what they will do, are responsible for a nice direct profit. There are no other amusements in my store other than the machines, but we get a nice play. We do not open until noon—and close at 2 a.m. This is the proper time to catch most of the operators and the time to attract the greatest number of players . . . for many players drop in after the show or are out riding at night and stop for a bit of amusement.

"I don't think it is a good policy to operate machines in outside locations and be a distributor too. For the combination distributor and operator must either neglect his operators or his locations. When the combination jobber and operator receives a shipment of new machines, his operators want first chance at these machines . . . and yet if he does not give his merchants some new machines they feel that they are being neglected.

"I believe that the trade is coming to my type of operating a business, that of maintaining a store where players have a wide assortment of machines. Of course, a machine in a location like this will run only about 20 per cent of what one or two machines will run in a drug store or such location—but it is surprising at how the old machines get a play in Sportlands. A player will come in and go down the line on the machines, probably passing up a new one. If he wins or almost wins on a machine he will play some others, but come back to this winning machine and play it until he goes home. Or a woman may come in who has played a Jig Saw months before in a drug store—and she will play the Jig Saw machines. We have several that are giving a good return even tho some think that Jig Saw is over."

CHARLES N. TUNNELL.

Decries Commission Cuts

DETROIT, May 11.—Jack Katz, owner of the Detroit Sport Center, the city's only sportland aside from summer locations in amusement parks, is branching out into the operating field for the first time. He has established 40 machines in various locations in the city. Most of them are located in beer gardens, restaurants and poolrooms. Pleased with the results of location operating, Katz

went to Chicago this week to buy more machines to expand his business.

However, he reported, business in the sportland is very poor at present—due largely to the poor showing made so far in the baseball season by the Detroit Tigers. Katz's shop is designed to attract sports patrons and the baseball returns are a leading attraction in the afternoons, with patrons having the opportunity to play pinball while listening to the sports broadcasts. An unpopular home team is a handicap and Katz is planning to offer additional attractions to his patrons.

Commenting on conditions of the operating business in Detroit, Katz reported sabotage and cutting of commissions offered location owners as existing practices of unscrupulous operators. Katz has one location where machines have been put out of order almost daily, apparently by an opposition operator who wanted to put the machine out of order at the best playing hours of the day.

New Dallas Sportland

DALLAS, May 11.—Fay Hammond has opened a sportland in the Oak Cliff suburb of Dallas. The location is in a busy shopping center of suburban Oak Cliff. He calls it Sportland. A capital prize on the first Saturday was a pedigreed Boston bull dog.

To advertise the new enterprise to Dallasites Hammond used the Oak Cliff paper and distributed handbills. On Saturday nights it is Hammond's intention to award a capital prize to the holder of the winning ticket. The tickets are distributed thruout the week on a double-ticket system.

Every night a half-hour award is given for high score and thereby keeping the crowds in the sportland until closing.

Mimny Sportlands Plan

BROOKLYN, May 11.—Dave Robbins, of D. Robbins & Company, has originated a plan which will enable operators with small capital to start a chain of miniature sportlands. Robbins states that this plan is now in active operation in New York and is proving highly successful.

While full details were not given out, Robbins says that it is being used in connection with the Tickle table games, which automatically vend a ticket for each skill score.

New Chicago Sportland

CHICAGO, May 11.—Chicago's newest Sportland, called the Playland, opened at 6 North Dearborn street May 8. A large selection of the latest types of pinball table games is seen on the floor, while the display of merchandise premium items is attractive and complete. Only pinball games are offered at the present time. The front window features baseball scores during the afternoons.

The Playland is under the management of Stoner and Kohn. They report that business had been excellent since the opening day. A coupon point system is used in awarding prizes.

When we see even three and sometimes four games in a small barber shop in Chicago we realize that the public is well acquainted with pinball and that it will continue to patronize the games. What Chicago needs is a Schork & Schaffer or a Nat Faber to get them started. There is no doubt that if either of these firms had the time they would open there and walk away with one of the greatest bags of money that town has read or heard about in the coin-machine business. Furthermore, being right in the very heart of the manufacturing center, a sportland owner would be capable of choosing whatever he wanted far in advance, thus insuring his play for months to come. The very same systems in use in New York are applicable in every detail in Chicago. Leading manufacturers who have visited the New York sportlands wonder why their own customers in Chicago do not take advantage of the sportshop craze there.

Sportland Squibs

Having spent most of the past week in Chicago, the center of the coin-machine business, the writer learned why sportshops hadn't as yet taken firm hold there. In the first place it seems that the men interested in sportlands in this important coin center do not yet know the fundamentals of the business. Many showed unusual interest and asked hundreds of questions concerning the methods of operation as used in New York and in other parts of the country. There is no doubt that sooner or later someone with vision, and who will make a thoro study of the New York sportlands, will be first in that city with a modern sportspot that is bound to attract the kind of attention which the New York, Baltimore and Washington sportlands have done in their territories.

A new sportland opened in Chicago during the past week in offices on the fourth floor of a theatrical building. The sportshop will more or less be confined to a theatrical patronage. It smacks very much of a private club and therefore will of itself meet sudden death on the next crusade.

The failure of one sportspot in Chicago was explained by the very fact that the owner of the place rented all the machines from one of the coinmen in the city, paying 25 per cent commission of the gross take to the operator. Long since this has been proved very inefficient and, as would be expected, the spot folded. Naturally this has had a bad effect upon others in this aggressive city who would have been happy to continue in the sportshop business.

There are but two sportlands in the city. The one in the theatrical building and another just outside the Loop district, which, to the judgment of one well acquainted with the New York spots, would be rated in the third or fourth class of New York spots.

There is one daring gentleman in Chicago who seeks the corner of Randolph and State streets for a sportland. He has his eye on the spot where the Liggett Drug Store is located. Those who listened to the conversation believed the man out of his mind. But if those very same persons could see the type of locations being used by leading sportland men in New York and hear the yearly rentals on long-term leases they would realize why this energetic gentleman knew whereof he spoke. He has made a study of the New York spots.

Chicagoans can't seem to get it thru their noodle that a sportland can be successful in the very heart of the business district of the city. They can't imagine how in the world the New York sportlands can afford to pay such high rentals and get so much play. The system is so highly developed in New York and so finely specialized at this time that it is rather hard for anyone, at a momentary glance, to immediately conceive the various angles of showmanship which are being used.

One answer to the Chicagoans is simply that if the public there will patronize theaters they will patronize sportlands. Furthermore, if they will continue to play the pinball games on the various locations they will most certainly play them gathered in one spot. The very fact that Chicago is much more lenient towards the operators than the East, where they are under the constant surveillance of the license department and other city departments, would aid any sportland owner in ballyhoosing his spot.

What Chicago needs is a sports palace to get it going towards becoming one of the outstanding sportland cities in the world. It is hard to understand how various cities thruout the country

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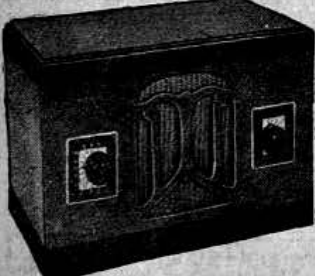
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Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. current, Super-Tone Quality, Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

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The Famoso LITTLE NUT Size 7 1/2 Price \$3.50

The NUT HOUSE, the most attractive Peanut Vendor ever built. Size 7 1/2 x 11 1/2. Price, \$3.00. Sample Orders, 50c Extra. Postpaid.

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The NUT SHOP 9 1/2" x 4 1/2" Capacity, 3 Pounds. Price \$2.50

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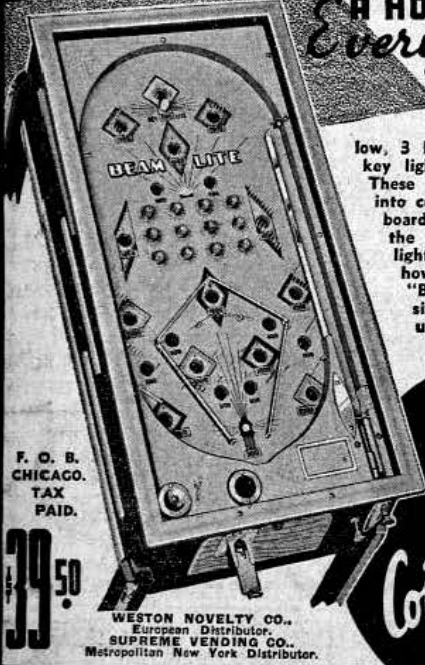
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| 5 Fleets Each, 10.00; Lot, 45.00 | 4 Lightnings Each, 17.50; Lot, 66.00 |
| 4 Pushovers Each, 10.00; Lot, 36.00 | 2 Super Eights Each, 16.50; Lot, 31.00 |
| 4 Contacts Each, 15.00; Lot, 56.00 | 3 Big Berthas Each, 17.50; Lot, 49.50 |
| 4 Electros Each, 17.50; Lot, 66.00 | 4 Major Leagues Each, 16.50; Lot, 70.00 |

WE HAVE ALL LATEST MACHINES FOR IMMEDIATE DELIVERY.

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Eric Wedemeyer Expands

NEW YORK, May 11.—Eric Wedemeyer, popular importer and manufacturer of premiums for the coin-machining industry, has recently moved into new quarters at 162 Fifth avenue. All the departments of the firm are now consolidated on one huge floor of the building at this address. Display rooms for the Viking products, which the firm manufactures especially for the premium trade, are convenient for operators. Displays of the Iron Claw and the Novelty Merchantman, as well as for the general line of premiums for the firm, are very impressive.

Wedemeyer and James C. Gaffney, general manager of the firm, have elaborate private offices. Mr. Gaffney will soon introduce some innovations in the sale of the machines and the merchandise which the firm offers. He is also planning an extensive campaign to better acquaint the operators with Viking products.

One novel innovation of the firm at this new address will be a private entertainment room. It will be furnished modernistically and will have a new type bar arrangement furnishing food and drinks for the visitors. It is believed that the Eric Wedemeyer firm is the only one of its kind in the premium field offering this type of inducement

to operators to visit the new, large and beautiful headquarters.

Daval Offers Spot-Lite

CHICAGO, May 11.—Daval Manufacturing Company presents a new game to the industry to be known as Spot-Lite. The game is novel in action and introduces a new surprise element of play in a zigzag, flickering flash of lights. Eight of these are arranged on the board to create an impression of flickering lights when the contact is touched by a ball kicked off the rebound spring and down thru the center of the board. The surprise of the lights and the flash created won much acclaim from distributors who saw it on the factory floor.

Other features are the use of symbols in a light-up back scoreboard, which are made when the ball is scored in corresponding holes on the playing field. An arrangement of kickers which cross each other is also stated to be a new idea in progressive scoring action. The same cabinet as used in the Chicago Express, with precision lift and plunger, will be used.

Games are being prepared in large quantity to take care of the orders already sent by the leading distributors of the firm.

Texas Trade Twinkles

The operators of Fort Worth have been playing a winning game with the law, with one-ball marble games the issue. However, it promises to be a hot battle for several more days, as the district attorney's office has some 16 cases booked against the different operators of Fort Worth, and the D. A.'s office has stated, in no mild terms, that all 16 cases will be tried.

Round one was won April 30 by the operators when a jury in County Court at Law No. 1 held, after 45 minutes of deliberation, that a one-ball pin game is a game of skill. The verdict acquitted N. A. Nigro, charged with lottery in connection with a game seized April 6. The State, of course, argued the game was one of chance.

A Pulliam, State witness, was drawn into a maze of comparisons by defense counsel, Arthur Lee Moore, including golf, croquet, pool and rifle shooting. The defense argued that one could become an expert golfer, rifle shot or croquet player, yet all the skill must be placed on the golf and croquet ball as it leaves the hands of the player. No golfer has any control over a golf ball after it has been hit and is on its journey and makes its landing, but to argue that there is no skill in playing golf would be foolish, said Mr. Moore. Shooting a rifle is skill, but after the rifle is fired the marksman certainly has no control over the course of the bullet, continued Mr. Moore, as he beat down the State's argument that the game was one of chance because the player had no control over the ball after it was shot by the plunger. Moore continued to point out that a pin game was a game of skill just as hundreds of other games. Because the player could not control the entire course of the marble, after shooting it, was no argument whatsoever that a pin-ball game was a gambling machine or game of chance.

State Witness Pulliam drew a big laugh from the gallery when he asserted that he never saw so many hazards on a golf course as there are on a pinball game.

Round two was chalked up in favor of the Fort Worth operators on May 4, when Leslie Frankrich won a jury verdict acquitting him of a lottery charge growing out of a one-ball pinball game which had been seized. To date two cases have been tried, Nigro and Frankrich, and both have won jury verdicts in their favor. Other cases are to be tried, according to the district attorney's office, until all 16 cases have been disposed of. The operators are determined to fight to the end. At each trial the courtroom is crowded to capacity, and public sympathy is with the operators. In fact, some severe criticism is being extended the district attorney's office. The general public seems to be alert to the truth that the office could be giving attention to much more serious problems. Instead of spending so much of the taxpayers' money on small trifles, Fort Worth newspapers are displaying a friendly manner toward the operators in their reports of the trials.

The sectional organizations of operators in Texas are coming into their own every week, and it is expected that the 20 groups will be functioning before the month of May ends. Stafford Page heads the Fort Worth association as its president, while Earl Reynolds, leading Texas jobber, was selected as president of the Dallas organization. J. H. Birdwell was elected president of the Houston group and Pat Newman went in as president of the San Antonio association. Waco selected M. A. Walker as its president, and Texarkana was pleased to place J. G. Westmoreland as president of their association. The Rio Grande Valley organization has been completed, with Don Fred as president. The entire Texas industry is looking forward to the next meeting of the State association, which will be held in San Antonio.

MEMPHIS HOME

(Continued from page 3)
government loan of \$120,000 for a permanent National Cotton Show building on the Memphis river front and shifting of the scene from MidSouth Fair grounds to Mississippi levee.

Unofficial estimate of paid attendance at the grounds is 175,000, with 1,100,000 persons as the estimated aggregate for the seven big street parades.

A portion of exhibits will be held over intact until June 1 for the benefit of Memphis school children. Midway business was heavy for several

days, but only fair on the average because competition of the lavish parades downtown, five miles from the fairgrounds, kept crowds away from the Royal American Shows. It is believed shifting of the scene to a downtown site will insure good business for carnival attractions next year.

Ted Fio-Rito, here for the grand carnival ball, wrote a new number, *Cotton Capers*, which will be introduced at Edgewater Beach, Chicago, during a summer engagement. It is considered likely here that Fio-Rito will succeed Lombardo on the Plough NBC program as result of his visit here, Memphis being the home of Plough.

PENNSY ASSEMBLY

(Continued from page 3)
son. Any person violating this act shall be guilty of a misdemeanor and on conviction shall pay a fine of \$500 or imprisonment, one or both, at the discretion of the court.

FINAL CURTAIN

(Continued from page 30)
ton was announcing with the stage show. She was taken to the hospital in February suffering from septic peritonitis and had since undergone 20 blood transfusions. After making her debut at the Brooklyn Academy of Music, she appeared in the *Scandals*, Ed Wynn's *The Perfect Fool* and Paul Whiteman's picture *The King of Jazz*. She also appeared with Gilda Gray. She became captain of the dancers at the Radio City Music Hall shortly before her marriage. Besides her husband, her parents, Mr. and Peter J. Fuhrman, of Brooklyn, survive.

WESCOTT—Mortimer B. (Mort), veteran outdoor showman, at his home at Plant City, Fla., May 9 after a lingering illness. In the early '80s he was a lithographer with the Barnum Circus, also with the John Robinson and other circuses. In later years he was an executive with carnivals, owned riding devices and concessions and for a time operated an amusement company under his own name. His widow, Maud, Plant City, survives.

Change in Public Taste For Nuts From Venders

DETROIT, May 11.—George Spencer, Detroit operator who specializes in nut machines, reports an amazing reversal in public taste within the last two months—from pistachio to peanut vending machines. Formerly the pistachio machines increased largely in sales, but recently the peanut sales have doubled. Quality of nuts or service is not responsible for Spencer is using only first-class nuts, all freshly roasted.

"It is just one of those unaccountable things," Spencer remarked. "Perhaps pistachios have to be a bit too high priced for the trade. You can give a lot of peanuts for either a cent or a nickel and still have a fair margin of profit."

Spencer formerly operated as far as Flint, Mich., 60 miles away, but has recently given up this territory. He finds that concentrating on a smaller area is much better business policy. The former route allowed only one complete trip a week to the outlying machines. Any machine which went out of service, even an hour after he had left, was done for the week and trade was lost in this way thru the usual machine troubles.

With a closer area to cover better service can be given and Spencer is sticking closer to Detroit. Incidentally, he reports that the Flint territory is a small bonanza for some operator.

Trainer Killed by Lions

MONTEREY PARK, Calif., May 13.—Herman Ziegler, 46, well-known wild animal trainer, died here yesterday after being clawed and bitten from head to foot by 18 lions which he had been training. The animals pounced upon him when Ziegler, in backing from the inner cage, stumbled over a pedestal and fell. He had worked with the big cats at the Gay Lion Farm for a year. Vincent Cusumano, Ziegler's assistant, and Frank Phillips and William Jackson, trainers, were unsuccessful in their attempts to drive off the beasts.

Paul Nelson Seriously Ill

CINCINNATI, May 13.—Paul Nelson, of the famous Nelson family of Rlesey performers with the Cole Bros. Circus, is seriously ill of pneumonia at the Garfield Park Hospital in Chicago.

IT IS WITH PRIDE THAT WE ANNOUNCE THAT

AMERICAN SALES CORPORATION

Has Been Appointed Exclusive Chicago Distributor for
GENCO, INC.

We required the largest and best distributor in the Chicago area to handle Genco games. That's why we chose the American Sales Corporation to be our exclusive distributor in this territory.



GENCO, Inc. 2625 N. ASHLAND AVE. CHICAGO



American Sales Corporation

Let These Leaders Guide Your Purchases. Their Experience Covers the Entire Automatic Field.

936 Wrightwood Avenue, Chicago, Illinois
Phones: LAKEVIEW 0400

IMPORTANT ANNOUNCEMENT!

For the second time in our history we have decided to be the exclusive distributor for a manufacturer. We selected the Genco line because our experience proves they make the finest moderately priced pin tables available.

Lee S. Jones

NEW ATTRACTIVE LINE

STUFFED TOYS

DOGS, CATS, ELEPHANTS, HORSES, CAM-ELS, GIRAFFES, BEARS, ETC.



The Biggest Hit From Coast to Coast.
CONCESSIONAIRES, PARKS, FAIRS
If you're looking for a Real Money Maker for 1935, write for Ben Hill's Stuffed Toys.
\$1.00 PER DOZEN AND UP

SCALEMEN We have 2 Knockout Specials for you at \$1.00 per Dozen.
25% Deposit With Orders, Balance C. O. D. Send \$2.00 for Sample Line. WE HAVE NO CATALOG.

CANES Bamboo, Mahogany, Boys' Canes and Swagger Sticks.
LOW PRICES. Write

NEW ART TOY & FEATHER CO.
29 E. 10th St. (Stuy. 9-0688), N. Y. City.

Coinographies

Words and Music About People According to

The COINOGRAPHER

She started in the coin-machine business at the tender age of sweet 16. That was back in October, 1923. She went to work as a stenographer in one of the budding businesses brought on by the spread of the arcades throught the country. She found herself the sole office force. Stenographer, bookkeeper and what have you. There were 14 persons in all employed in the firm. She was the 14th.

She says that the firm was the first and only one of its kind in the city at that time. The firm was pioneering the way for one of the greatest rushes ever seen in any industry. In fact, this position was her very first after graduating from high school. She completed her university course while working.



GRACE BARON, International Mutoscope Reel Company, Inc., New York.

She also reminds the industry that in 1923 there were but 10 manufacturers and from these 10 of 1923 five remain at this time. There were no jobbers at all in her city and at this date there are approximately 27 jobbers.

In 1925 the firm built large 200-pound cast-iron machines, which would show pictures of every sort upon the insertion of a coin. The firm continued with this product until the present day and its development has been one of the most remarkable achievements in the coin-machine industry. In the aggregate its sales are probably the greatest of any single type of coin-operated device.

By 1927 "automatic lady" believed that she should be granted a very substantial raise, for the firm was constantly growing and the work was becoming greater and greater. In fact, she can't remember the day when she wasn't at the office and throught the factory for less than 10 to 14 hours.

Her boss, she says, "believed it was cheaper to marry me." And so she consented and there started one of the most efficient working combinations in the history of the coin-machine business. And with her marriage to the boss she assumed complete control of the office. She retains this control to the present day. In fact, the systems which she installed "way back then are still in use and still considered the finest for the business in the estimation of the many experts they employ at this time.

The firm now employs 15 girls in its offices. They have auditors, bookkeepers, office managers, efficiency experts, advertising managers, assistants, engineers of every sort, one of the largest and best equipped experimental departments in any industry, one of the largest factories in the coin-machine business, employing anywhere from 200 to 400 persons, according to production schedules, two factory floors and a myriad of other help. But "automatic lady" of 1923 is still heading all departments and is still the confidential secretary of the "big boss," as she calls him.

At the present time she has two handsome children . . . they're both boys . . . she claims she'll continue to be at the office until she has a girl . . .

Wholesale 1935 Catalog

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THE HOUSE OF A JOUCRAN ITEM

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1,000 Fast Selling Money Making Items!
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Pop Eye The Seller Inflated Toy, Dancer, 80c; Gro., \$9.00.
No. 10 — Mickey Mouse Head Balloons, Two Sides Print, Per Gross, \$4.00.
No. 9 Oak Streetmen Special Balloons, Per Gross, \$2.75.
Large Regulation Cowboy Hats, Gro. \$19.50.
Best Quality Lash Whips, Gro. \$7.50.
Straw Hats With Colored Feathers, Per Gro., \$6.00.
Large Flying Birds, Inside Whistle, Colored Decorated Sticks, Gro., \$2.50.

A Full and Complete Line of Novelties, Specialties, Etc. Send for Our Catalogue — It Is Free. 25% Deposit With Order, Balance C. O. D.

M. K. BRODY, 1116 South Halsted St. CHICAGO
In Business 25 Years

MILLS SILENT GOOSE NECK JACKPOT BELLS, \$40.00; Rebutts, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$60.00; Mystery Bells, \$65.00; Q. T. Bells or Venders, \$40.00; Waiting 1c and 5c Twin Jack Pot Bells or Venders, \$35.00. One-Third Deposit. Get our Prices on Brand-New Machines. **KINZER NOVELTY CO.**, 1519 E. 60th St., Chicago, Ill.

BUY WITH CONFIDENCE

USED MACHINES

World Series, \$ 4.00	Mills Off'l, \$ 4.00
Jig Saw, . . . 4.00	42nd St., . . . 4.00
Pontiac, Jr. 4.00	Rebound, Jr. 20.00
Mills Cannon	Jennings
Flo., Jr., 22.50	Football, 20.00
Flo., Sr., 20.00	Jennings
Skyscraper, 17.50	Skyway, 25.00
Flo., Jr., 6.00	Drop Kick, 10.00
Scoreboard, 4.00	

Above Machines All So Play. Cash With Order.

EASTERN 350 Mulberry St., NEWARK, N. J.

10 PIN GAMES 19.50

Write for Information.

W. J. C. VENDING CO., INC., 239-B Canal St., N. Y. C.



IT'S MECHANICALLY PERFECT!

TICK 'A' LITE

STONER'S

SUPREME TICKET VENDING LIGHT-UP GAME!

VENDS a TICKET for EACH BALL DROPPING in the 5,000 POCKET!
EASY ADJUSTABLE PAY-OUT PERCENTAGE

Just move a brace eliminating either the 1,000, 2,000 or 3,000 pockets, as you desire... this automatically makes more balls fall in the 5,000 pocket.

ADJUSTABLE ELECTRICAL ANTI-TILT

(If game is shaken or tilted, game automatically prevents pay-out award)

PERFECT TICKET VENDING MECHANISM

(Never jams or gets out of order)

3 FLASHING LIGHTS DOUBLE and SINGLE ACTION KICKERS
ULTRA MODERN CABINET BEAUTIFUL PLAYING FIELD

The Most Moderate Priced Ticket and Light-Up Game Offered

\$49.50

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READY FOR IMMEDIATE DELIVERY

DE LUXE SIZE
41" x 21"

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328 GALE STREET • AURORA, ILL.

ON HAND FOR DELIVERY

HARRY WILLIAMS' COMBINATION
Operator's Price, \$49.50.

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ASK ABOUT OUR "MINIATURE" SPORTLAND PLAN. IT'S A MONEY MAKER!

D. ROBBINS & COMPANY - 1141 De Kalb Ave., Brooklyn, N.Y.

Est. 1923 THE HOUSE THAT CONFIDENCE BUILT. Phone, Wabash 5464.
SOUTHERN AUTOMATIC SALES CO., 540-542 S. 2nd St., Louisville, Ky.
You Are Sure of Quality When Buying Used Machines From Us. Some Machines MAY Be Priced Less Than Ours, But Remember, the Sweetness of Low Prices Has Never Equalled the Bitterness of Poor Quality.

ARMY & NAVY.....\$20.00	SAFETY ZONES.....\$20.00	SKYSCRAPERS.....\$22.00
BEACONS.....25.00	JACK RABBITS.....18.00	PLAIN CRISS CROSS. 26.00
GOLDEN GATES.....18.00	JR. FLYING TRAPEZE 22.00	PIGSKIN.....12.00

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● ACT QUICKLY ● QUANTITY LIMITED ● RUSH ORDERS ●

Relay.....\$4.00	Subway (Gray).....\$7.50	Drop Kick.....\$13.50
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OUTDOOR SEASON

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WRITE, WIRE OR CALL TODAY! NEW CATALOG READY.

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Be Wise!
BUY your GAMES FROM

MARKEPP Co.

RECONDITIONED BARGAINS

Spark Plugs.....\$17.50	Bosco.....3.95
Rock-Ola 4 Jacks.. 4.50	Booster.....3.95
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	Mills Standard Cannon Fire. \$26.50

3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

likes office work better than supervising menus... claims she can dig as perfectly as the machines the firm manufactures... says her boss will back that statement... remains the only woman in the manufacturing division of the industry... has been many times reported to the boss by various operators and jobbers as that "fresh girl in your office"... because of signing her mail with her first initial, has been many times mistaken for a man... claims to this day certain callers ask for her as "Mr."... she is fun-loving... dresses beautifully... likes good times and is considered a real sport... can make some of the best speeches ever heard in the business... has surprised many oldtimers with her complete knowledge of operating conditions and the general business itself... keeps herself constantly busy at the office... can work straight thru for 14 hours during the day and be as fresh as a daisy in the morning... likes parties... claims she is only sorry that her figure never allowed her to pose for some of the pictures they produced... is about 5 feet 2 inches... weighs about 110 pounds... considers her boss and husband "America's Greatest Guy"... likes airplane trips... has a set of nerves... thinks deeply and quickly... makes fast decisions... not at all bashful... very charming company... known as "Personality Grace" by certain co-workers... uses her maiden name for office purposes... considered one of the most efficient women in the business world... acclaimed one of the most charming hostesses... is kind and thoughtful... loves children... has traveled over all of Europe and most of America... anxious to make another European tour.

Her name is Mrs. William Rabkin (known in the office as Grace Baron, her maiden name), and the firm, International Telescope Beel Company, Inc., New York.

IT'S FROM ATLAS

We Have It!

STONER'S NEW TICK 'A' LITE

The Ticket Vending LIGHT UP GAME

3 Flashing Lights—Adjustable Payout Percentage—Electrical Anti-Tilt—Ticket Mechanism Never Gets Out of Order.

A REAL BARGAIN
49.50 Tax Paid.

ORDER TODAY.
Ready for Immediate Delivery

We Are Headquarters for All the Newest Pin Table and Counter Games

Atlas NOVELTY CORP.
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ROSE BUD CHOCOLATES

Double Layer Ass't. Chocolate, 4 Doz. to Carton, Ant. Boxes, 20's. Deco-It with Order, Bal. C. O. D. Carton Send for FREE Illus. Catalog. \$5.00

DELIGHT SWEETS, INC.
50 East 11th Street, NEW YORK CITY.

HEY LOOK!

SIGNAL LIVE POWER, DROP KICK, Each... \$12.50

25¢ Deposit, Other Bargins, Write.

W. J. C. VENDING CO., INC.
239-B Canal St., N. Y. C.

PUT 'N' TAKE SCORES BIG VICTORY!

Jury Favors Pinball Ops

Texas jury indicates trend of popular feeling toward games

FT. WORTH, May 4.—Another jury has decided in favor of pinball games. Six jurors in County Court at Law No. 1 found that a Put 'n' Take machine is a game of skill—not chance. In so doing they acquitted N. A. Nigro of a lottery charge. The jury deliberated 45 minutes and the decision is seen as an indication of popular regard for the games.

Assistant District Attorney Stanley Bransford, who conducted the prosecution, announced he will proceed with the trial of some 15 other lottery cases growing out of marble board seizures. Possibly the trial of a case involving a different type machine will get under way in County Court.

Bransford said he wants a "real test case." He said it will be necessary to obtain a conviction so higher courts can rule on the legality of marble boards.

Judge McGee said in his charge to the jury:

"A lottery is any scheme for the distribution of prizes, money or coin where the predominant element is one of chance." The State contended that such is the case in Put 'n' Take machines. The defense, led by former District Attorney Jesse Martin, claimed the predominating element is one of skill which can be improved with practice.

The trial was the first in this county based on a marble table. During testimony Monday afternoon the machine set up in the court, was likened to various sports and games, including croquet, golf, pool, billiards and rifle shooting.

A crowd which overflowed the seats and utilized all standing room smiled often and laughed frequently. County Investigator Pulliam, who with W. T.

Read this

EVERYTHING IS HUNKY DORY NOW!

The Greatest 1 Ball Automatic Payout Pin Table You Can Place on Location!

Western Equipment & Supply Co.
850 W. Blackhawk St. Chicago, Ill.

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\$67.50

WESTERN'S NEW CHECK SEPARATOR Only \$5 Additional. Specify when ordering

42" x 19"

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If so, send for a copy of LEVIN BROS. NEW 1935 CATALOG. It is brimful of the Biggest and Best "BUY'S" the market offers in—

Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds

LEVIN BROS. Terre Haute, Ind.



We Sell to Persons Buying for Resale Only. Others Need Not Write.

Gottlieb Producing New Automatic Payout Game

CHICAGO, May 11.—In furtherance of the big reception given Match Play, the two-ball automatic payout game, D. Gottlieb & Company announce that production has already been started on a new 10-ball payout game called Liberty Bell. In an interview with Dave Gottlieb, head of the firm, he stated that this game had been contemplated for some time.

"We know that automatic payout games are in demand because of the steady stream of orders coming in for Match Play. When John Rosenfeld, our factory representative, left on his tour of the East he was told specifically to secure jobber and operator reaction to automatic payout games. On the basis of his reports, plus other extensive research, we have put the game into production and expect to have them ready for delivery very soon. Liberty Bell is a 10-ball automatic payout, giving the players more play for their money.

"Liberty Bell is in every respect a game of class. It uses the same kind of sensitive torpedo springs which have made Match Play such a favorite. The playing action involves a new kind of skill. It incorporates features that operators and players alike want in a game, plenty of skill and plenty of action.

Penny Cigaret Machine All Ready for the Trade

MILWAUKEE, May 11.—Pen-e-Vend is the name of the new penny cigaret vending machine which Fred Velguth, of this city, has ready for the market. A few machines were placed in Milwaukee to make sure of their successful operation before offering them to the trade.

The machine is low priced and sales or renting deals are made quickly. Outside of the fact that it is small, and consequently doesn't take up much counter room, the beauty of the machine is that it makes cigaret sales pay a real profit.

Pen-e-Vend is patented and complies with all governmental laws relating to the sale of cigarets.

HARLICH'S Newest SALESBOARD CATALOG

Advance Issue

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

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

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MAY SPECIAL

Quick Action Game,

BIG DEUCE

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Takes In \$50.00. **PRICE 99c** Plus Tax. Pays Out 27.00.

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USED PIN GAMES

I. O. U., REBOUND, BEACON, MAJOR LEAGUE, SR., SIGNAL, SR. \$24.90
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DROP KICK 14.80
SIGNAL, JR., FORWARD PASS, SR. 14.80
ELFOTRO, GOLDEN GATE, CON-TACT, MASTER 10.90
WRITE FOR DABE'S BARGAIN BUYS.

Exclusive Eastern Distributors.

★ **QUICK SILVER** ★
• \$67.50 •

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BRECONDITIONED MACHINES

- WORLD SERIES \$ 8.00
 - LIGHTNING 10.00
 - DROP KICK 10.00
 - FLEET 9.00
 - HOCKEY 17.50
 - LIVE POWER 15.00
 - SPARK PLUG 15.00
 - AMERICAN BEAUTY 10.00
 - SHOOTING STAR 12.50
 - FORWARD PASS 10.00
 - MILLS SINGLE JACK POT 22.50
 - FRONT VENDER (5c) 15.00
- We Will Accept Your Used Slot Machines and Pin Games in Trade.
Write for Our New List No. 176, which contains information and prices on New and Used Pin Games, Counter Games and Slot Machines.

BESSER NOVELTY CO.
3977 Delmar Blvd., St. Louis, Mo.

A SWEETHEART IN EVERY PORT!

SINK OR SWIM

IT'S A LIFE PRESERVER



NEW REVERSE LIGHT-UP ACTION SOLID STEEL SKELETON SHUFFLE
(No Paper Shuffle Board)
TRANSLUCENT ELECTRIC LIGHTS
REINFORCED NON-SPLIT LEGS
ELECTRIC ANTI-TILT
A.B.T. COIN CHUTE
COMPLETE PLAYER APPEAL
READY FOR IMMEDIATE DELIVERY!
1/3 Deposit With All Orders

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The Largest Distributors in the Middle West 922 8th Avenue New York City
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40"x20"

\$39.50
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BALLOON MEN • STREETMEN and DEMONSTRATORS

BIGGEST VALUE OF THE SEASON
INTRODUCING THE FERRY-GATOR
AIRSHIP NOVELTY.



Makes up with 30" Airship Balloon. Four-Color Lithographed Parts. Attractive 3-Color Envelope. 7x11 1/2". Complete Directions Imprinted on Each Package. HAN EYE APPEAL. SELLS ON SIGHT. GET STARTED WITH THIS HIT OF THE SPRING SEASON.

\$3.75 Gr. Sample Doz., **50c** 1/2 Deposit With Order. Send for Our New Additional Circulars in the Novelty Line. Exclusive With

GOLDFARB NOVELTY CO. "The House of Service," 116 Park Row, New York

Factory Man Seeks Info On Eastern Market Need

CHICAGO, May 11.—John Rosenfeld, factory representative of D. Gottlieb & Company, is now on a tour thruout the Eastern territory, making headquarters in New York. He will contact jobbers in the East in an endeavor to find out just what sort of games they want and what the local trends and conditions are. This information will be relayed to the factory, where it will be put into practical use as much as possible.

"Honest John," as Rosenfeld is known because of his fair and square dealing with jobbers and operators both in this country and in South America, already reports a keen interest by the jobbers in this innovation.

"The jobbers and operators," said John in one of his reports to the factory, "have more confidence in a manufacturer who tries to find out their needs and then goes even further and endeavors to answer them. In talking with many of them I find that they are highly pleased with this additional service. They are all in hearty accord that the latest Gottlieb games, Kelly Pool, Match Play and Cyclone, are destined to be long-profit machines. They have found Match Play to be one of the most successful of the automatic payout machines, and as for a game with skill, excitement and profit-making ability it is agreed that Cyclone and Kelly Pool have an abundance of all."

SELL SUN GOGGLES!



METAL OR CELLULOID RIM SPORT GLASSES \$1.95 Dozen. \$21.00 Gross

B201—You can cash in on this one. Same size and construction as \$1.00 Glasses. White or yellow finish Frames, with assorted amber, blue, green and smoke color lenses. Trial Order of 3 Dozen, Postpaid. **\$5.75**

NEW CATALOG FOR 1935 JUST OUT. Ask for your copy today! State your business. 25% deposit required on C. O. D. orders.

JOSEPH HAGN CO.,
"The World's Bargain House," Dept. BB.,
223 W. Madison St., Chicago, Ill.

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

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

Takes in \$24.00
Costs You \$2.90

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

TERRITORY CLOSED ON COUNTER GAMES

1. O. U. \$7.50 | SELECT-EM \$6.50 | 21 VENDOR \$5.50

USED GAME SPECIALS

ARMY & NAVY \$17.50	MAJIK KEYS (Kicker) \$10.50
PROP KICK \$3.50	BIG BERTHA 10.00
LIVE POWER 13.50	JACK RABBIT 10.00
SUBWAY 11.50	MERRY-GO-ROUND 9.50

ALL THE LATEST GAMES
PISTACHIO NUTS & PEANUTS (write for prices)

TERMS: On Orders Totalling More Than \$25.00, 1/3 Cash Required. Cash Required on Smaller Orders.

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215 EAST MOUNT ROYAL AVENUE, BALTIMORE, MD.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES



Assorted Models. Regular Size. Polished Steel. 2 Blades. Brass Bolsters and Liner.

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.

VISIT THE LARGEST AND MOST BEAUTIFUL SHOW ROOM IN THE EAST

Carrying a Complete Line of Iron Claws, Slot Machines, new and used Pin Games, Vending Machines and PREMIUMS.

LEHIGH SPECIALTY CO., N. W. Cor. 2d and Green Sts., Philadelphia, Pa.

Exhibit To Make Dealer

CHICAGO, May 11.—Harry Williams, of California, has designed another new pinball table game which Exhibit Supply Company says will be his greatest success. The new table will be manufactured in Chicago by Exhibit Supply Company and is an easily understood and clever version of the popular black-jack or 21 game. Deliveries on this new machine are now being made to jobbers. Its low price and unusual action have already resulted in such a flood of orders that a search for additional factory space has been started. Two Exhibit factories are already going at peak production capacity.

CLOSING OUT SALE

GRAND NATIONAL RACE HORSE (Automatic Payout), \$25.00 Each; WORLD SERIES, JIG SAW, PENNANT, AIRWAY, \$7.00 Each. LET US KNOW WHAT YOU NEED. 1/3 Deposit with Order, Balance C. O. D.

J. L. TREADWAY
413 Main Street, JOPLIN, MO.

EVAN'S DEPENDABLE AMUSEMENT DEVICES

BARNUM

Back in the days of Barnum, Evans amusement devices were being made and used profitably. All Evans devices even then were designed to last a long, long time.

WORLD'S FAIR

The Evans Company owned and operated the Streets of Paris at the recent World's Fair in Chicago. Evans equipment was used exclusively.

MONTE CARLO

Evans gaming equipment predominates at Monte Carlo. Here Evans' precision workmanship is most appreciated. The error of even 1/10,000 of an inch might cost the house a fortune.



Now READY for YOU!

THE GAME

KINGS

WHAT THE EVANS NAME HAS MEANT TO OTHERS

"The wheel you sold me 15 years ago has earned over 1,000 times its cost. It's still working every day."
R. S. D., Atlanta, Ga.

"I bought an automatic piano from you back in 1912. Am it is still giving me good service. See that I am on your mailing list."
L. R., Kansas City, Kan.

"You'll be surprised to hear that the shooting gallery you sent me 25 years ago is still in operation daily. Your merchandise is certainly dependable."
S. W. V., Coney Island, N. Y.

"Please re-paint the dart board sent to you by parcel post. I have had it over 12 years and all it needs is a new coat of paint. Evans' devices for me any day."
B. B. D., Minneapolis, Minn.



\$43⁵⁰

FEATURES

- Horses Actually Race Around Track—They Are Advanced by Making Skill Holes on Board.
- All Advance Action Electrically Controlled by Mechanism With "Battle Ship" Construction.
- Uses 1/10 as Much Electrical Current as Light Up Pin Games.
- No Out Balls—Every Shot Results in Some Real Action.
- Automatic Indicator Shows How Many Balls Have Been Played.
- Custom De Luxe Cabinet Made in Our Own Cabinet Shop.
- Beautiful Red, Gold and Green Decorated Playing Field.
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- Anti-Tilt . . . Trouble Free, Easy Action New Ball Lift.
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Plays Pennies, Nickels,
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