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The Billboard

The World's Foremost Amusement Weekly

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February 29,
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BOWES UNIT UNDER CANVAS

Show Trucks of Private Nature Escape Federal Insurance Rules

WASHINGTON, Feb. 24.—All show trucks of a private carrier nature have been definitely exempted from complying with the insurance rules of the Federal Motor Carrier Act as are applicable to common and contract carriers. Motorized circuses and carnivals and other shows employing fleets of trucks to transport their equipment also do not come within the act relative to the in-

surance rulings, but will, however, be regulated by the Interstate Commerce Commission with respect to working hours and conditions for employees and safety of equipment.

Until the commission dispenses with the problems of contract and common interstate carriers, it will not touch on private carriers in which category come (See 'SHOW TRUCK' on page 67)

Dickstein Bill Hearing Held; Celler Again Defends Show Biz

WASHINGTON, Feb. 22.—Representative Samuel P. Dickstein's pet brain child, the Alien Actor Bill, which would, if passed, provide for reciprocity with foreign countries entailing an equalization of imported and exported actors, was kicked around once more in the House of Representatives Wednesday in a committee hearing. Democratic Congressman Celler saw no analogy between show people and foodstuffs and objected to classifying Thespians as so many bales of hay. Lemons, oranges

and cotton were discussed, but no hams.

The Immigration Committee heard the session, in which it was charged that Greta Garbo, Marlene Dietrich and Anna Sten were 'purely products of American publicity. Miss Elizabeth Hoeppe, president of the Grand Opera Artists' Association, testified that the artists named were without fame in their native lands. Miss Hoeppe favored something like a reciprocal tariff arrangement so far as singers were concerned and showed consternation that 15 foreigners should appear in one American opera house without an adequate number of native-grown talent appearing in Germany, Italy, etc. Dickstein, who is not fond of Anna Sten—or as he allegedly pronounced it, Stern—said the lady's second film was a failure and attributed her location in America to the tactics of a "snooping" representative of a European studio. Martin Beck then tangled with Representative Kramer, of California, on the propriety and necessity of Madame Staviskey's presence in

(See DICKSTEIN BILL on page 85)

Johnson's Rodeo At Texas Center

SAN ANTONIO, Tex., Feb. 24.—Colonel W. T. Johnson, of San Antonio, has just signed a contract with the Texas Centennial committee at Dallas for production of his World's Championship Rodeo at the exposition, which opens June 6. (See JOHNSON'S RODEO on page 86)

WPA Makes Broadway Debut

2 Productions Start on Stem

One for three days prior
to tour—other is pop-
priced unit

NEW YORK, Feb. 22.—WPA plays made their Broadway debut this week, Jefferson Davis opening a three-day engagement at the Biltmore Tuesday and American Holiday opening a three-week run at the Manhattan last night. The former, playing at 55 cents to \$1.10, did a small cash business, much of the house being papered. American Holiday, on the other hand, should do fairly well at its 25 and 55 cent scale. It will be followed March 13 with T. S. Eliot's *Murder in the Cathedral* and on April 3 with Orrie Lashin and Milo Hastings' *Class of '29*.

Jefferson Davis opened with a cast insufficiently rehearsed. The principals stumbled over their lines and their uncertainty forced the episodic play to move at a snail's pace. With more playing, the show should pick up tempo and possibly become much more exciting

than it is now. Audience the opening night was friendly, but also obviously bored. Davis is a rather unfamiliar figure up north, and the play does not give him many human qualities. It sets him up as a god buffeted by vicious mortals and going down to defeat with head unbowed.

John McGee wrote the play and Henry Stillman, assisted by Charles Schofield, directed it. Kay McKay supervised the production and Cleon Throckmorton de-

signed the impressive settings, which are simple and suggest rather than authentically portray the scenes. Since the show is set to open—at least if the present stagehand dispute is settled—a three-month tour in Richmond covering 146 bookings, the sets are probably adaptable to quick transportation.

The show is being sponsored by the United Daughters of the Confederacy and will undoubtedly carry much more (See WPA MAKES on page 85)

Contracted for Concert End Of Cole Bros.-Beatty Circus

First time for amateurs with a circus—deal said to call for 30 weeks' work with all expenses paid by show and Bowes sharing in concert gate 50-50

CINCINNATI, Feb. 24.—For the first time in the history of the circus an amateur unit will invade that field this year. The deal, which is of vast interest to not only the outdoor show business but indoor as well, was effected at Rochester, Ind., the latter part of last week when Jess Adkins and Zack Terrell, managers of the Cole Bros.-Clyde Beatty Circus, completed negotiations with Major Bowes whereby one of his units will appear with that circus under canvas the coming season. The unit will furnish the concert end of the show. The deal has been confirmed by Adkins and Terrell. No details other than those above were given out by the circus managers, but it is said that the contract calls for 30 weeks' work and that all expenses are to be paid by the circus, with Bowes in on the concert gate 50-50. It is further said Bowes' end of the deal was handled thru an attorney named Lynch.

Just how the Bowes unit will be used outside of furnishing the concert Adkins and Terrell did not state, but it is practically a certainty the unit will be given a special announcement with plenty of ballyhoo during the big-show program.

When the tip about the contract was received by *The Billboard*, it was im-

(See BOWES UNIT on page 85)

Sarasota's Pageant Is Big Draw Again

SARASOTA, Fla., Feb. 24.—Thirty-five thousand persons saw the Grand Procession that climaxed the 1936 Pageant of Sara de Sota here Saturday night, biggest pageant crowd in recent years.

Altho cool weather prevented the (See SARASOTA'S PAGEANT page 85)

Hodgson Sues On Song Claim

Composer of "Music Goes
Round and Around" seeks
to protect rights to number

CHICAGO, Feb. 22.—Mitchell P. Davis, representing William Harold Hodgson, known professionally as "Red" Hodgson, returned from New York this week, where, in association with David P. Siegel, a bill was filed in the Federal Court asking for injunctions to restrain others from exploiting themselves profitably or participating in revenues in connection with the song, *The Music Goes 'Round and Around*.

Hodgson, a local musician, claims that the song is his brainchild, that its creation dates as far back as 1931, and that a girl, formerly employed by the band of which he was a member, went to New York and sang the song several times for Edward Farley and Michael Riley, who wrote down the words and music, later applying for a copyright under the name of *The Music Goes 'Round and Around*. This, claims Hodgson, was an outright lift.

Prior to last October 22 Hodgson received, he says, a long-distance tele-

(See HODGSON SUES on page 85)

"Jumbo" Eying Chicago Date

Overtures made to Windy
City auspices by Billy
Rose—location is problem

CHICAGO, Feb. 22.—Possibility that the circus-musical show, *Jumbo*, now playing at the New York Hippodrome, may be seen in Chicago this spring loomed this week when it became known that Billy Rose, the producer, has been dickering with local auspices and has been looking around for a suitable building to house the show. Auspices approached was the Cooper Children's Hospital and they are understood to have the proposition under consideration at the present time.

Rose, who has been visiting S. W. Gumpertz in Sarasota, is momentarily (See "JUMBO" EYING on page 85)

In This Issue

	Pages
Bands	15
Broadway Beat, The	26
Burlesque-Tabloid	24-25
Carnivals	52-58
Chicago Chat	26
Circus and Corral	42-45
Classified Advertisements	62-64
Endurance Shows	33
Coin Machines	78-98
Fairs-Events	46-48
Feature News	3-5
Final Curtain	34
Forum, The	35
General Outdoor	65-67
Hartmann's Broadcast	65
Legitimate	20-21
Letter List	39-41
Lists	60-61

	Pages
Magic	32
Minstrelsy	32
Motion Pictures	22-23
Motor Transportation	64
Music	15
Night Spots-Gardens	11-15
Parks-Pools	50-51
Pipes	75-77
Possibilities	32
Radio-Orchestra	6-10
Repertoire-Stock	27
Rinks-Skaters	49
Routes	36-38 and 66
Theatrical Schools	28-31
Thru Sugar's Domino	26
Vaudeville	16-19
Wholesale Merchandise	68-74

7,000 JOBLESS IN 802

42 Per Cent of Local's 16,500 Members Receiving Outside Aid

Taken care of by union without handing out doles—work for relief dough—3,500 have steady jobs—of unemployed, 800 are on WPA and 500 on home relief

NEW YORK, Feb. 22.—Operating the most extensive unemployment relief system of any theatrical union, Local 802 of the musicians' union manages to keep the wolf away from the door of its 7,000 jobless members without handing out any doles. Accepting responsibility for its jobless, the local's reform administration has set up a Relief and Organization Fund, derived from the three per cent tax on all steady jobs and regular engagements, the fund itself being administered by jobless members at an overhead cost of only one per cent. Instead of handing out doles, as many other unions do, Local 802 makes jobless members work in the office or on assignments. In this way they earn their money and feel the better for it and also help build up their union.

Dave Freed, executive board member in charge of relief activities, breaks down the union's 16,500 members in this fashion: 3,500 have steady jobs, 7,000 are jobless, 2,000 to 3,000 are no longer active as musicians, and 4,000 to 6,000 do not live in this city. Of the 7,000 jobless, 5,000 have no obvious economic security. Of this number, about 800 are on the WPA, 500 are on home relief and the rest receive aid from the union. The union's policy is to aid the needy without needless humiliation and without doles. The idea of having union representatives visiting sick members was dropped recently when it was dis-

(See 7,000 JOBLESS on page 83)

Miss. Sales Tax Retained

JACKSON, Miss., Feb. 22.—The powerful Senate finance committee of the Mississippi State Legislature turned thumbs down this past week on an attempt to repeal the retail sales tax of 2 per cent and amusement admission tax of 10 per cent. Plans to expend millions for building of a big paved road system blamed for failure of organized attempt to get these nuisance taxes eliminated. In the adjoining State of Alabama advocates for sales tax on theater admissions, radio sets and other so-called luxuries are finding it a bit difficult with merchants flocking to Montgomery to object.

"Men" Breaks 10-Yr. Record

BOSTON, Feb. 22.—When *Three Men on a Horse* closes at the Plymouth Theater on March 7, it will have broken a ten-year record on Boston's legitimate slate, for on that date the Alex. Yokol comedy completes a run of 18 weeks. Previous long-run play success in the last decade was *The Little Accident*, which played the Plymouth for 16 weeks in 1920.

The run of *Three Men on a Horse* tops all plays since October 5, 1925, when *Abie's Irish Rose* began an engagement that lasted 30 weeks at the Castle Square. *Rose Marie* stayed 29 weeks during the same year.

Southern California Dance Teachers Elect

LOS ANGELES, Feb. 22.—New officers of the Associated Dancing Teachers of Southern California, which is affiliated with the Dancing Masters of America, are Ernest E. Ryan, president; H. A. Hemphill, vice president; Nadine Adams, secretary; Lois Naudain, treasurer, and Florence Gaynore and Mlle. Prager, board of directors.

Organization held its February meeting at Page Military Academy here, with Hazel Moore teaching a ballet routine and Miss Adams and George Diamos a fox trot routine. Next meeting will be held next month at the Kitty Mack Studio of Dancing, Long Beach.

OUT-OF-TOWN OPENINGS

"Three Sheets in the Wind"

(Los Angeles)

Authors, Gladys Unger and Walter Armitage. Producer, The Shipmates, Inc. Director, Walter Armitage. Designer, Glover. Opened February 7 at the Showcase Little Theater. Remains until March 1.

Cast: Dink Trout, Mary Bergen, Franklyn Darland, J. Merrill Homes, Al K. Hall, Walter Armitage and Ned Crawford.

The story deals with the adventures of a meek little man, a village grocer, who loses his store to the loan sharks and sets out, with his daughter in mad pursuit, to see the South Sea Islands and their beautiful native women. It seems that he has nursed since childhood a thwarted ambition to be a sailor, so he gets himself shanghaied aboard a tramp steamer bound for the island of Bobo.

Legit Openings at Eight P.M. Viewed by Managers, Critics

NEW YORK, Feb. 22.—A recent confab in the Paramount Building between a committee representing the New York Drama Critics' Circle and the board of governors of the League of New York Theaters indicated that some action will be taken to inaugurate an 8 o'clock curtain for legit productions, so that the pressmen will have a reasonable time in which to think up their bon mots. The earlier opening has already proved successful at the opera, and Dr. Henry Moskowitz, executive adviser to the League, has taken upon himself the task of sending notices to the various

Directors Appoint Wright

LOS ANGELES, Feb. 22.—Lloyd Wright has been appointed attorney for the Screen Directors' Guild at a meeting of the board of directors this week. New constitution and by-laws to replace rules discarded two weeks ago were discussed. Proposition making it compulsory for members to be active directors with at least one picture per year to their credit also came up for discussion.

Writers, Actors Add Members

HOLLYWOOD, Feb. 22.—Thirty writers have been approved for membership in the Screen Writers' Guild during the past month. It was announced here, and their names will be duly registered at this week's meeting. This brings total membership of the guild to 830.

Actors' Guild has also okehed 30 applicants, while the junior body of the actors' group will admit 87 new members. SAG roll now totals 5,000.

Both he and his daughter are put to work on the boat by the hard-boiled captain, named Bessie, who also has a daughter, both of whom make a play for the mousy adventurer. They get to the tropical isle, where there is a disguised missionary, a handsome chief speaking flawless Oxfordian English, and a flock of cute brownskin lassies. A lot happens here, none of which is even slightly credible and certainly not to be taken seriously.

Basic idea for the play is excellent for lavish musical treatment. The characters are well defined and a plentitude of situations are in the piece, ready for proper production. However, dialog seems to have been whipped together at one sitting and immeasurably weakens the play. Only one true laugh was registered.

Peiser.

producers asking for their co-operation and opinions.

The delegation representing the Critics' Circle was composed of Brooks Atkinson, of *The Times*; Burns Mantle, of *The Daily News*; and Gilbert Gabriel, of *The New York American*. The other side of the tete-a-tete comprised, besides Moskowitz, Marcus Helman, president of the League; Milton Weinberger, representative for the Shubert houses; Brock Pemberton and Martin Beck.

Moskowitz expressed an opinion that 95 per cent of the producers would fall in with the scheme.

WPA Employment Is 9,000 With Another 1,000 Hoped

Mrs. Flanagan announces figures—in 20 States, with audiences totaling 350,000 nightly — Farnsworth appointed to Washington job—activity in many quarters

NEW YORK, Feb. 22.—Local WPA situation was featured by the showing of WPA plays on Broadway for the first time. *Jefferson Davis* tried out at the Biltmore prior to a road tour, and *American Holiday* ushered in the WPA's Popular Price Unit at the Manhattan. Road tour of the *Davis Show* is still in doubt, the WPA still dickered with stagahands' union, Local 1. Mrs. Hallie Flanagan, federal theater director, meanwhile, reveals that there are more than 9,000 theatrical people on project payrolls throughout the country, and that companies are performing in some 20 States before audiences totaling 350,000 nightly. Shows charging admissions are playing in this city, Los Angeles, Chicago, San Francisco, Florida, New Haven and Westchester County. By March 15, when smaller cities complete their project setups, the employment figures will top 10,000, according to Mrs. Flanagan. More than 4,000 persons are employed in local

(See WPA EMPLOYMENT on page 83)

Ban

BERLIN, Germany, Feb. 22.—Charlie Chaplin's "Modern Times" has been banned from Germany on grounds of its communistic intent.

Those who read between the lines accept the reason for censorship with a bushel of salt, preferring to believe that action was taken because of Hitler's physical resemblance to the Chaplin character. Other doubtfuls attribute it to the comedian's non-Aryan copuscles.

HOLLYWOOD, Calif., Feb. 17.—Charlie Chaplin had no comment to make upon the banning of his latest film, "Modern Times," from Nazi Germany. The comedian sailed with his leading lady, Paulette Goddard, for a trip to the Hawaiian Islands, following his refusal to issue a statement on the matter.

Bank Night Payoff Sure

Company insures those not attending theater—cases on legality in many States

DENVER, Feb. 22.—A local company, recently organized here, has worked out a system of bank night insurance, guaranteeing payment of bank night money lost thru not attending the theater. The cost will be a dime for the first \$100 and five cents for each additional hundred, the limit being \$500. The company insures against loss in 14 local theaters, which have a total of eight drawings weekly. They are the seven houses in the "Lucky 7" group, the five Civic theaters and the Victory and Colorado.

Payment will be made only if the winner is not present when his name is called, and not more than \$500. In addition to the main downtown office the company is setting up many branch offices about Denver.

EL PASO, Feb. 22.—A legal ruling on the lottery aspects of bank night in El Paso was narrowly averted this week when a jury in county court-at-law refused a claim of Mrs. Thomas Bottrland for \$250 she alleged she won at the Plaza Theater October 28. The jury decided she did not claim the money in the time limit set. Jurymen decided only on facts of the case and did not touch law.

Officials admit privately here that there is a serious doubt in their minds that bank night constitutes a lottery under the Texas law, altho at first blush they pronounced it lottery without hesi-

(See BANK NIGHT on page 83)

KAYE GEORGE AND SAUL GRAUMAN (This Week's Cover Subjects)

SAUL GRAUMAN entered the show business via the Pacific Coast route, playing cafes in his very early youth as a singer, dancer and m. c. The next step brought him to musical tabs, under the aegis of the Dalton Brothers, and then came excursions into vaude under the billings (that speak for themselves) of Moran, Grauman and Weston, and Grauman, Hess and Vallee. While working in trios Grauman perfected his musical stairs novelty and presented it for the first time in Brooklyn three years ago, when he had already adopted the billing of Saul Grauman Company.

Miss George, blond songstress with the Grauman act, was virtually born in the theater. She lays claim to having been identified intimately with grease paint all of her 19 years. She is the daughter of Vera and Carl George, identified for many years with Mort Singer's musical productions. Kaye dances, too.

Returning to Grauman, it is of import to relate that he recently made a Vitaphone short and is currently knocking 'em dead as well as unconscious in Midwestern theaters. He is signed with the Barnes-Carruthers office (in the West what George Hamid is in the East) to be featured next summer in their musical extravaganza, "Rise and Cheer," designed for fairs and similar outdoor enterprises.

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MORE RECORD DECISIONS

Philly Judge Stops Disk Maker From Taking Down Waring Shows

Baldwin of NAB tells members not to negotiate with phonograph record license dispensers since matter is yet to be adjudicated—WDAS exceptions up in March

NEW YORK, Feb. 24.—Several developments of importance in connection with the use of phonograph records for entertainment purposes have taken place the past week, with Fred Waring gaining further court victories in Pennsylvania for himself personally and indirectly for the National Association of Performing Artists, which he heads. On still another front, the American Society of Recording Artists has sent out a letter from its Hollywood headquarters, warning stations not to use records of its members without paying a license fee, but also stating that the organization is opposed to the complete restriction of disks from the air as sought now thru legislation by the Waring group.

From Washington, James W. Baldwin, managing director of the National Association of Broadcasters, has sent word to the members that it is his recommendation that they do not recognize the Hollywood organization until their rights have been finally determined. Baldwin points out that the new attempt by the ASRA to collect fees for broadcasting records is no doubt prompted by the recent Waring-WDAS decision, but that the members should bear in mind that the NAB has filed exceptions to the decision by Judge McDevitt and argument before a three-judge court will be heard late in March. He asked that the members consider the fact that the issues in the case have not been finally adjudicated. McDevitt decisions in question do not hold good outside of the State of Pennsylvania.

The ASRA Letter

Signed by Arthur A. Levy, the executive secretary, the communication from the American Society of Recording Artists informs stations that they were invited to apply for *License Membership* whereby broadcasters might be represented in its structure, and obtain for themselves, sponsors and a license to broadcast the talents of its "Artist Members" thru the medium of recordings. Cognizance is taken of the other moves afoot to prohibit entirely the broadcasting of phonograph records over the air and that the Society intends to lend its co-operation to avoid legislation which would prohibit entirely the use of such disks. Society further believes that the needs of the various stations are different in that some are situated so that live talent is well-nigh impossible to any extent.

Other arguments pro and con are set forth and the Society finally demands:

1. "That you must not broadcast their talents thru the medium of records with licenses first obtained therefor.

2. "That you account for each usage of such talents including such usage by your advertisers or sponsor, and you are advised it will hold you liable to it for any and every failure or refusal to abide by such demand, for accounting and payment pursuant thereto."

Society then sets forth its position further and regrets that it has not received a favorable response from stations, etc.

New Philly Decisions

PHILADELPHIA, Feb. 22.—As an aftermath of an injunction granted him a month ago against WDAS, restraining the radio station from broadcasting his phonograph records, Fred Waring was granted three additional injunctions by President Judge Harry S. McDevitt in Common Pleas Court, No. 1, on the 19th. The new injunctions are against W. P. Robinson, trading as Robinson Recording Laboratories at Narbeth, Pa.; the Studio Ballroom, Inc., a Philadelphia dance hall; and Jack Uhr, trading as Uhr's Romanian Restaurant in Philadelphia. As in the WDAS case, they involved the performing rights of Waring's phonograph recordings.

Hearings on the bills of complaint were held on August 3, 1935, and decisions handed down are decrees nisi, ten days are given for the filing of exceptions to Judge McDevitt's findings of fact and conclusions of law else the de-
(See MORE RECORD on page 10)

They're Both Right; But Who Told Stark?

PHILADELPHIA, Feb. 22.—Charley Stark, who does an early a. m. spot on WIP which always includes odd bits of info, last week received a letter asking how to thaw out a water pipe. After a little diligent research he found the required information and offered it on the following day's broadcast.

The next day he received a letter from a plumber objecting to his gratuitous dissemination of the knowledge that is a plumber's stock in trade. Stark is now in a bit of a quandary as to his future policy on household hints.

Weber to Arb Phila. Impasse

Local 77 and Levy unable to get together—progress in "benefit" dispute

PHILADELPHIA, Feb. 22.—Joseph N. Weber, prez of the American Federation of Musicians, is coming to Philadelphia Tuesday to arbitrate in the impasse between the local musicians' union No. 77 and Dr. Leon Levy. WCAU and KYW prey, on the working agreements with the studio bands, and with Jack Lynch, operator of the Cafe Marguery in the Adelphia Hotel, involving the question of benefits.

Anthony A. Tomel, 77 domo, met with Levy yesterday but confab ended in a stalemate, Levy threatening to yank out the musikers. Tomel, anxious to get at a settlement without causing a loss in employment, it was decided to bring in Weber to settle the issues. Altho Levy is willing to sign a trade agreement, making it the first time any local radio station would hold a written pact with the union, difference centered on the use of studio bands on spot participating shows, station classifying such periods as sustainings, and the practice of using the band's station time for rehearsals on commercial shows after the 6 p. m. stretch period.

Same day Tomel met with Donald Withycomb, WFIL general manager. Station has never had a studio combo, and, altho neither Tomel nor Withycomb would disclose the features of the WFIL proposal, it is rumored that the plan calls for the Strawbridge & Clothier and the Lit Brothers' department stores, which jointly own the station, to underwrite the cost for the musicians with the proviso that the tooters alternate between the studio and the dining rooms in the stores. Tomel is holding this plan under advisement, pending Weber's consideration.

Tomel's squabble with Jack Lynch is more far-reaching, involving the abuse of benefits. In an earnest effort to seal the doom of this evil Tomel instructed
(See WEBER TO ARB on page 83)

Neff Resigns WOR Sales Dep't Post

NEW YORK, Feb. 22.—Walter J. Neff, sales manager of WOR, has tendered his resignation, effective March 15. Neff plans to organize a consultant bureau and station representative concern which he will head.

Neff has been with WOR since 1928 when he started as an announcer. He soon became chief announcer and President McCosker induced him to join the commercial side of the field, and he was made assistant to A. A. Cormier, then head of the sales department. In 1934, upon resignation of Cormier, Neff was made head of the sales organization. Before joining WOR Neff had a wide general entertainment experience, and was connected with several local stations. His resignation from WOR comes somewhat as a surprise, being one of the best-liked men in his field. It is possible that in his new venture, Neff will be joined by another WOR associate, Ted Streibert, in a talk to the sales department personnel, intimated that the new WOR sales head would be an outsider with an established reputation.

Four singers, all of whom are not new to radio, have been signed under the exclusive management of the Columbia Artists' Bureau and will make their Columbia debuts this week. The artists include Ruth Carhart, contralto; Katharine Cavalli, mezzo-soprano; Darrell Woodard, bass baritone, and Fred Skinner, colored song stylist—who acts as his own accompanist at the piano.

Seek To Sell FCC Power Boost Okeh

BATON ROUGE, La., Feb. 22.—Can a radio station purchase another station's permission to increase its power and get the approval of the Federal Communications Commission at Washington?

The Baton Rouge Broadcasting Company, of this city, has made application to the FCC for authority to increase the power of its station, WJBO, from 100 to 500 watts and has asked permission to transfer the building permit from WGCM, of Gulfport, Miss., to Baton Rouge in order to secure this increased power. The Gulfport station at the same time is said by WJBO management to have filed with the commission its voluntary consent to the transfer of its 500-watt authority to Baton Rouge.

"The application of WJBO for the authority to transfer to Baton Rouge from Gulfport," an official of WJBO says, "the building permit of the Mississippi station is in line with the recently announced policy of the station here to do everything in its power to secure additional wattage for the local outlet from the Federal Radio Commission."

The Gulfport station, which is a 100-watt outlet, recently got the authority to increase to 500 watts on its 1210 k. c., but under this plan the station will continue with 100 watts and give its 500-watt permission to Baton Rouge.

Hearings Called on Duffy Bill; ASCAP Trots Out a Delegation

WASHINGTON, Feb. 24.—Opponents of the Duffy Copyright Bill will have ample time in which to air their side of the case as a result of the House Committee on Patents' decision to hold a month of hearings on the matter beginning tomorrow (February 25). It is expected that the American Society of Composers, Authors and Publishers will take up its allotted three days and has a delegation in town already which arrived today headed by E. C. Mills, ASCAP's general manager. This sudden action is believed to have come about when the opponents of the measure got busy upon hearing of the petition by Congressman Zioncheck to have the bill reported out.

Those here for ASCAP include: E. C. Mills, Irving Caesar, Irving Berlin, David Guion, Mabel Wayne, Ferde Grofe, George Gershwin, Mrs. Ethelbert Nevins, Otto Harbach, Joe Young, Rudy Vallee, Sigmund Romberg, Nathan Burkan, Deems Taylor, Gene Buck and Edgar Leslie. They will present the case for the authors and composers, whose chief aim is to prevent the doing away with the minimum infringement damage of \$250 now provided in the Copyright Act of 1909. There are other features to which they object also.

Following the inking for ASCAP is one for the Dramatist Guild and then the Authors' League of America. Later the music publishers, probably a Music Publishers' Protective Association group headed by John G. Paine, chairman of the board, will be heard. The publishers

have some of the same complaints against the Duffy bill as the writers, but they are also worried about the divisibility of copyright angles. Later on, radio, hotel men and motion picture interests will get a whack at it. The actual dates set aside for hearings are: February 25, 26 and 27; March 3, 4, 5, 10, 11, 12, 17, 18 and 19.

ASCAP delegation contends that the letter sent to the Warner Brothers by Irving Caesar, proves his contention that the huge infringement suits filed against the networks and stations helped to focus the attention of Congress upon the copyright situation to the detriment of the writers. The talk given last Wednesday night on the NBC red network by Representative Braswell Deen, of Georgia, is given as an example. Representative Deen spoke in favor of the Duffy bill and recited the Remick suit of \$870,000 against the Columbia Broadcasting System. (Suit in question was withdrawn some time ago.) Deen, altho pressed for time, gave a fair outline of the case for the proponents of the bill and even mentioned the increase of the maximum infringement damages of from \$5,000 to \$20,000. It is pointed out, however, that the writers again prove their point by revealing that the maximum award has never been allowed in court, but that it is always the minimum on small rights infringements. It was stated by E. O. Mills that ASOAP never collected its damage award as long as the one sued took out a license, which has always happened.
(See HEARINGS CALLED on page 16)

Whelan Cancels 2 MBS Net Programs

NEW YORK, Feb. 24.—Two Young & Rubicam Agency shows on the Mutual Broadcasting System, originating at WOR here, are canceling as of March 25 and March 27, the programs being *Yours Sincerely* and *Good Evening Serenade*, respectively. The former is heard Sunday at 6 p. m. and the latter Friday at 8:30 p. m.

Both shows are sponsored by affiliated organizations, one being down as Whelan Drug Stores and the other United Cigar Stores. Isham Jones' Orchestra is on both shows with the *Serenade* being the more elaborate as to talent. Slight possibility of the sponsors reconsidering.

The Feenamint show thru the William Esty agency is enabled to take the 6-6:30 time starting April 12, with Ray Perkins, now on WINS.

Elgin Show Set For 13 Weeks

CHICAGO, Feb. 22.—Final details of the new Elgin air show were definitely set Thursday when a contract for 13 weeks was signed. Show will be heard over WMAZ and a Coast-to-Coast network, plus the net's northwestern stations. Opens March 17 and will be heard at 10 p. m., EST. Talent includes: Eddie Dowling, emcee; Ray Dooley, Benny Goldman's band and Helen Ward, singer with Goodman. Show is produced by Dick Marvin, and the account is handled by Milton Blair, vice-president of the J. Walter Thompson agency.

COAST AMATEURS STRONG

BBDO Announces Award to Petrie

NEW YORK, Feb. 22.—Howard Petrie was selected by Batten, Barton, Durstine & Osborn, advertising agency, as the winner of the "BBDO Award for Good Announcing." It was made known today. Roy Durstine, president of the agency, and one of the five members of the committee which made the choice, accompanied his tribute with a substantial check and a handsomely engraved stop watch.

The second annual BBDO award is made "to encourage good announcing, free from artificial mannerisms or inflections peculiar to any particular section of the country" and is not confined to announcers who appear on BBDO shows. Persuasiveness, naturalness, sincerity and accuracy were said to be other determining factors for the selection.

Petrie has been a member of the NBC staff since 1930, having originated from a Boston station where he served a brief apprenticeship. He is now associated with the *Hit Parade*, *Stamp Club of the Air*, *Tent Show* and *Echoes of New York Town*. Carlyle Stevens copped the award last year.

New Kraft-Phenix Program for Coast

SAN FRANCISCO, Feb. 22.—*Shoes of Life*, a new 30-minute variety show, hits the NBC airwaves on March 6 under sponsorship of Kraft-Phenix Cheese Corporation. It's for 13 weeks and will be heard Fridays from 9:30 to 10 p.m. PST over the Pacific Red network, which includes KPO, KFI, KGW, KOMO and KHQ. Cast is to include Jack Meakin's Orchestra; Rush Hughes, emcee; Helen Troy, comedienne, and Cliff Nazarro, tenor.

Helen is to do her Susie at the Switchboard role. She's in Southern California now under contract to 20th Century-Fox, and to include her in the broadcast controls will be switched weekly to the NBC Hollywood studios.

WMCA Sales Department Has Commish Plan

NEW YORK, Feb. 22.—WMOA has worked out a new system of commissions for its sales staff which goes into effect immediately. In addition to regular commissions of 10 per cent for all business contracted, salesmen will be given 2½ per cent additional on all business over \$40,000 annually and 5 per cent additional on volume exceeding \$50,000.

Novel feature of the plan by Bert Lebar, sales head, is that surplus commissions are not payable in bulk, but are divided into 52 weekly disbursements. If sales member voluntarily leaves station's employ, he forfeits the commissions that would ordinarily be returned to him under the weekly annuity idea. In this way, the station is better enabled to maintain grasp on its good salesmen in exchange for increased commission payments.

Sam Wingfield With Kenyon & Eckhardt

NEW YORK, Feb. 22.—Samuel G. Wingfield, formerly of the public relations staff of N. W. Ayer & Son, has been appointed publicity director for Kenyon & Eckhardt, advertising agency. He succeeds Robert Gaines who held the post for a few months previously. Wingfield was at one time associate editor of the *Country Gentleman*.

Peter Dixon, having returned from a cruise to Bermuda, is back at his desk at Kenyon & Eckhardt, where he resumes activities of the agency's radio department.

Various music publishers who are members of ASCAP are getting out complete list of the compositions in their respective catalogs. These are available to stations upon request. Some are classified to facilitate choosing songs for different types of programs.

Intercity Signs Lebar; Gets One-Year Contract

NEW YORK, Feb. 22.—Bertram Lebar, sales head of Intercity for the past year, has signed to continue in that capacity for another annum. Lebar came from WOR, where he made a reputation as a superior salesman and an expert production man. He was associated with the American Broadcasting Company for a while in 1934 and joined WMCA upon resumption of Donald Flamm's management of the station.

Lebar is said to be responsible for the development of the Intercity network and for the creation of its Chicago office.

Over 95% of NBC Revenue Came From Same Sponsors

NEW YORK, Feb. 22.—Additional figures added to the deluge of the 1935 variations include the following breakdown of the average expenditure, etc., by National Broadcasting Company advertisers.

In 1935, 95.12 per cent of NBC's gross revenue was obtained from advertisers who had used NBC webs previously. Average expenditure of NBC network advertiser amounted to \$207,660, altho 37.9 per cent of the advertisers spent less than \$50,000.

NBC advertisers grouped by size of expenditure, is 56 (37.9 per cent) \$50,000 or less.

Twenty-five (16.9 per cent) spent \$50,000 to \$100,000.

Twenty-three (15.5 per cent) spent \$250,000.

Ten (6.8 per cent) spent \$500,000 to \$1,000,000.

Wm. Green Against Station Censors

NEW YORK, Feb. 22.—William Green, president of the American Federation of Labor, was interviewed last night on the Columbia Broadcasting System network by Boake Carter, Philly commentator from WCAU. This is one of a series and the next subject will be Norman Thomas, scheduled for next Friday night.

Green came out strongly for unrestricted freedom of expression and believed that the station management should not act in the same capacity as that of a newspaper editor who exercises a different type of editorial prerogative. The station should assume that the speaker in question is reliable and to be held accountable for his ideas and talk. He believed that the President of the U. S. for instance should be allowed unlimited time when talking despite other station commitments and that news commentaries stick to facts.

Carter today was called on his Arlington-Mitchell mention.

New Special Canadian Committee Will Pattern Itself After FCC

TORONTO, Feb. 22.—The special Canadian Parliamentary Committee to investigate radio is to be in operation early in March and drastic changes are expected, due to the fact that the committee is made up of picked men from banking, advertising and newspaper circles. Reliable sources have it that Canadian stations will be tossed back into the laps of private ownership.

The new setup, it is said, will pattern itself to great extent after the Federal Communications Commission in the United States. Mention of prices over the air will be permitted for the first time in the history of Dominion radio. Industry owners are anxiously waiting for the "new deal." Considerable business, both local and from the States, is in the offing.

Canada's largest one-time account, The Wm. Neilson Company, of Toronto, has informed *The Billboard* that it will again take to radio advertising on a Coast-to-Coast basis this fall pending

Foreign Languages Are Included As Frisco Goes for New Splurge

One program has 3,000 amateurs on waiting list and 17,000 expecting studio tickets — Greek and Italian dailies in, latter a joint sponsor—all intrenched

SAN FRANCISCO, Feb. 22.—Amateur hour craze on local airwaves has taken on new force with signing of Mort Werner, emcee and pianist, by the State Radio Company, to conduct a full-hour program over KGGC. Titled *Student's Amateur Hour*, the program, heard Wednesday, 10 to 11 p.m., is for students of all ages. Payoff is a variety of prizes at end of 13 weeks. Station plans later to put the hour on a co-operative basis with several sponsors footing the bill. *Campagna*, Greek newspaper, has started an amateur hour on KYA. Mostly musical, it's aired Sunday from 2 to 3 p.m., in both English and Greek. Louis Klappas is emcee. Talent is picked from Northern California's Greek-American population and cash prizes are the reward. Same station airs a Monday and Saturday show under sponsorship of United Drug Products Corporation. It's heard at 8 p.m. and has a waiting list of more than 600 contestants ranging from vocalists to amateur poets. Top winner for the week gets a free week-end bus ride to Tijuana, Mexico, and back, with a tour of the Hollywood studios thrown in.

J. R. Warwick Talks To Ad Club Class

NEW YORK, Feb. 22.—In an extemporaneous speech made at a gathering of the Advertising Club's advertising and selling course, J. R. Warwick, of the Cecil, Warwick & Cecil advertising agency, emphasized the importance of emotional good will in radio programs. "Among the effective guideposts in the construction of a popular show," he declared, "is the winning of loyalty, affection, gratitude and other emotional sympathies from the audience." The speaker illustrated his statement by pointing to human interest appeals used by Kate Smith, Eddie Cantor and other radio performers, which aim to gain friendship with the listener, and added that it was in this quality that radio differed from other forms of entertainment.

The speaker also narrated the biography of a typical radio program from incubation of the idea to its eventual presentation over the air, and touched upon the need of molding a show to meet the tastes of the logical user of the sponsoring product.

Cops Get Smart

LOS ANGELES, Feb. 22.—After advertising a dramatization of *The June Bug* for *Calling All Cars* broadcast last week on the Don Lee network, a switch to another play was requested 12 hours before broadcast time by Chief of Police James E. Davis of Los Angeles, guest police expert on the period.

Change of program was made because the latter story was in line with the chief's current blockade of California borders against indigent transients. Story used at Davis' request dealt with a hobo-murderer-thief and included sympathetic propaganda for transient stoppage. Police expert also got in lengthy plugs for his cause during initial and concluding comments on the case.

any favorable clarification of the present situation.

Interest in broadcast circles is further heightened by the recent announcement of a high-powered television station to be erected in Toronto this spring, the first in Canada. Dominion Peck Television was formed by a group of local business and financial interests as a result of tests carried out at the experimental station VE9AK in Montreal. The new station is reported figuring to operate with 5,000 watts and provide good reception throughout the area of approximately 100 miles. In some circles the possibility of transmitting these images on a high definition basis over such an area is a matter of some doubt.

Performing rights societies came in for a new panning from the floor of the House meantime, from W. E. Esling, Conservative, of Kootenay, West Vancouver. He denounced their extreme radio exactions.

Approximately 3,000 would-be radio performers are on application for a chance on KPRC's amateur hour. It's sponsored by the Marin Dell Milk Company, Saturdays from 8 to 9 p.m. Dean Maddox, as Buddha, is emcee. Winner of the weekly contest gets a week's engagement with Paul Pendarvis' Palace Hotel Orchestra, which is aired over NBC and also KYA. Incidentally, there are close to 17,000 requests on hand for spectator tickets for this show.

NBC's KPO, oldest holdout against local amateur broadcasts, has finally fallen, and on Friday airs its fourth *Opportunity Parade* under sponsorship of Granat Bros. and the Tavnanes Watch Company. Eddie La Montagne is emcee. The show's heard from 7:30 to 8 p.m., but starting February 28 takes a new spot, 6:30 to 7 p.m., and will probably go NBC Pacific Coast network, too. Instead of recruiting talent from his amateur shows for stage shows, as does Major Bowes, La Montagne takes 'em from his stage presentations for his amateur broadcasts. First prize is a \$50 watch, with second-place winner getting a \$25 timepiece.

L'Italia, Italian newspaper, directs an Italian-American amateur broadcast from the local studios of KROW on Wednesdays, 7:30 to 8:15 p.m., which is sponsored jointly by Matteucci & Vannucci Company, Inc. (wholesale grocers), and the Star Outfitting Company (clothing). Renato Gelsi Mediot handles the mike as emcee, doing his stuff in both Italian and English. Cash and merchandise are prizes and there's a waiting list of several hundred contestants.

All stations here audition amateur talent before giving them an opportunity to try their wares on the listening public. Few amateurs, if any, in this town have gained a permanent spot on the air thru being discovered on an amateur program. Several have been picked for a week or two for some local night spot, but that's as far as it goes. Most end up just where they started from.

has just made a tie-in with the Roosevelt Theater here and is broadcasting an amateur program Wednesday nights direct from the stage by remote control. Entertainment is broadcast from 8 to 8:30 p.m., with Ralph Lee, the theater's "Irish tenor," ensembling. Winners are determined by the applause of the customers in the theater at that time and the payoff is a four-day engagement at the show the following week.

Fem Sports Announcer

BOSTON, Feb. 22.—The first feminine sports commentators on radio is Christine Manley who gives a sports talk one day weekly over WCOP. Miss Manley is a product of Boston University's radio course and is among the first of the college's air class to land a commercial berth. She interviews authorities on sporting events and has secured personalities whom the station otherwise had been unable to get.

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

VICTOR Shell Oil Program.
WITH
AL JOLSON
YOUNG

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

EDDIE LEONARD, JR.

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

charles carlile
Now Playing De Luxe Loew Theatres.

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

JUDY CONRAD
AND HIS ORCHESTRA
88th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO,

HENRY HALSTEAD
AND HIS ORCHESTRA
Now Playing Normandie Ballroom, Boston
West, Columbia Broadcasting System, N. Y. C.
Broadcasting via C. B. S. and Mutual Networks.
N. Y. C. Address, Park Central Hotel.

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

FRANK MORGAN
AND HIS
25th CENTURY ORCHESTRA

★ ★ ★ **DAVE HERMAN** ★ ★ ★
AND HIS MUSIC
ANSONIA SHOES PROGRAM,
Station WOR, Sundays, 12:30 P. M.

HUGH CROSS AND HIS
RADIO GANG
Courtesy GEORGIE FERGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

STATION NOTES
Address All Communications to the New York Office

DON E. GILMAN, NBC Western division vice-president, has returned to San Francisco after a hurried trip to New York, where he conferred with Lennox R. Lohr, the network's new president. Gilman's secretary, Miss Sarah Hobson, who was recently transferred to the NBC Hollywood studios, has returned to San Francisco, continuing in the same capacity. Nadine Amos, who was secretary to Harold Bock and a flock of other NBC officials in Hollywood, succeeds Miss Hobson there.

PAUL EUGENE BOWLES, former property man for 20th Century-Fox pictures, has been made assistant sound effect manager at NBC's San Francisco studios, assisting James Lyons.

LELAND L. LEVINGER has joined the staff of D'Evelyn & Wadsworth, Inc., San Francisco advertising agency, as radio account executive. He was formerly on the sales staff of KYA, San Francisco.

ENGINEERS at KYW, Philadelphia, switch posts. F. M. Sloane goes out to the station transmitter at Whitmarsh, Pa., with John M. Nelson coming in to the control room.

MAC PARKER, editorial writer, leaves his post at *The Philadelphia Record* to do a daily news chat for Booth's ginger ale on WCAU.

KMOX, St. Louis, has started its new sport series presented by Penn Tobacco Company every evening at 6 p.m. France Laux, ace sports announcer for the station is doing the sports end while Del King assists at the news stuff. In addition to the sports news, Laux brings to the mike sports personalities that might be in St. Louis at the time. Another new KMOX program is one handled by Eddie Dunstedler, organist, for Fels-Naptha, heard Tuesday and Thursday mornings at 11.

WBIG, Greensboro, N. C., has a Junior Radio Club, the membership of which has passed the 2,500 mark. Each member has been issued a card and has participated in the Junior program over the station within the past three years. Organization elects its own director and secretary. High schools in Greensboro

New Biz, Renewals
Newark

AMERICAN WASHING MACHINE MPFS. ASSN. started February 18, Tuesday, Thursday, Saturday, 8:15-8:20 a.m. EST on WOR. Transcription.

MANHATTAN STORAGE AND WAREHOUSE CO. starts March 9, Monday, Wednesday, Friday, 2:15-3 p.m. EST on WOR. Participating sponsor, *Martha Deane*.

MILTON BRADLEY CO., Wednesday, 3:30-4 p.m. EST and participating announcements Monday, 3:30-4 p.m. EST and Friday, 10-10:30 a.m. EST on WOR. *Allie Louie Miles Club*.

NATIONAL SAFETY BANK AND TRUST CO. renews Sunday, 5:15-5:30 p.m. EST on WOR. *The Inquiring Reporter*.

GREAT STUFF PRODUCTS started February 17, Monday thru Friday for 13 weeks over WNEW.

ELECTRICAL EQUIPMENT CORP. thru Bess & Schillini; started February 17 six times weekly for 13 weeks over WNEW.

FISCHER BAKING CO. thru Bess & Schillini; starting February 24 five times weekly for 13 weeks over WNEW, Jr. G-Men.

AMERICAN WASHING MACHINE MANUFACTURERS ASSN. started February 18, Tuesdays, Thursdays, Saturdays, 8:15-8:30 a.m. EST. Transcription, *Helpful Harry's Household Hints*, over WOR.

MANHATTAN STORAGE AND WAREHOUSE CO. starts March 9, Mondays, Wednesdays, Fridays, 2:15-3 p.m. EST. Participating sponsor of *Martha Deane*. WOR.

MILTON BRADLEY CO. (Easy Money game) started February 12, Wednesdays 3:30-4 p.m. EST and participating announcements Mondays 3:30-4 p.m. EST, and Fridays 10-10:30 a.m. EST on WOR. *Allie Louie Miles Club*.

M. J. FUR COMPANY thru Sternfeld-Godley, New York; starts March 8, Sundays 2-2:15 p.m. EST. WOR.

and nearby towns are all producing plays over this outlet. Junior club age limit runs from eight to fifteen.

KDYL, Salt Lake City, is now on a schedule of eight comprehensive news broadcasts a day. This new schedule is a 50 per cent increase in news, all handled by Dave Simmons, chief announcer. The Desert Building Society is now sponsoring three news broadcasts weekly over this outlet; Royal Baking Company presents nine, and the Western Furniture Company six.

PHIL. RICHMOND, announcer at KJBS, San Francisco, has moved to KSFO, that city, to handle sportscasts, succeeding Milton Adair, who has gone east. Richmond's spot at KJBS has been taken over by Jack Murphy, former manager of KWJJ, Portland, Ore.

BUD MARKLE, announcer at WDEL, Wilmington, Del., leaves his post to become program director at WEST, the new radio station at Easton, Pa.

"BOB" CUNNINGHAM, former program director for the Omaha branch of the Central States Broadcasting Company, left for Chicago, where he will be assistant program director and announcer with the Columbia Broadcasting System. While with Central States he built up the system's vast layout of remote control lines.

AL HELFER, sports announcer on WWSW, Pittsburgh, has been named assistant sports announcer at WLW, Cincinnati.

BURTON ROGERS, WCAU warbler, joined the Lit Brothers' show on WFIL, Philadelphia, using the moniker of Jack Farrell.

LESLIE MARSHALL, formerly with WMT, Waterloo, Ia., has joined the Omaha staff of the Central States Broadcasting Company as announcer. He started as announcer with the Mexican outlet XEJ and since then has been with several Southern outlets. Don Love, also known as Don Parker, has also joined the Omaha staff of CSBC and will handle programs originating over KFAB.

PERSONAL FINANCE COMPANY OF N. Y. thru Guenther-Law, New York; starts March 2, Monday, Wednesday, Friday, 6:45-7 p.m. EST. WOR. *Transradio News*.

GENERAL BAKING COMPANY (Bond Bread) thru Batten, Barton, Durstine & Osborn, New York; starts March 2, Monday thru Friday, 6:30-6:45 p.m. EST over WOR. Transcription, *Adventures of Terry and Ted*.

JONES DAIRY FARM (Sausages) thru L. Sugden, Chicago; started February 20, Tuesday, Thursday, Saturday, 8:20-8:25 a.m. EST over WOR. Semi-transcription, *John Gambling*.

NBC Accounts
REMINGTON RAND, INC., thru BBD&O; starts March 31, Tuesdays, Thursdays and Saturdays 7:15-7:30 p.m. EST on WEAF and 22 additional outlets in East and Midwest. Edwin C. Hill in *The Human Side of the News*.

NEW ENGLAND COUNCIL (Boston) thru BBD&O; starts April 2 on WEAF only. Program to be determined.

SUN OIL CO. thru Richie, Williams & Cunnyngham, Inc.; renews Monday to Friday inclusive, 6:45-7 p.m. EST on WJZ network of 16 outlets, four of them being on Monday, Wednesday and Friday only. Lowell Thomas, commentator.

AMERICAN RADIATOR CO. thru Blaker Advertising Agency; renews from March 15, Sunday 7:30-7:45 p.m. EST on WEAF network to Midwest. *Fire-side Recitals*.

S. C. JOHNSON & SON, INC. (floor wax, polish) thru Needham, Louis & Brorby, Inc., Chicago; renews from March 12, on WEAF Thursdays 7:45-8 p.m. EST. Tom Powers in *Life Study*.

Philadelphia
WASEY PRODUCTS (Musterole and Zemo), thru Erwin-Wasey Agency, starts February 24 for nine weeks, 15 minutes, Monday, Wednesday and Friday. ET. WIP.
P. E. WHITE & COMPANY (tailors), thru Feigenbaum Agency, started Febru-

ary 17 for 13 weeks, 7:30-7:45 p.m., Monday thru Friday. ET. WIP.
REV. ROBERT FRASER (religious), placed direct, starts March 10, ending June 9, 1936, Tuesday, 9:15-10:15 a.m. Sermon. WIP, and WPRO, Providence.
PHILCO RADIO & TELEVISION CO. (radios), thru Julian Pollock Agency, additional half hour, starting February 29, ending March 28, 1936, alternate Saturdays, 8-9 p.m. Amateur show. WIP.

ANCHORAGE INN (cafe), placed direct, started February 17 for indefinite period, nightly remote broadcasts. Dance orchestra. WIP.

LAROUX (cordials), thru Adrian Bower Agency, starts February 24 for two weeks, 18 spot announcements weekly. WFIL.

EWART'S CAFETERIA, thru Thomas F. Harkins Agency, starts February 24 for two weeks, 18 spot announcements weekly. WFIL.

MRS. SCHLORER'S, Inc. (mayonnaise), thru Mays Agency; starts April 6 for 13 weeks, Monday, Wednesday and Friday, 6:15-6:30 p.m. Musical memory contest. WFIL.

PIONEER SALT CO., placed direct, starts February 24 for one week, 18 spot announcements. WFIL.

DR. ALGASE (tooth paste), thru Cox & Tanz Agency, started February 17 for 26 weeks, Monday, Wednesday and Friday, 7:30-7:45 p.m. Musical show. WFIL.

DODGE BROS.' MOTOR CORP., thru Ruthrauff-Ryan Agency, started February 17 for 13 weeks, Tuesday, Thursday and Friday, 7:30-7:45 p.m. ET. KYW.

Chicago
MURINE COMPANY, thru Neisser-Meyerhoff, Inc., program called *Listen to This*, an MBS commercial, originating at WGN and heard on Thursdays from 8:30 to 8:45 p.m. CST, has been renewed for eight weeks, beginning February 27 to and including April 16.

South
STANDARD OIL OF LOUISIANA, direct, half-hour entertainment Mondays by Esso Refiners. Started February 17. WJBO, Baton Rouge.
GROGAN OIL, Shreveport, direct, three five-minute dramas weekly, Monday, Wednesday and Friday, *The Parker Family*. (Trans.) Started February 17. KWKH, Shreveport.

CAPITOL STORES (Louisiana chain grocery), direct, two 15-minute programs weekly, Tuesday and Thursday. Amateur Hour. WJBO, Baton Rouge.

POLL PARROT SHOES, thru Mayer Israel Company, New Orleans, 15-minute trans. weekly, Friday, 5:45 p.m. Jerry and Ginger Bowen. WSMB, New Orleans.

West Coast
KRAFT-PHENIX CHEESE CORP. (cottage cream cheese), thru J. Walter Thompson Co., San Francisco, starts March 6 for 13 weeks, Fridays, 9:30-10 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ. (Basic Pacific Red network). Program, *Slices of Life*. Talent, Jack Meakin's orchestra; Rush Hughes, emcee; Cliff Nazarro, tenor, and Helen Troy, comedienne.

HASTINGS CLOTHING CO. (clothing), thru Sidney Garfinkel Adv. Agency, San Francisco, started February 20 for 52 weeks, Thursdays, 9:15-9:30 p.m. NBC-KPO. Program, *90 Days in Time*, story behind the headlines. Talent, Harold Burdick, commentator, with organist.

JAPANESE CRAB CANNERS & PACKERS' ASSN. (canned crab), thru Botsford, Constantine & Gardner, San Francisco, started February 28, for six times only, Thursdays, 5 minutes between 10:30-11 a.m. NBC-KGO. Program, *Confidentially Speaking With Helen Webster*, chats with housewives. Talent, Helen Webster, home economist.

PACIFIC TRADING CO. (canned clams), thru Sidney Garfinkel Adv. Agency, San Francisco, started February 25 for 26 weeks, Tuesdays, 5 minutes between 11-11:30 a.m. NBC-KGO. Program, *Confidentially Speaking With Helen Webster*, chats with housewives. Talent, Helen Webster, home economist.

SAYLORS CHOCOLATES, INC. (candy), thru Doremus & Co., San Francisco, started February 25, for 7 weeks, Mondays to Fridays, 5 minutes between 10:30-11 a.m. NBC-KGO. Program, *To the Ladies*, chats to the housewives. Talent, Capt. Dobbie.

HOYT HEATER CO., LTD. (water heaters), thru Tomaschke-Elliott, Inc., Oakland, starts March 15 for 50 weeks, two night announcements weekly, NBC-KGO.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Kirbery-Reisers

Reviewed Wednesday, 7:45-8 p.m. Style—Tenor and piano duo. Sponsor—Thomas J. Lipton, Inc. Station—WJZ.

Ralph Kirbery, known as "The Dream Singer," is teamed with Al and Lee Reiser, well-known cousins, at the piano. Show, heard locally only, is on Sunday, Monday and Wednesday, with Kirbery offering pleasant tunes appealing to the women. The Reisers offer accompaniments for the tenor and also a couple of duets. All of the efforts of the talent seem to be nice quiet entertainment, but carrying no special shock as it is now sold.

Even the credits are too tame considering that the rest of the period moves along just so-so. Ought to be some way to routine the show so that it stands out more and yet does not exactly be a hotcha proposition. Little stronger on the commercial, just so the listener will know Lipton means it, won't hurt. Also just a little selling and continuity by the announcer would enhance the show. M. H. S.

"Your Lover"

Reviewed Monday, 9:45-10 p.m. Style—Singer and instrumentalists. Sustaining on WPEN (Philadelphia).

"My ladies, your lover is here!" the announcer speaks; into the theme, *Love, Here Is My Heart*, and in no uncertain tones comes forth 15 minutes of pash warbling that is surefire for the female of the species.

Air of mystery surrounds this bi-weekly shot, no name credits mentioned. Voice (Mischa Rose) is not a new personality, has been around for some time, but this one proves he is decidedly on the up-beat. Not just a moon-June-noon singer, the resonance and dramatic quality of his tenor pipes reveals big-league talent. This spot has proved he can go to town with operatic arias and the love songs familiar to the foreign element. When caught he did *Dark Eyes* in Russian, *If I Should Lose You*, and his best throb with *Love Takes a Holiday*. Musical backup is supplied by an accordionist (Louis Ukeeno) and the vibraharp (Tommy Smith). Announcer (Ray Duffy) weaves a romantic aura with the continuity.

May be too much sugar for the he-man, but it's right up the alley for the ladies, who, among all other things, control the dials. Quite similar to the program of the same title done last year by Frank Luther for a national advertiser on NBC. ORO.

"Comedy Writers' Forum"

Reviewed Saturday, 8-8:30 p.m. Style—Amateur comedy scripts. Station—WJZ (Inter-city hookup).

Seeking to establish some new features that might catch on, outlet is opening up a spot to new comedy writers, and, naturally, it tends to be strictly an amateur program. Studio man on the announcing end picks the scripts and with the help of station talent produces them so that the listener can get an idea of how it sounds. Emcee goes further and classifies the type of comedy as a basic subject. First show was far from being a bargain or anything like one. Not only were the scripts poorly written (as to be expected), but the production or rather the enactment was just as bad. It is easy to see that an experienced gag writer could have whipped them into shape or rewritten them so that the listeners at least could also get a break.

With comedy writers the scarcest thing in radio, it is probably commendable to develop new sources. If only one or two are dug up over a period of months, that is, one or two good ones, it will be an excellent average. But it so happens that there are many professional writers whose stuff is far and above the amateur stuff in every way possible and they are considered just ordinary and can't get sustaining time to speak of.

Amateur scripts with so-called professional actors is probably tough on both artist and listener. It does not provide the amusement that attaches itself to the usual non-professional programs. Better way, for the good of the station and its listeners, is to try out the most

likely scripts before an invited studio audience and retain those that go over for the broadcast. Why make too much of a "dog" of an outlet's audience? Try it on a free tree-show grabbers first, and of course, a good comedian or writer should fix the copy up before going on the ether. Comedy is no cinch, never was, especially in the presentation thereof and only the amateur writers themselves will provide a steady audience. Another angle that hurt was the undue length of most of the skits; brevity will probably help nine out of ten scripts. M. H. S.

Morton Downey

Reviewed Monday, 8:30-9 p.m. Style—Tenor, vocal trio and orchestra. Sponsor—Bourjois Sales Corp. Station—WJZ (NBC network).

Evening in Paris program retains the Mark Warnow Orchestra and the Pickens Sisters. Off the show are Milton Watson, tenor, and Odette Myrtill. Newcomer is Morton Downey, who is a naturally good choice for this type of program which seeks to entertain the ladies for the most part. Also billed is Margie Wilson as an "authority on charm." While the night spot atmosphere is sought at the beginning, fortunately it is not stressed as much as on the recent shows and is that much less hindered by needless continuity.

From more angles than one the show is from a stronger proposition, both from the standpoint of the Downey name as well as his melodious pipes. Romantic ballads contributed by this tenor were the high spots, of course. Orchestra under Warnow comes through as usual, while the Pickens Sisters always offer a well-rehearsed and arranged effort, in this particular case their spiritual-type number standing out.

Bourjois copy dwelled on the combination package which includes two kinds of perfume with each purchase of Bourjois face powder. Miss Wilson held forth with announcer Ben Grauer and it seemed a rather long discussion on Garbo, her charm, etc. Doubtless will be considered a drawn-out commercial by the average listener and resented unless Miss Wilson cuts lose from Grauer or sets forth a straight informative piece of gab. M. H. S.

Philco Amateur Show

Reviewed Saturday, 8-8:30 p.m. Style—Amateur show. Sponsor—Philco Radio and Television Corp. Station—WIP (Philadelphia).

Strictly a good-will gesture on the part of Philco for the some 10,000 employees. Talent, if one may call it such, is recruited from the workshops, and thus allows the employees to go on the air on their own program. But why the listening audience should be made to suffer remains an enigma.

Fortunately, nothing but good-spirit is sold, with a visual audience of only Philco employees, a good time is had by all, including the listener who holds the prerogative to dial it out.

Initial show, to be aired on alternate Saturdays, lined up as follows: Four vocalists, two instrumentalists and a mime. No serious threat to local radio artists was unfolded. The singers rated a gong on the first high note attempted;

the trumpeter is badly in need of 10 more lessons, and the harmonica player while his novelty possessed eye appeal, but was brutal on the ears coming from the loudspeaker. He played first with the lips, then thru his nose, and finally by blowing thru a rubber hose. Best of the lot was a chap impersonating Bill Robinson, singing and tapping, and stood out like the evening star. A John Manville applause register acting as judge, the Robinson bit took the cake. The terrific din on the ears is softened, to some extent, by the inclusion of the Philco Glee Club of male voices offering occasional interludes. Emcee role is in keepings of Jimmy Allen, WIP press chief. Allen does a commendable job, making the ams feel at ease, but he should stick to the intros and let Joe Miller be.

Show is undoubtedly great fodder for building up morale in the Philco plant, and may provide some cheap laughs for some listeners, but essentially, it's bad radio. ORO

Junior Nurse Corps

Reviewed Monday, 5:15-5:30 p.m., GST. Style—Dramatic serial. Sponsor—Swift & Company. Station—WBBM (Chicago) and CBS network.

This is a new type of inspirational program for children, and its sponsors are aiming to make the episodes exciting without resorting to tawdry blood and thunder stuff which seems to be prevalent on many children's programs today. Angelo Patri, famous authority on child problems, will authenticate and approve each script before it is broadcast.

Initial chapters will be devoted to the dramatization of the life of Florence Nightingale and the first episode had to do with her introduction to the work she wanted to do. In producing, Bess Johnson has done a good job as to dramatic direction, but the background noises were much too loud for a complete enjoyment of the opening episode. The serial, however, has real merit and will probably appeal to mothers besides their bewildering offspring. Sunda Love plays the role of Florence Nightingale and Lucy Gilman, 10-year-old actress, is featured. Others in the cast are Donald Weeks, Helena Ray, Jack Day and Ray Appleby. F. L. M.

Wilkins Amateur Hour

Reviewed Sunday, 3-4 p.m. Style—Amateurs. Sponsord—Wilkins Jewelry Stores. WJAS (Pittsburgh).

In most points this program is similar to the Major Bowes' hour, with Bernie Armstrong, Pittsburgh orchestra leader and popular organist, at the gong. Amateurs are rehearsed before going on the air, with the bell seldom used, as the impossible entrants are given the gate after an audition.

Talent used must come from the Pittsburgh territory. Winners get free watches from the sponsor and an opportunity to appear at the Lyric Theater in Pittsburgh. Fifteen winners composed the entire stage bill in that theater last week and were paid a professional scale. Program is mighty popular, with weekly vote returns averaging 35,000.

Jack Logan, staff announcer, handles the commercial plugs, selling the sponsor's products in a straight-forward manner. Clever sales angles are worked in during the announcements of the weekly watch winners. S. H.

"New King of Syncopation"

JIMMIE LUNCEFORD

AND HIS ORCHESTRA

Now Playing College Dance Dates,
Fisk University, February 29.

Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

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The Crown Prince of Rhythm The Choice of the Southland. FAST BECOMING A NATIONAL FAVORITE. One of America's Most Entertaining Dance Bands. N. Y. Rep.: HAROLD OXLEY, Care The Billboard, Cincinnati, O.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.

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

JACKIE MAYE

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



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Smart Rhythm for the Smart Set

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★ IRIS and JUNE ★
The Leading International Duo Pianists
4th Month - HOTEL MONTCLAIR - N. Y.
Radio • Concert • Stage

LOU RAYMOND -Bartone
"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror.
Now 13th week at the
VILLAGE NUT CLUB, New York.

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNONE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
789 7th Avenue, New York City.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 14, to Thursday, February 20, both dates inclusive.

I'm Shooting High	33	You Hit the Spot	17
Alone	31	West Wind	16
Moon Over Miami	26	With All My Heart	16
Building Up to Awful Letdown	24	Breakin' in New Pair of Shoes.	15
It's Been so Long	24	If You Love Me	15
Cling to Me	22	Got My Fingers Crossed	15
Gonna Write Myself a Letter.	22	So This Is Heaven	14
Lights Out	20	No Greater Love	13
Please Believe Me	20	Wah Hoo	13
Rendezvous in Honolulu	19	Let Yourself Go	11
Feather in the Breeze	18	Yours Truly Is Yours Truly	11
Alone at a Table for Two	18	Music Goes 'Round	10
Let's Face the Music and Dance.	17		

AIR BRIEFS

By K. K.—Batting for Jerry Franken

Oftentimes a program is built to fit a product, but seldom does a sponsor manufacture an article to suit a program that takes his fancy. Krug Bakeries designed the Skipper Jim cookie to sympathize with Skipper Jim's dramatic feature, which started airing daily over WMCA last week. Patrick Sarsfield (Skipper Jim) did the script idea in Des Moines and Chicago for several years and, after coming to New York, interested Krug in manufacturing a mammoth cookie product to sponsor. No charge for the trade name, of course. . . . Alvin Bach, of NBC announcing staff, resigned, effective March 1. . . . Central Shoe, of Missouri, bought 13 weeks of time on WHN for *Adventures of Robin Hood* series, which starts March 4. . . . Phil Baker & Co. renewed on Gulf program, which will carry him through June. . . . Same for Kenny Baker and Johnny Green on the Jello show. . . . Both Baker and Jack Benny start vaude tours next week. . . . Altho much ad libbing is expected when Allen and Benny combine on *Town Hall Tonight*, a carefully prepared script was written with both

comedians and Harry Conn, Benny's gagan, furnishing the lines.

During the week of March 9, when WHN skips from 1,000 to 5,000 wattage, the station plans a plentitude of festive celebrations to be called *WHN Open House*. Original idea was to appoint one day for the occasion, but now a whole week will be used to celebrate. La-Guardia will speak at the inauguration.

. . . Station KNX, Los Angeles, has been selected by Alhodon mouth cleaner for test campaign of thirteen-week duration. Program called *House in the Sun*. . . . Joe Howard, of Marks Music Co., has been named emcee WMCA's amateur songwriters' program in place of Harry von Tilzer, who is ailing. Series starts March 7. . . . Jimmy Vincent has been added to announcing staff of WMCA. He was formerly with WIP, Philly. . . . Personal Finance Co. will sponsor Transradio flashes for a year over WOR, starting March 2. . . . For ten weeks beginning March 8, M. J. Fur Company will present a Sunday musical program, as yet untitled. Sternfield-Godley agency handling.

CHI AIR NOTES

By NAT GREEN

When Chicago begins operating on daylight saving time Sunday, March 1, the great majority of programs broadcast over Chicago chain outlets will reach listeners in the daylight saving belt an hour later than at present. . . . A number of programs, however, will be broadcast over NBC Chicago outlets at new times, not merely an hour later. . . . More than 30 programs on NBC and probably as many more on Columbia and Mutual are affected.

On Monday WIND starts a new series titled *You're On the Air* in which studio visitors will be interviewed and pressed into service to present a motion picture script, the purpose being to find out how finished a production can be turned out by neophytes. . . . Pat Flanagan, WBBM announcer, off to join the missus in Florida for a vacation jaunt. . . . Russell Pratt and Don McNeill, heard over WMAQ, change from 12:45 p.m.-CST, daily except Saturday and Sunday, to 3 p.m. CDT, starting March 2. . . . National Radio Trade Show set for March 27-29 at the Hotel Sherman. . . . Gladys Swarthout back from a vacation in the Bahamas. . . . Annette King, blues singer on WGES, has joined the Fibber McGee and Molly show on NBC. . . . In celebration of eight years' continuous broadcasting for the same sponsor, Walter, (Uncle Bob) Wilson, safety crusader, has announced National Safety Club Week (week of February 24). . . . Claims to have membership of more than 800,000 boys and girls. . . . Eighty-four entrants from a field of 5,700 remain in the WBBM Twin Winner contest. . . . From this group ten finalists will be chosen to compete for two \$1,300 NBC contracts. . . . Ann Courtney, head NBC hostess, and Tony Koelker, of the publicity department, are engaged. . . . Olga Albani will leave the *Life Is a Song* program on NBC March 23. . . . Several new singing stars will be heard on the show. . . . Ethel Campbell, eldest of the Campbell Sisters, vocal trio featured with Horace Heidt's orchestra over CBS, is laid up in a hospital with an attack of the flu. . . . Add radio birthdays: February 22, Bess Johnson and Nora Cunneen; 24, May Singhi Breen and Pauline Morin; 27, Frank Munn, and March 1, Charles Lyon.

Frank Parker's two successive guest appearances with Ben Bernie inspire the notion that he may become a permanent part of that program. . . . Al Barker, of NBC's *Chi* continuity staff, authored *American Holiday*, WPA legit attraction which opened last week. . . . Alfred Wallenstein has resigned from his Philharmonic affiliation to devote his time to radio and WOR exclusively. . . . Spencer Bentley has been promoted from announcer to production manager at WNEW. . . . Wade Watson is back at the same station after a three-month leave of absence. . . . Ruth Eting will guest star on the Whiteman show March 1st. . . . Senderson and Crumit have been renewed by Bond Bread. . . . WOR has two new announcers, Frank COLEY

from Cincy and Bob Keefe, of Syracuse. . . . The Modernairs have signed for thirteen weeks with Harry Reser's Eskimos. Team is now managed by Charlie Ryan, who severed his connection with Babs and Her Brothers. He is Babs' ex. . . . Doris Smith has joined the continuity staff of WNEW. . . . Nelson Eddy will guest star on the *Voice of Firestone* March 2. . . . Bob Keller, WMCA copyright chief, is recuperating from an operation. . . . *Renfrew of the Mounted*, new Continental Baking series, will start over Columbia March 3.

Bernie Cummins and his band, opened at the Edgewater Beach Hotel February 22, will be heard over WBBM-CBS. . . . His featured vocalist is Dorothy Crane. . . . That pair of brown trotters seen pulling a sleigh about Lincoln Park during the recent sub-zero weather belongs to H. Leslie Atlas, CBS vice-president and prominent horseman. . . . Harriett Griffin, 15-year-old colored girl, made her network debut February 20 with Johnny and Doty and Lew Diamond's Orchestra on the *Listen to This* program over WGN and Mutual. . . . Winner of four amateur contests, she has sung over local stations. . . . Willis Cooper, *Lights Out* author, and Ted Sherdeman, NBC producer of *Lights Out*, *Welcome Valley* and several other important air shows, are president and vice-president, respectively, of the Radio Camera Club, which recently began a series of exhibitions of its work. . . . Robert Griffin, who plays Joe Marlin in the CBS show *Story of Mary Marlin*, was married to Margaret Fuller, California actress, last November 22 at Ensenada, Mex. . . . So, just to guard against any possible technical error in their Mexican marriage, they were remarried at Waukegan, Ill., February 15.

Freeman Keys and George Cooper have left the Phillip O. Palmer Agency to join Hays MacFarland, Keys heading the radio department. . . . Mrs. Phillip O. Palmer becomes head of the Palmer Agency.

West Coast Notes; "Whirl-a-Gigs" Set

SAN FRANCISCO, Feb. 22.—KYA airs a new weekly show tonight at 9:30 o'clock. It's the *Whirl-a-Gigs*, a Jack Benny type of broadcast, with Lou Tobin as emcee. Florence Grimes is his sparring partner, and there is Carlotta Gray, musical comedy soprano. Cyrus Trobbs has an augmented orchestra of 14 men for the occasion. Sidney King Russell, poet and composer, also has a spot on the station schedules. He's heard Tuesdays at 8:45 p.m. in *Portraits of Familiar Types*, reciting his own poetry, with Leslie Harvey, organist, supplying the atmospheric background. Cora Lee Scott, blues singer, after an absence of six months, has returned to KYA filling

various spots. Ted Roy, tenor, is another addition.

Altho it's supposed to be a secret, NBC's *Hollywood Reporter* is none other than Don Breyer, radio account executive for the Sidney Garfinkle Advertising Agency. The feature, heard Sundays, 4 to 4:15 p.m., on KPO is sponsored by the Joseph Magnin Company.

Paul Pendarvis and his Palace Hotel dance band has been signed by MacGregor & Solis, Inc., local transcription concern, for a flock of disks which will be added to the musical library service. Alyce King, one of the King Sisters, formerly with Horace Heidt and his Brigadiers in Chicago, has also been signed for a series. She's vocalizing four weekly for 52 weeks.

NBC's dramatic serial, *Winning the West*, authored by Samuel E. Dickson, and sponsored by Occidental Life Insurance Company of California, on Thursdays since October 31, 1933, has been switched to a new day and hour of broadcast—Wednesdays, at 7:30 p.m. (PST), over the Pacific Red network. Cast includes Barbara Jo Allen, Cameron Prud'homme, Carl Kroenke, Bobbe Dean, Bert Horton, Jack Cowden, George Webster, Earl Lee and Eddie Firestone Jr.

Los Angeles

LOS ANGELES, Feb. 22.—Ann Tobin, 21-year-old radio actress featured on the *Mobil Magazine* program, has been signed for pictures by Warner Brothers under a seven-year graduating contract. She's good-looking and the second West Coast radio player to be drafted into film work during the last month. Helen Troy, KFRG, comedienne, was the first. Gayne Whitman, announcer and one of the best narrators on the airways, has also been taken into the picture industry. Because some of his radio work will interfere with his more lucrative film assignments, he has stepped out of the *Strange-As-It-Seems* period and several other mid-week spots. He will continue to handle, however, *Death Rides the Highway* Saturday evenings. Carlton Kadell takes over his routine broadcasts.

Local radio performers are having a gala-week representations on the downtown vaudeville stages this week. David Broekman's *California Melodies* program orchestra, Judy Starr, Paul Keast, Larry Burke and the *Calling-All-Cars* troupe are headlining the Paramount show. At the Orpheum are Pinky Tomlin and Mrs. Pasquale.

E. Thornton Cone has been added to the sound-effects staff of KHJ. . . . Dan Davies has been added to the cast of KFWB's *Vendetta*. . . . Lal Chand Mohra, authority on India, newcomer to William Farnum's period, *Drums*. . . . Seger Ellis, KFWB singer, who claims discovery of the Mills Brothers, has signed a new colored quartet, the Jones Boys.

Accompanying the appointment of Owen Dresden to the managership of KHJ here are other promotions involving units of the Don Lee Broadcasting System. Dresden comes from KFRG, San Francisco.

Bert A. Phillips, sales manager of KHJ for the past year, becomes commercial manager of KFRG and is succeeded in Los Angeles by Harry W. Witt, manager of KGB, San Diego. The San Diego berth goes to Roger K. Huston, former sales executive of the station.

Cycle of personnel changes began several weeks ago with the resignation of C. Ellsworth Wylie, general manager of KHJ.

MORE RECORD

(Continued from page 6)

crec becomes final. Arguments on the exceptions come up before the court en banc, all the sitting judges of the Common Pleas Court, No. 1.

In the Studio and Uhr's cases, Maurice J. Speiser represented Waring, with Robert J. Callaghan, of the Clarke, Wagner, McCarthy & Flood legal firm, representing the defendant. Both places furnished amusement and entertainment for their guests by playing phonograph records, specifically, those made by Waring. Judge McDevitt, in his decision, contends that confusion is created in the mind of the listening public since the musical recordings in question were made in 1932, and thus interferes with the contractual relations between Waring and the sponsors of his broadcasts. Such public performance of his records without his consent means unfair competition with his present personal talents, efforts and interpretations, and would tend to limit his contractual possibilities with such divisions of the public

as would purchase such talent, and would thus interfere with his earning capacities.

In his discussion, the judge challenged the recording companies. "It is obvious," he said, "that the use for public performance of records made by the complainant (Waring) and used by the defendant, must necessarily diminish the sale of such records to the general public, and in this manner interfere with the financial profits accruing to the author or producer from his own intellectual efforts. The inquiry naturally arises in the mind of an impartial observer, as to why the recording companies, in order to protect their own enormous investment, have not heretofore taken legal steps to prevent the despoliation of their property rights by this indiscriminate use of the others' efforts."

Hizzoner continued further by pointing out the indiscriminate use of recordings as a causative factor of unemployment in the musical profession. "The furnishing of music in such a manner from a phonograph record of trifling value," he said, "must curtail the employment of living musicians, and may be a direct contributing factor in the present deplorable unemployment of such artists. So long as music can be produced for the entertainment of guests and the attraction of commercial business for such a trifling sum, so long will this practice affect the efforts of musical artists to make a living for themselves and their dependents."

Taking the radio stations to task in that the playing of records is a public performance for profit, McDevitt continued: "Altho the public pays no fees to hear the records, the advertiser pays for their performance, and the public, being pleased by the caliber of entertainment offered by the station, becomes part of its permanent audience, enabling it to obtain higher fees from subsequent clients."

Since the records are for private entertainment and not for commercial exploitation for profit, the Studio Ballroom and Uhr's Restaurant were enjoined and restrained from playing the records for public entertainment. "Such unlicensed use," the judge said, "would constitute competition with himself and would be such an unconscionable use and interfering with the property rights of the interpretative artist as to warrant restraint in equity."

Issues involved in the Robinson case were a bit different. The recording laboratory made records of Waring's Ford broadcasts, capable of being used on phonographs and similar devices and also for broadcasting purposes, and sold said records for \$35. Since Robinson does not have the legal right to exploit the talents, individuality and interpretations of Waring for profit without consent, he was enjoined and restrained from making and transcribing, by any mechanical means for commercial purposes, records or any other device which shall contain the broadcasts of Fred Waring and his orchestra. Judge McDevitt contended that the unauthorized recapture and transcription for commercial use of such a broadcast is illegal interference with Waring's property rights, depriving the interpretative artist of his right of free contract for his talents and therefore is against public policy. "The recapture, sale and distribution of such program by another without permission or consent," he said, "is unfair competition and a violation of the complainant's property rights."

It is not expected that exceptions to the decision in the Robinson case will be offered. Nochem and Winnet originally filed the answer to the Bill of Complaint, but at the August 8th hearing, Isaac D. Levy appeared for Robinson and asked for permission of the court to withdraw the Nochem and Winnet answer. Granted by the court and Maurice J. Speiser, counsel for Waring, final hearing was set for September 12, 1935. But Levy failed to make an appearance in court that day and Robinson testified in his own behalf. Nor did Levy file any request for findings of fact and conclusions of law.

Arguments on the exceptions in the WDAS case, originally set for the last week in February, will not be heard until the final week in March. It is expected that at that time all the decisions involving the performing rights of Waring's recordings will be argued before the entire bench of the court, which includes Judges McDevitt, Kun and Parry.

Maurice J. Speiser, who is also general counsel for the National Association of Performing Artists, said that similar test cases will be spotted thruout the country by the NAPA in behalf of other nationally known performing artists.

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

N. O. Carnival Aids Niteries

Spot doing capacity business but pay out little for entertainment

NEW ORLEANS, Feb. 22.—With all hotels hanging out the SRO sign and all available boarding places rapidly filling up so that it appears now that Mardi Gras will be a sell-out, New Orleans night spots are living on the "fat of the land." Even the small hole-in-the-walls are doing a brisk business with plenty of profit thru their usual practice of attracting patrons once and not bothering to put out good money to get talent that may encourage return visits.

The Roosevelt Blue Room and the Jung Winter Roof are being crowded to capacity as the final big day arrives. No one can begrudge them a good business for they have at least gone to the trouble to bring in some of the best talent ever seen in local spots. Phil Harris and ork with Leah Ray, the great dance team of Peppino and Rhoda, Edgar Bergen, ventriloquist and others filling the card at the former spot, while the Jung comes to the fore with The Grenadiers and Louise, fast-stepping dance trio; Johnny Jones, magician with plenty of surprises; Ray Teal and ork and Velma Ray.

Three other smaller but nevertheless "drawing" spots are the Chez Paree, suburban club, with Ming Toi, the biggest puller in town; Leon Prima's Shim Club, and the Nut Club. Ming Toi, a dancer with something more than just an "eye-ful," is the probable reason for the sudden avalanche of featured nude numbers in a half dozen local clubs. Going past her fourth week, Ming Toi seems to be a stationary fixture at the Chez Paree.

French Casino in Dutch

NEW YORK, Feb. 22.—French Casino received a summons this week asking the operators to appear for a hearing on alleged nudity in the show. Night club censorship is under jurisdiction of the Police Department, which may recommend granting and revocation of liquor or show licenses to the other city departments.

N. Y. Anchor Cafe Opens

NEW YORK, Feb. 22.—Oppenheim and Lewin are opening the new Anchor Cafe on West 49th street tonight. Entertainment, but no dancing.

London Night Spots

LONDON, Feb. 18.—Addison Fowler and Florenz Tamara, versatile American dancers, remain for a third successive week at the Savoy Hotel, where they are a veritable sensation with a splendid and diversified offering. Act is beautifully costumed and triumphs from all angles. Fowler and Tamara double this week at the Berkeley Hotel, where they are equally successful. Also at the Savoy are the Myron Pearl Company, with a novel and interesting Russian dance turn that is swell and excellently received. Beate Bradna is a smart young acrobatic dancer with quite a few novel tricks in her routine. The Jovers are musical and acrobatic clowns whose act is good in spots.

Marion Harris, American "blues" singer, returns to the Cafe de Paris, where she is a big favorite and makes a hit with well-chosen numbers.

Walter Dare Wahl, American acrobatic humorist, and his partner, Emmett Oldfield, are the big laugh hit at the ritzy Dorchester Hotel. They tie the show into knots with the funniest act of its kind yet seen here. Dorothy Arden, cute dancer; Florine McKinney, singer, and the Hollywood Beauties are further talent and eye-filling at that.

Chaz Chase, pantomimist with the "goat-digestion," clicks well at Grosvenor House; Diana Ward, American songstress, and Walter Chrisham and Florence Chumbercos, modernistic dancers, score at the Mayfair. Charlotte and Mirez, dancers, are successful at the Piccadilly Hotel.

Sick Bed Emsee

PROVIDENCE, Feb. 22.—Happy Felton, ork leader and emcee at the Biltmore Hotel here, emseed the show all last week from a sick bed via microphone. Probably a first time for this sort of emseeing.

Reopens as Ballroom

NEW YORK, Feb. 22.—Former Congress Restaurant, which closed New Year's Eve when customers rioted and waiters and musicians went on strike for their money, is reopening as a ballroom. Opening attractions will be the Betty Real and Louis Garcia bands.

WPA Methods Hit in Phila

Local AFM Head criticizes dismissal of musicians—Says Mayfarth incompetent

PHILADELPHIA, Feb. 22.—A. Rex Riccardi, secretary of the Musicians' Union, Local No. 77, criticized William Mayfarth, director of the Philadelphia WPA music projects, for dismissing 30 musicians on the 21st because of incompetence. Men in question had been on relief and taken off the rolls when placed on the projects. Now they will have to go thru the usual red tape to get back on relief. Riccardi pointed out that the purpose of the WPA projects was to relieve unemployment and not to set high musical standards in the hopes that the government might subsidize the units as permanent institutions.

"Mayfarth has exalted ideas of music," he asserted. "He expects to get musicians at \$24 a week of the same caliber as play with the Philadelphia orchestra. Any incompetence, in my opinion, rests with Mayfarth. He placed these men in jobs they were not qualified to fill. All had to take an examination, which they passed."

Investigation by the union officials revealed that Mayfarth had placed bandmen, who never had any pit experience, in vaudeville units, concert musicians in dance orchestras and dance men with symphony orchestra units.

Mayfarth employs about 300 musicians on his projects and plans to make no replacements for the 30 men he fired, asserting that he can get along without them. With Mayfarth turning a deaf ear to Riccardi's plea, union is protesting to Dr. Thaddeus Rich, Pennsylvania State supervisor of the WPA music projects, in view of lodging a complaint with the officials in Washington.

Pitt Labor Dep't Investigation To Spread Over Entire State

PITTSBURGH, Feb. 22.—George B. McDonough, district labor supervisor, now conducting a drive against violators of the child labor law in night spots and beer gardens here and in eight surrounding counties, revealed this week that a similar drive is under way thru-out the entire State of Pennsylvania. Under the guidance of Raymond Nicalise, director of the State Labor and Industry Department, the law will be enforced, particularly in places where beer and liquor is sold.

McDonough stated that during his brief experience with local entertainers here he realized that an amendment to the present Woman's Act is sorely needed. Section 5 of the act enacted in 1913 reads: "No female under 21 years of age shall be employed or permitted to work in, or in connection with, any establishment before the hour of six o'clock in the morning or after the hour of nine o'clock in the evening of any day." This section does not apply to

telephone operators only. Mr. McDonough believes that this act should also not apply to women performers, 18 years of age or older, whose type of work is in demand at night and usually after 9 p.m. "This act is 23 years old and changes have come about since then which make it advisable to permit girls 18 years or older to work in late hours," he said. "I strongly urge the local representative of the American Federation of Actors to file a petition with the Attorney-General in Harrisburg asking him for an opinion on this issue." Mr. McDonough believes that either the Attorney-General can bring about an amendment or one introduced in the next session of the State legislature would be certain of adoption.

To make the drive against the employment of child entertainers in local spots more effective, beer and liquor licenses will not be reissued to any club found guilty of the violation of the child labor act.

NIGHT CLUB REVIEWS

Chez Paree, Chicago

Continuing its policy of presenting outstanding names in its floor show, Chez Paree in its current offering has as featured artists Sylvia Froos, lovely singer, and Milton Berle, young vaude comedian, both of whom have made a hit with the smart audiences that patronize this spot. Balance of the show is excellent, and Henry Busse and his orchestra contribute not a little to its success.

A beautiful production number by Paul Oscar sets the show off to a fast pace. The Theodores, two men and a woman, accentuate the tempo with a sensational dance routine, then Milton Berle comes on. Berle is a hard worker and the quips and wisecracks fall thick and fast, tickling the risibilities of the audience and earning Berle generous palm pounding. Some of the jokes are ancient but register just the same. Berle acts as emcee of the show and does a lot of clowning with the acts, which the audience seems to relish. Wally and Verdyn Stapleton do a fast tap routine.

Sylvia Froos, next, is the outstanding hit of the show. Lovely to look at and possessed of a beautiful voice, she puts over several song numbers to tremendous applause and has to return for several encores. Between numbers she and Berle swap badinage, Miss Froos making an excellent foil for the comedian.

The Theodores on again, this time in an entertaining adagio routine. They are followed by the Biltmorettes, three girls who offer a whirlwind acrobatic routine. Jack Guilford, a clever young man recently graduated from the amateur ranks, makes a hit with impressions of movie stars, especially good being his takeoff of Charles Butterworth, which is a scream.

Berle on again with more tomfoolery, best of which is his impression of a Minsky girl singing *Pardon My Southern Accent*, and everybody on for a fast nautical finale.

Berle shows to better advantage in night-club surroundings than he does in vaudeville, and with his material being written by David Freedman he should have no trouble in holding down the feature position in the better night spots.

Showboat, Jacksonville, Fla.

Johnny Ryden's unique Showboat opened last Friday with a 75-cent admission, no cover, and eats and drinks very reasonable.

Opening night found all tables taken.

with plenty of nice comments on decorations, smooth dance floor and the layout in general.

Wendell Furry's eight-piece ork dispenses sweet music for dancing but is not so forte on playing the show. Too much brass on vocals and taps.

Floor show shapes up better than average for this city. The line is choreographically, pulchritudinous and "figuratively" okeh and is composed of specialty dancers doubling. Routines are really specialty numbers done in unison. Numbers are produced by Nadine Colson, recently from Flamingo Club, Orlando, and last year at Paramount, Miami.

Charles Ost emsees capably. Has a polished manner and a facility with words; no great shakes with the pipes, but his easy, personable manner gets him over handsily.

Dorothy Sheridan, with a likable blues voice, did *Dinah* and *Sweet Sue* in an original and energetic manner that pleased. Keljo Sisters, clean-cut kids from Miami, spill plenty of pep in a hotcha number to *Nagasaki*. Gordon Strang, fast tapper, is a whiz on triple-triples, but his time is not so fast. His finish step of body turns while paralleling the floor show-stopped. Dagmar Tilden, a dancer of excellent technique, does an acro-eccentric routine and later a "trucking" number to a fine reception.

Nadine Colson, eye-filling blonde, stages a tap routine a la Eleanor Powell with great credit. Taps are clear-cut and she works with ease and showmanship. Her soft-shoe routine with Ost is a thing of beauty; light and graceful as a Florida breeze. A slow tap by Dot Hinson and a rumba by Lols Kennedy are well done, altho Dot appears to be working hard.

Gene Dana, fem impersonator with an extensive and handsome wardrobe, warbled *Shanghai Flo* and seemed to be well liked by the customers. Coks.

Oriole Terrace, Detroit

Jumbo, circus-style show opening at this classy uptown spot a week ago, has been responsible for the best business. Manager Joe Becker has enjoyed in many a moon. Early-evening crowds, rare at the Terrace, is indicative of current entertainment's drawing power.

Show was conceived and staged by Lew Kane and booked by the Rush & Besner office of this city. Presentation has a cast of 70 and has been broken up into four half-hour stanzas, no acts repeating during the evening. This reviewer caught the last two stanzas and, to say the least, those responsible for the mechanical setup necessary in a show of

this kind deserve the highest of compliments.

Circus atmosphere prevails thru-out—only thing missing is the opening spectacle and even that is partially accounted for later in the evening when prim little ponies parade between the tables. A large side room has been fitted out as a midway, with buffet lunch stands, carry game booths, fortune tellers, etc. Billy Carreseed, with mustache, whistle and all the rest, is typical as ringmaster, and Gray Gordon's Orchestra does quite well on the circus music. Patrons even receive the thrill of "setting up," uniformed prop boys pitching, tightening and tearing down apparatus for aerial acts, animal routines, etc.

Bernice Kelly opens the show with a swift and dainty slack-wire act; Senorita Conchita and Pape follow with a perch routine of exceptional skill. Dad Kelly and his four ponies do a nice enough routine in a ring. Could be faster. Lavenia Sisters go thru a fast workout on the flying trapeze, only the flying drop being inadequate, due to lack of room. This was the only case in the show of unusual conditions in a night club not being adaptable to the sawdust troupers' routines.

In the last section the Argentine Misses open in a spectacular iron-jaw flying number; Balancing Krantz Family follow with a duo balancing number on a rope swing. Six Tip Tops score with a variety of straight and comedy tumbling. Six Jubilee Clowns, with Al Ackerman producing, deserves mention for typical circus interludes.

Acts in the first two sections, not reviewed, include Marine Troupe, teeterboard; Mabel Sykes, trapeze; Hazel Cotter, trapeze and web; Jennie Romig, flying cloud swing; Higgins' Diving Dog; Morelis Trio and Morris Trio, comic acrobats; Four Ladderettes, swinging ladders; Kelly's Dogs, Ponies and Monkeys, and Conchita, in the Slide for Life.

As usual at the Oriole Terrace, the ballet is lavishly and tastefully produced. Carl Torney is responsible for the 12 girls who do an extremely clever *Little Dutch Mill* number, each with a pair of life-size dummies in full skirts. Rees.

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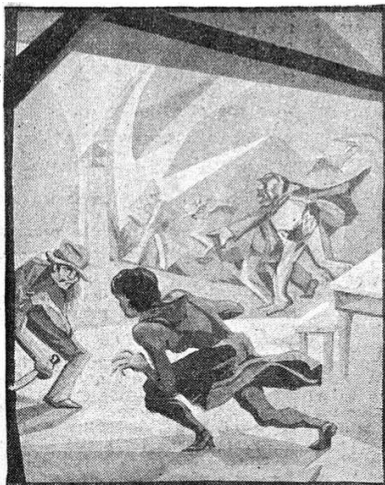
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WHAT THEY SAY

GEORGE ROSS, N. Y.
World-Telegram, Jan. 1936

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N. Y. HERALD-TRIBUNE
January, 1936

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TED FRIEND, N. Y. Daily
Mirror, Jan., 1936.

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Upstate N. Y. Picking Up, But Still Plenty of Low Pay Spots

ALBANY, Feb. 22.—Upstate New York night spot conditions are picking up, according to acts returning from tours. Plenty of work, altho in many instances salaries are very low and the only attraction for acts is the excellent food and lodging that usually goes with the salary. In quite a few clubs salaries are as low as \$20 a week and food and board.

Local Kenmore Hotel show is being supplied by the Jack Pomeroy office of New York. Most of the other spots here and in surrounding territory are controlled by Jimmy Daley's office.

In Rochester the Arthur Argyries office dominates, with much of his activity extending to Buffalo.

Pat Grande is very active in the Syracuse and Utica territory.

Acts working up-State can pick up occasional one and two-night theater dates. But night clubs dates, along with frequent private entertainment jobs, can keep good acts going for months.

Despite the many hustling agents, a

More Kilby Bookings

NEW YORK, Feb. 22.—Harry Kilby Enterprises, with Harry Pearl, associate, has spotted Florence and Alvarez into the Town Casino, Miami Beach; Bob Dupont into Carroll's Palm Island Casino, Miami Beach; Johnnie Hale into the Jefferson Hotel, St. Louis; Simpson's Mariettes into the Biltmore Hotel, Providence; Rex Weber and Pierre and Temple into the Chase Hotel, St. Louis, and Violet Love into the Lookout House, Cincinnati. Miss Love just closed an eight-month run at the Adelphi Hotel, Philadelphia.

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great many acts book direct. Usual procedure is to see the night-spot owner, put on a free showing the same night and then bargain for salary. When booking direct contracts are rarely used and this has often handicapped acts having to resort to courts in salary suits.

New Spot in Jacksonville

JACKSONVILLE, Fla., Feb. 22.—After numerous delays and disappointments Johnny Ryden last week opened his new Showboat Club here, with Wendell Furry's music and a nightly floor show under the direction of Charles M. Ost Jr. Vessel at one time plied the St. Johns River for the Clyde Lines and more recently has been used for a spasmodically operated beer garden.

Ost emceeds the floor show that includes Dorothy Sheridan and the Keljo Sisters, singers; Gene Dana, impersonator, and Gordon Strang, Dagmar Tilden, Nadine Colson, Dot Hinson and Lois Kennedy, dancers, besides a line of girls.

Chi Night Spot Mortalities

CHICAGO, Feb. 22.—Physical properties of three prominent night spots here went under the auctioneer's hammer last week. Among them were the Planet Mars, one of the smaller northside spots; Al Quadbach's Granada Cafe and Pierre's Continental Casino, a swanky place occupying the former Cyrus McCormick residence on the Gold Coast. The latter was opened about three months ago by Pierre Nuytens, who established what is now known as the Chez Paree years ago.

Rubin Joins Harris

NEW YORK, Feb. 22.—Marty Rubin has become associated with Sammy Harris, booker for Jack Pomeroy Productions.

CLUB CHATTER

PERZADE AND JETAN closed a four-week run at the Hotel Times Square, Rochester, last week. . . . Mayris and Cheney closed at the Deauville Club, San Francisco, to sail March 3 for Australia, where they will play vaudeville. Edna Sedgewick, who went into the Royal Palm Club, Miami, for two weeks, has been held eight weeks. . . . New show at the Park Central Hotel, New York, comprises Dick Messner's band, Phil Arnold; Ray, Prince and Clark; Hazelle and Klatoff, Jeanne McCully, Agnes Knox and Carlos Peterson.

LOS ANGELES BITS: Marcel LaMaze, after making a stab at operating his own spot, has returned to the Club Seville. In celebration of the return a new floor show was brought in and features Jay and Lucille, dance team, and Aline King and her Sisters, who came on from the Drake Hotel, Chicago. Nick Stuart's ork, with Eleanor Thatcher vocalizing, stays on. . . . Cafe Clement has changed its moniker to the Casanova. . . . Ted Healy's new stooges have been getting into the stooze atmosphere by playing week-end club dates and benefits without Ted. The trio makes its bow with Healy at the Ambassador February 29.

GRACE MORGAN, recently at the Radio City Rainbow Grill, New York, left Saturday for a three-week engagement at the British Colonial Hotel, Nassau, Bahamas. . . . Jill Dennet, daughter of Dave Kramer, arrived in New York from Hollywood with her mother last week. Going into musical comedy. . . . Pickens Sisters returned to the Radio City Rainbow Room this week. Booked for several weeks.

REX WEBER, the singing star of Americana and Hold Your Horses, has joined the floor show in the Terrace Room of the Morrison Hotel, Chicago. . . . Continuing in the show there are Rosealean and Seville, dance team; the King's Jesters; Barr and Estes, eccentric dancers, and Rudy Baie, emcee, with Art Jarrett's Orchestra furnishing the music. . . . Sally Gay, sophisticated singer,

Weather Hurts L. A. Biz

LOS ANGELES, Feb. 22.—Six nights of continuous rain here last week, beginning February 9, took a heavy toll of club, restaurant and hotel receipts estimated by local operators to be well above \$10,000. Precipitation began on Sunday and continued every night until the following Friday, causing potential spenders to remain home or to confine their activities to less dressy celebration. Heaviest loss of trade was registered at the class resorts such as Biltmore Bowl, Trocadero and Cocomat Grove.

Hal Sands Bringing Third Show to Brazil

NEW YORK, Feb. 22.—Hal Sands sailed last week for Rio de Janeiro, Brazil, accompanying his third show going into the Casino Atlantico in that city. Sands will stay in Rio about three weeks.

Show comprises Three De Long Sisters, Sylvia Melton, Blanche Lewis, Garland and Chula, Andrew Twins and Virginia Bacon. Sands' last show ran five months.

NTG Plans Theater-Cafe

PITTSBURGH, Feb. 22.—Nils T. Grandlund, while playing the Stanley Theater here with his stage unit last week, inspected the dark Davis Theater which he plans to convert into an elaborate night spot by first of September. New spot will be similar in style and policy to the French Casino in New York. It is reported that some \$50,000 for alterations will be poured in. A number of local industrialists are chipping in financially.

Cotton Club Folds as Harlem Moves Downtown

NEW YORK, Feb. 22.—Cotton Club, ace Negro night spot in Harlem for years, closed last week. Bringing the Connie's Inn show downtown to Times Square and opening of the Black Cat with colored show in the Village this season are some of the factors that caused the closing.

Connie's Inn reports business still on the up, with 25,000 patrons checked the first three weeks this month.

booked into the Park Plaza, St. Louis, by Sligh & Salkin. . . . Same agency booked Hacker and Sidell, comedy dance team, to open at the Jefferson, St. Louis, February 20. . . . Combination of a snappy floor show and the annual motor car exhibit drew large crowds to the Edgewater Beach Hotel, Chicago, last week. . . . Dorothy Miller, eye-filling singer with Phil Levant, left the band Saturday. . . . Dorean and Douglas, ballroom dance team, is slated to open at the Hotel Jefferson, St. Louis, March 5. . . . Marjorie Little, blond singer, left Chicago this week to open with John Burkhart's band at the Brown-Palace Hotel, Denver, February 27, for a limited engagement, before going on to the West Coast, where she has been signed by Bill Pine for picture work.

BEN YOST'S California Varsity Eight, vocal octet, currently doubling between the Ziegfeld Folies and the Manhattan Room of the Hotel Pennsylvania, have been signed to make a series of shorts for Mentone Productions. First of the series, which will be released thru Universal, features Armida, petite Mexican starlet. . . . Maxine Holman, fan and bubble dancer; Lolita and Lauro, dance team; Wayne Bartlett, songster, and Pat Ogle, blues singer, are supplying the entertainment this week at the Glean, San Antonio, Tex., nitery. . . . Jerry Higgins, Scranton, Pa., booker, has placed Roxy Ryan, featuring her new Indian dance routine, and Grace Chandler, vocalist, at Scranton's newest spot, the Black Diamond. Roxy recently closed a 10-week engagement at the Hollywood Club in the same city. . . . Little Stanley Ross, diminutive comic artist, is resting this week at his home in Detroit, after completing a series of theater dates thru Indiana, Illinois and Wisconsin. Ross formerly trouped with the Four and One-Half Arleys, well-known vaude company.

JOE BURKE, who authored Moon Over Miami, vacationing in Miami, last week received a life membership to the city's (See CLUB CHATTER on page 66)

"Drunkard" Held Over By Wheeling Night Club

WHEELING, W. Va., Feb. 22.—Melodrama has been revived at the Club Diamond, largest local night spot, George Sharp's The Drunkard company replacing dancers and singers that for two years have been featured entertainment. The show, booked out of Pittsburgh, is in its fifth week at the spot, and according to the management will carry on indefinitely. Cast includes Mabel Kroma, Irene Cowan and William Droos.

Lew Weiss Bookings

NEW YORK, Feb. 22.—Lew Weiss has spotted a new show into the Chez Maurice, Montreal. Opened last week and comprises Ruth Ladd's Texas Rockettes, Carl Simpson's Marionettes and Hal Cummings, emcee. Harry Lash is emceeding at the Greyhound, Louisville, and Dan Houston and Elizabeth Harden have gone into the Mayfair Casino, Cleveland. Weiss has also spotted Olive White with Dave Apollon's vaude unit.

AFA Wins Pay Suit

NEW YORK, Feb. 22.—Barnes Tavern, a Bronx night spot, paid \$37.50 to the American Federation of Actors yesterday after the organization had secured a judgment in behalf of a member, Lily Chambers. Miss Chambers had been booked into the spot December 27 by Nugold Productions Office and had pay-off trouble. AFA won judgment after several legal skirmishes.

Lanzner Signs Messner

NEW YORK, Feb. 22.—The Dick Messner Orchestra has been signed to a three-year contract by H. A. Lanzner, managing director of the Park Central Hotel. Orchestra has been playing the Cocomat Grove, atop the hotel, for the past few weeks. Contract allows the Messner organization to go on tour for several months out of each of the next three years, under the Park Central banner. Al Zugsmith is handling the Messner outfit.

Kramer Joins Consolidated

NEW YORK, Feb. 22.—Dave Kramer has joined Consolidated Radio Artists' Office as head of its club department.

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BANDS and ORCHESTRAS

STAN MYERS and his orchestra are playing at the Trianon Ballroom, Chicago, this week, then Anson Weeks comes in for a short engagement. . . . Andrew Karzas, operator of the ballroom, has not yet set a band for the summer season. . . . Harry Sosnik's Orchestra has been engaged for an additional four weeks at the Continental Room of the Stevens Hotel, Chicago. . . . Frankie Masters and his boys encountered some tough going on their one-nighter tour thru the Midwest, having to literally plough their way thru heavy drifts in Nebraska and Iowa and on the return trip to Chicago several of the boys were marooned in different spots in Iowa. . . . Masters opens at the Roosevelt Hotel, New Orleans, February 27.

JIMMIE TURNER followed Benny Reah at the Showboat in St. Louis, two weeks ago, contract calling for four weeks and option thereafter. Turner moved in from Terrace Gardens, Fremont, O. . . . "Jinks" Moser and band are playing twice daily in the grill room of the Hotel Sheraton, High Point, N. C. Personnel includes Madge Hampton, blues singer; Skeets Snyder, director; Hugh Harris, Casey Jones, Joe Resnick, Tom Matney, Erwin Waite, Clem Picard, Frank Long and Charles Elliott. . . . Harry (Tiny) Hill lays off five days this week and then returns to Ingleterra Ballroom, Peoria, Ill., for a lengthy engagement. . . . Frank Mareno is still handling the bookings of the Paradise Orchestra, now in its eighth month at Sweeney's Cafe, Baltimore. Mareno and Buddy Monroe are handling the vocals.

PHIL HARRIS replaces Eric Madriguera at the Netherland Plaza, Cincinnati, February 28. . . . Ronald Dare will reorganize his band at the conclusion of his current vaude tour thru the South. New unit will carry 12 men, featuring a Bowe's Amateur, now with Bowe's theater unit number eight. Dare recently purchased a new public-address system and Chevrolet bus. . . . Marty Faggioni's Aristocrats, with Mildred Cason, petite songstress, are being heard from Venetian Ballroom, Pensacola, Fla., over WCOA. . . . Lee Ulbrick and band are completing their fifth month at the Okeana Club in Hayti, Mo. . . . Howard LeRoy continues at the Hotel Shawnee, Springfield, O. . . . Eddie Paul, out of Medina, O., will continue to play thruout the winter at Columbia Ballroom, on Cleveland's south-side.

EWEN HAIL and his 14-piece orchestra are set at the Hotel Plaza, San Antonio, Tex., until April 9. Engagement began early in December, with contract calling for two weeks but several extensions have put it up to the April date. Plaza has a nightly KTSA wire besides a Thursday evening spot on the Southwest network. . . . Lloyd Hanson and his Century of Progress Orchestra, featuring the singing of Jean Grey, are in the Marcus Whitman Hotel, Walla Walla, Wash., for six weeks, closing March 21. . . . Harwood Badger will remain at Miller's Supper Club, Marion, Ind., for balance of the winter. Babe Grubbs, flashy bass fiddler; Homer Ray and his electrical guitar, and the singing of Phil Comer add to the band's novelty setup. . . . Fritz Liddell, formerly violinist with Dick Fiddler and more recently out with his own combo, last week took on W. Harry Emery as personal manager. Liddell outfit is currently filling an indefinite date at the Hotel Robert E. Lee, Winston-Salem, N. C., after completing an extensive ballroom tour thru Ohio.

JACK WENDOVER and Wayne McFadden, for several years rival ork leaders in and around Kansas City, recently combined their combos and last week began a three-week tour of the South. . . . Paul Leu and band are in their 20th week at the New Windmill in Pittsburgh. Dave Richards Jr., singing and emceeing the floor shows. . . . Members of Doc Davis' Orchestra, currently one-nighting thru Texas, lost most of their

instruments recently when an auto trailer, carrying equipment, was demolished in an auto accident. Total loss will amount to several hundred dollars. . . . Henry Durst replaced Wit Thoma at the Thomas Jefferson Hotel, Birmingham, Ala., February 6 for an indefinite engagement, coming in from the Hotel Frances, Monroe, La. Jeanne L'Angelle handling the vocals. . . . Coleman Sachs continues to supply the melodies at the Club Rex, near Birmingham, besides doubling for luncheon and dinner at the Melba Cafeteria in downtown Birmingham.

JOE VENUTI is playing this week at the Omaha, Neb., Auto Show. . . . After a week at Raymor Ballroom, Boston, Reggie Childs plays theater dates. Normally an NBC band, Childs was booked into the Raymor by Consolidated. . . . Arthur Ravel holds forth at Odenbach's Rochester for an indefinite duration. . . . Another NBC outfit, Oliver Naylor started recently at the Anchorage Restaurant, Philadelphia, where he will remain for three weeks. . . . Richard Humber played a one-nighter at Johnson City, New York, on the 18th. Humber recently spurned a \$3,000 weekly offer to play in the South for a few weeks because coin was insufficient. He was holding out for another G. . . . Fats Waller will play Loew's State, New York, for a week beginning March 20. Nick Lucas made first Vitaphone short with his orchestra last week. Singer's previous reels have been solos.

IRVING ARONSON and the Commanders will play Pittsburgh U. prom on February 28 and then follow in similar capacity at Carnegie Tech before continuing an additional three weeks of first nights in the Midwest. . . . Consolidated Radio Artists have Stuff Smith and Red McKenzie all set for a battle of swing music at some New York theater. The no house has been set, guess is that it will be paramount because of their new stage-band policy. . . . Mitchell Shuster and Scott Fisher left CBS management and are now under Consolidated Radio Artists' aegis. . . . Buzz Adlam and his ork, with femme trio, opened at Rice Hotel, Houston, February 21. . . . Clyde Lucas, with Irene Beasley, will play theaters before opening in a New York hotel for the summer. . . . Lucas will play charity ball in Philly for the Osteopathic Hospital there.

SOL IMMERMAN, of the Irving Mills office, New York, is publicizing the benefit for the Filial League of the United Home for Aged Hebrews next Saturday at the Waldorf-Astoria Hotel. Joe Moss and band will head the show. . . . Red McKenzie and Mound City Blue Boys made Decca recordings of *Hit the Spot*, *Spreading Rhythm Around*, *Wa Hoo*, *Saddle Your Blues to a Wild Mustang* and *I'm Gonna Clap My Hands* last week. Murray Greene is doing a series of one-nighters in Westchester County, N. Y., and the Bronx with his Empire Ballroom Orchestra. March 14 will bring him to Delano Hotel, New York. . . . David E. Blue, orchestra leader from Little Rock, Ark., is in New York organizing a band to play local spots. Expects to be ready in about a month.

HEARINGS CALLED

(Continued from page 6)
For this reason the minimum is wanted kept intact.

National Broadcasting Company offered time on its web to ASCAP to answer the talk by Representative Dean, but it is understood that ASCAP officials did not see why they should go on the air on the defensive, and that if any answer was necessary it ought to be made by a member of Congress who was in favor of the Duffy bill. Intention, or hope of Congress of adjourning in April makes it again appear likely that no copyright legislation will be undertaken by the House this session.

MUSIC NEWS

(Communications to New York Office.)

The Sam Fox Company announces *One Rainy Afternoon*, featured number in the picture of the same title, produced by Jesse Lasky and Mary Pickford, has been added to the firm's catalog. It is by Jack Stem and Harry Tobias.

With the retirement of Charles Lang from the firm of Stasny-Lang a re-arrangement of the working staff was essential. Abe Bloom, formerly with T. B. Harms, is no longer connected with the concern. The Chicago branch, however, will be represented by Phil Miller, which is in the way of a promotion. Two songs are looming encouraging, namely, *After All I've Been To You* and *Havana Heaven*, which are getting consistent plugs over the radio.

Edward B. Marks, head of the publishing house of the same name, returned to New York from Florida, accompanied by Mrs. Marks, last week. Both look exceeding well, having been benefited by their vacation. The latest number to which the emporium is directing attention is a novelty affair by Charles Tobias and Sammy Fain christened *Little Chin Chin*, *Keep Your Chin Up*. As the caption implies the subject deals with a Chinese girl.

Little Jane Withers, who is making a great bid for popularity as a star of the celluloids, has been provided with a catchy song called *Then Came the Indians*. The Movietone Publishing Company has it.

Marion Sunshine, remembered as a headliner in vaudeville and who gained renown in supplying the English text to the *Peanut Vendor*, has completed another song, *Hot Tomatoes*. The melody is characteristic of the locale of the number which is Mexican.

Maude Nugent, widow of the late William Jerome and a songwriter of note on her own account, was one of the guest stars on the Hammerstein Music Hall broadcast last week. She sang her enduring standby, *Sweet Rosie O'Grady*. As a result the composition, many decades old, has received a new impetus in sales.

Local publishers who are competing with each other for the rights of foreign songs have not found the procedure as profitable as they had expected. With the exception of such smashes as *Isle of Capree*, *Red Sails in Sunset* and *Love Is the Greatest Thing* the majority of the importations have been expensive flops.

On the other hand many America effusions are finding encouraging favor abroad, England in particular. Clarence Williams' *Sugar Blues*, which he wrote many moons ago and thru no particular effort on his part was automatically revived, is enjoying wonderful popularity. Some local professionals introduced it and its vogue spread like wild fire.

Phil Levant's theme-song, *My Book of Dreams*, which gained wide popularity over the NBC network in less than a month's time, will be published by Milton Well, who is credited with having introduced many of the Guy Lombardo and Joe Sanders tunes. Title of the Levant theme is being changed to *Strange* and new lyrics have been written. Levant and his pianist, Joe Kovatz, composed the number.

A new music company, Foreign and Domestic Music Corporation, with offices in New York, has been formed with Samuel Cummins as general manager. The new company has seven songs already to its credit, most of which will appear in Eureka Productions' forthcoming film, *Ecstasy*.

The Empire Music Publishing Company, formed last month by Jack Waverly, Edward W. Dunn and Victor Fliske, will release shortly its initial catalog of three numbers: *Margie Brown*, *Phantom Lady* and *Looney With Love*.

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(Week Ending February 22)

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1. Alone	9. Dinner for One
2. Lights Out	10. Rhythm in My Nursery Rhymes
3. Moon Over Miami	11. It's Been so Long
4. Beautiful Lady in Blue	12. Cling to Me
5. Building Up to an Awful Letdown	13. I'm Shooting High
6. Write Myself a Letter	14. With All My Heart
7. Please Believe Me	15. Wah Hoo
8. Feather in the Breeze	

PHONOGRAPH RECORD best sellers will be found on page 80

RKO AGAIN SLOUGHS FLESH

Shows Taken Out of Chicago, Rochester, Jefferson, Trenton

Left without a single vaude house in Greater New York—new changes surprising, made for other reasons than poor business—Paramount now top in playing time

NEW YORK, Feb. 22.—RKO is again sloughing its vaude policies, with four houses getting their notices this week to go into straight picture policies, the changes leaving RKO without a single vaude representation in Greater New York for the first time in its history. The four houses cover two weeks and five days, embracing this town, Trenton, Rochester and Chicago. The shelving of vaude in a couple of these spots is surprising, and it was not directly due to poor business. Circuit is again hitting a new low in vaude time, with the Paramount office succeeding it in top position on having the most number of weeks to offer.

The Palace, Chicago, will attempt to get along without stage shows even after the five-week straight picture run of *Follow the Fleet*, which starts March 6. Nate Blumberg, theater executive of the circuit, said this change was indefinite, but other official sources revealed that it would be done. The house of late has been suffering heavy losses, severe weather and strong "name" opposition from nearby theaters cutting in tremendously on its grosses. It is unlikely that the theater will be able to continue on in a straight picture policy, the town being hot for stage shows.

In the case of the Palace, Rochester, which definitely drops vaude altogether this Friday with the opening of *Follow the Fleet*, it was the result of the town's theater complexion being changed because of RKO's pooling deal with the Comerford Circuit. House has been doing all right with its combo policy, altho it did have a few bad weeks.

The Jefferson Theater here, three-day stand, is another house to return to straight pictures after a couple of weeks try with vaude. Goes into a pix policy this Monday. Since the return of vaude there grosses were boosted considerably, warranting vaude's retention. Another house to go into a pix policy is the Capitol, Trenton, two-day stand, which changes this Monday also.

These changes leaves RKO with but three full-week stands, the Boston, Boston; Shubert, Cincinnati, and Palace, Cleveland. Also left are the Proctor, Schenectady (three days); Proctor, Troy (four days); and Palace, Albany (four days). These houses are played by acts at 30 per cent cuts. In addition, there is the State, New Brunswick, N. J., two-day stand. Occasional shows are booked into the Colonial, Dayton; Downtown, Detroit; Orpheum, Minneapolis; Mainstreet, Kansas City, and also Syracuse, Providence, St. Paul, Des Moines, Davenport, Cedar Rapids and Sioux City.

The Paramount office, on the other hand, directly books from here the local Paramount; Metropolitan, Boston; Chicago, Chicago; Michigan, Detroit, and Toronto, Montreal and the four weeks on the Interstate Time. In addition, it also fills in for the Oriental, Marbro and Southtown theaters in Chicago, as well as sending occasional shows to Minneapolis and Omaha. In Chicago acts are also picked up for the Great States theaters.

Minevitch's London Concert

LONDON, Feb. 17.—Borrah Minevitch and his Harmonica Rascals, now playing a return English vaude season with record success, created concert history here last Sunday. The act gave a full program of harmonica numbers at the exclusive Queen's Hall, with the vast amphitheater nearly sold out. Owing to the English blue laws, Minevitch and his gang appeared in tuxedos but managed to infuse plenty of comedy into the proceedings.

Cantor's 33 Grand in Philly

PHILADELPHIA, Feb. 22.—Eddie Cantor, closing Thursday night at the Earle Theater here with his unit, brought in a \$33,000 gross on the week. He limited himself to four shows a day. He left for Florida yesterday, turning down other personal-appearance offers.

Yvonne-Hardeen Show's Bookings

NEW MADRID, Mo., Feb. 22.—The Houdini, headed by Princess Yvonne and Theodore Hardeen, is playing a string of dates thru this territory, the bookings carrying it into April. The show came into the Dix Theater here today for a two-day run, moving in from Arkansas engagements.

From here the show will follow with runs in Poplar Bluff, West Plains and Springfield, Mo.; Fayetteville and Fort Smith, Ark., and Muskogee and Oklahoma City, Okla. Further dates in that territory are being negotiated for with a circuit, and in addition other circuit dates are pending in Georgia and the Carolinas.

Brooklyn Fox Gives Radio Act 12 Weeks

NEW YORK, Feb. 22.—Following the example of its sister house, the Brooklyn Paramount, the Fox, Brooklyn, has also contracted for a one-night-a-week stage attraction. Whereas the Paramount offers Friday night basket-ball games, the Fox will offer a radio act on Wednesday nights.

The Fox has given a 12-week contract for Wednesday night appearances to *Husbands and Wives*, WOR act, opening this Wednesday night. Also has the act optioned for an additional 12 weeks. The act has 10 people on the stage and is presented by Sedley Brown and Allie Lowe Miles, with Tom Kennedy representing the act. Its broadcast will be done from the stage, the act running 30 minutes.

Kennedy, who was "The Voice of the RKO," has written a signature song for the act, which has been on WOR for 40 weeks.

Circuits Thumb Down Requests Of Benefits for "Name" Acts

NEW YORK, Feb. 22.—Major circuit theaters all over the country are nixing the loaning out of "names" to various local benefits, the situation arising by itself thru the heavy booking this season of costly attractions. Not only are theater managers themselves sidestepping benefit requests for the "names," but the circuit home offices have issued instructions forbidding this practice. With the "names" also requested by the booking offices to avoid the playing of benefits.

The theaters, in view of the heavy outlay of money for the "names," are taking no chances of having benefit appearances cut in in any way on the grosses. Earlier this season certain "names" played benefits and it so happened that the grosses were off at the end of the week. Furthermore the requests were numerous. It was then that the circuits decided to call a halt to "names" playing benefits, and so far

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New England Gets Its Fill

Paramount and Loew send shows there—Bowes' unit gets 3-week Para booking

NEW YORK, Feb. 22.—New England is picking up on its stage-show bookings, both Loew and Paramount sending occasional shows into that territory. Loew sends a big show about every six weeks into one Connecticut town, while Paramount sends a show ever so often into a spot in Massachusetts. In addition, Paramount has routed a Major Bowes unit for one and two-day stands thru Maine, New Hampshire, Massachusetts and Rhode Island.

The last two weeks Loew had *Broadway's Hollywood Cabaret Revue* playing Bridgeport and Hartford, Conn. About every six weeks Loew puts a show into Hartford, while Bridgeport gets its shows on a lengthier stretch. Last week Hartford had two shows, Bert Smith's *Varieties of 1936*, playing the Cameo, and the *Hollywood Cabaret* show, playing the Palace. Occasional shows are also booked by the Loew office into Richmond and Norfolk, Va.

Paramount has been sending attractions into Springfield, Mass., quite frequently, and occasionally has been sending shows into other towns in New England. This week the booking office closed for a Major Bowes unit's three-week tour of one and two-day stands in New England. The unit will start out March 13 in Bangor, Me., and follow with such towns as Waterville, Bath, Dover, Lynn, Haverhill, Lowell, Newport, New Bedford, Pawtucket and Woonsocket. A couple of other spots in that territory will probably be included in the tour.

Both circuits reveal that they do not feel New England can stand a weekly diet of stage shows, but that occasional bookings into that territory are profitable.

American Acts Get Mexico City Dates

NEW YORK, Feb. 22.—American acts are being booked into Mexico City for theater and club dates, Mary L. Shank and Abe Tuvim doing the booking from here. They represent Emello Azcarraga, owner of Radio Station XEW in Mexico City, who opens the Alameda Theater there March 3. Two acts from here on the opening bill are Pete. Peaches and Duke and Marita and Diaz. The first act is in for four weeks, while the other stays one week and goes into the Club Grillon for an indefinite run.

Mae (Sparky) Lubow and Artie Rice open at the Alameda Theater March 10 for four weeks, and other American acts penciled in to play that date are Adair and Richards and Dave Tannen. According to Tuvim Azcarraga, pays round-trip transportation, gives a four-week guarantee and pays off in American currency.

Franks Play 40 Weeks Out of 52 at Palladium

LONDON, Feb. 17.—The Four Franks, American act, have beaten all records by playing 40 weeks at the Palladium here, England's ace vaude house, within a period of 52 weeks. They were featured in *Life Begins at Oxford Circus* for 15 consecutive weeks and have now passed their 26th week in *Round About Regent Street*, which closes March 7.

After seven weeks in vaude the Franks play a six-month season as the feature of Jack Taylor's *King Fun* revue at the Opera House, Blackpool. Act holds European contracts reaching into the late summer of 1937.

WPA Brings Much Work Nationally

NEW YORK, Feb. 22.—The Works Progress Administration is giving considerable employment to vaudevillians all over the country, as revealed by Ralph Whitehead, assistant national adviser of that division. Boston appears to be the leader, with 400 performers in 17 units playing 60 to 70 bookings a week thruout Massachusetts. Project is directed by Tom Senna, State vaude director.

New Hampshire's first unit opened early this month, while Maine has a show now touring 15 CCO camps. A transportation problem on the Maine show was straightened out when the camps agreed to contribute from their mess funds. Tomorrow 40 vaude turns will be auditioned in Syracuse for a new project there.

Locally Whitehead has called in all units except four. Those called in will be recast and revised, with plans now being made to send the local units, on the road again for camp and theater dates. This will probably be done when the severe weather eases up.

AFA Openly Attacks Henry Chesterfield

NEW YORK, Feb. 22.—The American Federation of Actors openly attacked Henry Chesterfield in a front-page story in the current issue of its house organ. This story was occasioned by the recent incident at the now-closed Mosque Theater, Newark, of which Chesterfield was president, when Brendel was not paid his \$1,500 salary; the AFA later collecting \$500 of that amount.

Furthermore, the AFA also secured a judgment this week for Brendel against Chesterfield and the Chesterfield Theaters Corporation, which was the operating group for the theater, for the amount of \$1,002.50.

the practice has been carried out to the letter.

While the theaters themselves have not entirely eliminated the practice of providing acts for all sorts of benefit shows, the nixing of the "names" at these free performances has helped materially in the cutting down of requests. Being turned down consistently by the theaters when requesting the attractions, the benefit promoters have burned up to the extent that they are sidestepping the theaters altogether. They are turning to other sources for their talent, mainly night clubs.

Paramount is the principal observer of this practice to nix giving "names" to benefit shows and was the first to start it. The other circuits followed suit immediately, and now it is a general practice. The usual out for a theater on an attraction request is the five and sometimes six shows a day being done by the "name" shows.

NEW ACTS

Al Pearce and His Gang

Reviewed at the Palace, Chicago. Style—Singing and talk. Setting—in one and full stage (special). Time—Sixty minutes.

Al Pearce and his aggregation of radio funsters, who split honors on the air with Amos 'n' Andy in selling Pepsodent products, are making their Midwest stage debut with their appearance at the Palace. Unlike most radio performers, the gang are not stage novices, most of them having had their first training in vaude and musical comedy, so they are at home before a theater audience.

Opening before a drop showing a radio dial and then going to full stage in a radio studio setting, with the regular house orchestra in the background, Al Pearce, acting as emcee, the same as he does on the air, introduces Lord Bilgewater (Monroe Upton), a dumb English character, for riddles and comedy talk. There follow in succession the Three Cheers with harmony singing; Arlene Harris, whose two comedy readings were relished by the audience; Harry Foster, tenoring two numbers; Mabel Todd, singing comedienne, who made a hit; Tizzie Lish (Bill Comstock), an old-maid character with culinary and beauty hints that stopped the show, and Andy Andrews, who drew heavy applause with comedy songs. There is a definite place on the stage for Pearce and his gang, and his rapidly rising radio favor should mean things at the box office.

F. L. M.

Horace Heidt and His Brigadiers

Reviewed at the Chicago, Chicago. Style—Musical. Setting—Full stage. Time—Fifty minutes.

Starting as a collegiate band years ago, Horace Heidt has built up his outfit until today it ranks as one of the finest musical organizations anywhere. With over 30 in the aggregation, not including arrangers, the organization is capable of giving complete entertainment besides danceable rhythms.

Attired in scarlet mess jackets, the boys make a neat appearance. During the act there were plenty of novel comedy effects, a singing ensemble and glee club, splendid arrangements and showmanship galore. Among the featured members of the band are Steve Merrill, tenor soloist; Bernie Madison with a drum specialty; Charles Goodman, bar-

itone; Lysbeth Hughes, singing harpist; Alvino Rey, electric steel guitar soloist; Art Thorsen, singer of comedy songs, and the Campbell Sisters.

Colorful numbers included *Great Day*, sung by the Glee Club; *Polly Wolly Doodle* with comedy lyrics; the toy band number; a trumpet trio playing *Carnival of Venice*; the appearance of Pansy, the Horse, standard vaude act that had them howling with its antics, and the closing number called *The Building of a Band*. All in all, it is a swell act that is loaded with a variety of entertainment.

F. L. M.

Dave Bines' New Unit

NEW YORK, Feb. 22.—Dave Bines has produced another unit, *Cosmopolitan Varieties*, which opens this Friday at Fay's, Philadelphia. Among those in the cast are Alice Dawn, Horton Spurr, Harriet Hayes, Roy Sedley, Roy Smeck and a line of 16 girls.

Pinky Tomlin Into Roxy

NEW YORK, Feb. 22.—Pinky Tomlin, film player, who is in the current Roxy Theater picture, *Don't Get Personal*, opens at the theater this Friday to make appearance for three consecutive weeks. The F. & M.-John Schultz Agency is handling his theater dates.

VAUDEVILLE NOTES

SAM POSNER, attendant on the RKO booking floor in New York, has been switched to the front desk on the 11th floor of the RKO Building. . . . The booking floor is now shy an attendant. . . . Tom Howard and George Shelton will go into the Oriental, Chicago, March 13. . . . Paul Dempsey went to Boston to view the opening of his "name" act, Wallace Beery, at the Metropolitan Theater. . . . Booker Harry Kalcheln went there also for an opening day glimpse. . . . Tom Kearns, in advance on the Jackie Coogan-Betty Grable unit, sends "br-rrr" postcards from his many stop-offs at below-zero cities. . . . Second week of the Brooklyn Paramount's basketball games on Friday nights brought the largest Friday night business in the theater's history. . . . About a thousand folks were turned away, with 5,000 already in the house.

KEN RYAN, former RKO agent and theater manager, is now assistant manager at the Trans-Lux newsreel theater in New York. . . . Al Grossman, Loew agent, left New York for a three-week Florida stay. . . . Wants to get tanned

enough to remind his friends of his old vaude billing, "The Virginia Baby." . . . He did a black-face act in 1910. . . . The Three Cards, after finishing West Coast dates for Bert Levey, played Salt Lake City and are following with dates in Denver and Kansas City. . . . Olive White joined the Dave Apollon unit last week in Washington, D. C., and came into Loew's State, New York, Friday with the show. . . . The Middletons, marionette act, recently played an engagement at the Colonial, Detroit, with a new act, working in front of a band in full view of the audience. . . . Ruth Muller and her Rockettes, with the *45 Minutes of Broadway* unit, now playing clubs as well as vaude. . . . The Three Comets have changed their name to Paul, Danny and Gene. . . . Johnny Yuhasz, Michigan playboy maestro, and his band played the Place, Flint, Mich., recently for the first time in three years and again broke the attendance record. . . . Roy Sedley was the unsung hero of the recent escaped lioness scare at the State, Baltimore. . . . He remained on stage and did his act while the lioness was loose in the theater.

VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Friday Evening, February 21)
Dave Apollon is back in New York, playing here with his *International Varieties*, and as usual giving a good show. For an hour and 10 minutes the Russian showman paces his grand revue most effectively, adding that certain something to an otherwise entertaining show. It's a show that State audiences enjoy, and patrons here have been accustomed to getting the best lately. *Plays* opposite the Jean Harlow picture, *Riff Raff*, which 'caused a commotion at this supper show. A league of some kind or other protested against the showing of the picture, claiming the title is an insult to the working class. Some gals were planted in the house to shout their denunciation of the film and there were others outside picketing. Looked more like an exploitation stunt, but busy cops proved it to be otherwise.

Apollon's show is the same in body since this reviewer last saw it, but he has practically all new specialties. He's the same, tho, a masterful showman who works earnestly and untingly to give the show a lot of zip and delightful touches. His dialectic emsinging, his tomfoolery with the specialty people and his Filipino, his dancing, singing and piano playing all tend to prove his versatility. And whoever produced the unit did a grand job.

As fine a trio of specialty people as you could want are Johnny Woods, Signor Wences and Melissa Mason. All are act-stoppers and rating that honor. Woods, who does mimicry but applies it differently, is an amazing applause grabber, his youth and parlorlike delivery probably helping considerably. Wences does a novelty act that truly is a rare novelty and certainly a treat for any audience. He does an excellent ventriloquial routine, using a hand dummy, and carries a conversation thru-out the act, even while doing plate spinning. Miss Mason does her eccentric high-kicking routine in grand fashion, opening with a nice bit of singing. She's a sure-fire applause getter.

Other effective specialties are provided by Harold Aloma, doubling out of the ork, who does swell mike singing

and electric guitar playing; Sara Ann McCabe, a pretty lass, who sopranoes Irish and Spanish tunes in lovely style; the Six Arabian Sheikhs, who do a fast and furious session of tumbling, and all good; Mlle. Ruth, fair enough in a couple of dance numbers, her best being the rumba item, and Joe Jones, an okeh colored hooper.

A line of 12 Dave Bines Girls give the unit a lot of flash, these kids looking very well in attractive costumes and doing their routines capably. The Filipino ork is on stage most of the time, accompanying specialties cleverly and also do exceptionally well on their own. There are a couple of comedians in the troupe, working bits with Apollon very amusingly.

Ruby Zwering, pit maestro, has the week off, the show carrying its own pit leader, but Ruby's men work the week. SIDNEY HARRIS.

London Bills

(Week of February 17)

Three American acts click solidly at Holborn Empire this week. Trio are the Music Hall Boys, playing their first date at this spot; the Diamond Brothers, always big favorites here, and the Gilbert Brothers, with a peach of a balancing and gymnastic routine.

Hazel Mangan Girls, with peppy and sure-fire acro-dancing routine; Anderson and Allen, novelty athletes; Wright and Marion, comedy duo, and Turner Layton, colored singer and pianist, all American, score solidly at Brighton Hippodrome.

Stanley Toml and Mae Four, with a dandy and thrilling aerial revue, and Max and his Gang, dog novelty, score big at Birmingham Hippodrome.

Hap Hazard, American wire-walking comedian, with Mary Hart, comes to town to show-stop at the Chiswick Empire with an act that is a humdinger for any spot this side.

Bubbles Stewart, impressionist, with Mimi and Honey, headline and click solidly at the Hackney Empire, where Don Galvan, Mexican singing guitarist, is another successful newcomer.

Addison Fowler and Florenz Tamara, polished dance team, are a positive sen-

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sation at the Savoy, where they are in their third week.
Ciro Rimac and his Rumbaland Muchachos continue as the applause hit in *Follow the Sun* at the Adelphi and show-stop at every showing.
Other American hits in here include Bessie Love, film actress, at New Cross Empire; Judith Allen, also from the Flickers, at the Metropolitan, and Lew Leslie's *Blackbirds* at Finsbury Park, Astoria.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Feb. 20)

Follow the *Fleet* has moved into the Music Hall, and it will stay a couple of weeks, the popularity of its stars, Fred Astaire and Ginger Rogers, certain to make it box office. However, there wasn't the liner at the end of this supper-show catching opening day that you'd expect to see. Business was good, tho. Current stage show is a flop, running but 23 minutes and not meaning a thing. Some spectacle, but at that not outstanding. The sock specialties, which the production staff has been wise enough to include in most every show, are absent from this one, and it hurts.

After the feature and the newsreel the symphony orchestra gets started with A. Thomas' *Mignon* as the overture. A sweet and slow 10-minute session, tho the audience showed considerable approval.

The stage show is labeled 2036, a preview of the future. If that's what the future holds, this reviewer is glad he wouldn't be around 100 years from now. It's a Russell Markert production, with settings by Albert Johnson.

First peep into the future is *Dawn of the New Century*, the opportunity of the ballet corps to go modernistic, but in the swaying and not the angular fash-

(Continued on next page)

Banking On It

NEW YORK, Feb. 22.—One of the funniest "letters from an act to its agent" was received this week by an RKO agent. An act went up to Troy, Albany and Schenectady for RKO, 30 per cent cut houses, and intended to jump into here between dates. However, after getting paid off at the first house, the act wrote that it felt it had better hang around town for a couple of days to see if it could win a Bank Night.

Error in Marlowe Item

CHICAGO, Feb. 22.—Phil Tyrrell, of the Sligh-Salkin offices, states that there was an error in the item in last week's issue concerning the death of Bobby Marlowe. Tyrrell states he did not insist on Marlowe leaving for St. Louis on the night he had the fatal auto accident, but advised against it because of the bad condition of the road.

Non-French Acts in Paris Causes Tiffs

PARIS, Feb. 17.—As a result of continued manifestations by the Association of Vaudeville and Circus Artists, which recently staged a near riot at the Alhambra here as a protest against the number of foreign acts on the bill, it is stated that the theater will drop vaude and switch to revue. The theater has been presenting big-time vaude shows and playing to capacity business.

The same group of performers is also directing its activity at the ABC management and the bookers for the two houses.

(Continued from preceding page)
 ion. Should have been more angular, the finish of the number having angles and making a pretty picture. Girls work well, and the number is built up by a set featuring outstanding lighting.

Scientific Creation follows, an over-the-head number, because it was hard to make out the special lyrics, altho you know that the glee club is supposed to be a group of doctors. The singing sounds okeh, and it's followed by an interpretative dance routine executed by Esther Junger, Harry Losee and Fred Taggart. Really a splendid bit of work, with the trio outstanding concert-type dancers and putting plenty into the number. Fem Davenport and Joseph Linz wrote the tune for the glee club, while Lehman Engel did the special music for the dancers.

Love Is Still the Same is a delightful affair, with Robert Landrum and Beatrice Joyce singing the song of that title, a catchy tune written by the Davenport-Linz combo. Landrum sings it swell, and while Miss Joyce does it okeh her voice isn't the type to blend with Landrum's. Some manikins paraded during the singing.

Sunray Set Ups, fitting in to the number up ahead, calls on the Rockettes, who do an angular setting-up exercise. It's nice, and, of course, they also do their line routine with the kicks and kneeling finish. Landrum and Miss Joyce come back on with the entire company to do the "love" tune for the finale.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Saturday Afternoon, Feb. 22)
 "TOPSY TURVY"

With Joe Cook as head man of this unit, anything is liable to happen during its running time, and does. From beginning to end it is all Cook. If there is a more versatile guy in the show business he still has to be produced. He works with every act, be it dancing, wire walking, juggling or acrobatics, and he can do them all. Of course, the production is infested with the usual Cook stooges and has many of his gadgets for laugh-provoking purposes. The pro-

duction itself is nicely mounted and entertaining thruout.

Opening number introduced members of the company as the Supreme Court judges and the line of girls (16) out to get Cook, who appears on the scene and starts an amateur and professional contest.

Senorita Miacahua proved a clever wire walker in the next spot and danced upon the wire, skipped the rope and did the swinging wire stunt for a big hand. After some clowning by Cook, Kay Hamilton sang *Hop, Skip and Jump* as the dancing chorus did a routine and Charles Columbus and Hariette Caperton took the spotlight for a number. A short tap number by Cook followed and then he did a very funny Indian lecture.

The Three Deweys, two men and a woman, put over some neat Indian club juggling, with the take-away trick as outstanding. Joe proved himself quite a juggler also during the proceedings. Another production number followed, led by Kay Hamilton, with the girls doing a high-kick routine and Columbus and Caperton contributing a neat waltz. Some clowning between Cook and Henry King was next, and then a panto bit by Joe and a funny orchestra number using Joe Cook (with apologies to Rube Goldberg) gadgets.

Closing number had the chorus doing a nifty pony ballet before the appearance of the Five Jansleys, whose Riskey work is among the best. They inject lots of comedy stuff. Cook acted as understander for a ladder trick and did a bit of Riskey work himself. Finale was a lively one, with everybody doing something. F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, February 21)

The No. 1 unit of Major Bowes' Radio Amateurs, which took over the stage-show spot at the Roxy this week, demonstrates clearly the superiority of professional entertainment and the inferiority of a so-called stage show which clutches frantically and constantly at a mike. The individual performers in the unit are many of them, excellent material, showing potentialities which, with

proper training, could be successfully developed. But the show as a whole is dull and uninteresting. Even the Gae Foster Girls, the house troupe, are restricted to one number—which is good as their numbers usually are—at the start of the proceedings. A bit more of them would have helped a lot.

The tyros include the Red Bank Rangers, four boys, who give their idea of what hillbilly tunes should be like; Fritz Robbins, a personable young torch singer with a nice delivery; Sol Strausser, a large young tenor whose voice, in *Vesti la Giubba*, sounds pretty fair as far as you can judge any operatic voice over a p.-a. system; Muriel Ober, a lass whose bird imitations are probably excellent—tho you can't prove it by a city-bred reporter; the Gold Medal Band, a 10-boy aggregation which gives excellent and individual treatment to pop tunes and impresses as very likely pro material; Dewey Moon, a colored lad billed as the Singing Bellboy, whose deep basso voice, with a bit more training, should prove a honey; Sara Berner, a pert young mimic, who scores best with her impression of Edna May Oliver; Alfrd Reynolds, a tap dancer (and what a welcome relief from the overworked mike!); whose stepping is really outstanding; Celeste Alvi, a large young coloratura with a sweet and lovely voice; the Youman Brothers, who, with a fiddle, an accordion and a clarinet, imitate various well-known bands more or less successfully, and "Skeets" Simmons, billed as a Simon-pure hobo, whose spiel and crossfire are engaging and hilarious. Simmons ought to go far; he has both novelty and great entertainment value.

Freddy Mack leads the house band, which plays on the stage as accompaniment to the rampant amateurs, abetted by two pianos that go with the unit. Mack announces the start of the show and then turns the reins over to the unit's own announcer.

Picture is Sally Eilers and Jimmy Dunn in *Don't Get Personal* (Universal), and house was excellent the supper show opening day. EUGENE BURR.

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 21)

Probably inspired by his recent West Indies vacation, Louis R. Lipstone, production manager of Balaban & Katz, has labeled the current show *Winter Cruise*. Before each scene (there are three) two scenic films are projected on a special drop, one showing a boat in motion and the other being scenes of the country the following production number represents. While this no doubt was put in to take care of stage changes, the film ran entirely too long and tended to slow up the show. Ricardo Cortez, suave film heavy, is making a personal appearance here this week which will do him no good with his public, due to the weak material he is using.

First of the *Winter Cruise* numbers was Spain and was laid in a large cafe set. Lucia Diano, in a Carmen costume, sang typical Spanish songs aided by an ensemble of male voices. The Chicagoettes, comprising the combined Evans and Hild Dancers and directed by Fred Evans, contributed two lively heel and castanet dances, attired in beautiful and colorful costumes by Fran Pallister. Highlight of this episode was the clever Punch and Judy work by Tommy Trent and his radium-attired marionette, which he manipulated with masterful strokes.

Second stop on the cruise was laid in Italy, and amidst a setting that apparently represented the *Blue Groffo* Lucia Diano and the male chorus sang several Neapolitan songs and the *Barcarolle* from the *Tales of Hoffman*.

Third and last scene was laid in Morocco and had a fort in the background. The Chicagoettes did a cape routine, the male ensemble sang and the Biltmorettes, three girls, made the hit of the afternoon with their acrobatic work, aerials, derishes, and outdid the Arabians when it came to clever tumbling. Outstanding was the triple aerial while holding hands and the nifty rope-skipping acrobatics. A hit. The Chicagoettes elicited much applause with a swell Zouave drill.

Ricardo Cortez closed. Opening with a few remarks, he was joined by Nick Copeland for some alleged comedy. When caught this afternoon it seemed as tho they were making it up as they went along and it looked decidedly amateurish. Cortez is capable of much better things. Best thing in the act was his dramatic scene from a coming picture. Polite hand at the finish. F. LANGDON MORGAN.

Jefferson, New York

(Reviewed Friday Evening, February 21)

With the box office apparently doing landslide business, the Jefferson goes straight pix after this half. The bill kept up the high entertainment level inaugurated when the combo policy was introduced a couple of months ago. A few tunes by Gershenson and the pit boys preceded the *Mayfair Revue*, opened by four girls and one man playing accordions. Costumes were rustic, billowy affairs looking very nice. *When I Grow Too Old To Dream* and *Cheek to Cheek* were the punchiest, particularly the latter, with one brunet doing a wonderful contortion bit to the music. A toe-tap by another girl and then a finale. This act, incidentally, is a brother and sister affair and should have clicked more than it did.

Yorke and Tracey deuced with musical hoke and knockabout. Leading off with a few gags, they gradually assumed a violent hilarity, slapping each other with gusto. A version of W. C. Fields, done rather well; some nutty singing by both, and they went off nicely.

Ada Brown, ponderous chocolate songstress, was easily the hit of the show with her sure and powerful rendition of *I'll Take the South*, *Tiny Little Fingerprints* and a third. The boys wouldn't let her go and she encored with *Truckin'*, finally stopping the show with some animated hoofing.

Benny Ross, with Maxine Stone, in next-to-closing. A chatty, informal turn, with Ross gagging a bit and then playing a Gershwin version of *When Day Is Done* on the piano. Miss Stone is a blonde who goes thru a lot of old Dumb Dora stuff, falls asleep in the middle of an act number, and so forth. She was good for some laughs. One fellow behind the scenes interrupts once in a while with a wisecrack. *Moon Over Miami*, sung by Ross, closed.

De Gauchi Japs, an Oriental troupe of four men and one girl, ended the bill with expert tumbling and some really outstanding Riskey work. Trickiest Riskey bit was balancing a fellow on top of four stools, kicking the stools from under and catching him. One of the boys did a neat hand-stand specialty, springing into difficult positions on his elbows. Act is fast, expert and got a good hand.

Picture was *My Marriage* (20th Century-Fox) and attendance very good. PAUL ACKERMAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, Feb. 21)

The Shubert this week offers its customers one of the best shows of the season to date in Count Berni Vici's *Spices of 1936*, a classy and well-balanced offering, replete with pretty girls, gorgeous scenes, good music, quality singing, better-than-average dance work and a wealth of sock comedy. The attraction is superior to the average unit shows that stop off here, and it might be added, different, too. The nude posing numbers presented on the second stage above the moving orchestra stand are excellently done and not in the least offensive. The various scenes were well received and applauded at this first showing, something that doesn't happen any too often here. A good house at today's opening and business should build at the week progresses.

Count Berni Vici and his girls' orchestra, working with a symphonic flair, demonstrated their versatility by running the gamut from jazz to the more lofty tunes such as the *Overture of 1812*—and doing it all in fine style. Band features various ensembles and a good assortment of special arrangements.

Show's comedy is excellently handled by Joe Besser and Bob Carney and Company. Carney, assisted by Joe Cowan and Isabelle Dwan, works much along the same lines as on his last visit here a year ago, but his stuff was still surefire with this crowd. It's the rough-and-tumble type of comedy, with Carney getting flawless support from his conferees. Carney's eccentric hoofing and his takeoff on the three drunks are standouts. Miss Dwan also offers a song and a high-kick dance routine to good results. Carney and his helpers simply breezed.

Joe Besser, ably assisted by Sam Critcherson on the straight end, hung up a new high for comics at this house this season. He brought the proceedings to a standstill with his pansy-type

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comedy, his actions and dialog being good for a gale of laughter throughout the running. Had to curtain-speech his way off.

Deconti and Romaine, classy adagio team, scored decisively in three routines, their gold dance and their final adagio number being especially effective. Their work garnered them heavy applause. Jackson and Nodra, mixed team, display a good brand of tap dancing in their individual and collective routines. Their work on the miniature stairs is a novelty and won them a strong hand. A pair of unbilled girls also do well with a fast tap routine.

Lester Harding, baritone, fills two spots in the show in able fashion. He offers first a medley of Western songs and follows a bit later with a novelty arrangement of *Dusty Shoes*, both offerings bringing him a hearty reception.

The suave Count Berni Vici does a good job of the emceeing.

BILL SACHS.

Paramount, New York

(Reviewed Wednesday Afternoon, February 19)

Paramount's pit band-film policy continues to draw them in, with the combo this week *The Trail of the Lonesome Pine* and Eddy Duchin and unit in the pit. At show caught the large house was overflowing.

Duchin offers a satisfactory act, which opens with two currently popular numbers and then fades in favor of two solos by Conrad Mayo, of the Chicago Civic Opera. Mayo's resonant basso registered well in his rendition of *Without a Song* and *I Found a Dream*, and his efforts received deserved appreciation from the audience.

Duchin uses smart judgment in mingling now-popular songs with smash hits of a few years back. As a tribute to this headwork his renditions of *Stormy Weather* and *Stardust* brought gasps of delight from the spectators as soon as they identified the first few bars, and nothing short of a mild ovation after those numbers were completed. Current songs, on the other hand, were rewarded by audible but less spirited applause. There may be a lesson in this somewhere.

Duchin acts as his own m. c. without distinction. In his tripartite capacity as leader, piano soloist and m. c., he would do well to concentrate on the first two responsibilities named. In his effort to please he is a bit overpersonable and unconvincingly effusive. The assumption of greater restraint would be helpful to his stage personality. This was evident in his handling of audience requests for a piano solo and his obvious showmanship in directing his men.

The Pickens Sisters, radio vocal trio, deliver three numbers, opening with *I'd Rather Lead a Band*, which was long on rhythm but short on effective gestulation. Jane Pickens followed with a solo, *Alone*, which was nicely arranged in fusion with Berlin's *All Alone*. The team finished with a strong retallation to the burlesque of them given by three Met Op stars at a recent benefit in which they were billed as *The Chickens Sisters* and sang, satirically, *Minnie the Moocher*. The Pickenses returned the gibe by giving their impression of their operatic parodists.

Paramount should be sure to replace its present tinsel decorations of the pit with a less glaring textile or else employ only dark lights.

KERMIT KAHN.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, February 21)

KIT KAT CLUB REVUE

This one started about 10 weeks ago under the name of *G-Women*, then went into hock and came out about five weeks ago under this title. Trailer plugging claims its stuff hot from the famous London club, but there isn't a monocle in the crowd and not a single line of chatter or set of scenery suggests it. It features girls, and they're a fair lot, the numbers being good and well staged. Music written by one of the show's owners, Will J. Harris, is pretty good, especially the *G-Women* number.

A great deal of the success of the show belongs to Sid Page, an act salesman of merit. He gets everyone on the stage with three balls and no strikes and their act is half sold by the time he gets done talking about it. Not only does he make the going easy for the others, he takes off a good share of the show's glory when it comes his turn to clown.

After opening with Page and the gals

in the "Pre-Vue" number, a novelty with the gals backed to the audience and working before phony foots, Peggy Earle, a nondescript dresser and a sock femme clown, tied the house up with laughs. Then it's the *G-Women* bit, with the gals all armed with flintlocks for some flash and dance. Marcy Brothers and Beatrice, a dancing acrobatic combination for more laughs, is next. Sock of this act is the girl who can walk like a question mark and gets flipped about by the boys like a hairpin.

Page comes on with all the gals for a bit of kissing, which winds up a stitcher. Then it's the *Slaves of Beauty* production number, which features Yava, nude dancer, who struts a voluptuous figure under the blue lights after an interlude to warm by the line gals. The Demnati Bedouins, acrobats, have a flashy set of flips and then get funny when Page tries to join their club.

Page and his stooges, Paul Gannan, Betty Robins and Peggy Earle, have a very funny offering. Only fault with it is that the audience laughs at it so much they're too tired to give 'em a proper show of appreciation, which is no matter anyway because the show moves into the combined numbers *Life in the Stratosphere* and *Cocktails in the Clouds*. During this interlude, before a beautiful set, Russell Redmond, a singer with a sweet voice, does *Yours Sincerely*, and is followed by Jackie Dolan, a red-headed harmonist, who delivers.

Additional girls who account for themselves in specialties are Fay Galvin, Elsie McKay, Nova Manning and Ida Bellamy. Show is owned three ways—Harris; Glenn Burt, the company manager, and Les Page. Tom North is the advance man. Timed here this show at 57 minutes, and that's pretty speedy when everything's considered. Picture here was *Another Face* (RKO) and business was very heavy.

B. OWE.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, Feb. 21)

As entertaining a band unit as has reached this house in months is the talent-studded Charles (Buddy) Rogers show, featuring his 14-piece band billed as the California Cavaliers and four additional specialty performers. The orchestra leader of movie fame is as personable as ever and is immeasurably aided by his versatile crew.

The show, 82 minutes long, gets off to a fast start with a medley of pop tunes, including *Red Sails in the Sunset* and *Truckin'*. Vocalization of latter tune is offered by the deep-voiced Roberta (Roberta Sherwood) and netted a good hand. Miriam Verne, snappy dancer, follows with a novel tap dance set to rumba music. Buddy is next with his trombone solo of *Libesträum*, an impressive little offering that was followed by *Boots and Saddle*, sung by Bill Steele, the accordionist, who displayed a mellow tenor voice that rated a heavy hand.

Comedy next, with the boys spotted in college freshman caps delivering individual bits of *Please, Lady, Buy a Subscription*. Roberta returns for two numbers that went over big. Rendered *No Use Shoutin'* in *That Amen Corner* in genuine Harlem style and *With All My Heart*.

The first show-stopping act came next with the appearance of the inimitable Cookie Bowers. Scored solidly with his domestic animal imitations and figuratively had the customers rolling in the aisles with his takeoffs of a man greeting daylight in the morning, a lady going to bed and a mother and daughter in a public swimming pool. It is very encouraging to hear such hearty laughter created by one of the cleanest acts in show business. Cookie could have gone on indefinitely.

Another tuneful band medley follows, starting with *Valparaso* from Buddy's recent picture *Dance Band; Alone*, featuring Bill Steele; *I Wishd on the Moon*, spotting a quartet of trumpeters (Buddy, Arnold Hasley, Don Rose and Earl Geiger) in a well-arranged version, and *The Music Goes 'Round and Around*. The last one takes the honors for its original conception, with Buddy singing a chorus followed by a trumpet demonstration. Bill Steele posing as an Englishman singing the ditty and Arnold Hasley adding punch with his fairy version.

Jeanne Lang comes on next to a good entrance hand. The original giggie girl is a veteran to local audiences and the reception proved that she has not been forgotten. Opens with *A Little*

Bit Independent and swings with Buddy into refreshing parodies of a number of popular tunes. Was hand clapped back for a speech.

Miriam Verne returns for a short but intricate acrobatic turn that earned her three bows and band closes the show with two sock numbers. First, to tune of *China Boy*, give mask takeoffs of screen stars, and next blaze away with *Twelfth Street Rag*, Buddy taking a turn at most of the instruments. Specialties return for a final bow.

Screen stars Harold Lloyd in *The Milky Way* (Paramount), and house had an average first-show crowd.

SAM HONIGBERG.

Fox, Philadelphia

(Reviewed Friday Afternoon, Feb. 21) (First Show)

Because of the length of the feature picture the Fox stage show this week is short, but it is matched in brevity by excellence. The audience gave each of the three acts a big hand, reserving especial praise for the wild gypsy music of Kazanova and her Tziganes. When this outfit swung in *Beautiful Blue Danube* for an encore the customers broke into sustained applause.

Opening act is the Four Robeys, three men and a girl, who perform some unusual feats of balancing and juggling with hoops. The girl does a particularly difficult stunt in balancing a table which is supported by four poles that stem from a bottle, juggling the rings at the same time. For a finale one of the men does a head stand on the head of another and catches the rings on his legs that are thrown by the other partners.

In the duce spot Sid Gary scores with his baritone warbling, presenting *Rollin' Home, Alone; Without a Song*, as Tibbett would sing it; *Vagabond Song*, as Harry Richman might do it, and finishing with *Old Man River* as an encore.

Brunette, slender, fiery Kazanova fills every conception of a tzygy violinist. She leads her 18-piece Tzigané Orchestra with plenty of pep and rhythm, literally seeming to lift the music from their violins, cymbals, etc. Her first two numbers are typical czardas, filled with solo stretches for the violin which she masters with grace and clarity. Her third number is a lament, which has a baritone solo from the guitarist. Four is Listz's *Hungarian Rhapsody*, rather too elaborate for the slender orchestration, but featuring good solo passages for the cymbal. The encore is the popular *Blue Danube*, given in "knockout" fashion.

The film is *The Prisoner of Shark Island*.

H. MURDOCK.

Paris Bills

(Week of February 10)

The ABC is drawing capacity houses with a varied program just a bit heavy on singers. Drawing card is Colette, old-time music-hall artist, author and wearer of the Legion of Honor. A sort of personal appearance, Colette simply reading in a weak voice a series of reminiscences and sings two old ditties. Audience grows restless but applauds respectfully. Emmy and Lillian Schwarz, turbulent tomboys, playing a return date with their medley of music, dancing and rough comedy. Act would be fairly good if cut. Tokawa, excellent contortionist, opens the show a bit slowly, but the three clever pooches working with him give class and interest to the act. Darlene Walders, snappy American acro dancer, follows and wakes up the house with her peppy routine of kicks, tumbling and stepping. Gabriello and Morvan on for a tedious session of dull wisecracking patter and songs.

Nino and Paul Ghezzi follow with (See PARIS BILLS on page 33)

Paramount, Los Angeles

(Reviewed Thursday Afternoon, Feb. 20)

This is radio week on the Paramount stage, and with the exception of the Finchonettes all flesh talent in the house this session has been drafted from the roster of the local airlines and the Don Lee Artists' Bureau.

Headline attraction is the presentation by a troupe of seasoned radio actors of a drama broadcast several months ago on the *Calling All Cars* program. Cast of six, members of a new Don Lee Stock Company, go thru their paces in the 15-minute piece with poise and vocal assurance but fall down in the physical phase of their performances. Neverthe-

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less the Human Bomb is interesting and packs suspense in its tale of a madman who loaded himself with dynamite, walked in police headquarters and demanded that his requests be granted. (See Paramount, Los Angeles, page 73)

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Chicago Shows Are Dwindling

Only two houses lighted after next Saturday — "Porgy" business big

CHICAGO, Feb. 22.—Starting somewhat earlier than usual, Chicago shows are dwindling and after next Saturday but two houses will remain lighted for the time being. They are the Selwyn with *Boy Meets Girl*, which continues to attract sizable audiences, and the Auditorium, where the *Great Waltz* goes merrily along.

The Grand Opera House will be shuttered after tonight. Cornelia Otis Skinner has kept the house well filled this week, her superb acting having drawn near capacity audiences. *Porgy and Bess*, the colored opera at the Porgy, had a large advance sale thru the American Theater Society subscriptions, and attendance thruout the first week has been exceptionally good. The show will close next Saturday. The work of Thoda Cooch, head of the American Theater Society, in obtaining subscriptions and also promoting large theater parties, assures the show a big two weeks.

Personal Appearance will end its engagement at the Harris on February 29. It will reopen soon for a road tour that will take it to the West Coast, where its star, Gladys George, is due for picture engagements July 1.

Grand Opera House will reopen on April 16 with Maxwell Anderson's drama, *Winterset*, with Burgess Meredith and Margo, young Mexican actress, in the leading roles.

Academy Students Show to Advantage in "Far-Off Hill"

NEW YORK, Feb. 22.—The senior students of the American Academy of Dramatic Arts were saddled with Irish accents again yesterday afternoon when they presented Lennox Robinson's *The Far-Off Hill* as the eighth presentation of their current series of matinees. But barring the accents, which ranged from accepted stage Hibernian to a strange mixture that might have been an adaptation of Choctaw, it was an excellent performance all around.

The two little girls, upon whose shoulders so much of the comedy's entertainment and effect must depend, were admirably played by Patricia Howell and Eilane Adams. Miss Howell, in particular, scored heavily, possessing a pert and pretty appearance, a great deal of charm and the ability and stage presence necessary to capitalize them. She impressed as one of most likely candidates for the professional ingenue ranks seen in a long while. Miss Adams, tho overplaying on occasion and showing a tendency to gargle some of her words, gave definite signs of becoming an excellent young comedienne. A group of good Academy actors romped nicely thru the play's rich character parts, with Fred Dubrutz going well with the difficult role of the blind Patrick, Jane Elwin making a pleasant Susie, and Melvin Monroe and John Most scoring excellently as Dick and Oliver. Most offered additional evidence that he is a really fine actor.

Barry Prowd underplayed Eileen and managed to get nice effect by 'so doing. Frederic Sherwood was a sufficiently lugubrious—perhaps more than sufficiently lugubrious—Harold. Dick Ritter literally gambled thru the part of Pierce and June Brown did the bit role of Eileen.

Elizabeth Childs, Katherine Stone, Phyllis Lagner, Evelyn Stretch, Alva Brixey, Most and Guy Kingsley appeared in the first act of Clarence Danes' *A Bill of Divorcement*, which was used as the curtain raiser. EUGENE BURR.

Author Wins "Night" Arb

NEW YORK, Feb. 22.—Ayn Rand, author of *The Night of January 16*, will not have to part with 1 per cent of her royalties, according to a decision rendered by the American Arbitration Association last week. A. H. Woods, producer, contended that his agreement with Miss Rand permitted him to pay 2 per cent of her royalties to a collaborator. Half of this went to the first collaborator, John Hayden. Louis Weitzenkorn, who doctored the play before it reached Broadway, is to get the other 1 per cent, but not from Miss Rand, because Woods did not inform her of his arrangements.

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Dr. Dexter Herbert Yost
Boris, Count Mirsky Tom Powers
The Action of the Play Takes Place in the Living-room of Bay Cottage, the Frothinghams' Summer Place in Northern Maine. Time: The Present.

ACT I—Spring. ACT II—Scene 1: Mid-Summer. Afternoon. Scene 2: A Few Hours Later—Before Dinner. ACT III—Late Fall.

Coming in with ironic propriety on Monday night, at the start of the latest and toughest of New York's sub-zero spells, S. N. Behrman's *End of Summer* is, as might have been expected, a discussion rather than a play. Mr. Behrman, it seems, is seldom bothered with the ordinary and accepted paraphernalia of playwrighting when he sets out on his excursions into dramatic form; he is far more interested simply in presenting a group of characters who talk wittily, fairly and often brilliantly about a variety of things. Playgoers who attend his latest work in the hope of seeing action upon a stage will wonder how and why they were swindled. Those who know Mr. Behrman's previous efforts and who therefore know what to expect, will be brilliantly entertained by a literate, well-rounded and scrupulous-

ly unbiased bull-session, told in terms that are sometimes dangerously (tho never obscurely) close to the allegorical.

This is, of course, Mr. Behrman's forte, and never has he demonstrated the fact so clearly as in *End of Summer*. From *End of Summer* one may derive the whole-hearted satisfaction of participating, even tho vicariously, in an interesting and important conversation. Mr. Behrman possesses to a marked degree an attribute that is fatal to the ordinary dramatist: the ability to see all sides. Thus, no matter what the opinion you bring to the theater, you will find it clearly, persuasively and brilliantly expressed. Mr. Behrman plays all the parts in this conversation of his—but better than even far-above-average conversationalists could play them. And there is the added advantage of expression by a gifted and brilliant acting troupe.

Only once in the course of the evening does Mr. Behrman threaten to fall down. That is when, in the third act, he is almost betrayed into telling a story, into presenting what might pass for a dramatic situation. But he quickly recovers, and the proceedings gratifyingly revert to general discussions.

The framework is necessarily slight. Leonie Frothingham, roughly representing that just-deceased feminine generation which made of attraction an entire career, is separated from her timeless and workaday, practical and enduring husband, and is watched over by Paula, her daughter, who roughly represents the social-conscious and down-to-earth young moderns. Paula is in love with one of two proletarian Amherst graduates who are invited to Leonie's summer home constantly and by practically everybody, upon the slightest of pretexts. Also present in the lady's all-inclusive menage is the ghost-haunted son of a

FROM OUT FRONT

By EUGENE BURR

Altho. February has hardly skidded its course across New York's frozen pavements, there is already talk concerning the annual drama awards. This year there is, as everyone knows, a new one in the field—the dramatic critics' prize—which should double the usual amount of discussion. As usual, the Pulitzer Prize, the oldest, will be greeted with horselaughs and cries of derision, particularly after the recent fight centering about it, and even more particularly because it is now restricted to the work of dramatists who have never before won it. The critics, on the other hand, are a bit better off. As spokesmen for the public, they have led the Bronx cheering that has been the answer to all recent Pulitzer awards. But, since they control the theatrical press, there is no one to Bronx-cheer their own selection, no matter how bad it happens to be. It is an enviable situation. Already the Pulitzer Prize has run into difficulties, with practically everybody turning down the dubious honor of a judging post, since the judges are now simply the office boys of the Pulitzer advisory committee. It may be that the committee will have to make its selection unaided—but at least there is a comforting note in the thought that they can't do much worse than they've often done in the past anyhow.

The Pulitzer Committee, however, really has a job on its hands, since almost all of Broadway's plays are ruled out of consideration, for one reason or another. Thus, such problematical candidates as *Victoria Regina*, *Call It a Day* and *Libel* none of which deserve the prize anyhow—are ruled out because they come from England. More to the point, there are at least four popular American plays ruled out because their authors have won Pulitzer Prizes before—*First Lady*, co-authored by George S. Kaufman, which is a delightful tho somewhat anti-climatic comedy of manners; *Dead End*, a cheap and obvious melodrama given spurious importance by a magnificent set; *Ethan Frome*, a dramatization of the Edith Wharton novel, with both Miss Wharton and Owen Davis, co-adaptor, implicated in previous awards; and *Winterset*, the first two acts of which rank among the greatest dramatic writing yet to come out of America.

What is left? *Let Freedom Ring*, a stirring, exciting and magnificently written adaptation of a novel, seems out of the running because of its proletarian leanings and the fact that the Pulitzer committee is as it is. *Boy Meets Girl*, a maniacal farce which, tho screamingly funny, is hardly of best-play calibre, leans somewhat too heavily upon dat' debil Sex. There remains, among the more likely candidates, only *Russet Mantle*, Lynn Riggs' saga of soul-confessions in a chicken-coop. It would be probably the worst play to win the award in the entire hectic history of the prize.

The critics, tho less hampered by arbitrary rules, are due to have their troubles too. *Winterset*, the obvious candidate, drew mixed notices, being entirely too lofty in both conception and execution to come within the range of certain of the boys. John Mason Brown of *The Post* saw thru the essential phominess of *Dead End* and will probably (Glory be!) hold out against it. *Let Freedom Ring*, being proletarian, also drew mixed reviews. *First Lady* has at best an outside chance. *Boy Meets Girl*, tho it drew deservedly unanimous raves, hardly seems the sort of play to win the first award of the assembled oracles of the theater. *Russet Mantle* again has a chance, tho most of the lads liked it for precisely that thing which most obviously proves that it is a hopelessly bad and hopelessly ineffective play. But the inside track seems to be occupied by *Ethan Frome*, which scored heavily on all critical fronts. The fact that the novel's chief protagonist, New England itself, is necessarily missing in any stage version, and that the story therefore appears a bald and somewhat unmotivated melodrama, doesn't appear to affect the case.

Of course, the ultimate recipient of both prizes may still rest unproduced, saving its debut until the season's eleventh hour. That is a comforting, if rather silly, thought.

Later: S. N. Behrman's *End of Summer* opened during the week. It is a possible—the hardly obvious—choice for both awards.

great Russian writer and humanitarian (the tragically beset and transitional residue of the old aristocracy, of course) and a great psychoanalyst, roughly representing the generation of individualistic self-seekers who batten upon the world's 20th century unrest. He is out to annex, ruthlessly and intelligently, Leonie's fortune, a marauder who, because of modern limitations of space, must conduct his activities upon a mental rather than a physical plane. The only flaw in his armor is that he has a yen for Paula, who is unwillingly attracted to him.

Also present are Leonie's mother, last of the line of hardy thieves who amassed the great Wyler fortune, filled with the grace that marks the end of any era; and the father of one of the Amherst lads, a physicist, whose point of view is obvious but interesting.

The psychoanalyst catches Leonie in his net, but reaches for more tasty game by trying to marry Paula. The girl, however, forces him to announce that intention before her mother, to whom he is nominally betrothed, in order to free the silly lady. It is a successful attempt; Paula hastens to join her Amherst swain in what appear to be individualistic efforts for the proletariat, and Leonie, realizing at last that her summer is ended, remains to discuss with the other young radical plans for founding a magazine which would seek to do away with all fortunes such as hers.

The symbolism is there for those who want it; but Mr. Behrman, being an urbane gentleman, never forces it upon the average theatergoer who does not choose to think.

The performance is excellent, with great credit going to Philip Moeller's suave, clear and always intelligent direction, and with the actors of the minor roles often given adequate support by the leading players. Outstanding is the fine and honest portrayal contributed by Doris Dudley as Paula, and the pointed and tho' amusing work of the usually stentorian Mr. Van Heflin, who judiciously calms himself down in, of all roles, that of the young radical. Also very much on the credit side are Minor Watson as Mr. Frothingham, Tom Powers as the Russian, Mildred Natwick as grandmamma, Herbert Yost as the physicist and Osgood Perkins in the featured role of the psychoanalyst. Mr. Perkins marring an otherwise splendid performance only by the intrusion of certain marked mannerisms. Shepperd Strudwick is stiff, cardboardlike and generally unconvincing as Paula's swain, while Ina Claire, featured as Leonie, tries energetically to make farce points that were never supposed to be made, playing the part as tho it were a vaudeville skit rather than a character. A comedienne, she reaches fine effect only when she forgets that classification in the serious stretches of the last act.

The Theater Guild, which presented the play, retained in its home theater the boxes that were used for *The Taming of the Shrew*, selling the seats. Remembering Richard Whorf in that show, one expected — and half hoped — that the spotlighted customers therein would interrupt the play's action. Tho their comments could hardly have been as provocative, as intelligent or as amusing as the brilliant conversation stimulated by Mr. Behrman.

EUGENE BURR.

VANDERBILT

Beginning Thursday Evening, Feb. 20, 1936

HALLOWEEN

A play by Henry Myers. Staged by William deMille. Setting designed and painted by Louis Kennel, and built by Turner Scenic Construction Company. Costumes by Eaves. Presented by William deMille.

Arnold Ian MacLaren
Amelia Edith King
Joan Aristides deLeon
Edith Mary Hone
Paul Zamah Cunningham
Father Macklin John Saeger
Dr. Morse Robert T. Haines
ACT I—A New England Inn. Nine O'clock in the Evening. ACT II—The Same. A Few Minutes Later. ACT III—The Same. A Few Minutes Later. Time: The Present. A Night at the End of October.

For the same play to open twice on the same night is an occurrence unusual, both to make it all the more a pity that the piece in question is so very bad a play. While *The Devil of Pei Ling* was opening at the Adelphi Theater Thursday night, *Halloween* was opening at the Vanderbilt. The former is a Howard Chenery adaptation of a

Herbert Asbury novel and the latter is an original work by Henry Myers, but none the less they are the same play. In both dramas a maiden is smitted all unwillingly by the evil lure of devil worship; in both she creates considerable havoc among those about her; in both the ever-defeated Beelzebub is routed by the powers of holy writ. In the Devil of Pei Ling it is true the havoc takes somewhat more violent form, being expressed in a choice series of supernatural murders. In Halloween it only manages to disrupt momentarily a not very important love affair. In neither case, however, are the proceedings of particular import to the customers.

The belated maiden of Halloween is a reincarnation of a New England witch, and, spurred on by her dybbuk, she takes her lover and her mother to spend All Hallows Eve at an ancient inn, which was once the scene of witches' festivities and their subsequent torture and execution. Satan, ever ready to oblige a willing lady, appears in the person of the lusty keeper of the inn and is exorcised only when Mr. Myers, a cautious author if ever there was one, calls in the services of both a rabbi and priest. That he forgets to ring in the services of a New England divine, surely the most fitting exorcist for his scene, is explained only on the assumption that he would then have felt it incumbent upon him to include also a mullah, a yogi and voodoo doctor. The result might have been interesting at that.

Mary Hone, faced with the reasonably impossible task of portraying the lady who is possessed, does a really fine job within the obvious limitations of the role. Ian MacLaren, whose present part is a step higher in the moral scale than the lecherous professor of economics he was forced to impersonate in last appearances, makes a somewhat mealy-mouthed Lucifer. All the others are valiant.

William DeMille, who belonged to Broadway before he was sentenced to a long term in Hollywood, returns home as producer and director of the piece. It is a pity that his ability as director is not matched by his judgment as producer. EUGENE BURR.

58th STREET

Beginning Wednesday Evening, Feb. 19, 1936

SEARCHING FOR THE SUN

A play by Dan Totheroh. Directed by Julius Evans and Joan Hathaway. Settings designed, constructed and painted by Cleon Throckmorton. Presented by Albert Ingalls, Jr.

- Red Roger Blankenship
Tony Paul Birris
Pat Lewis Luke
Skin Charles Henry
Ed Richard Hunter
Fitch Whitford Kane
Hattie Leona Roberts
Doe Olive Deering
Matt Edwin Phillips
Peg-Les Charles Niemeyer
Buck Jazbo Williams
Texas Jack Warren
Alf Vernon Crane
Clerk Joseph Curtin
Rusty J. Richard Jones
Purdy Emerson Treacy
A Frightened Boy Richard Hunter
A Derelict Thomas Fisher
Steve Rapson Roger Blankenship
Happy Happy Robinson
Organist Eleanor Wendall
Head of the Mission Walter Beck
A Woman in Fairmead Gloria Simmons

ACT I—Scene 1: By the Side of a Country Road. Spring. Scene 2: A Jungle. The Same Afternoon. Scene 3: The Same. About Four Days Later. Night. ACT II—Scene 1: A Natural Clearing in a Wood. About a Week Later. Late Afternoon. Scene 2: A Place Among Rocks Along a Large River in the South. Mid-Summer. Scene 3: The Interior of an Empty Box-Car. Fall. ACT III—Scene 1: Interior of a Private Mission in Milwaukee. Early Spring. Scene 2: The Jungle Again. A Few Weeks Later. Scene 3: The Street Outside the Ross Home in Fairmead, Ohio. About a Month Later.

After dabbling with Americana and with biography, Dan Totheroh has returned to his first love, the evocation of bruised and beaten yet forever rhapsodic and triumphant youth, in his new play, Searching for the Sun, which Albert Ingalls Jr. presented at the 58th Street Theater Wednesday night. This time he concerns himself with the plight of those youths who, thru the rigors of that octopus mildly known as the depression, have been forced upon the road. No hidebound, happy, mellowed bums are these, no self-established vagrants looking with Olympian scorn upon the restless efforts of an ant-hill world, but boys with life coursing thru their veins, denied that life by the economics of fate—or the fate of economics. Battered because in their pride of life they have

something that can be hit, broken because in their hopes and desires they have things that can be hurt, they wander the roads, always with their inveterate hearts ready to overflow into yet other and less flavorsome byways. Mr. Totheroh has created a tender, biting, ruthless, human and entirely unforgettable picture of them.

The story thru which he depicts the springing hopes that grow in the mire of the road is a simple one. Matt, leader of a group of these pitiful vagrant lads, meets and loves a girl of the roads, a girl who, driven from her home, is wandering in search of a job. It is a love he refuses to acknowledge, fighting desperately to retain his freedom of action, which is all that the world allows him to keep of his innate integrity. Thus, when a cheap and vicious colleague steals a gun, symbol of power, Matt avoids the girl's entreaties, setting off to win the place that he knows instinctively is his, and he pauses only when the other boy is shot down by the police. When the girl is forced into admitting that she is with child he desperately runs away, but returns just in time to comfort her in the hobo jungle, to which she has fled, as the new life awakes. Later, Matt's new-found responsibility anchoring him in safer paths, they go to the girl's old home, only to find that her family has disappeared. Dauntless still, they wander on hand in hand, facing the unknown future.

Mr. Totheroh has told his simple tale with all the tenderness, understanding and sympathy of which he is an indisputable master, digging deep into the hearts and minds of his two babes in the wood. But more important still for the effect and importance of his play is the power and strength, the effect and ruthlessness, driving force with which he paints his background—a background of beaten, hopeless, pitifully confused youth seeking desperately to drag itself from the engulfing and inevitably victorious mire. His minor characters are a gallery of stirring and provocative portraits—and one incidental scene, that in a mission in Milwaukee, wherein pity and dread and the devastating irony of fate are tremendously invoked, remains as one of the most powerful interludes that this reporter has witnessed in his entire playing career.

There are faults, of course. The final scene, outside the girl's old home, is anti-climactic, and should have been cut in favor of a few additional lines in the previous scene. The characters of an old-fashioned philosophic hobo and a crazy meg of the roads are trite, even though the former is excellently written and admirably played. Mad Hattie's story should never have been told, its details again exemplifying Mr. Totheroh's occasional tendency toward anti-climax. But these are minor matters, after all.

So much for the play. As for the production, it is something else again, despite Mr. Ingalls' obviously careful, tasteful and painstaking production. Except in the mission scene, the direction seldom seems to get full effect from the material, often blurring the two chief characters and so making the play itself seem blurred. But even more unfortunate is the choice of Miss Olive Deering to play the girl. Miss Deering has a great fund of sincerity and emotion, but lacks the experience (or perhaps the ability) to project it across the footlights. Her interpretation therefore remains, from the audience standpoint, a surface one, no matter how deeply the actress herself may happen to feel it. Lacking the requisite technique, wagging her head constantly during her speeches (the inevitable mark of inexperience), she leaves the role for the most part a series of disconnected hysterics.

A far more fortunate choice is young Edwin Phillips as Matt. He gives an uncompromising and splendidly effective performance. Also scoring heavily is Whitford Kane as the tramp philosopher, while Leona Roberts is occasionally excellent as Mad Hattie, though she overplays at times. Deserving a major share of the praise are the players of the minor roles, the tattered boys of the road—Charles Niemeyer, Jazbo Williams, Jack Warren, Vernon Crane, Joseph Curtin, J. Richard Jones and several others from the mission scene. More power—and more chances—to them all.

Searching for the Sun, it may be, is not entirely up to the splendid standard set by Mr. Totheroh in his earlier Wild Birds and Distant Drums—but at least it is head, shoulders and torso above nine-tenths of the plays that make up a Broadway season. EUGENE BURR.

BROADWAY RUNS

Table with columns: Dramatic, Opened, Perf. Lists plays like Boy Meets Girl, Call It a Day, Children Hour, etc.

ADELPHI

Beginning Thursday Evening, Feb. 20, 1936

THE DEVIL OF PEI-LING

A new play dramatized by Howard Chenery from Herbert Asbury's novel. Staged by Seth Arnold. Setting by Karl Amend. Idol designed and constructed by Frank W. Koetznor. Presented by O. E. Wee Productions, Inc.

- Dr. Jerry Smith Robert Shayne
Hendricks Clem Wilenchnick
Dorothy Nancy Haswin
Professor Jerome Deeger William Bosworth
Inspector Tommy Conroy Edgar Mason
Officer Murphy John Alexander
Paul Silvio Craig Ward
Neenah Elizabeth Langille
Officer Johnson Kent Thurber
Miss Collins Annette Robinson
The Entire Cast Takes Place in the Curio Room of Professor Jerome Deeger's Home in a Large American City.

ACT I—Scene 1: The Present. Scene 2: Three Years Previous. Scene 3: Immediately Following Scene One. ACT II—The Following Evening. ACT III—The Following Evening.

It is possible to present a truly effective horror play based on the supernatural, but only if the audience is bludgeoned or persuaded, as the case may be, into an acceptance or belief. Audience belief, difficult enough to obtain at any time as countless playwrights can attest, is, of course, doubly difficult to achieve in a play dealing with the essentially unbelievable supernatural. Dramatists, producer, director and players must therefore strive doubly hard to create it.

Yet it is an unfortunate fact that in the average Broadway horror play, based on the supernatural, belief is repelled energetically by all concerned. They seem to go to it as though they were daring the customers to credit what they are doing. The customers seldom take the dare. They certainly do not take it in The Devil of Pei Ling, Howard Chenery's adaptation of Herbert Asbury's novel which O. E. Wee presented at the Adelphi Theater Thursday night.

The plot is complicated, and it would profit no one to go into it in detail. Enough to say that the evil Paul Silvio, a devil worshipper, was executed for officiating at a sacrifice demanded by his cult, and that he died swearing vengeance on all concerned. When old Professor Deeger brings a strange devil idol from Asia the postmortem vengeance begins. Working thru the medium of a girl he had in his power before his death, Silvio requests the idol to do away with his enemies, and the idol obligingly performs. As somewhat confused, police department jitters for three acts all over the professor's room full of curios, and then the girl's mother, who was also Silvio's wife, exorcises the evil spirit in a manner that is never quite clear. Presumably the unfortunate devil sat in his niche thru almost three acts of the play and then fled disheartened into the night.

At frequent intervals the police representatives query querulously, "I wonder what's going on here?" It is a senti-

ment shared by the customers. Players in this sort of thing are rarely expected to display the histrionic powers of a Booth or a Bernhardt, but there is no excuse for the exhibitions offered by some of the actors. Mr. Wee assembled. Notable is the interpretation of Silvio given by Craig Ward, an interpretation which in the brief space of five minutes manages to include the more spectacular squares of Caliban, Svengali and Mr. Hyde. Too far behind is Clem Wilenchnick, as a mysterious butler, while Miss Nancy Haswin, as the girl in the case, seems merely to be a nice girl laboring under the somewhat inexplicable suspicion that she is an actress.

A pleasant exception, however, is Robert Shayne, a uniformly good performer, who brings what belief he can to the role of the male heart interest. Mr. Shayne seems singularly out of place. EUGENE BURR.

46th STREET

Beginning Tuesday Evening, February 18, 1936

COME ANGEL BAND

A play by Stuart Anthony and Dudley Nichols. Staged by Melville Burke. Settings by Watson Barratt. Presented by Eugene Walter.

- Queenie Shannon Clarice Cornell
Parson Edwards Burke Clarke
Tab Moseley J. Hammond Dailey
Fate Shannon Curtis Cooksey
Beulah Shannon Iris Whitney
Zeke Shannon Elvin Field
Peter Shannon Robert Woods
Faith Shannon Lester Logan
Doc McCord George R. Taylor
Yode Hearn Robert Pitkin
Selah Hearn Eleanor Lynn
Bird Elisha Cook Jr.
Judge Oscar Brazzle Arthur Griffin
Sheriff Carr Bazemore Frank Wilcox
Claude Waters Richard Barrows
Deputy Sheriff Trip Richard Taber
Boo Prouty Edgar Nelson
Wart Swain Joseph Eggerton
Phid Hammock Frank Conlan
Biscuit J. Louis Johnson
Ballou Foreman Frederick Maynor
Jerk Walter Wagner
Clerk

THE CHAUNCEY NORTHERN SINGERS—Chauncey Northern, Director; Eulebel Jackson, Ida May Northern, Arthur Landis, Erich Adams, Loy McManus, Bessie Northern, Felix Northern, Sarah Northern. Jurmen, Farmers and Townspeople. ACT I—Family Burial Plot of the Shannons—a Sunday Afternoon. ACT II—Scene 1: The Barnyard of Yode Hearn—Sunday Evening, Two Weeks Later. Scene 2: The Parlor of Fate Shannon—Two Hours Later. ACT III—Scene 1: Brush Arbor Courthouse on the Banks of the Altamaha River—Six Weeks Later. Scene 2: Altamaha County Sheriff's Office and Condemned Cell—Thursday Night. Scene 3: Dawn, the Next Day.

Two scenarists with the Hollywood touch, Stuart Anthony and Dudley Nichols, collaborated on Come Angel Band, a play which Eugene Walter, also reputedly from the West Coast, presented at the 46th Street Theater Tuesday night and withdrew from the 46th Street Theater Wednesday night. Paraphrasing Biblical quotations which are so much a part of the new play, Tobacco Road was born and lived three years and begat Come Angel Band. Evidently fired by the successfully realistic sexiness of the earlier hillbilly saga, the authors of the new one sought, by almost any means, to make their own drama down-to-earth in the same manner, but they also cocked a rakish eye at those other hillbilly epics in which the poetic soul of the earth seeps thru human excrecences. Thus, paraphrasing another idiom not strictly Biblical, Come Angel Band is by Tobacco Road out of Wild Birds.

It tells of little Selah, whose paw sold her in marriage (for a brace of mules, a wagon and 18 gallons of wine, a somewhat exorbitant price) to old Fate Shannon, who had just buried his fourth wife. It was the quaint habit of Fate, who was one of the loudest Christians and therefore one of the most respected men of the district, to kill off his ladies by overworking them in the pursuit of what may be referred to as his pleasures; so it was quite understandable that little Selah objected to the new arrangement. Besides, she was purely in love with young Bird, Fate's hired hand.

When Fate brought her home on the (See NEW PLAYS on page 33)

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SAMUEL FRENCH 25 West 45th Street, New York

NEWS OF THE WEEK

Jeffrey Bernard, of Gaumont-British, is now in charge of all sales, including American territory, according to a statement made February 19 when he arrived on the Majestic. Arthur Lee still remains chief of solely American territory. Of G-B's anticipated 35 films for this season only 26 will be released. Bernard will probably remain a month, during which time he will scout talent.

A new system of recording, using ultra-violet rays in place of the usual white light, is expected to solve a problem long troubling sound technicians. Distortion produced by recording of high-pitched speaking voices may be done away with by small changes in the ordinary High Fidelity system. Glenn L. Dimmick tested the apparatus February 19 before members of the New York SMPE. The demonstration included the Kurt Weill score from *Eternal Road*, singing by Loretta Lee and piano music. All hisping was eliminated.

ITOA scored a point in its sales-tax protest by gaining another stay restraining its collection by distributors. The case is still the original one involving Harlow, Inc., and Quinral, Inc. The Appellate Division will listen to a hearing again on March 6. Messrs. Quin, Weisman, Allen and Spett represent ITOA.

The Amateur Fire Brigade, animated cartoon caricaturing President Roosevelt, may wind up in court. The Sentinels of the Republic, Inc., Philadelphia, is protesting the ban enforced by censor chief Roy Reichelderfer, who says the film treats the President jocularly. Four showings were necessary before the censor board made its decree.

Twentieth Century-Fox will probably name a successor to E. C. Grainger very soon. Grainger resigned as sales manager of the Eastern division, but this becomes effective April 15. General Sales Manager John D. Clark will return to the Coast after attending the sales conference in Chicago.

Winfield Sheehan, in the East for an indefinite stay, will settle arrangements here for his production tieup with Paramount. The original understanding with the company calls for Sheehan to produce four films yearly, as well as overlooking production on some six others.

On Monday, February 24, the New York Supreme Court will consider the claim of the Trail Company, which, according to its attorneys, is entitled to a piece of the profits of *The Trail of the Lonesome Pine*. The company instituted an action last Monday on the ground that it owned film rights. Legal representatives of Paramount stated that their company has owned the movie rights since 1915.

At a dinner of Paramount executives February 20 it was divulged that William Le Baron has been assigned to complete charge of all Paramount production. His contract will hold for some years. Henry Hathaway has a new contract, and Frank Lloyd received official welcome.

Joseph Lazarus, of the Bronx, New York, introduced a bill into the State Senate on February 19 which provides for a change in the city law permitting children between 10 and 15 to be admitted to film houses unaccompanied provided they are segregated to a certain part of the house. Provision is also made for the enforcement of whatever conditions local authorities see fit to provide such as matrons.

W. A. Barrett, executive secretary of the National Board of Review, stated on February 20 at the AMPA that the various censorship organizations such as the Legion of Decency have been of no material aid in the improvement of films. The fine films of the year may be attributed, according to his statement, to the perspicacity of the boys in Hollywood.

"FOLLOW THE FLEET"

(RADIO)

TIME—110 minutes. RELEASE DATE—February 21.
PRODUCER—Pandro S. Berman.

PLOT—"Bake" Baker, once a song-and-dance man but now a sailor on shore leave, meets his old partner, Sherry, in a cabaret. He loses her job by arguing with the manager, and is unable to get her another with Nolan, a producer, because the fleet leaves port. Baker's shipmate, Bilge, has meanwhile broken the heart of Sherry's sister, Connie. Later, thinking the fellow wanted to marry her, had salvaged a vessel which she intended to give him. When the fleet returns, Baker goes to Nolan and crabs the act of a girl he is auditioning by putting bicarbonate of soda in her drinking water. He leaves thinking he saved the job for Sherry, but the girl at Nolan's was Sherry. All is patched up, however, when Baker gets off his ship without leave and stages a show on Connie's boat. Nolan is there and signs up the team of Baker and Martin. Bilge, sent to arrest Baker, lets the show go on, and thru a ruse on Baker's part finds he still loves Connie. Love and kisses.

CAST—Fred Astaire, Ginger Rogers, Randolph Scott, Harriet Hilliard, Astrid Allwyn and Ray Mayer. All in swell form.

DIRECTOR—Mark Sandrich. Very good taste thruout.

AUTHORS—Story by Dwight Taylor, screen play by Dwight Taylor and Allan Scott. Music by Irving Berlin.

COMMENT—Superior musical, with plenty of giggles, hoofing and some nice tunes. Production beautifully done, without oppressive opulence. Astaire hitting on all cylinders.

APPEAL—Tremendous.
EXPLOITATION—Names.

"TRAIL OF THE LONESOME PINE"

(PARAMOUNT)

TIME—108 minutes. RELEASE DATE—March 13.

PRODUCER—Walter Wanger.

PLOT—During the feud of the Tollivers and the Falins comes Jack Hale, boss of a construction company, intent upon erecting a railroad line, and with great difficulty succeeds in persuading the two clans to sell their rights. During construction Dave Tolliver plans resumption of clan hostilities with the Falins. His fiancée, June Tolliver, falls for the mining engineer. Hale sends June away to assure her safety from the impending family warfare. When Buddy Tolliver, four years old, is killed, June returns home, swearing satisfaction, and promises to marry Dave upon vengeance of her brother's death. Dave is killed while attempting this, and Hale and June are united.

CAST—Sylvia Sydney, Fred MacMurray, Henry Fonda, Fred Stone and others. With exception of forgetfulness in hillbilly accent, performances are uniformly creditable. Fonda delivers his best work to date. Stone is good, but seems more New England than Virginian. MacMurray is strong in his first serious role. Sydney, miscast, is weak.

DIRECTOR—Henry Hathaway does swell job with megaphone. Color shots are admirably suited to support varying moods of picture and blend rather than bewilder.

AUTHORS—Grover Jones, from novel by John Fox Jr. Intelligent handling of yarn that could easily have turned out hokum.

COMMENT—A superior film which would be even better if running time were reduced 10 minutes.

APPEAL—Highly general. Should be a b.-o. lulu everywhere.
EXPLOITATION—The technicolor angle for sophisticated sections and red-blood adventure stuff for less urbane quarters.

FILM CONSENSUS

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showman's Round Table*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
Story of Louis Pastour..... (First National)	20	0	0	"Truly great."—Daily Variety. "Splendid film."—Variety.
The Prisoner of Shark Island. 16 (20th-Fox)	16	0	1	"Stalwart and honest."—Post. "Stark and gripping drama."—American.
Mr. Cohen Takes a Walk.... 9 (Warner)	9	0	7	"A warm, human little story." —American. "Moderately pleasant program comedy."—Harrison's Reports.
It Had To Happen..... 7 (20th-Fox)	7	7	3	"Extremely unworthy subject." —Variety. "Minor and implausible."—Times.
Muss 'Em Up..... 11 (Radio)	11	5	1	"Will prove a tough proposition." —M. P. Herald. "Satisfactory program entertainment." —Box Office.
Paddy O'Day..... 9 (20th-Fox)	9	0	7	"Ace entertainment for all classes." —Film Daily. "Very good family fare." —Harrison's Reports.
The Lone Wolf Returns.... 8 (Columbia)	8	3	4	"Good neighborhood programmer." —New York Exhibitor. "Wrong by 15 years." —Times.
Spy 77..... 2 (Alliance)	2	4	2	"Rather dull treatment." —Times. "Will get by nicely." —Film Curb.
Three Women..... 0 (Amkino)	0	2	1	"Lesser Soviet effort."—Film Daily. "Offers comparatively little." —M. P. Daily.
Bulldog Courage..... 2 (Puritan)	2	1	0	"Hopeless."—The Billboard.

EXHIBITORS ORGANIZATIONS

MPTOA's board meeting, tentatively scheduled for March 5 and 6 at the Miami Biltmore, Miami, will be attended by 22 directors and officers, according to latest reports. Those indicating their willingness to participate in this annual election and discussion of problems include Ed Kuykendall, Ben Bernstein, Walter Vincent, S. Butterfield, Morris Lowenstein, Fred Wehrenberg, Sidney B. Lust, J. H. Michael, Jack Miller, Edward G. Levy and M. A. Lightman.

Fourteen Kansas City theaters abandoned giveaways and other games. E. Rolsky, president of the ITO, stating that the draw was not up to expectations owing to the cold weather, and this, added to the fact that the attorney-general's office decided that bank nights constituted lotteries, was primary factor leading to the discontinuance of the custom. The Kansas City independents favor the abolition of all cash and premium giveaways, and in making the last move they hoped to give momentum to the drive.

William Small, who last week resigned as executive secretary of ITOA, is forming the Theater Advisory Service, Inc., which will aid in remodeling and financing theatrical alterations as well as advising on new structures. Frederick Small, his brother, is in the enterprise with him. There will be a special department for advertising and publicity in relation to motion picture theaters. Offices will be located in the French Building. Small was with ITOA for three years.

Independent Motion Picture Theater Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, Inc., was chartered with the Delaware secretary of State at Dover, Del., to foster, protect, promote and advance the interests of owners and operators of motion picture theaters. The corporation listed no capital stock. The incorporators were M. S. Cook, A. L. Raughley and J. M. Townsend, of Dover.

H. M. Richey, general convention chairman, announced on February 20 that the national convention of the Allied States Association of Motion Picture Exhibitors will be held at the Hollenden Hotel, Cleveland, O., on Tuesday, Wednesday and Thursday, June 2-3-4, 1936.

Elkhart Exhibs Fight Tax, Censor Ordinance

ELKHART, Ind., Feb. 22.—Local theater men are aroused over presentation of an ordinance to the city council fixing higher motion picture theater license fees and providing that the chief of police shall act as "censor" of all films shown here. The ordinance, backed by Mayor Clyde Faxon, met a cool reception from city councilmen, three voting against even referring it to the ordinance committee. Three other councilmen voted for referendum, and Mayor Faxon broke the tie by casting the deciding ballot.

Under an old ordinance local theaters have paid a flat rate of \$25 annually for license fees. The new ordinance would fix a sliding scale of fees, ranging from \$50 for theaters with 350 or fewer seats, to \$300 for theaters having 1,500 seats or more. Four movie houses are now in operation here.

Under the ordinance the mayor would have the power to revoke the license of any theater which exhibited an "obscene or immoral production."

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"THE BOHEMIAN GIRL"

(MGM)

TIME—72 minutes.

RELEASE DATE—February 14.

PLOT—Laurel and Hardy are members of a gypsy troupe. Mrs. Hardy becomes enamored of Devilshoof, a fellow vagabond, who plans to rob Count Arnheim's castle to obtain funds for their elopement. When he is detected in the act by the Count's guards, the gypsies are evicted from the region, but Mrs. Hardy revengefully steals the Count's daughter, Princess Arline, and presents her as her own child. Then Devilshoof and Mrs. Hardy go off together, leaving Arline with Laurel and Hardy. Dozen years later the troupe again passes the Count's castle, which holds great attraction for Arline, now a young lady. She is imprisoned for trespassing and so are Laurel and Hardy when they attempt to rescue her. Before she is to be subjected to a flogging, the Count recognizes her as his daughter and all are set free, Arline remaining at the castle and Laurel and Hardy continuing on their way.

CAST—Laurel and Hardy, Theima To'ed, Antonio Moreno and others.

DIRECTORS—James W. Horne and Charles Rogers. Satisfactory.

AUTHORS—Based on the opera by Michael Balfe, by Nathaniel Shilkret and Robert Shayon.

COMMENT—A very good associate feature, but risky as the main attraction.

APPEAL—General.

EXPLOITATION—Capitalize on burlesquing the opera and on the team's names.

"DON'T GET PERSONAL"

(UNIVERSAL)

TIME—64 minutes.

RELEASE DATE—February 17.

PLOT—Two out-of-work lads auction their services and are bought by mistake by an heiress who has been trying to live on her own in New York and who wants to get back home to Ohio. She forces them to take her out there in their broken-down flivver, and various adventures occur on the way. One lad and the gal fight all the time, which means, of course, in pictures of this sort that they love each other. When the gal gets back home the boy walks out on her, so she decides to marry the society nincompoop who proposes to her. But the right lad, of course, abducts her just as she's on her way down the aisle.

CAST—James Dunn, Sally Eilers, Pinky Tomlin, Spencer Charters, George Cleveland, Lillian Harmer, George Meeker and others. Dunn seems out of place somehow. Eilers as cute and charming as ever, and shows flashes of real ability—but just flashes. Tomlin excellent.

DIRECTOR—William Nigh. He sticks exclusively to the obvious.

AUTHORS—Story by William Thiele and Edmund Hartmann, with Screen play by George Waggner, Marks and Houston Branch. One good guy on half time could have done better.

COMMENT—A distant descendent of *It Happened One Night*, but very distant. It won't do.

APPEAL—Too light weight even for nabe comedy trade.

EXPLOITATION—Steer clear of comparisons with *It Happened One Night*. No use in reminding the customers of that.

"WHISPERING SMITH SPEAKS"

(20TH CENTURY-FOX)

PRODUCER—Sol Lesser.

TIME—67 minutes.

RELEASE DATE—December 20.

PLOT—A hastily thrown together yarn wherein young Harrington, son of a railroad magnate, quits a soft job in his father's office in order to make his own way in the railroad game. He becomes a track-walker on a jerkwater road, managed by a young girl. Harrington Senior tries to buy the line and the girl's property when his agents discover vast deposits of tungsten on the land; but Harrington Junior discovers the plot, buys the road himself, and rushes to Denver on a stolen locomotive to confront his father and guarantee the girl a good price for her property. Dad is proud of his son, and son marries the girl.

CAST—George O'Brien, Irene Ware, Kenneth Thomson and others.

DIRECTOR—David Howard. Ordinary.

AUTHORS—Story by Frank H. Spearman; adaptation by Don Swift and Dan Jarrett.

COMMENT—Silly stuff, yet better than run-of-the-mill films of this type. More plot than action.

APPEAL—Under spot on double billing.

EXPLOITATION—Racing locomotive shots, son outsmarting his father and usual routine.

"SECOND BUREAU"

(WORLD FILMS—in French)

TIME—53 minutes.

RELEASE DATE not given.

PLOT—Because the formula for a new poison gas has fallen into French hands, the Germans dispatch their best operative, Erna Fieder, to discover the leak. She finds that Count Brosilow, a colonel in the Russian army, who is playing the French and Germans against each other, is the source of betrayal of French military secrets. After poisoning him, she trails Count Benoit, a French officer, who has possession of other damaging information concerning French planes. She falls for Benoit and is executed by a confederate for succumbing to her affections rather than her duty.

CAST—Vera Korene, Jean Murat, Jean Max, Jeanine Crispin and others. Acting is satisfactory in view of French film standards, with Korene and Murat as the leads distinguishing themselves.

DIRECTOR—Pierre Billon does little to relieve the script of its jerkiness and confusion.

AUTHORS—Dialog and adaptation by Bernard Zimmer from the novel by Charles Robert Dumas. Screen play is guilty of aimlessness and incomprehensibility in spots, but this view may be invalid to French audiences.

COMMENT—Film is superior to most Continental offerings, but if judged by domestic values it is just another spy drama, replete with time-honored cliches.

APPEAL—Exclusively French clientele.

EXPLOITATION—Emphasize that picture was selected as one of 10 best French films of last year.

"RING AROUND THE MOON"

(CHESTERFIELD)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Gloria Endicott, willful heiress and socialite, in love with Ross, a newspaper man, gets him fired in the hope that he will marry her. Ross gets drunk, forgets about his real girl friend, Kay, and takes the fatal plunge. The couple are very unhappy, and Ross' old pals regard him as a "kept" man. Kay, on the rebound, marries the former boy friend of Gloria Endicott. When Mr. Endicott loses his dough and commits suicide Gloria becomes a human being, gets a job and loses it. Meanwhile Ross, going his own way, has become a high-salaried movie critic and playwright. Dropping in to see Kay, he finds her feeding his wife, who has been starving for a few days. Man and wife suffer an acute rush of love, take up again and move back into the Endicott mansion, now purchased with Ross' money. Kay and her man are also doing well, thank you.

CAST—Donald Cook, Erin O'Brien-Moore, Allan Edwards and others.

DIRECTOR—Charles Lamont. Let loose the flood gates on this one.

AUTHORS—Paul Perex screen play of story by Vere Hobart.

COMMENT—An incredible and incredibly sentimental piece of romantic twaddle.

APPEAL—Not much.

EXPLOITATION—The scrambled love angle.

"TANGO"

(INVINCIBLE)

TIME—64 minutes.

RELEASE DATE—January 1.

PRODUCER—Maury M. Cohen.

PLOT—Treasure McGuire, an orphan, lands a job with the Carver Advertising Agency modeling Tango hosiery. Foster Carver makes an unsuccessful play for her and carries on a lot of backstage intrigue when she marries his brother, Tony. By secret conniving Foster convinces Tony the girl is unfaithful, and, thoroughly disillusioned, Tony leaves for Europe. The socially-minded Carver family meanwhile has the marriage annulled and engages Tony to another girl. Treasure and her friend Oliver coax the owner of Tango hosiery into opening a night club, featuring the original Tango girl. Tony comes back, is told the true story by Oliver, reneges on the new girl and goes into a clinch when his unsuspected baby makes cute sounds.

CAST—Marlan Nixon, Chick Chandler, Warren Hymer and others.

DIRECTOR—Phil Rosen. Dull, with heavy accent on the sentimental sequences.

AUTHORS—Adaptation of Vida Hurst's novel by Arthur T. Horman.

COMMENT—Dizzy with love.

APPEAL—Double billing at best.

EXPLOITATION—Difficult. Hosiery tieups are the most obvious.

"HAIRTRIGGER CASEY"

(ATLANTIC)

TIME—58 minutes.

RELEASE DATE not given.

PLOT—Captain Casey returns from his cavalry patrol upon news that one of the men on his ranch has been mysteriously slain. Casey and his brother do sleuthing and discover that the crime was perpetrated by three villains on the ranch who are engaged in exacting tribute from Chinese coolies upon threat of exposing their illicit entry into the country. The culprits are killed or apprehended, and Casey wins the sister of his murdered cowboy.

CAST—Jack Perrin, Betty Mack; Starlight, the Wonder Horse, and others. Starlight deserves better support than this.

DIRECTOR—Harry Fraser.

AUTHOR—Monroe Talbot.

COMMENT—They say the Democratic convention will be held in Philadelphia this year.

APPEAL—Demented youngsters.

EXPLOITATION—Adventure stuff for the kids.

"SUNSET OF POWER"

(UNIVERSAL)

TIME—67 minutes.

RELEASE DATE not given.

PLOT—Mr. Brannan, aged owner of a ranch, determines that his granddaughter will marry the foreman, altho no love exists between the two. Amid occasional whoopee and shooting up of saloons Cliff Lee (Buck Jones) rescues the girl just before she is married, keeps her hidden away in a secret cabin and finally proves to Brannan that his would-be son-in-law is stealing his cattle. At the conclusion of a lot of dreary sequences Cliff confesses he is in love with the girl, who, of course, marries him. Grandpop is willin'.

CAST—Buck Jones, Dorothy Dix, Donald Kirke, Charles Middleton and others.

DIRECTOR—Ray Taylor. Direction sags in the middle, attempts to be toney and is a triumph in dullness.

AUTHORS—Original story by J. E. Grinstead.

COMMENT—Labored, incredible; not even a good Western.

APPEAL—For the fans, and then not much.

EXPLOITATION—Routine.

Contract Is Still Awaited

EBMA meets but no progress — Scribner expects settlement this week

NEW YORK, Feb. 22.—The Eastern Burlesque Managers' Association met Thursday afternoon in an effort to dispose of the long-delayed contract matter with the Burlesque Artists' Association. However, little progress was made at the meeting, altho Sam A. Scribner, head of the BAA, said yesterday that he expected that by Tuesday of next week some conclusion will be reached. In the meantime the BAA is pushing its attempts to have this contract subject settled and furthermore arrive at (See CONTRACT IS on page 27)

Avenue, Det., Gets Repairs

DETROIT, Feb. 22.—The Avenue Theater, operated by Arthur Clamage and Charles Rothstein, is being reseeded and generally renovated while dark for about six weeks. This is the first time it has been closed under the present management in about 20 years and the first major renovation in years in the Avenue, which is about 20 years older than any other local theater.

Nadja Grinko Bests Other Nadja in Suit

BALTIMORE, Feb. 22.—Word from Nadja, at present touring on the Independent Circuit, reveals her success in a recent suit. A classical dancer, "Nadja" Beatrice Wanger, was sued by Nadja Grinko for aspersions alleged to have been made as to the character of her dancing. Miss Wanger filed a counter-claim asking that Miss Grinko be restrained from using the name of Nadja. The case was settled, with the conclusion that it will not be necessary for Miss Grinko to sign any agreement limiting or modifying the use of her trade name. Furthermore, that she may use the name of Nadja, limiting the same by adding Russian or Russian Dancer, and that in any other respect she may use any trade name whatsoever. As to the retraction of the allegation of lewd and vulgar dancing by Miss Grinko and her ability, this was taken care of by the discontinuance of Miss Wanger's answer and counter-claim.

New Orleans in Line For a Burly House

NEW ORLEANS, Feb. 22.—Several months following the circulation of one false report that burlesque was coming here this week, stronger report is being denied that a local business man is negotiating for the lease on the long-darkened Crescent Theater, former Loew house, to put in burlesque. The local man formerly operated a vaude house in Gary, Ind. He wants to keep his name out of it so far, but he is reported to have the backing of oil capital.

Hirst Takes Over Union City House

NEW YORK, Feb. 22.—The Hudson Theater, Union City, N. J., will not close tonight, as was scheduled when notice went up two weeks ago, remaining open by reason of new ownership. Issy Hirst, president of the Independent Burlesque Circuit, of which the Union City house is a part, is the new operator of the theater.

The stagehands and musicians had been running the theater, but recent bad business caused a break, with the stagehands wanting to run the house themselves. However, they could not come to terms with the musicians. It was then that Hirst stepped into the picture, acquiring the theater from Jules Leventhal, owner of the property. Sam Cohen is remaining on as manager of the theater.

With the acquisition of Union City, Hirst now owns or has an interest in five theaters and a week of one-night stands playing burlesque. The others are the Bijou and Trocadero, Philadelphia; Variety, Pittsburgh; Empire, Newark, and a week of one-nighters in Pennsylvania.

TIM O'HARA, of the Blendoliers, who sustained spinal injuries in an accident at the Ettinge Theater, New York, recently, did not return to work at the theater February 12 as was reported in last week's U-Notes. His injuries are of a nature as to prevent his working. The Blendoliers, who closed last week at the Ettinge, have a 10-week radio option from Lipton Tea to be picked up this summer.

U-NOTES

By UNO

KAY LOPEZ, of the Lopez Sisters, now stripping, talking and singing in different burlesk channels, has decided to change her name to Kay Lopay.

MARY AND VIRGINIA WOODS just closed at the Gayety, Minneapolis, and entrained for Chicago Saturday to get new photos before coming to New York to make their first appearance in Eastern houses as a sister team. Mary last appeared in Manhattan five years ago in a "Pickens" road show managed by Irving Becker. Virginia, in burlesque three months, has been a feature since. Nine weeks for Clamage in Detroit and six for Hirsch in Minneapolis. Before that featured in a revue, *Oo La La*.

JOHN HEAD, straight with an Indie show, slipped on the icy sidewalk back of Minsky's Brooklyn week of February (See U-NOTES on opposite page)

BAA Moving in To Palace Bldg.

NEW YORK, Feb. 22.—The Burlesque Artists' Association has taken larger and more elaborate offices in the Palace Theater Building here, expecting to take occupancy about Tuesday of next week. The organization has taken a suite on the eighth floor of the building. There will be a big reception room for the members, as well as private offices for officials.

The BAA has been a tenant at its present office for about two years. Has been a dues-paying organization since November of 1933, altho it was formed in June of that year, and got its American Federation of Labor charter in January of 1934.

BAA Detroit Annual Ball; Get "Closed Shop" in Toledo

DETROIT, Feb. 22.—Leonard Seal's Orchestra has been engaged by the Burlesque Artists' Association for its annual ball to be held March 1 at the Barlum Hotel.

Benny Bernard, as Western representative of the BAA, added one more "closed shop" theater to the BAA list this week, signing up the Capitol Theater, Toledo, operating a combination vaudeville and burlesque policy.

BURLESQUE REVIEW

Gaiety, New York

(Reviewed Tuesday Afternoon, Feb. 18)

House is now Minsky's Gaiety since the partnership of Abe Minsky, Gotham owner, with I. H. Herk. Seems that business has perked up, with this first show playing to a full lower floor. Billy Koud is doubling here from the Gotham as producer, and Charlie Lauk, formerly at the Ettinge, is house manager. Show is good burlesque, altho it oversteps itself frequently with too much spice in comedy.

Comedy staff comprises Irving Selig, who's a fave here; Bert Marks and Murray Lewis. They're straightened by Leon DeVoe and Sid Stone, with most of the strip lassies pitching in on bits. The

laugh-dispensing boys are all clever, yet they've got the old-fashioned burly idea that you've got to dip into the blue to be funny. Got a lot of laughs, tho, and the comedy predominates the show, even considering that they've got six strippers as opposition. Selig's a rough-and-ready funmaker; Marks is the expert Yid funster, and Lewis has a good style which is promising. DeVoe is a most expert straight, and Stone helps out ably.

The stripping contingent comprises Eileen Hubert, Jean Caton, Nazarro Hallo, Rose La Rosa, Elvie Herndon and Ann Valentine. They are all lovely looking lassies who wear attractive costumes and who disrobe ever so cleverly to the satisfaction of the customers. (See BURLESQUE REVIEW on page 27)

BURLY BRIEFS

NADJA, with an Indie show, does a diversified routine. . . . Does a specialty before the finale of the first act, then is in the finale with a song, fol-

lowing with a Russian dance, and in the second act does a dramatic version of Tondelayo from *White Cargo* and follows with a rumba dance. . . . George Pronath, according to report, may produce at the Gayety, Buffalo, for Dewey Michaels. . . . Dave Cohn and Leo Judson got up out of sick beds last week after long sessions. . . . Herbie Faye is back into vaude again, doing a new act that's getting dates. . . . Hazel Nash, has been ill for close on to two weeks in Philly with the flu. . . . Hazel Miller closed last week at the Republic, New York, with Renee getting her spot with the Indie show for the two weeks it still has to go. . . . Florence Naomi, booked by Tommy Levene, opened Sunday at the Roxy, Toronto. . . . Bob Alda, Ann Mitchell, Cress Hillary and Lou Black were new principals going into the Peoples, New York, last week. . . . Entrance of Black reunited the team of Black and (Harry) White.

AL REEVES, old-time showman, visited the Gayety, New York, last week, coming in from his Jamaica (L. I.) home. . . . He's now busy collecting rents from his Brooklyn tenants. . . . Bert Saunders is now producing scenes at the Gayety, Minneapolis. . . . Recent newcomers at the theater were Dorothy DeHaven and Kay Andre. . . . Others in the show are Rosita Royce, Virginia and Mary Woods, Kurly Kelly and Dagmar. . . . Gene Shuler's voice is coming back strong after a long siege of laryngitis. . . . Ettinge, New York, changed (See BURLY BRIEFS on opposite page)

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With "QUEENS OF BURLESK"—INDEPENDENT CIRCUIT
Week of Feb. 23, MINSKY'S BROOKLYN—Mar. 1, REPUBLIC, New York City



KAY (LOPEZ) LOPAY

SINGING
STRIPPING
TALKING

Direction
PHIL ROSENBERG

WALT STANFORD
THE VERSATILE COMEOIAN.
YOURS FOR A LOTTA LAFFS.

DANNY LEWIS
Juvenile and Song Stylist.
Direction: NAT MORTAN.

JEANNE WADE
Stripping and Talking. Dir. NAT MORTAN.

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Gances, Sings, Talks, Strips and Plays Guitar and Clarinet.

AL LE ROY
Back East and Doing Straight.
Direction—NAT MORTAN.

"**ESTA-ALJA**"
SINGING—STRIPPING—TALKING.
Direction—MILT SOHUSTER.

Tab Tattles

JIMMIE HODGES' company is currently appearing in Palm Park, Miami, with Jim Eviston, veteran agent and manager, handling the troupe's business. At the end of the Florida season Eviston will pilot the Hodges unit thru the New England territory. Edna and Dorothy Eviston recently entertained Mr. and Mrs. Claude H. (Kid) Long during their visit on the show. . . . Ralph Canton, Clarence Umbel and Hazell Chamberlain journeyed from Franklin, O., to Hamilton, O., Thursday night of last week to catch Eddie Mason "deliver his goods" at the Palace Theater there. Hazell advises that the show turned away nearly 700 people, no little feat when it is considered that the Mason Country Store feature is in its third year at that stand. Last Sunday Eddie and Babe Mason made the trip to Franklin to indulge in a chicken-and-noodle-eating contest with Hazell and Ralph at Hazell's home there. Ralph copped the eating honors, with Babe running away with the title on the liquid end. . . . Sam Nevin, the plain-bustin' leader of tab fame, was a visitor at the desk the other day. Sam continues to get by by booking an occasional show in the Cincy area and peddling his novelty goods. . . . Geneva Phillips, of tabs and burly, is now kicking in the merry-merry with Jack Kane's company at the Empress, Cincinnati.

RUFUS ARMSTRONG, who formerly piloted his own attractions over the Sun and Spiegelberg circuits, has joined The Serenaders, a 16-people unit floated by the General Amusement Company, with headquarters in Springfield, O. Organization is headed by the veteran N. L. Royster. Armstrong has been doing a single thru the South this winter and last summer produced the floor show at Minnott Beach on the Eastern shore of North Carolina. . . . Gus Sun, head of the booking exchange bearing his name, is vacationing in Miami and will be joined there this week by Mrs. Sun and their daughter, Mrs. Edward Wren. . . . Jack G. Van's Glorified Revue is making the rounds in West Virginia and Western Pennsylvania. Played to good business at the Palace, Huntington, W. Va., last week. Show numbers 20 performers, featuring Bobby and King, comedians; Allen, Linda and Aileen, dancers; Bobbie, Bea and Jack; the Harrises and a 10-piece orchestra. What has become of Bee Palmer, the popular prima donna of a few years back? . . . Marque and Suzanne and Val Dez and Peggy, dance teams, both of which appeared with Paul Reno's tabs in the past, are current at the 444 Club, Cincinnati's newest night spot. . . . Bob Page is now piloting Bell's Hawaiian Follies thru the Georgia country. . . . Kewpie (Ginsberg) Chandler and the little woman, Ruth, who quit the game nearly five years ago, continue to prosper in Springfield, O. Kewpie is now credit manager for the Wurlitzer company there, while Ruth is a demonstrator at one of the town's leading department stores. The Chandler kiddies, Junior and Marianne, are reported to be coming along in grand shape, too.

CHARLES (DOME) WILLIAMS, of the Four Harmonizers, featured with John R. Van Arnam's Uncle Ezra Company, reports that the troupe's present route list carries it up to Danville, Va., April 14 and 15. Present plans are for the show to close for one week early in May to open under canvas. The Van Arnam unit is set for a return date at the Savannah Theater, Savannah, Ga., March 15 to 17, inclusive, if the route can be shifted around to make it. "Getting a few fairly good leaps here in Florida," Dome pens, "but isn't the weather swell? It is with deep regret that we turn northward." Comprising the Four Harmonizers, besides Williams, are Mack D. Ferguson, Earl Martin and Carl Babcock. . . . Al O. Barter, trick pianist of the old tab days, pipes in to inquire about such vets as Bill Rawls, Benny Ried, "Sweet Papa Bozo" Mattise, Jack DuVarney and Carene, Hy Heath, Guy Johnson and "Banjo Boy" Frank Caggan. Al is keeping busy these days in and around Columbus, Ga., dividing his time between clubs and the Royal Theater there, which plays tabs the last three days of each

week. . . . Harry Kahle's tab is in its 26th week at the Fifth Avenue Theater, New York, with business holding up satisfactorily. Mary Davies is chorus producer and soubrette, with Kahle handling the comedy. . . . Rosanne Gaither, pianist well known in tabdom, has had her share of tears and heartaches recently. She lost her 15-year-old daughter, Anita, with meningitis last August; her husband, Roy (Skeets) Gaither, well-known juvenile man, died in November, and last week her mother, Mrs. Laura B. Warner, passed away in Indianapolis. Rosanne is now at her home, 2186 North Oxford street, Indianapolis, where she would appreciate a line from her many friends in the game. . . . Mrs. Pat Levento was struck in the head by a pointed staple shot from a slingshot while playing a theater in Columbus, Ind., Saturday night, February 15. She was taken to an Indianapolis hospital for treatment and is still under a physician's care. The shot caused a blood clot on her head and struck a muscle which prevented her from eating. Several other performers were also hit by the flying pellets. Police nabbed two 14-year-old hoodlums in the audience, who confessed they shot at the actors "just for fun."

Nat L. Royster Heads New Producing Firm

SPRINGFIELD, O., Feb. 22.—Nat L. Royster has been retained by the General Amusement Company, of Springfield, to act as general manager of the firm and to take charge of the production of several stage-show units which will be sent out of that office within the next few months. General Amusement Company is backed by local capital. First show to be produced is The Serenaders, a 10-act vaudeville presentation, featuring a seven-piece band, seven girls and special novelties. Included in The Serenaders personnel is Rufus Armstrong, black-face comic; the Harmonettes, harmony-singing sister team; Ross Lewis and the Maryland Sisters; Norma Royster, eccentric dancer; Morris Nelson, m. o. and tenor singer, late of the A. B. Marcus show; Elsa Bard, tap dancer; Sabas and Cinona and the Arkansas Travelers. Gus Sun office here already has the company set on several dates.

Mr. Royster will personally handle all advance work and each company will carry a second man who will visit theaters from four to seven days in advance of each unit. Work is now under way for a second company, Venetian Nights.

Gus Sun Office Adding New Units to Its Books

SPRINGFIELD, O., Feb. 22.—Bob Shaw, of the Gus Sun Booking Exchange with headquarters here, announced that his firm is now handling the bookings for Frank and Earl Taylor's Oo-La-La Continental, Charles Clifton's Manhattan Revue, Jimmie Skelley's Hollywood Holiday, the Loretta Gray unit, Gellophane Scandals, Dan Fitch's Dixiana, Bombshells of 1936, George Lovett's Stratosphere Revue, Greenwich Village Follies and The Serenaders, with eight more units slated to be added to the books in the next two weeks.

Relative to an article which appears in the last issue of The Billboard, Mr. Shaw reports that his office is still booking attractions for the Rialto Theater, Beaver Falls, Pa., and has been for the last two years. The Sun office, he says, is also booking all attractions for the Mishler Theater, Altoona, Pa., as well as handling the spot bookings for the Capitol, Wheeling, W. Va.; New Bradford Theater, Bradford, Pa.; Capitol Theater, Lockport, Pa., and several other New York towns. The Detroit Sun office is having one of its best seasons since the opening of the branch under the able supervision of Jack Drickstein, Shaw says. Latter is assisted by George Puget and Val Campbell.

U-NOTES

(Continued from opposite page) 9 and hurt his spine. Continued straightening without a layoff.

PAULA LIND, stripping principal with an indie show, to retire permanently, she says, after this time around the cirk and proceed to her home, in

Youngstown, O., to await the visit of the stork in August.

BUDDY ABBOTT and Lou Costello, straight-comic team, originally slated for the Minsky show in Miami Beach, opened instead at Minsky's Brooklyn Sunday. From there to the Republic, New York, and then to Florida, Havana, etc.

ESTA ALJA, Fay Toby and Virginia Roberts, all stripping principals of Western burly houses, soon to make their debut in New York, according to Agent Tommy Levene.

JUNE PAIGE, until recently a burlesque principal, is back in New York after seven weeks of rest with the folks in Richmond, Va., and opens Saturday, doing her Hawaiian dance specialty at the Barrel of Fun, a cabaret.

ROBERTS SISTERS (Frances and Billie), solo dancers, former burlesquers, back from 11 months of Atlantic City cafe engagements and resting in their New York apartment.

EMMETT LYNN, rube comic, with Jack Mulhall in vaude and who recently closed at the Eltings, New York, is studying the script of the current Broadway comedy The Sap Runs High, received from Fred Walton, of the M. S. Bentham office.

CEIL VON DELL finishes a lengthy Minsky contract on March 1, after which Nat Mortan will book her in other spheres.

JOEY FAYE, Max Fehrman and Mac Dennison, burly comics, recall the time, one winter six years ago, when they trioed at the Victoria Mansion, Lakewood, N. J., the structure that burned to the ground recently and caused the death of many of the guests.

LEE LAURELL, with an indie show, because of the illness of Hazel Miller, given the opportunity to become transformed into a stripping principal week of February 9 at Minsky's Brooklyn and made good. So good that the promotion will be permanent, said Manager Charles Smith. Lives in Orange, N. J., and only 18 months in show biz.

CLAIRE GEISER, Minsky showgirl, one of the tallest of the flock, to have a nasal operation just as soon as she saves enough to foot the bill.

NAT MORTAN instrumental in getting Jack Mills, music publisher, to market the entire orchestral score of the Minsky show in Miami Beach via a deal consummated by H. K. Minsky.

BROWNIE SICK, a Minsky stock straight, is mourning the loss of two suits of clothes that disappeared from his dressing room at Minsky's Brooklyn Lincoln's Birthday week.

MAC DENNISON and his heavy Dutch dialect a la Jack Pearl is making his third trip around the indie cirk. Then to the Bijou, Philadelphia, for an indefinite stay.

JEAN CATON, Nazarro Hallo, Sid Stone and Murray Lewis exited from the Gaiety, New York, February 27. Lewis was shifted to Minsky's Gotham, New York, to replace Artie Lloyd. New Gaiety principals February 28, Herb Barris,

Harry Arnie, Annette, Peggy Reynolds and Fritzie Bey.

JACK KANE'S BURLY, which has been holding forth at the Strand, Fort Wayne, Ind., for the last several weeks, folded last Friday night.

BURLY BRIEFS

(Continued from opposite page) its entire cast with the exception of Bert Carr and Boob McManus. . . . Those exiting were Lou Denny, Ed Brady, Bert Bartlett, Frank Blyler, Kay Lopay, Lillian Harrison, Jeryl Dean, Estelle Thomas and Billie Bird. . . . Coming in were Jack Coyle, Al Golden, Peggy Hill, Diane Logan, Madge Carmyle and Ellison Sisters (Jane and Joan). . . . Peanuts Bohn comes in next week.

MANAGER WEBB of the Follies, Los Angeles, has added four new people to the personnel. . . . Newcomers are Billie Diamond, Leonard Kramer, Mary Inslay and Jade Rhodora. . . . Jack Montague was forced to leave the show Novelities of 1936 in Baltimore, due to illness, and is now in a Baltimore hospital recovering from complications of recent operations. . . . Business has been improving at Gayety, Baltimore, and is attributed to increased advertising campaign, including four daily radio spots. . . . Margie Bartel opened as an added feature with the Jolly Girls show on the indie wheel. . . . The sport pages of Pittsburgh dailies have gone in a big way for Roxanne (the former Mrs. Kingfish Levinsky) while she headlined at the Variety Theater in that town last week, with the sport editors themselves turning out for interviews.

JACK BUCKLEY, straight man at the Rialto, Chicago, for the past three years, and not Buster Lorenzo, as was reported, will be on that radio program with Charles Country and Kenny Brenna. Buckley has worked with Country for almost five years. . . . Nathan Boasberg, who has sold his interest in the Palace, Buffalo, to Dewey Michaels, stopped off to visit with Milton Schuster on his way to Los Angeles. . . . Palmer Cote closed at the Roxy, Toronto. . . . The Colonial, Indianapolis, managed by Jack Kane, closed February 23. His Strand Theater, Ft. Wayne, closed the same day. . . . Dorothy Dee opens at the Roxy, Cleveland, February 28. . . . Marney Latham opened at the Gaiety, Minneapolis, February 22. . . . Grisha, who recently closed at Colosmo's, Chicago, opened at the Rialto, Chicago, February 21, booked by Milton Schuster. . . . Charles V. Turner is managing the Casino, Pittsburgh, for George Jaffe, who recently disposed of his interests in the Gaiety, New York, and Variety, Pittsburgh.

Dorothea Antel

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RELENTLESSLY driven time! What changes it makes in the lives, attitudes and loyalties of puny man! That which was all-powerful yesterday is a mass of ruin today. Men who had only to push buttons in brighter years to satisfy their every desire are today living on the uncertain and begrudged bounty of others. Hates that swept into the very households of the combatants, that echoed and re-echoed in every corner of the business are today forgotten; or at least buried under new hates and vanities. Such is the way of life and carried along with this stream is what many agree has been aptly named the show business. For this is not, in the real sense of the word, a business. It is a hybrid composed of the contrasting elements deriving from the tearing and scratching competition of market stalls, the fine technical skill of a trade and the peculiar codes of a profession. Yet few are in it who subordinate their yearning for gold to any other factor guiding them in their erratically scheduled toil. And even less would be really happy in a business where the merchandise is tangible; where values are real—and where a man has at least an inkling of an idea today what his assets will be tomorrow. An epigrammatist of the rough-and-ready school once said that it's not the world that's daffy but the people in it. Paraphrasing this cynic, it can well be said in passing judgment on our business that if one starting from scratch is not quite eccentric the show business will finish the job.

* * *

One who was active in vaudeville circles in the days when booking offices were dynamos generating power of fabulous degree and when actors were pawns in the hands of bookers, circuits and managers cannot easily forget this when he walks into a booking salon. As we strode into the RKO Vaudeville Exchange in Boston several days ago for the first time in a few years our retrospective processes took us back to the days of the Keiths and Albees. The days when blacklisting was a practice widely discussed and feared; when the mere idea of an actors' union represented a red flag waved before the bulls of big and small-time vaudeville—and when an actor who merely smelled a union card threw away his right to consideration for a three-day date. We thought fleetingly of these things as we walked past the portals of "Doc" Breed's office. For the moment we weren't thinking of what time has done to vaudeville and the men who have made it their life work. But this was only for a moment. We had only to see Tom Senna at his desk a paper clip's throw from "Doc" Breed to realize that yesterday's values are refuse for today's garbage cans. How the old mighties who have gone their way must be stirring in their graves to know (if they do know) that one of the important executives of an actors' union is sharing offices with the head of RKO's Boston booking wing. True, Senna is not residing in the Breed office in his official capacity as the Boston representative of the American Federation of Actors. Nevertheless, as the Executive State Supervisor of Vaudeville for the Federal Theater Project he is thrown into bold relief as an exponent of the AFA's policy of lending its helping hand to the actor regardless of the cloak work by its emissaries.

It is good to see this. This is how it should have been. Perhaps if it were this way in the past vaudeville would suffer less from depression than it has. Of course the realists will say that Breed's community of interest in office space with Senna is strictly an arrangement for physical convenience. We concede that. The habitation under one roof of a representative of a circuit and the executive of an actor's union is no definite sign of an amalgamation of interest or blending of policies. But it does show at least two things: that Breed is a man of character rather than an automaton carrying on a dead tradition and that the RKO of today is definitely rid of the perverse influences that started it thru its organizational forebears on its downfall a decade ago. And, to help it prove the point of today's little preachment, it demonstrates what time does—even to E. F. Albee's legacy to our crazy business.

* * *

As if the incident of our Boston visit was not enough to impress upon us the farce time makes of all of our deadly serious shibboleths.

When we stepped off the elevator on the sixth floor of the Palace Theater Building (of which there used to be only one Sixth Floor) we saw the sign of the American Federation of Actors, now occupying one of the wings of the old Keith-Albee booking dynasty, and when we walked into our own sanctum sanctorum (its view cunningly concealed from Broadwayfarers by the realistic steam from the A. & P. coffee cup) we thought for a moment we saw the wraithlike images of those who once dwelled here—the Keiths, Albees, Beck, Darling, Lauder, Simmons—some dead, others very much alive, but all swept by the currents of time to other pursuits and climes. In a room in which Beck's eccentricities provided esoteric gag material for thousands of wags, where Albee surveyed plans for his bitterest battles, where the fate of actors was written in pencil and altered by smudgy erasers. . . . In this room a columnizer spends an uncomfortable few hours courting the Muse in vain, his head too filled with every variety of reflection to permit him to express himself lucidly on one. But time makes changes . . . and maybe next week the philosopher will take a walk with the ghosts of yesteryear, leaving us to our eminently more pleasant business of fighting for the actor, the humbled theater manager, the honest showman who frantically tries to make himself heard in the chorus of raucous phonies—and taking a few zesty thrusts at the benefactors, the Broadway columnists who rule from their hollow-seated thrones, the double-feature protagonists, the sworn enemies of the living stage *ad infinitum*.

* * *

WE HOPE our readers will bear with us further in our meanderings from the path of things strictly in the trade tradition—at least as long as it takes to read to the bottom of this pillar of agony—and permit us to write into the record our tribute to one who has passed on to happier hunting grounds, we hope. As the musician who pauses in his concert to dwell in rapturous phrases on the genius of a Brahms or a Liszt, as an artist who leaves his easel to rhapsodize on the theme of Raphael or Rembrandt, as an actor takes off his mask to recreate in fond words the story of Coquelin's strivings toward perfection—so do we, usurping a place reserved for dull, practical trade discussion, contribute a few sticks of type to one of the truly great masters of our craft.

On the outskirts of Chicago, where he spent most of his blessed days, Henry Justin Smith, managing editor of *The Chicago Daily News*, passed away on February 9. The press of the country responded to the occasion with fair-sized obituaries. To the laymen Smith was just another member of the Fourth Estate removed from the ranks by one of the two inevitables. To those of us in newspaperdom who regard our calling as one with a tradition to uphold and a Mission to perform Smith was a mentor, an ever-spouting font of inspiration. When we were looking in on newspaperdom from the outside, when the "game" was in our mind of the stuff dreams are made (before films and stage plays began their campaign of glorification and vilification of the city room) Smith's writings of and for newspapermen were a beacon of hope. To carry metaphor further, Smith was to the aspiring newspaperman (perhaps will continue to be for many years to come) a siren sounding a warning; awakening the neophyte to the tragedy and glory of straining and striving and fighting for hungry presses that devour the men that feed them; presses that by their unceasing rolling gave birth to the
(See SUGAR'S DOMINO on page 41)

The Broadway Beat

By GEORGE SPELVIN

MR. SPELVIN, unlike his confreres, doesn't often bother to take bows, but he does point to an item run on Toscanini months ago, when the conductor had evidently decided to remain with Philharmonic. It called the turn. . . . Incidentally, with Toscanini out, the Philharmonic should retain Klemperer and get Mangelberg back, thus returning to the music field. . . . But if they feel Toscanini's slambang style must have a successor, they can turn to Erno Rapee, of the Radio City Music Hall, who can make a band play almost as loudly as Toscanini can. . . . For, after all, nine-tenths of the Philharmonic's customers are Music Hall fans with annoying consciences that force them to hear good music—which explains why Toscanini gets the hands when he ruins a piece by turning on the fortissimo until he sounds like a bull in a hardware shop. . . . Arthur Tracy, returned from London, is sporting a mustache. . . . Sammy Harris is peddling the film rights of *Moon Over Mulberry Street*. . . . Dell Renay likes her new name better than the old Renay Dell. . . . Porthole reception windows are getting more and more popular with theatrical agencies. . . . Eddie Dowling is still after a spot on the Federal Radio Commission. . . . Frances Sage, a lovely youngster, who graduated from the American Academy a few years ago (and who rated rosy predictions from Mr. Spelvin) will make her screen debut in an important role in support of Ann Harding in *The Witness Chair*. . . . Aldo Ricci has organized a new ork which he calls *The Toppers*, not a member which is, under 6 feet 1 inch. . . . Ricci, the leader is 5 feet 3 1/2. . . . One of the few realistic eating scenes hereabouts is that done by Peggy Conklin in *Co-Respondent Unknown*, in which she zestfully devours coffee, rolls, etc., every evening around 10 p.m. . . . There's nothing perfumatory about the way she puts away the food and asks for mors; she probably starves herself to do it. . . .

You seldom find an angel right on Broadway, but Ed Wynn rates as practically an archangel with *Alice Takat*, his eight-performance flop. He says he lost \$51,000, a huge sum for a dramatic show, with the dough eaten up by heavy scenery, out-of-town break-in, an extra week of rehearsals and the single disasters that wrecked on Broadway. He even had to pay to give the scenery away, recipients refusing to take it unless he footed the cartage bill. As for keeping it open for a share of the pix rights, latter were figured at \$25,000, and it would have cost him more than his half to keep the piece running. He claims he's sworn off producing, and to prove it he's turned over *A House on Fire*, which he thinks will be a sensational hit, to Arthur Hopkins.

Mr. Spelvin seldom goes into raves or bright predictions concerning a performer. . . . As a matter of fact, the last time was about seven years ago when he saw a kid in a one-side part in the Guild's *A Month in the Country*—Katharine Hepburn. . . . But the lovely and talented Jeannette Marion, who's now with the Berks County Boys, is going to get herself a couple of jobs in legit musicals, and then she's going on to be a sensation in pictures—and when she does, don't say that Mr. Spelvin didn't tell you. . . . The West Side Players, a little theater group affiliated with the YMCA, will consider original three-act plays for production. . . . Paula Gould's first book, *Constance Carey: Publicity*, will be off the press soon. . . . Theaters have suffered plenty because of the congested and slippery streets, which have kept thousands of suburban and city theatergoers from venturing out. . . . It's been the longest ice and snow session that New York has experienced in many, many years. . . .

Chicago Chat

By NAT GREEN

IRVING MILLS came on from New York for the opening of Milton Berle at the Chez Paree. . . . While he was in town he signed up Carlos Molina and his band, then immediately left for the West Coast, which indicates he might have some picture contracts for Molina in mind. . . . Bob Saunders, Mills booker, also was in for the Chez opening. . . . Lou Pollock handling publicity for Berle. . . . Neenia Conrad, dance producer for the RKO Colonial, Dayton, spent a week in Chi in a fruitless search for line girls. . . . Not many available and those that were didn't want to leave Chicago. . . . The Colonial has been playing units, but few meritorious ones are available, according to Miss Conrad, and the house goes to a vaude-stage band policy March 8. . . . Looks as if Jack Hylton may remain in the United States, as the show in which he was to open in London has been called off due to the king's death. . . . The picture *These Three*, based on the stage play *The Children's Hour*, is not expected to encounter any trouble here, as the screen version has been thoroughly expurgated. . . . Leo Spitz, RKO exec, off to West Coast after a brief visit here. . . . The Showboat Sam, gambling barge that plied off Navy Pier last summer, burned to the water's edge the other night, providing a spectacular show for Michigan avenue crowds.

Some Chicago agent took it upon himself to have made typewritten copies of our remarks about chiseling agents in the Twin Cities and send the copies to secretaries and others with some comment of his own that put an entirely different interpretation on the remarks than was originally intended. . . . We all know there are reputable and reliable agents in the Twin Cities, and the anonymous matter mailed from Chicago indicates that the sender didn't have the guts to back up his statements by signing his name. . . . The copies were mailed from the Englewood station in Chicago. . . . Wonder who the unsportsmanlike sender could have been! . . . Gale Page, pretty Chicago contralto, off for a West Coast vacation, and it wouldn't be surprising if the movies grab her. . . . The New Deal movie cartoon shown free at a Loop theater drew 34,000 people in the week it was on view. . . . Real reason for the departure of Jan Garber from the local scene probably is that with Guy Lombardo and his band coming in soon, Garber's music would sound like a copy of Lombardo's, which would be suicide for Jan. . . . Sam Goldwyn, Mrs. Goldwyn and Samuel junior dallied in Chi for a couple of days on their way to Europe and a three-month vacation.

Leonard Lyons, in his Lyons Den column in *The New York Post*, had this in the February 12 issue: "In the cafe at the Morrison Hotel in Chicago, this week, star billing is given a magician named Gwynne." . . . Jack Gwynne, the magician mentioned, closed at the Morrison late in December. . . . Larry Blake, who gives impressions of movie stars and others, has been signed for ten weeks at the Waldorf-Astoria in New York City and Charlie Riley has gone to the big town to give him a four-week buildup. . . . Sob stories on the Major Bowes Amateur Hour are drawing more or less caustic comments from many Midwest radio eds, who interpret the practice as an evidence of weakness. . . . Chernlavy back in Chi after a successful four-week engagement at the Imperial Theater, Toronto. . . . American *Passion Play* will be presented for its 13th season at Bloomington, Ill., during April and May, under direction of Delmar D. Darrah, author and producer.

Abe Rosewall Show To Hit Road Again

KANSAS CITY, Mo., Feb. 22.—Abe Rosewall and his former partners, Cleve Terhune and the Beale Sisters, have definitely decided to re-launch their tent show this spring. Rosewall, now in the city, states that he has purchased a new tent, 60x150 feet; 1,000 chairs for reserved seats, five sections of blues, new stage, scenery, piano and full electrical equipment.

A full acting cast, a 10-piece orchestra and a crew of working men will comprise the personnel which will number about 25 people. The show will again feature Abe (Slick) Rosewall, who will also do the directing. The business end will be, as in former years, under the capable management of Cleve Terhune and the orchestra will be conducted by the Beale Sisters.

The partners have been inactive during the last five years as far as repertoire is concerned. Rosewall has devoted most of his time to the picture industry, while Terhune, who is owner of the Main Street Theater, Lexington, Mo., has been busy managing his movie until recently when he leased his house to the Fox-West Coast Theaters for a period of five years.

Rehearsals will start on or about April 15 and the show will open May 1 in Missouri for a tour of Midwest towns.

Boyes No. 1 Show Folds; No. 2 Unit Reorganized

LINCOLN, Neb., Feb. 22.—Chick Boyes Show No. 1 closed today, due to bad business, and the Boyes No. 2 show, under the management of Harold Gaudin, has been reorganized.

Roster of the No. 2 unit includes Harold Gaudin, Billie Nash, J. Parsons, Tom Brooks Jr., Eddie Lane, Carelton Ruby, Rose Adele, Barbara Lee. New company opens tomorrow at Julesburg, Colo., with *The Easy Mark*. The latter Boyes unit has been playing a 14-day circle all winter to good business.

Show's new route includes the following towns: Grant, Ogallala, Mitchell, Lisco, Kimball, Lodgepole, Sidney and Potter in Nebraska; Julesburg, Hartun, Sterling, Akron and Dalton in Colorado, and Torrington, Colo.

Dixie Show Opens in March

KINSTON, N. C., Feb. 22.—Dixie's Big Tent Show, talkie picture and vaude attraction, managed by Jack Grady, is being whipped into shape at winter quarters here for the opening late in March. Show will venture into Pennsylvania and the Virginias this season. Attraction closed in December after touring 39 weeks in Virginia and the Carolinas. Manager Grady announces that the show will be enlarged for the 1936 tour, with all new faces added to the lineup.

Lovett Heads Billroy Brigade

VALDOSTA, Ga., Feb. 22.—Sid Lovett, contracting agent for the Heffner-Vinson Show for the last three years, has been engaged as brigade agent for Billy Wehle's Billroy Comedians this season. Two flashy trucks and an agent's car will be used to carry the special paper. Six billers have been signed for the crew. The 24-foot bill car will again be used this season, with a smaller car working about eight days ahead.

Bryant Boat in Tight Spot

POINT PLEASANT, W. Va., Feb. 22.—Prompt action by rivermen saved the old Bryant Showboat from a watery grave here Monday night. The showboat had sprung a leak and was taking water rapidly when Leo Hartwell, in charge of the craft, sounded an alarm. Billy and Sam Bryant summoned the steamboats American and John G. Britton and with their aid the floating theater was maneuvered into a safe position. The Water Queen Showboat, which sank here recently, was carried down the Ohio River Sunday in the heavy ice.

GEORGE SHARP PLAYERS are in their third week at the Club Diamond, Wheeling, W. Va. Company is currently offering *No Mother to Guide Her*. William Roos is cast as the villain; Mabel Kroman provides the comedy, Irene Cowan is cast as Bunco and Eddie Kaplan supplies the love interest.

Rep Ripples

JACK H. KOHLER, well-known stock and rep performer and now director of the WPA theatrical project in Decatur, Ill., postcards from that town under date of February 18: "Any actors, actresses, vaudeville people, musicians and musical comedy people who are on relief or the WPA and who want work on the project, write to C. Ray, Show Project WPA, 300 Blk. East Cerrogorado street, Decatur, Ill."

LUCIUS JENKINS reports that among the performers who signed *The Billboard* book at his camp on Route 41, at Tifton, Ga., last week, were Mr. and Mrs. Gellman, Mr. and Mrs. "Sunshine" Rogers, Bert Russell, P. D. Kenyon and wife, Ralph Wordley and wife, Dr. H. E. Palmer, Mr. and Mrs. William LaChelle, Mr. and Mrs. Sid Kridell and Prof. Priscilla. "During the winter months there have been about 200 showfolk in and around our camp," Jenkins writes. "At present there are 65 troupers in Tifton, all talking about the opening." Jenkins reports that Floyd Quinn is up and around again after being confined to his bed for several weeks.

MR. AND MRS. RALPH WORDLEY, who closed recently with the Cook Show, opened February 15 with Bert Russell in Patterson, Ga.

SALLY WALKER and her company are still at the Jenkins Camp in Tifton, Ga. They expect to open around March 15.

JACK HUTCHISON, with Billroy's Comedians for the last nine years, will not be back with that outfit this season. Jack announces that the recent report that he will be with the Heffner-Vinson Show the coming season is merely a rumor.

MR. AND MRS. J. DOUG MORGAN, of the tent show bearing their name, have left Hollywood, where they spent several weeks with their son, to return to their show's headquarters in Jacksonville, Fla. Their No. 1 company, featuring Mysterious Smith and Princess Olga, is slated to open there around the second week in March. They expect to have one of the finest mystery shows ever to take to the road under canvas.

Billroy Show Briefs

VALDOSTA, Ga., Feb. 22.—Daisy Mae Murphy, our amiable secretary who is currently vacationing at her home in nearby Quitman, Ga., dropped in unexpectedly last Sunday for a brief visit and a "look-see" at the new equipment.

Quite a few other professional visitors of late, among them Mr. and Mrs. William Ketrow and daughter, Mary Ellen, of the Kay Bros.' Circus. Mr. Ketrow was very much interested in activities in quarters and informs that he, too, is making new improvements to his own outfit for the coming season.

Kenneth Mellon and wife, Sue, drove in Wednesday from Plant City, Fla., for a short visit with brother Eddie, our boss canvasman. Eddie, by the way, is the proud papa of a new Ford V-8 sedan.

Nothing official to report from the Coast, where Mr. and Mrs. Billy Wehle are vacationing. But, undoubtedly, will have something of interest at a later date. JOHN D. FINCH.

Conger & Santo Doing Okeh

ALEXANDRIA, Tenn., Feb. 22.—Conger & Santo Players, making two-night and week stands in Kentucky and Tennessee, are reported to be getting by very nicely despite the cold weather. Miller and Webster, comedy and musical turn, is a recent addition to the show. There are not many flesh shows in this territory at present. There are, however, several traveling picture shows working a circle in these parts.

Guild Does "Air Author"

FLINT, Mich., Feb. 22.—Flint Dramatic Guild this week presented its third production of the season, *Air Author*, by Johnny Yuhasz. Leading roles were handled by Pauline Ross and Johnny Yuhasz. Others in the cast included Wess Meredith, Frank Donalson and Bess Langdon. *Air Author* is slated to be published in book form soon by Covici-Friede.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 22.—Herb Wallers has closed his circle and will head for Ryan, Okla., where his outfit is stored. He opens under canvas March 9.

The local WPA theatrical project, a unit of 25 people, gave its first performance recently to a crowded house.

Sam Mitchell has taken over the Hatcher circle in Iowa and is now reorganizing the troupe.

Joe Tomiska and Eva Burns sojourned briefly in the village after closing with a Nebraska circle. They left here this week-end for Booneville, Mo., to visit relatives.

Emile Conley, after closing with the Caylor No. 2 show, is now at his home in Stillwell, Minn.

Mr. and Mrs. Billy Baucom, who have been with a Southern show, are now visiting friends at Joplin, Mo.

LaPalmer Stock Company, under the management of Joe LaPalmer, has closed its engagement in Lawton, Okla., where it has been located for some time.

Fortner's Comedians, under the management of Billy Fortner, now playing a circle in Southern Missouri, has the following cast: Mr. and Mrs. Billy Fortner, Lester Ayers, Ardycy and Sonny Dexter and Bob and Marie McDonald.

Hilla Morgan is making tentative arrangements for an early opening of her tent show in an Arkansas spot.

Mr. and Mrs. Hubert Nevins, formerly with the Adkins circle, are spending the balance of the winter at their home in Indianapolis.

Raleigh Williams, formerly in repertoire, was a recent visitor in town. He is now a traveling representative for the McCaskey Cash Register Company.

Storm Demolishes Alfred Top

SEMINOLE, Tex., Feb. 22.—A wind and sand storm of gale-like proportions completely destroyed the tent of the Jack and June Alfred Comedians here Thursday afternoon of last week. It was the worst storm the show has experienced since the blowdown at Brownwood, Tex., May 9, 1935. Damage to the Alfred equipment was estimated at \$1,500. Show finished out the week at a local school auditorium.

Stock Notes

PITTSBURGH PLAYHOUSE, for its fourth production of the season, is staging Edgar Wallace's *On the Spot* for a two-week run beginning March 3. Eda Toldi and Helen Wayne have the leading roles.

VERNON CRANE, formerly with the Carnegie Tech Players in Pittsburgh, has landed a part in the Broadway production of *Searching for the Sun*.

BURLESQUE REVIEW

(Continued from page 24)
Reveal plenty, but it's accompanied by dimmed lighting, and each and every one of them went over big. Miss Hubert, a youngster doubling out of the chorus, also does very well in two dance specialties, tap and high-kicking routines.

Bobby Burns sings most of the show and does a very excellent job. As a suggestion to him, he'd do well avoiding his Harry Richman gestures, as burly audiences sometimes take exception to that type of delivery. Stone has some singing assignments also, but he never pretends to have much of a voice. Marion Bell, a youngster from the chorus, steps out into solo position with a fair enough acrobatic dance. Specialties go over in burlesque, as seen by the applause given Miss Hubert and Burns.

The chorus is good, with 15 of the customary 17 on hand today. They work earnestly and watch their precision.

Nice enough production numbers to the show, a credit to Billy Koud, with effective scenery and costumes to back them up.

Show ran an hour and 32 minutes.
SIDNEY HARRIS.

CONTRACT IS

(Continued from page 24)
some decision regarding other controversies.

The contract subject has been a sore spot between both organizations for some time, ever since the settlement of the BAA strike here. Item of most dispute in the contract was the question of working hours in the theaters, with the BAA successful in enforcing the current 1:30 curtain and a two-hour supper period. The managers, however, are attempting to bring about a change in this schedule, complaining that it is impractical for their existence.

While the BAA has been negotiating all along with the EBMA, Tom Phillips, head of the BAA, has been questioning the power of the managers' organization. He feels that the organization is not actually representative of all the theaters it claims to have as members, and recently called upon Scribner to give him an authoritative list of theaters represented by the EBMA.

Since the formation of the EBMA, several theater members dropped out. Phillips also feels that there are others who are no longer active in the organization.

Richmond IA Satisfied

RICHMOND, Va., Feb. 22.—W. D. Anderson, business representative of Local 87, IATSE, states that the organization here is not interested in securing legislation requiring two men in each moving picture booth. As far as the local here is concerned, he says, they are satisfied with present conditions. Two men are employed in the booths of all of the larger houses in Richmond, and the local is making no demand that the smaller houses comply with the same regulations.

Joe Walcott Disappears

NEW YORK, Feb. 22.—Morris Watnick, of 1468 Westchester avenue, Bronx, is looking for old Joe Walcott, one-time welterweight champ boxer. Watnick was taking Walcott to Hollywood four months ago to make a picture based on a comparison between Walcott and Joe Louis when Walcott disappeared in Mansfield, O., where they had stopped due to Watnick's illness.

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Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City

Schools Are New Training Ground for Budding Talent

Miss Fanchon, of Fanchon & Marco, optimistic about new talent outlets—calls schools recruiting grounds, replacing vaudeville and other old break-in fields

HOLLYWOOD, Feb. 22.—The steady decline of the "break-in" and apprenticeship fields is convincing more and more showmen that the hope of new talent is in the hands of the dance, music, vocal and acting schools. Miss Fanchon, head of the huge Fanchon & Marco School of the Theater here, is the latest to defend new talent schools. Miss Fanchon believes that schools such as her own will produce the next generation of performers. "Obviously, there is no other training ground for them," she says. Burlesque, dramatic stock companies, repertoire tent shows and all other schools of show business, are no more; but despite the present low ebb of all branches of show business, we are all optimistic enough to believe that some evolution of show business will take place, necessitating flesh-and-blood performers once more. In that event these embryo stars we are now training will find their outlet.

"Pictures and television, if, as and when it emerges from around the mythical corner, also will find schools such as ours their recruiting grounds."

The F. & M. school handled more than 10,000 students the past three years. It figures at least 65 per cent of them have ambitions to go on the stage. With branch studios in St. Louis, San Francisco, Oakland and Pasadena, it is probably the best example of a modern theatrical school closely tied to show business. The F. & M. organizations operate a vaudeville booking office in New York, stage their own shows for their own theaters and supply talent to the picture studios here.

Its success is encouraging other large schools to make closer affiliations with radio, night clubs, picture and vaudeville theaters, so that they may book their graduate students into professional jobs more easily.

Kochersperger Show May 16

MERCHANTVILLE, N. J., Feb. 22.—Gladys Kochersperger School of Dancing is preparing a series of student recitals to be held in the main studio here and the branches in Philadelphia and Lansdowne, Pa., and Haddonfield and Glassboro, N. J. Miss Kochersperger and her sister and co-teacher, Patricia, are working on the former's new ballet, *In a Woodland Glen*, which will be given May 16, with more than 200 pupils participating.

Dance Students in Revues

DETROIT, Feb. 22.—The Silver Stage Studios, directed by Mme. Etienne, has added three new Saturday classes for beginners. Graduates of the school are working in lines, produced by Mme. Etienne, at a number of night spots in Michigan, Ohio and Pennsylvania.

DANCE, DRAMA,
MUSIC, VOCAL AND
RADIO STUDIOS:

Mail to Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, folders, pamphlets and other material describing your courses, instructors, studio locations, booking affiliations, etc.

This material will be consulted when making recommendations to those inquiring about schools and courses.

Los Angeles Studio News

LOS ANGELES, Feb. 22.—Students of Jean Mulr's Workshop Theater School presented *Green Grow the Lilacs* February 13 for an indefinite run. Principals are Jane O'Brien, George Gormley, Norman McGee and Frank Prince.

Martha Oatman Players' offering of *That's What the Doctor Ordered* at the Wilshire Ebell Theater this month was received enthusiastically by a large audience.

Two Ernest Belcher trained dancers, Wanda Allen and Dorothy Craven, did specialty numbers in dance scenes of MGM's *The Great Ziegfeld*.

A permanent student stock company is forming among the radio students of National School of Broadcasting. Three divisions are rehearsing plays. Each group has a student director, production and sound man under supervision of school instructors.

The new home of the Ben Bard players will be ready for occupancy about March 15. Building contains a large auditorium, four spacious workrooms, offices, dressing rooms and a roof garden with recreational facilities.

Howard Ross, celebrated tap teacher, has been added to the staff of Hollywood Associated Studios. Thomas Kelley is now in charge of the adult drama department.

Edward Lynn, Coast radio writer, has been appointed managing director of the National School of Broadcasting.

250 Pupils in Play

DETROIT, Feb. 22.—About 250 pupils of the Emme Hartell School of the Dance presented the musical play *Aladdin and His Wonderful Lamp* at the Masonic Temple here January 31.

Theater's Free Dance School; Other Kansas City Studio News

KANSAS CITY, Mo., Feb. 22.—Conservatory of Music presented students of George E. Phelps January 27 in *Pygmalion and Galatea* at Horner Hall.

Council of Clubs presented a musical comedy, *Mum's the Word*, at the Center Theater February 2. Staging by W. Zolley Lerner, dancing by Sonya Olchoff, vocal direction by Ross Shapiro Levine. Students from various dramatic and dancing schools were drafted. Principals included Audree Milgram, Bush Wayland, George Ross, Dorothy Bass, Jerry Goodman, Reuben Berkowitz, Lee Dorfman, Bill Barr, Tiny Millstien, Robert M. Levy, Sara Sarodsky Trainoff, Leonard Belove, Sally Aks and Leon Sedler. "Smiles" Beverlirma, graduate of the

For Further Information:

Anyone interested in obtaining street addresses and other information concerning any schools mentioned or advertised in this department should communicate with Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

Atlanta Talent Is Making Good

ATLANTA, Ga., Feb. 22.—Many local pupils have won their way to fame both nationally and locally.

Among them are Dixie Dunbar and Jane Withers who, with the dance team of Doris Corrie and Juanita Paschall are from the Virginia Semon School. Janice Williams and the Wagar Brothers are skilled dancers, who are going over good locally. Also from the Semon school.

Sunya Shurman, in a recital of her pupils, presented Evelyn Keys, dancer, who has a distinctive personality.

A revue of the pupils of Pierre Dale Dance Productions showed much talent in Mary Alice Whitman, personality, songs and tap; Pittman Corry, Fred Astaire routine; Bobby Whitman, character dances, and Mildred Boatfield, personality numbers.

Pupils of Jack Rand Studios are going over very good. Billy Clower, acrobatic tap dancer, after making a hit locally has been called to New York. Charlotte Simmons, in a acrobatic stair dance, and Francis Morgan, in an individualistic tap routine, also look promising.

Wallace Williams, baritone, pupil of Edgar Howerton, won first place over 300,000 contestants in the Georgia School of the Air.

Bruce Branches Out

CHICAGO, Feb. 22.—Bruce R. Bruce, head of the school of acrobatic dancing here bearing his name, has branched out into the production of a flash vaudeville act. In association with Billy Moyer, teacher at the Merriell Abbott studio, he has routine the *Revue Fantastic* and many favorable reports have been received wherever it has played. Act is composed of Rita Roper, acrobatic specialty; Ina Scott, contortionist; Elinor and Evelyn Helbig, and Hal Christian, tap specialty.

On Detroit Fox School

DETROIT, Feb. 22.—Ethyl Riddle, operating a dance school here, objects to a recent item mentioning Louise Williams as having been in charge of the Fox Theater dance school. Correct information, according to Miss Riddle, is that William Raynor, who managed the theater, originated the school and she herself had sole charge, with Emme Hartell and Miss Williams as assistants.

N. O. Studios Book Shows

New Orleans dance schools supply talent to night clubs—La. DMA plans

NEW ORLEANS, Feb. 22.—With the climax of the big Mardi Gras season next week, theatrical arts and dance schools of this area are busy booking all kinds of acts to accommodate the great demand for entertainment of thousands of visitors from all sections of the country. Clubs that opened only for the Mardi Gras holidays and had no definite booking tieup, are falling back on dancing schools for acts. Hardly a school with booking facilities has an unworked "finished" act or team.

Taps and more taps. Hardly has there ever been a time that one kind of step has been so popular. There is hardly a school where tap is not attracting the greatest attention. Most of them have been forced to increase classes 100 to 200 per cent.

General opinion is that the musical movies are responsible for this trend.

(See N. O. STUDIOS on page 41)

Next DTBA Meet March 1 in N. Y.

NEW YORK, Feb. 22.—Dancing Teachers' Business Association will hold its next meeting March 1 at the Park Central Hotel. Faculty will include Herbert Harper, who staged the dances for *Porgy and Bess*, tap; Marguerite Reynolds, eccentric; Billy Cross, acrobatic, and Don LeBlanc, ballroom and tango.

The February 2 meeting was also held at the Park Central, with Jack Dayton, Nellie Cook, Adolph Blome and Thomas Parson demonstrating.

Moyer Stages Dances; Buys Gallagher Studio

CHICAGO, Feb. 22.—Billy Moyer, teaching at the Merriell Abbott studio, routine the two numbers used by Bob Mascagno in the Palmer House. He also staged the dances for Jack Fine's latest unit, *Redheads Vs. Blondes*.

Margaret Hayes has purchased the West Auburn Park dance studio of Harriet Gallagher, who has moved to Iowa, which she will use as a branch studio. Gertrude Payette, who has been conducting dramatic art classes at the Gallagher studio, will continue there besides becoming affiliated with Miss Hayes at her main studio.

Detroit Radio Studio Is Combining Classes, Work

DETROIT, Feb. 22.—Maskers School of Radio Dramatics is offering courses at the local YMCA under direction of Robert McCullough. McCullough also presents the Maskers program weekly on WMBE.

Don Baker, instructor in English at Detroit Business University, is assistant to McCullough, taking each class for the first period, teaching enunciation and pronunciation.

McCullough uses the script for the current Maskers program, having it read in sections by students, each getting a chance to act each night. Advanced students appear on the air. Actual radio actors are also present, getting the benefit of various interpretations of their roles, in advance of the broadcast.

(See THEATER'S FREE on page 41)

Business Angles

Promotion Ideas for Theatrical Studios

INVITATION—The idea of inviting guests to visit a school and look around is not new, but it's still good. A New York school, for example, distributes small cards in which it "extends a cordial welcome" to the bearer to visit the studios. Other studios put aside certain hours or days for visitors. Such invitations usually draw people who ordinarily might be timid about visiting a studio, fearing they would be questioned and high-pressed into registering for courses.

*** * ***
FILM TIEUPS—With musical and dance pictures sweeping the country, tie-ups with local picture houses are natural publicity stunts for all types of schools. Simplest way to effect a tieup is to approach the nearest theater and suggest an arrangement whereby the school will demonstrate dances or songs from a coming film. Auditions or contests held on the stage may be arranged. The publicity usually brings new students to the school.

New pictures that are natural tieups for popular music and vocal studios.
The Music Goes 'Round, with Harry Richman, Rochelle Hudson and Michael Bartlett, produced by Columbia, 729 Seventh avenue, New York. Good tieup for popular music and voca studios.
Dance Band, with Buddy Rogers and June Clyde, released by First Division, 1270 Sixth avenue, New York. Dance

Teachers' Business Association has already plugged a ballroom version of the Valparaiso, while some theaters have already tied-up with music schools on dance band contests.

Follow the Fleet, with Fred Astaire and Ginger Rogers, produced by RKO-Radio, 1270 Sixth avenue, New York. Obviously the greatest dance picture of the month and, of course, a swell tieup for all dance schools and dance associations. Contact Barrett McCormick, publicity head, or local theater for advance information on popular adaptations of the dances, which include *Let Yourself Go*, *Let's Face the Music and Dance* and a sailor hornpipe number.

Dancing Feet, with Eddie Nugent and Joan Marsh, making a sort of Astaire-Rogers team, produced by Republic Pictures, 1270 Sixth avenue, New York. Contact Ed Finney, publicity head, to arrange tieup on local contest. The DTBA is already exploiting *The Riviera*, ballroom number featured in the picture. Arthur Murray is offering free dance courses to winners of local contests. This picture, incidentally, is being sold to theaters on angle that "The whole country has gone tap dance crazy."

Rose Marie, with Jeanette MacDonald and Nelson Eddy, produced by MGM, 1540 Broadway, New York. Another good tieup for vocal studios. Contact Howard (See *BUSINESS ANGLES* on page 41)

30% Increase in L. A. Enrollments

LOS ANGELES, Feb. 22.—Enrollments this year are about 30 per cent over last year. Majority of schools here have been obliged to add from one to three instructors.

Most of the new pupils are from out of town, many coming from the Midwest and North and some from as far east as New York. Majority of the new students come west because of the nearness to motion pictures.

While the greatest increase in registrations is noted in dramatic and voice departments, radio and dancing have also felt the increase.

Littlefield Ballet School Offering "Daphnis et Chloe"

PHILADELPHIA, Feb. 22.—For the first time in America, *Daphnis et Chloe*, based on music by Maurice Ravel, will be given in its entirety by the Philadelphia Ballet Company of the Littlefield School at the Academy of Music March 31. The ballet was designed by Catherine Littlefield, premier danseuse of the company as well as its organizer and choreographer. Group is booked for a series of performances. A stand-out engagement was on February 12 in conjunction with the Reading Choral Society. Forty men of the Philadelphia orchestra assisted, and the feature male roles were danced by Alexis Dolinoff, Thomas Cannon and Edward Caton.

The Olney Singers, Frederick E. Starke, conductor, and the Littlefield Dancers will present *King Nutcracker*, a fantasy for chorus and ballet based on the *Nutcracker Suite*, by Tchaikovsky, Tuesday at the Olney High School.

LeQuorne Baltimore Studio

NEW YORK, Feb. 22.—Fred LeQuorne, who recently added a drama department to his local dance studio, has opened a branch school in Baltimore. William Phelan, his general manager the past 10 years, is in charge, with Miss Barbara Huff assisting. It is being operated in conjunction with the National Theatrical Agency, also of Baltimore.

New Sammy Burns Studio

NEW YORK, Feb. 22.—New Sammy Burns dance studio, occupying entire third floor in the Studebaker Building, will open March 1. Faculty will include Lou Wills, acrobatic; Irving Grad, tap; Al Leonard, children; Edward Stanasloff, ballet, and Miss Ira Shea, classical and character.

Tony Grant Dance School Offers Big Student Show

WILKES-BARRE, Pa., Feb. 22.—Tony Grant, formerly of the dancing team of Grant and Crater and now head of an institute of stage dancing, offered an entertainment in the form of auditions February 9 in his two-floor studio on Main street. His best pupils performed for about 200 visitors. One of the New Yorkers in attendance was Johnny Mattison, well-known dance teacher, who was lavish in his praises of the students and predicted future stars among the Grant prospects.

Now considered ripe for professional careers are Dorothy Honey, Marian Templeton, Eleanor Gulls, Jean Roberts and Bobby Sheehan, Maryella Marberger and Howard Devens, Marguerite Shevets, Mary Hines, Regina Sawitsky, Betty High, Lorraine Krebs, Jean Boyd, Marian Kemp, Evelyn Salsburg, Florence Lindner, Jean Ulom, Pelma Sherd, Mary Long, Marcella Irving, John Thomas, Jean Deobold, Gloria Lono, Curry Sisters, Pat Harlor and Inez Heffron, Sara Johnson, Helen Renz, Nancy Raeder, Jean McBride, Arden Horn, Marian Caruso, Carmela Ligouri, Geraldine Reed, Betty Morgan, Betty Clarke, Marjory Connors, Evelyn and Billy Lawler, Betty Gale, Shirley Mae Williams, Eddie Gerlach and Nossok and McGowan.

Miller Accordion Course

CAMDEN, N. J., Feb. 22.—Miller Conservatory of Music, thru its accordion instructor, Sam Adams, is presenting a special course of 25 lessons for beginners.

Detroit School Tieup With Film Company Aids Students

DETROIT, Feb. 22.—The Monte Carlo of Stage and Radio Arts School has increased the faculty, according to Mrs. Lillian Thibodeau, director.
Edward A. Ferguson, former director of American School of Theater Arts, is director of dramatics, also teaching makeup and motion picture technique. Other new members are James Simmons, tap and rhythm; Claude Bossenberg, voice culture; Arvid Friedlund, acrobatic; John Fletcher Jones, piano composition and creative music.
Students will have an opportunity to get practical picture experience thru organization of American Motion Picture Company by Sidney Stearns, connected with the faculty. Stearns will use students for extras and minor roles. Will

Mrs. B. W. Knapp Launches Junior Players of Detroit

DETROIT, Feb. 22.—Newest stage school is the Junior Players of Detroit, developed by Mrs. Bertha Wright Knapp with the sponsorship of a civic committee that includes Mayor Frank Couzens, Lloyd Grinnell, Charles Wuertch, Ty Tyson, Winn Wright and Charles Frederick Morse.

Organization is using the Players' Theater here for eight productions this season, each to include four performances. The list includes *The Nurnberg Stove*, *The Wolf and the Seven Kids*, *Oliver Twist*, *Life of Mozart*, *King of the Golden River* and *Iolanthe*.

Mrs. Knapp has auditioned 1,000 children, selecting 90 for this year's cast. About 20 are given parts in each production, the rest being in the choral group. Each production uses a special script to allow inclusion of music and dancing.

Olga Fricker in Recital

DETROIT, Feb. 22.—Olga Fricker and 15 of her dancers participated in the Young People's Concert of the Detroit Symphony Orchestra February 8. Miss Fricker and eight of her girls rendered the *Nocturne* from Mendelssohn's incidental music to *A Midsummer Night's Dream*. Feature was the solo by Miss Fricker from *Les Petits Riens*, Mozart's ballet. Other numbers were the entire *Nut Cracker Suite*, by Tschalkowsky; *The Dance of the Sugar Plum Fairy*, by Trepak; *Dance of the Reed Flutes* and *Waltz of the Flowers*.

Florida Dancers Elect

CORAL GABLES, Feb. 22.—Florida Society of Dancing Teachers held annual election of officers recently at the Belasco Studio here. Officers elected were Viola Belasco, of Coral Gables, president; Myrtle Henderson Byron, of Tampa, first vice-president; Mrs. Racrot, of Miami, second vice-president; Helga Ebsen, of Orlando, secretary-treasurer; Zena Morrrell, of Tampa, West Coast district governor, and Donita Eloharden, of St. Augustine, Northern district governor. The next meeting will be held in Orlando on March 6.

Prizes for Stage Settings

PHILADELPHIA, Feb. 22.—Art Alliance announced its second annual contest for models of stage settings, with prizes of \$50, \$25 and \$15 offered to professional or amateur individuals of schools within a radius of 75 miles. Mrs. Houston DeCoursey is chairman of the sponsoring committee. A School for Vocal Scholarships will open at Art Alliance, Dr. Edgar Milton Cook offering vocal instruction. Ornstein School of Music, also at Art Alliance, is offering a special study in music for both amateurs and professionals.

Giffin School Busy

CAMDEN, N. J., Feb. 22.—Students of the Walter D. Giffin Dance School are appearing Wednesday evenings at the Victoria Theater for next 12 weeks. Giffin ballroom is being used by local WPA shows and by the local Tall Cedars Lodge for the latter's 11th annual musical show for which Giffin is handling the dances, with George Young directing and Joseph Brown managing.

News of Phila Drama Schools

Hicks, Norris, Shalet, Bernstein, Pogue, Dauphin studios have student shows

PHILADELPHIA, Feb. 22.—Mrs. Walter Jay Rapheal, a leading figure in Hollywood little theater movements, was in the city earlier in the month seeking performers and plays for her various film colony activities. Fare presented by the local dramatic schools disclosed a wealth of potential material.

Students at the Bessie V. Hicks School presented three one-act plays, Mrs. Hicks, Mary E. Bator and Stanley Ruth directing. Cast included Marguerite Scharpf, Lena Kaplan, Kathleen Martin, Valerie Davis, Peggy Little, Bette Clayton, Martha Lane, Terry Kisselman, Gertrude Bean, Stanley Smith, Theodore Brockhouse, Martha Parry, Douglas Clinton, Donald Clinton, Louis Pierce, Lucille Horwitz, Florence Bechtel and Doris Kerstine. Senior class presented two one-act plays.

(See *NEWS OF PHILA* on page 41)

Dance Students Hop From Edler School Into Vaude

WICHITA, Kan., Feb. 22.—Two Wilbur Cushman units at the Orpheum Theater picked up three local youngsters, Bob Nixon, Isabelle Denton and Margaret Rice, former students of the Edler School of Dancing, here last month. Nixon and Isabelle were signed with the *Let's Have a Party* unit and Margaret went with *Cellophane Scandals*.

F. W. (Pop) Edler and "Ma" Edler, heads of the school, who developed several hundred vaudeville professionals, remarked: "They were taken right out of our school, showing the desperate need of talent. Talented youngsters have better chances now to get on the stage."

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News of Chi Dance Studios

**Meglin opens Chi school—
—Tsoukalas staging ballets
—other dance items**

CHICAGO, Feb. 22.—Meglin Dance Studios, of Hollywood, claiming to have been the original instructors of Shirley Temple, Jane Withers and other screen kiddies, have established studios here in quarters formerly occupied by William J. Ashton's school. The studio is under the management of Robert H. Stewart, and the faculty consists of Lola Menzell, ballet and toe; Madame Lasky, dramatic art, singing and radio technique, and Lucille Merrill, tap and acrobatic.

Alex Palmer, general manager of the Clarita Imperio school, is still conducting his executive duties under the scaffolding of carpenters and decorators who are busily transforming the large floor space into a place of beauty. When completed the Imperio school will have one of the largest dance studios in Chicago.

Glady Benedict is giving a recital at the Goodman Theater Sunday afternoon, March 22.

Mildred Floerke, assistant to Ermie Schultz, of the Schultz Dancing School, was painfully injured when struck by an automobile recently. Getting along nicely at present.

Jimmie Hess, tap instructor at the Mary Vandas studio, has taken a short leave of absence to play a few vaudeville engagements and night clubs. Mary Vandas manages to keep a line of 12 girls working in theaters and cafes with the latest routines developed by herself.

Lucille Brush, ballet mistress of the Denver Civic Opera Company, spent a week in Chicago in consultation with Nicholas Tsoukalas, who is arranging all ballet numbers for the opera Faust, to be presented in April in Denver. Tsoukalas reports that this is the first time to his knowledge that the entire suite (See NEWS OF CHI on page 41)

Reviews of N. Y. and Chicago Dance Recitals

A review of the more important dance recitals presented the past month in New York City and in Chicago will be found in the Feature News section of this issue.

New Orleans Dance Items

NEW ORLEANS, Feb. 22.—Members of the New Orleans theatrical arts school colony went en masse to the recent performance of the Ballet Russe. All spoke highly of the ability of this great troupe, tho some were disappointed over the repertoire selected for local showing. At least three out-of-town instructors were here. Sue Farrior, Amardine Renaud and Emma Lillian Winters.

Unusually cold weather has hit hard at local faculties. Catherine Ventura and Alice Cobb are still a bit under the weather. Kitty Cobb is her sister's hardest wisher for a quick recovery. She hopes to have Alice take part in her coming marriage.

Peter Villere, of the De Villkoi Academy, is proud of two young teams, Marvel and Fried, who played practically every important night club around, and Tosca and Rhetta, who are stopping the show nightly at the Golden Pumpkin here.

Haines and Morton School of Dancing announces its affiliation with the Universal Music and Dance Service of New York, which is offering a talent development course of 16 one-hour lessons in tap, ballet, acrobatic and ballroom.

Josie Corbrera and Elliot Vincent School of Dancing reports that Jeannette and Carlo, who have stopped many shows with their novelty turns, are now at Gormley's Night Club, Lake Charles; that Violet Mae Ahrens is now at a New York spot; that Ginger and Hayes Hebert are popular at the Cotton Club in suburban New Orleans, and that Vincent will teach at the CADM next summer at New York.

Hazel Nuss was hostess to members of the Louisiana Association late this month when a Mardi Gras dance was enjoyed by a large gathering. Earlier in the month association members were the guests of Stella Mercadel at a barn dance.

Leila Haller (Mrs. Leila Wulff) is receiving congratulations. This time it's a girl.

Emelda Troxler, New Orleans dancing instructor, is headlining the new floor show at Bradley's, Pass Christian, Miss. The Gulf Coast classes, instructed in four branches which she operates in South Mississippi, will present a revue at the Paramount Theater, Gulfport, in March.

Open New Drama Art Studio in Detroit

DETROIT, Feb. 22.—Academy of Dramatic Art was opened this month by Mrs. Jack Little and Hope Tear. It is teaching dramatics, elocution, music, singing, stage technique, makeup and dancing.

Mrs. Jack Little is the daughter of J. B. Carrickford, former proprietor of the Mechanics' National Theater, Dublin, where she acted. She also toured in Ireland and Great Britain.

Hope Tear has had experience in radio and revue work in this territory.

Culture School in Audubon

AUDUBON, N. J., Feb. 22.—Modern School of Culture was opened earlier this month here. Founded and directed by Florence Forrest Egan and Frances Demarest Ramsey, it is offering courses in voice culture, recitation, play acting, dramatic reading, mimicry and dancing. Miss Egan will sponsor a little theater group when the school's classes are definitely arranged.

Camden Studios Adding Courses

Enrollments up—teachers added—more student recitals—radio broadcasting

CAMDEN, N. J., Feb. 22.—Clarence Fuhlman, musical director at WIP and head of the Fuhrman School of Music and Arts, introduces new courses and instructors: Elaine W. Robinson, phonetics; Alma C. Mannering, vocal and instrumental; Clarence Cox, violin and theory. A new class for piano teachers is being formed under Mrs. Sarah P. Tracey.

Helen Price Jennings, instructor of elocution and dramatic art, will present several pupils in recital later in the month.

Ursula Naughton, instructor of dancing, presented her pupils in a Valentine revue February 15. Those participating included Kenneth Brown, Stanford Benjamin, Buddie and Marie Scannimanco, Jeanette Willinski, Jane Ashworth, Julia Kelly, Mina Fuhrman, Judy Goodman, Julia Taylor, Virginia Seeler, Leah McAllister, Martha Alexander, Lorraine McCloskey, Betty Barry, Barbara Egan, Jane Brittingham and Virginia Holmead.

Pupils of Alma C. Mannering presented in piano recital on February 21 included Eleanor Knellwolf, Rosetta Principato, Walter Merkh, Dudley Loudon, Gloria Wroblecki, Marion Githens, Miles Homer, Martha and Lillian Essig. (See CAMDEN STUDIOS on page 41)

Drake U. Radio School Record of 150 Broadcasts

DES MOINES, Feb. 22.—During the first three semesters Drake University's radio school has written, arranged and produced more than 150 musical and dramatic broadcasts on KSO, KRNT, WHO, WMT and WOJ. They also did the Messiah thru KRNT on CBS in December and are scheduled to do Martha on the NBC blue network thru KSO March 3.

One of the first to offer instruction and training in radio broadcasting, the campus studio is said to be one of the finest in the Midwest. Edw. G. Barrett, formerly with KSO, is director. Student "personnel" recently elected includes Murrow McCurnin, program director; Merrill Inch, continuity; Mary Ellen Graziang, dramatic director; Jerry Thorp, publicity; Gordon Bird, musical director, and Betty Jean Cuthage, assistant musical director.

Kehl Opens Branch

MADISON, Wis., Feb. 22.—Leo T. Kehl School of Dancing has opened a new studio in Watertown, Wis., with Kay Hubbard, a Kehl graduate, teaching. Kehl now employs 21 teachers and accompanists in his chain of nine schools and is author of several books on dancing. He was recently featured teacher at the Indianapolis Normal School conducted by the Chicago Association of Dancing.

Peggy Taylor Teaches

NEW YORK, Feb. 22.—Peggy V. Taylor, operating a local concert dancing studio here, was guest teacher at the New England Council of Dancing Teachers last month and will make a return appearance in spring.

Strauss Adds Courses

NEW YORK, Feb. 22.—Sara Mildred Strauss School is offering five more free scholarships to men or women with some dance training who can convince Miss Strauss of their potential talent. The studio has just added musical comedy and tap courses, with John Lonergan instructing. In addition it is holding Sunday afternoon teacher courses.

Miss Williams Opens Studios

DETROIT, Feb. 22.—Miss Louise Williams, business manager of the Bourque Music Studios, is planning to open her own dance studios about March 15. Miss Williams was for four years instructor in tap and acrobatic dancing and pianist of the Fox Theater Dancing School here.

Truth About Hoofers

Hooper or dancer? According to Edward Sinclair, New York dance teacher, the word hooper means ironshod.

Hoo is a Corsican word, meaning show, and fer is French for iron. Therefore, hoofing is the slap-bang method of dancing, which is now disappearing (we hope). Sinclair adds: "There is and always has been a difference between a hooper and a tap-dancer. The hooper abuses his art while the tap-dancer uplifts it."

Canton Dance Studio News

Perry buys Akron dance pavilion—faculty changes in Canton schools

CANTON, O., Feb. 22.—H. W. Perry, dance-school operator and manager of ballrooms here and in Akron, has leased for five years a part of Summit Beach Park, Akron, including the spacious park dance pavilion.

De Brugge, who has conducted a school of dance here the past two years, opened new classes Monday.

Jack Gately, dance instructor, directed the annual Kain Club Minstrels in Wheeling, W. Va. Jolley and Jefferson offered their dance specialty with much success.

Margaret Appell, with several years' instruction under Roy H. Lewis, of Cleveland, has opened a dance studio in the First Federal Savings and Loan Building here.

Fred Kothelmer, of the Kothelmer School of Dance, was in charge of entertainment at the recent President's Birthday Ball in Youngstown. Kothelmer presented several of his advanced pupils.

Social club of the Jimmy Rawlins School of Dancing, Columbus, recently offered its first revue of the season. Featured was a dance routine by Jimmy Kunheim and Tommy Wightman.

Monthly dance for students of the Oscar Conrad School of Dancing was held February 14.

RKO Film School

HOLLYWOOD, Feb. 22.—RKO-Radio Pictures is operating a talent school under Mrs. Lela Rogers, mother of Ginger Rogers. Mrs. Rogers coached her daughter during the early years of her career.

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FRED ASTAIRE Says: "The Book 'TAP DANCING' (by DEXTER WRIGHT) should be a great help to those earnestly taking up the study of that art." Best Postpaid, \$1.50. Money Back if not satisfied. **PETERS-WRIGHT STUDIO, 15 West 67th Street, New York, N. Y.**

TAP DANCING BY MAIL. Beg. or Adv. Tap, \$1. Sample Tap Lesson for Beg., including Standard Time-Step and Break, 25¢. Beg. Waltz and Fox-Trot, \$1. Hal Levy studied here. Send for List—B. KINSSELLA ACADEMY, 2526 May St., Cin'ti, O.

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Student Notes

NEW YORK: A Jack Blue Little Revue played an affair for the American League of Ex-Service Men recently and the cast featured Betty Brady, Joan Feher, Rose Gabriele, Gertrude Reitman, Joan McCann, Ann Wood, D. Kronke, Ina Ritzman, all doing outstanding work. Selma Marlowe, well known in vaudeville, is studying Spanish dancing at the Helene Veola Studios. Helcn Gray and Isabelle Brown are among the professionals keeping trim at the Harry DeMuth Studios. Blauvelt Sisters (Florence and Gertrude) are being groomed for the radio by the Dorothy Wyth Studios.

NEW HAVEN: Mary Muller and Mary Turner, students of the Billy Laden Studios here, scored heavily when appearing in a local floor show. The Roger Sherman Hotel has booked them for a return date.

CHICAGO: Helene Musil, of Fox Grove, Ill., who has been a student of Nicholas Tsoukalas and Lurlene Griffith for the past six years, will be presented in recital by Tsoukalas at his Cube Little Theater March 22.

N. Y. Society in Big February Meet

NEW YORK, Feb. 22.—New York Society of Teachers of Dancing, Inc. held its monthly meeting in the Hotel Astor February 9, the faculty comprising Franklin Oakley, ballroom; Miss Madelon Quinn, old-time ballroom; Thomas Riler, ballroom; Roderick C. Grant, cotillon, and John Lonergon, ensemble tap.

The society's annual ball was held last night at the Hotel Roosevelt, a cotillon under direction of Grant ushering the birthday of Washington at the stroke of 12. Ross D. Ackerman, first vice-president, was chairman of the ball.

Tampa Dancers in Ballet

TAMPA, Fla., Feb. 22.—Dancers' Guild of Tampa presented the three-act ballet *Coppelia* Wednesday at the Municipal Auditorium with the following cast: Jane Mason, Marie Hensley, Josef Castle, Zena Morrell, Wiley Hancock, Katherine Armstrong, Mary Youmans, Ella Beth Laird, Ella Mae Holder, Ruth Holder, Hortense Boyd, Ann Walsh, Joyce Atchison, Elsie Fout, Jeanette Atkinson, Joyce Atchison, Irene Bleding, Honorine Czikor, Dan Fager, Allie Maynard, Jack Register, Elsie Fout.

Reynolds-McIlvain Pupils In Fine Canton Recital

CANTON, O., Feb. 22.—Pupils of the Reynolds-McIlvain dance studio gave a showmanlike revue February 17 in the Palace Theater. It was the annual mid-winter revue and more than 150 students participated. The school recently took over more extensive quarters in the Alhambra Theater Building. The revue benefited tremendously from professional staging. Full equipment of lights and effects was used to good advantage, and the dancers had the accompaniment of an experienced orchestra under direction of Charles F. Lotz, with Grace Fisher playing special piano accompaniments. Tap and acrobatics predominated, the latter being especially good. Cast included pupils ranging from tiny tots to advanced pupils, who brought a finished skill to their work. R. Mc.

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Write PAUL DENIS, Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

Phila Music Studios Busy

Active presenting pupils in recitals — some being broadcast

PHILADELPHIA, Feb. 22.—Hamilton School of Music is offering the student opportunity for both choral and orchestral practice. Elwood Weiser directs the choral groups and Maurice Weiss the orchestra.

Giuseppe Boghetti presented Edythe Johnson, mezzo-soprano, in recital at his studio February 9.

Hyperian School of Musical Art announces that Hans Barth, eminent pianist and teacher, will resume classes and private piano instruction.

On February 8 Mame E. Roth presented pupils in a song recital at her studios.

Isabel Strouse presented piano pupils in recital on February 16.

Henry Kates, violinist pupil of Louis Sobelman, gave a recital at the New Century Club.

Louis Kazze, pianist, presented his pupils in recital at the Philadelphia Piano Studios.

Philadelphia Conservatory of Music presenting students in weekly recitals.

Temple University Music School is offering for the second semester a course in modern music arranging.

Maxwell E. Noack presented, at his studios, a joint recital of his vocal pupils and the piano students of George G. Messick.

Clarke Conservatory of Music is presenting students in monthly recitals. (See PHILA MUSIC on page 41)

Willis Show Booked

NEW YORK, Feb. 22.—Hal Willis, Willis-Lane Studios, is spotting his radio program, *Uncle Tom's Kiddies*, at the American Legion affair in Brooklyn tonight. In addition Willis has been placing some of his students in pictures and shows. Kenneth Lundy, 12 years and a veteran on the Horn and Hardart radio program, has signed to do a Vitaphone film short. Another student is Elaine Ellis, current in *Tobacco Road* here.

Produces for Night Clubs

DETROIT, Feb. 22.—Six Dancing Dolls, graduates of the Silver Stage Studios, have been booked for an indefinite run at the Clover Club, Sharon, Pa. The line produced by Mme. Etienne, director of the studios.

Dancing Master Club News; Officers Installed for 1936

MADISON, Wis., Feb. 22.—The Dancing Masters of Wisconsin canceled their monthly meeting last week at the studio of Leo Kehl, due to snowstorm. March meeting will be held in Racine; arrangements by Edna Christensen.

The January meeting was held in Milwaukee, with William Gellman, Virginia O'Brien, Fran Scanlan, Ann Rudolph and Nicholas Tsoukalas comprising the faculty.

HARTFORD, Conn., Feb. 22.—Dancing Masters' Club of Connecticut held its monthly meeting January 25 in the Bond Hotel here, with Edward Sinclair, tap, demonstrating. Officers were installed, Walter U. Soby presiding.

WALTHAM, Mass., Feb. 22.—January meeting of the Dancing Teachers' Club of Rhode Island was held in the studio of Mrs. James Whitten. New officers are Matthew A. McDermott, president; Kay Merwin, first vice-president; Alice Constance Farrell, second vice-president; Etta W. C. Dugan, treasurer; Thomas L. McCrane, secretary.

Ernest Carlos, of New York, will be guest teacher at the March meeting.

ROCHESTER, N. Y., Feb. 22.—The Western New York State Council held its January meeting here, with Sara Mildred

New Dance Routine

How to build an acrobatic kick routine by Bruce R. Bruce.

The logical sequence of tricks, regardless of music or steps: First chorus, cartwheels-headstand. Second chorus, walking in backband. Finish, sit down, legs in split position; bend over, holding ankles with upper body low as possible. Roll in circle.

INTERMEDIATE: Four bar introduction. First chorus: Open with a run and a handspring or a diving front walkover—walkovers—backovers—elbowstand. Second chorus: Three headjumps—two handsprings. Finish: Fast spoters or cartwheels in a circle.

PROFESSIONAL ROUTINE: Four bar introduction. First chorus: Entrance—Fast round-off flip-flap, bounce up, either a full or a half prouette into a split. Close front, back roll to a handstand. Down with either a limber or a mule-kick. Two cartwheel somersaults in same direction across stage with a kick step in between. Second chorus: Handstand, fall into a split, close front; back roll into handstand, come down as in a walkover and, as second foot lands (in swing time), a front somersault tucked up tight, or a fast handspring. Two walkover somersaults back and forth across stage. Eight bar tag. A row of fast flip-flaps and a back somersault, or exit with pony kicks.

Buys Wheeling Studio

WHEELING, W. Va., Feb. 22.—Alma Wilson Schafer Studio of Dance, Wheeling, has been placed under new management owing to the retirement of Mrs. Schafer, due to failing health. Studio has been taken over by Prof. Pietro M. Selvaggi, well-known magician and head of the Wheeling School of Music. He plans to combine both schools into the Wheeling School of Music and Dance. Instrumental department will be under Prof. Selvaggi, and Pauline Lambert Selvaggi will instruct in piano forte and piano-acordion. Dancing instructors include John Coleman, acrobatic; Umberto Gale, social dances and tango; Roger Glynn, tap, and Robert McAninch, assistant.

Mattison Stages Dances

NEW YORK, Feb. 22.—Johnnie Mattison, dance teacher, is producing dance routines for Leonard Sillman's coming musical, *New Faces*.

Teaching Music by Film

NEW YORK, Feb. 22.—New York Schools of Music will produce a series of Educational film shorts teaching music on various instruments. The series of 12 will be handled by Arthur Cremin, director of the schools.

Strauss, assisted by Gloria Mausier, modern technique, and Thomas Riley, ballroom, assisting.

CLEVELAND, Feb. 22.—Cleveland and Ohio Teachers' Association's new officers for the year are John Box, president; Walter W. Wenzel and Marie E. Miller, vice-presidents; LaRue C. Hope, secretary; Lloyd C. Foster, treasurer; Helen J. Wheeler, principal, and Henry O. Oster, Sergei Popeloff and Even M. Day trustees.

INDIANAPOLIS, Feb. 22.—Chicago Association of Dancing Masters held its fourth annual regional district traveling normal school at the Antlers Hotel here January 26, with William J. Ashton, Louis Stockman and Pearl Allen in charge of the educational program. Faculty included Leo Kehl, Bobby Rivers, Ruth Pryor, J. Allan MacKenzie, Bruce R. Bruce and Stockman.

Students of the Marjorie Jeanne, Muncie; Mickey McShane, Indianapolis; Martha Miller, Kokomo; Ednora Johnson, Stockman's studio here; Sylvia Perlman, Attica, Ind., and Bobby Rivers, Chicago, participated. Professional program included Allan MacKenzie, Jane Allen, Bobby and Virginia Rivers and Ruth Pryor.

Penna. Hits Child Labor

Teachers support drive on kids in nite clubs—blame greedy parents

PITTSBURGH, Feb. 22.—Legitimate dance masters and conductors of theatrical schools here welcome the drive on child labor law violators, renewed this month by George B. McDonough, district supervisor of the Department of Labor and Industry. They feel his actions will curb greedy parents who send their dance-school children into night clubs for petty rewards. It was beyond the dance masters to advise their minor pupils against performances in late-hour spots when parents encouraged kids to cash in on their few dance lessons.

Hundreds of children had flooded disreputable night spots, appeared at stag affairs and hunted for amateur night programs for as little as a dollar per performance. The State law forbids any minor under 14 to work in any establishment and minor under 18 to work after 9 p.m. Annual studio revues will not come under this ruling, it is believed, as those performances are considered "graduation exercises."

Mrs. Mary B. Trainor, State supervisor, came in from Harrisburg last week to personally supervise prosecution of violators. She is being assisted by McDonough and his assistant, James Norton.

Miller Adapting Musicals

NEW YORK, Feb. 22.—Eddie Miller, local vocal teacher, is making adaptations and coaching casts for the radio versions of such old favorites as *Polly of the Circus* and *Peg o' My Heart*.

We Admit We're Good

CHICAGO, Feb. 22.—Bruce R. Bruce tells us he recently received an order from Maricao, Venezuela, South America, for his book, "Acrobatic Dancing and Tumbling," and with the order was enclosed his advertisement in the Theatrical Schools Section of The Billboard.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWAN closed a 16-week engagement in the Cert Room of the Waldorf-Astoria Hotel, New York, February 21. The engagement established a new long-run record for any act at the Waldorf-Astoria. During his stay there, Swan doubled with Ed Sullivan's Revue at Loew's State, New York.

HOFFMAN THE MAGICIAN, currently playing auditoriums in Indiana and Illinois, opens March 1 in Wichita, Kan., for B. C. Truex, president of Truex's Extraordinary Fireworks, for six weeks of merchants' expositions in Kansas. Contract calls for two shows a day and a weekly matinee for the kids.

BENEVOL and his company of magicians are at the Nouveautés in Toulouse, France.

MIRALDA, illusionist, is at the Boite a Arcueil in Geneva, Switzerland.

VIRGIL THE MAGICIAN is now busy on a string of dates thru Ohio and West Virginia. He showed Hillsboro, O., Friday and Saturday, February 14 and 15, and pulled good business, despite the cold weather. Sam Collins, friend of magic, with headquarters in Hillsboro, tendered Virgil and the members of his troupe a chicken dinner during their stay there. Virgil is featuring sawing thru a woman with a motor-driven buzzsaw. He was formerly assistant to Birch on the Redpath Chautauqua.

MYSTERIOUS SMITH and wife, Princess Olga, will leave their headquarters in Warrenville, Ill., soon to journey to Jacksonville, Tex., headquarters of the J. Doug Morgan tent shows. They will be featured this season on the J. Doug Morgan No. 1 attractions, which is expected to be one of the largest and finest mystery shows ever to be assembled under canvas. The Smiths will make the jump south in their new car and specially built house trailer. According to Mysterious Smith, two agents will look after the advance of the new show with a line of special paper. The show also will carry illuminated picture frames for display on the main streets, Smith says. A new tent has been purchased and painters and decorators are now busy refurbishing the show's trucks and other equipment. The new Morgan show will play three-night stands with a change of program daily. Season is slated to get underway around the second week in March.

MAGIC RECEIVED another boost February 12 at the California Pacific International Exposition, San Diego, when Mrs. Harry Houdini and Caryl S. Fleming, president of the Pacific Coast Magicians' Association, dedicated the Temple of Mystery on the Fun Zone. Delegations of the Oakland Magic Circle, Society of American Magicians, Mystic 13, of Los Angeles, International Brotherhood of Magicians and San Diego Magicians' Club participated as guests of the Exposition. Felix Bley, Francisco, and Edward Saint, Mrs. Houdini's manager, also attended. Francisco and his company are the attraction at the Temple of Mystery, presenting four 40-minute shows daily. Final performance is a 45-minute spook show. Harold Agnew is Francisco's chief assistant.

JOHN MATTHEWS, Detroit magician, discloses that his brother, B. B. Matthews, is the author of the book, *Guinea Pigs No More*, published recently by Covici-Friede. J. B. Matthews is director of public relations for Consumers' Research, Inc.

DETROIT MAGI have been making hay out of the father and son banquets currently being staged by about every church, lodge and school in town. Harold Sterling, Johnny Matthews, Harry

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MAX HOLDEN, 220 W. 42d St., New York City.

Cecil, Willard and Walter Domzalski are among the many better known "names" who have been flooded with such engagements, while a host of the lesser known lights of magic have also been busy entertaining their own and friends' sons and their fathers. These annual gatherings have long had a preference for magic as a style of entertainment, at least locally.

LITTLE JOHNNY JONES, Chi magish, is currently holding forth at the Hotel Jung Roof in New Orleans and is proving one of the most popular novelty acts ever to play there. He is working the tables in addition to his regular part in the floor show.

JOHNNY PLATT has just concluded a fortnight's engagement in the cocktail room of the Milwaukee Athletic Club with his close-up magic.

PAUL ROSINI opens at the Hotel Schroeder, Milwaukee, this week for an indefinite stay. The well-known magician has just concluded an extended engagement at the Park Plaza Hotel, St. Louis. He was at the latter spot for nearly four months, a long-run record for any kind of an act at the Park Plaza.

SEÑOR WENCES, Spanish ventriloquist with Dave Apollon's *International Varieties*, is one of the applause hits of the show with his entertaining talking-hand act. His accent lends a charming touch to the performance. Frank Portillo, Washington ventriloquist and magician, visited Señor Wences during the latter's engagement in that city recently. Portillo is now featuring two trick marionettes and a novelty vent. figure made by Frank Marshall.

DR. ARCHIE D. ENGEL, program director and master of ceremonies of the National Capitol Ring, IBM, Washington, is enjoying the Florida sunshine until March 1. During Dr. Engel's absence, Kenneth Sheeler, president of the ring, and Frank Portillo are dividing the emcee duties at the organization's regular Friday night shows.

CLARENCE W. JACKSON, National Capitol Ring No. 57, IBM, Washington, has developed a neat routing of hand shadows from suggestions given by Max Holden.

T. NELSON DOWNS, the "King of Koin's," is slowly recovering from the illness which has kept him confined to his home in Marshalltown, Ia., the last several weeks. His condition was serious for a time. Friends are urged to drop him a cheery note. Simply address him T. Nelson Downs, Marshalltown, Ia.

MAX TERHUNE, the Hoosier magician, mimic and ventriloquist, and Mark Schafer, the original Ezra Buzzington of stage fame and originator of the Hoosier Hot-Shots, WLS Barn Dance feature, stopped off at the magic desk Thursday of last week while in Cincinnati on a bit of business. The boys, veterans of the staff of Station WLS, Chicago, left Cincy Thursday night. The inimitable Max entertained the boys around the office with his echo-from-the-glass stunt and several nifty second-deal card tricks.

London Magic Notes

LONDON, Feb. 15.—After negotiations lasting nearly four years, Blacaman, Hindu necromancer and hypnotist of animals, makes his eagerly awaited debut in London. Blacaman has a gigantic act which runs for 80 minutes. He shows an uncanny ability to mesmerize and hypnotize savage-appearing lions, giant crocodiles and full-length pythons all of which remain uncaged on the stage. He also demonstrates his powers to remain "buried alive" for several minutes and does various other stunts while in a state of catalepsy. His performance, although gruesome in several respects, is eliciting much praise from the press. Blacaman's act is, to say the least, both interesting and original.

Following his five-weeks' resident season with his own show at the Royalty Theater, London, Chris Charlton is offering 70 minutes of magic, including several new illusions, over the Paramount Tour.

Deveven, the "distinguished deceiver," (See MAGIC on page 41)

EDITORIAL
DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

AGNES DOYLE—pert and charming ingenue now appearing in *Fresh Fields* (legit) at the Empire Theater, New York, in her Broadway debut. Graduate of an Australian stock company, she has ability and the personality to put it across, turning in a grand performance in her current play.

NICHOLAS JOY—character actor who has appeared in countless Broadway plays, his last being the short-lived *Alice Takat*. Does consistently fine work, particularly in elderly sophisticated roles. Possesses charm, technic and appearance.

For LEGIT DRAMATIC

BRAMMER BINDER—student at the Feagin School of Dramatic Art.

Has been scoring well in portrayals of minor roles. Has a definite stage presence and should develop into a good character actor. Recent roles were in the student presentations of *Post Road* and *One Look*.

For VAUDE

DAVE HERMAN ORCHESTRA—air band featuring Al Shayne singer. Have been on local airwaves for many months on various stations and should cash in on radio following and tieups. Now heard on WOR Sunday noon.

THE KING'S MEN—quartet heard with Paul Whiteman on NBC and on Ed Wynn Plymouth show on CBS. Clever arrangements and good voices, with or without supplementary fem chorus of eight heard on latter program. Also have some skits which lead into various of their songs. Ought to be able to make an attractive vaude turn.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

EDDIE LEAHY wants it known that the unit he is now working with in the Syracuse, N. Y., area is known under the name of Pearl Fern and Company and that the management of the troupe has not changed. M. E. Whigham is general manager, Eddie says, and Rex Lee is advance agent and not producer or promoter, as recently mentioned.

"AS FOR BOBBY BURNS' note about how long I lasted on L. C. McHenry's show," postcards Al Tint, "let me say that a week after I left the show folded. I made a merry exit just in time. That's what happened. Answering Sam Gill's crack about cold dressing rooms in beer gardens, I want to say that I don't dress in dressing rooms. I wear good, clean-cut business suits and don't have to use dressing rooms. Just hang my overcoat on a hanger and go to work. If your thumb is in condition, Sam, come to Detroit. Dressing rooms are nice and warm; at least we'll keep them warm for you."

PROF. WALTER BROWN LEONARD, minstrel authority, now making a tour of the South and West with the missus, writes from Orlando, Fla., under date of February 13: "Spent Sunday in Thomasville, Ga., where I used to teach music many years ago. Tried to see Coburn at Daytona Beach, but did not have time to make it. John R. Van Arnam's company at a local theater and I saw Al Pinard, George Hall (Uncle Ezra) and Bob Cash. Hall informs me that he saw his brother, E. A. Hall, at Osteen, Fla., recently for the first time in 15 years. John R., as usual, was not with the outfit, but was home in Syracuse, N. Y. They report good business, however."

SUGAR MARIETTA, formerly featured with the Al G. Field Minstrels, is with the WPA theater project in New Orleans. He is a part of the unit which rehearses each day at the New Orleans Little Theater. Company is slated to tour the State under the direction of Jimmy Cooper, who himself was with Field in the better days.

DOC SAMSON, in answer to Nemo Irelan's recent query, writes as follows from his home in Richmond, Ind.: "I am

here and going. Heard from Speed Bays down Memphis way and also Jack Sweetman, who says there's plenty of snow in New York State. We lost a real fellow with the passing of Eddie Clifford in Urbana, O., last week. While blazing the trail a short time ago, I was asked the question: "Where are the minstrel shows?" It seems as tho it's high time someone got busy and organized a minstrel for the managers who want this type of show. They seem to be interested. Let's hear from you fellows."

CLAUDE H. (KID) LONG, well-known agent and manager, now in advance of the Richard & Pringle Minstrels, writes from Miami that he has run into plenty of oldtimers in that happy hunting grounds. "Met Jim McIntire, of McIntire and Heath," Long typewrites, "and he is in perfect health. He and I talked of hoofers back as far as the fall of '49 and the spring of '50, and we also put out a lot of shows. McIntire and Heath are to produce *The Ham Tree* in pictures and I for one believe it will be a (See MINSTRELSY on page 41)

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Marvin-Brown Win Worcester Walkie

WORCESTER, Mass., Feb. 22.—After 98 days (2,354 hours) of competition the walkathon at White City Park in Shrewsbury came to a close Tuesday night with Bob Marvin, of Worcester, and Anna Brown, of Richmond, Va., returned the winners. Second place went to Larry Dwyer, of Worcester, with Viola Nellis, of Minneapolis, Minn., and third to Ed-dilian Houle, of Perth Amboy, N. J., with Lillian Houle, of Nashua, N. H.

Since opening night, November 12, with 48 couples entered, the walkathon played to approximately 105,000 persons, and spent approximately \$30,500 in Shrewsbury, Worcester and vicinity. The show was sponsored by the Novelty Amusement Company and managed by Ernie Mesle.

For the latter part of the show Dud Nelson handled the grinds, Syl Reilly the emcee post and Schnozzle Kelley the comedy. Mal Grant's Walkathon Melodians furnished the melodies, with Jimmy Scott handling the dope sheets.

With the show at an end Tuesday night a grand victory party was held Wednesday evening. Following this night Mesle headed south for the warmer climes, Kelley for the Grand Concourse in the Bronx, Reilly to his home in Brooklyn and Scott to New York.

Barton-Bernstein Take Pueblo Derby

PUEBLO, Colo., Feb. 22.—The George W. Pugh show closed here February 16, after 1,250 hours, with Leone Barton and George Bernstein walking off with first prize. Louise Turley and Joe Nalty came in second and Cloris Wears and Tom Day finished with show money.

The last 10 days of the show played to turnaway business, but business prior to that was light, due to the extreme weather. But despite opposition from the weather man and the usual "opposition" the show made thousands of friends and left town with recommendations and best wishes from officials.

Emsees on the show were Archie Gayer, Lenny Paige, Jimmy Bittner and Little Frankie Little, all of whom turned in fine jobs. Only change in personnel during the show was the replacement of Jimmie Carolinton, as trainer, by Truitt Turner. Jimmie was called home to New York.

Staff Briefs

WORD RECEIVED from Mrs. Roy B. Day tells of the death of her husband at McKenna Hospital, Sioux Falls, S. D., his home, February 15, following a five days' confinement due to pneumonia. Roy Day was a well-known and well-liked staff photographer and doorman, working at one time for 18 months with the Hal J. Ross organization, and at other times with S. M. Fox, Guy Swartz, Ray Alvis and others. Previous to contracting his fatal illness Day had only been awaiting favorable weather before leaving for Racine, Wis., to join the Fox show current there.

LEON (RED) WADDALL, recently a Cincy desk visitor, writes from Columbus, O., that he would like word, via the Letter List, from Marion Alessandro, Jimmy Valentine, Hughie Hendrixson, Puggy Englehart and Jean Zaleski.

J. F. LAYMAN would very much appreciate word from his son-in-law, E. F. (Tiny) Epperson.

JIMMY SCOTT, Syl Reilly and Schnozzle Kelly say they will be associated soon in a theatrical production to be put on near Boston. The boys just finished the Ernie Mesle Worcester, Mass., show.

JOHNNY HARRIGAN writes in a correction regarding our notice in last issue on the closing of the Tebbetts Camden, N. J., show: "The Victory Ball was held February 8 in Convention Hall, Camden, and no ex-contestant was emcee at any time during the contest. The emsees for the closing weeks of the show were Red Skelton, Tex Falk and myself. Falk and I were on the stand for the entire duration of the show." (Thanks Johnny for the note. If shows would only send in their writeups more promptly and thru authorized sources, errors and misstatements, etc., would find it much harder to break into these columns.—Ed.)

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

WILL MINNEAPOLIS OR ST. PAUL HAVE AN ENDURANCE SHOW IN THE NEAR FUTURE? That's the question that has come to me on several occasions of late. And the same question has been asked with reference to Texas and Iowa.

The answer is the same with reference to all three States and other States: Yes, when and IF the legitimate operators will band together to change the type of the endurance show, test out the laws in those States which prevent endurance contests and then go ahead to give the people the show they want to see. Until that day arrives it will be some time before fans see another show in those cities and States.

WHY NOT NEW AUSPICES?

Many shows are sponsored by American Legion and V. F. W. Posts. It has been pointed out to the writer that hospitals are in great need of money thru-out this country. It might, therefore, be a good idea to operate a show, just for a change, under the auspices of a hospital in the city where you intend to operate.

The profits the hospital would realize would certainly be used for a noble and splendid purpose and the show might benefit because of the connection. It certainly would pay to think this over.

ATTENTION, Mr. Tebbetts, Mr. Crockett, Mr. Mesle, Mr. Youngblood, Mr. Ruty! Fans in the Philadelphia, Pa., region are flooding me with letters asking when they will ever get to see another show in the vicinity of Philadelphia. In the last year I have received approximately 200 letters of this nature. Which indicates that there must be at least 20,000 people asking this same question. What are you doing toward gratifying the wish of these fans?

This has nothing to do with endurance contests but is indicative of what concerted action and determination can do. The KNIGHTS OF LABOR, one of the oldest labor organizations in America, and many of the branches of this show business are members of this organization, recently won a signal legal victory whereby this organization was recognized for what it is, a real organization of service. What did it! DETERMINATION TO WIN RECOGNITION! You can do the same, Mr. Endurance Contest Operator.

Yes, W. L. J., David Kaplan of Boston is my brother. He's a motion picture operator and a swell fellow, but I haven't seen him for a good number of years. He has kept me well informed of conditions in the Massachusetts area with reference to the endurance contest activities. Answering your second question: Yes, I call Boston my home, for I was reared and educated there.

THE NEW ENDURANCE CONTEST

The new type of endurance contest will probably be the one I have tentatively named "THE NATIONAL STEEP-LECHASE DERBY."

This show is as different from the Walkathon, Marathon, Walkshow or Derby-Show as day is from night. It contains every element of good, clean sportsmanship, is replete with thrills and excitement, will keep the fans on edge every moment they are watching the contest, will furnish the fans with amusement, laughter and entertainment and yet—

Judges will be well dressed and will be located on an upraised platform OFF the floor.

Nurses will remain OFF the floor. And emsees will be on the floor only when the amusement features are going on.

It will be legal in EVERY STATE and the newspapers WILL co-operate. And here are some of the advantages to the operator:

1. Only the highest type of contestants will be employed. The hotel marathoner, the chiseler, the uneducated, incapable contestant will be O-U-T because he will not be able to "take it."

2. After this new type of show is introduced I feel certain that the finest

type patronage will follow this show. But rich or poor, the public will accept and adopt this show immediately.

3. The cost of opening such a show will be a little higher, thus cleaning out of the field the contestant-operator, the shoe-string operator and the butcher or baker who wants to become an operator aided by an ex-contestant or ex-emsee.

The attention of George Pugh, Mr. Tebbetts, Mr. Crockett, Hal Ross and Charlie Hayden is respectfully called to this new type of show. What is it? You'll certainly be surprised.

To the operators who have requested information regarding the legality of pin games in their shows:

Pin games are being operated in many towns and cities lawfully. But courts are at odds regarding their legality. Some courts have held that they are games of skill while others have held that they are gambling devices. In my opinion they are games of skill and are similar to skee-ball, which is legal. I believe that eventually the operators and manufacturers of this device will take this matter up to the highest court of the land and once and for all settle the question. I suggest that operators take this question up with the local prosecuting attorney and get an opinion from him before running afoul of the law.

Contestant Notes

JANICE MAE or Eddie Wajcukutis, known professionally as Watson, are requested to get in touch with Mr. H. I. Baring, Insurance Exchange Bldg., 318 West 9th street, Los Angeles, in connection with a fire loss, sustained January 31.

MRS. R. B. DAY would like to hear from Doris Agrella.

HERMAN BEARZI writes from Uniontown, Pa.: "Am now a salesman for an aluminum ware company and doing fine. Would like to read notes from Frank Lyons, Frank Anderson and Paddy Gallagher."

MICKEY RAY cards in from Huntington, W. Va., his heartiest congratulations to Pauline Boyd and Pee Wee Collins on their recent marriage. Mickey wants word from Al Behringer, Denny Beckner, Chlo Abbott, Joe Solar and Curly Rent.

BUD RIPLEY shoots one from Columbus to say he would like to hear from or read news of Lee Duncan.

PINKY MADISON, contestant and trainer, is working at the White Elephant Club, Galesburg, Ill., and would like word care the Letter List from friends with him on the last Minneapolis show. Incidentally Pinky is on the lookout for a good partner and will soon be back in a walkathon, he says.

MADALINE SILLETTI is now with a burly company, according to word received from Mary Bendis, from Long Branch, N. J. Mary bends communications from Johnnie Miller and Bobbie Reid.

"JUST GOT OUT of a hospital following an automobile wreck," tells Ray (Popeye) Laub, Blossburg, Pa. "Would like to hear from Chuck Wilson, Ted Tyler, Billie Baldwin, Eddie Tremain, Russ Cormie, Whitley Sharp, Barney Barker, Polly Brinkley, Eleanor Jennings, Anna and Thommie Tommlison, Elsie Chew, Madge Brecht and Larry Holmes."

BUD GETZ, at his home in Kalamazoo, Mich., wants 'em from Vicia Comerford, Roy Myers, Archie Gayer, Jack Kelly, Sid Norman. Bud is in the market for a good partner.

BIRDIE AND TEDDY WEBB, Galesburg, Ill., want immediate word from Kenny (Doc) Foster.

BILLY BALDWIN, well-known walkathon emsee and more lately active in night clubs, is getting a good and well-deserved break. Saturday he started an eight weeks' date at the Roxy Theater, Salt Lake City, featuring his own act and also doing the emseeing for the entire bill. From Salt Lake Billy goes to the Coast, being booked thru the Pittman office, out of Denver, under Jack Laughlin's direction.

PARIS BILLS

Continued from page 19

their superb hand-to-hand balancing routine and their sock dancing of the Black Bottom on their hands. Cloe Vidiane sings a few melodies in a rather weak fashion but has pleasing personality and appearance. Mauricet, best of the horde of Paris "chansonniers," keeps the audience laughing with his songs satirizing current events. Ends with a funny gibe at the movies, a song "in relief, with sound, dialog and color," with hilarious sound effects from the orchestra and good use of colored spots by the electrician. Margaret Salvi on trio of rather weak song numbers. Remy Ventura and his sunny parrot, Coco, liven up the second half, with Ventura hoofing and singing a bit and Coco chattering, singing and doing imitations like a real comedian. A sock act for some Broadway nightery. Schwarz Sisters on in closing frame and click nicely, but act is much too long and audience is heading for the exits before final curtain.

The Bobino has a fine program headed by the American comedienne, Cinda Glenn. Darlene Walders doubling from the ABC. Good novelty numbers on the bill are the Voltings, aerial; Jose Moreno, juggling on slack wire; Berni and Gloria, contortionists, and the Five Geo Wongs, acrobats.

Good stage show at the Paramount with the unicycle comedians, George and Jack Dormonde, and the clever equilibrist, the Manginis. Rex has the Pive Kemmy, plastic poses and adagio; the Three Favorits, acro dancers, and the Satsuma Y Ona Troupe, perch and acrobatic number. The Harry Avers Four, roller skaters; Eilda Sisters, contortionists, and the Four Ylleroses, equilibrist, are at the Gaumont Palace.

NEW PLAYS

Continued from page 21

night of their marriage he read her that choice and overworked bit from the *Song of Solomon*, which begins, "How beautiful are thy feet with shoes, O my beloved." Whereat young Bird objected, was knocked down by Fate, and thereafter slew his employer with a pitchfork, just as the old gentleman was about to begin his enthusiastic if over-strenuous marital amenities with wife No. 5.

In a trial almost entirely devoted to discovering the relationship between Selah and Bird during the week they were hiding in the swamp, young Bird was sentenced to be hung. Those swamp relationships were, of course, pure—but on the eve of the hanging little Selah argued the kind-hearted sheriff into letting her spend the night with Bird. Bird was hung next day just off stage, with little Selah, on stage, prostrated by grief.

Despite frequent foolishness there is meat there for a play—if there had been a tinge of honesty or craft in its writing. Messrs. Anthony and Nichols, however, coat their drama thickly with cardboard pretensions that make it obvious, unwieldy and altogether hopeless, always picking the phoniest possible way of presenting their situations. If they have ever been to the South they take good care that no impression of that fact is left upon their drama.

A cast that is more to be pitied than censured wanders for the most part like a group of lost children among the dummy roles. Notable exceptions, however, are Elisha Cook Jr., who seems moon-struck but unobjectionable as Bird, and little Eleanor Lynn, who gives a touching, moving and amazingly affecting performance in the well-nigh unplayable role of Selah. Little Miss Lynn, whose only previous Broadway appearance was in the impossible *Bridal Quilt* of last season, is a young lady who gives evidence of great tenderness, insight and ability. She deserves better things.

EUGENE BURR.

WANTED Walkathon Locations

ATTENTION: PROMOTERS, OPERATORS, ORGANIZATIONS
If you can furnish a good location and walkathon permit, will give you twenty (20) per cent of the NET. I am the oldest walkathon promoter and I ALWAYS PAY OFF and have the capital and organization. Write or wire

RAY (POP) DUNLAP

1254 S. W. Fourth St., MIAMI, FLA.

THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.



Louisville.
Frank (Doc) Stuart, in "The Sawdust Ring" in *The Billboard* of February 22, wrote, among other things, "Show me a single press agent who ever became a manager." I know a very capable press agent who in later years became a very capable circus manager. I refer to none other than Floyd King, now general agent of the Al G. Barnes Circus.

Circus Press Man Who Also Was a Manager

Floyd King was general press representative for the Al G. Barnes Circus in 1912, and the following six years held a similar position with Hagenbeck-Wallace. He also worked as a police reporter, dramatic critic and sports writer on *The Memphis News-Scimitar*, *The Commercial Appeal* and *The New York World*. In March, 1919, Mr. King bought Campbell Bros.' two-car circus in Enid, Okla., changed the title to Great Sanger Circus and managed it. He also owned and managed Rice Bros.' Circus on three cars, Harris Bros. on five cars and Walter L. Main and Cole Bros. on 15 cars each. I don't believe it was lack of managerial knowledge that took the managing reins from Mr. King's hands, but was the worldwide depression that caused it. His were not the only shows that had abrupt endings. Mr. King also was press representative of the Al G. Barnes Circus from 1930 to 1934. He is today considered one of the best press and publicity men in circus business. Floyd King is the only press agent that I know of, however, who became a circus manager. But any man who can build a two-car circus in a short period of six years up to two separate 15-car shows certainly deserves a lot of credit.

CARL GIBSON.

Pine Bluff, Ark.
Having noted in the Forum that someone asked about the Coop & Lent Circus, I will say that the show was organized in Cedar Rapids, Ia., early in 1916 by Frank C. Cooper, now deceased, who was its general agent. The capital was furnished by a group of Cedar Rapids business men, who had financed Hugo Bros.' Dog and Pony Show the year before and found themselves with a complete 15-car show on their hands, as Hugo Bros.' Show was short-lived. Charles and Vic Hugo had operated theaters in Cedar Rapids for a number of years. The Coop & Lent show opened in April, 1916, being a 20-car show with one of the finest circus performances ever presented. It had a beautiful line of paper and was well billed. Frank Cooper, one of circus-dom's best general agents, gave the show a good route thru Illinois, Indiana, Ohio, Pennsylvania and New York into Eastern Canada. Big business was done in Canada, and if the show had been properly managed and had not had so much leased property, it would have shown a profit. Show returned to the States thru Michigan and went on lots around Chicago, where it closed and was shipped to Cedar Rapids.

Coop & Lent Title Stalked By Bad Luck

That fall L. J. Stark, one of the owners and a Cedar Rapids jeweler, made a deal for the show and sold an interest to a Mr. Andrews, of Dixon, Ill. Show was shipped to Dixon and J. H. Adkins, who is now one of the owners of Cole Bros.-Clyde Beatty Circus, was engaged as manager. Early in 1917 the Dixon Amusement Company was organized under laws of Illinois and acquired the title and all property of the show. Mr. Andrews was president of the corporation, L. J. Stark, one of the officers, and Mr. Adkins, manager. It opened in Dixon about the middle of April, 1917, and headed east, playing a few stands in and around Chicago and then into Indiana and Ohio. In Tiffin, O., the bull car burned with four elephants owned and leased to the show by W. P. Hall, Lancaster, Mo. Altho the show was in financial difficulties at the time, the corporation was able to get more funds to

pay Mr. Hall \$10,000 for the elephants and secure more. Continuing into Pennsylvania and New Jersey, where several stands were played, the show headed back west into Pennsylvania, where it had a disastrous end in Connellsville in June of that year. Jess Adkins, altho young, was a real showman, even at that time, and deserves a lot of credit for keeping the show on the road as long as he did, under the circumstances. Performance was presented in three rings and was well-balanced in every respect. Lon B. Williams was general agent; Bert Andrus and L. E. Greenhaw, contracting agents, and J. F. Kellar, manager of advertising car. At a forced sale by creditors in Connellsville the show was sold to I. S. Horne, Kansas City, Mo., an animal dealer, and was shipped to that point.

The next year Mr. Horne, in association with R. M. Harvey, placed on tour the first motorized show in America, the Coop & Lent Motorized Circus, of which Mr. Harvey was manager. It was a three-ring circus, equal in size to any 20-car show of that period. There were few good pads at that time and the show could not keep up with its paper. Being two and three days behind its paper, it soon closed. Ed C. Warner was general agent and William Haines contracting agent. The Coop & Lent show often has been termed "The Coop & Lent Ill-Fated Shows" because it seemed to get off wrong from the start. No show ever toured America with better equipment and performances. All three managements presented performances of sterling quality. The show was well billed and had excellent routes the three years it was out. Its advance was as good as any. Who can tell something about the Golden Bros.' Show that went out of Fort Dodge, Ia., in 1923?

JAMES B. HEAD.

Chicago.
A few seasons ago billboards in large block letters shouted the message "Garbo Talks!" Today, with a fanfare of trumpets, loud hurrahs and happy faces, the Harry Atwell Luncheon Club loudly proclaimed "Nat Green talks!" To parallel the great Garbo and the great Garbo and the great Garbo, Nat Green is a bit far-fetched, but intimates of *Billy-boy's* faithful scribe in Chicago have always regarded him as the Garbo of journalism, for his retiring manner, Yessirree, Nat Green talks! Every Sunday at 9 p.m. over WCFL, Chicago radio station, Nathaniel surprises his closest friends with a rapid-fire verbal barrage on current doings in the amusement world. He's "billed" as a theatrical news commentator and his "Radio Preview" is an established weekly feature on the popular labor station. And, best of all, Nat is doing a great job. He's neither a Boake Carter, Walter Winchell or Jimmy Fidler, but has a way about him in his delivery. His voice, putting it mildly, has the crooning quality of a Vallee or Crosby, with a dash of the Floyd Gibbons rapid-fire delivery. Nat Green talks—and how!

FRANK BURKE.

Green Talks— And How! On Chi Station

Shreveport, La.
Reading C. E. Duple's letter in the Forum regarding the Norris & Rowe Circus of the season of 1909 brought memories to me, some humorous and some tragic. The most tragic was the passing of Tambourine McCarty in Michigan. Poor old McCarty died in a berth in one of the sleeping cars. The show was in bad financial straits; such a thing as pay day was not happening and everyone was broke, or seemed to be. All were sad, as we thought poor old Tambourine was destined for potter's field. But someone started a collection and, strange as it may seem, there was more than \$80 collected in nickels, dimes and quarters. There was not a piece of money in the collection as large as a dollar. Tambourine was given a fitting burial and we all felt

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Real Trouper Who Weakened In the Rain

Jack Bursey was winner of the dog races held here February 16. He was also one of the men who accompanied Admiral Byrd on his first expedition to the North Pole. St. Lunsire and Andy (huskies), formerly of the Byrd Expedition, were lead dogs in the team here, driven by F. A. Potter, of Sabates,

better. In Michigan, just before we entered Canada, harvest time was on and all the laborers quit except the bosses, going to the harvest fields. It then became imperative for the staff and all others to get with it and move it, which we did. At one date the show had put up in the rain to no business and, as it looked as tho it was not going to cease, the management concluded to call it off and tear down. It was raining in torrents. The big top had been cleared of aerial rigging and seats. The next to move were the quarter-poles. There was a ditch outside of the big top, between it and the quarter-pole wagon, full of muddy water. There was a little Hebrew with the show named Sam Shupek, seller of novelties and balloons, and a veritable comic. We thought we would have a little fun at Sam's expense, so we faked with one of the few big husky canvassmen left to get on the front end of a pole and steer Sam thru the ditch, which he did. When Sam came out he was mud from head to foot. He sized up everyone near him. No one cracked a smile; everyone appeared to feel sorry for him. It was then that Sam delivered the following oration, only in his inimitable dialect: "I want to tell your fellows something. Gathering rags and bones, that's a business. Selling clothing, that's a business. Running a pawnshop, that's a business. But show business! That's a business for a puppy-dog." Then he picked up the end of the pole and delivered it to the wagon and continued his task until the show was loaded. When Sam had started his oratory everyone stopped working and listened and after he had finished we all knew that he did not believe a word of it. He was a dyed-in-the-wool trouper. But he was angry and had to get it off his chest, and it coming at such an opportune time and Sam's ludicrous predicament, made everyone, even Mr. Rowe and Mr. Shannon, who were also there helping, have a good laugh. And Sam's stock with the bunch went up 100 per cent; a good guy and a real trouper.

THADDEUS H. GERIG.

Jeffersonville, Ind.
I have been interested in what was written to the Forum about the Norris & Rowe Circus by Thaddeus H. Gerig, who also told in a letter about two years ago of the late Jerry Mugivan and Bert Bowers. It was about how they started their circus careers as ticket sellers and operating privilage.

Passed Bills For Sells-Gray Circus in 1900

leges, then buying the cars, wagons and other equipment of a circus stored in Kansas City and how, in April, 1904, in Centropolis, Mo., they launched their first circus venture, the Great Van Amburg Show, traveling on nine or 10 cars, and met with success. The writer saw this show in Jeffersonville on May 17, 1907. Jerry Mugivan's first band leader was A. R. Wheeler, of Caldwell, O., and he remained with the show eight years or more. After the show that night I walked to the cars with Mr. Wheeler and as we were talking a young gentleman passed and I recall Mr. Wheeler telling me, "That's Mr. Bowers, one of the owners," adding, "You can't tell, he may own a big show some day." And how true that turned out to be we all know, those two hustling, shrewd showmen building up from the Great Van Amburg Show and finally owning and operating most successfully five of the largest circuses. I have read, or have been told, that Jerry Mugivan was a ticket seller with the Sells & Gray Circus, season of 1900, the first year for that show. The opening stand was Elwood, Ind. The writer, then just a school kid, passed bills for the show's performance here on Monday, May 14, 1900. When the night performance was over a free-for-all fight occurred between some town bulles and hard-fisted canvassmen. The entire police force of five (some force) was called out and broke up the battle after the canvassmen had made things too hot for the bulles. The Sells & Gray show, which was of 15-car size, later became Sells & Downs.

C. E. DUBLE.

Saranac Lake

By BETTY HUNTINGTON

Bill (Gaffky) Kzanzjan, expert lab technician, deserves honorable mention for his alertness and bravery. Thru some chemical reaction a fire started in the lab last week but quick action on the part of Bill to ward off the flames single handed saved quite a bit of damage and expense to our "fireproof" building. Ben (Vell-I'll-tell-er) Shaffer offered to put on his fireman's hat and come down to help, but by that time the fire was all over, making a score for our Bill. Please check our "our health to avoid the cure" and write to those you know in Saranac Lake.

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DISPLAY ADVERTISING—Fifty cents per inch line, whole page, \$25; Half Page, \$12.50; Quarter Page, \$6.25. No display advertisement measuring less than four lines accepted. Last advertising form goes to press noon Monday. No telegraphic advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. FEBRUARY 29, 1936. No. 9

N. Y. Andy is now owned by Jack Bursey.

Vernon Lawrence ex-NVA patient, is back in town for an indefinite stay. Outside of our Ethel Clouds, I'll venture to say that there is not a better leathercraft teacher in Saranac Lake.

The Cocoa "Klotch" happens to be quite an affair—the League of Nations (all patients) congregates in the main dining room nightly to enjoy hot cocoa and cookies before retiring. Wisecracks, jokes and hilarity are very much in vogue at this time, to say nothing of the "dunking," which seems to be universal. "Even as you and I."

Gladys (Dainty) Palmer enjoyed a recent visit with her charming sister, Aiyce Frank, of Chicago.

Leo Rosenthal, of Northwoods San, Saranac Lake, brought over his trained canaries last week and entertained some of the bed patients. These pets with their little tricks and tunes gladdened the hearts of many. Leo is an up-to-date authority on bird raising.

It is nice to see Tommy Kerns and Jess Rosenberg up for an occasional meal. Both boys are bed patients and doing nicely. Jess has only been here a short time and is showing great improvement.

There was much ado and excitement over the aptitude and dexterity tests taken by a number of patients here last week. The tests were given to patients to decide the proper course to pursue when leaving here in okeh condition. The results of these tests proved very promising to many.

Saranac Lake Skating Club races were held last Saturday at the Municipal Skating Rink. There were many winners. Among them were the three Lamy children, who won medals for grace and speed. Their proud mother is Mrs. Dorothy Hutchinson Lamy, who was formerly champion skater with *Hip Hip Hurray* and *The Big Show*, which played the New York Hippodrome some years ago.

Bill (Gaffky) Kzanzjan, expert lab technician, deserves honorable mention for his alertness and bravery. Thru some chemical reaction a fire started in the lab last week but quick action on the part of Bill to ward off the flames single handed saved quite a bit of damage and expense to our "fireproof" building. Ben (Vell-I'll-tell-er) Shaffer offered to put on his fireman's hat and come down to help, but by that time the fire was all over, making a score for our Bill. Please check our "our health to avoid the cure" and write to those you know in Saranac Lake.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Hammond, B. 25c
Hill, Harry, 5c
Jackson, John, 1.50
Lavan, Pauline, 3c
Kolly, Mrs. B. F., 5c

- Lounsboro, Grinz B.
Lovell, Miss Ray
Lynne, Marie
MacLane, Mae
McCaughan, Mrs. Louis

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.

Ladies' List

- Abbott, Mildred
Abbott, Mrs. Phyllis
Aasm, Mrs. Will
Alexander, Mrs. Jas.

- McCallum, Florence
McClain, Mrs. G. I.
McClure, Betty
McCoy, Mrs. Clara
McCrarty, Mrs. Hazel

- Rhodes, June
Richardson, Marie
Walker, Sally J.
Wallden, Mrs. A. E.

Gentlemen's List

- Abdullah,
Abel, Barney
Abelin, Leo
Abbott, Charles (of Greenwood, S. C.)

- Williams, Mrs. Alma
Williams, Mrs. Bunnis
Williams, Virginia
Wilson, Bobbie Lee

- Beas, F. H.
Bata, Joe
Bauer, Joe
Beahm, Billie
Beckler, Jimmie

- Clarkson, The
Claude, Leo
Clevenger, Bill
Clemens, Edie

- Dixon, Chet
Dixon, Denver
Doid Bros.
Dodson, Eddie

- Garfield, Dr.
Garl, James
Garner, R. B.
Garratt, Alex. R.

S. S. ACT WORRIES CIRCUSES

COAA Officers Air Problems

Multiple taxation seen as big difficulty — transient labor provision suggested

WASHINGTON, Feb. 22.—The problems of the circus as affected by the new Social Security Legislation were presented in Washington this week by Charles T. Hunt, president of the Circus Owners and Agents' Association, and Jerome T. Harriman, secretary.

In view of the fact that not only the Social Security Administration is preparing its regulations, but also the Bureau of Internal Revenue is likewise engaged in the formulation of regulations affecting the collection of taxes, the statement of Hunt and Harriman was most timely. If it had not been for their interest undoubtedly the Social Security Legislation would have created an almost impossible burden for the circus to bear.

Administrative officials expressed themselves as being very appreciative of the information presented, as it had not occurred to them that there existed in the United States a business which transfers its entire activities to a different location and frequently to a different State day by day.

They also appreciated the fact that levies by each State of unemployment compensation contributions upon em-

(See S. S. ACT on page 66)

Barnes Opening at San Diego March 28

LOS ANGELES, Feb. 22.—Opening date of the Al G. Barnes Circus is March 28 at San Diego. Most of the equipment is ready. Capt. W. H. Curtis was to go to Peru, Ind., and return with equipment needed. Report is that Bert Nelson with his large mixed group would arrive March 9. It is stated that Eddie Woeckener will have the band.

Floyd King is at downtown hotel with his aids. Route for Western tour reported all set. In the ballroom there was on display much new and attractive printing; new window cards designed by King. The spec will have a new musical score. Costuming will be elaborate. Manager S. L. Cronin, it was stated, was taking advantage of the fact that there is drawn to Hollywood many blondes, brunets and titian-haired girls trying to make the movies, unfortunately usually following a forlorn hope. From these availables, Manager Cronin said there would be selected a large number for the spec. Trappings for horses, elephants and other led stock, it was stated, would be outstanding. The wardrobe department, with George King in charge and 10 assistants working overtime. Theo Forstall in charge of office, with Jack Youden and assistants, are busy in getting details of the opening all set.

Si Semon With James Cole

PENN YAN, N. Y., Feb. 22.—Si Semon, formerly agent with the Mugivan & Bowers and Ringling Bros.' shows and last season contracting agent for the Cole Bros.' Circus, has been appointed general agent for the James M. Cole Trained Wild Animal Circus, featuring Manuel King, 12-year-old sensational animal trainer. He started on circus advance more than 20 years ago, is a grandson of the late Si (Pop) Semon and of a family of circus agents. The advance of the show will have veteran agents and billers of big show experience.

BINGHAMTON, N. Y.—Disabled War Veterans of this city will stage a circus here in the old State Armory. The Charles Siegrist troupe will be among the acts. There will be a 15-piece band, small menagerie and side show.



GEORGE W. CHRISTY, at left, and Ken Maynard, who recently bought 15 cars and other equipment from Christy for his Diamond K Ranch Wild West Circus and Indian Congress.

Maynard Show In Quarters

Leases site at Metropolitan Airport on West Coast—overhauling equipment

LOS ANGELES, Feb. 22.—Ken Maynard's Diamond K Ranch Circus Corporation is the title of holding company that will launch the show with the title Ken Maynard's Diamond K Ranch Wild West Circus and Indian Congress. Winter quarters have been leased at the Metropolitan Airport, where blacksmiths, woodworkers and others were noted by *The Billboard* representative when a visit to the quarters was made this week.

The 15 cars purchased from George W. Christy with 27 wagons, 15 head of stock and other equipment were unloaded at Van Nuys, Calif., and sent to quarters. Equipment will be overhauled and repainted and with other property recently bought will be made ready for opening, the date as yet unannounced.

Charley Murphy, in charge of menagerie, has two elephants, two camels, two zebras, two lions, two tigers, two leopards, four bears, a pair ostriches, pair of elk, several small deer, six buffaloes, sacred cattle, Philippine water buffalo, Malayan tapir, pair of cougars and monkeys. It was stated that other animals would be bought and that the

(See MAYNARD SHOW on page 59)

Lewis Bros.' Show Will Be Enlarged

CANTON, O., Feb. 22.—Lewis Bros.' Circus will be substantially enlarged and open with a spec titled *Olympics of All Nations*, with a cast of many girls, Paul M. Lewis, owner-manager, informed a representative of *The Billboard* here this week. He is arranging preliminaries for the annual Canton Shrine Truendum Circus at the city auditorium, which will be staged under his direction.

The Lewis show will inaugurate its season under canvas at Jackson, Mich., May 2. The tour, as in former years, will include much Ohio and Michigan territory. Lewis also said that the show will have an extensive line of paper.

Downie Signs Agreement

PITTSBURGH, Feb. 22.—A signed agreement with International Alliance of Bill Posters and Billers of the United States and Canada for the seasons of 1936 and 1937 was submitted to the local office by the Downie Bros.' Circus early this week. The announcement of the agreement was made by Al Finkel, member of the executive committee of Local No. 3.

Rice Opening Under Fair Auspices With Special Free Acts and Paper

JACKSON, Tenn., Feb. 22.—Arrangements have been completed by General Manager Ray Marsh Brydon of Rice Bros.' Circus and Secretary Abner Taylor of the West Tennessee Fair Association whereby the circus will open the season here under auspices of the fair association April 11. In view of the fact that the circus has wintered at the fairgrounds, it has been decided to make the grand opening a gala event with the assistance and co-operation of local civic and business leaders. Special free acts have been booked for the occasion, and in addition to balloon ascensions there will be fireworks at night. Special paper has been ordered for the opening and the event will be heralded thruout a radius of more than 50 miles.

Blizzards, with below-zero temperature, have proved a handicap in the progress of work at quarters, but with a break in the weather the last few days activity in all departments is again in evidence. Brydon is in Rochester, Ind., for a conference with Jess Adkins and Zack Terrell and reports he is shipping a number of cat animals here.

William J. (Bill) Hilliar is here and has assumed his duties as chief of the publicity department. *The Jackson Daily Sun* gave him almost a column personal story upon his arrival.

Engaged for Bockus, Kilonis

MANCHESTER, N. H., Feb. 22.—The Bockus & Kilonis Wild Animal Circus has engaged J. B. Swafford as general agent; Howard Mitchell, in charge of brigade; Al Massey, bandmaster. Special paper is being designed and advance cars are being put in shape. Carpenters, blacksmiths and painters are busy at quarters.

Profits for Paris Show

PARIS, Feb. 17.—Profits of the company owning the Cirque d'Hiver building, largest inclosed circus arena in Paris, were 64,242 francs (\$4,282.80) for the season of 1935.

84th for "Whale Oil Gus"

LONG BEACH, Calif., Feb. 22.—Captain A. E. Folger, better known as "Whale Oil Gus," old-time circus and museum man, celebrated his 84th birthday anniversary February 10 at his home here. A big dinner was served and many of Folger's old-time friends were present. There was music and entertainment. "Gus" received birthday cards from friends thruout the country. "Mate Monday," his life-long partner, is still with him, they having been together 44 years. Their act is entitled, "Whale Hunting." "Gus" has not missed a copy of *The Billboard* since it was published.

Naitto Troupe Feature With R-B

SARASOTA, Fla., Feb. 22.—The celebrated Naitto Troupe, including Nio Naitto, somersaulting wizard of the wire, which will appear in America for the first time this spring as a feature of the Ringling Bros. and Barnum & Bailey Circus, will arrive in New York from Europe about March 23.

Replacing the famous Con Colleano, the Naittos will present 28 people in their center-ring offering, which is said to be the most outstanding display of its type in circus history.

Sectional prejudice between the North and South was revived here last Wednesday when a shipment of monkeys from the Hagenbeck-Wallace show at Peru, Ind., was placed in the big outdoor cage with the simians at winter quarters.

Visitors and circus folks alike were thrilled by an exciting series of battles that lasted several hours, resulting in even honors and an abundance of black eyes, scratches, bites, cuts and bruises on both sides. A giant rhesus monkey with peaceful disposition, which was put in the cage to assume authority and put an end to the disturbance, succeeded in commanding respect and restoring order.

Helen Wallenda, top mounter of the famous Wallenda family of high-wire artists, and her husband, Karl Wallenda, of the same troupe, are receiving congratulations on the birth of an eight-pound daughter here recently.

Lea Loses Leg

OAKLAND, Calif., Feb. 22.—Surgeons amputated William H. Lea's (Cho Cho, clown) right leg February 15 because of a threatened artery obstruction. He is 73 and his condition is reported serious. He toured the world a dozen times and retired a few years ago.

Olympic Show Postponed

HOLLYWOOD, Calif., Feb. 22.—With unfavorable weather conditions prevailing the Great Olympic Circus and Congress of Dare-Devis was postponed from February 15-16 to a date not yet determined, some one or two weeks hence, it was announced by Lee Combs Jr., chairman of the Southern California Division of the American Olympic Finance Committee, sponsors of the circus.

The show will be held at the Gilmore Stadium, where it was originally planned.

Rhoda Royal Will Direct

COMPTON, Calif., Feb. 22.—Rhoda Royal has been engaged as equestrian director of the Tom Mix show. He has been breaking stock at quarters. Manager Dail Turney has had a special housecar constructed for her and his wife, who also will be with the show.

Hilliar With Rice Bros.

JACKSON, Tenn., Feb. 22.—William J. (Bill) Hilliar, who has been with Johnny J. Jones, Zeidman & Polle, Rubin & Cherry and other shows, has joined the Rice Bros.' Circus as director of publicity.

Acts already contracted include Buck Owens, well-known movie star, who, with 10 people and 12 head of stock, will furnish the Wild West department; Sir Victor and Madame Bedini, with their own stock, presenting a number of acts; Yamato Troupe of Japanese; Barth and Meir, teeterboard; the Olympians, aerialists and acrobats; Mary Miller's aerial ballet; Bill Penny, with 10 Cheyenne Indians; Harry LaPearl, producing clown; Chappelle and Dumble, novelty act; Mabel Mack, with her performing mules; Jeannette Wallace, aerial artist, and the Aerial Dells Trio. Negotiations are pending with a number of other exceptional acts.

The program will be under direction of Burt Wallace, equestrian director, and will open with a beautiful arena, stage and aerial spectacle *Piasta Days in Spain*, produced by Tito Mendoza. A 16-piece band, with Tommy Comstock as band leader, has been engaged. Marion Graves will be superintendent of the menagerie, which will include elephants and a variety of wild animals.

Ray Cramer will again manage the Side Show, and he is lining up a number of feature platform attractions. Winter quarters are in charge of W. J. (Bill) Erickson, who on the road will fill the position of general superintendent.

LARGEST AND FINEST ASSORTMENT of LITHOGRAPHED POSTERS & CARDS FOR INDOOR CIRCUS

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INKS:

WRITE FOR PRICES
THE DONALDSON LITHOGRAPH CO.
NEWPORT, KY.
OPPOSITE CINCINNATI

With the Circus Fans
By THE RINGMASTER



President, CFA. Secretary,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Thomas Bank,
Chicago, Ill. Norwich, Conn.
(Conducted by WALTER HOENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

Members of Alfredo Codona Tent No. 4, CFA, of San Antonio, Tex., are planning a celebration at the opening of their new Circus Room in the Hotel Francis. Several fans from Houston are planning to attend the party.

The spirit of the Circus Fans' Association was exemplified by Jack Gibson, of Detroit, during the illness and death of Fred Gay, old-time clown. Gay, who has been in a sanitarium there for the last 12 years, was visited weekly by Gibson, and at his funeral, altho a bitter cold day, Jack Gibson and wife were the only people, besides the undertaker, at the cemetery when he was laid to rest. We think that this is a fine example of a fan's friendship for a circus performer.

Houston Chronicle of February 16 ran an interesting feature written by Rev. J. W. E. Airey, national chaplain of the CFA. The story was highly illustrated and was about the transfer and loading of 15 cars of circus equipment sold by Christy Bros. to Ken Maynard, Western movie star.

National Secretary W. M. Buckingham and Bugs Raymond, of Norwich, were dinner guests of Fans in New Haven evening of February 12 and report that they had a wonderful time. A new Con Colleano Tent was organized. Officers will be elected at a later date. Those at the table were Raymond, Buckingham, William Hausberg II, Charles Nagel, N. Burton Paradise, Victor Proetz, all CFA, and among the guests were Henry Howard, Don Raymond, Chuck McClintock and Mr. Sweet.

Frank Walter, president of Terrell M. Jacobs Tent No. 17, Houston, Tex., recently added considerably to the stock and properties of his private circus, the latest being 22 head of Shetland ponies obtained from George Christy.

Walter Loughridge, attorney and Circus Fan, of San Antonio, Tex., was recently elected president of the local chapter of the Isak Walton League.

G. H. Barlow III, Circus Fan, of Binghamton, N. Y., recently saw Billy Rose's Jumbo at the New York Hippodrome. He says that in addition to it being a wonderful masterpiece in gigantic production it positively glorifies the American circus from the time one enters the theater until he leaves by way of the menagerie.

Paris Shows To Go on Road

PARIS, Feb. 17.—The tent circus seasons of the Cirque Medrano and the Cirque d'Hiver are due to open soon. The Medrano, with its new big top and equipment, will open early in March at one of the Paris suburbs. Medrano has purchased a fleet of flashy advance publicity cars and other motor transportation equipment. The Bouglione Brothers, of the Cirque d'Hiver, are arranging to feature their pantomime, "The Pearl of Bengal," on the program of their tent circus.

Con Colleano, the American tight-wire ace, was slightly injured in a fall when his wire broke while working at the Alhambra. After treatment at the American Hospital, he was able to resume work.


The Voltings, trapeze; Jose Moreno, wire-walking juggler, and Berni and Gloria, contortionists, are at the Bobino. The Ghezzi Brothers, hand-to-hand balancers, and Tokawa, contortionist, are at the ABC.

The Nicolettos, trapeze; Sons of the Desert, Arab tumblers, and Frank Pichel, clown, are at the Casino Municipal in Nice. The Holls Brothers, trampolines, are at the Casino Municipal in Cannes.

Jones Back in Field

JEFFERSONVILLE, Ind., Feb. 22.—Ben R. Jones, after being away from a circus for three years, has signed a contract with the new circus, Bockus & Kilonski Wild Animal Circus, going out of Manchester, N. H., April 25. He will be secretary-treasurer.

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Department Heads, Wild Animal Acts, own transportation; Tiger, mixed group, Polar Bear; Riding Act, Clowns, outstanding Novelty Acts. WANTED—Motor Equipment in good condition; Seats, Canvas, two 30 K. W. Light Plants, Cookhouse Equipment, Privies and Side Show for sale. Long guaranteed season now routed. For Show write Winter Quarters, Penn Yan, N. Y. WANTED FOR ADVANCE—Local Contractor, Press Agent, 24-Hour Agent, union Billposters and Lithographers, good Banner Salesman. Write
SI SEMON, General Agent, Tuller Hotel, Detroit, Mich.

Small Attendance At St. Paul Show

ST. PAUL, Feb. 22.—Frank Buck's Malay Village ended its six-day run at Municipal Auditorium here February 13. Despite sub-zero temperatures, which prevailed here for the duration of the show and caused considerable trouble with the animals and kept attendance pretty small, the show left St. Paul with money in the exchequer of Osman Temple Shrine, which sponsored the event in place of its usual Shrine Circus.

Dr. Carl R. Mandrick, chairman of the Osman Temple committee in charge of putting on the show, said complete figures have not yet been tabulated, but that he believed "we came out ahead on it."

Peter Michels, truck driver, drove into an electric power pole while transporting a 1,000-pound bear for the show. He lost control when the bear clawed thru into the driver's compartment of the truck and grabbed his leg. Damage to the truck and pole was set at \$1,000, borne by the transfer company.

Acts with the show included Negri, who played with Tarzan in motion pictures; the bear, belonging to Stevens Bros., Chicago; a dog and pony act run by Anderson and Miller; elephants and other animals belonging to Buck, and a 15-minute talk by Buck himself. Show was supposed to be a replica of Buck's camp in the Malay Jungle.

Two Elephants for Webb

DALLAS, Feb. 22.—Mr. and Mrs. Hoogewoning, of Ottumwa, Ia., visited the quarters of the Joe B. Webb Circus and while here Manager Webb made a deal to lease an elephant and truck from Hoogewoning. The bull is now at the Webb quarters. This makes two elephants with the show. Webb also made a deal with a local firm for a public-address system to be used for street advertising, announcing program features and advertising banners in the big show.

Chicago Circus Notes

CHICAGO, Feb. 22.—Harry A. Atwell, circus photographer, and Eugene Whitmore, editor of American Business, left yesterday on a two-week motor trip to Sarasota, Fla.

Felix Adler left for New York this week and will remain there until the Big Show opens in April.

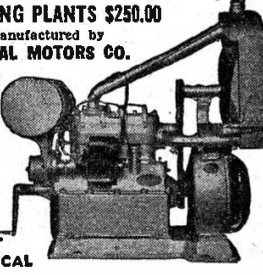
George Duffy, Circus Fan from Fort Plain, N. Y., and frequently mentioned as part owner of a circus, stopped over in Chicago this week on his way to the West Coast and visited with members of the John Davenport Top, CFA.

F. L. Deane is now Chicago representative for the Fulton Bag and Cotton Mills, of Atlanta and St. Louis.

Ray Goody stopped off here on his way from the Shrine Circus in Minneapolis to New York.

Robert E. Hickey, general press representative of the Cole show, will remain in Columbus, O., until about March 8, then into Chicago to pave the way for the Stadium engagement of the show.

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Girls to dance in Opening Spectacle. Amateurs willing to learn other acts considered. Also recognized Acts that double Bosses and Working Men in all departments, Side Show Acts, Colored Band for Side Show, Musicians for Big Show Band. Doc Heffernan, Red Monroe write. Will lease Concert, percentage basis.

LEWIS BROS. CIRCUS,
803 Reynolds Bldg., Jackson, Mich.

Rice Bros. Circus WANTS

Musicians, all instruments, for big show band. Roy Luciana, Earl Williams reply. Best accommodations and transportation, long season, best of cookhouses. Want A-1 Leader with complete library of standard circus and popular music. All address TOMMY COMSTOCK, Band Manager, 837 Backus Street, Jackson, Mich.

Downie Bros. Circus WANTS

Equestrian Director who can handle and break domestic animals. Truck Mechanic with own tools. Address DOWNIE BROS. CIRCUS, Chas. Sparks, Mt. Wacon, Ga.

CIRCUS PRIVILEGES for SALE

Candy Stand, Novelties. Wanted Musicians. Write LEE HINKLEY, Cleveland, Okla. Others write TOM ATKINSON, BARNEY BROS. CIRCUS, 13th and Walnut Streets, East St. Louis, Ill.

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Together with Copy N. Y. Clipper and 5 5x7 Circus Parade Photographs.
POSTPAID FOR \$2.00.
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TIGHTS
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280 Tenth Place, BROOKLYN, N. Y.



Under the Marquee

By CIRCUS SOLLY

WORD has been received that the Minneapolis Shrine Circus played to big business in spite of the intense cold.

FRANK T. KELLY postcards that he and Robert Morrison will be on a Southern motorized circus.

THE KESTERS have signed with the Joe B. Webb Circus. Will present acts and have pop corn and peanuts.

BOB ZELL will again be with Bond Bros.' Circus as banner solicitor, making his second season with James Heron.

JOHN C. GOODE, Richmond, Va., is national president of the Circus Saints and Sinners' Club; not F. D. Benham, as recently mentioned in these columns.

LAMAR HAMMERSTEIN, near Jackson, O., has sold three Great Dane puppies to the Ringling-Barnum Circus for training purposes.

DELIA C. BROWN, of Long Branch, N. J., recently had the pleasure of a visit with the former equestrienne, Lottie Aymar.

DRESSEN & PURCELL Stage Circus had best week of season so far at Alexandria, La. Flying Howards will be with show this summer, doing two acts.

AERIAL SOLTS were at Detroit Shrine Circus and are now at Grotto Circus, Cleveland, presenting double trapeze and carrying perch acts.

JAMES J. BROWN, legal adjuster, pens that he will be with one of the big shows this season. He left Atlantic City last week for Florida.

GOV. JAMES V. ALLRED of Texas has accepted an invitation to officially open the first performance of the Gainesville Community Circus at the Texas Centennial in Dallas June 25.

LEO ABERNATHY, president of the Billers' Alliance, has gone with his family to New Orleans on a month's vacation. His secretary is in charge of his office in Pittsburgh during his absence.

A. LEE HINCKLEY postcards that he will not be with Bailey Bros.' Circus as stated in a recent issue of *The Billboard*, but will have a 10-piece band on Barney Bros.' Circus.

ROBERT ATTERBURY and sister, who have been playing vaude dates, have returned to Dakota City, Neb. At Winnipeg, Can., they met Rich Barnsdale, wire performer, who is on the Cushman Circuit.

PEGGY WADDELL, of Barney Bros.' Circus, is being featured with the *Hollywood Frolic* at the Gay Paree Nite Club, San Antonio, Tex. Others in the revue are Bobbie LaRue, Carl Clewis, Kenny LaRue and Johnny David. Show has been held over three weeks. Next en-

agement will be at the Wonder Bar, New Orleans, before the opening of the Barney show.

JOE COYLE while at the Shrine Circus, Minneapolis, arranged a show at the Shriners' Hospital, using clowns Harry LaPearl, Jack Klippel, Felix Adler, Walter Goodenough, Lindsey Wilson, Art Lind and Cliff Downing.

FLYING WEAVERS, who retired from the stage and circus in 1922, are on their ranch in California. They have an almond and walnut orchard, located 16 miles south of Stockton. They never miss a circus that plays Stockton.

A. J. EMAHIZER was recently released from Veterans' Ward, University Hospital, Oklahoma City, where he was confined with blood poison in arm from a monkey bite. His animals will start working dates in that State next week.

CHARLES A. (CHUCK) O'CONNOR is at home, 1627 Vine street, Philadelphia. He has been in the Naval Hospital in Philly on several occasions, one time for seven months with a heart ailment. He visits all circuses that are in the Philadelphia section each season.

BILLERS' ALLIANCE No. 118, New Castle, Pa., organized 11 months ago, has signed agreements with all theaters and one posting plant. It is still working hard to get the Max Ludwig Company, which has been on strike for last 11 months, to sign.

CORINNE AND DEARO presented their trapeze, contortion, cloud swing and swinging slack-wire act at Lions Club Indoor Circus, Hutchinson, Kan., produced by J. C. Michaels, February 12-15. Will be at American Legion Circus at Coliseum in St. Louis next month.

ART MILLER, of Sells-Sterling Circus, occasionally calls on Johnny Sullivan, former trouper, at La Crosse, Wis., who is now advertising manager for Station WKBI. Miller recently had a chat with the Jack Daulh Players, playing circle stock in Western Wisconsin.

JOE AMBROSE, clown, is working around Dallas with his dog clown act. During the past month he played the Lakewood Country Club, University Club and conventions at the Baker and Adolphus hotels. He will be at the Texas Centennial Exposition when it opens in June.

PHIL ROCKWOOD and his trained dog Silver Queen are playing indoor dates in and around Binghamton, N. Y. Rockwood is associated with Carol Miller and Clayton Hawkes in their combination circus and variety show, which next spring will be augmented into a small circus known as Martin Bros.

CLYDE BEATTY and wife visited the Cincinnati Zoo last Tuesday and renewed acquaintances with Bill Dressman, who is in charge of the gorilla Susie. He also spent some time talking with Sol Stephan, zoo animal expert. While in the city they lived with their friends, Mr. and Mrs. Henry Oosterkamp.

JOE GALLER, while in Europe last September, visited the Berovcek Circus

Harry Gurr Observes His 98th Birthday Anniversary

DETROIT, Feb. 22. — Harry Gurr, a trapeze performer, famous with the P. T. Barnum, Dan Rice, Spaulding & Rogers and many other old-time circuses, was 98 years old February 20.

Hannan brothers, theatrical producers, brought Gurr to America from his home in England when he was 18, where he was the champion swimmer of the world at the old London Swimming Club. His first showing was in the old Bowery in New York City. He later joined circuses for the summer months as a trapeze performer and in the winter was shown in the museums of large cities in glass tanks as the "man fish."

Gurr and his wife, who he says was the first woman trapeze performer in the United States, traveled together for many years.

When Gurr was 92 he gave an exhibition of swimming under water. He is ending his days at the County Infirmary near Adrian, Mich.

McKeesport, Pa., Briefs

MCKEESPORT, Pa., Feb. 22.—Colonel Al Jacobs, since retiring from circus business, has been with the Pittsburgh Brewing Company. Is a frequent visitor at Jess Robinson's rabbit ranch in Westmoreland County. Robinson still has the billeting plant and has added another truck to his fleet.

Joe Farnan is in the prop department at indoor circus dates. Will be back with Ringling-Barnum in Bobby Worth's department of ushers.

Ralph Blair is in Chicago and will again be with a circus.

George Thomas, since retiring as an executive of the Gas and Electric Company, commutes to Pittsburgh to visit showfolk with whom he trouped years ago.

Bill Bryant and James Roach are operators at the Capitol and Memorial theaters and will not troupe this season.

Schad Show for Theaters

OHAMA, Feb. 22.—Schad Circus Attractions will play theaters on circuits, as well as independent houses this season. Joseph P. Schad will headline program and Viola Webb Schad will be a feature number. A public-address system will be on streets. Show will have 10 people and will open approximately June 1. Unit has been playing night clubs in and around Omaha.

In Pleasant. Joe says: "This outfit is about the size of our average small mud show, about 40 people, composed mostly of acrobats and aerial acts and duplicating the American cowboy and girl riding acts. All equipment is transported by horses.

THE KLINES worked the Detroit Shrine Circus for the Chevrolet Car Display February 3-16 and met a number of old circus friends. Are booked for the Little World's Fair, Detroit, opening March 6, for Chevrolet, and will go on road in April, advertising the car. They have been advertising cars for last three years since leaving the circus field.

REX M. INGHAM, general agent of Edna Acker's Congress of American Indians; Mrs. Mildred Ingham and Chief Deer Foot, emcee for Mrs. Acker, recently visited Sandy Tamargo at Circus Park, near Elkton, Md. Sandy has built a fine place since leaving show business. Edna Acker and Ingham recently spoke at Rotary Club Luncheon in Carvel Hall, Annapolis, Md.

KANERVA AND LEE, novelty head and hand-balancing equilibrist and gymnasts, were at Merchants' Exposition and Indoor Circus, Roanoke, Va., Armory week of February 3. Show was produced by American Production Company and attendance was big. Among others on program were the Great Lester Magic Revue of 15 people and Wells Brothers Trio, horizontal bar and comedy acrobatic performers.

CLOWNS at Minneapolis Shrine Circus, reported by Johnny (Stilts) Dyer, were Walter Goodenough, Lindsay, Art Lind, Harry LaPearl Trio, Lawrence Cross, Chester Sherman, Clarence Bur, Joe Coyle, Felix Adler, Jerry, Pete Sperner, Carl Burne, Fred and Doodles DeMarrs, Cliff Downing, McCabe, Joe Lewis. (See UNDER THE MARQUEE page 64)

Mix To Move On 67 Trucks

Twenty private trailers also in caravan — will open at Compton, Calif.

COMPTON, Calif., Feb. 22.—The Tom Mix Circus and Wild West is about all set for an early opening here, date not yet given. It has been stated that there would be 67 trucks and trailers and 20 private trailers in the caravan.

P. N. Branson, general agent, is in and out of town, but there is much secrecy as to route. His advance includes F. N. Williamson, in charge of billing; Jack Austin, handling brigade; Ed L. Conroy, contracting agent; Dan Payne and Raleigh Wilson, advance press. The new advance truck is much more spacious than the one used last season. This is in addition to advance trailer used last season and there are five smaller panel jobs on the advance.

The new ticket wagon is completed. New cookhouse trailer is 24 feet long with drop side, permitting the food to be given waiters from this specially built serving side. Other part of trailer is screened. Rock gas will again be used for fuel. Cookhouse will this season leave at night and serve breakfast to all. John Nix will have the cookhouse.

Departments Are Busy

Departments are working overtime, and Denny Helms, general superintendent, stated that all would be ready March 1. Baldy Aldiser is in charge of the quarters cookhouse, feeding 87 men. His assistants are Charles James, Al Lawyer and Henry Griffith. Bert Myers and crew of four are in paint shop; E. W. Reed is boss carpenter, with Roy Garrett and Artie Mahan, assistants. Helms has Louis Schwartz and crew of 12 working on seats and poles. Helms is inaugurating a new idea. Wally Helms, 24-hour man, and crew of five will have lot laid out and all stakes driven ready for arrival of the show.

The new light trailer is ready, Chief Electrician Schnerr and three assistants getting equipment installed. Joe Ford and six assistants have finished mechanical work on automotive equipment. The new canvas was unloaded this week. New horse top was added to the canvas as noted some weeks ago. This will permit tearing down of menagerie at night. Last season horses were kept in this top. Manager Dall Turney showed *The Billboard* representative the new paper. Every piece is special; eight 24-sheet special pictorial and six block stands. A new color combination was noted.

The Arbaugh flying act has added Harold Ward, catcher, and Bob Behee, flyer. Will be a double-rigging affair. Rhoda Royal and assistants are busy in three rings aside from the 34-horse menage number and another big horse act. Royal is finishing five saddle-bred gaited horses for feature number. The Hobsons are breaking in new rosinbacks.

Tom Mix is making frequent visits to quarters. Harry Baker has been busy, giving Paul Branson a hand. William Flowers, former auditor of front door, will be in the red ticket wagon with Robert Brown, and Charles Warrell auditor of front door. Abe Goldstein will be in clown alley. George Sturtes and Slim Corbett are getting Ted Metz's Side Show ready. William Lowney, of the Ted Metz front, has arrived. Has been booking two acts on the West Coast. Verne Arbuckle will be in white ticket wagon. Bill Ash is reported en route from Chicago. Max Gruber's group is working in the ring barn. Capt. Reese is working the new elephants. Show will open at Compton, Calif., however, the date not officially announced.

First Show for Lions' Club

HUTCHINSON, Kan., Feb. 22.—The Lions' Club here sponsored its first indoor circus at Convention Hall February 12-15. Program of 17 acts was furnished by J. C. Michaels Circus Company. Acts included Pearl Fisher, Hodgini Bros. clown band, Corinne and Dearo Troupe, Bible Pony and Monkey Circus, Jack Moore Troupe; Sandino, trained camel; trained dogs, Reger Bros. and Bob Fisher's Fearless Flyers. It will be made an annual affair.

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HAS SIGNED CIRCUS AGREEMENT FOR 1936-37

LEO ABERNATHY, Pres. WM. MCCARTHY, Secy.

A. THOMAS NOONAN, Treas.



The Corral

By Rowdy Waddy

THIS WILL BE a great year for cowboy sports.

COMMITTEEMEN, announce your dates (officially) early.

THERE ARE NOW few "cliques" among contestants. There used to be many of them.

EXECUTIVES of the Gooding (Ida.) Rodeo are preparing for their two-day event to be held the coming summer.

R. (TEX) PRICE, steer rider, has been visiting among acquaintances in the New England States this winter.

ARIZONA CHARLIE, veteran Wild West showman, is now working as section foreman for the Illinois Central Railroad at Chicago and would like to hear from old trouser friends.

BUCK STEELE has been wintering at Dover, O., buying and selling horses. Buck infos that he recently lost six of his saddles and some other equipment by fire.

THE TERM "rodeo" has become popular in many kinds of sports contests. "Fishing Rodeo," etc., etc. There was recently a "Boxing Rodeo" (amateurs) at Cincinnati.

THE HEADQUARTERS of Col. W. T. Johnson at San Antonio, Tex., is active relative to several projects for the coming season and some interesting news is expected to be forthcoming in the near future.

FROM CRAIG, Neb., Books Method and Buck Modlin wrote that members of California Frank's outfit last year and their other acquaintances might be interested in knowing—"We are out here in these Nebraska snowdrifts and that Buck has taken Whimpy's place in the 'Big Game Hunt.'"

PAWNEE BILL (Major Gordon W. Lillie) is scheduled to broadcast over the Columbia network, possibly from Pawnee, Okla., on February 26 (at 1:30 p.m. EST). The announcement reads: "Buffalo Bill's Birthday. A wonderful news story by his friend of a lifetime, Major Gordon W. Lillie (Pawnee Bill)."

WITH KEN MAYNARD launching his Diamond K Ranch Wild West Circus and Indian Congress the coming season, there are two former Wild West show performers and later movie stars in the circus owner field, Maynard and Tom Mix. Wonder if Hoot Gibson and some others of the screen Western features will later also get the "white tops fever."

Extensive details of the Rodeo Association of American annual two-day convention, at Tucson, Ariz., could not be compiled and mailed to reach the Corral editor in time for this issue. A complete report of the meetings will appear in next issue; also, results of the Tucson Rodeo. However, a telegraphic communication at press time informed that Judge Maxwell McNutt, of Sacramento, Calif., was re-elected president of the association, and Fred S. McGarr, of Salinas, Calif., re-elected secretary. The wire also announced that Reno, Nev., was chosen as the place for the 1937 convention.

C. B. (BUCK) SAUNDERS, of Berryville, Ark., and, incidentally, referred to as Berryville's "first citizen," was accorded a great birthday party on his 73d anniversary recently. More than 1,000 people journeyed to that city for the celebration, many of them prominent in public and social circles. Lieutenant-Governor Lee Cazort, State Banking Commissioner Marion Wasson and Major Gordon W. Lillie (Pawnee Bill) made short speeches. Jack DeLysle, president of the National Highway Association, was emcee and made presentation of a silver loving cup to the distinguished citizen.

KINSLEY STATION (about 30 miles south of Tucson), Ariz.—C. C. (Bud) Parker, widely known Southern Arizona cowman, joined the ranks of arena directors when he made his debut before a crowd of 1,000 at the annual Kinsley Rodeo, which attracted some of the nation's foremost riders and ropers.

Rose Davis made a thrilling exhibition bronk ride. Prior to the rodeo a free barbecue was held. There were two matched roping events, the first between Johnny Rhodes and Jack Van Ryder, which was won by Rhodes, and the second between Roy Adams and Buckshot Sorrels, won by Adams. Winners in competitive events: Calf Roping—Jake McClure (17.2), John Rhodes (18), Dave Stout (18), D. Parks (18.1), Steer Tying—Adams and Altamerino (18), McClure and Shell (18.1), Parker and Rhodes (21), Parks and Gardner (21.3). Bull-dogging—Mickey McCory (20.2), Howard McCory (20.2), Tom Hogan (22).

Miles City, Mont., Ordinance Protecting Fair From Shows

CINCINNATI, Feb. 22.—J. H. Bohling, secretary of the Eastern Montana Fair, Miles City, Mont., states that the City Council has passed an ordinance protecting the fair from shows for a period of 30 days immediately prior to the fair dates, which this year will be September 10-12. Extract from Ordinance 429 reads: "No license shall be issued to any person, firm or corporation for the purpose of engaging in, conducting or carrying on any carnival, street fair, side show, circus menagerie, wild animal show or dog show during or 30 days immediately prior to the holding or carrying on of any fair or exposition supported in whole or in part by general taxation."

Extract from another ordinance, 399, reads: "Every person engaging in, conducting or carrying on a carnival, street or other show, including side show, other than circuses and menageries, shall pay



SIDNEY BELMONT, Harriette Burvedell, Mrs. Lee Belmont, Lorraine Burvedell and E. K. Fernandez, photo snapped in Honolulu, prior to embarking for the States January 4. Burvedell Sisters were one of the featured acts with the Fernandez Circus.

the license fee of \$25 per day in advance."

Mr. Bohling adds: "Last year we had Seal Bros.' Circus three or four weeks prior to our fair and Al G. Barnes Circus five days ahead. This condition was true of a number of the Montana fair towns and for this reason our State Fair Association and the others interested have had the fair cities pass ordinances protecting the fairs.

"We are not trying in any way to run the circuses out of this territory, because we realize their value to any community, but we do feel that we should protect our fair as much as possible and our City Council and County Commissioners have agreed to do so. For this reason I thought it would be well to advise some one of the action taken, so that when the circus men make up their circuits they could govern themselves accordingly."

Decatur Local Elects

DECATUR, Ill., Feb. 22.—Local No. 63 of the Billposters and Billers' Alliance recently elected the following for this year: William L. Oliver, president; H. L. Jackson, secretary; R. O. Dilley, business agent; W. L. Lawrence, Robert Hiatt and C. R. Jackson, trustees; William L. Oliver and R. O. Dilley, delegates to Decatur Central Body.

An important bit of legislation to come before the local was a plan to insure all members under a group policy. E. L. Jackson and wife are in California. W. L. Lawrence spent several weeks in Florida with his brother-in-law, Artie Welsh who will be with Cole Bros. Circus.

Bill Oliver, who spent several weeks at Mayo Bros., in Rochester, Minn., is at present in Hot Springs, Ark. Will be back here at an early date.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Feb. 22.—Johnny Goode, national proxy CSSCA, stopped in to see the writer last Monday and we had a pleasant chat about many things Johnny was on his way to Brooklyn to attend a Masonic luncheon and from there he was going to several points of the compass to attend other Shrine activities. He asked about Chal Pancoast, but we couldn't tell him a thing. The last time we saw Chal was up-State in a Masonic parade when he was tripping over his dangling sword. A well-organized lodge ought to have a sword shortener. Johnny stated that the board of trustees, CSSCA, were meeting on March 19 at the offices of the Virginia State Fair Association in Richmond, Va., for the purpose of considering the resignation of this Tent from the national body and other important matters. The W. W. Workman Tent, Johnny further infos, has been doing some splendid charitable work during the rigid winter days for circus old folks. President Goode wore a pair of galoshes that must have belonged in their day to Colonel Goshen, the giant. Johnny could turn in them without moving the position of the toes. He wants to be

English Shows Top All Previous Records

LONDON, Feb. 12.—All London and provincial circuses have closed their Christmas seasons. Bertram Mills' Olympia, Crystal Palace, Hagenbeck's World's Fair and the Alexandra Palace, all in London, and Kelvin Hall, Glasgow, and Bellevue, Manchester, all reported that this season has topped all previous records.

Mills is now readying attractions for his summer tenting season, due to open in May.

Captain Woodward, of Woodward Seals' fame, is back in England after an extensive visit to America.

A move is on hand to give London a permanent all-year-round circus. The location will probably be at Earl's Court.

The Juggling Jewels, women jugglers, well known in the States, the outstanding hit of Bellevue Circus, Manchester, are now in vaude over the Gaumont-British tour. They revisit America later in the year.

Olvido Perez, Cuban wire wizard, is back in Europe, playing over the GTC Circuit.

Hap Hazzard, assisted by Mary Hart, American comedy wire performer, clicked solidly on his English debut at the Manchester Hippodrome this week.

The Five Canadian Wonders, sensational aerialists, now playing English vaude acts, have received circus offers for America.

Rice Bros. World Toured Circus

Contracting now to complete the most pretentious array of circus talent ever assembled under canvas with a Motor Circus. This show will live up to the billing

"AMERICA'S CIRCUS BEAUTIFUL"

WANT a few more Teams or Trio doing one or more acts, preferably from Jaw, Perch, Traps, Perez Trio reply; also Jack Riddle, Clowns with plenty of changes, must feature all-white wardrobe and play instrument for Clown Band. NOTICE—HARRY LAPPAL is POSITIVELY CONTRACTED WITH THIS SHOW and is to be Producing Clown. To complete Big Show Band of 16 pieces, under direction of TOMMY COMSTOCK, need few more men. A-1 Scenic Artist who can make up and work from picture patterns. Also want good letterer who can stripe and lay goldleaf. WANTED—A Male Quartette to sing with band on cornet and do two numbers during show. Also two more FEMALE DANCERS—Can place for Spectacle 3 SPANISH DANCERS. Must be able to use Olanets. Wardrobe, youth and appearance essential. Big Show troupe. Want to hear from Geo. Meyers of York, Pa. Notice to all. Long season, good Cook House, best of sleeping trailers to single people. Teams or acts having own house cars given preference. When answering, if you want a reply, you must send us a late photo, and positively state salary you expect. Show opens April 1. Call for rehearsal, Monday, April 6. All reply to P. O. Box 1866, RAY MARSH BRYDON, JACKSON, TENN.

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Is Your Subscription to The Billboard About To Expire?

REUNION IS BIG IN ALBANY

Contract Spur At N. Y. Meet

Association hears several guest speakers — Miller, Penn Yan, new president

ALBANY, N. Y., Feb. 22.—Once again the Ten Eyck Hotel vibrated with the shouts and murmurs which are always a part of the annual convention and banquet of the New York State Association of County Agricultural Societies. This, the 48th annual, brought out spectacular attendance, as usual, since it is the last State association parley in the country and visitors know by experience that a rousing good time is in store for them. They were not disappointed as they assembled here on Monday, sessioned and banqueted on Tuesday and trekked home in dribbles on Wednesday. Snow, sleet and roads danger-signed with black ice failed to keep them away.

Formal meeting was opened on Tuesday afternoon with a welcoming address by Leo M. Doody, commissioner of welfare, and greetings by William Fitzsimmons, president Albany Chamber of Commerce. Lewis K. Rockefeller, of Chatham, association president, then swung the confab along to a successful conclusion, punctuated by speechmakers drawn from outside the association ranks. Among them were A. W. (Al) Lombard, secretary of the Massachusetts Agricultural Fairs Association, who stressed the importance of agriculture in county fairdom, and George Hamid, head of the booking office bearing his name, who gave a humorous account of his beginnings as a performer in Arabia, dwelled on his carnival days with Leon Washburn and then turned serious with tips on building up four departments and combining them for a successful event.

Support From Ten Eyck

History of fairs and their educational value were taken up by William B. Boothby, Rochester Exposition, who took the delegation back to the pre-Christian period and then discussed the current scene with the pronouncement that fairs promote a better understanding between the urban and rural dweller. His well-knit talk made good background for the introduction by President Rockefeller, of

(See REUNION IS on page 65)

Ohio Top Race Judges Named

COLUMBUS, O., Feb. 22.—In a recent State-wide poll of harness horsemen, conducted by United Trotting Association, Bellefontaine, O., to determine ability of race judges officiating in judges' stands at Ohio race meetings, from the horsemen's viewpoint, Steven G. Phillips, Xenia, and Edwin T. Keller, Cincinnati, were voted the two outstanding officials of the Buckeye State. The poll, first of its kind ever conducted in the trotting-horse sport, was submitted in the form of a questionnaire to horsemen who raced under UTA rules during the 1935 season, some 10 questions being put to owners and trainers.

Liebman Sees Good Year

CHICAGO, Feb. 22.—Rube Liebman, representing Barnes-Carruthers Fair Booking Agency in Iowa, Minnesota and the Dakotas, reports that so far this has been his most successful season in many years. Rube has been especially successful in Minnesota and Dakotas, having secured a large number of contracts.

DAYTON, O., Feb. 22.—Auto-racing promoters, attaches, drivers, owners, fair board members and members of the press will review last year's auto racing and make plans for the 1936 season at a meeting in the Gibbons Hotel here Friday night, February 28. Dr. J. K. Bailey is chairman of committee in charge of arrangements. The meeting will be open to both independent and organized interests.

Scotch Fireworks

HARTFORD, Conn., Feb. 22.—It has gotten to the point where the Scotch joke is even invading the winter conventions of officials of fairs. Friends of his declare that at the annual meeting of the Association of Connecticut Fairs here on Tuesday, Alexander Maitland, Woodstock Fair, was looking for a brand of fireworks that will not be visible from outside the fairgrounds gates. Mr. Maitland is a Scotchman.

To Dredge Site in Frisco

SAN FRANCISCO, Feb. 22.—A call for bids on the \$3,800,000 reclamation of Yerba Buena Shoals for the 1939 Bay Bridge International Exposition site has been issued to dredging companies by the U. S. Corps of Engineers, to be opened on March 4. Building of a 385-acre island, involving construction of a 16,000-foot seawall and pumping of 16,000,000 cubic yards of sand fill, is expected to take 12 to 14 months. Army has put four big dredges to work on the site to avert delay.

BURLINGTON, Kan. — Coffey County Free Fair, planning an entire change in style of its entertainment for the 1936 annual, has contracted with Clyde D. Miller Rodeo and Horse Show for programs on its athletic field.

Louisianians Ask More Funds To Keep Pace With Fairdom

Mouton address at annual meeting results in request for added appropriations for State, districts and parishes — officers re-elected for 14th consecutive year

JENNINGS, La., Feb. 22.—An appeal for a substantial increase in State appropriations for State, district and parish fairs was made by Louisiana State Association of Fairs in annual meeting in the courthouse here on February 14 and 15 thru passage of a resolution introduced by F. V. Mouton, South Louisiana Mid-Winter Exposition and Flower Show, Lafayette. In an eloquent address he stirred the delegates to a declaration that Louisiana must not fall behind in agricultural education as promoted by fairs. It was declared that in lieu of the AAA the State should have an "MAA—More Agricultural Appropriations."

Many '36 Contracts To Hankinson's Org

NEW YORK, Feb. 22.—Ralph A. Hankinson, general manager of Hankinson Speedways, announced signing of contracts for events in which the Hankinson organization assumes title of sponsor and director of speed programs sanctioned. (See MANY '36 CONTRACTS page 49)



GAINESVILLE (TEX.) COMMUNITY CIRCUS signs up with Texas Centennial Exposition in Dallas for a three-day engagement on June 25-27. Left to right: Miss Juanita Bailey, aerialist and tight-wire artist; Billy Basinger, 250-pound clown; David E. O'Brien, secretary-treasurer of the circus; General Manager William A. Webb, of the exposition, and A. Morton Smith, circus program director.

Speculative Basis for Annuals Is Decried by Ag Head of N. H.

HARTFORD, Conn., Feb. 22.—Fairs cannot reach maximum of success and long life or return greatest value to agriculture if organized upon an individualistic or private-enterprise basis, declared Andrew L. Felkner, commissioner of agriculture for New Hampshire, at the 22d annual meeting of the Association of Connecticut Fairs here on February 18.

"There are too many fairs," he said, "in which we are expected to put too much money and time, anticipating immediate financial returns in the way of cash dividends. This is apt to put our fair on a purely speculative basis and, if it gets a bad break, leads us to put in more time and more money, hoping to save what we have previously invested in the same way as we played the stock market on margins.

"It also tends to lead us into the temptation of lowering the standard of quality by permitting, for money, contaminating or questionable features that will in the end destroy confidence and

reduce patronage, resulting in perhaps premature death. New blood, new vitality, new strength and new vision are needed in many of our New England fairs. Let's be sure we are not clogging up the road of progress."

Twenty-five of the 30 fairs receiving State aid were represented by 63 delegates. Secretary Leonard H. Healey, Woodstock, reported that nine fairs had taken advantage of the co-operative purchasing of cups to be given as prizes. Last year there were 45 organizations that joined the association and little mortality is expected this year. Treasurer Richard H. Erwin, Newington, reported a balance of \$82.78, not including dues for the current year. His books were audited by Freeman R. Nelson, Woodstock; Helen M. Weeks, Windham, and Boyd R. Grant, Melrose.

Officers re-elected are as follows: President, Fred Rosebrooks, Williamantic; vice-presidents, Freeman R. Nelson and Boyd R. Grant; secretary, Leonard

(See SPECULATIVE BASIS on page 48)

Monroe Picked for '37

Annual banquet Friday night was in the American Legion Hut with about 200 attending. Broussard's Orchestra, Jennings, furnished music and among entertainers were Happy Pharr and Misses Harriet Smith and Helen Reaud. Franklin Hildebrand, Jennings publisher, presented Ivan Patterson, Jennings, as emcee. P. O. Benjamin responded to the welcome of Jennings. President Wilson, in a talk on history of fairs in Louisiana, said they originated 132 years ago. Others called on for talks were Mr. Hirsch, Fred Kressmann, Mr. Vickers, Art Briese; H. C. Fondren, Jennings; Mr. Mouton, Dave Lachman, and Frank B. Joerling, *The Billboard*, St. Louis.

The officers were re-elected, the 14th successive year that the same officials have served. Resolutions of condolence were adopted upon the deaths of Senator Huey P. Long and Gov. O. E. Allen, and Harry E. Hoppen and others upon the recent re-election of Commissioner Wilson, the hospitality of Jennings and Jefferson Davis Parish and upon the co-operation of *The Billboard* and its representative, Frank B. Joerling.

Because Commissioner Wilson was (See LOUISIANIANS ASK on page 49)

Springfield, Mo., Thru WPA Grant, To Have Ozarks Fair

SPRINGFIELD, Mo., Feb. 22.—An Ozarks District Fair, probably to be ready by the middle of September, has been assured for Springfield as a result of a \$42,442 WPA grant for this and other projects.

The fair project will employ 120 men five months, erecting seven main buildings and several smaller concession stands and restrooms at Dickerson Zoo, improving and reconditioning the old race track, grading grounds and building new roads.

Included will be construction of a grand stand, 200 feet long by 40 feet wide, on south side of the race track; stable for race horses, with 40 stalls; agricultural and horticultural building 100 feet long by 60 feet wide; arts building, 30 by 50 feet; dining room, 60 by 100 feet; automobile and machinery building, 60 by 100 feet, and live-stock pavilion, 100 by 100 feet, all buildings to be of frame construction.

Legit Games, R. M. Edict

Merchandise concessions in favor at Great Falls meet—would ban passes

GREAT FALLS, Mont., Feb. 22.—Adoption of a resolution providing that all concession games must be legitimate and put out merchandise was a highlight of the 11th annual meeting of the Rocky Mountain Association of Fairs in the Rainbow Hotel here. Dates for practically all 1936 Montana fairs were set. Delegates also went on record as favoring State aid for fairs, to be provided in amounts based upon premium lists, with such aid not to exceed \$5,000 annually. According to the resolution, no fair will be eligible to receive State aid unless it has at least 18 acres of land and a plant valued at \$20,000 at least.

Other resolutions adopted provide that all fairs in the association have pay gates and that they reduce complimentary tickets issued for admission to grounds and that fair secretaries not issue complimentary tickets to other secretaries and fair officials in the State, that county and city officials be urged to co-operate with fair officials to the extent of refusing to issue licenses to amusement features of all kinds for a period of 60 days prior to opening dates of fairs, and that any carnival showing in a town where a fair is to be held at any time within 30 days prior to opening date of the fair "shall be black-listed by the association."

Billings was chosen as meeting place of the 1937 convention. Officers were re-elected as follows: Harry L. Fitton, Billings, president; J. H. Bohling, Miles City, vice-president, and Harold F. DePue, Great Falls, secretary-treasurer.

Contracts for acts were awarded to Jules Miller by Havre, Dodson, Miles City and Sidney, Mont.

All fireworks business in Montana was gathered in by Art Briese for Thearle-Duffield Fireworks Company.

Mutuels Rate To Stand

Re-election of officers of North Montana Fair board was announced following the annual meeting. They are W. F. O'Leary, president; G. T. Boyd, W. H. Bertsche, vice-presidents; O. S. Warden, Sam Stephenson, directors.

It was decided to keep the pari-mutuel commission at 8 per cent again this year, declared to be one of the lowest commissions in effect on any track in the nation. Audit of fair books for 1935, submitted by Secretary-Manager DePue, showed excess of receipts over disbursements totaling \$18,427.31 during the year.

Elk Steaks for Dinner

A dinner was given by Frank Hofer, manager of the Rainbow Hotel, at which were present Mr. and Mrs. Harold F. DePue; Harry L. Fitton, manager of Midland Empire Fair, Billings; Max Goodman, Mert Gribble, Fred Kressmann, Mrs. Frank Hofer, Art Briese and others. Fred Kressmann and Art Briese were

guests night of January 26 at the home of Mr. DePue at an elk steak dinner. Elk was bagged by Harold last October. Wonderful arrangements were made by Mr. DePue in getting the local radio station to broadcast the entire banquet on the air for over four hours.

Governor Holt of Montana, after being introduced and addressing everyone, ended by saying "and my good old pal Harold DePue."

Mr. Fitton and Mr. DePue were complimented on running sessions on the minute and as per schedule and for the harmony in which the numerous committees worked.

Art Briese's room was voted the life of the meeting at all times.

Carver, Regnell to Orient

CINCINNATI, Feb. 22.—Ella Carver, daughter of Dr. Carver, of diving horse fame, and Nils Regnell, for years owner of the high and fire-diving act known as the Hellkivists, left New York on February 12 to fill a long engagement in Japan and China. Act was placed by Charles L. Sasse. Team played Yokohama Rebuilding Exposition last spring and made a big hit. They also filled a summer engagement in Shanghai. Theirs is the only act re-engaged for Manchoukuo - Japan Exposition, Toyama, Japan, starting in April and running for two months.



FT. WORTH, Tex.—Texas Centennial Live-Stock and Frontier Days Exposition has been chartered, incorporators including Marvin D. Evans, T. J. Harrell and Van Zandt Jarvis.

DETROIT.—A meeting of the executive board of managers of Michigan State Fair here has been postponed twice because of prolonged cold weather. H. B. Kelley, Hillsdale, has been one of the few up-State members who have been able to drive into the city in the last two weeks thru snow that has blocked all main highways.

DECATUR, Ind.—Free Street Fair and Centennial, which will sign Gooding Greater Shows and John B. Rogers as pageant director, is selling "baby bonds" to the amount of \$6,000.

MILWAUKEE.—Arthur H. Rumpf, Milwaukee, connected with the food industry for the past 33 years, will again di-

rect the Food Show at Minnesota State Fair this year. More than half of the space has already been reserved, said Mr. Rumpf.

DETROIT. — Second annual Detroit and Michigan Exposition in March will (See FAIR GROUNDS on page 49)

Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

ON NET IMPORT BASIS

The farms have been in the grip of severe winter weather most of the past month. The entire North is blanketed with a fairly heavy cover of snow, which, although it has handicapped outdoor work, has benefited winter grains and meadows. Winter wheat is generally reported to be in good condition except in portions of the Southwestern plains territory where lack of snow or moisture has left the crop open to damage by cold weather and winds.

The general grain situation this winter is materially different from that of a year ago. Wheat supplies are sharply reduced. Corn and other coarse grains, on the other hand, are much more abundant. These shifts in supplies have been reflected in high prices for wheat and lower prices for the feed grains. As a result of the short spring-wheat crop and the small carry-over from last season's harvest, the United States has been placed upon a net import basis for bread wheats for the first time in many years.

With respect to feed-grain supplies, however, the reduced numbers of live stock and the larger crops of grain have eased that situation, so that the imports which were coming in rather freely last season have become almost negligible.

BETTER FOR LIVE STOCK

The general story within the livestock industries is one of increasing production. The number of fall pigs in the Corn Belt is said to be about 40 per cent more than a year ago. The reports as to intentions for spring farrowing indicate a 24 per cent increase above

last spring. While this would still leave next spring's pig crop somewhat below the 1932-'33 average, it indicates the response of hog producers to the stronger market and easier feed situation.

There are reported to be about 41 per cent more cattle on feed in the Corn Belt than last year, although this would not bring the number quite up to average. In the West, however, there are said to be around 78 per cent more cattle on feed, which is about one-third more than average.

The number of lambs on feed last month in the principal feeding States was estimated at about 5 per cent fewer than a year ago. The actual number (about 5,260,000 head), however, is still large enough to furnish a fairly good market supply of lamb.

Milk production is still rather low in most parts of the country. Dairy herds are being rather closely culled and appear to include less than the usual proportion of helpers. The price of butter has now risen to a point where it is said that dairymen are again feeding nearly the usual quantity of grain.

SPRINGFIELD, O.—Contracts for 1936 so far secured by the fair department of Gus Sun Booking Agency are 100 per cent above those at this time last year, with indications of record business, it was announced.

BOSTON.—Paul Denish, manager of the George Hamid office here, has contracted the acts for Tunbridge (Vt.) Fair in September.

YOUR 1936 PROFITS ARE IN THE MAKING NOW!

1936 CATALOG NOW AVAILABLE.

In buying Acts for your Park or Fair this season your profits will be determined by your selection of the right kind of Attractions. Buying "Attractions That Attract at Attractive Prices" will increase your gates and assure you of profits. Let us serve you.

PHIL WIRTH, Pres.

Boyd & Wirth Attractions, Inc.

1584 Broadway, NEW YORK, N. Y.

Notice

Helen Reynolds and her Seven World Champion Wonder Skating Girls booked exclusively by George Hamid for 1936 Fairs. No other agency has authority to offer act.

EARLE REYNOLDS

WANTED

SHOWS AND RIDES—CONCESSIONS ORGANIZED SHOW OR INDEPENDENT DOYLESTOWN FAIR Sept. 29-Oct. 3 (day and night) J. ALLEN GARDY, Secy, 28 W. State St., Doylestown, Pa.

WANTED

Several Balloonists, doing Aerial Stunts and Parachute Jumping. Give full details in reply. W. W. PAYNE 732 14th St., W., Huntington, W. Va.

WANTED—Reliable Concession and Ride Men for Fair, September 15-18. Communicate with H. D. BENNINGTON, Chairman of Clinton County Agricultural Society, Wilmington, O.

WANTED—Carnival to play here about middle of June; medium sized, good Circus, July 4 and 5, auspicious American Legion, Breckenridge, Minn. Per cent basis. Total population two towns about 6,000. LEO DREY, Com. Alfred Lockman Post 53, The American Legion.

World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.

WANTED CARNIVAL CONCESSIONS For July 4th and 5th Celebration, Fayette County Fair. ED BAUDER, Secy., West Union, Ia.

WANTED to hear from people operating Rides or small Carnival Company. Would prefer Rides only, for our Fair, August 25 to 28, 1936. Address A. D. KREBILL, Secy., Lee Co. Fair, Donnellson, Ia.

NEWS CALIFORNIA PACIFIC NOTES

International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Gate Figures Given Weekly

No daily attendance to be announced until summer—more parking is provided

SAN DIEGO, Feb. 22.—Rain hurt last week-end attendance, altho sunshine Saturday afternoon brought thousands of Boy Scouts to celebrate their 26th anniversary at California Pacific Exposition. Five special events were crowded into Saturday, including first Children's Day, Bicycle Day, A.A.U. Wrestling Day and County Clerks' Day.

G. Aubrey Davidson, chairman of directors, returned from Washington, where he obtained full co-operation of Congress in assuring adequate financing of the Federal Building at the 1936 exposition.

Daily attendance figures will not be available at present, said Philip L. Gilder, managing director. "Owing to the curtailed operating force we are unable to maintain checkers at gates for the Express purpose of checking attendance," he said. "Until the summer season begins we shall follow a policy of issuing attendance figures weekly, covering a six-day operating period." The exposition is closed Mondays until summer and numerous communications have come extending congratulations on the fine attendance, despite inclement weather.

Every visitor, on entering the grounds, receives a complete program of the day's activities and special events. Enlarged auto parking facilities have been provided. More space has been added to the park adjoining the main entrance and parking fee has been set at 25 cents per auto.

Many Free Programs

Free entertainments are being featured by the department of special events, in charge of Ernest C. Hulick. Every Tuesday night will be Old-Fashioned Dance Night, with the exposition orchestra, under the direction of Jay Warde Hutton, providing musical setting. Amateur vaudeville will be staged Wednesday nights in the House of Hospitality auditorium, bill to consist of 10 acts of one-hour duration. Each week the best act will be selected by popular vote and at the end of 10 weeks these 10 winning acts will compete for first honors. Weekly prizes will be awarded to the best act and winner of the 10-week competition will be given a contract by Fanchon & Marco to appear in the floor show at the Cafe of the World for one week.

A motion picture show will be held Thursday nights, sponsored by Eastman Kodak Company. Newsreels, travelogs and films of events at the exposition during the preceding week will be shown. From 7 to 10 p.m. Thursdays there will be a dance in the Palace of Entertainment, with the exposition orchestra furnishing music. Spanish Fiesta will be held Friday nights from 7 to 8 p.m. in the House of Hospitality, with Jose Arias and his troubadours featured. From 8 to 9 p.m. Friday evenings. Navy Night will be celebrated in the Palace of Entertainment when it does not conflict with activities at the naval shore stations.

Fun Zone Features

Rear-Admiral W. T. Tarrant, commandant of the 11th Naval District, and naval representative at the exposition, has advised commanders of the bases regarding this series, asking their participation with talent from their stations. Saturday nights the Musical Rodeo will be staged in the House of Hospitality auditorium from 7 to 8, followed by dancing from 8 to 10 in the Palace of Entertainment. Musical recitals will be held every Sunday night from 7:30 to 8:30 in the House of Hospitality auditorium. Song-fests will be held in Alcaza Gardens. Elwood Bailey is director of special activities.

J. Ed Brown, who resigned as director of shows and concessions on February 16, has not disclosed his plans for the future.

Attractions now operating on the Fun Zone include Strange As It Seems; Producer, John Hix; exhibitor, J. S. Madill; manager, Joe Glacy; publicity director, Monte Humphreys; Mardon, escape artist; Duchess Leona, midget electric act; Laurolo, "man with revolving head"; Susele, elephant-skin girl; Ted Conibear, sand modeler; Big Bertha and Slim Jim; La Goldie, sword swallower; Tam-Tam, leopard-skin man; Francis, man with iron tongue; Cal Lips, flea circus; Toya and Clemens, Impalement; Blystone, dice writer, and Shepper, Man from Holy Land.

Midgets in Circus

Enchanted Land, originated by Wayne W. Dailard, assistant managing director of the exposition, and produced under direction of George T. McCarthy, assisted by Mr. and Mrs. Fred W. Temple, includes Rock Candy Mountain, 10-cent walk-thru show, mechanical figures, giant shoe-slide, Thomas J. Hughes kiddie rides, which include Baby Ell Wheel, Merry-Go-Round, Auto Ride and Airplanes; Pony Ride, Harry Wooding, owner; Dick Ryan, manager; Miniature Railroad, L. G. McBride, owner; Harry Lippman and George B. Coulter, clowns; E. A. Wakelin, manager; Dorothy Lasher, cashier; Jane Elsemann, attendant.

Temple of Mystery, four shows daily, presented by Francisco and Company; last night show 45-minute Spook Show. Harold Agnew, chief assistant; Happy Johnson, front.

Big Top Midget Circus, presented by Fanchon & Marco, opened with parade of midgets, ponies, goats, elephants and dogs; Edwin Potter, performing goats; Walter Miller, pony drill; Lady Little, performing dogs; Mrs. John Winters, pony high-school act; Charley Becker, three elephant act; Dolly Kramer, pony act; Bob Matthews, lion act; concert; Danny Montague, dancer; Nick Page, ballad singer; Dolly Kramer, torch singer; Johnny Fern McDill, "miniature Mae West"; Ed Barkley, Ed Larkin, grooms; Major James D. Doyle, ring master and concert announcer; Ben Black, general manager; John Meyers, chief talker; E. E. Wooden, equestrian director and owner of stock.

The Daily Repertoire

Fanchon & Marco Revue, featuring movie doubles, with Valerie Lincoln, Jean Webster, Mary Dees, Cynthia Westlake, Diane Gardner, Frank Brown, Etta Lee, Pearl Alten, Howard Bruce, Rudy Corneil, Frank Farr, Carol Dietrich, Betty Dietrich, Virginia Rendel, Helen Evans and Floyd C. Tuppings. Staff, Ben Black, manager; Red Kearns, front talker; Jumpy DeBever, tickets; Hermie King, emcee.

Streets of Paris, Louis and Walter Stutz, owners; Boldy Miller, inside lecturer; Louis Merine, electrician; Murad Korem, bally; Francis Johnson, Carol Klatt, Barbara Brent, dancers; Ethel Miller, wardrobe.

Front Page, featuring newspaper highlights: A. S. Billings, manager; Larry King, tickets; Pierre Salano, bally.

Boulder Dam, Ralph E. Smith, owner; Keeno, mechanical man, manager.

Alpha the Robot, Prof. Harry May, owner; Jack Brooks, talker; Moe Ziegler, lecturer; Dick Levi, tickets.

Zoo, featuring trained seals, penguins and Martin Johnson's gorillas.

Rides include Orville N. Crafts' Merry-Mix-Up, Ell Wheel, Auto Speedway and Whoopee; McMahon & Lowndes' Loop-O-Plane and Aeroplane; A. A. Tremp's Swooper; J. Zowter's Frolie.

Old Globe Theater, Shakespearean Players presenting repertoire. *Much Ado About Nothing*, 2 p.m.; *Julius Caesar*, 3:30; *A Comedy of Errors*, 5 p.m.; *The Taming of the Shrew* at 8 p.m.; folk dancing on Village Green before each show.

SPECULATIVE BASIS

(Continued from page 46)

H. Healey, treasurer, Richard H. Erwin, County directors elected; Hartford, Miss Margaret Snow, Canton; New Haven, F. Leslie Spencer, Guilford; New London, J. S. Daniels Jr., Old Lyme; Fairfield,

George M. Nevius, Danbury; Windham, Marshal J. Frink, Brooklyn; Litchfield, Raymond G. Bentley, Harwinton; Middlesex, Carl C. Watrous, Chester; Tolland, George Hathaway, Union. Nominating committee comprised Charles B. Pomeroy, Willimantic; Leonard J. Selden, East Hampton, and Homer P. Deming, Riverton.

At suggestion of Secretary Healey, the following committee was appointed to review the constitution and by-laws with an aim to suggest such changes, as time may have made necessary, for action at the next annual meeting: Homer P. Deming, Riverton; Ray L. Harding, Lyme, and Donald Gaylord, Litchfield.

Advertising Continued

Following report of Elliott H. Platt, director of publicity of the State department of agriculture, who was secretary to the association's advertising committee, it was voted to continue cooperative advertising this year. The committee, Boyd R. Grant, Raymond G. Bentley and J. S. Daniels Jr., was instructed not to exceed a \$200 budget.

The report showed that member fairs are taking greater interest in match advertising each year. Association works out a plan whereby each fair is given 1,000 books of matches free of charge and is entitled to purchase as many as it desires at group price. Each fair has its name and date on the front cover, and inside of the cover carries names and dates of all the fairs, while the outside back cover carries a general advertisement typical of Connecticut and its fairs. This year the general design was made up to harmonize with Connecticut's Tercentenary Celebration.

When the match advertising program started four years ago 14 fairs co-operated in purchase of additional matches so that the total order reached 55,000 books. The past year 23 of the 30 fairs receiving State aid purchased 71,500 of a total order of 100,500 books.

During luncheon Gordon's Entertainment Bureau furnished several acts, which included A. Lauson Banks, pianist; Miss Marian Delmar, blues singer; Miss Rena White, 11-year-old soloist and novelty dancer, and Jack W. Gordon, magician. Miss Beverly Joice, Wethersfield, was on the job with a line of free acts. Paul Denish, George A. Hamid, Inc., apparently got stuck in a snow-drift, as he expected to be present but failed to appear. Adoption of uniform judges' books several years ago has now brought them into quite general use. Secretary Healey reported the supply exhausted and it was voted to purchase an additional supply.

Healthier, Says King

Three men were picked to discuss high spots of their 1935 fairs. Alexander Maltland, Woodstock, said the fair had been running into bad luck and losing money until they had finally started holding night fairs, too. J. S. Daniels Jr., Hamburg, emphasized desirability of a free gate for children. Edwin H. Shattuck, Cranby, substituting for R. G. Bentley, stated their major attractions were drawing contests, cafeteria supper and big vaudeville program in the main hall at night in connection with dancing.

Olcott F. King, commissioner of agriculture for Connecticut, just returned from Florida Fair, Tampa, finds a healthier situation prevailing not only in Connecticut but in the South, which this year took live stock into its fold. He finds that Connecticut fairs have maintained their premiums at high level, succeeded in making a slight profit the past year and many of them are showing signs of increased attendance.

Sentiments of Etkanah Watson, called the "father of the agricultural fair," were recalled by James G. Watson, editor of *The New England Homestead*. Fairs, he maintained, were built upon agriculture for foundation with live stock as the backbone of successful agriculture. He urged that fairs stress quality and not quantity of exhibits and suggested that department superintendents be appointed who have backbone enough to eliminate exhibits which reflect discredit upon a fair, the owner and misinform the spectator.

Federation Advocated

Commissioner Felkner, suggested that a federation of New England fair associations could work out many practical plans to make for greater uniformity of service, thus bringing fairs to a higher degree of perfection. Some of his points included careful survey before a new fair is organized, building for perma-

Black Forest Is Slated in Dallas

Finer presentation than in Chicago promised — big lighting system started

DALLAS, Feb. 22.—R. J. Sipchen, Chicago, whose Black Forest was a hit of Chicago's A Century of Progress, will have a quarter-million-dollar attraction at Texas Centennial Exposition here, according to Paul M. Fuller, architect, who is conferring with exposition executives on details of a finer presentation.

Centering around an ice rink, where skaters will show daily, will be a restaurant typical of the Black Forest. A village development with shops and souvenir stands will also be built, the whole to be landscaped with huge pine trees and shrubbery. About an acre and a quarter will be used.

Added Auto Exhibit

W. A. Webb, general manager of the exposition, said lighting current for the exposition will be sufficient to supply a city of 100,000 population. It is being installed at a cost of about \$205,000. Ninety per cent of lines will be underground. A battery of 24 searchlights of 36-inch diameter will be installed, with minimum visibility of 25 miles. Ray Foley, director of works, believes it will be the best lighted exposition ever planned.

Paul M. Massmann, director of exhibits and concessions, back from the East, said that in the near future announcement will be made of participation of another major automotive manufacturer, Ford and General Motors having already signed.

Chance for Talent

Bert E. White, domestic tours manager for American Express Company, is here to set up arrangements for that organization's tourist travel to the exposition. He predicts minimum attendance of 10,000,000. A number of railroads active in the Texas area are sponsoring publication of a special travel folder. Frank N. Watson, expo promotion director, said initial run will be about 100,000.

John Sirigo, official exposition photographer, will arrive in a few days from San Diego. Harry Harrison, admissions director, also returned from the West Coast where he went to open the second edition of San Diego Exposition.

Mark Hamilton, director of the dramatic spectacle, *Cavalcade of Texas*, which the exposition will stage daily, is conducting auditions over WRR, Dallas, to locate talent for more than 100 speaking roles. First selected out of 150 aspirants was Fay Adams Davis, local actress, who has played in stock and been on air programs in many parts of the country. Members of the profession who are Texans can get audition appointments by contacting him at exposition headquarters. Salaries will be paid to all players.

nency, keeping in mind that the farming contingency is the most important factor and securing co-operation of every community organization.

Few attending the annual meeting would be eligible for membership in the Bald-Headed Club of America. Gray heads were far outnumbered by young men and women, indication that new blood is being taken into operation of Connecticut fairs.

The association is to review its constitution and by-laws and bring them up to date at the next annual meeting. Could it be possible they are to consider changing their meeting dates so as to avoid blizzards and, incidentally, the annual New York fairs' meeting?

Boyd R. Grant, secretary of Union Agricultural Society, Melrose, has developed a model scheme of operating his fair without much effort. He turns over much of the work to boys and girls, recompensing them with titles, and assigning older and more experienced ones to watch work of those just starting in.

REDLAND, Fla.—Harry E. Crandell is general manager of Dade County Tropical Fair, to be held here in March by Redland District Improvement Association and for which Krause Greater Shows and Six Flying Melzoras have been contracted.



By CLAUDE R. ELLIS
(Cincinnati Office)

LEO A. SELTZER has opened Arcadia Gardens Roller Rink in Chicago and is drawing excellent patronage. The rink, situated on Chicago's North Side, has been equipped with Chicago roller skates with special hard-maple wheels. Rink also is headquarters for Trans-continental Roller Derby members. Music for skating is furnished by Ira Coffey and his Arcadian Knights. Harry G. Newman is in charge of the rink, which has one of the largest skating surfaces in the Middle West.

DOUGLAS DUFFY, roller and ice-skating comic and fancy skater, performed at a speed skating meet in Forum Rink, St. John, N. B., under auspices of the Policemen's Relief Association. He has been touring rinks and night clubs and was in the Central States prior to his St. John booking.

APPEARANCES at local entertainments are being made this winter by M. L. Pealer, Canton, O., who skates under the name of De Rio and who expects to go on tour in fancy and figure skating next summer.

HARRY AVERS FOUR, roller skaters, are at Gaumont Palace in Paris. Avalon Sisters, English roller-skating duo, are at the Savoy-Potiniere in Nice. Eight Rolling Ladies, roller-skating flash, are at the Schumann Theater in Frankfurt. Advance sale was big for the world's fancy skating championships at the Palais des Sports, Paris, on February 22-29. Ivan Ballangrud (Norway) won the 500-meter speed match at the Olympic winter sports meeting, breaking the Olympic record. Time, 43 4-10 seconds. Priesinger (U. S.) won third place; Lamb (U. S.), fifth; Potts (U. S.), sixth; and Peterson (U. S.), eleventh.

ROSTER of the new Annex Rink, recently opened on Rhoades street, Dorchester, Mass., comprises Edward F.

Lunny, manager; Daniel O. McNeice, floor manager and assistant; William Dunham, instructor; John P. Haggerty, skateroom manager; Charles Haggerty, concession; Herbert Murch, checkroom; Constance Devine, cashier; Mrs. Helen Manning, matron; Daniel Lynch, Joseph Smolski, skate boys; Dennis J. Driscoll, special police; Jesse Freeman, watchman. Personnel in the sister rink, Winter Garden Rollerway, Gallivan boulevard, Dorchester, now is: Fred H. Freeman, manager; John Burgess, Albert Kendall, Ernest Pineau, James Donahue, John Maloney, instructors; William Tremblay, skateroom manager; Lou P. Freeman, Arthur Bickford, concession; Mildred Kennedy, Leota O'Connell, checkroom; Veronica Cusick, cashier; Mrs. Leota O'Connell, matron; Lincoln Fowler, James Nichols, skate boys; J. Frank Gallagher, special police; S. Lee Freeman, watchman.

MRS. ANNA FOTCH, wife of Jack Fotch, former pro roller skater, is one of six finalists competing for the city roller-skating championship in Arena Gardens Rink, Detroit. Race has been approved as official by Michigan Skating Association, affiliated with the AAU.

A TIME-payment plan in Winter Garden Rollerway and Annex Rink, Dorchester, Mass., works as follows: Any patron of Winter Garden Rollerway or the Annex may purchase any article or accessory in connection with roller skating that may be offered for sale by the management of either rink, such as skates, wheels, shoes, skate parts or new or second-hand shoe skates by making a down payment and opening a time-payment account and paying balance weekly or when possible. The management shall not be required to order such purchases from the factory until the final payment is made unless it shall previously have been in stock, but under no circumstances make delivery of such purchase until account is paid in full. Any purchase made on the time-payment plan shall remain the property of Winter Garden Rollerway or the Annex until purchaser has completed payments and account is paid in full. The account will be in good standing until one year elapses from the date of the last payment. In the event that no payment is made after one year from the date of the last payment, all money paid in shall be forfeited and account closed.

NUMEROUS operators and managers report unusual success in booking roller-skating parties, which appear to have staged quite a comeback this winter. This field is practically unlimited to the hustlers who go out after this business. It is the main support of a number of large and successful spots that have a fine following among various clubs and many organizations that are behind charitable funds. One bet that should not be overlooked with the coming of spring is the athletic clubs, a lot of which are probably ripe right now for roller-skating parties to raise funds for baseball uniforms, for instance, and other equipment for next summer.

MANY '36 CONTRACTS—

(Continued from page 46)
tioned by the contest board, American Automobile Association, with which the Hankinson group has been an accredited promoter for 10 years. Contracts have been awarded for Kent and Sussex Fair, Harrington, Del.; Illinois State Fair, Springfield; Wisconsin State Fair, Milwaukee; Canadian National Exhibition, Toronto; Ohio State Fair, Columbus; Vermont State Fair, Rutland; North Carolina State Fair, Raleigh; Virginia State Fair, Richmond; Trenton (N. J.) Fair; Reading; Allentown, Lewis-town and Hughesville Fairs, Pennsylvania; Flemington (N. J.) Fair; Greensboro, Salisbury, Wilson, Shelby and Winston-Salem Fairs, North Carolina; Spartanburg (S. C.) Fair; Little Valley, Afton, Middletown and Watertown Fairs, New York.

Illinois State Fair event, for the third consecutive year, will be a 100-mile national AAA championship race in which only Indianapolis-type two-seated cars will be permitted to compete. National championship events will also hold forth at Hankinson's Langhorne (Pa.) Speedway; North Randall Track, Cleveland, and two other mile tracks. Official opening of the half-mile Eastern dirt track season has been awarded to Reading, Pa., on Sunday, April 26. Reading claimed the opening date in 1935 and more than 30,000 people responded. Official opening of the Eastern speedway season will get under way at the Langhorne course

on Sunday, May 17. In 1935 more than 40,000 people turned out for the opening event there.

Other pre-fair dates will include two races at Wisconsin State Fair plant, first on Sunday, June 21. Three dates will be held on Cook County Fair grounds, Chicago, first on Sunday, June 7, and contests will take place on Illinois State Fair grounds on July 4 and 5. The Reading race will mark beginning of the 26th year for the Hankinson organization's affiliation with recognized auto racing. The organization's attendance mark in 1935 was in excess of 1,000,000. Philadelphia and Reading offices will begin activities on April 1.

LOUISIANIANS ASK—

(Continued from page 46)
compelled to return back to Baton Rouge, the Saturday session was called to order by Vice-President Hirsch. After a spirited rivalry between Lafayette and Monroe for the 1937 meeting Lafayette withdrew and Monroe was unanimously selected. A motion was carried that the legislative committee take up with the State department the matter of relief for fairs and carnivals with reference to State occupational auto and trailer licenses. At round-table discussions delegates and amusement people participated. Program and grievances committees were appointed and fair dates were set for 1936.

Amusement People Present

Among attractions people and carnival representatives present were Fred Kressmann, Barnes-Carruthers; S. B. Doyle, Mimic World Shows; Capt. C. W. Nail, Nail Shows; Harry Zimdar, Clyde Curran, Charles S. Reed, Zimdar's Greater Shows; Art Briese, W. E. Dupont, Thearle-Duffield Fireworks Company; Ralph R. Miller, Ralph R. Miller Shows; R. S. (Dick) Halke, Harry Burke, Coney Island Shows; William R. Snapp, Dick O'Brien, Snapp's Greater Shows; Oscar Bloom, Donald LaCost, Gold Medal Shows; Cliff Liles, concessioner; Dave Lachman, Kansas City, and F. B. Joerling, *The Billboard*.

Fred Kressmann was, as usual, much in the limelight and led several discussions at business sessions. He was campaign manager for Commissioner Wilson, bringing with him large posters and tack cards which read, "Re-elect Harry D. Wilson for President."

Capt. C. W. Nail, Monroe, represented Mayor Arnold Bernstein of that city and was instrumental in getting the next meeting for that city.

Lafayette had the largest delegation, F. V. Mouton, George H. Gardiner, Dot McGowan, J. L. Fletcher and Mrs. L. T. Moses.

First to arrive and last to leave were Oscar Bloom and Donald LaCost, Gold Medal Shows, and from all accounts they enjoyed the environs of Jennings.

Mrs. Rosebud Moses, secretary of Jefferson Parish Fair, was extended a vote of thanks for her hospitality and efficient arrangements for meetings and banquet.

State Fair of Louisiana was represented by George Freeman, president; William E. Hirsch, secretary-manager, and Joe T. Monsour, assistant secretary.

"Louisiana Marches On" was the keynote of a talk by Fred Kressmann at the banquet and was taken up by several other speakers.

Art Briese, who came with W. E. Dupont, Thearle-Duffield Fireworks Company, told several good jokes and queried as to why Lee Nichols didn't bring Miss Ruth Calvert, his efficient secretary, to the meeting this year. Briese and Dupont set out for Mexico, where they will sojourn several weeks.

Cliff Liles, who has been in Southern Louisiana all winter, led several discussions.

FAIR GROUNDS—

(Continued from page 47)
have double last year's space, said Harve Lamont Smith, publicity director. Show will book a screen or radio name to follow Milton Lanny Ross, who appeared last year. Milton Herman, vet show publicist, is program director. Detroit Symphony Orchestra has been engaged.

CEDARBURG, Wis.—Ozaukee County Fair Association approved contemplated purchase of the grounds by the county. The 1935 fair showed a profit of \$536.46. Officers re-elected are Theodore J. Kurtz, president; John Sieben, vice-president; H. F. Kaul, secretary; E. H. Roth, treasurer.

Fair Elections

JACKSON, Tenn.—West Tennessee District Fair Association elected R. E. L. Henderson president; Charles Hanebuth, vice-president; A. U. Taylor, secretary; A. S. Johnson, Fred T. Smith, P. S. Russell, John L. Williams, J. E. Shivey, M. B. Key, R. D. Conger, H. P. Tomlin, directors.

McKINNEY, Tex.—Collin County Free Fair elected W. P. Abernathy, president; C. H. Ray, vice-president.

QUEBEC.—Directors of Exposition Provinciale re-elected Mayor J. E. Gragore, president; Adrien Moris, J. A. Ste-Marie, Napoleon Bedard, Joseph Cauchon and Frank Burne, executive committee, Mr. Morin representing provincial and Mr. Ste-Marie dominion governments. Largest profit in six years was reported for the 1935 fair, and it was decided to hold an exposition again this year under municipal supervision.

DECATUR, Ind.—Decatur Free Street Fair and Centennial Association elected T. J. Merryman, honorary chairman; Arthur Voglewede, secretary; Dan Niblick, treasurer. Roy Kalver, many years with Balaban & Katz in Detroit and Chicago, is handling publicity.

BOSSIER CITY, La.—Mack Phillips, mayor-elect of Plain Dealing, was named president of Bossier Parish Fair Association, and Plain Dealing was selected as site for 1936 fair. Others elected are J. G. Robertson, F. F. Vickers and Mrs. T. J. Smith, vice-presidents; S. D. Wise and I. W. Gleason, executive board.

DEXTER FELLOWS—

(Continued from page 45)
The Entertainment of the People of Salem, &c, in the Street by the Upper Burying Ground, near the Alms-House, this Day, if the weather will permit; if not, he will perform Tomorrow. He rides two Horses, standing upon the Tops of the Saddles, with one foot upon each, in full Speed. Also three Horses standing with one Foot upon each of the outside ones, and in full Speed. Likewise one Horse, and dismounts and mounts many Times when in full Speed. To begin precisely at Three O'Clock, Afternoon, Nov. 19, 1771." Thought the foregoing would interest circus lovers, as it seems to be the forerunner of the American circus. Paste it in your scrapbook. We will give other interesting historic bits from time to time.

At the time of writing these notes the Fall Guy committee is running hither and yon, trying to land a F. G. Al Smith is in Florida, the exact date of Charlie Chaplin's arrival is not known, and Tommy Hitchcock, the poloist, cannot be located.



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NO. 87 "CHICAGO" MAPLE WHEELS
TRADE MARK REG. U.S. PAT. OFF.
2-Piece Hard Steel Bushings Light Weight
RINK SKATES
Ideal for Ladies' Sizes. Same Price as Fibre Wheels. Will Earn More for You.
ORDER SOME NOW
Chicago Roller Skate Co.
4427 W. LAKE ST., Chicago, Ill.

NEW POLICY IN A. C.

Mayor Favors Varied Areas

Opening for more outdoor attractions seen — public should rule, says official

ATLANTIC CITY, Feb. 22.—"If visitors want Merry-Go-Rounds, gambling casinos or a race track Atlantic City should give them what they want," declared Mayor Charles D. White, once considered ultra-conservative, to newspaper men this week in outlining a 25-year plan to give this resort widely varied amusements. The mayor said he is working on a plan for diversions to suit every taste and class, from the wealthy to the poorest one-day excursionist.

He pointed out that a large number of visitors come for amusements, other hilariously celebrating holidays and who want little restraint, another group of the more social elite, another seeking rest and quiet, while still others want to bring their families to a seashore that offers attractions for children.

"It is not fair," said the mayor, "to have all these classes trampling over one another and none having the time and joy anticipated from the visit. Atlantic City is going to work out a plan for sections to provide various amusements and eventually the construction of a "Monte Carlo" when gambling becomes legal in the State. He added that he would like to see a horse race track in the near vicinity also.

This gives hope to amusement people who have had tough sledding in Atlantic City under previous administrations. Side shows and tent shows of all kinds, concession games and all kinds of rides could come back. It is believed, under the plans suggested by Mayor White.

Sections would be built up for the less wealthy and attractions secured to pull them to these spots. One-day excursionists, with their own lunches, etc., would, under this plan, find a series of parks, with facilities for eating in the open, concession stands, rides for children and shows of all sorts. Inlet Channel, being deepened, is expected to attract boat travel from New York, with excursion boats prevailing, which would build up an individual amusement section in the Inlet.

A. C. Civic Program Talked

ATLANTIC CITY, Feb. 22.—Suggestions and plans for one of the most elaborate entertainment programs ever staged in the resort were discussed by the publicity and entertainment committee of the Chamber of Commerce. Attractions may include Horse Show, daily band concerts on boardwalk, weekend sailboat races, symphony orchestra and other like events. Tryout of Walk band concerts went over big last year. There will be a bid for Canadian business this spring with suggestions for Dominion decorations during Canadian Week and a teup for Pan-American Day on April 14.

Frye Again at Meyers Lake

CANTON, O., Feb. 22.—Earl J. Frye will again be excursion and picnic representative of Meyers Lake Park here, said Carl Sinclair, general manager. Mr. Frye also will have charge of all exploitation for the park, succeeding the late George K. Brown, who headed this department nearly 12 years. Mr. Frye reports the outlook more encouraging than for five years, as many larger industrial concerns which have discontinued annual outings plan to resume them this year.

DOVER, Del. — State tax department and Governor Buck repealed charters of Community Swimming Association, Inc.; Island Park-Long Beach, Inc.; Scenic Club Sporting Grounds of America, Inc., Ltd., and Springfield Lake Pavilion Company for failure to pay taxes for two years. Charters were declared repealed here, effective last January 20.



MAYOR CHARLES D. WHITE, Atlantic City, who has told newspaper men that he favors more outdoor amusements for that resort, that tastes of the public should be the guide in his proposal for different areas catering to all classes of visitors and whose announcement is taken to mean return of numerous former attractions.

Galveston Ready for Centen Visitors

GALVESTON, Tex., Feb. 22.—Galveston Beach, Seawall boulevard, facing the gulf, is making preparations for a banner year. Texas Centennial Celebration in Galveston and thruout Texas will bring a heavy tourist trade, and Galveston will draw its quota.

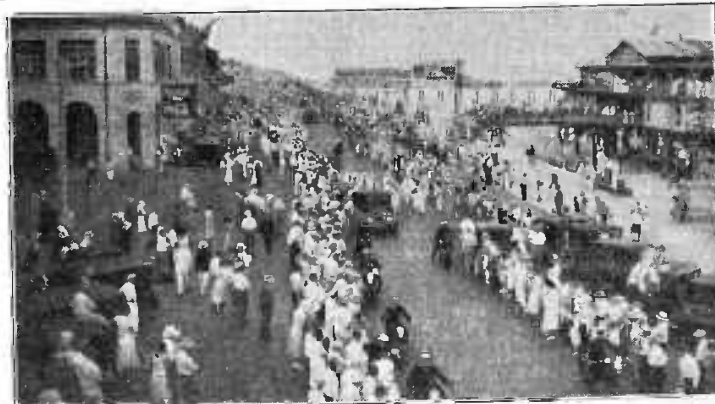
Galveston Beach Association, of which J. E. Stratford is managing director, has built many new cottages, arranged for new tourist camps, new restaurant pier and remodeling of all other beach property. Plans include new shade shelters, regulation of traffic, band concerts, free nightly attractions and a mammoth Texas Centennial Beauty Pageant and Style Show.

Roy Harm, manager of Ingersoll's interests, reports the Coaster ride will be repainted, cars overhauled and additional lights installed.

G. K. Jorgenson says Crystal Palace is practically sold out. Racing Derby is to be completely revamped and shop and amusement booths stocked with late merchandise.

Originates Portable Pavilion

CINCINNATI, Feb. 22.—A type of portable summer dance pavilion, without a roof, and so constructed that it can be taken down and stored or moved to another location, has been originated by Peter J. Shea.



ATTRactions ARE BEING ENLARGED. there is much burnishing of amusement equipment and activity by Galveston Beach Association in preparation for an expected influx of visitors during Texas Centennial Celebration this coming summer. Crowds like those in the photo are again anticipated along Seawall Boulevard.

Okla. Will Seek Set Pool Prices

Uniformity is sought by leaders—new body plans Statewide beauty contest

ENID, Okla., Feb. 22.—After roundtable discussions the session of Oklahoma Park and Pool Association held in Oklahoma City on February 15 was adjourned until April 18, it was reported by Ray Steck, lessee and manager of Lake Hellums here and also acting president of the association, upon his return here.

Bad weather made for small attendance, and formal election of officers was deferred. It was decided to adopt a uniform emblem for use in newspaper advertising on billboards, stationery and other printing, it being felt that a uniform large poster could not be made representative of all pools, as some are of concrete and some are natural.

At the April session uniformity of prices will be discussed and a date set for a State swim meet and rules made for a State championship contest. It is planned to have a State-wide bathing beauty pageant, known as "Oklahoma's Sweethearts," each member pool to hold a local contest to send a winner to the finals. A big cash prize or automobile will be awarded.

Sterling Goes With O'Brien

CINCINNATI, Feb. 22.—W. J. (Bill) O'Brien advises that he has arranged to have Frank Sterling, former owner of Harlem Museum, as assistant manager of O'Brien's European Museum in Revere, Mass., this season and to be in charge of the front. Bookings now include Jean Carroll, tattooed girl, who tattoos and said to be youngest in the biz who works; Ellis, the Mystic, two acts; magic and Punch, and Buell's, rice carver, who was at a Century of Progress. Jerry Muller will have charge of the kiddie ride.

Seek Whalom Park Changes

FITCHBURG, Mass., Feb. 22.—It has been learned here that a group of residents will shortly suggest to officials of the Fitchburg and Leominster Street Railway Company that Whalom Park be put back into its former condition. Suggestions will include setting out of new pine trees to replace those uprooted in a tornado in 1925, removal of the dance hall from its present location to another site, laying out of a lawn on the spot now occupied by the dance hall and relocation of the midway.



The Pool Whirl

By NAT A. TOR

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

Ballyhooey

This department has always preached for comprehensive exploitation of swimming project, whether it be one aquatic race, a series of swim contests or an entire indoor or outdoor natatorium. Yes, I've cried the old adage, "It pays to advertise," time and again. But now I want to alter that repeated suggestion and add that unwise publicity is worse than no ballyhoo at all.

Some tanks, it appears, in their quest for exploitation, are advertising and publicizing facilities that do not exist. In other words, owners of these bathing establishments are trying to put something over on the public. In most cases the pool men don't realize the harm they are doing.

For example, a certain Eastern pool owner got up a circular recently. His particular tank had a swell set of sun lamps and one rowing machine, all of which was the extent of his gym equipment. Still when he made up the throw-away, he ballyhooed that he had basketball courts, horizontal bars, a cycling machine and even a series of handball courts, which he didn't, of course. Maybe this operator thought he was pulling the wool over the eyes of his patrons. Maybe he just didn't think about it at all and merely added those facilities to fill out the page. But it can be readily seen that such a circular does the pool more harm than good.

Of course, that example, tho true, is an isolated case. Yet how many indoor and outdoor pool owners, too, who, without thinking about it, add an extra facility or two in their announcements or on their three-sheets or window cards? Too many, I'm afraid. It's better to cleverly exploit the facilities one does have than to exaggerate and advertise things one does not have.

The same goes with publicity releases, too. If you're going to have a swimming meet and you're scheduled to have just three races on the program, don't announce to the papers that you're going to have four or five swims, believing that it will help the story. To be sure, it will mean more space to you in advance but it will create bad-will and spreading bad-will about your place at the expense of one big news story is never worth it.

Solution of the entire matter is, of course, to hire an expert advertising agency to handle all your newspaper ads and printed matter and to have a recognized publicity man take care of your stories. Don't allow some high-pressure person to tell you that you must fake and tell untruths to get publicity. It may be all right to exaggerate, within bounds, and to color what you have to offer, but be sure you can stand up for everything you say or write.

By all means advertise and ballyhoo your enterprise to the skies, but in yelling about your wares, don't build castles in the air. For if you do it once too often they're liable to tumble.

High-Diving Queries

I thought the recent columns that discussed the forthcoming world's championship high-diving contest, to be held in Palisades Amusement Park, Palisades, N. J., starting on Decoration Day, were self-explanatory. But apparently not, for every mail seems to bring another letter from a prospective contestant, asking some question about the tourney. For this reason I'm picking out a handful of letters at random and publicly answering the queries, so that a similar question you may have in mind about the competition will be answered.

Lucile Anderson, Langwell Hotel, N. Y.: The contest will begin Saturday afternoon. (See POOL WHIRL on page 59)

Wisconsin Resort To Build

EAU CLAIRE, Wis., Feb. 22.—A two-story building, 90 by 260 feet, of Swiss chalet architecture, will be erected at Eau Claire Dells on site of the resort owned by Charles Vogel, which was destroyed by fire last fall. The ballroom will exceed the size of the dance floor in the burned pavilion. Private dining rooms will be provided, as well as other accommodations.

American Recreational Equipment Association

By R. S. UZZELL

Dudley H. Scott, chief engineer of the Humphrey Company, Euclid Beach, Cleveland, has the modern idea 100 per cent. Last year they built the very latest and up-to-date funhouse and now are determined to keep it up to date. Mr. Scott was here looking up some new tricks to put in before the 1936 season opens. Had they installed nothing but old tricks last year the house would be out of date now. As it is they made it go strong and are going to keep it going with a zest. They have a plant now worthy of any park man's inspection.

Our members are reporting a good volume of spring business. Richard Lusse is enthusiastic over orders coming in and already booked, while C. D. Bond, Dodgem Corporation, says they also have things on the go.

Sellner says they had a long rest but are now doing things. We have already reported on Spillman Engineering Corporation. Harry C. Baker's office has new activity. With his multitude of duties for the national association and AREA, he keeps a watchful supervision over his own business.

A Campaign Offset

The February meeting of the American Recreational Equipment Association is definitely set for February 26 at 2 p.m. in the Manger Hotel, Boston. The executive committee and all chairmen of standing committees will receive notice but any member will be welcome. Our president, George H. Cramer, is rolling up his sleeves for an active year. In the language of Shakespeare:

"When he says he won't, he won't,
And that is the end of it.
But if he says he will, he will,
And you can depend on it."

Wallace St. C. Jones is delightful that we are going to Boston. He will make any reservations anyone may request. He can be reached at 100 North street, Boston.

The coldest winter for a century has brought abundance of snow with it. The severely cold weather will kill most insect pests, which are a menace to crops and fruit, while the enormous snows assure a big wheat yield and make certain a bumper corn crop. Many dry lake beds will not only be restored, but will be raised to higher levels than have existed for a half century. Springs, long dry, will flow again with increased volume, and rivers that were dried up or reduced to a trickle during the drought will rise to flood stages.

All of this means prosperity to the farmer. His new buying power means better business generally and a new day for farm-belt amusement parks and fairs. All of which is a fine offset to a campaign year.

A severe winter often means an early, warm spring and a hot summer. At any rate, we prefer to wear an overcoat in March rather than on July 4. Park managers never look right in overcoats and straw hats. We are not anxious to see that combination again.

Promise of Unity

We are to enjoy better insurance treatment than we could have hoped for one and two years ago. It did not come without work. The insurance committee of the national association put in many weary hours in the interest of the members. Its work is not done. There will always be work for an insurance and legislative committee. And rest assured that there will always be something very useful for the various organizations in our industry to do. The mere fact that we are organized is the "gun behind the door." Without organized effort there is little that we could accomplish. By virtue of being organized we can cooperate with other organizations for accomplishing some things which no one organization could accomplish.

We hope to send each exhibit home free of transportation charges. We alone could never consummate so desirable and worth while an object; but for larger and more powerful conventions participating in the well-organized request before the railway freight commission we would be doomed. It is a case of lock step for mutual benefit.

Let us hope we can add free freight return to the benefits we seek for our membership. We cannot promise it yet for 1936, but the way is well opened by

last year's efforts and it may become an accomplished fact before November, 1936.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 22.—Easter "preview," scheduled for the Boardwalk this week-end, is considerably dampened by continuation of record cold spell, altho places are prepared for the usual holiday invasion. Philadelphia, especially hard hit by cold, is furnishing Atlantic City some nice trade these days, for, altho temperature is down here, it is considerably above the inland sections.

Steel Pier is going big for the holiday with a two-day stage show, change of picture, opening of some exhibits and other features. Molasses and January and the Showboat Westerners head a big revue and interest has been worked up with good coverage of hotel spots. Auditorium is playing exhibition hockey and other special ice features.

The once-world-famous ballroom of Million-Dollar Pier, which has not been used as such for the last five years, had a taste of dancing Tuesday night when Ed Morgan's Orchestra moved from regular ballroom to main hall following basket-ball games. Several other special sports events planned for winter season at the pier.

Visitors next summer will miss many landmarks, as wrecking companies are working overtime tearing down complete blocks of old-time structures, especially in vicinity of new Union Terminal. Prelim work on redecking of Boardwalk has started. The 17th annual Atlantic City Kennel Club Dog Show has been booked for Million-Dollar Pier. Opera is scheduled for Auditorium next month; Symphony concerts also contemplated.

Hotel Greeters of America this week went on record here as favoring horse racing for the State as a means of attracting additional thousands, also planning to bring the '37 gathering here. About 15,000 usually attend. Construction of 11 new docks for pleasure and fishing boats started this week, as resort plans to stress this feature in its advertising.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: By this time of the year preliminary work is generally on for approach of the spring and summer getoff. Cold, tho, has been so intense that it's been the next thing to impossible to do anything but sit around and wait until the countryside thaws out.

Jamaica Chamber of Commerce starting a drive for Olympics at '39-'40 World's Fair. Not much likelihood of such a thing materializing, but it'll make grand publicity. . . . Couple of good stories crashed the papers regarding Frank Buck's Jungle Camp at Massapequa.

Long Island's tercentenary celebration (with Brooklyn participating) has been okehed by New York's Governor Lehman and it will take place in June this year. Ought to be plenty of outdoor angles for showmen. Event'll be a forerunner for the '39 fair, in a sense.

Eddie De Lange, native Long Islander, whose photographic likeness decorated *The Billboard's* front cover last week, lamented to this columnist the scarcity of roadside spots that are in a financial position to engage name bands around Long Island. Ed's an ork pilot, once of Roadside Rest, and an up and coming songwriter, with *Solitude* and *Moonlight* to his credit among others.

Friends have persuaded Milt Goldberg, vet amusement figure, to return to his first calling, cartooning. He's priming himself for things and it isn't improbable that some of the big-time publications will sport his drawings in the near by. . . . Our nomination for one of the swankiest (if not the swankiest) of all Long Island night spots is the ultra-ultra Canoe Place Inn, Suffolk County. . . . Increase due in the floor show at Grassy Point, Broad Channel, to mark step with spring and summer biz.

ROCKAWAY BEACH: Chamber of Commerce annual booklet a dandy and gives plenty of space over to amusement section of the Rockaways. . . . That "proposed" theater for the boulevard at Beach 79th street seems to be very long in arriving, what with a sign heralding the event for four years. . . .

Fred Thorpe's in Florida. . . . Boardwalk'll have two theaters in spring, the Arverne and new Edgemere. . . . Worse spell of freezing that Jamaica Bay has known in years has made the spot one solid mass of ice. . . . Paul Kay goin' back to Hollywood, with a possible engagement with the Warners in the offing. . . . Nathan Kohlreiter, one of the biggest of the amusement property owners, foresees a gala year.

LONG BEACH: Everybody's socking judgments on the city. Latest is one by a New York City construction firm which has placed one for 10 G's, owd for beach improvement work. . . . Dave For, the federal guy, is a carbon copy of Mayor Gold. . . . Frozen custards bid fair to be among the most popularized items on the Walk this year. Don't know yet whether La Cabana will hold forth. It's been one of the local stand-out spots for a long while.

With the Zoos

PARIS.—A big shipment of wild animals for Vincennes Zoo, Paris, are being quartered at the zoo in Algiers, Algeria, until warm weather permits their transfer to Paris. Shipment includes giraffes, panthers, jackals, antelopes, monkeys and other animals from Africa.

MILWAUKEE.—Peer and Peersess were the winning names for San Diego Queen's Lion cubs in Washington Park Zoo, selected from some 2,000 entries in a contest conducted by *The Wisconsin News* here. Stanley Patelski, 10 years old, whose names were selected, was awarded \$10 and given honor of christening the cubs.

NEW ORLEANS.—An affliction of a decade ended on February 4 when Delilah, 12-year-old lioness in Audubon Park Zoo, and with her mate, Samson, pride of the zoo, died of lobar pneumonia. Doctors of Tulane University held an autopsy. Bought by the Lions' Club for \$700 as mate for Samson, one of the largest lions in captivity, Delilah was mother of triplets on two occasions, five of these cubs now being alive. Superintendent Frank Neelis said Delilah showed paralytic weakness two weeks ago. This was the second zoo death in a week, a sea lion having expired in the unusually long spell of cold weather.

SALT LAKE CITY.—New board in charge of Lake Gardens Zoo has decided on a two-thirds reduction. Commissioner P. S. Goggin, chairman, maintains this will reduce feed bills by \$2,000.

\$6,000 was spent last year. Buffaloes, lions and monkeys will be given to other zoos, exchanged, sold or killed. Ogdan has offered, thru Mayor Harmon Peery, to take over the entire zoo if Salt Lake City doesn't want it. Princess Alice, elephant purchased by Salt Lake City school kiddies' funds, is to be kept, even tho she is the greatest feed consumer. Captain Ralph McCollin, who is still in charge, has a plan to take the animals to the State fairgrounds, enlarge the zoo and make it self-supporting, as he says the present location is not accessible enough for kiddies.

Sauctions Block Project

PARIS, Feb. 17.—Project for creation of a big amusement park in Bordeaux has been held up thru operation of war sanctions against Italy. Forti and Faure, of the JAK firm in Paris, promoters, recently purchased a large number of big rides and amusement devices in Italy which they planned to install in the projected Bordeaux park. They are not permitted to bring this equipment into France at present and have been obliged to postpone their Bordeaux plan. Efforts are being made to have the material shipped to Barcelona and, if successful, Faure and Forti will build a park in the Spanish city.

A. C. Fete Setup Is Named

ATLANTIC CITY, Feb. 22.—John Hollinger, Madison-Jefferson hotel chain, has been appointed chairman of the executive committee of the Showmen's Variety Jubilee and Miss America Contest to be held in the fall as one of the season-prolonging events. Louis St. John was named chairman of the citizen's committee; James Clark, Philadelphia Variety Club, vice-chairman; Eddie Corcoran, executive director; Thomas Husseton, secretary; Frank P. Gravatt, Pier, third Variety Club member on the board. Others at the meeting were Earl Swelgert, former chief barker, Philly Variety; Lenore Slaughter, Miami, parade director; Adrian Phillips, City Press Commission, and Frank Fogel, Philly Variety.

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PARIS Exposition, 1937 For Amusement Concessions.
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GOES STREAMLINE WITH SENSATIONAL RESULTS
This new ride of Destiny is destined to make you stupendous profits in 1936 if you are wise enough to install it.
Three of them—all WINNERS—Cars, Boats and Motorcycles.
WRITE FOR COMPLETE INFORMATION NOW!
DODGEM CORP.
706 BAY STATE BLDG., LAWRENCE, MASS.

Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.
LUSSE BROS., INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

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A real vacationist's Paradise, located on a main highway in South Jersey, offers real money-making propositions in the following concessions: Boating, Bathing (day and night), Camp Sites, Refreshment Counter, Dance Floor, Roller Skating, Gas Station, Laddle Horses and Ponies, Dining Room (500 capacity) and Kitchen, Hotel (60 rooms), Big Lawn, Old Shade, Large Parking Lot, Picnic Grove. If interested in any or all of the above concessions, or if you have any water rides or anything that will fit in with the layout, communicate at once with owner, P. O. BOX 335, Vineland, N. J.

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ALL ELECTRIC.
Absolutely the most modern, economical and complete outfit on the market today. Finished in stainless steel and white enamel. Cooled by Lippman Compressor. Sanitary to the closest inspection. Enable an inside sales as well as outside.
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G. F. THOMA REFRESHMENT CO., 1412 SUPERIOR AVE., CANTON, O.

SOUTHERN OUTLOOK BRIGHT

Better Spring Is Seen for Biz

Conditions checked by showfolk — many local "booster weeks" probable

MOBILE, Ala., Feb. 22.—According to conversations among showfolks traveling eastward and westward thru the South and interchanging of opinions gained by studying industrial and commercial conditions during their journeys, the outlook for outdoor amusements during the spring months of 1936 is bright. The main anxiety at this time as pertains to hampering conditions is whether there will be favorable weather, but after one of the most severely cold winters in many years the consensus of advance judgment is that there will follow another comparative, "the warmest spring" in many years. Another bright prospect is that the masses after being virtually housed up for a long time will be "hungry" for outdoor, diversional entertainment.

Industrial conditions in the Eastern, Central and Western South, particularly in cities and towns where mill and manufacturing plants abound, are considered greatly improved over the last five years in a majority of areas. Commercial firms are also perking up, and (See SOUTHERN OUTLOOK on page 57)

Western States Slated To Open on March 14

CRYSTAL CITY, Tex., Feb. 22.—The Western States Shows will open their season here on the streets during a Spanish-Centennial Fiesta the week of March 14. The show will follow in four other "valley" towns and then return to San Antonio to play the *Battle of Flowers* on the lower plaza in connection with the Beckmann & Gerety Shows.

A crew of workmen is in quarters at San Antonio readying the show for the opening. Deafy Wilson has completed his high-diving loop-to-loop fire act. Ben Hyman, who is in charge of work at quarters, has rebuilt his flashy corn game and announces that the show equipment will be painted, repaired and some new features built. Jack Ruback, manager of the show, left early this week for the fair meeting at Lubbock, Tex., to meet and confer with General Agent Jim Schneck, who has been in the North and Northwest in the show's interest. A. R. Wright and the wife returned to San Antonio from Corpus Christi, Tex., where they put in a month of fishing. Bill Tank, watchman at the winter quarters, will again be with the show this season.

Elliott Vice-President Canadian Legion Post

ST. JOHN, N. B., Feb. 22.—Frank J. Elliott, owner of the Bluenose Shows, also a promoter of special events, has been elected vice-president of the Amherst (N. S.) branch of the Canadian Legion. The Bluenose Shows are wintering in Amherst.

Elliott served with the Canadian Expeditionary Forces during the World War. During the last few years the Amherst Legion post has served as auspices for his carnival and celebration promotions in Amherst.

ST. JOHN, N. B., Feb. 22.—Preparations have been started in the reconditioning of the Bill Lynch Shows for the new season, which will open on or about May 19 in Halifax, N. S. The tour will embrace the provinces of New Brunswick, Prince Edward Island and Nova Scotia and the island colony of Newfoundland. This carnival, under the direction of William Lynch, the founder and whose native home is in Halifax, has been touring the maritime provinces and Newfoundland each season the last



SAM SOLOMON, veteran owner and manager, of late years general manager of Sol's Liberty Shows, who is launching a No. 2 unit, titled *Imperial Shows*, under management of Lew Marcuse, this year.

Shows Sign Fairs At La. Meeting

ST. LOUIS, Feb. 22.—At the meeting of the Louisiana Association of Fairs, held in Jennings, La., last Friday and Saturday, Ralph R. Miller, owner of the Ralph R. Miller Shows and the Coney Island Shows, signed the following fairs: Washington Parish Free Fair, Franklinton—ninth successive year for Miller; Tri-Parish Fair, Eunice, which he played last year; Jackson Parish Fair, Jonesboro; Pointe Coupee Parish Fair, New Roads; St. Tammany Parish Fair, Covington.

S. B. Doyle, of the Mimic World Shows, advised that he had signed contracts with the Beauregard Parish Fair, De Ridder; Concordia Parish Fair, Mansfield; and Calcasieu Parish Fair, Sulphur.

EAST LIVERPOOL, O., Feb. 22.—James C. Simpson, general representative for Johnny J. Jones Exposition, completed booking this week for the Jones organization to exhibit in Columbia Park here in June, under auspices of East Liverpool Post, American Legion. Show will come here from its stand at New Brighton, Pa., which will follow its usual two weeks at Pittsburgh.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

South Hampton Island, Can., Located in the Hudson Bay.

Week Ended Feb. 22, 1936.

Dear Charlie:

You wouldn't believe that a 3,500-mile jump, due north, could be made by an 80-car railroad show in the middle of winter unless you could really see it with your own eyes or unless it was verified by a carnival press agent. The proof is here in writing and may send further proof by Parcel Post.

Show train arrived in the province of Quebec early Monday and was unloaded on the banks of Hudson Strait (the strait and bay frozen over this time of year). All wagons pulled over the ice by reindeer to the Isle of South Hampton. The first show to invade these parts (this is a winter show).

Ballyhoo Bros. to furnish the midway for the Canadian Northern Winter Sports that are held here annually. First time with a midway. Rather than pay for a lot the show was laid out on the frozen bay but close to the banks. The

Foley & Burk Add to Record

Have California State Fair many years — again get Salinas—Foley improving

SAN FRANCISCO, Feb. 22.—With their again being awarded contract for this year's California State Fair, held annually at Sacramento, Foley & Burke Shows have added to their already established record of furnishing the midway attractions at that prominent event for more than 20 years. Also, Foley & Burk have again been contracted for the California Rodeo and Horse Fair at Salinas. Another interesting record is that the Foley-Burk amusement organization has for many years traveled and exhibited exclusively in California.

Truly, Foley & Burk Shows have long been established in their native State. Thru providing a variety and sufficient abundance of entertainment, together with friendly, courteous executives and attaches, ranging from General Manager E. M. Foley to workmen, they have gained and held friendliness and support of the masses.

The show's route is said to be practically set, with the opening, as usual, early in April at Oakland. Mr. Foley who suffered a collapse at Sacramento last fall is reported so well on the road to recovery that he makes frequent visits to the winter quarters in Oakland. His is the final voice on questions of policy.

So far the only changes in the staff have been in the painting department at quarters. Vic Peralta is now in charge of that work. A native of California, he had been with Eastern shows for a number of years, but returned to Oakland last fall and immediately went to work for Foley & Burk in the same capacity he filled 25 years ago. Quite a colorful figure is Mr. Peralta. Besides being an artist, his grandfather Peralta received from the Spanish government the old Peralta Grant, the land on which the cities of Oakland and Alameda now stand, according to reports. It is reported that his father sold the parcel of land on which Alameda is built for \$5,000, and that also included in the Grant was Yerba Buena Island in San Francisco Bay, which incidentally is the site chosen for the San Francisco World's Fair in 1938.

Promoters, Notice!

There is a promising field for you who are interested in conducting money-raising campaigns for fraternal organizations, etc. Interesting points in this connection are under discussion in the article entitled "Merchandise As Big Aid In Raising Money For Fraternal Organizations"

Turn to
WHOLESALE
MERCHANDISE
DEPARTMENT

Tidwell Has Long List of Bookings

SWEETWATER, Tex., Feb. 22.—The T. J. Tidwell Shows' lineup for the new season includes the following engagements, according to a member of the staff: Ector County Live-Stock Show, Odessa, Tex.; McCamey (Tex.) Birthday Celebration; U. C. T. Spring Festival, Enid, Okla.; Elks' Fourth of July Celebration, Alva, Okla.; American Legion Harvest Festival, Blackwell, Okla.; Anthony (Kan.) Fair and Race Meet; Winfield (Kan.) Fair and Race Meet; Greenwood County Fair, Eureka, Kan.; American Legion Reunion, Yale, Okla.; Grant County Reunion, Pond Creek, Okla.; Crawford County Free Fair, Girard, Kan.; Allen County Free Fair, Iola, Kan.; Ottawa County Free Fair, Miami, Okla.; Payne County Free Fair, Stillwater, Okla.; Caddo County Free Fair, Anadarko, Okla.; Osage County Free Fair, Pawhuska, Okla.; Wichita County Free Fair, Iowa Park, Tex.; Eastern New Mexico State Fair, Roswell; Young County Fair, Graham, Tex.; Haskell County Fair, Haskell, Tex.; Brady Turkey Trot, Brady, Tex. The show is undergoing extensive repairs and repainting and new equipment is being purchased, according to H. G. (Buck) Buchanan, general agent.

J. Ed Brown Resigns; G. T. McCarthy Successor

SAN DIEGO, Calif., Feb. 22.—J. Ed Brown, manager of shows and concessions at the California Pacific International Exposition, which started its second-season run the middle of last week, to the surprise and regret of many people connected with the exposition, resigned last Saturday and with Mrs. Brown left for a pleasure resort for a much-needed rest. During Brown's connection with the event last year and prior to and during the reopening week the midway opened on time and he gained a host of warm friends. He is succeeded by George T. McCarthy, well-known showman, last season manager of Gold Gulch concession for J. S. Madill. Brown did not disclose his plans for the future, but there is talk that he will be connected with one of the forthcoming large expositions at other cities.

McClelland Gets a Permit For Downtown Little Rock

LITTLE ROCK, Feb. 22.—City granted permit this week for two weeks' location in downtown Little Rock, beginning April 6, to the McClelland Shows, but only on condition that no gambling concessions are to be allowed. This is first permit issued to a carnival since inauguration of an anti-gaming law passed recently by city council.

Everyone arrived on skates. Management left ample free-skate parking space at the head of the bay. Show beat all-Canadian midway records here—180,000 paid admissions on the front gate.

The *Billboard* arrived here late. This due to the closest mail point being over 600 miles away. Our mail man had to take dog teams and mush the long distance over ice and mountains of snow to the post office and back.

MAJOR PRIVILEGE.

P. S.: Am sending you a cake of ice as proof of the date. If it melts en route we are not responsible.—M. P.



Showmen's League of America

165 W. Madison Street, Chicago, Ill.

CHICAGO, Feb. 22.—A very interesting meeting Thursday. Vice-President Jack Nelson presiding, and with him at the officers' table were Treasurer Lew Keller, Secretary Joe Streiblich and Past Presidents Sam J. Levy, C. R. Fisher and Ernie A. Young.

Relief committee reported Brother John Molsant in the American Hospital for treatment and Past President Edward A. Hock confined to his home with a severe cold.

Applications presented for ballot were Arthur A. Young, Edward Roskind and Chickie Miller. All received favorable action and membership cards mailed at once.

Chairman Sam J. Levy and his able assistant, Vice-President Jack Nelson, are working hard on the big Theatrical Night for March 16. Jimmy Morrissey, in charge of program, reports results coming in nicely. Early reservations are urged, as this is bound to be a sellout. Nat Green, chairman of publicity, has been doing some nice work, which has resulted in a number of radio announcements of the affair.

Brother Walter F. Driver was on hand after a long absence. Always glad to see his smiling countenance.

Brother Harry Coddington delivered quite an interesting eulogy on the life of Jean Kathryn Warner, who recently passed away on the West Coast. She was one of Harry's constant correspondents.

New members introduced at the meeting were Charles Owens, George H. Terry, Joe Archer and Lawrence O'Keefe. Introduction ably handled by Past President Sam J. Levy, assisted by Brothers Lew Keller, Dave Russell and Vice-President Nelson.

Brother Dave Russell has asked for an important meeting of the finance committee at an early date.

Letters from President Patty Conklin and Brother Frank D. Shean. Patty reports Mrs. Conklin recovering from her recent illness. Shean says he may be dropping in for a call most any time.

Brother Jack Maxwell sends some news of doings around Miami.

Brother M. H. Smith, while in Chicago recently, neglected to come to the rooms but sent his message of good wishes.

F. L. Deane, of the Fulton Bag Company, was a recent caller at the rooms. Took an application with him and will doubtless present same at an early date.

Sam Menchin and John Sweeney were also recent callers. Looks like Sam may be coming back into the fold.

Brothers Ben Block and Mickey Allen sent in their dues this week. They are way down in Texas.

Another notice of dues goes out this week. Better give it your attention when received so you will not overlook it. This is an important duty to the league and to yourself that should receive immediate attention.

Better be sure to make effort to be in Chicago for the big Theatrical Night. Remember the date is March 16, in College Inn of the Hotel Sherman.

Still have that mail for you, Brother A. F. Beard. Better send for it at once.

Brother H. (Tubby) Snyder, one of the oldest standbys of the league, seldom misses a meeting.

Reports are that Col. F. J. Owens is resting as well as can be expected. Colonel has been confined to his home for quite a while.

LADIES' AUXILIARY

CHICAGO, Feb. 22.—President Mrs. Lew Keller presided at Thursday's meeting, with all officers present. Attendance was very good.

All members show real interest in the activities of the organization. The Membership Drive is going along nicely and the officers are in hopes of a banner year in new memberships.

The auxiliary is in the midst of a drive

for funds and to date the results have been encouraging.

Mrs. James Chase was highly elated over the wonderful attendance at her social on Thursday of last week, and she expresses thanks to all those who cooperated.

Mrs. H. Lewiston (Madam Zindra) has left for an engagement in Ohio. Great Zindra will again be with Ringling-Barnum Circus for this summer.

The ladies are anxiously awaiting the big affair to be held by the Showmen's League of America in College Inn of Hotel Sherman on March 16.

After this week's meeting adjourned the members enjoyed the regular treat of cake and coffee.

Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 22.—With a letup in cold weather work is now progressing rapidly in winter quarters. Superintendent Frank Massick has added two men to his crew. Fred Utter has started to work on the electric equipment. More new canvas has been ordered, which will make all canvas less than a year old. J. W. Wilson and I. Cetlin are both out of town on business. Mrs. Ray Hawkins was called to her home in Brooklyn, owing to serious illness of her son. Several new arrivals in winter quarters. Painting will be started about the first of March, when everything on the show will be repainted. There will be a number of new people connected with the show the coming season. Word was just received from Lusse Bros. that the new Scooter will be ready for delivery about opening time of the show, also several new outstanding attractions will be on the midway. Word has been received from Harry Dunkel that he is lining up some very promising spring dates and will have the best route of his career as a general agent. The fair season is now about completed as far as dates go, with the opening in Harrington, Del. in July and closing in Williamson, N. C., in November. **GEORGE HIRSHBERG.**

Philadelphia Pickups

PHILADELPHIA, Feb. 22.—Carnival agents who had been in and out of the city the last few weeks, left this week, some to the fair meeting at Albany, N. Y., and others to look up some still dates.

Mike Zeigler, who has been wintering in the city, is making arrangements for his opening in the South. Expects to play dates in this vicinity during the summer season.

Max Gruberg has returned from Miami, where he had been spending the winter with his family. Is now arranging for the opening of his show in the early spring.

Sam Tassell has been busy this winter with indoor doings and reports some quite successful affairs. Expects to have several units working in this section during the summer season.

De Luxe Shows Books Fairs in the South

NEWARK, N. J., Feb. 22.—On his return from a trip in the South Manager S. E. Prell of De Luxe Shows of America advised that fairs at the following cities have been contracted for his organization: In North Carolina, Leakesville, Lexington, Durham, Monroe and Albemarle. In South Carolina, Lancaster, Union and Newberry.

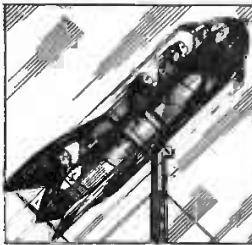
Golden State Shows

SAN DIEGO, Calif., Feb. 22.—Notwithstanding the National Orange Show being in full swing, the grounds back of the midway are a hive of industry with preparations for the initial opening of Orville Crafts' No. 2 unit at Santa Ana March 14. A crew of 25 men is building outfits and painting the new trucks and semi-trailers. A color scheme of lemon and red is being used on all trucks and fronts of shows. Elmer Hankscombe has designed a combination transformer and office truck that is a novelty in the way of equipment and has caused quite a lot of comment from showmen who have seen it. Ted Levitt is lining up his Side Show and will open with a new 100x20 top, with a string of 12 banners. Paul Costello, who will handle the Athletic Show, is building a ring and a set of blues for his show. Phil Williams, who will act as secretary-treasurer, is already installed

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ASSORTMENT OF 8 KINDS. PRICE \$6.00 PER HUNDRED BOXES.

Terms—25% Deposit, Balance C. O. D.

Sample Assortment—12 Boxes, \$1.00 Postpaid.

THE PURITAN CHOCOLATE CO., Cincinnati, Ohio

In his office getting everything in readiness. Joe DeMouchelle, special agent and banner man, is working on a promotion for the opening spot. Manager Will Wright is "here, there and everywhere" and has covered an enormous amount of territory lining up dates for the show, also in his spare time in conjunction with Orville Crafts getting everything in readiness. The show will start out with 7 rides, 5 shows and 20 concessions. Among the many recent visitors noted by the writer were Steve Henry, O. H. (Red) Hildebrand, Milt Runkle, Frank Downie, George Moffatt, Charles Rising, Joe Krug and John Miller. **PAUL PAULETTE.**

Casey's United Shows

LANETT, Ala., Feb. 22.—Manager Frank Casey, formerly operative owner of the United World-Wide Museum, is now organizing the show and winter quarters is now in operation preparing for the opening, March 5. Show will carry seven major riding devices, including Pink's Tilt-a-Whirl. Have 10 shows, including Casey's Congress of Living Oddities. Tom Hale has booked several concessions and Snake Show. Daisy Hartwell, mentalist, back after an absence of three years. Tex Lynch, advance agent, reported successful bookings in the cotton mill district, where mills are working three shifts. Show will carry three free acts. **BOBBY KORE.**

Happy Days' Shows

McMINNVILLE, Tenn., Feb. 22.—Work at winter quarters is progressing. Mrs. T. L. Dedrick has been seriously ill with the flu. Art Riley and crew are building show fronts, office wagon and transformer wagon, and painting all fronts and rides. General Agent Fontana booking fairs in Louisiana. Mr. and Mrs. J. C. Brown arrived with their new Ridee-O. Mr. and Mrs. Leonard McLemore have booked their rides and concessions and wired that they were leaving Corpus Christi, Tex., for winter quarters. Mrs. Nona Snodgrass contracted her Eli Wheel and three-abreast Merry-Go-Round and is bringing the equipment to quarters. The new bookings bring the total so far to 10 shows, 12 rides, about 30 concessions, free act (Ben Beno) and two bands. All of which is from an executive of the show.



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Now Under New Management.
RATES: 75c and \$1.00 per Day Without Bath; \$1.25 and \$1.50 with Bath. Special Weekly Rates to Showfolk.

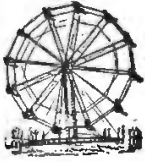
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75-Player, complete, 55.25. Including Tax.

Send for our new 1935 Catalogue full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.

Send for Catalog No. 235. Heavy Convention Walking Canes. Dark Mahogany. Fine. \$2.00. Felice For Gross, \$24.00.

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MIDWAY CONFAB

By THE MIXER

IT'S SURE a cold winter! Oh, for a warm spring!

"TOUGH SLEDDING" has actually been sledding for many showfolks this winter.

William J. (Bill) Hilliar is back to the circus field (press representative Rice Bros.' Circus), in which he was active years ago.

IN SOME MANNER "land" supported "Days" in a paragraph in last issue. Art Riley is with Happy Days Shows—instead of Happyland Shows.

J. (BOZO) MANSFIELD has been hibernating at Dayton, O. Has booked his geek show with Dixie Belle Attractions.

Don't pity a man with one eye these days. He only has to see half of what he wants and can't get.—LEON HEWITT.

MARGARET BRUCE, owner, and Dick Harris, manager, have been busily preparing the coming season route for Bruce Greater Shows.

MR. AND MRS. TROY SCRUGGS, last year with Royal American Shows and Crowley United Shows, who are spending the winter at Saginaw, Mich., took part in a recent winter sports program at Grayling, Mich.

England, F. Stanley Reed is at a hotel in Manchester, N. H. Last season Reed was with C. L. Bockus Shows.

LLOYD WIBLE is reported as having booked his Kiddie Autos ride with O. J. Bach Shows, and has been spending the winter on his dairy farm near Maddensburg, Pa.

AL ESTES is to be banner man with Kelley's Greater Shows. Al formerly was with various carnivals as band man and concession operator. Last three years had his own picture and vaude show under canvas.

In the January 25 and February 8 issues, opinions of some folks relative to the origination of the term "ballyhoo" were given in headed articles. Observant Bluch rises to remark: "Page Starr DeBelle. Possibly the father of the 'Ballyhoo Brothers' was the inspiration."

IN THE BIRTHS COLUMN of the February issue appeared an error. The eight-pound boy was born to Mr. and Mrs. W. Fletcher Tetts (not "Letts," as it was given), of Mid-West Shows, formerly with Western States Shows.

SAILOR AND FLORENCE BRYAN, who had Athletic Show with Zimdars Greater Shows last year, are wintering at Kensington, Minn. Will have wrestling-boxing opy with Great Sutton Shows coming season.

this winter with Milo Anthony's Museum.

HARRY E. CRANDELL was pictured in the rotogravure section of *The Miami Tribune* of February 16, along with committeemen, John H. Schannell and W. W. Johnston, of the Dade County Tropical Fair (next week), of which Harry is general manager.

STARR DE BELLE will extend his connections with Blue Ribbon Shows for the regular season. In addition to press representative (his occupation with the winter unit), Starr will operate one show and one concession on Eddie Roth's midway.

IN THE FINAL CURTAIN columns of this issue is announced the death of W. A. Atkins, of Elgin, Ill., where during late years Mr. Atkins met and conversed with nearly all outdoor showfolks making the "Watch City." Among his closest friends at Elgin was Jack G. Elberink.

CARL AND PEGGY RATLIFF made a motor trip from Chicago to Cincinnati and neighboring cities. Had a visit with Col. J. F. Dehnert, under whose show management they had a concession and was otherwise engaged last year. Returned to Chi early last week.

JOHN SUNDBSTROM NOTICE! The following was received from Betty and Jean Sundstrom (1118 Pennsylvania street, Kansas City, Mo.): "Will John Sundstrom, of Howard's Traveling Museum get into touch with his two children immediately. Their mother is not expected to live."

A statement in one of the show-letters in this issue tells a mouthful of need relative to carnivals' summer engagements. In part: "The program for the coming season is not to play 'still' dates, but to thoroly exploit and promote every booking."

ARTHUR A. (WHITEY) BONNER, formerly talker with Bruce Greater Shows, F. H. Bee Shows and with Frank Owens on Golden Gate Shows, now at Veterans' Hospital (Ward 4), Biloxi, Mass., infers that he is convalescing from an operation and is able to sit up. Would appreciate letters from acquaintances.

JACK EDWARDS, formerly on the advance of Loos' Greater United Shows, and since last September ahead of Otto Gray's Oklahoma Cowboys (radio and stage appearances), closed with the latter recently at Piqua, O., and headed back to the Southland. "Sure will be glad to get out of this snow and ice," said Jack.

MRS. PEARL JOHNSON who underwent an operation nearly four months ago, is still confined to her home at Westville, La., but able to sit up occasionally. Rufus Johnson infers that the missus has greatly appreciated letters from showfolk acquaintances. They enjoyed, recently, some radio broadcasting from the fairgrounds at Tampa, Fla.

DOC HOWELL got a tough break with bad weather and floods for his Variety Show in Mississippi. Doc had completed booking dates at schools and theaters up to March 15, when flooded highways and other conditions caused many of the schools to close and also caused Howell to cancel his contracts. He has since cut down the show's personnel and has been wild-cating.

W. G. MANNUSON and the missus (The Del Ardos) are resting up at Rockford, Ill. After closing last season with Bill Chalkals' Side Show with Snapp Greater Shows, W. G. bought an interest in a medicine show and played some spots in Illinois and Missouri. Magnuson postcards that other showfolks wintering (he says "really wintering this winter") at Rockford include F. A. Nicholas, magician, and Jimmie Williams, ventriloquist.

"PICKUPS" from Bridgeport, Conn.—The "Jackpot Clubs" and "Warm Stove Leagues" here have been holding daily sessions this winter. . . . Among folks in this neck o' th' woods are Al Rogers,



CROWD IN FRONT of the Brownskin Vanities of 1936 on the Royal American Shows' midway at the recent Pinellas County Fair at Largo, Fla.

JOE SCIORTINO, talker with Slim Kelley's Side Show, and lately employed at the Gayety (theater) in Milwaukee, is now at the Gayety, Baltimore.

Seems that cross-fire ballyhooing is not exclusively with carnival athletic shows. It has entered national politics.

JOE TRACY EMERLING has improved considerably in health and returning strength during his stay at U. S. Veterans' Hospital, Rutland Heights, Mass.

BUDDIE LEITH, formerly with Porter Shows, Dee Lang Shows and Hennies Bros.' Shows, with boxing and wrestling outfits, is wintering at Beaulieu, Minn.

O. I. LEVIN and wife, of Midwest Merchandising Company, have been spending a few weeks in New York City, gathering new items.

YANK HAURR, NOTICE: Relative to deaths of some relatives of Yank Haurr, Bill McMahon, Box 144, Hasston, La., writes that Haurr's people have been trying to get in touch with him.

D. HARRY (CYCLONE) BELL will again be in partnership (Athletic Show) with Herb Listenberg coming season. He is now pitching a cleaner item in Pennsylvania.

JACK PERRY, motordrome rider with Heiler's Acme Shows last year, is engaged in trucking business in Philadelphia. The missus, Pat, dancing in night clubs.

AFTER AN ENGAGEMENT of agenting a circus unit playing theaters in New

A PHOTO shows Whitey Pratt, the captain of a fishing boat at Cortez, Fla., and a 13-foot shark. Said Whitey: "After a trip off shore," and "Anything smaller than this one, throw it back into the Gulf."

BILLIE ROSS (Mrs. H. S. Windsor), last year with Lillian Murray Shepard on Johnny J. Jones Exposition, has been working night clubs in Kansas City. Will be with Clyde Davis' Hula Show on Western States Shows the coming season.

Sam Solomon is an optimistic, progressive showman. Two shows this year. And he has been lining up engagements for both of them. Incidentally, a long experienced showman, Lew Marcuse, in charge of the No. 2 unit.

MR. AND MRS. E. Woodward and Mr. and Mrs. Ray Gordon have been going good with farm paper subscriptions in West Texas. Woodward postcards that they will be back to the show road in the spring.

MRS. G. S. OLMSTEAD, Sterling, Ill. (Mr. and Mrs. Olmstead known to many showfolks) has been quite ill the last several months with stomach and heart ailments. She was in Wesley Hospital, Chicago, several weeks and is now at home, mostly abed and in care of a nurse. She can be addressed care of the Academy of Music Building, Sterling. The Olmsteads operated the Academy of Music many years, also in poster business.

MR. AND MRS. Don Plecut recently left the South for Springfield, Ill., to open a restaurant. Were with Yellowstone Shows last year and for a while

ASTRO FORECASTS AND ANALYSES

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(AIR CALLIOPHE)
Mounted on half-ton Panel 1935 Dodge Truck, complete, engine and blower, automatic or hand played, perfect condition, \$600. Also 1 Tangley Calliaphone, factory rebuilt, never mended, complete, engine and blower, as NEW, \$400. Public Address System for Advertising Truck, plays records, complete with "Mike," Speaker Horns, A. C. Generator, like new, \$160. Wax Figure of Dillinger, \$50. Other Wax Figures of Outlaws and Gangsters; 300 feet Rubber Covered Stranded Cable, \$50.
L. C. McHENRY, Gastonia, N. C.
408 West Sixth.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

who keeps the boys at Art Lewis Shows' quarters busy; Francis Kelley, Sam Politz, Joe Smith, ex-manager of Lou Bogas and Jack Delaney; Cliff Young, Jim Stapleton, agent O. C. Buck Shows, and Al Grill, who recently returned from Texas.

E. V. McGARRY is titling the fun house he is building at Miami, "Where Is Elmer?" McGarry and Diamond Kitty ("Boston's Big Bouncing Beauty") recently enjoyed a trip to the West Indies aboard the yacht of Claude Vansolver, Philadelphia. Others in the party included Mr. and Mrs. Charley Walberg and John Denson and Edna Camp, of Philly, and Margaret Cleary, of Miami Beach. Kitty is a lover of sports and is seen almost daily at the Hialeah horse-race track. Frank Bergen was recently in the McGarry-Kitty "Let's pick the winners" party at the track.

Mighty Sheesley Midway

SALISBURY, N. C., Feb. 22.—Some "pickups" from the Mighty Sheesley Midway quarters—Thomas C. Roach will have the Minstrel Show this year, with a band and orchestra and company of comedians, singers, and dancers. Harry Renton will have the Big Circus Side Show, with many attractions and new top and banners. C. Byod, billposter with this show last season, with his wife is at Memphis, Tenn., where he has gone into billposting business. Mrs. Minnie Pounds, with the assistance of Frenchy Charest and Romeo Peroni, is getting the large midway eating emporium into excellent shape; will be outstandingly attractive when finished. George Birdsey, barber and laundry man with the show, and his wife and son are wending their way from Cedar Key, Fla. Doc Anderson and Evelyn Redding are with Jimmie Simpson's Minstrels in Georgia. Doc had the Minstrel Show on the Sheesley Midway last season. Mike Goodman, one of John D. Sheesley's concession agents, came from Miami to get paraphernalia in shape for the coming season. He was accompanied by Dave Stockton, of New York City, who stayed here a few days. Art Smith and wife oiled the photo gallery here last Saturday and have gone to Montgomery, Ala., to visit Mrs. Smith's father before the show opens its season. Mrs. John M. Sheesley's two penny pitch concessions, in charge of Herman List and Dixie Hicks, and also her photo gallery, are ready for the opening. Harry Cramer, assistant lot man to Charles E. Sheesley, assistant manager, is on his way to quarters from Miami. General Agent C. W. Oracraft is visiting cities, preparing the route. Bennie Weiss, who will have the merchandise wheels on the show, is getting his outfits in shape, with all new tops. "Captain John" and Mrs. Sheesley are resting up at the show's hotel headquarters here.

WARD (DAD) DUNBAR.

Rose City Shows

MACON, Ga., Feb. 22.—The management advises that work in winter quarters at Ellaville, Ga., has started and that all will be in readiness for the opening, which is scheduled for March 14 at Gainesville, Ga., with three rides, six shows and about 25 concessions. Some new canvas has been ordered. Bob Zell will be banner man this year and will also have two concessions on the midway. Fred Davis will be electrician and have two concessions. Bud Jones will have charge of the Minstrel Show, and Jack Crawford the Athletic Arena. The writer in charge of the Ferris Wheel, Lee Range the Merry-Go-Round and Shorty Davis the Chairplane. Robert Gillespie will have corn game and John Tatitt the cookhouse. Show will play Northern spots in Ohio and Michigan, and have a 10-cent gate.

SAILOR MYERS.

Dee Lang's Famous Shows

ST. LOUIS, Feb. 22.—The crew working at quarters during the extended cold spell have looked like arctic explorers, the quarters being large and difficult to heat. A new electrically operated band saw has been purchased for the wood-working department which is expected to turn out a lot of new outfits during the next few weeks. During the recent Missouri Show Women's Ball here, Charlie Goss was all smiles, and had cause to be, as Mr. Lang placed an order with him for five new Chevrolet tractors and trailers for the transportation fleet. All of which is from an executive of the show.

Along the California Pacific Expo Midway
By FELIX BLEY

SAN DIEGO, Calif., Feb. 22.—Happy Johnson is making openings on Temple of Mystery; Harold Agnew, magician, on the bally. . . . Barry Gray is on the front door of "Strange As It Seems." . . . Charles Engle and wife and baby, Robert Allen, arrived from Chicago for the second season, Charles again operating guess-your-weight scale. . . . Bobby Cohn and Frank Ward are in charge of came stands for P. A. Daggett and Company. . . . J. L. Grundy has the check stands. . . . American Legion operating the ham and bacon wheel. . . . Bert Cramer has two horoscope concessions.

MADILL AND DAVIS have three hot-dog, 10 pop corn, 10 novelties, 10 fruit juice, nine ice cream and nine Coca Cola concessions. . . . Dean Boggs has the shooting gallery with Red Allen and Ray Holmes as operators in charge. . . . Thomas Sheehan selling papers all over the grounds. . . . Johnny Meyers, 1935 champion "barker," is chief talker in front of Midget Circus for Fanchon & Marco. . . . Walter Stutz has a ball game concession. . . . L. B. Utter, besides operating Days of '49, also has Tang parlor and Marble and Digger parlars.

WILLIE STROBEL again operating Bavarian Gardens on the Fun Zone, featuring Esther Merkel in songs at the piano. . . . Major James D. Doyle, lilliputian comedian, is chief announcer in the Midget Circus. . . . John Michael Schlessco has the *Lord's Supper* exhibition. . . . W. R. Proctunier in charge of television show in Spanish Village. . . . Billie Collins again manager of Nudist Colony in Zero Gardens—due to rain, place not open first week.

J. ED BROWN, director shows and concessions, who resigned, left with good wishes of concessioners and employees as well as exposition officials. He was presented with a handsome gift contributed by all showmen and concessioners and received a letter signed by all who are connected with the 1936 exposition. The letter follows: "Dear Ed: Words fall us folks who know you in expressing our regrets that you are leaving. You have been the mainstay of this Midway. We know that we are losing one of the greatest friends that any Midway has ever had. You have been so fair and just in all your dealings with us—from the meekest employee to the largest concessioner of 1935 and '36. It is our heartfelt desire that you will

Once a Trouper

What's the matter? What is up? What's it all about? My feet are knocking off a tune; I'm gay within, without. I want to sing, I want to dance—to throw aside my load; I want to pack my trunk and start, I'm ready for the road. I've sat at home all winter, I've danced, shopped and read; I've often spent the evening out; I've spent it, too, in bed.

But now and then some midway friend I just happened to meet, And we would stop in some saloon and one of us would treat; While sipping tasty beverages we'd talk of "Auld Lang Syne." Of where we'd played and what we did, and how we made a dime. We'd speak of our ups and downs, and laugh and hope that soon The sun would shine, birds would sing—all springtime in tune.

Now and then the billboards along the streets would say, That a museum would soon be coming—on such-and-such a day. Of course, I had that "feeling." I'd wait for it, then dart Up to the gay show shop, with a lightness in my heart. After meeting friends, and smiles and shakes, then th' ol' routine—"I'll see you on the road. Goodbye"—then home, a lonesome fiend.

It is not the luxuries of home, nor movies and the such. That brings about contentment and makes us feel like much. It's not a car, it's not good clothes, it's even not a job, That overcomes discontentment and cause our heart to throb. But, frankly, here's the reason (as all the trouper's know), Regardless of what we possess, we always want to go.

There's something in the show world, a sort of gripping fist, That seems to grab and hold us, and few trouper's can resist. We've had the taste, it's in our blood, we have to get along; "Once a trouper always one," our slogan and our song. We cannot say it is not true, for our actions plainly show; It's moulded in our person—you know it's really so.

Yes, "what's the matter, what is up, what is in the air?" I have a different feeling; I am, too, without a care; Calenders show it's almost spring, with atmosphere so sweet, Today is just like "Windy March," I have rhythm in my feet. It won't be long until I hear the bluebird sing his song—Hoorah! Good City, fare-the-well; I'll have to get along.

—BILLY LOGSDON.

LEADING CARNIVALS WHICH INVITE Your Investigation and Inspection

HENNIES BROS SHOWS

MARCH 14th OPENING DATE.

All Concession Agents, Ride Help, Performers and others contracted with for 1936 Season advise arrival.

WINTERQUARTERS, P. O. Box 1916, Houston, Tex.

BECKMANN & GERETY SHOWS

WORLD'S LARGEST CARNIVAL ATTRACTIONS.

Now Booking Attractions for 1936 Season, Opening at the Battle of Flowers, San Antonio, Tex., April 20, 1936.

WANTED—Ride Foremen, Single Men preferred. Also experienced Manager for Fun House. Write, stating experience and references.

FOR SALE—"Over the Jumps" and No. 5 Ferris Wheel.

Address 301 Duval Street, San Antonio, Tex.

achieve bigger, greater things in your ventures to come. We want you to know that from the humblest to the greatest we all love and admire you. Please accept this token of our high esteem and our wishes for every good thing God gives a man. We are, your Pals."

Majestic Exposition Shows

GREER, S. C., Feb. 22.—Work at winter quarters has been progressing, and the show will take the road looking spick and span on or about March 15. All the paraphernalia, including show fronts, rides and trucks, is being gone over, and almost all the painting is ready for the scenic artist. The show will start its season with all new tops. After the opening here will make a long hop north. All fairs have been contracted. Billy Coln has booked his Hillbilly Show. Clarence Sorcee booked his corn game and purchased a new Ford truck. J. J. Steblar recently bought a new truck. Johnnie Hobbs and Bud Sims are expected to arrive soon. Slim Davis will have the Paris at Night again this season. The Birchmans will have the Ten-in-One. The Minstrel Show will have 18 people. There will be a Ten-piece white band and two free acts. There are many trailers and housecars and trucks of showfolks parked on available lots in town. The show will carry 6 rides, 10 shows and about 30 concessions, and play Tennessee, Kentucky, Virginia, West Virginia, Ohio and Pennsylvania and a string of Southern fairs.

R. W. SHARPE.

WORLD OF MIRTH SHOWS Strongest, Largest, Finest—Now or Ever

FOR SALE—16 SKOOTER CARS, 1933 MODEL—FIRST-CLASS CONDITION—VERY REASONABLE

MAX LINDERMAN, Gen. Mgr. Winter Quarters, Richmond, Va. Communications to Room 1512 1560 Broadway, New York

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Re-marking 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$4.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls Binop), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

WOULD LIKE TO BOOK FOLLOWING RIDES

For Season of 1936

DUAL LOOP-O-PLANE, SMITH CHAIR-O-PLANE, KIDDE AUTO RIDE. All must be in first-class condition and look like new.

We can furnish splendid route of fairs commencing in August. Address inquiries to

The F. E. GOODING AMUSEMENT CO. Box 386, Columbus, O.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 1.65 Richardson Used Fibre Skates. All Sizes. \$25.00 Genuine Ant-Eater Skin, Large Size, Rare Specimens. Miniature Circus Wagons, Fine Condition. Cheap. Fauchner Guess-Weight Scales. Sell Cheap. \$ 2.00 Each. Swords for Sword Box. WE RITZ Shooting Galleries, Concession Tents and Rink Skates, all makes. Pay cash. **WEIL'S CURIO-BITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

HIGH DIVER AT LIBERTY DARE-DEVIL OLIVER. World's Premier High Diver at Liberty for 1936. Address 2811 53rd Ave., N. St. Petersburg, Fla.

GIRLS WANTED For Ball Game. Long season's work. Good proposition. Also Young Man for Helper on Joints. Season starts March 5, Lanett, Ala. F. W. PAULL, General Delivery, Lanett, Ala.

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



Pacific Coast Showmen's Assn.

816 New Orpheum Bldg., Los Angeles, Calif.

LOS ANGELES, Feb. 22.—There were 76 members present when President Theo Forstall called Monday night's meeting to order. Absentees of executives, Roy Ludington, second vice-president, and Treasurer Ross R. Davis. This was one of the most enthusiastic and worth-while meetings in the history of this organization.

The question of getting larger quarters, which has dragged along with no definite action, was taken up. At last meeting the committee was instructed to bring in a concrete idea as to the availability of certain locations and whether the location was suitable for the purpose. As members are leaving for the road and a smaller attendance is to be expected in future, President Forstall stated that with all the discussion that had been there was no record of there being any action as to the desires of the body about moving. Put to a vote, it was unanimously decided to move. The place most favored is a downtown location, second floor of a building, with 138-foot depth and 55-foot width, this space divided by French door partitions. So, as the matter now stands, the committee will endeavor to get a lease at a price less than has been quoted. Ed Nagel, John Miller, Theo Forstall, Dr. George W. T. Boyd and Samuel Goldman form this committee and it is confidently expected that suitable arrangements will be made for the moving of this organization's quarters. The rooms now used have been overcrowded all winter.

President Forstall announced his selection of Jack Grimes to assume the chairmanship of the 15th annual Charity Banquet and Ball. He stated that it has been the custom of the presidents to prophesy big successes for this function during their administrations and that he would follow the custom, but would predict that the coming affair will be not only the biggest, but notably different, and that he would keep his own counsel, and not tip his hand; that he had plans worked out, and as the word "surprise" has been used extensively, so for want of better term he would say, "You all will be oversuprised." That he "hoped so."

A new high in finances was noted.

The committee handling the Emergency Relief Fund presented its formulated plans for distribution and manner of handling cases, which should be very helpful in temporary emergency relief.

Henry Engard, in Antelope Valley Rest Home, Lancaster, Calif., reported doing well as could be expected and would appreciate friends dropping him letters occasionally.

Doc Hall was reported as improving. Communications: From Mrs. Marie Klenck expressing gratitude to the organization for the handling of the funeral and interment of her late husband, Walter N. Klenck. Bill Rice typed a note and inclosed a clipping from a Texas paper.

O. H. (Red) Hilderbrand, Archie Clark, Theo Forstall, Ed Nagel and Harry Fink made talks on the drive for cemetery funds, and from this came a plan to be submitted to owners, managers and others of outdoor shows for the handling of and securing of funds with the "show within show" idea as was suggested recently by J. Doug Morgan.

Theo Forstall suggested members of PCSA going en masse to the National Orange Show at San Bernardino, where Crafts 20 Big Shows are the midway feature. The date was tentatively set for February 26. Flowers were ordered—floral horseshoes—to be sent Crafts' opening February 20 and to Hilderbrand United Shows' opening at Inglewood February 22.

A vote of thanks was given and recorded to *The Billboard* for the valuable aid that has been and is being given PCSA, and letter was ordered written to Editor Al C. Hartmann and the outdoor staff, also E. Walter Evans, business manager.

The weekly award went to Dr. George

W. T. Boyd, and the excitement that followed last week, in Steve Henry winning that award, was not chronicled—first win in many starts. After adjournment usual refreshments and buffet lunch served by W. D. Corbett, Chet Bryan and Charley Soderberg.

The membership drive now in effect should be of interest to showfolk. Waiving of initiation fee makes possible the enjoying a membership from this time until September 30, 1937.

Los Angeles

LOS ANGELES, Feb. 22.—Haunts of the carnival folk somewhat deserted because of the Orange Show at San Bernardino and openings of Crafts 20 Big Show and the Hilderbrand United Shows. Hilderbrand was scheduled to open February 8 at Sunset and Vine streets, Hollywood, but because of an all-week rain had to postpone and open at Inglewood, Calif. Reason for change in location was said to be that owners of the Hollywood location, because of the soft condition of ground caused by rain, were not keen to have the lot possibly much torn up. However, Hilderbrand seemed pleased to make the change in spots.

Will Wright making short trips in interest of the Golden State Shows. Stated he had added the Paul Costello Athletic Show to his lineup.

Rudy Jacoby and wife will make the trip to Honolulu with Eddie Fernandez, sailing next month.

Alvin Jansen, son of Dante the Great, magician, is a Los Angeles visitor. Stated that his father was doing very well in Sweden.

Carl Leasure in from Chicago. Said that he was just West Coast and in this city for an extended visit.

Mr. and Mrs. A. S. (Archie) Clark back from last week-end at Gilmore Springs, Calif.

C. H. (Pat) Alton, of Silver State Shows, in town for a short visit. Said the equipment was being shaped at Sparks, Nev., and that the show would go out considerably enlarged.

Frank Porrest leaving for the North. Will be with West Coast Shows at opening of the season and in the interim would book independent spots for his "Bare Facts of Life," which show did well at Ocean Park.

Dallas

DALLAS, Feb. 22.—Last week's bridge-luncheon party of the Dallas Showwomen was held at the beautiful new home of Mac Hanson. The usual members were in attendance and prizes were awarded as follows: Catherine Oliver, first; Helen Reese, second, and Sally Murphy, third.

Phil Little and his agents left early this week with a string of concessions to join Greater United Shows at Laredo, Tex.

W. G. (Buddy) Ryan, president Southern Premium Manufacturing Company, returned late last week from New York City, where he attended the annual buyers' show.

June Hennies passed thru the city Tuesday en route to Fort Worth, Tex.

T. Riley (Red) Hickman spent several days of this week in Amarillo, Tex., where his nephew, Kay Kincaid, is seriously ill.

Larry Hogan, general agent Beckmann & Gerety Shows, was thru the village here last Sunday, en route to the winter quarters of the show at San Antonio to attend a conference with the show's executives.

Ralph Ray spent several days this week in San Antonio.

J. T. McClellan left late last week for Stuttgart, Ark., where he will commence work on preparing his show for its opening March 14. Mrs. Martha McClellan Kler, daughter of J. T., will leave several days before the opening of the show. Her son, Jimmy, is attending high school here.

A report has it that Manager Ruback, of Western States Show, in correspondence to his people booked for this season, reads in part: "Join the show several days before the opening at Crystal City, where plenty of spinnch will be available until the cook officially opens."

Jack Martin O'Shea arrived early this week from New York City, where he spent the early-winter season working in the niteries. Prior to that he had been with carnivals playing in the East and in Canada. Early last year O'Shea completed engagements on the West Coast, where he worked in several Western and short films. He is engaged for the "Cavalades of Texas" at the Centennial here, commencing June 6.

American Carnivals Greater Exposition Shows Association, Inc.

By MAX COHEN

ALBANY, N. Y., Feb. 22.—The New York State Association of Agricultural Societies, in session here, found a representative group of ACA members in attendance. The meeting gave us an opportunity to discuss briefly the proposed group life insurance plan which was referred to in last issue of *The Billboard*, and the plan is being received with considerable enthusiasm. As was pointed out previously, a few shows will be singled out to carry the plan experimentally for this season, so that definite information as to its workings will be available when the matter is taken up by the entire association at the annual meeting next December.

One problem of considerable importance which has affected the industry in the past was solved as the result of information imparted to the writer. We refer to the difficulties that operators of frozen custard machines and soft drink stands have often had with reference to local and State requirements concerning the handling of milk and milk products. From information supplied us during the Albany meeting, we believe that this entire difficulty can be obviated by a plan now prepared and available; which plan will both pass all legal tests and regulations and will also reduce the cost of manufacturing certain products sold in this type of concession. Any member interested in this matter should communicate with us and we shall be glad to give the necessary information.

Members of the association present at the Albany meeting included Art Lewis Shows, Strates Shows Corporation, Dodson's World Fair Shows, William Glick Exposition Shows, Gruberg's World's Exposition Shows, Oscar C. Buck Expositions, World of Mirth Shows and Kaus United Shows. In addition, Coleman Bros.' Shows, a non-member, was also present.

The ACA office is in receipt of interesting communications from Dodson's World Fair Shows, Kaus United Shows, Porcelain Products Company and C. Jack Shafer, of World's Museum, Paterson, N. J.

We have had an inquiry from O. J. Bach Shows relative to the unemployment insurance law and plan to discuss this matter at a later date in this column.

Continuing our discussion of Constitutional Law, we are referred to the case of *In Re Tinsman*, 95 Fed. 648, decided by the Circuit Court for the North District of California in 1899. Tinsman was arrested for violating a local ordinance which prohibited the doing of business without a license. Various lists of license fees were provided, including one of \$1 per month for persons who did not maintain a place of business within the town. Tinsman did not maintain a place of business within the township but took orders for a Chicago concern. After his trial and conviction, he was fined \$20 and sought a writ of habeas corpus, alleging that the ordinance was illegal and unconstitutional.

The court in granting the writ held that the ordinance was invalid and gave as its reason the rule that an ordinance of a municipal corporation requiring persons or firms soliciting orders in behalf of manufacturers of goods to take out a license and pay a tax is an exercise, not of the police power, but of the tax power, and when such an ordinance is enforced against the person or firm soliciting orders for a manufacturer of goods in another State, it imposes a tax, and is a regulation of inter-State commerce, in violation of the provisions of the United States Constitution.

Applied to the carnival industry, the rule, of course, means that a municipality cannot impose commercial burdens upon non-residents which it does not impose upon its own residents.

However, notwithstanding the invalidity of the ordinance, it was held in a companion case, *Cottam v Oregon City*, 98 Fed. 570, where the facts were similar to the previously mentioned Tinsman case, that an action would not lie against the police and judiciary for false imprisonment by virtue of an arrest under a local ordinance declared unconstitutional as interfering with inter-State commerce, for the reason that the arrested person in that case could have paid the small fine imposed and avoided detention.

EAST ST. LOUIS, Ill., Feb. 22.—Weather conditions have hampered work in winter quarters, altho the canvas department has not missed a day and is turning out tents rapidly. The coal trucks are all working—some of the former concession agents driving them will have a hard time sleeping all day when the season opens. A. D. Patterson has organized a colored revue of seven people and is playing night clubs in Central Illinois. Sam Benjamin returned from a southern trip and says that prospects are bright for the fall route. John Francis and Crawford Francis are making short trips in and out of East St. Louis in the interests of the show. L. C. Allen, Ferris Wheel foreman, arrived from Nashville, Tenn., and will start work on the three wheels immediately. Charles Carpenter, formerly with the show, is engaged in several promotions in and near here. Among visitors at winter quarters have been Earl Strout, Carl Lauther, Louis Traband, Earl Smith, Carl McDowell, Mrs. Bird Brainerd, Mrs. Elizabeth Yearout and many others. Mrs. Hugh Derneberger is making wardrobe for one of the attractions. Emil Schoenberger has opened up his workhouse and is overhauling concessions. Bozo Jacobson is playing night clubs in St. Louis. Charles Sherman now in Hackensack, N. J., writes that he will be here early in April. Mrs. Francis has been seriously ill but has now recovered. Mrs. Ruby Francis entertained a party of 16 at a bridge party on St. Valentine Day.

H. W. SMITH.

West Bros.' Amusement Co.

MORLEY, Mo., Feb. 22.—At this writing the weather man has relented, work having reopened on the finishing touches prior to the opening, last week in March. Will open in one of the neighboring towns, as last year. Mrs. Virginia Laughlin spent several days in St. Louis visiting friends. J. W. Laughlin and the writer recently made a business trip into Illinois. Passing thru Cairo spent a pleasant hour with Henry Heyn, who has spent the winter in that city. In Harrisburg visited the Lauther show, which opened there to a good Monday's business. Visitors since the last "letter" included Mr. and Mrs. Jake Moore, who stated that they would again be with the Barker Shows with their shows and rides. Accompanying them were Mrs. Moore's father, Mr. Presslar, and young son, Harvey. Chief Rolling Cloud, of medicine show and more recently circus note, was also a visitor and spent the afternoon looking over the farm with Mr. Laughlin. Young Bob Laughlin, who was injured after the show pulled into quarters, is now on the mend and will be ready when the season opens. Mrs. Laughlin has also been on the sick list, but is greatly improved.

BRUCE BARHAM.

Blue Ribbon Shows

Ft. Pierce, Fla. Week ended February 15. St. Lucie County Fair. Business, good when weather permitted. Weather, rainy.

Monday night found the midway full of spenders and it was the best opening night of all the Florida dates played so far. Kay Pickles topped the shows with her *Roof Garden Revue*. Tuesday was Children's Day, all schools closing at noon, and the midway was packed. All shows and rides getting a good play. Turned cold at night, affecting the night play badly. The rest of the week bad weather prevailed, with a total rain-out Friday and Saturday. This a maiden fair, with the committee working with the show management to make it a success. The local newspaper, *The Ft. Pierce News-Tribune*, liberal with space and lauded the show for its square business management. The work in the show's winter quarters at Florence, S. C., is still going on. Manager L. E. Roth just purchased another Ell Wheel and dual wheels will be carried on the regular season. The cookhouse has been rebuilt and painted and is ready to go. Bob Russell, veteran minstrel-show operator, has contracted to present his company. The writer busy getting material together for the four-page *Blue Ribbon Weekly*, a newspaper of cuts and stories for the weekly mailing list. About 2,000 to be put out in each town. Joe Redding, the "King of Canes," a visitor. Says he now has 3,154 canes in his collection.

STARR DEBELLE.

LATE MODEL NINE-CAR TILT-A-WHIRL

Bargain for cash. Address P. O. Box 2725, Bloom and Lake Station, Minneapolis, Minn.

WANT TO BUY HORSE JUMPING

Must be cheap for cash. J. L. LANDES, Coates House, Kansas City, Mo.

American United Shows

SEATTLE, Feb. 22.—The show will have its opening at the Apple Blossom Festival in Wenatchee, Wash., where it has stored its equipment this winter. A. B. Miller has built a beautiful ride to place on the show this season. O. H. Allin Jr. starts his first year as a ride owner with a new 24-foot 10-car Kiddie Ride. General Agent Hank Carlyle is busy with getting the route lined up. Mrs. Carlyle, after her trip to Texas, is accompanying her husband on his booking trips. Harry Meyers and Ralf Meaker, who will again have the cook-house, are building an elaborate kitchen on a large white truck. H. H. Avery has ordered a new 36-foot semi-trailer to haul the Loop-the-Loop. Mr. and Mrs. Dad Allin spending an enjoyable winter at home, where they have entertained many of the showfolks at Sunday dinners. Mr. and Mrs. Wayne Endicott proud possessors of a nifty house trailer. They will have their two shows on the midway. R. F. Carr is building a new Kiddie Ride. John (Mex) Snobar, electrician, who recently purchased a new Chevrolet truck, is taking a forced vacation from home while his wife and children are quarantined for scarlet fever. Whitley Bartlett, Ferris Wheel foreman, has been driving freight trucks between Seattle and Wenatchee this winter. O. H. Allin Sr. is recovering from the flu. The show will consist of 10 rides, 8 shows and 25 concessions, and will travel by truck and train again this year. All of which is from an executive of the show.

De Luxe Shows of America

NEWARK, N. J., Feb. 22.—The management of De Luxe Shows of America, which up to this season has concentrated its bookings to Eastern States and conducted promotions for churches and fraternal organizations, is this year extending its operations to Southern States. Samuel E. Prell, general manager, has returned from a seven weeks' tour of the South, which took him as far as Florida. He reports a highly optimistic outlook. The shows' program for the coming season is not to play "still" dates, but to thoroughly exploit and promote every booking. Nelson Winget, who has just completed the booking of fairs, is now in the field for promotional dates. He will soon be joined by Harry Ramish, who has been ill, but is expected back at headquarters soon. The show is now in its winter quarters here and a crew of men is busily engaged in building show fronts, repainting all equipment and getting everything in readiness. All of which is from an executive of the show.

Hennies Bros.' Shows

HOUSTON, Feb. 22.—There are now 42 men at work in winter quarters, as the opening date is March 14. There 40-odd trucks and trailers are getting their coats of red and green paint and being lettered, the work supervised by H. C. Landaker. Johnny J. Bejano has returned after his storerom showing and is getting his Side Show ready, as also is Jim Dunlavy, who just purchased two large regal python snakes from George Vogstad—this gives Jim three big specimens in addition to his great collection of small snakes. Master Builder MacFarland, assisted by Jack Dondlinger, is completing the new double-trailer midway entrance arch, which measures about 90 feet and will be a thing of beauty when decorated by Artist Landaker. The new Scooter cars arrived, and the rebuilt ride on which they will operate was ready to receive them—this ride in charge of Joe Black, foreman. Eddie Phillon is rebuilding his and Tommy Martin's cars—50 feet in depth, with a new green canvas top, and the frame to be white enameled. Art Martin and wife, Hazel, advised that they would arrive soon from Los Angeles. Another truck and trailer were ordered to carry the animals for Fred Bond's Freak Animal Exhibit, the trailer especially built for live stock. Alice Melville (Mrs. E. D. Strout) has started rehears-

als, having already eight girls working numbers, and band and orchestra rehearsals will start the coming week, under direction of Earl Strout. R. C. Burros, electrician, is back in quarters, accompanied by his wife, from his winter home in Galveston, and "Brother" and two assistants will be busy until the opening, the show having bought some 5,000 feet of new ground cable for the midway. Speedy Loftis has purchased the Motordrome of Ray Domer. He is rebuilding it and will this year present midget riders. All of which is from an executive of the show.

L. J. Heth Shows

NORTH BIRMINGHAM, Ala., Feb. 22.—Cold weather has hampered activity in quarters, making it necessary to add an extra crew to make up for lost time. All new fronts are completed and ready for the paint show. The Girl Revue will have a most beautiful front, glittering with lights. George Harris, with Blossoms of Dixie, has been signed for the Minstrel Show. Chief Clearwater has arrived with his Indian Village. Harry O. Harra, with his sound truck, has been engaged for advertising. Shook and Faulkner will operate the midway cafe. Smitty has completed work on his Drome and is entertaining the neighbors with rehearsals, featuring Mayzel Logan. Manager Heth has returned from another booking trip, adding Humbolt (Tenn.) Strawberry Festival and Vienna (Ill.) Fair to his list. Floyd Smith, with his Loop-o-Plane, will be with the show and advises that he is building a new arch, picket fence and ticket box. Show will consist of 8 rides, 10 shows, 25 concessions, free act, fireworks and eight-piece band. Scheduled to open March 7. MADRID S. HETH.

Sims' Greater-United Shows

TORONTO, Ont., Feb. 22.—Fred W. Sims, owner and general manager Sims' Greater and United Shows of Canada Combined, has been successful in lining up a route of fall fairs thru Ontario. Show will consist of 6 rides, 4 shows and 15 concessions. William (Bill) Cooper, who operates the Bingo, is framing a new outfit with an amplifying system. Mr. Jack, who operates the Arcade, has been on a holidays tour. Since closing last October he has taken in California, Louisiana and Florida and now on his way to Detroit. This will be Mr. Clancy's third season with the show. John Hunniford is adding more attractions to his Palace of Illusions. William Stanley is rebuilding his Side Show. Frank W. Rome can be seen on his skates nightly. He is a professional skater. E. H. Brown, general agent, is playing indoor doings with Ramon attractions. Gus Valles will have a new cookhouse this year, his third year with the show. The show will open on April 25. Till then the writer is taking it easy. J. J. MURPHY.

Dixie Belle Attractions

OWENSBORO, Ky., Feb. 22.—The show is scheduled to open May 4 with not less than six rides, seven shows and three free acts. No pay gate. The writer will assist in handling public relations and publicity. Paul W. Drake advises that he will keep the show routed until late fall. Colonel Riley has just purchased an Oakland coupe to be used by the advance. This will make an Oakland and a Packard on the head-end, followed by two panel-body trucks and one sedan for billing purposes. Paper for this season will be by the Donaldson Lithograph Company. Harry Weaver has just signed to have all of his concessions on the midway. Bill Carter, ride foreman, says he could open tonight if necessary. P. L. McDonald, who has been taking treatments at the Veterans' Hospital, Fayetteville, Ark., has mailed the show contracts to place Big Eli Ferris Wheel and two Kiddie Rides on this show, and advised that these rides would leave Atlanta, Ga., on April 16 for winter quarters. He carries his rides on Chevrolet trucks. For the new season the show will carry a sound truck and public-address system. Well, we will be seeing you. CARL MARTIN.

Smith's Atlantic Shows

AUGUSTA, Ga., Feb. 22.—With just a few days before the opening here, March 2, everything in winter quarters of Smith's Greater Atlantic Shows is going along fine, every one hard at work to be ready. All canvas has been overhauled, fronts and all lumber painted

and the rides repaired and painted. The following are at quarters: Humpy Evans, Joe Karr (cookhouse), Tom Collins (Bingo), Earl Weber, Patrola Brothers, Mr. Hatcote, Jackie Barlett, Mrs. George Smith, concessioners. Shows and rides: Dixie Minstrels, Broadway Pender, producer; "Cincinnati" Smith, manager and announcer. Athletic Show, Adam Erbee, manager; Big Snake, Peggy Ewell; Cannibal Show, C. Anderson, manager; Streets of Cairo and Girl Revue, R. J. Ramsey, manager; Congress of Wonders, Jimmie Hutton, manager; Micky Mouse, Gus Patterson, manager; Twin Ferris Wheels, Fritz Boles, foreman; Kiddie Chairplane, Dixie Dan, manager; Merry-Go-Round, V. E. Pete Pearson, manager; Whip, George Smith, manager; Chairplane, Rex Colder, manager. Promoters and special agents, George A. Baldwin and James Finnegan. Blackie Tyrus, lot man; Walter Rhymer, electrician; Slim Jenkins, carpenter and trainmaster. Brownie Smith, owner and general manager, just returned from a trip and has contracted for the Colored Fair at Columbia, and Orangeburg, S. C. Visitors to the quarters the past few days included Mr. and Mrs. C. D. Scott, Rube Dixon, Mr. and Mrs. Perry, Lefty Gardner, Loney Hutchinson and Doc Novell. The writer has been very busy in his department handling the program and contest and also the office work for the show. GEORGE A. BALDWIN.

SOUTHERN OUTLOOK—

(Continued from page 52) many "trade weeks," "spring festivals" and other events, with merry-making shows, riding devices, free acts and other offerings, sponsored or supported by merchants, civic bodies and other organizations toward drawing crowds of visitors and augmented interest and business to their respective localities seem in the offing.

LORAIN, O., Feb. 22.—Several members of Morris Miller's Museum lost personal effects Monday night when Hotel Lorain was destroyed by fire. The museum, three doors away from the hotel, escaped damage, altho the basement was filled with water from the streams poured into the burning building. Frank Russell, strong man of the museum, rushed into the blazing hotel and assisted in saving lives and rescuing baggage. Russell's heroism was praised in a front-page story in *The Lorain Daily Journal* Tuesday. E. J. Zouray and his wife, Rose Levston, Alice Chadell, Mr. and Mrs. Claude Lostlen and Walter D. Nealand were reported as losing personal effects.

OWN A Potato Chip Factory COMPLETE

NEW PORTABLE OUTFIT FOR FAIRS, CIRCUSES, CARNIVALS, AMUSEMENT PARKS, ETC. Makes New Kind of Potato Chips, Donuts, Salted Nuts

Here's Something Different. Own a Potato Chip Concession. Turn potatoes into cash. I show you how with my newly perfected PORTABLE outfit. Very little cash needed. No experience required. I furnish proven plans—you pocket big profits. Big opportunity waiting.

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Complete 16-unit outfit includes new type vitreous white enamel ROUND Cooking Vat Direct-to-fat high speed Slicer, centrifugal Grease Extractor, Thermometer. Positively everything necessary to start—all at new low price.

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214-S High St., Springfield, O.

Dear Sir—Send me complete facts, without obligation to me.

Name _____
Address _____
City _____ State _____

Blotner Model Shows

OPENING EARLY IN MAY.

CAN PLACE one Major Ride. **WANT** Shows of merit, with or without outfits. **WANT** Cook House, Popcorn, Frozen Custard, Beano and other Concessions. **Show plays best spots in New England and Canada.** **CAN USE** good Banner and Contest Man. **WANT** Sensational Free Act. **WILL BUY** Smith & Smith Chairplane. **Address 8 Chelmsford St., Methuen, Mass.**

WANTED—CONCESSIONS

Of all kinds. Shows with own transportation, also Ride or with own transportation. Winter rates still on. **ALLEN & LEE SHOWS, Fairfax, S. C.** This Week.

BILL HAMES SHOWS, Inc. SEASON 1936

CAN PLACE—Small Motor Drome or any other shows that do not conflict. Have good opening for organized Minstrel Troupe with own wardrobe and can finance yourself. We furnish wagon front with calliope and complete equipment. Want to hear from and can place a Sensational Free Act, long season assured.

CAN PLACE—Legitimate Concessions of all kinds, also Eats and Drinks on midway or walk at Fat Stock Show; except Novelties, Corn Game and Frozen Custard. Positively no grift racket or percentage.

CAN PLACE—Few more good live wire Concession Agents who can work for ten cents. Jimmie Jones, writer.

MARINE-FIRESTONE CO. Wants Side-Show Acts, Freaks and Curiosities. One Good Act and Feature. Musical Act for Bally who can work over Public Address System. Talkers, write Marine-Firestone Co. Season opens Ft. Worth Fat Stock Show, March 13th to 22d, inclusive. Have following celebrations and fairs contracted: Brady, Round Rock, Leonard, McKinney, Sulphur Springs, Alvarado, Sherman, Gainesville, Greenville, Paris, Longview, Tyler, Marshall, Palestine, Wharton, Gonzales, Bryan, Harlingen and others to December 6. Address all mail to **BILL HAMES SHOWS, Raleigh Hotel, Waco, Tex.**

DIXIE MODEL SHOWS, INC. (SUCCESSORS TO THE B & B SHOWS)

NOW BOOKING FOR THEIR 1936 TOUR. OPENING DATE MAY 18.

SHOWS—Want to hear from any good outstanding Attractions, with or without outfits, such as Ten-in-One (Sailor Harris write), Five-in-One or Animal Show, Minstrel Performers in all departments, Girl Revue with Musicians and Performers that can put on a real show (troll answer), Motor-drome, Monkey Circus, Dog and Pony Circus, Mechanical City or Working World, Fat Boy, or what have you? Would like to hear from Troupe of Performing Midgets that can cut it. Havercall answer.

RIDES—Will book on a season's contract Loop-o-Plane, Loop-the-Loop, Baby Eli Wheel and Rides.

CONCESSIONS—Want to hear from Stock Concessions of all kinds that are clean cut, except Popcorn, Bingo, Fishpond, Photos, Devil, Bowling Alley, Penny Pitch, Frozen Custard and Glass Store, which are sold exclusively. **WILL BOOK** a good Cook House that has an outfit worth while and will serve food and meats that are decent to eat. Want to hear from American Palmist (Buehlich Harrison answer), one well-framed Ball Game, etc.

FREE ACT—Captain Leo Simon get in touch with us. Want to talk business with you for the season.

BAND—Will book an 8 or 10-piece Band that has neat uniforms with a change at least once weekly. If you cannot cut it, don't answer this ad.

Other useful people get in touch with us. This show will play 26 weeks in Eastern and Southern territory, and will carry 10 elaborate Riding Devices, 12 Shows, 20 or more concessions, White Band, 2 outstanding Free Acts, and will operate behind a pay gate at all times. Address all mail to **J. P. BOLT, Manager, DIXIE MODEL SHOWS, High Point, N. C.**

WANTED MOTORDROME RIDERS

Trick and two Straight, also Talker and Grinders. Also want Foreman for Double Loop-O-Plane; Blacky, write.

EARL PURTLE, World of Mirth Shows, Richmond, Va., After Feb. 25.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the **LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES**

Volunteer State Exposition

CLEVELAND, Tenn., Feb. 22. — Work has begun in earnest in winter quarters. The opening date has been set for March 14, and Manager Blake is here and there and everywhere getting things in readiness. All rides and shows owned by this show will be given a thoro overhauling. All fronts and woodwork will be painted. Blue and orange will predominate. Plans are that the show will leave here for the opening, with 10 rides, 12 shows, about 20 concessions, 2 free acts, sound truck and a 14-piece uniformed Negro band. Territory to be played will be in Tennessee, Kentucky, Ohio, Pennsylvania, Alabama and Mississippi. Word has been received from I. E. Nolte, of Wheeling, that he will have his two shows here for the opening. J. C. Bads writes from Cortez, Fla., that he will have his concession here. H. Berry will be here with his concession. Among visitors were Harry Lamont, accompanied by Joe Duncan and his wife, Grace. Clifford Parish was here in conference with Manager Blake and will be with the show this season. Carl (Gilly) Magill and wife, Oma, have been called home to the bedside of their son, Kle. All of which is from an executive of the show.

Mid-West Shows

INDIANAPOLIS, Feb. 22.—Mrs. T. W. Harris and Dale Brothers have been making some additions to the show for the coming season. Eddie Herman writes that his four shows will be in tip-top condition. Cliff Thomas informed that he had received the 48-foot top for his new corn game. Cliff also has two other concessions booked with the show. Fay and Al Promuth will have a well-equipped cookhouse. Jack Dotty will be legal adjuster. The management plans to have one of the flashiest gilly shows this year.

IONA DALE.

ONE CENT A DAY PAYS UP TO \$100 A MONTH

The Postal Life & Casualty Insurance Co., 5238 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000.00 for deaths—costs less than 1c a day—\$3.50 a year. More than 150,000 have already bought this policy. Men, women and children eligible. SEND NO MONEY. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No examination is required. This offer is limited, so write the company today.

MINER MODEL SHOWS

Now booking Shows, Rides, Concessions, Cook House. Small Merry-Go-Round wanted. FOR SALE—Alban Herschell Two-Abreast Merry-Go-Round and Dancer Ride, cheap for cash. Address R. H. MINER, 181 Chamber St., Phillipsburg, N. J.



MUSEUMS

Austin & Kuntz, Worcester

WORCESTER, Mass., Feb. 22. — The Austin & Kuntz Palace of Wonders, which has played here 10 weeks in four locations, opened last Saturday at 225 Main street after two weeks' layoff on account of heavy snow and below-zero weather. Business at this location has been fair. Joe Austin received word last Saturday from his sister, Mrs. Helen Lee, of 1514 Wyoming street, Dayton, O., that their mother, Mrs. Ulva Austin, of the same address, had met with an accident while attending the funeral for R. S. Hull, of Springfield, O. Mrs. Austin slipped and fell on a flight of stairs and her injuries included a broken hip. She was rushed by ambulance to Dayton, a distance of 25 miles, and at last report was getting along as well as could be expected. The show will remain at this same location in Worcester until March 1. Mr. and Mrs. Arch Clair were visitors recently while returning from their vacation in Florida. Joe Tracy Emmerling, the museum's publicist, is still at U. S. Veterans' Hospital, Rutland Heights, Mass., but is expected out about March 15. All of which is from a member of the executive staff.

Miller's in New Orleans

NEW ORLEANS, La., Feb. 22.—In its second week in the 100 block of St. Charles street, New Orleans' main cross-town thoroughfare, F. W. Miller's World's Fair Museum has hit a break in the weather after encountering several weeks of wet, blustery conditions. Miller intends to stay here thru the Mardi Gras season and trek north via Arkansas and Missouri. Roster, in addition to freaks and actors, includes Dick Traylor and Tom Crune, tickets; Marion Williamston, ticket taker; Mrs. Dick Traylor, wardrobe, and Mrs. Miller, who joined her husband here after having been confined indoors due to illness, and came from a visit of several weeks with relatives in Marshall.

Dime, Newark, N. J.

NEWARK, N. J., Feb. 22. — Business has held up remarkably during the bad weather. Lineup this week is as follows: Don MacIver, magician; Marielova, Russian dancer; Marion Eddy, fancy rope spinning and whip cracking; Tessie Greene and her Creole Revue, consisting of seven people; Doc Mayfield, human volcano; Oriental Revue in the Annex, featuring Zoma. The writer, emcee and pianist, has been confined to hospital, recovering from an operation performed February 4. Am gaining rapidly and will be back on the job in a few days. GEORGE E. MOORE.

Jimmy Helman's, Baltimore

BALTIMORE, Feb. 22.—Jimmy Helman, well-known carnival showman, is operating a museum this winter in the local colored district. He reports that business has been only fair, due to the extreme weather conditions, but he states that he at least keeps his summer help employed during the winter months. Among the acts this week are Ralph Helman, nephew of the owner, doing the feature with a wrestling bear; Prof. Bruno and Mrs. Bruno, with their trained dog act; Hazel-Hazellon; "Little Marie," two-headed baby; Helena, girl with horse mane, and Pearce's Colored Revue. Museum is well balanced as to variety of entertainment, as it also has a coin arcade, electric chair, sword box and a shooting gallery, which is run by Mrs. Helman. The two front men are Frank Rash and Babe Balok.

Morris Miller's, Traveling

LORAIN, O., Feb. 22.—Morris Miller's Museum opened an engagement here Monday to capacity crowds despite sub-zero weather at 636 Broadway in the business center of Lorain, where mills are being operated on three-shift schedule. Will remain here for two weeks. The Lorain engagement followed a two weeks' stay in Toledo, the first week at the Police and Firemen's Indoor Circus at the Public Auditorium, and the second at 428 Superior street. Prior to that a three weeks' stay in Pittsburgh and Akron for two weeks. Rose Lewiston, mentalist, assisted by Alice Chedell, are new arrivals. Maurice Miller, who has been attending a school for a visit with his parents, Mr. and Mrs. Morris Miller. Recent visitors were Dr. Frederick Karr, K. G. Barkoot, Percy Morency, Harry Dunkel, Jack V. Lyles and Paul M. Lewis. Capt. Frank Russell, strong man, made the front page in Toledo when a News-Bee delivery truck, loaded with first edi-

tion papers, was driven over his body in 4-below-zero weather in front of the newspaper office while the Police Circus was in progress. Frank Zorda continues as inside lecturer. Ralph (Goldie) Pitts presents Nira, the Mystery Girl (Ann Pitts). Other attractions include Alma Von Lynd, living three-legged girl; the Filipino Midgets; Pygmies; Baby John, fat boy; Great Gravity, novelty artist; Prince Ali Hindu, lifting weights by his eyelids; R. J. Zouary and his "Bouquet of Life." Morris Miller is owner and general manager; the writer, Walter D. Nealand, contracting in advance and handling publicity back with the show; Dave La Mont, special agent; Joe Dunn, billposter. Show is booked thru March in cities of the Middle West.

Milo Anthony's, Traveling

MEXIA, Tex., Feb. 22.—Milo Anthony's Museum moves here from Corsicana, where business was poor due to cold weather. Business here has been lots better, located at 260 East Commerce street. The roster remains the same as last given. This week Mr. Anthony purchased a new sound system for the front. Ho Jo, the Ostrich Boy, this week proved to be the drawing card. Show at this time is moving on two trucks and two cars.

MRS. MILO ANTHONY.

Philadelphia Houses

PHILADELPHIA, Feb. 22. — Cold weather, the worst since the winter of 1917-'18, still holds business back at the museums. This week has had the coldest at this time of year in 33 years.

Eighth Street Museum continues the "Crime Show," with Jackie Mack and illusions, and Mme. Zeld, mentalist, as added features. Callahan and Mary Morris still in the annex.

South Street Museum has on the bill this week: Colored Revue of seven people, in specialties; Shackles, handcuff and straight jacket escapes; Gilbert Tracy sword swallowing; Capt. Sig. tattooed man, and Mme. Verona, mentalist. In the annex, dancing girls. Jack Kelly is now working on the front.

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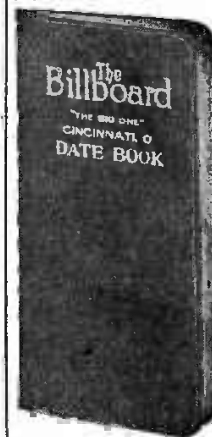
DATED FROM JAN. 1, 1936, TO JAN. 1, 1937.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket.

Contains complete calendars for years 1936-1937, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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Name in gold letters on covers, 15c extra for each line.

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JOYLAND SHOWS

(Formerly Michigan Greater Shows)

WILL OPEN IN OR AROUND DETROIT ON OR ABOUT MAY 1, 1936. Now booking Shows, Rides and Concessions. WANT Rides that do not conflict with our own. WILL BUY OR BOOK Tilt-a-Whirl. Special inducement to money-getting Shows. Mable Mack please write. New territory for Motordrome. WANT Concessions of all kinds. Cook House, Popcorn and Photo Gallery sold. All others open. Reasonable rates. This show will play most of the leading Michigan towns FIRST. Michigan Greater Shows played 27 Celebrations last year.

If you want to get with a brand-new live-wire outfit get in touch with us.

ROSCOE T. WADE and HARRY MILLS, Mgrs. ADRIAN, MICH.

917 Hunt Street,

DENNETT & KNEPP COMBINED EXPOSITION, INC.

CAN PLACE for Season 1936. Opening April 25 at Covington, Ky.: First-class Cook House, Constand, Eric Diggers, Cotton Candy, Palmistry, Waffles, Peanuts, Penny Arcade, and all kinds of Grind Stores. Rates reasonable. WILL PLACE first-class Side Show, 25%. Have opening for Minstrel Show, Athletic, Snake, Geek, Illusion. Also Motordrome or any other Show of merit. WANT Rides, Loop-a-Plane, Loop-the-Loop, Scooter, Kiddie Auto and Pony Track. WANT Tilt-a-Whirl. Help for Caterpillar and Tilt-a-Whirl. CHIT Crump and Ernie McLaughlin write.

BOX 22, COVINGTON, KY.

J. L. LANDES SHOWS

WANT Shows with or without your own outfit and transportation. Have complete outfit for Pit Show and want Manager that will put a show inside capable of getting money. Will also furnish complete outfit for Colored Minstrel Show. Good proposition if you can furnish Band. Good proposition to one of two Grind Shows. Show opens at Abilene, Kan., April 11, and have a long string of real Pairs booked. Address J. L. LANDES, Coates House, Kansas City, Mo.

CONVENTIONS

Alabama—Junior Order, May 12. E. R. Calhoun, Box 850, Birmingham. Birmingham—G. A. Encampment, Apr. 25. M. D. Friedman, Box 494. Laneth—Order of Red Men, May 23. A. Mixon, Ensley, Birmingham. Mohlke—Knights of Columbus, May 10. N. F. McGowan, 2311 Ave. H. Ensley, Birmingham.

Chicago—Premium Adv. Assn. of Amer. May 5-9. Howard W. Dunk, 105 Hudson st., Jersey City, N. J. Evanston—Knights of Pythias, July 21. C. Crawford, 6610 Evans ave., Chicago. La Salle—State Elks' Assn., May 21-23. J. Owen, Aurora, Ill. Lincoln—United Spanish War Veterans, June — C. Neal, Springfield, Ill. Mooseheart—Chicago—Loyal Order of Moose, June 30-July 4. M. R. Giles, Mooseheart, Ill. Quincy — Order of Eagles, June — J. O'Keefe, 4245 W. Madison st., Chicago.

Boston—Knights of Pythias, May 7. G. Howe, 389 Commonwealth ave. Boston—Adv. Fed. of America, June 28-July 2. Earle Pearson, 330 W. 42d st., New York City. North Adams—Order of Eagles, June 28-30. M. L. Foley, 59 E. Housatonic st., Pittsfield, Mass. Plymouth—Order of Odd Fellows, June 11. G. Fuller, 170 Newbury st., Boston. Springfield—Soc. of Amer. Magicians, May 26-28. E. J. Noyes, Hotel Bancroft.

RENO—Knights Templar, June 8. E. H. Beemer, Box 2444. Reno—F. & A. Masons, June 11-12. V. M. Henderson, Masonic Temple. Reno—Order of Odd Fellows, June 16. C. J. Gault. NEW HAMPSHIRE Concord—G. A. R. Encampment, Apr. — F. Stone, 97 N. State st. Concord—Sons of Union Veterans, Apr. — J. C. Carr, Hillsboro, N. H. Concord — F. & A. Masons, May 20. H. Cheney, 44 S. Main st. Plymouth—Order of Odd Fellows, May 6. E. C. Dudley, 20 Pleasant st., Concord, N. H.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Order of American Revolution, Woodmen of the World, Masons, Horticultural Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

MERCHANDISE AS BIG AID IN RAISING MONEY FOR FRATERNAL ORGANIZATIONS

In the past few years more and more people are being asked by friends and relatives to purchase one or more tickets for a show, bazaar or dance. Each ticket in many cases also entitles the buyer to participate in the opportunity of winning a piece of merchandise, or other valuable gift. The ticket usually bears the name of a reputable fraternal organization and the purchaser in most cases readily agrees that he certainly is getting his money's worth in the form of really good entertainment plus the added feature of participating in the awarding of costly prizes. In the same breath he asks how it is possible for the organization to give so much away for a ticket so low in price (usually 25 to 50 cents). The answer to this important question is volume. A popular-priced ticket plus a large sale is required for the successful campaign. To insure a large sale the general public, as well as the members of the organization, have to become interested in the plan. In order to interest the general public, who are really the ticket buyers, it is necessary for the plan to be built upon meritorious lines

and embracing novel and attractive features. Above all, it is necessary that the public be convinced that it is getting real value for its money.

For instance, if a show or a dance is given, it is of the utmost importance that the entertainment be composed of good, clean, high-grade talent. Cheap, shoddy shows cause the public to react unfavorably, which attitude naturally reflects against the organization. The growth and continued progress of any fraternal group is largely dependent upon good-will publicity, and the type of affair they may conduct from time to time often determines their standing and prestige in the community. The small additional cost of wholesome and good entertainment is more than offset by greater attendance and a satisfied public.

While it is of vital importance that a ticket is used that successfully breaks down the sales resistance of the general public, it is of equal importance that due regard is given to the members.

After all the members are the actual ticket sellers, and their aid and support (See *MERCHANDISE AS* on page 77)

Interest in Homes Up

An increase of 20 per cent during the past year in real estate activity in the United States, largely in home sales, is reported by the National Association of Real Estate Boards. Herbert U. Nelson, executive secretary, says the upward trend is due largely to the ample supply of mortgage money available in every section of the country. He also pointed out that a 20 per cent decrease in most sections in interest charges has served to revive and greatly stimulate interest in the home and in home ownership.

The encouraging report has been interpreted to mean a much better market for a wide range of premiums of interest and usefulness to home owners. Digger machine, salesboard and sportland operators especially see in the heavier activity in realty an indication of a greater amount of money to spend on the part of the public and a willingness by individuals to spend more generously in paying for items of higher quality.

Smoker Accessories Staple Merchandise

Probably the outstanding class of merchandise appealing to men is made up of smoking accessories. In the smaller merchandise group are such items as ash trays, pipe racks, humidors, cigaret holders, combination lighters are setting a stiff pace as consistent stimulants.

This steady popularity is attributable to both unusually low prices and universal appeal, for they are staple items easy to feature. They also lend themselves to a wide variety of business promotions because of their demand as necessities.

Altho the amount of actual service any one of these items can render is limited by its very nature, each is presented in so many attractive ways that collectively their popularity is mounting each day. Plenty of flash and appeal has been built into these items, which are cleverly presented in animal, sailboat, book-end, paperweight and a dozen other useful and attractive styles.

The generous use of smoking accessories by premium merchandise men is bound to bring greater revenue month in and month out, for the smoking market is undeniably one of major importance. In fact, no field offers a more consistently susceptible public, for smokers are not only daily customers for their tobacco, but many times repeat customers during the year for their accessories.

Variety Assures Future of Field

One of the greatest reasons for much of the success of the premium merchandise field has been the large variety which it offers to the interested purchaser.

It has been noted that most buyers will spread their purchases over a tremendously wide variety of merchandise.

One order may contain items which range from furniture to the latest in perfume and cosmetics. In many cases the range is even greater and more interesting.

For a feature in one of his large territories one buyer started with the purchase of the new-style coffee urns, then went over to a set of aluminum steamers and smallware, toasters, sauce-pan sets, triplicate cooking sets, electric irons, chromium dishes for butter, candies, etc., sets of stainless steel knives, kitchen forks and spoons, bathroom scales, glassware sets for the kitchen and dining room, a food-chopper set, furniture, specialties, ladies' compacts, cosmetic cases, perfumes, lighters, cigaret cases and a dozen other varied articles.

This in itself is one of the main reasons for the continued growth and success of the premium merchandise industry. It reaches into every need of the home, as well as offering every type of personal luxury.

The great field covered at the present time by the premium-merchandise industry is but an example of the promotion which it has undergone in the acceptance of so wide a range of products.

Furthermore, the range of products is continually becoming larger, due to the fact that the merchandise industry has begun to sense the power which it has over the general merchandise sales field in all its categories.

There is a certainty that as the field begins to grow the industry will find itself specializing in certain items acceptable to the majority of the trade to which it caters.

But previous to any predictions, it is well to remember that much of the success of the field has been due to the fact that it can offer such a great range of items which are so acceptable to the consumer field.

Thru its various sales outlets the merchandise industry has revamped the direct-mail purchasing plans of the former large outlets in a new fashion (See *VARIETY ASSURES* on page 86)

Merchandise and Advertising

By BILL GERSH

Inseparable in the premium merchandise industry are its products and its greatest promotional factor—advertising. Unionized thru economic necessity, the merchandise industry and advertising have become inspired legend.

In no other manner could the fast changing merchandise field gain an audience as quickly and as economically as it does for its products than with the various forms of advertising available to it.

To cover the largest area and the greatest number of persons at least cost is the job that advertising does for the merchandise industry and continues to do year in and year out without letting down the industry in its aim.

For greater promotion of any product the premium merchandise industry can always depend upon any one of the forms of advertising which have become popular.

The present forms, which are the major advertising methods for direct contact, are catalogs, fliers, circulars, magazine advertising, and co-operative dealer advertising to local markets.

As yet, aside from large retail outlets, the industry hasn't placed great value

on its local news media. But there is no doubt that as the industry rapidly advances, as it has in the past few years, it will come to an even keener understanding of the advertising promotion necessary to gain immediate acceptance of a new product.

There are a great many factors involved in the union between merchandise promotion and advertising. Many of these have become so accepted in the merchandise industry that advertising in itself has many times been immediately adopted as the "cure-all."

In all its variations, and with all its flexibility, advertising is the greatest and most certain factor for continued larger sale of merchandise which the industry has.

The *Billboard*, opening a new and more interesting field than has ever before been placed before the premium-merchandise manufacturer, becomes a definite advertising factor for the further promotion and sale of merchandise.

Therefore, as the field expands and increases in products the use of advertising becomes more and more prominent in all divisions and there is a certainty (See *MERCHANDISE AND* on page 86)

Boost Necessity Item Appeal Thru More Attractive Display

One of the big questions in the premium merchandise business has always been "How can I best feature an item?"

Many items, as is well known in the industry, sometimes die by the wayside, not due to any mechanical or design imperfection, or even price variation, but rather to the fact that they haven't been properly featured by the trade.

Many examples of this sort of negligence continue to crop up from time to time. Problems of this nature usually can be overcome by intensive study of the product, its reaction on the public, its reaction on the trade and its adaptability in general as a merchandise sales factor.

One of the most useful items in the merchandise industry is the electric iron. This item is chosen because it is on the

market in varied designs and shapes and also because the price variation, due to its popularity, is probably among the greatest in the industry.

An iron can be just an iron. It can also become a most desired necessity. It can be made to appear in the eyes of the public as a long-awaited need. It can be so featured that sales of a particular iron will zoom tremendously. And simply thru the proper sort of presentation.

Sometimes to feature the item in the proper light some little tieup is necessary. The iron itself is so staple that it cannot be presented as anything other than an iron. But its attachments and its myriad uses can be so emphasized that the iron becomes more appealing than ever.

Here's the manner in which one of the

leading utility firms features an iron in a newspaper advertisement of about 15 inches across four columns:

"We offer the — Automatic Speed Iron, plus flexible cord support, at this tremendous money-saving offer."

There is then contained a set of figures showing the list price of the iron and the list price of the flexible cord support which can be attached to the edge of the table, at \$8.70, and telling the reader that the iron can now be obtained for only \$5.99, provided that the old iron is traded in when the purchase is made. (Note the 99 cents differential.)

The iron is then shown in about an eight-inch cut and below this are listed in bold type the following:

"SPECIAL FEATURES: 1. Automatic-controlled heat for different fabrics. 2. Firm heel rest—extra strong. 3. Speedy—save one-third your ironing time. 4. 1000 watts—the heat does the ironing—no pressing down. 5. Cork handle with wrist resting tilt. 6. End guards to protect fingers. 7. Wedge point—gets into folds, pleats, around buttons. 8. Built-in cord—no trouble from loose plug connections. 9. All chrome finish—stays bright. 10. And the cord support of flexible metal clamps to board and keeps cord high and away from clothes."

Plus this there is a complete sales story on the value of a new iron in the home. On the whole the manner in which the features are outlined presents a new reason to the premium-merchandise industry for better presentation and featuring of their items.

The above is but an example of what can be done with so simple an item as an electric iron, an item that has become so common many have forgotten the advantages which it generally offers to the buyer. Cards with such features on display with the item are certain to create greater sales for the progressive merchandiser than he has ever before enjoyed. Many other items in the merchandise industry can also be presented in as new and interesting fashion.

These are certain to bring about greater and more profitable sales.

NEW YORK'S GRAND OPENING SALE!

7 Years of Progress

Our 7th year in business as The Liberty Clock & Novelty Company marks another step forward in our progress. We continue our Baltimore and Washington offices and stock rooms but have now opened a New York office at 1140 Broadway to centralize our buying and better serve our many friends throughout the country. We invite you to take advantage of our opening sales and learn what LIBERTY values and service mean.

1 THE FIRST OF A SERIES OF OPENING SALE ADS WHICH WILL APPEAR IN THIS MAGAZINE WEEKLY. **WATCH FOR THEM!**



Morrison's Latest Streamline Design. 14K Gold Finished Handsomely Mounted Pen and Pencil Set. **SALE PRICE \$10.50 DOZ.** SAMPLE 30c



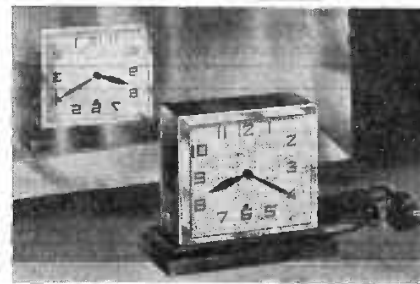
ZEPHER Vanities

Styled By ZELL

Smart DOUBLE Vanities in Beautiful simulated Cloisonne or Pearl coverings with metal trim—gold or silver finish. Featuring the Zell patented double-action lock guard—slits securely—opens easily. Eliminates broken finger nails and annoyance of spilled powder—SENSATIONAL VALUE!

\$7.50 Per Dozen

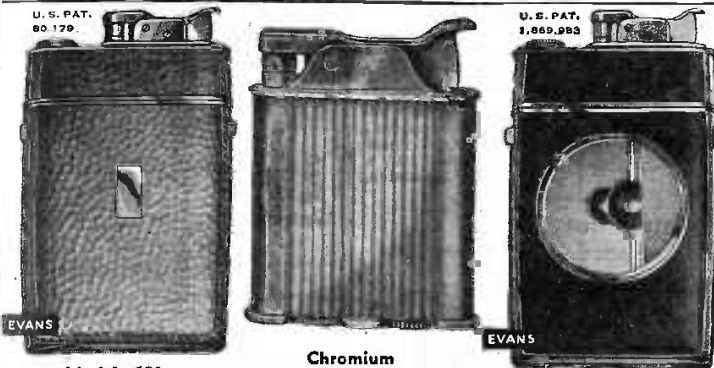
MIRROR DISPLAY UNIT FREE with each dozen order.



TWIN-DIAL

ELECTRIC CLOCK
Front & Back Exactly Alike

TUDOR MODEL—Beautiful Modernistic all metal case in Clearing black and chromium. Featured in all leading department stores and gift shops. Size: 5 3/4" wide x 4 3/4" high. **PRICE \$3.50 ea.**



Model 69L LADIES' COMBINATION CIGARETTE CASE COMPACT LIGHTER

Assorted Enamel Colors **\$2.50 EA.**

Chromium EVANS' Pocket Lighter

The World Famous Lighter That Appeals to Everybody **\$6.75 Dozen**

Model 1083 COMBINATION Cigarette and Lighter Case, Holds 14 Cigarettes

An Exceptionally Popular Quality Item. **\$1.35 EA.**

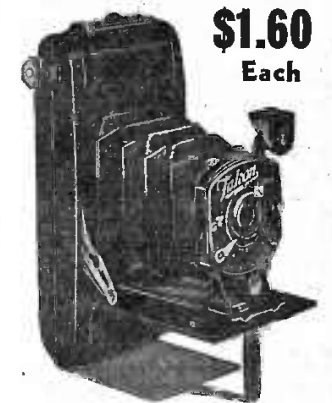
Specially Priced **\$4.80 PER DOZ.** Samples 45c each

TEMPLE FIELD GLASSES

For viewing all the action temple field glasses afford convenience and ease not offered by the ordinary field glass. Featherweight, they fit as comfortably on the face as spectacles and slip on and off just as easily.

Exceptional Premium, Gift and Resale Item

1 1/2" objective lenses mounted in individually focusing eye pieces. 2 1/4 X magnification. Special light weight frame of a flexible aluminum alloy, designed for strength. Adjustable into alignment by simply bending into the correct position. Comfortable-fitting bridge and skull temples. Each in a leatherette case with strap handle.



\$1.60 Each

FALCON VEST POCKET CAMERA

Takes all standard 8 exposure roll films. Picture size, 1 1/4 x 2 1/2". Light weight but sturdy all metal case in a range of attractive colors. A simple pull out brings camera into operating position without bother or fuss. Lens is standard type Meniscus. Aperture has three easily adjusted stops that cannot be mistaken. Front indicator for choice of instantaneous or time exposing action. The entire camera is constructed for fool-proof operation.



The PIG'S EYE

Electric TABLE LIGHTER

A HOT NOVELTY — EVERYBODY wants one. Lights cigar or cigarette in a "Pig's Eye." Made of Bronze Finished Heavy Sculptor's Duralloy. Individually boxed complete with 6-ft. cord, plug and safety switch. **SALE PRICE \$6.75 Doz.**

Sample 60c Each.

TO SERVE YOU BETTER

To the many friends we already have, and those new friends we hope to make in the coming months.

The success of our business during the past seven years in Baltimore and Washington and our wish to serve you better as well as to expand our activities has made it necessary for us to open a New York office.

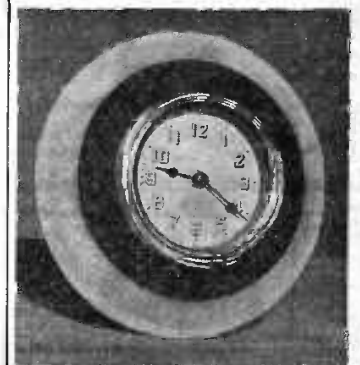
Through adequate facilities in New York we are now able to create and obtain more quickly and more easily new money making items for you.

We pledge to you a continuance of our policy of complete satisfaction at all times or your money cheerfully refunded.

We invite you to visit us and inspect our New York stock and sales-rooms. Sincerely, **"JOE" GREENE** HARRY DASHAW

LIBERTY CLOCK AND NOVELTY CO.

BETTER Merchandise for BETTER Profits. Send for our sample assortments of \$25 - \$50 - \$100. Our assortments bring RESULTS.



KNIFE EDGE CLOCK

4 1/2" Diameter

Especially Suitable for the Dresser Table. Beautifully designed 2-color Catalin Case in assorted color combinations. Guaranteed 40-hour movement. An exceptional buy. **\$1.75 EACH**

TERMS:

25% Cash With Order, Balance C. O. D., F. O. B. New York.

Regular Terms to Well-Rated Concerns. Guarantee Refund of Your Money if Our Shipment is Unsatisfactory to You.

FREE

IN APPRECIATION OF YOUR SENDING US AN ORDER FOR OUR OPENING SALE WE WILL INCLUDE WITH YOUR ORDER A VALUABLE FREE GIFT PROVIDED ORDER IS SENT IN TO OUR NEW YORK OFFICE WITHIN 30 DAYS WITH THIS PAGE ATTACHED.

LIBERTY CLOCK and NOVELTY CO. 1140 BROADWAY NEW YORK

BALTIMORE • 1344 WEST NORTH AVE. "THE HOUSE OF FINER MERCHANDISE" WASH. D. C. • 1008 H. ST. N.W.

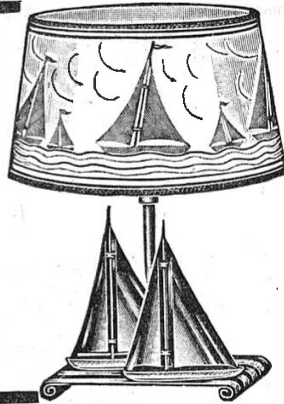


THE MODEL BOAT SENSATION For 1936 BOAT RACE-REGATTA LAMP

No. 800—Two Chrome Sailboats, 6½ inches high, mounted on metal base 4x7 inches to form a boat race. Parchment Shade is decorated with regatta scene, in colors to harmonize with the base. Shade is cellophane wrapped. Base is finished in special transparent colors to contrast and reflect the Chrome sails. Height overall, 16 inches. Shade 10½ inches in diameter. Finished in Blue, Red and Green. This lamp was the sensation of the 1936 Lamp Exposition. It is certain to follow in sales the great successes of the model boats last year. Weight: 12 Shades and Bases, 20 lbs.

Sample, \$1.00 Dozen, \$10.20
Jobbers' and Quantity Prices on Request.

ELECTRO Manufacturing Co.
611 West Adams St. Chicago



Wall-Bed-and-Table Lamp

A versatile combination wall-bed-and-table lamp in metal that is made to sell at a very attractive price is the newest thing in adjustable type lamps. It is being featured in the Steele & Johnson spring line. In ivory finish it is suggested for the bedroom to clamp on the bed; in bronze, it is suitable to light up the radio or desk, or it may also be hung on the wall. The cord is neatly concealed inside the rod and adjusts itself to any angle for reading by means of a simple hook device. Available with either metal or plastic shade.

Attractive Ash Tray

Joseph Hagn Company reports this new style ash receiver to be getting volume attention from premium and novelty buyers. Comes in eight different figures; which are triple-plated chrome. The receiver itself is black and has a five-inch diameter.



Safety Boot for High-Speed Auto Tires

A new safety boot for high-speed auto tires is attracting much attention among car owners and is finding ready sale. It has just been introduced by the Standard Factorles Company, which claims two outstanding features for the new boot. When inserted the boot is locked in place and cannot creep. The boot repair is put on in layers, like the leaves of a spring, requiring no cement, making for longer wear. It stays in place and is safe to drive at high speeds, which portends growing demand.

Electric Engraver

Now you can promote sale of your merchandise with the Engrav-Rite, which takes the mystery out of electric engraving and enables anyone to do a nice engraving job on any metal except hardened steel. This item is one of the greatest sales stimulants known and operates in any 100-volt AC socket. Made by the Carron Manufacturing Company the Engrav-Rite comes complete with 6½-foot cord. Lists at \$10. Weighs around two pounds.

Low-Priced Projector

The Excel Projector Corporation is marketing a new midget moving picture projector that sells for 50 cents and really performs. Features include all enclosed mechanism, focusing lens, positive double claw feed, spring pressure plate to prevent injury to film, and use of standard 16 mm. film, either loop or straight. Other models are obtainable from \$1 up to \$49.50.

Hand Welder

A new hand welder which can be used by the average individual with an automobile and any amount of mechanical skill is being distributed nationally by the Globe Mail Order and Manufacturing Company. The company was formed by Charles B. Farrell and R. J. Peterson. Known as Weld-It, the product is being distributed by mail, and is suitable for premium use.

Felt Display Sign Letters

A new angle on showcards and display signs, which merchants and storekeepers can make themselves, is the recent introduction to the market of felt letters for such signs. The letters come in various designs and colors and can be used as many times as the operator wishes. Reports indicate that the new felt letters

St. Patrick's Day Novelties

- B83M1E—SILK SHAMROOK. 60c
- B83N21—HAMROCK with Hat. 85c
- B83N20—SHAMROCK with Pipe. 85c
- B83E01—ROSE PIN. 50c
- B83N40—IRISH FLAG, 1½ x 2½, on Brass Pin, Per Gross. 60c
- B51N10—AMERICAN FLAG, 1½ x 2½, on Brass Pin, Per Gr. 60c
- B83N8—GREEN CARTRON. 2.00
- B83N36—ST. PATRICK DAY HAT ASSORTMENT. 1.80
- B83N37—ST. PATRICK METALLIC HAT ASSORTMENT. 2.00
- B83N38—ST. PATRICK METALLIC HAT ASSORTMENT. 4.00
- B83N22—ST. PATRICK DAY GREEN PAPER HORNS, with Tassels. 2.25
- B83N24—ST. PATRICK DAY GREEN ASSORTED WOOD NOVELTY HORNS. Per Gross. 3.30
- B83N25—ST. PATRICK DAY GREEN BLOWOUT with Wood Mouth-piece. Per Gross. 1.50

Ingersoll Mite **WRIST WATCH**

1.50 Each
Sample Watch **1.60** Each
Former Wholesale Price \$3.33 Each.

B1W78—Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

N. SHURE CO.
Adams and Wells St. CHICAGO

NEW LOW PRICES
CRANE and SALESBOARD OPERATORS

- FLASH LIGHTS, Bull's-Eye, ass't. colors, in box. Complete. Ea. \$1.12
 - BOX CAMERAS, including 2 Films. Complete. Ea. .07
 - 2 BLADE POCKET KNIVES, ass't. colors. Made in U. S. A., reg. 20c. Ea. .12
 - LEATHER WALLET, Alligator finish with Lacing. Each. .15
 - RAZOR BLADES, Double Edge, 5 to pkg., cello, wrapped. 100 Blades. .38
 - AUTOMATIC POCKET LIGHTS, ENAMELED, ass't. colors. Ea. .20
 - PEN & PENCIL SETS, chrom. or gilt finish. Made in U. S. A. Exd. Set. .35
 - OPERA GLASSES, in Push Box. .15
 - JUNIOR SCOUT KNIVES. Ea. .18
 - 2-BLADE IMPORTED KNIVES. Ea. .07
 - LEATHER WALLET, Ass't. Col. Ea. .07
 - ANTIMONY NOV. ASH TRAYS. Ea. .03
 - POCKET LIGHTERS, Each. 3 1/2. .04
 - STIFFER CORPSETS. Ea. 3 1/2. .75
 - ENAMELED CIGARET CASES. Ea. .07
 - JAPANESE CIGARET CASES. Ea. .04
 - TOOTH BRUSHES, in Cel. Case. Ea. .08
 - DOUBLE-EDGE RAZORS. Ea. .08
 - 3 Coin REGISTERING BANKS. Ea. .31
- 25¢ deposit with orders. Send for Illustrated Catalog.
- J. C. Margolis** 912 Broadway, New York City.

ST. PATRICK'S DAY ITEMS

- SILK SHAMROCKS. Gross. \$0.55
 - SHAMROCK WITH HAT. Gross. .80
 - SHAMROCK WITH PIPE. Gross. .80
 - IRISH FLAG on Brass Pin. Gross. .60
 - IRISH BOWS on Brass Pin. Gross. .75
 - IRISH-AMERICAN BOWS. Gro. 1.25
 - ST. PATRICK'S HAT. Ass't. Gro. 1.75
 - ST. PATRICK'S PAPER HORNS. Gro. 1.25
 - ST. PATRICK'S GREEN ASSORT. WOOD NOVELTY HORNS. Gro. 3.00
 - ST. PATRICK'S PAN RATTLES. Gro. 2.00
 - GREEN BALLOONS. Gross. 2.00
 - ST. PATRICK'S TIN CRICKET. Gr. 4.00
- 25% Deposit on All O. O. D. Orders.

OCEAN NOVELTY CO.
Box 42, Kensington Sta., Brooklyn, N. Y.

MAIL ORDER DEALERS, ATTENTION, PLEASE

- Cartoon Booklets, \$1.25 per 100. \$10.00 per M
- Transparent Cards, ass't. 3.00 " M
- Fold Paper Novelties (forms fig.). 10.00 " M
- Marriage Book, \$1.50 per 100. 15.00 " M
- Cartoon Cards, 50 different ones. 1.50 " M
- Sepia Art Postcards, 15 Varieties. 2.00 " M
- And Other Novelties. 1.00 for Catalogue and Lists of 25c for 10 Samples.

T. R. PAYNE, 25 Cardinal Place, New York

SUPREME ART NOVELTY CO.
900 NORTH 43rd STREET MILWAUKEE, WIS.
Manufacturers of
PLASTER NOVELTIES AND STATUARY
WE SUPPLY CONCESSIONS, JOBBERS AND STORES. LET US SUPPLY YOUR NEEDS.

LEADER TIES THE TIE WITH THE READY-MADE KNOT Holds Its Shape Forever.
Young and old go for it in a big way. Silk-Lined. Gorgeous Woven Materials. Satin Stripes, Jacquards, Plaids and Solid Colors. Good 50c Sellers and Steady Repeaters.
\$2.50 PER DOZEN, POST PAID
Send for Sample Dozen and Be Convinced. Money Refunded or Goods Exchanged Without Question.
M. LEVINE, INC.
Manufacturer of Neckwear, 13 North 18th Street, Philadelphia, Pa.

5c -- CLOSEOUTS -- 5c
NECKLACES, CLIPS, PINS, BRACELETS, EARRINGS, NOVELTY VASES, DOGS, BOATS, Etc. Not slum—all high-class merchandise. Limited stock. First come, first served. Write or wire your order today. Spangler Money-Back Guarantee.
SPANGLER, Inc., Merchandise Mart, Chicago, Ill.

NOVELTY MOULDED PAPER HATS
Overseas, Derby, Policeman, Kelly, Mexican, Tropical, Spanish, etc. Regular and Miniature Sizes. Any Color. Uniform—Superior Quality.
SEND FOR CATALOG.
If Your Dealer Cannot Supply You, Write Direct to
UNITED PRESSED PRODUCTS CO., 407 So. Aberdeen St., Chicago

New Handy ARMOR SHOE SHINE KIT
3-Piece Set
10c SELLER
Consisting of: *Box of Armor Oil Wax Shoe Polish—
* Ideal Dauber—*Shine-O-Cloth.
See your Jobber or send 15c for Sample and full Information.
MORRISON-ATLAS PRODUCTS, Inc.
330 South Wells Street, Chicago, Ill.

\$6.25 \$6.50 ONE TO FIVE. 5-Tube AC and DC, illuminated dial, dynamic speaker 175 to 550 meters and for standard broadcast and police calls. In attractive finished cabinet. Other Models \$5.75 to \$9.00. Send for catalog. All our radios carry 90 days guarantee. 25% deposit, balance C. O. D.
LAFAYETTE MFG. & DIST. CO.
28-30 Portland St., Boston, Mass.

Famous ELBA WATCHES
Available for First Time Since 1930, for Premium and Amusement Machine Purposes. Many Styles, including Lapel and Fob Styles. Lowest Possible Prices.
INQUIRIES INVITED FROM WHOLESALE SUPPLIERS ONLY.
INVICTA - SEELAND, INC.
Watch Manufacturers Since 1897. 15 Maiden Lane, NEW YORK CITY.

SPECIAL—AUTOMATIC HEAT-CONTROL ELECTRIC PADS
HANDI-PAD A New Automatic Heat Control Electric Pad. A Roel Item. List Price, \$2.50 Each. Specially Priced at \$1.45 for Sample, or...
95c EACH in Lots of 6 or More.
THERAPEUTIC PAD A larger, room-temperature Heat Controlled Electric Pad in beautiful Pastel Colors. Individually boxed. List Price \$4.50 Each. Specially Priced at \$1.75 for Sample, or...
\$1.75 EACH in Lots of 6 or More.
Enclose Cash With Order, Balance O. O. D. 1175 Broad Street, NEWARK, N. J.

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

LIVE SELLING ITEMS FOR LIVE DEALERS



**CHROME FIGURE
ASH TRAYS**
**\$2.25
DOZEN**

B83—Modern 5" Black Glass Ash Trays, mounted with chrome figure, in assortment of 8 patterns. A smashing value at our price. Supplied knocked down and call-hand. \$2.25 for claw machine use on request. Dozen

SPORT GLASS
Each 65c



Made in U. S. A.
America's contribution to the Optical World this year is Vest Pocket Sport Glass at an unbelievable low price for this quality product. For every purpose it is a winner. Be first to show it. Order at once. Order No. B84. Each 65c
Carrying Case is 17c Additional.



MERCEDES
**\$3.85
Per M**
Less 2% For Cash
B85—When better blades can be made for less money, Hahn will sell them. Try a few thousand Mercedes Blue Steel Razors blades for Double-Edge Razors on our money-back guarantee. 5 to the package, 20 packages to carton. Per Carton of One Hundred Blades, \$38.50. 42c. 10 Cartons or 1,000 Blades for \$385



LIGHT HOUSE JR. LAMP
Jump on this one, it's going hot. Beautiful lustrous chrome finish base and ship with cap to match. 3" Tubular Blue Glass Torch. Sample \$1.75. ORDER No. B81. Complete with cord and plug (without bulb, if bulb is desired add 15c extra).
\$1.50 Each \$1.40 Each IN DOZEN LOTS

SHIP SETS
Selling Bigger Than Ever

The Sweetest Selling Item in Years and a Big Market Still Open. The Popular 8" MISS AMERICA SLOOP in Lustrous Chrome Finish, with 6x6" Blue Mirror Sea. Order No. B82. Price per Set, 45c; per Dozen Sets, \$5.00, Less 2% Cash, Net **\$4.90**



JOS. HAGN CO.

THE WORLD'S BARGAIN HOUSE (Est. 1911)

25% deposit required on C. O. D. orders. All prices less 2% cash discount. Let us place you on our Direct Buyers List, so you receive our advertising service of new items free. State your business.

217-225 W. MADISON ST. CHICAGO



LIPSTICK LIGHTERS
\$8.75 Gross
B88—Suitable for Man or Woman, this convenient sized Lighter. Enamelled in Assorted Colors, with Nickel Trim. Dozen, 75c; **\$8.75 Per Gross**

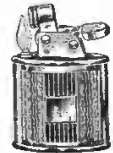
4-PIECE PIPE SETS

B87—Value Beyond Belief. Pipe, Cigar and Cigarette Holder and Automatic Chrome Lighter. In Rayon Lined Box. Per Doz. Sets **4.50**



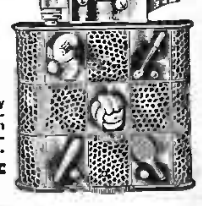
AUTOMATIC POCKET LIGHTERS
\$2.50 dozen

B88—Richly Engraved Chrome Finish. Works Every Time. \$1.00 Value. Yet Costs You Only per Dozen... **2.50**



JUMBO TABLE LIGHTERS

B89—Big Flashy Silver Finish Jumbo Lighter with Sports Figure Design. Height, 4". Large Fuel Capacity. Ea. **85c**
Sample, \$1.00, Postpaid.



FLAMELESS GLO LITE CIGARETTE LIGHTER

NO WHEELS NO WICK NO FLINT NO SOOT
The Lighter that will replace all other methods of lighting a cigarette. Complete in complete circular.



B90—Midnet GloLite Lighter with platen cases in assorted colors. Just remove cap and puff to light cigarette. Complete in gift box with bottle fluid. Each... **75c**

NEW! Popeye Lamp



FAMOUS OLD SPINACH EATER "STRONGARMS" SALESGARMS!
Put this world famous character to work for you on Salescraft! A beautiful New Creation. The latest marketing, salesboard premium of the year. Nothing like it!
Be first to put POP-EYE on dealer's counters—CLIP IT NOW! In 4 Colors. Miniature of Popeye on Heavy Metal Base. Illustrated in Colors on Parchment Shade. Height of Lamp 15 1/2 inches. Complete with Cord and Switch. Dozen \$1.00 Ea.; 3 to 11, \$1.15 Ea. Sample, \$1.25. 300-Note Salesboards, \$15.00 Take, 50c Ea. Sales Cards, your profit \$7.40. \$8.50 Take, 10c Ea. Mail Order Today, 25% deposit, balance C.O.D.

UNITED WHOLESALE PREMIUM CO.
32 W. Randolph, Dept. 42, CHICAGO, ILL.

make very attractive displays and that they are finding favor in all parts of the country. They are being manufactured and marketed by the Eastern States Sales Company.

Flashlight Key Case

The Allbright Manufacturing Company is introducing a new type leather flashlight key case. It is unique from the manner of its lighting arrangement as well as from the standpoint of low price. The case is being featured by this firm to the premium trade.

Canaries vs. Goldfish

A unique attention-getting attraction for window display and general show use is the fish aquarium in which live canary birds are apparently seen under water enjoying life with the fish, turtles, etc. This illusion is a real crowd-stopper and business stimulator. It is being marketed by Universal Attractions. Inquiries will be forwarded on request.

New Orange Juicer

The well-known house of Charles Ufert is featuring a new Orange Juicer. This is the type pushed into center of orange and does away with the use of a reamer, press or knife. The juicer is made of aluminum and is individually packed. This is a very popular number for outdoor pitchmen or store demonstrators.

Braided Leather Bracelet

Paramount Company is again out in front with a good live bracelet for women and children. It is in braided leather with three carved wood scottie dogs attached. Item is a fast seller and should do well.

Handy Household Item

When paper cleans and polishes tarnished silverware, kitchen utensils, glass, that's news, and that's exactly what we have to tell you. Pollywad Polishing See NEW ITEMS on page 86)

NEW, TIMELY, QUICK SELLING

Specialties, Gifts, Novelties, Premiums, Prizes

- | | | |
|--------------|-----------------|---------|
| Clocks | Razor Blades | Peanuts |
| Blankets | Salesboards | Popcorn |
| Lamps | Aspirin Tablets | Candy |
| Liquor Sets | Balloons | Dolls |
| Bed Spreads | Rubber Toys | Radio |
| Smoking Sets | Plush Toys | Etc. |

and Hundreds of Other Items

WRITE FOR PRICE LIST OF ITEMS IN WHICH YOU ARE INTERESTED
SOUTHERN PREMIUM MFG. CO., Dallas, Texas

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS

Always Fast Sellers!

Royal Crest BLADE

B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40
B1769—Czecho 5-Blade Toothpick Knives. Gross, \$1.65
B1769—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

B144—Royal Crest Double-Edge Blue Steel Blades. 5 in Cellulose-Wrapped Package. Per 1,000, \$4.00.

Automatic Wind Lighter
\$16.50 Gr.

Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BEST SELLING ST. PATRICK'S DAY NOVELTIES

- | | |
|--|--|
| B100—Silk Shamrocks. Gross... \$0.80 | B800—Assorted Nonsmokers. 100... 1.50 |
| B200—As Above, with Hats. Gross... 1.00 | B700—Green Balloons, 7". 100... 1.00 |
| B300—As Above, with Pipes. Gross... 1.00 | 25% with Order, Balance C. O. D. Use Air Mail to Write for Our General Catalog. Be Sure and Mention Your Line of Business. |
| B400—St. Patrick's Bow Pin. Gross... 1.00 | |
| B500—St. Patrick's Paper Hats. 100... 1.50 | |

MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI

POST CARD--GREETING CARD--MAGAZINE

Newspapers and Packet Seed Displays that will treble your sales and beautify your stores and windows at a small cost.
Illustrated Catalogs sent on request.
DAVIS METAL FIXTURE CO., Lansing, Mich.
Inexpensive Peanut Vending Machines that will add to your income.

ELGIN-WALTHAM
RAILROAD MODEL 16 - SIZE
7 JEWEL... \$2.50
15 JEWEL... 3.25
17 JEWEL... 3.50
DEPOSIT REQUIRED-BALANCE C.O.D.
SAMPLE WATCHES-EXTRA QUANTITY BUYERS WRITE
BERK MIDS CO. 15 W. WALTON

TIE-UP YOUR LOCATION

Premium Jobbers, Distributors,
Sales Board Operators
BIGGER PROFITS—QUICK SALES



**HANDLE THE POPULAR
"MAYFLOWER"**

Electric Boat Model, Carved of Wood,
Real Canvas Sails, Wired With Lights,
Length, 23"—Height, 23"
Write Manufacturer for Special Price,
Exclusive Territory.

FREE A \$7.05 Sales Card with
Each Boat Ordered. Price
\$2.00, Complete. Money Refunded if
Sample Does Not Meet With Approval.

J. M. GEST MFG. CO.
304 S. 4th Street, Philadelphia, Pa.

**B & N'S FEBRUARY
SPECIALS**

- NEW BENACO—De Luxe Double-Edge,
Blue Steel Blades, 5 to Box, Cel-
lo Wrapped, Per 100 **45c**
- BENACO—De Luxe Single-Edge Blades,
5 to Box, Cello. Wrapped, Per
100 **70c**
- PENLITES—Complete with Bat-
tery and Bulb, Dozen **1.50**
- SYPTIC PENCILS—Unbreak-
able Vials, Per Dozen **25c**
- ASPIRIN—12 to Tin, Gross **1.75**

Please Include 25¢ Deposit on All O. O. D.
Orders.
Order From This Ad. Or Write For Our Big
Free Catalog.

The Pittsburgh and Detroit Stores Are
OPEN SUNDAYS From 9 A.M. to 1
P.M. for the Convenience of OUT-OF-
TOWN CUSTOMERS.

B & N SALES — Same Day Service

- CLEVELAND, O.—1444 West 3rd St.
- CHICAGO, ILL.—115 South Wells St.
- DETROIT, MICH.—527 Woodward Ave.
- CINCINNATI, O.—1005 Lins St.
- MILWAUKEE, WIS.—1009 No. 3rd St.
- ST. LOUIS, MO.—112 North Broadway.
- PITTSBURGH, PA.—567 Liberty Ave.

Order From Your Nearest Branch.

**EVEREADY
FLASHLIGHTS**

—sell in the millions on their
own.

No wonder they're the best
"selling" premiums you could
use!

For special trade prices, write
NATIONAL CARBON COMPANY, INC.
P. O. Box 600, Grand Central
Station, New York City

MONEY SAVERS

- SINGLE EDGE BLADES (Hooded), 5s. **.50**
 - 100
 - NEEDLE BOOKS, Empire State, Doz. **.75**
 - ZINC POT CLEANERS, In Ram. Gross. **1.75**
- Send 25¢ Deposit with Order, Balance C. O. O.
Get our 1936 Catalog and Save Money.
PUBLIX MDSE. CO., 25 East 17th St., N. Y. City

APRIL FOOL JOKES

- Our New BULLETIN of
over 400 FAST JOKE sellers
is now ready. Send for
it or \$2 for 50 diff. samples.
- JOCKO the Naughty ELEPHANT, spiky, Dz. \$ **.50**
- BEST GRADE SHIMIE DANCERS, 8 kinds, Dz. **.25**
- SNAKE ROSEBUD, assorted, 4 kinds, Doz. **.75**
- COMIC MIRRORS, 8 kinds, red hot, Doz. **.35**
- PLAY MONEY, new size bills, 2 colors, 50c a 1,000
NUT CRACKERS, Doz. **3.00**
- MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

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

**NOTES
from
SUPPLY HOUSES**

The Garton Toy Company, whose plant is said to be the largest juvenile vehicle concern under one roof in the world, has recently developed and added to the line many toys in the form of autos, scooters, velocipedes, wagons, baby walkers, bikes, croquet sets, pedal cars, etc., all streamlined 'n' everything, painted in brightest of colors and attractive enough to make any kid's eyes fairly pop out of his head. A fine line for prizes, premiums, etc., where children influence the play or where it is desired to get the attention of children or their parents.

Powell Brother recently announced the receipt of a large and fine collection of Mexican gems and birthstones. Now is the time for pitchmen and carnival workers to send for their spring catalogs. These sparkling gems are mounted in a wide variety of silver settings and style patterns. They are sold under a two-year guarantee against discoloration or loss of the set.

J. L. Wright Company, maker of Lincoln Log metal figures, builder sets and allied toys, has a line that contains many attractive items for the children. Excellent prices can be obtained in quantity lots. Line is full of premium possibilities.

The Harris Company is offering an entire line of quality watches for considerably less than these items can be pur-



chased on today's market. Excellent as digger, prize and premium merchandise. Inquiries will be forwarded promptly.

The United Pressed Products Company has a full line of paper novelty and party hats, hundreds of different designs (See **SUPPLY HOUSE** on page 74)

PARAMOUNT, L. A.—
(Continued from page 19)

Short curtain speech was made by Bill Gould, lead, and bows were taken by entire cast.

Music is supplied by David Broekman and his orchestra featured in the California Melodies radio period. Here is another case of a radio man going into the flesh market. The combo is good, plays well but lacks flash. Broekman lacks sparkle entirely, possesses no stage presence and in short is from a box-office view only a musician. His tunes are almost entirely devoted to symphonic or heavy arrangements but he gives real music. Tunes rendered were Rimsky-Korsakoff's *Hymn to the Sun*, *Moonlight on the Ganges*, *Night and Day* and *In the Hall of the Mountain King* from the Peer Gynt suite. Upon Broekman's shoulders are heaped the responsibilities of announcing his own numbers and several acts. His voice is flat and uninteresting and slows up the fare.

Judy Starr, who came into the theater Christmas Day with Al Lyons' Ork. is still here. She's got personality and a voice with what it takes. Has a neat way of delivering her music with a peculiar vocal twist that's easy on the ears. How long she'll remain is hard to say, but according to the reception she gets each week her stay will be indefinite. Sang several numbers, including *Wahoo*, but orchestral accompaniment almost ruined her efforts due to too loud brass.

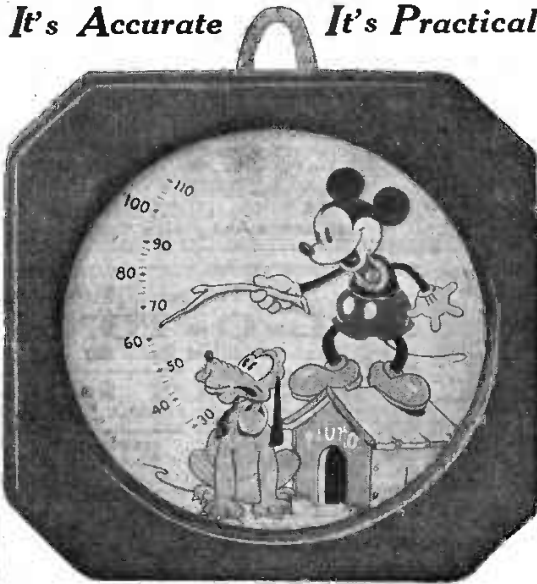
Larry Burke, a newcomer to both radio and vaudeville and a protege of Broekman, sang *Alone* and *Nothing Lives Longer Than Love*. He has a clear high tenor, reminiscent of Morton Downey, and proved popular.

Fanchonettes do two dances, one in chic, abbreviated black and white costumes and the other in Spanish skirts. They attempted, and well, several tricky routines and formations.
SEYMOUR PEISER.

MICKEY MOUSE THERMOMETER

It's Accurate It's Practical

It's



the greatest necessity ever introduced. In beautiful and attractive pastel colors that immediately get eye-attention. An item that has already been proved one of the most sensational profit makers in history. A MORRIS STRUHL "feature-special" at a price that is bound to make history. . . .

**RETAILS
at 50c**

**OUR PRICE
\$3.60
Only**

Per Dozen
20% Cash or Money
Order must accompany
cash order. Balance
shipped C. O. D. E. O.
B. New York.

(This Is Actual Size Illustration)

THE greatest "flash" item ever introduced for Diggers, Sales-boards, Pitchmen, Concessioners and Carvers. All operators are earning the biggest profits of their careers with the **MICKEY MOUSE THERMOMETER!** In 3 beautiful, flashy and rich looking pastel colors—Ivory, Red and Green. Gives accurate readings. Practical for everyone—everywhere. The **MICKEY MOUSE THERMOMETERS** in Diggers or on Salesboard GET THE PLAY EVERYWHERE—EVERY TIME! Assure yourself of BIGGER, BETTER, EASIER PROFITS—RUSH YOUR ORDER TODAY for a Sample Dozen **MICKEY MOUSE THERMOMETERS!!**

FREE

The famous MORRIS STRUHL Premium Catalog Contains the Greatest BUYS in all history. WRITE FOR IT NOW!

MORRIS STRUHL 114 PARK ROW NEW YORK, N. Y.

A NATURAL MONEY MAKER

INDIAN HEAD BANK

Beautiful assorted colors. Equipped with key.
Per Doz. \$3.25
Sample Prepaid, 50c.



ALL ORDERS F. O. B., N. Y.—25% Deposit, Balance C. O. D. No Catalogues.

HERMAN-SHER CO., Inc.
1123 BROADWAY, NEW YORK CITY
"Specialists in Premium Merchandise"



PAD-Y-WAX PERFORMS

The **WAX IS IN THE PAD**
PAD-Y-WAX, the hand Waxing PAD that contains enough of the finest grade wax to completely wax a car or a household of furniture—sells at 20c with a large margin of profit to you—a **BIG REPEATER** and something entirely new and labor saving.

Jobbers and Agents Wanted—write for sample.
PAD-Y-WAX CO., Inc., 25 Broadway, New York City

Attention Concessionaires



No. 803—19" High, Shade 10". Sample, \$1.25.

Parks and Stores—Line up with our new Plaster Dog and Novelty Ash Tray—Electric Table and Radio Lamp. Also jobbing on Beacon and Pleece Blankets, Water and Tea China Sets. Imported Slum Vases; Penny Items. Catalog ready about April 1. Write now for copy.

G. C. J. MATTEI & COMPANY,
927 East Madison, Louisville, Ky.

ELGIN and WALTHAM LATEST CREATION LAPEL WATCHES

This item is the Biggest Seller Today.
Thin Model, new chromium knife edge case, fitted with 7-jewel R. B. movement, complete with Leather Lapel CORD.
In lots of 5. Ea. **\$2.85**
WALTHAM POCKET WATCH—R. B. 19 size, 15-jewel, new case of 100 cases. Lots of 3. Ea. **\$2.95**
Same as Above in 17 Jewels, 50c extra.
25% Deposit. Balance C. O. D. Sample 50c extra. Send for 1936 catalogue.
PILGRIM WATCH CO., 161 Canal Street, New York, N. Y.

French Flapper Dolls



No. 96 **\$24.00 Doz.**

Beautiful Roudor Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% With Orders. Jobbers & Distributors Wanted.

STANDARD DOLL CO. Inc.
11 E. 23 St., N. Y. C.


WRITE NOW! — IT'S FREE 1936 CATALOG




- Lowest Prices for Quality Carded Goods, Blades, Luxatives, Notions, Lotions, Soaps, etc.
- HOUSE-TO-HOUSE ITEMS OF MERIT.
- LATEST STYLE ELECTRIC CLOCKS, CANDY DEALS.
- MERCHANDISE FOR SIDE-LINE SALESMEN Gross **60c**
- CHAMPION SPECIALTY CO.**
814-T CENTRAL ST., KANSAS CITY, MO.

AGENTS and DISTRIBUTORS!
Introduce Official JOE LOUIS
Autographed Rings

CASH IN selling this sensational novelty. OFFICIAL Joe Louis LUCKY Rings. A beautiful piece of jewelry made of nickel silver — will not tarnish. GET IN on this NOW. WRITE FOR SPECIAL TERMS TO AGENTS OR SEND \$1.00 FOR SAMPLE OF BOTH RINGS. (c) Reg. Nos. G21975-G21976.



Men's Style.



Ladies' and Boys' Style.

JOE LOUIS NOVELTIES, INC., Dept. B-1
 307 Lenox Ave., New York

SUPPLY HOUSES
 (Continued from page 73)

and styles. Fine for use with a premium plan, in connection with parades, conventions, picnics, special celebrations of all kinds. In addition to the large stock on hand, the company will work with you and turn out all kinds of special work to fit your particular needs. Company also manufactures display forms, deep embossed signs, etc. Inquiries will receive prompt attention.

*** FOR JOBBERS ONLY

We wish to thank those jobbers now on our books for the fine sales of our line of Lamps, Bed-lights and Novelties. We know that profits you will make from the Made-well line will warrant your continued patronage.

NEW JOBBERS
 who have not yet discovered the Made-well line! We extend to you a cordial invitation to write for further detailed information about our Bigger-Prize line.

MADEWELL LAMP 16 W. 19th St. & SHADE CO., Inc. New York, N.Y.




Morris Struhl, affectionately known as "Pop" thruout the trade, president of the Morris Struhl Company, wholesalers of premiums, prizes, novelties, gifts, etc., left New York for a month's vacation in Florida February 18. Practically all members of the Struhl family were at the station to wish him bon voyage. This is the first vacation taken by Pop in the past 18 years and also is his first visit to Miami. Mr. Struhl will be met at Miami Beach by his cousins. While away from the city the efficient members of the Struhl family, along with the rest of the staff, will carry on the business.

The World Famous 5 Tube
MEL-O-TONE
 Beautiful Midget Radio Set

THE most beautiful 5-Tube Set ever produced at a LOW, SENSATIONAL PRICE! 5 Tubes, Dynamic Speaker, Volume Control, Ingrained walnut finish. Matched light-wood combination. Beautiful and Practical. RUSH YOUR ORDER TODAY! 1/3 cash with order. Balance C. O. D., P. O. B. Newark, N. J.

\$675 EACH
 SAMPLE

\$635 EACH
 LOTS OF 6 OR MORE

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 All Phones: Bigelow 3-2335.



SENSATIONAL VALUES

GENUINE PARKER PEN AND PENCIL SET, Parkette Model. Fully Guaranteed. FREE Bottle of Quink. Per Set **\$1.15**

"MATCH KING"
 Genuine \$4.00 Model Match King Lighter. Full Flint. Beautiful Enamelled Finish. Special each... **15c**

Genuine Automatic Pocket Lighter. Assorted beautiful enamelled colors. Looks and operates to operate like a \$5.00 automatic lighter. A HARRIS EXCLUSIVE SENSATIONAL VALUE!

30c

Write For Our New Catalog.
THE HARRIS COMPANY
 519 WEST MADISON ST. CHICAGO





Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

SS1N—Electric Sandwich Toaster. Ea. 90c
 C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set. 90c
 B33—2-Quart Aluminum Water-less Cooker. Each. 90c
 S8901—"Reverso" Two-Slice Electric Toaster. Each. 90c
 B26—Table Flatware Set. (26 Pieces.) Set. 95c
 B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each. 95c
 B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for St. Patrick's Day and April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS
 TERRE HAUTE, INDIANA

New! Revolutionary

POLLY WADS
 for Polishing

THE MOST ASTONISHING POLISHING IDEA IN A DECADE.

Pollywad Cleaning and Polishing Papers are soft, chemically treated papers—conveniently sized. Use one sheet at a time—NO WATER IS NECESSARY—rub the surface to be cleaned lightly—then polish with a dry cloth. Perfect for Silverware, Glass, all Metals, Tile. To retail at 10 papers for 10c. Packed in a neat cellophane container. WRITE FOR SAMPLES.

PADCO Inc. 480 LEXINGTON AVE. NEW YORK



SELL BLADES—5 For 5c AND TRIPLE YOUR MONEY

DOMINO

BLUE STEEL COST ONLY 1 1/2c PER PKG. OF 5 BLADES, ALL ETCHED AND GILDED. WRAPPED.

100 BLADES IN BOX 30c

Put up in attractive Display Cards for only 9c extra per 100.

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 Free Sample. 50% Deposit With Order.

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.



Get Our Prices

ON

- Writing Ink
- Library Paste
- Mucilage
- Machine Oil
- Vanilla Flavor
- Soft Drink Concentrates
- Laundry Bluing

Save money by buying direct from

KING'S PRODUCTS CO.
 133 E. Pearl St., CINCINNATI, O.

REX HONES
 Now Less Than 3c Each

\$4.25 a Gross
 Send \$1.00, Bal. C. O. D. Plus Postage.

Each hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Home men are cleaning up. ACT QUICK. REX-HONE MFRS., 1800 West Madison, BR-2, Chicago, Ill.



Buyers' Directory

The Billboard maintains a Buyers' Directory Department. This is for the general use of readers who are looking for either the source of supply of a certain item or the address of a supply house. Our 41 years of publishing experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to fifty sources of supply for over five thousand separate items.

- INSTRUCTIONS**
- (1) This service is free. Please feel at liberty to call on us as often as you wish.
 - (2) Be sure to include your address on both the envelope and stationery used.
 - (3) Address all communications to Buyers' Directory Department, The Billboard, 25 Opera Place, Cincinnati, Ohio.
 - (4) Please give to us specific questions. Do not ask for general lines of merchandise or for a particular quality. We will make no recommendations which will favor one firm over another.

IMPORTANT

We do not answer inquiries direct. Your name will merely be forwarded to the sources of supply of those items you inquired about. Therefore do not inclose self-addressed and stamped envelopes; these will be disregarded.

DO YOU KNOW THESE?

The Billboard would appreciate information on the following—

- Oregon Agates
- Mexican Art Needles
- Moulds for plaster and papier-mache novelties
- Tuffing Needle with interchangeable sizes
- Metal Base Plaque of President Roosevelt
- Ideal Sharpener Company
- Brooches with individual photos
- Health Books
- Hand Mirror with photo on reverse side
- Apex Glass Cutter and Knife Sharpener
- Hand Mirror with advertisement on reverse side
- Liquid Lip-Stick and Rouge, dark in color
- Stock Cuts and Etchings for letterheads

COWBOY RABBITS

Dressed in Cowboy outfit, including 2 Guns and Lasso.

Price **\$2.25 Ea.**

1/8 Oash with Order Balance C. O. D., P. O. B. Philadelphia.

Order today and be prepared for your Easter Holiday Business.

EXHIBIT SALES CO.
 1324 Spring Garden St., Philadelphia, Pa.



CAMEO RINGS

Men's and Ladies' Sizes. 12 distinct Designs. Chrome or Gold. CASH IN ON THIS RED-HOT SELLER.

NEW PRICE
\$22.50 gr. \$2.00 dz.

Send \$2.00 for 12 Samples No. 71.

Send for our New Catalog—showing hundreds of beautiful items suitable for Resale—Premiums—Prizes, etc.

HARRY PAKULA & CO.
 5 North Wabash Avenue, Chicago, Ill.



COMPLETE LINE OF PRIZES FOR GARNET, L.S., SALE S. BOARDS, PREMIUMS, PIN BOARD OPERATORS. LOWEST PRICES EVER. COMPARE!!

Illustrated Rabbit, 9 1/2" x 14 1/2". Vivid Col. \$12 doz. ors. Mfg. To Sell for \$24. Our F. O. B. Price N. Y.

WORLD TRADING CORP.
 873 Broadway, NEW YORK CITY.



IF

You are wondering how the other man is always able to undersell you on ASPIRIN, RAZOR BLADES, SHOE LACES, ALL CARDED GOODS AND HOUSE-TO-HOUSE ITEMS,

Just ask us to send you our New Price List R. (A postal card will do.)

OPTICAN BROTHERS
 IMPORTERS,
 300 West 9th St., Kansas City, Mo.

AMAZING CAN JAR & BOTTLE OPENER

WORKS BY NEW MAGIC METHOD. Millions of women waiting for it. Three devices in one. Opens Cans, Jars, Bottles, any size, shape, in a jiffy. Takes off entire top of can. Leaves velvet smooth edges. No cut, bruised fingers. Removes tightest jar tops instantly. Fits on wall. Money-back guarantee. AGENTS: BIG PAY EVERY WEEK. Startling demonstration makes sales. Amazingly low price. Two Magic Selling plans. Trial Sample offer. MAGIC PRODUCTS CO., Dept. CB-4460A, 4234 Cozans Ave., St. Louis, Mo.



IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
 438 Broadway NEW YORK CITY.
Fast Service Sully.

Distributors WANTED

MINIATURE SPORT FOODS ARE NEW—OVER 50 SUBJECTS
 Scotties, Horses, Elephants, Duck, Chaplin, Valley, Ships, Ankers, Wheels, Cupid, Hearts, Question?, Love Nest, Wedding Bell.

WINE, WOMEN, SONG, Etc.
 Beautifully Enamelled. Gold or Silver Finish.

Bracelets, Clips, Brooches.
 10 Assorted Samples, \$1.00.

Retail Price 25c
WALKER JEWELRY CO., Inc.
 Enamelled Drops 227 Eddy St., Providence, R. I.
 Plain Bar Illustrations 1/2 Actual Size

Button-Hole WATCHES
 Newest Novelty.
 6-Jewel, 10% — \$3.25
 15-Jewel, \$3.85.

ELGIN & WALTHAM WRIST AND POCKET WATCHES.

New Cases, Choice \$2.75. All Movements Thoroughly Reconditioned.
 47,500 PIECES NOVELTIES & JEWELRY.
 Values from \$1 to \$7.50 Dozen. Choice, \$4.50 Gross. Sample Assortment, 25 Pieces, \$1.00.

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 Wholesale Jewelers,
 Five South Wabash Avenue, Chicago, Ill.

HAND STROPPERS
 \$6.00 per Gross.

RAZOR STROPPERS, \$4.80 to \$72.00 per Gro.
WALLEBECK, MCLAND MFG. CO.,
 Sandwich, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Writes us your needs.
ARGO PEN-PENCIL CO., Inc.
 206 Broadway, NEW YORK CITY.

EVERYTHING IN THE FOUNTAIN PEN LINE
 for Window Demonstrators and Premium Buyers. Get in on my new deal, Banker Pen & Banker Blades, Get away from the 5 & 10 stuff. Send for new Price List.

JAS. KELLEY, the Fountain Pen King,
 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

WORK FOR YOURSELF
 Biggest and Quickest Sales are made in Brushes. Investigate. Send for our attractive proposition.

WIRE GRIP SANITARY BRUSH CORP.
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SOUTHERN HUSTLERS!

Genuine "Frank Buck" Helmets for Men and Boys. Sold by leading sporting goods stores. Set of Six Samples and Price List, \$4.00. Postpaid. Get in on this now.

KANT NOVELTY CO.
 208 Wood St., Pittsburgh, Pa.

MEDICINE HEADQUARTERS
 A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request.

GENERAL PRODUCTS LABORATORIES
 Mfg. Pharmacists, 137 E. Spring St., Columbus.

CHEESE-COATED POP CORN
 Complete Outfit, \$25.00. Write
MIDWEST IMPORT CO., Box 161, Springfield, Ill.

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

Now booking Display of Fixtures for Parks, July 4th, etc. Write for details.
FROM THE DOOR OF OUR FACTORY TO YOU.

ILLINOIS FIREWORKS CO., Inc.
 Box 792, Danville, Ill.

PITCHMEN

by **BILL BAKER**
 (Cincinnati Office)

DADDY MONROE . . . the part of coupon workers. Goodfer and his associates are again out to give the coupon and deal operator "the most attractive proposition ever offered."

pipes from Silsbee, Tex.: "Well, well, who should drop in Saturday but Bill Davis and wife. They did well with sharpeners. Bill says he is heading west of the Rockies. Met Barney Oldfield with hoses. He and his missus say they are still eating but that folding money is scarce. They are working out of Beaumont. There is a little money in the sawmill country of East Texas. I am wintering here. Will head into Georgia next month. May have to eat peanuts, but guess it could be worse. Boys, stay out of the Rio Grande Valley. It is absolutely no good and this is no bum steer. If you don't believe it go ahead and stick your neck in, but don't say you weren't warned. I hear Lake Charles, La., is closed. Pipe in, Bobby Wheeler. Will mug a few now and then till time comes to tell them all about it."

STEWART GANDOLF starts this week in a Cincinnati chain store with a birdseed and live canary demonstration. Stew was a visitor at the desk Friday. He is a personable chap with a good voice and should put the birds over in good style. Art Nelson is putting on a lively cleaner demonstration in the same store.

PAT O'KEEFE shoots from Tucson, Ariz.: "Made the Los Angeles air and boat show. Leaf boys in attendance included Lou Ottenson, Brownie Holmes, Ed Arnheim, E. D. Henry, Charles Lawson, Joe Barrell, Frank Frisby and Ellis. The show was a red one. Other paper men working in and around L. A. are Harris, Sy Rappaport, Al Breier, Ed Sournay, Jim Nilson and Pete, C. A. Buck, Jack Brewer, Deep-Sea Dutch, Joe Hines, Max Wardell and Ellis Holmes. Arnheim and Lawson are going to make the orange show at San Bernardino."

D. F. (HOOT) McFARLAND shoots from Waterloo, Ia.: "The best way to climb to the top of the pitch business is to remain on the level. . . . Free speech is of no advantage to the man who has nothing to say. . . . The pitchman who thinks only of himself has but little use for brains. . . . Influence is something one thinks he has until he tries to use it. . . . The head never begins to swell until the mind stops growing."

DOC E. J. GOODIER, president of Universal Laboratories, announced early this week that his company is again specializing in the deals which proved so popular a few years back among deal and coupon workers. Universal is one of the pioneers in the "deal" line and this policy was the foundation that built up its present large plant and organization. Like many firms, the Goodier company reduced their activity in this field during the depression, but with the return of better times and the resumption of activity on

the part of coupon workers. Goodfer and his associates are again out to give the coupon and deal operator "the most attractive proposition ever offered."

"According to reports from various parts of the country," he states, "deal and coupon workers are rapidly returning to this type of selling and are again clicking."

PIPING FROM BATTLE CREEK, Mich., Michigan Red cards: "Worked here Saturday to fair business but only made three pitches, as it was plenty cold. Appreciated George Mitchell's pipe. Also noticed a pipe from our friends Jimmie Watson and Bill Goforth. Would like to read more from them, also Le Roy and Rose, Madaline Ragan, Bert Jordan and Paul Hauck. Went right by the old place in Marshall the other day and the missus and I sure did think about Paul and the old bunch."

"SAW GILBERT . . . Indian med man, in Selma, Ala., last week," pipes Mary Ragan from Chattanooga, Tenn. "He was passing out plenty of oil and tonic. He works clean and boosts all doctors and dentists and gets plenty of money. Ray Thompson and wife were in Selma with auto polish, as was Jack Fisher with sharpeners. Streets and corners were open on a reasonable weekly reader. Tuscaloosa, Ala., is open to a fair daily reader. A good Saturday town. Passed thru Atlanta the other day and didn't see any boys working. Nine inches of snow on the ground. Who coined the phrase about the Sunny South?"

W. E. GOODMAN pipes from Big Springs, Tex.: "Have been here a few weeks taking things easy. Doc Haldeman and Bobby just pulled in with a fine new housecar, Buick coupe and trailer. Both look like a million. Came here from the East. Fine folks and real trouper. Am in a new business and one that clicks. Noted one of the Tate-Lax ad caravans here. Looked swell. Expect to spend a month or so more here. Would like to read pipes from Doc Howard, Ed St. Matthews and Doc Latham."

FROM YORK, PA. Doc Eiler writes: "Am working in this territory with snakes and rad and getting some scratch. Expect to be with a railroad circus this spring. Am looking forward to seeing my friend Paul Demers, of Gardiner, Me."

AL BURDICK roving sign man, pipes from Rosenberg, Tex.: "Business is good for me. Saw Rube Egan and Cowboy Butter working here lately. Hope to see more of the boys drop in Will again work the North this year if the snow ever melts."

"HARRY WEBER AND I . . . are just going along in the East Tennessee mountain district," tells George Mitchell, Mountain Home, Tenn. "Business is hard to get. Guess it also is just around the corner the same as spring. Harry saw a red cardinal bird the other day and he was a sure sign of spring."

"THOUGHT I'D SHOOT . . . one to tell the bunch that this year I'll have a string of concessions as well as my high-diving dog," writes Harold G. Case, Rushville, Ind. "Am painting, overhauling and wishing for warm weather and time to start out. You know, the old itch. Water has been short here, due to the freeze-up, and we could hardly get coal, but conditions are a little better now."

"THE OGDEN STOCK . . . show was well attended by the sheet writers this year," tells Jack La Rue from Ely, Nev. "Among those present were Cowboy Bronson, Tex Murphy, A. G. Goldberg, Red Peterson, Powell



DOC E. J. GOODIER

MICKEY MOUSE TOY BALLOONS

Exclusive Oak Brand—Hy Tex Line

Brightly colored balloons with 2-color pictures of Mickey Mouse and His Pals—and some clever novelty numbers.

All fast sellers.

The OAK RUBBER CO.
 RAVENNA, OHIO



YOU AND WE

SHOULD GET TOGETHER. Push These Real Good Money Getters. They Are Winners.

NEW ORANGE JUICER, Each in Box, . . . 10c
 STONE RAZOR BLADE MONIES, Bxd., 10c
 ELEPHANT GOD-LUCK CHARM, 8c
 10c Horses, Monkeys and Other, 8c
 Samples

APEX KNIFE SHARPENER—Glass Cutter 10c
 GOLD NOW! A. F. B. L. D. S. Small, Free
 BASEBALL SCORER, Movable Dials, . . . 6c
 Ask for Wholesale Prices. They Provide Handsome Profits. Samples Sent Postage Paid. We Carry Razor Blades, Pitchmen's Specialties, Canvasers' Items and Notions.

CHARLES UFERT Square Dealing Since 1913.
 19 East 17th St., New York Prompt Service.

HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog EP43.
 Optical Specialties
 17 N. Wabash Ave., Chicago, Ill.



75 STARTS YOU IN BUSINESS

Fastest selling line of Men's Ties in America! Wonderful values! Over 100% Profit! Unbeatable guarantee of best quality at lowest prices. We pay postage.

MILK LINED TIES
 In gorgeous Woven Materials—Satin Stripes, Jacquards, Parachutes, etc.
 Sample Dozen, \$1.75, Postpaid.

NEW SPRING STYLES
 Complete line of Latest Spring Neckties, priced from \$1 Doz. to \$3.60 Doz.

FREE Send for Our Free Catalog and Free Sample Swatches. See why Our Men are Biggest Money-Makers! Satisfaction Guaranteed or Money Refunded.

ADDITIONAL PROFITS With Patented **GLYDE-ON** Ready-Tied TIES. Silk-Lined Ties & Exclusive fabrics. Woven Jacquard Figures, Satin Stripes, Plaids, etc. \$2.50 Doz., Postpaid.

BOULEVARD CRAVATS 22 West 21st Street, Dept. B-2, New York.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
 106 North 7th Street, St. Louis, Mo.

2.95

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipment. New Price List. WRITE OR WIRE.

NUTRO MEDICINE CO.
 16 South Peoria Street, Chicago.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
 Dept. H-61, Box 353, Hamilton, Ontario.

PUBLIC ADDRESS EQUIPMENT

COMPLETE PORTABLE P. A. SYSTEM. 8-watt output—built-in speaker. Complete with hand mike and cable, ready to operate.


FOR MARCH ONLY—SPECIAL, \$49.50.
MILLS REPRODUCER CO., INC., Est. 1923.
 114 West 14th Street, New York City.

ELGIN—WALTHAM

RAILROAD MODEL 16 SIZE
 17 JEWEL \$2.50
 15 JEWEL \$2.25
 14 JEWEL \$2.00

DEPOSIT REQUIRED—BALANCE C.O.D.
 SAMPLE WATCHES EXTRA QUANTITY BUYERS WRITE

BERKSHIRE SECURITIES & FINANCE



SENSATIONAL VALUES!!!
 IN RINGS, DIAMOND OUT CRYS-
 TAL NOVELTIES and WARIOUS
 OTHER ITEMS. OUR NEW
 SPRING and SUMMER LINE of
 CRYSTALS, CORAL and BONE
 JEWELRY, BRACELETS,
 CLIPS, PINS and EARRINGS
 NOW OFFERED at GUARAN-
 TEED LOWEST PRICES. Send
 \$2.00 for Complete Line.
 LATEST Designs in
 WHITESTONE, BIRTH-
 STONE, CAMÉO and
 RAISED RINGS NOW
 READY. Send \$2.00 for
 the most BEAUTIFUL
 LINE ever OFFERED.
 We also carry a full line of Identification
 Bracelets, COMPACTS, COTHER BAGS,
 Beautiful SUMMER BEADED BAGS,
 and many other Items SUITABLE for GIFTS, SOUV-
 ENIRS and PREMIUMS. FREE CATALOG.
 OLYMPIC BEAD & NOVELTY CO., Importers
 307 Fifth Avenue, NEW YORK, N. Y.

SOAP Selling Basket
 Goods! — Get
CREWS Prices on Our
 New Combina-
 tions.
 The reduced prices on our new, attractive
 packages makes our line best money-making
 deal for soap men. Special introductory
 offer to new customers.
 Write today
SANISOAP CO.
 Indianapolis, Indiana

Remarkable New
Orange Squeezer
 BE THE FIRST
 TO CASH IN
 Extracts the juice from oranges,
 grapefruits and lemons. Juice is
 pure, without pits or pulp—
 also for coring apples. Substan-
 tial product highly plated. Will
 not rust or corrode. Packed in
 individual illustrated box. (Re-
 tails 15c. ORDER NOW!)
 COST TO YOU:
 Dozen \$50
 Gross \$9.00
 Sample 10c.
GORDON MFG. CO.
 DC9, 110 E. 23rd Street, New York, N. Y.

BUY DIRECT
 DISTRIBUTORS,
 JOBBERS,
 SALESMEN. MAKE
 MORE THAN MERE
 LIVING. SELL AUTO
 RADIATORS, STOP
 LEAKS & FLUSH. BIG
 PROFITS. FAST RE-
 PEATERS. ATTRAC-
 TIVE DISPLAY CARDS. MANY STYLES.
 CARBLES—5-LB. GLASS BARS. LONG
 NEOK CELLOPHANED BAGS MOST PRACTI-
 CAL. LATEST IMPROVED COMPOUNDS
 TREATED FOR RUST. FIRE
 FIRE PROOF BLOCK SEAL. WORKS IN
 COLD WATER.
ZENITH FACTORIES CO.
 MINNEAPOLIS, MINN.

Get Set for Life!
 IN COUNTER CARD BUSINESS
 NO INVESTMENT NEEDED.
 Good pay right from the start
 handling one of our regular orders.
 Place famous line 5c-10c Counter
 Card Goods with steady store cus-
 tomers. World's finest, largest,
 best-selling line. Almost 200
 daily necessities, including Ror-
 Ricles, Aspirin, Chocolate, Laxa-
 tive, Bromo Fliz, Mercurochrome.
 All mounted on new-style, sales-
 making, self-help counter displays.
 Up to 140% profit for you and
 merchant. Make up to \$85 weekly.
 A lifetime business. Big Cat-
 alog and Samples sent free.
WORLD'S PRODUCTS CO.,
 Dept. 238-A, Spencer, Ind.

CHEWING GUM 20¢ BOX
 RETAILS FOR \$1.00.
 Each Box Holds 20 Full Size Gum
 Pieces of Factory Fresh Gum
 Snappy Display Boxes help you
 to get quick 100% to 200%
 profits. Be our distributor. Get
 started. Send 40c for sample
 box (prepaid) or write for
 particulars. Great field for agents!
**AMERICAN CHEWING PRODUCTS, 4th & Mt. Pleasant,
 Newark, N. J.**

It Helps You, the Paper and Advertiser to Mention The Billboard.

Humphreys, China Bob, Mike Smith, One-Armed Murphy, Dike Golden, Jack Foss, Ted Humphreys, Fat Johnson, Spike Cross, Harry Tenny, M. Ryan, Duggan, Joe Barrel, Ellis Holmes, Charlie Lawson, Dick Wells, Blackie Foster, Al Meyers, Carl Wendt, Beard Beadle, Roberts brothers, Schofield, Cal Davis, Mrs. Curley Gates, Harry Tam and John Dolan. All played to fair business."

"BROKE ALL KNOWN records for selling fountain pens here," pipes Harry Woodruff from Palm Beach, Fla. "Anyway, this was the biggest sale we ever had. Used 24-inch ads in the local paper for several days before the sale. It is nice and warm here. No pitchmen in sight. Plenty tough on 'em down here if they catch you working without a license, and the readers are prohibitive."

"BACK IN THE LAND of tobacco and find that conditions are better than in either Tennessee or Kentucky," cards Jeff Farmer from Richmond, Va. "Am working med on Saturdays and court days and driving routes with paper on week days. Here's to the bunch in Louisville."

GEORGE (HEAVY) MITCHELL cards from Mountain Home, Tenn.: "The tobacco markets are closed but the sales are still okeh. That first Monday sale at Greenville, Tenn., has a heavy daily reader and nothing but money will let you work. Other towns around here are fine."

"STILL RAMBLING along and now in our 148th week," tells Ricton, from Register, Ga. "Have had quite a severe winter for this part of the country but it hasn't affected our business much. Most of the shows in this section went into camp but this is our third winter here and our best. Money is plentiful and they are turning out for the show. Mostly we are playing established territory. Intend invading Tennessee in May, then Texas. Recent visitors include Sid Lovett, Bill-roy's Comedians personnel, Al Miller and missus, Doc Franklin, Gilbert, of the Dixie Fun Show; personnel of the Richardson Show. Lyman, magician, will be with us a year this April 1. Personnel of our show remains the same."

"JACK FLOWERS AND I are working the court house lot here between dust storms," cards James L. Osborne, Lubbock, Tex. "Jack has honed and I am using lifters. Business is like the weather, mostly zero. Will be leaving the plains soon, as this real estate really gets in my eyes."

ARCHIE MAJOR, Danville, Va., would like to see one from Doc Tommy Alvin.

Make It Snappy
 By Doc A. M. Johansen
 If you have a thing to say,
 Cut it down;
 Something you must write today,
 Cut it down.
 Let your words be short and true,
 Monosyllables will do,
 Cut it down.

Are you writing for the press?
 Cut it down;
 Make it half, or even less,
 Cut it down.
 Editors like pithy prose,
 Lengthy letters are their foes;
 Take a hint from one who knows,
 Cut it down!

"MY PARTNER, Edward J. Atemus, known to Pitchdom as James Edward Courtney, passed away in Hillman Hospital, Birmingham, February 11," pipes Leo E. Eymann. "He had been suffering about six weeks; had the best medical attention but they couldn't pull him thru. He will be missed by everyone who came in contact with him."

"JUST ARRIVED IN New York from the New England States and will soon be going home to Chicago to stay with the folks a few days," tells Ray Roberts. "Recently had the pleasure of meeting Jack Clement, for the first time since working with him on LaSalle street, Chicago, in the old boom days. That was when we were in the

Pitchmen I Have Met
 By SID SIDENBERG

It is not how good anyone works that puts them over all the time, for one must have flash and the right location for the article he is selling in order to make the turns that register real takes. A fellow trying to sell gummy or solder in an office district is just as "all wrong" as another putting forth every effort to sell hairnets at a baldheaded men's convention.

I claim that in order to put over your proposition you must have the right flash and in the right place at the right time. Just going to a spot to work because one can work there is a lot of hokem and you can bet your life against a stale doughnut that the ones who work that way are the boys that do the lamenting and are the "miserable blues" singers in this great weal of Pitchdom.

And I mean there are plenty that do sing the "blues," and if you should ask me, I claim that they have originated their own "blues" song and have a copy-right on it

Boy, it is a pleasure to run into a fellow who tells you that he is getting his share of the shekles—without lying—for after hearing so many of these fellows who make their best pitches during meal times and in hotel lobbies and then come back from a spot and tell you how rotten it was you are ready to shake his hand with the same gusto that you would after seeing a long-lost brother.

Recently I had the pleasure of meeting Harry Hermann Walker, one of the cleverest and best known coil workers in the business. He told me that business was good and he was telling it straight, for after hearing so many "singing the weary, weary blues" I made it my business to watch him make his pitch, and I don't mean maybe when I say that his pass-out was one of the best I have seen since Old Man Depression has been on the job. The "old man" didn't seem to have any terrors for Harry, for he kept banging away with the coils, working on the sidewalk in front of a large hardware - automobile - accessory store in a metropolitan city, which proves that he was in the right location with the right article, and his flash along with his very clever demonstration naturally put him in the money.

Walker is not a novice in this business, and especially in his line. Harry started in 18 years ago selling tire patches and has mostly handled things that had talking points in connection with an automobile, and when making a pitch he knows his subject from A to Z, which in a large measure is responsible for his success.

Before entering the portals of Pitchdom Harry served in the merchant marine under the Norwegian, British, German and American flags. He made three complete trips around the world and was in the A. E. F. in the World War. The missus, Flo, travels with Harry about 10 months in the year, while during the other two months they go to Washington, D. C., to be with their daughter, Flo, who has their grandchild there to greet Grandpa and Grandma Walker.

money. Jack is still a neat dresser and the same quiet, reserved gentleman that he always was. Said he was working with his former partner, Jack Knebel, on a secret proposition. The two boys seem to be in and out of partnership every other day or so. Clement says they sometimes have difficulty figuring out which one has bought out the other. I was very sorry to learn of the passing of that grand man George Bedoni. He will be missed. Will be seeing you when I dig out of winter quarters next spring."

"HAVE JUST EXPERIENCED one of the poorest and coldest two weeks' work on the paper in my life," moans Thomas Holyk, Dodson, Mont. "Was in Browning February 8 and saw

the thermometer hit the 54 below mark. Met my brother, Alex, in Harlem. He'd just closed a store. Alex would like to read 'em from Albert Meyers and H. M. (Blackie) Foster."

J. B. SIMPSON SHOOTS . . . from Newton, Miss.: "Have worked towns and surrounding territory within a hundred miles. Show, the O-Quaka Med Company, never closed and we boast of never missing a pay day. Some of the folks have been with us 14 years. It is easy to work this State providing you can prove residence, pay readers, use own product made within the State and work clean. We own our own home down here, make our own candy and medicine, and manage to work the territory year after year, using nine to 12 people on the show in one and two-week stands. Would like to read pipes from Doc Tom Dean and Doc and Dina Ward."

"THIS IS TO offer my prediction that the Texas Centennial, starting this June and lasting thru '36, will be a real success," pipes Hl Hightower, Dallas. "My reason for predicting success even before it starts is that Texas is getting behind this fair in a great big way and dressing up as they never have before. I recently made a tour of the important towns in Texas and they are all painting up and advertising their own local attractions during the period of the fair. The main event will of course be staged here in Dallas, but each and every town will stage its own fair and celebration in connection with the event, and in addition they are all boosting Dallas. A word to the boys about this fair. As a pitchman and square worker I have always worked when I felt like it and always worked for money and have never pitched any article for less than 50 cents and mostly go for a dollar. Now I've done a lot of jumping around in the past two years, since the depression lessened somewhat. I honestly think the depression is now over and when the boys get their bonus checks this summer it's going to be the biggest and best ever for honest pitchmen. A lot of fellows have drifted into the business during the depression years who have no more business in the pitch game than I have among the diplomats at Geneva. They are mostly bums and can't talk above a whisper and only burn up spots and make it tough for the real pitchmen. The one effective way to eliminate them is to pay off for your spots, get a written permit from the landlord and take out proper licenses. The authorities will not attempt to stop you if you have all the necessary permits. The bums in the business can't stand this expense for they are not capable of earning one-tenth what a real pitchman can take in. In this way they will be gradually but none the less surely eliminated. Here in Dallas only the real workers will be permitted. And mark my word, the Centennial will be a real success. In both Houston and New Orleans I noticed dozens occupying doorways—and not a pitchman in the crowd. Good pitchmen and square workers are getting their heads chopped off by these peddlers. Remember, boys, the remedy is to pay for your doorway or lot or store. Get your license and buy only

MONEY MAKERS
 ASPIRINS—12 tablets to tin, 12 tins to display box. Genuine 5-grain 12 1/2c tablets. Dozen Tins 12 1/2c
DOUBLE-EDGE BLADES—Blue Steel, fine quality, each blade etched, wax paper wrapped, individual envel-opes, calligraphed. Per 100 30c
MEN'S HANDKERCHIEFS—Full size, hemmed border, exceptional qual-ity. Dozen 27c
MEN'S SOCKS—Guaranteed first quality, new designs and shades, size from 10 to 12. Dozen 70c
 FREE—New Catalog just out. 25% deposit, balance C. O. D.
OUTLET MERCHANDISE CO.
 21 Portland St. Boston, Mass.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS
 Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.
 WILL ROGERS 1,000 LATEST JACKS, 10,000 Laughs; Wiley Post Eulogy 40, sells 15c. Sample 10c. Veterans' Magazine, Joke Book, Co. Inc. good. **WET'S SERVICE MAG.**, 157 Leonard St., New York.
SILVERITE SIGNS COST 5c-SELL 25c
 List Free. \$5.00 per 100, Postpaid, SILVERITE SIGN CO., 417-O South Dearborn Street, Chicago.

SENSATIONAL VALUES

HAND LOTIONS—Almond, Rose, Lemon
 4-Oz. Size, 1 Dozen to Case \$.50
 8-Oz. Size, 1 Dozen to Case 1.00
 14-Oz. Size, 1 Dozen to Case 1.13



The Finest of Lotions
VELVET SMOOTH LOTION

Packed in private mold bottles of modern design, with black, red and white varnished labels and black lithographed caps.

3-Oz. Size \$.48 Dozen
 12-Oz. Size 1.75 Dozen

Something New!
WITCH HAZEL LOTION

3-Oz. Beautiful Package 48¢
 We especially cater to truck jobbers. Our laboratory products defy all competition in quality, attractiveness, and price. Truck Men near Dallas, it will pay you to visit our sample rooms.

PETROLATUMS

Lithographed Caps, Packed One Dozen to Container.
 2-Oz. LILY WHITE \$3.30 Gross
 2-Oz. EXTRA LIGHT AMBER 2.85 Gross
 2-Oz. CARBOLATED 4.80 Gross
 14-Oz. LILY WHITE 1.60 Doz.
 14-Oz. EXTRA LIGHT AMBER 1.30 Doz.

FAST SELLING DRUGS

4-Oz. MILK OF MAGNESIA \$ 6.80 Gross
 8-Oz. MILK OF MAGNESIA 7.20 Gross
 8-Oz. MILK OF MAGNESIA 10.00 Gross
 16-Oz. IMPORTED RUSSIAN MINERAL OIL 24.80 Gross
 32-Oz. IMPORTED RUSSIAN MINERAL OIL 47.50 Gross
 1/2-Oz. SPIRITS OF CAMPHOR (U. S. P.) 5.50 Gross
 1-Oz. PURE GLYCERINE 4.50 Gross
 4-Oz. EPSOM SALTS 2.20 Gross
 8-Oz. EPSOM SALTS 3.65 Gross
 16-Oz. EPSOM SALTS 6.30 Gross
 1-Oz. MENTHOLATED BALM 7.20 Gross
 2-Oz. PINE-O-MINT BALM 7.20 Gross
 2-Oz. PURE IMPORTED OLIVE OIL 7.80 Gross

MINERAL WATER CRYSTALS

Genuine Texas Mineral Water Crystals, packed in cellophane wrapped boxes.
 1/2-Lb. Size, 50 to Case 12c Each
 1-Lb. Size, 50 to Case 19c Each
 1 1/2-Lb. Size, 50 to Case 28c Each

ASPIRIN

6-grain tablets packed in bottles with three-color label.
 BOTTLE OF 100 TABLETS 11c

MONEY MAKING SPECIALTIES

... for those who sell

The original house to make such values possible. For years the Universal Laboratories has saved the buyer with merchandise of real quality, at prices far under the usual ones, and our service is known and appreciated by everyone with whom we have dealt.

Send for our complete list of money makers. Our new line consists of private mold bottles, especially designed to meet the current market trend, all labels are 3-color, varnished; all caps are lithographed. In fact, each package has been individually styled and the quality of the merchandise has never changed, and that is all we need say. We are prepared to create and produce special Cosmetic Assortments for coupon men. We operate our own printing and box making plant.

SMACK-O

Delicious Beverage Powder, packed in 3-color varnished envelope, packed in beautiful counter display carton. Seven popular flavors: Lemon, Lime, Cherry, Strawberry, Grape, Raspberry, Orange.
 CARTON, FORTY 5c Packages \$1.20 Carton

RUBBING ALCOHOL

RUBBING ALCOHOL, 70 Proof, 16-Oz. Size \$9.00 Gross

Write for list of our Razor Blades, Bobby Pins, Shoe Laces, Pencils, Sales Boards and other fast selling novelties.

GET YOUR SHARE OF PROFIT with our BRILLIANTINE

Our Brilliantine and Hair Oils are packed in private mold bottles with three colored varnished labels and lithographed caps. The oil we use is pure white oil, especially prepared for Brilliantine.

3-Oz. BRILLIANTINE 45c Dozen
 3-Oz. ROSE HAIR OIL 45c Dozen

EVERYDAY SELLERS

2-Oz. CREAMS, Cleansing and Cold \$.45 Doz.
 1-Lb. CREAMS, Cleansing, Cold 1.75 Doz.
 2-Oz. TURTLE OIL CREAM45 Doz.
 1/2-Oz. PERFUME50 Doz.
 1-Oz. PERFUME75 Doz.
 3-Oz. FACE POWDER (Round Black Box)60 Doz.
 4-Oz. QUININE HAIR TONIC, 50% Alcohol50 Doz.
 4-Oz. BOUQUET TONIC, Green Color, 50% Alcohol50 Doz.
 12-Oz. QUININE HAIR TONIC, 50% Alcohol 1.38 Doz.
 12-Oz. BOUQUET TONIC, Green Color, 50% Alcohol 1.38 Doz.
 4-Oz. COCOANUT OIL SHAMPOO50 Doz.
 8-Oz. WAVE SET FLUID (Heavy)45 Doz.
 4-Oz. BAY RUM, 50% Alcohol50 Doz.
 12-Oz. BAY RUM, 50% Alcohol 1.25 Doz.
 4-Oz. LILAC SHAVE LOTION, 50% Alcohol50 Doz.
 12-Oz. LILAC SHAVE LOTION, 50% Alcohol 1.25 Doz.
 GIANT SIZE VANILLA FLAVOR (Imitation)70 Doz.
 2-Oz. SIZE VANILLA FLAVOR (Imitation)30 Doz.
 2-Oz. MACHINE OIL 3.50 Gross
 4-Oz. MACHINE OIL 4.50 Gross

VAN NAE HERB TEA

A health tea, especially recommended in connection with reducing. Handy 2-ounce package, cellophane wrapped. This is a fast-selling item for pitchmen and coupon workers.

2-Oz. PACKAGE 15c Each

REAL SPECIALS

4-Piece COSMETIC SET 21c
 7-Piece COSMETIC SET 38c

BEAUTY BOOKS

80-page Beauty Book, nicely covered, containing useful information on the care of the face, skin and general health. Contains specially drawn illustrations.
 BEAUTY BOOKS 8c Each

TERMS: All prices are f. o. b. Dallas. One-half deposit required with all orders, balance C. O. D.

UNIVERSAL LABORATORIES ♦ Dallas, Texas

goods listed in *The Billboard* and sell it the legit way."

FROM HERNDON, PA.

Tom Waters scribbles: "Have had several letters from performers and managers asking why I have not been heard from in Pipes lately. Roy Brisson wants to know if I have run out of ideas. No, the old top piece is still clicking, but I have been so confounded busy I could find no time to write. We are making many improvements here, since the tragic death of my landlord New Year's Eve. Place is up for sale and I have leased a building at Gowen City, Pa. Am calling the new place the Wigwam, where all good Indians can gather around the council fire, sip their brew and swap lies and make merry. What ho, landlord, another flagon! During my year at Herndon we entertained many showmen and pitchmen. In last week's Final Curtain was noted the death of Michael J. O'Hara. Mike O'Hara as he was familiarly called, was practically born and reared with me. Our fathers' places of business were across the street from each other. When Mike Sr. died he left the family in comfortable circumstances. His sons were, like the elder O'Hara, all great horsemen. When Ferguson's Theater was offered for sale, Mike and his brother, Jim, bought it. For a number of years it was known as the New O'Hara Theater. It is now controlled by the Comerford Circuit and known as the Strand. Mike O'Hara always went to New York to book his attractions and was well known on Broadway as he was on his home town Main street. He was of a very jovial nature and was outstanding in any gathering. All his life he never deviated from his habit of wearing the old-fashioned straight-pocket trousers and elastic-side Congress shoes. He was the uncle of Jim O'Hara, noted novelist."

The items are of a useful and attractive nature. While profits may be secured from the operation of a campaign giving away cheap goods, certainly no good will is ever created and the people do not soon forget about it. If another fundraising campaign is attempted you may rest assured that the public and the members remember about the last one. The result is a lack of support and co-operation. Naturally, in a case of this kind, the income falls off alarmingly.

It is therefore necessary that good merchandise of a varied description is used. Merchandise that is useful and of high quality is a good investment, because with premiums of this kind results are obtained in addition to an abundance of good will and the added opportunity for repeated profitable campaigns.

Finally, the cause for the campaign must be a just and worthy one, one which will generally appeal both to the general public and to the membership.

As in other lines of business, so in this business of raising funds is competition exceedingly keen. It is true that fraternal and other organizations with regular memberships of several hundred or many thousands have a decided advantage in raising funds. The fact that such organizations do have a number of members who apparently have joined the organization because of their interest in it, and because of the benefits to be derived from their affiliation with it, generally results in greater support from these members in successfully conducting a fund-raising campaign. But very often membership alone is not sufficient in itself to successfully combat competition. Greater and more profitable results in raising money for various important needs are obtained only when the facilities and experience of a reputable promoter, specializing in this business, are used.

Thru the services of such a promoter not only will the organization profit in a substantial financial manner but in addition it will be assured of a fund-raising campaign embellished with the newest and most modern features.

A campaign conducted by a reputable promoter always builds good will for an organization and adds constantly to its prestige and general reputation.

FAIR WORKERS

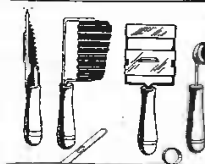
PEELER WORKERS

DEMONSTRATORS

The best merchandise — most attractively packed. The fastest sellers. At the right prices. Quickest and most reliable service.



ROTARY MINCERS.



GARNISHING SETS.

No "come backs" on Acme Safety Craters. Don't be misled by substitutes that don't work. All goods approved by Good Housekeeping Institute.



SAFETY CRATERS. (Patented)

ACME METAL GOODS MFG. CO.

2-24 Orange Street, Newark, N. J.

LA SALLE BLADES

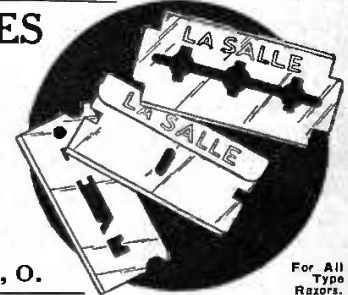
Keep Your Customers Satisfied

Long ago we decided that the only way to keep our salesmen satisfied was to give them the kind of Blades that kept their customers happy. LA SALLE BLADE SALESMEN are making money right along because they haven't ruined their trade and their own profits with cheap merchandise.

If your jobber cannot supply you, write for Samples and Prices.

LOUIS O. BLACK CO.

1916 Vermont Ave., Toledo, O.



For All Type Razors.

BIG PROFITS FOR MEDICINE SHOWS

FREE BULLETINS FREE HANDBILLS

FREE STOCK

Scores of new shows have joined with us because PURATOAN PRODUCTS offer PROFIT, DISTINCTION, REPEAT BUSINESS that is unbelievable. Every product is beautifully packaged and guaranteed. You will have fewer "blow-backs" with PURATOAN than any other item you have ever sold. This offer is good for MEDICINE SHOWS ONLY. We help pay freight.

WRITE TODAY FOR FURTHER PARTICULARS

PURATOAN PRODUCTS CO., St. Joseph, Mo.

MERCHANDISE AS

(Continued from page 68)

are indispensable. Therefore in return for their co-operation it is necessary to give them a gift of real value. If the campaign is one where merchandise is given to the public and also to the members for selling tickets it is essential that

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

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

National Groups Join in Program of Co-Operation

Boards of National Council and NACOMM meet in Chicago—agree on six items for program—organization of State groups to be pushed by both bodies

CHICAGO, Feb. 22.—A significant step toward closer co-operation between the manufacturers and operators of coin machines was reported in the adoption of a program by representatives of both groups in a meeting at the Sherman Hotel February 17. The executive committee of the National Council of Coin Machine Operators' Association met with the board of directors of the National Association of Coin-Operated Machine Manufacturers to discuss plans of co-operation. Ralph T. Young was spokesman for the operators and Walter A. Tratsch for the manufacturers. The nine-point program adopted by the National Council at its meeting here in January was discussed and six of the nine items were agreed upon by both boards as a joint program for the guidance of the industry.

The other three items will be given further consideration by manufacturers, it was announced, and another meeting between these groups will doubtless be called within the near future. The three points and other matters of mutual interest will be considered at that time.

The six items of policy concurred upon provide: 1. That intensive effort will be made to organize operators in every State in the Union, to be carried out by the National Council of Coin Machine Operators' Associations.

2. Creation of a combined industrial group under the guidance of an executive board to establish policies of the industry comprised of operator, distributor and manufacturer.

3. A legislative program properly handled and based upon a just and equitable requirement for all phases of the industry.

4. A discontinuance of the policy of advertising prices in trade mediums that are sold on news stands and in locations of operators.

5. A discontinuance of the policy now practiced in advertising by the insertion of exorbitant claims as to the earning capacity of coin-operated machines.

6. A program of education setting forth the true facts as they pertain to the operation of coin-operated machines (See NATIONAL GROUPS on next page)

Ops Pledge Compliance

Florida ops adopt resolutions urging strict compliance to coin machine law

TALLAHASSEE, Fla., Feb. 22.—Sixty-seven members of the Florida Coin Machine Operators' Association met here Thursday and adopted resolutions pledging compliance with laws which the 1935 Florida Legislature adopted to legalize and license slot machines and other coin-operated devices.

The Florida law licensing slots and other types of machines has been of national interest as a method of regulating the coin-machine business and also providing revenue for the State. The law has been subjected to a number of legal contests since its passage and has been declared constitutional by the State Supreme Court. Members of the Florida association are anxious that every operator in the State comply with the law in every detail, so that it may have a fair trial through the State.

A case is now pending in the State Supreme Court to determine whether (See OPS PLEDGE on next page)

Canada Needs Organization

To the Editor:
"We have on this date (February 8) sent all coin machine manufacturers the details of coming legislation for the Dominion of Canada, affecting coin machines. We have asked them to help us fight these unfavorable new laws and we know that you will do your utmost thru your publication, advertising a national organization for the Dominion of Canada.

"We ourselves have a test case on pin games coming before the Supreme court and we would greatly appreciate your sending us copies of favorable court decision on pin games so we can build up this case accordingly.

"We are also asking you to send a general warning to all Canadian operators to bury the hatchet and unite in (See CANADA NEEDS on next page)

Oppose Inclusive Bill

BOSTON, Feb. 22.—A tax of \$5 yearly on every coin-operated machine in Massachusetts is recommended by Governor James Curley, who hopes to raise a part of the necessary revenue for State expense thru this medium. The proposed tax was vigorously opposed by coin men at a recent hearing before the taxation committee.

Joseph Brennan, executive secretary of Allied Theaters of Massachusetts, also opposed the bill, as a large number of Allied theaters have candy machines in their lobbies and on the backs of theater chairs. The tax would affect every type of vending machine.

Operators declared they would be forced to remove all vending machines in the State if the bill should pass. No action was taken on the proposed measure by the committee.

Convention List Made Available

CHICAGO, Feb. 22.—Official registration list of the 1936 Coin Machine Exposition has been released, showing a total of 4,640 registrations during the convention. Of this total, 69 were from foreign countries. The list is issued by the National Association of Coin-Operated Machine Manufacturers, 120 South LaSalle street, sponsors of the convention.

The convention also announced that "by action of the board of directors each exhibitor is entitled to one copy of the list without charge, which is intended exclusively for the use of that exhibitor, and to purchase additional copies for the exhibitor's exclusive use at \$5 each."

Registration by states and countries showed the following totals: Alabama 11, (See CONVENTION LIST on next page)

Outwitting Slugs

By GRANT SHAY
Mills Novelty Company

The new Mills slugproof coin chute gives slugs of every variety the coldest reception they ever received. The "old boys" who have for years made the grade in practically every type of a machine "get the air" today when played in the Mills new slugproof coin chute. Here are just a few who have bitten the dust so far: Solid brass—aluminum—iron—lead—copper—tin—street car, tax and purchase tokens—woods—linoleum—paper—candy and every other known disc—all thrown out by this marvelous coin mechanism. We know for a fact that this coin chute is 99.9-10 per cent slugproof.

When an established operator buys a coin-operated machine to put on location, what is his first thought? The beauty of the machine? No! The purpose of the machine? Yes, to a great extent. But does he consider the slugproof coin chute? Yes, yes, a thousand times, yes!

The Mills Novelty Company started making coin-operated machines in 1889 and from the very first machine engineers started to work on the slugproof coin chute. It was a serious complication in those days just as it is now! The first Mills coin-chute engineers found it easy to eliminate steel slugs, but they still had about 50 more varieties to handle. Years of toll and burning of midnight oil and thousands upon thousands of dollars were spent by Mills Novelty Company to find a slugproof (See Outwitting Slugs on next page)

NADA Announces Regional Plan

CHICAGO, Feb. 22.—Believing that no national organization can function properly and with effectiveness unless its governing body is composed of representatives from the various geographic sections of the country, the board of directors of the National Automatic Distributors Association voted to adopt the regional plan as devised by R. L. Wilds, managing director of the organization.

The new board will consist of 11 members, instead of the present seven, thus providing adequate representation for all parts of the United States on the following basis:

New England States, one member; Middle-Atlantic States, three members; Southeastern States, one member; Middle Western States, three members; Southern States, one member; Southwestern States, one member, and the Pacific Coast States, one member.

Under the above plan there are four vacancies on the board that will be filled at once by appointment. President J. D. Lazar was empowered at the annual meeting with authority to appoint additional members to the board of directors at such time as the occasion demanded.

In the future at the annual meetings, each territory will meet separately to nominate and elect its member or members to the board. In turn, such officers as the president and treasurer will be elected by and from the board of directors (See NADA on next page)

Western Michigan Organized

GRAND RAPIDS, Mich., Feb. 22.—Western Michigan Coin Machine Operators' Association filed articles of incorporation February 13 to "foster good will and harmonious action among coin-machine operators, to co-operate in the promotion of the coin-machine industry, to increase the use of coin machines and stimulate public interest and to lend influence to the enactment of laws against misuse of American legal tender coins and oppose harmful, onerous and confiscatory legislation and taxes." The business address is 9 Ransom avenue, Grand Rapids, Mich.

Minnesota Law Permits Games

Municipalities may license machines, Attorney General rules—not gambling

ST. PAUL, Feb. 22.—Pinball machines are not of themselves gambling devices and may be licensed by municipalities in Minnesota without violation of the State anti-gambling laws, Attorney-General Harry H. Peterson ruled in an opinion Wednesday.

The opinion was given at the request of Nathaniel F. Soderberg, city attorney of Madison, Minn., who had inquired as to the validity of a proposed city ordinance licensing pinball machines there.

"The pinball machine is the same as a pool table or a deck of cards," Mr. Peterson said in his opinion. "All may be used for gambling or merely for amusement. Their use as gambling devices is a matter of supervision."

He said the device in itself is not a gambling device if no money is risked by players, other than the initial fee, and if the element of chance is eliminated.

The ruling may be a possible entering wedge for a new proposal to license machines in St. Paul. Such a proposal fell thru last year. It was made following a controversy which raged for several months here and during which several operators were arrested and their machines confiscated.

The St. Paul Daily News and Public Safety Commissioner H. E. Warren, who owes his election to that paper, led the fight against the machines, which resulted in them being banned almost completely here. The ban still exists, enforced by Mr. Warren's policemen.

Drop Delaware Charters

DOVER, Del., Feb. 22.—Delaware State Tax Department and Governor C. Douglas Buck repealed the charters of the following Delaware corporations for failure to pay taxes for two years: Coin Machine Operators' Association of Washington, Magic Advertising Machine Corporation of America, Photomaton Operating Corporation and the Vending Machine Corporation of America. The charters were declared repealed, effective January 20 last.

Advertising Plans Made

Newspapers and radio will be used by New York service organization

NEW YORK, Feb. 22.—Amusements Service Corporation of America announced this week that an extensive newspaper advertising program would begin at once. The program has been in the making for some time and will appear in the form of 230-line advertisements in about 12 daily papers circulating in the metropolitan area. The advertising will feature a contest in which 25 table games will be awarded for the 25 best letters of 50 words or less on "Why I Like to Play Pinball Games." The winning letters may also be reproduced in later advertisements in the daily press. It is anticipated that the contest will close about March 31. A radio and circularizing campaign is planned in conjunction with the new (See ADVERTISING on next page)

Chi Coin Heads Elated With Results of New Payout Game

CHICAGO, Feb. 22.—Lou Koren, Sam Wolberg and Sam Ginsburg, officials of the Chicago Coin Corporation, state that they are overjoyed with the marvelous response their firm has received from jobbers and distributors on its new line of automatic pay-out tables.

First samples of Big Casino, Straight Eight and Track Odds were recently shipped to the Chicago Coin Corporation's distributors and jobbers. Practically every firm which received the samples reported that it was extremely well satisfied with the game's and predicted that all three would produce volume sales. H. Greenstein, of the Hy-G Games Company, Minneapolis, immediately reordered 100 of each model for immediate shipment.

Both Straight Eight and Track Odds are one-ball automatic payouts of the odds changing type. They are made with light-up back racks which constantly show the play and odds to win. Big Casino embodies a clever idea for doubling the payout if the Big Casino hole is made. This game, too, is a one-ball automatic payout.

The Chicago Coin firm calls attention of the trade to the new special de luxe giant-size cabinets of its pay table line. They are of special design and modernistically colored and trimmed. The cabinets, being designed for pay tables, are made with the special steel interlining wherever necessary so as to protect the cash box. A new super-sensitive anti-tilt device automatically stops the payout and prevents cheating.

The pay-out units used by the Chicago Coin firm in its new line of pay tables are thoroughly dependable. They have undergone severe tests in the Chicago Coin's experimental laboratories and have been pronounced trouble free. The company announces that it is in full production on all three pay-out games. Before a machine is shipped it undergoes 23 preliminary tests and three final tests, the firm's officials say.

OUTWITTING SLUGS

(Continued from preceding page) coin chute. One by one the evils of slugging were eliminated, but the brass slug defied all attempts to throw it out. Many a "tummy" enjoyed a free piece of gum or candy—many a smoke was free as far as the purchaser was concerned. Many a dance tune sailed thru the air—free of charge! Many an operator's temper was taxed to an explosive point because of the evil solid brass slug.

It's a tough pill to swallow when you open a heavy cash box and find out that the players have been holding a Roman holiday. It's tough to look in the tin box and recognize only a small portion of legitimate coins—the rest being well-known metal products of absolutely no value to the operator—of course, they're as good as money to the fellow who just played them if he can get hold of them again.

Fred Mills, of Mills Novelty Company, realized the operator's position thoroly and ordered an unceasing search by his engineers to find the elusive slugproof



CLAUDE R. KIRK, vice-president Exhibit Supply Company, Chicago.

coin chute. By a slugproof coin chute he meant a chute that would be 99.9-10 per cent perfect.

Just 47 years after Mills' small back-room shop on Clinton street started their first experiments on a slugproof chute Mills Novelty Company announced the long-drawn-out struggle had ended. The first Mills slugproof chute appeared on the Do Re Mi phonograph at the 1936 show; 47 long years of work; thousands upon thousands of dollars—yet worth every bit of it, because at last the operator needs no longer give out free samples.

The slugproof chute at the show passed the test with flying colors, and don't forget that every operator had a certain slug that was giving him trouble in his territory. The slugs from the West Coast couldn't make the grade. Operators from the South tried their wares and were turned down. The Eastern and Northern operators couldn't get anywhere with their assortment, so the boys from foreign countries tried their hand. One by one they all flopped. The Do Re Mi chute would accept nothing but good American hard cash. This new Mills slugproof chute is now standard equipment on Mills Do Re Mi, Mills cigaret vending and Mills Coca-Cola machines.

CANADA NEEDS

(Continued from preceding page) this fight. May we make a suggestion that if each operator in Canada would donate at least \$1 per machine he operates, the amount would be sufficient to secure the best legal talent in the country and without question we could obtain a decision in our favor from Coast to Coast. The funds could be deposited with the bank and one administrator (under bond) be allowed to handle this fund with a director representing each province of the Dominion. The administrator and provincial directors to serve without pay and entitled to refund for expenses incurred while serving in his official capacity for the association.

"We will kindly ask you to give us a little space in your next issue. Federal legislature is now in session, also a few provincial legislatures, and if we are to make a move, now is the time, as in a few weeks the Canadian operators will be wiped out, or face the same trouble that we are facing in Quebec, New Brunswick, Nova Scotia and Prince Edward Island. Let's get together now!"

"The writer is willing to give his time free to help get this national association formed. As stated before, we have a Supreme Court case now pending, and if we lose, you will all lose—publishers, manufacturers, distributors, jobbers, operators. Once more, remember we are facing a crisis, it is up to you."—J. Coonette, Amherst, N. S.

NATIONAL GROUPS

(Continued from preceding page) in order that the ill-will caused by unfair advertising claims which are directly responsible for better business bureau ads, Koolox broadcasts and stories such as crime incorporated be counteracted. Both Mr. Tratsch and Mr. Young, following the meeting, emphasized the desire of manufacturers and operators to continue their co-operative work. This was particularly emphasized in item one of the above program for the organization of State and local associa-

tions, which both the manufacturers and operators feel are a very important part of the program for the betterment of the industry.

OPS PLEDGE

(Continued from preceding page) licenses on slot machines should be \$120 or \$60. The State licensed thousands of machines at \$60 each, only to have the courts rule that the fee provided by State law is not being collected in full. About \$250,000 has been received at the State Treasury from the sale of slot machine licenses.

Another resolution adopted at the meeting called for a membership drive to enlist all of the 117 licensed slot machine operators in Florida. A. H. Bechtel, of Daytona Beach, presiding, was authorized in the resolution to name a committee for conducting the association's membership drive.

Still another resolution described the industry as one that is bringing tourists into the State and inducing the spending of money by thousands who are most able to spend, thereby helping business and benefiting local merchants in every community where slot machines are licensed.

CONVENTION LIST

(Continued from preceding page) Arizona 2, Arkansas 13, California 38, Colorado 7, Connecticut 6, District of Columbia 12, Florida 25, Georgia 29, Idaho 5, Illinois (outside of Chicago) 535, Chicago 1,623, Indiana 280, Iowa 101, Kansas 31, Kentucky 65, Louisiana 28, Maine 6, Maryland 17, Massachusetts 28, Michigan 255, Minnesota 116, Mississippi 21, Missouri 147, Montana 5, Nebraska 35, New Hampshire 1, New Jersey 15, New Mexico 5, New York 147, North Carolina 19, North Dakota 6, Ohio 212, Oklahoma 32, Oregon 9, Pennsylvania 78, Rhode Island 3, South Carolina 3, South Dakota 7, Tennessee 56, Texas 86, Utah 3, Vermont 2, Virginia 9, Washington 8, West Virginia 23, Wisconsin 408, Wyoming 1. Foreign countries: Canada 51, Australia 1, British West Indies 1, England 5, France 3, Mexico 5, South Africa 1, Sweden 1, Venezuela 1.

ADVERTISING

(Continued from preceding page) paper advertising. The newspaper ads will announce the radio programs. General John F. O'Ryan, ex-police commissioner and recently appointed special counsel to the Amusements Service Corporation, will speak during the radio program over Station WMCA. The purpose will be to explain modern pinball and the amusement games industry to the public. Operators will distribute circulars to their locations during the campaign which will give details about the letter-writing contest. Advertising in the newspapers will be placed by Bill Gersh, Byrd, Richard & Pound agency, publicity director for the organization.

Attorneys Theodore Blatt and Benjamin H. Haskell are given much credit for helping to create sentiment in favor of the big advertising enthusiasm, while distributors and jobbers have given their hearty support of the plans. Local coinmen feel that the publicity program will not only benefit the industry locally, but will also have favorable reaction for the trade nationally. Sportlands have also joined in the campaign and will act as distribution centers for the circulars. John A. Fitzgibbons, president of the corporation, says that the program assures the industry of better conditions generally.

NADA

(Continued from preceding page) tors as prescribed by the N. A. D. A. Constitution and By-Laws. One of the features of the new plan provides that one of the Middle-Atlantic State memberships should be filled by a New York City member, the other two being elected at large. In the Middle-Western group, one of the three members will be chosen at large, one to represent west of the Mississippi River and the remaining member to represent east of the river.

"This office believes the new setup will result in a better managed association," said Mr. Wilds, "giving full representation to all territories on a fair and equitable basis."

Members have felt for some time that in order to be of value to the industry and distributors in the shaping of future policies, the association should have a governing body composed of members from each section of the country, thus providing a consensus of opinion which is invaluable to the three branches of the industry.

It pays 3 ways to use these two batteries in pin games



- 1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

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—

NATIONAL CARBON COMPANY, Inc. P. O. Box No. 600 Grand Central Station New York, N. Y.

Name.....

Address.....

Form with checkboxes for Distributor, Jobber, Operator and a 'PLEASE CHECK' instruction.

Unit of Union Carbide and Carbon Corporation

DO NOT BUY UNTIL YOU HAVE SEEN OUR NEW PRICE LIST No. 198. Contains Complete Information and Prices on New and Used Coin-Operated Machines. This List will Save you Money. Send for yours today and get on our Mailing List. FACTORY APPOINTED DISTRIBUTORS FOR D. D. JENNINGS & CO. CHICAGO COIN CORPORATION. ROCK-OLA MANUFACTURING CO. BUCKLEY MANUFACTURING CO. D. GOTTLIEB & CO. JOBBERS AND OPERATORS. Write for Prices. BESSER NOVELTY CO. 3020 OLIVE ST., ST. LOUIS, MO.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

RAY'S TRACK



The greatest sensation in All Coin Machine History.

Sensational 9-Horse Automatic Payout Race Horse Game. Operators Write for Prices

- BALLY'S PEERLESS \$115.00
- BALLY'S DERBY 115.00
- BALLY'S RAMBLER 115.00
- BALLY'S RELIANCE 119.50
- PAMCO FARLEY, SR. 115.00
- PAMCO SPEEDWAY 115.00
- MAGIC EYE Write
- COTTLIEB'S SUNSHINE 89.50
- ELECTRIC EYE Write
- PAMCO PALOOKA 169.50
- TIT-TAT-TOE 17.50
- PUNCHETTE 19.75
- MILLS TYCOON 149.50
- MILLS FUTURITY Write
- BALLY'S MULTIPLE Write
- BALLY'S BONUS Write

JOBBERS write for Quantity Prices

PROMPT DELIVERY

1/3 Cash With Order, Balance C. O. D. See our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.

OO Broad St. Richmond, Va. Day Phone, 34511. Night Phone, 55328

PHONOGRAPH OPERATORS CARRYING CASE



PRICE **\$3.91** EACH F.O.B. GREENVILLE, N.C.

WE HAVE a Life-time Record Carrying Case for Phonograph Operators built to special operator demand specifications. A solid metal case with 60 record capacity (10" or 12" records). Strong hinges, leather handle, best lock made. Protects records from breakage or warping—this alone SAVES the price of the Case in a few months.

Every Operator and Service Man needs at least 3 of these cases. Every case is FULLY GUARANTEED to be the BEST ever built for the purpose. RUSH YOUR ORDER IMMEDIATELY!! It's the RECORD CARRYING CASE you've been waiting for! (\$8.81 Each—1 or 1,000.)

M'CORMICK MACHINE CO.

121 EAST 4th ST.—GREENVILLE, N.C.

BLOOD PRESSURE

Coin Machine, self-operating, original, patented. Successfully used in Atlantic City, Coney Island, Miami Beach, etc. Ideal for Sportlands, Fairs, Resorts, etc. Now selling at a new low price of \$89.50. Send for Illustrated Circular. LAUFMAN ROMETTER, CORP., 4682 Park Ave., New York City.



Dallas Music Men Form Association

DALLAS, Feb. 22.—Dallas Music Operators' Association was formed this week. Membership includes 19 of the 29 music operators in Dallas. The other 10 are expected to be members before the week is over.

Local music men held a dinner at the Jefferson Hotel Wednesday, at which the plans of the organization were discussed. The by-laws were read for the first time and temporary officers appointed. Harry Turner was elected chairman pro tem and Roy Jones secretary.

The newly formed association will employ a "czar" to see that the ops live up to the laws of the organization. The "czar" will also thrash out the differences with locations and in a general way uphold the ideals of the business and tend to place it on a smoother running basis.

The "czar" will be drafted from outside the coin-machine business. One of the objects of the association is to have percentages to locations reduced to not exceed one-third. At present percentages are from one-third up.

Rehback Builds New Home
SACRAMENTO, Calif., Feb. 22.—Charles Rehback, local music operator, (See REHBACK BUILDS on next page)

Sheet-Music Leaders

(Week Ending February 22)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Alone
2. Lights Out
3. Moon Over Miami
4. Beautiful Lady in Blue
5. Building Up to an Awful Letdown
6. Write Myself a Letter
7. Please Believe Me
8. Feather in the Breeze
9. Dinner for One
10. Rhythm in My Nursery Rhymes
11. It's Been So Long
12. Cling to Me
13. I'm Shooting High
14. With All My Heart
15. Wah Hoo

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 14, to Thursday, February 20, both dates inclusive.

- I'm Shooting High 33
- Alone 31
- Moon Over Miami 26
- Building Up to Awful Letdown 24
- It's Been So Long 24
- Cling to Me 22
- Gonna Write Myself a Letter 22
- Lights Out 20
- Please Believe Me 20
- Rendezvous in Honolulu 19
- Feather in the Breeze 18
- Alone at a Table for Two 18
- Let's Face the Music and Dance 17
- You Hit the Spot 17
- West Wind 16
- With All My Heart 16
- Breakin' in New Pair of Shoes 15
- If You Love Me 15
- Got My Fingers Crossed 15
- So This Is Heaven 14
- No Greater Love 13
- Wah Hoo 13
- Let Yourself Go 11
- Yours Truly Is Yours Truly 11
- Music Goes 'Round 10

Drollinger's Deer Party

DALLAS, Feb. 22.—Harry Drollinger's annual deer party will be staged on the roof of the Jefferson Hotel, this city, March 1 and 2. The deer has been caught and is now on ice waiting to be sent to the oven. Drollinger has extended invitations to friends and customers, and it is estimated the attendance will surpass last year's mark of 200 guests. Dancing, dining, refreshments and an elaborate floor show are on the entertainment program.

10 Best Records for Week Ended Feb. 24

	DECCA	BRUNSWICK	VOCALION	RCA-VICTOR
1	679—"Cling to Me" and "Alone at a Table for Two." Ted Flo Rito and orchestra.	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Let Down." Johnnie Green and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.	25235—"Cling To Me" and "So This Is Heaven." Richard Himber and orchestra.
2	682—"I'm Nuts About Screw Music" and "I'm Walking Through Heaven With You." Jimmie Lunceford and orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "I Saw the Sea." Johnnie Green and orchestra.	3158—"The Broken Record" and "If I Had Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.	25232—"It's Great to Be in Love" and "My Sweet." Ray Noble and orchestra.
3	683—"I'm Gonna Clap My Hands" and "Not Enough." Riley-Farley and Onyx Club Boys.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnnie Green and orchestra.	3151—"How Many Times" and "Salde Green." Roy Newman and Boys.	25241—"Let's Face the Music and Dance" and "Let Yourself Go." Ray Noble and orchestra.
4	684—"I Wish I Were Aladdin" and "You're Wicky-You're Wacky-You're Wo-Wo Wonderful." Riley-Farley and Onyx Club Boys.	7607—"But Where Are You?" and "Get Three Behind Me Satan." Ozzie Nelson and orchestra.	3147—"Suzannah" and "Lights Out." Art Karle and His Boys.	25242—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Guy Lombardo and orchestra.
5	685—"The Music Goes 'Round and Around" and "Rhythm Saved the World." Louis Armstrong and orchestra.	7600—"That Moment of Moments" and "I Can't Get Started." Hal Kemp and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and His Boys.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.
6	688—"My Heart and I" and "Moonburn." Glen Gray and His Casa Loma Orchestra.	7597—"Cling To Me" and "Cotta Go To Work Again." Ozzie Nelson and orchestra.	3135—"I've Got My Fingers Crossed" and "You Let Me Down." Wingy Mannone and orchestra.	25236—"I'm Getting Sentimental Over You" and "I've Got a Note." Tommy Dorsey and orchestra.
7	672—"I Hope Gabriel Likes My Music" and "Shoe Shine Boy." Louis Armstrong and orchestra.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	3134—"The Music Goes 'Round and Around" and "I'm Shooting High." Wingy Mannone and orchestra.	25194—"Somebody Stole My Gal" and "Sugar Blues." Fats Waller and Rhythm Band.
8	671—"The Music Goes 'Round and Around" and "I'm Gonna Sit Right Down and Write Myself a Letter." Boswell Sisters.	7590—"Moon Over Miami" and "The Ghost of the Rhumba." Lud Gluskin and orchestra.	3126—"Old-Timers Medley Waltz," Part I, and "Old-Timers Medley Waltz," Part II. Bar Harbor Society Orchestra.	4305—"Rose Marie" and "The Mounties." Nelson Eddy and Shilkret's Orchestra.
9	677—"The Broken Record" and "R hypnotized." Ted Flo Rito and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One Please, James." Hal Kemp and orchestra.	3122—"A Little Bit Independent" and "No Other One." Putney Dandridge and orchestra.	25244—"Misty Islands of the Highlands" and "Too Much Imagination." Guy Lombardo.
10	651—"Moon Over Miami" and "A Beautiful Lady in Blue." Jan Garber and orchestra.	7579—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.

Northwestern Music Men Add To Motor Equipment

SEATTLE, Wash., Feb. 22.—W. M. Martin, Cornelius, Ore., has purchased a Studebaker sedan, which makes it look as tho Wurlitzers are clicking pretty well for Bill. In addition to his wurlitzer and pin game equipment, Martin operates a public fee golf course, known as the Forest Hills Golf Club, near Cornelius.

Francis L. (Fritz) Hall, of Nelscott, Ore., has bought a new Dodge delivery truck to handle the delivery and servicing of his Wurlitzer-Simplex music machines which he operates in and around Astoria, Ore.

Ed Perry, of the Interstate Novelty Company, Spokane, Wash., has added another Ford V-8 light delivery truck to his present motor equipment. His fleet now includes one heavy duty truck and three light deliveries.

I. C. (Nick) Foisy, who operates Wurlitzer machines in and around Prosser, Wash., purchased a new Oldsmobile eight during his visit to the coin-machine show in Chicago and drove it back home.

Mark C. Ely, Wurlitzer operator at Helena, Mont., is sporting a new Plymouth coupe.

Mel Kennedy, of the Kennedy Novelty Company, Roseburg, Ore., has purchased an International light delivery truck for transporting his Wurlitzer-Simplex machines as well as his pin games. Mel is one operator who supports his locations by good service and good equipment, even furnishing them with microphone equipment for announcements to be made over the Wurlitzers.

recently added a fleet of three cars to its delivery system. Henry M. Manning, formerly of Louisiana, has moved to Phoenix, Ariz., and will operate phonographs.

Cold Wave Hurts Music

DETROIT, Feb. 22.—Extremely cold weather has hurt business for the music-machine operators. Eloquent testimony to this is given by the report of George A. Snyder, head of the Snyder family—five of whom jointly operate the Commercial Music Company. The company has locations largely in beer gardens thruout the Detroit territory, and patronage of the machines has taken a big slump in the past three weeks of prolonged cold. Snyder says, however, that the general trend of business has been very much the contrary, with constant improvement of play on the machines until the cold spell. Snyder recently bought new model Rock-Ola phonographs.

Joe Steurle in St. Petersburg

LOUISVILLE, Ky., Feb. 22.—Joe C. Steurle, of the Kentucky State Amusement Company, Simplex operators with headquarters here, is spending the winter in St. Petersburg, Fla. A few years ago, when his partner, H. Bernard, took him on his first fishing trip to a small pond a few miles from Louisville, no one expected Joe to become a confirmed fisherman. His first efforts proved so



MUSIC HELPS TO EXPAND—Southern Vending Company, Danville, Va., has adopted music strongly within the last year and recently moved into new quarters. Left to right: E. N. Strange, owner; O. H. Brown, W. R. Barbour, H. B. Fowlkes and R. C. Bragg.

Buy Phonos in Quantity

LOS ANGELES, Feb. 22.—West Coast operators are said to be growing more music-minded every day. Recently reported as having placed orders for 100 or more phonographs are J. C. Dorser Music Company, Fresno; Mape Music Company, San Francisco; M. H. Lange Amusement Company, Glendale, and Osborn Music Company, Los Angeles. These firms placed their orders thru W. E. Simmons, factory representative of the Rudolph Wurlitzer Company.

The Osborn Music Company here has

FOR SALE

EIGHTEEN SEEBURG SELECTOPHONES AUTOMATIC PHONOGRAPHS. A REAL BARGAIN.

BORDER SALES CO. PHARR, TEX.

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
1010 GEORGE ST., CHICAGO
ESTABLISHED 1918

successful, however, that now he fishes with the best of them. Joe is an old-time showman. For 25 years he has been head of the amusement enterprises operating six picture shows in Louisville, including the Broadway, one of the best in Kentucky.

Dallas Music Notes

Dick Cowan and Leslie Frankrich, both of Fort Worth, have placed heavy orders for Wurlitzer Simplex phonos.

A. E. Stokes' new daughter, born January 27, has been named Anetta Elizabeth. The daughter explains why Stokes failed to show up at the Chicago meeting. His company, the Stokes Amusement Company, is located at Tyler, Tex.

Dick Resslering was in Dallas last week and sold all his 1934 phonos to Harry Drollinger on an exchange deal on new 1936 machines. Drollinger will place the '34 machines in and around Houston and will pick up all his '28 to '31 machines to stage one gran' beeg bonfire.

REHBACK BUILDS

(Continued from preceding page)
has built a new home here and he and the missus will move into the new quarters next Tuesday. Mr. Rehback purchased his first Wurlitzer Simplex in 1933 and today is one of California's leading music operators.

OPERATORS
Clean up
BIGGER PROFITS
with
WURLITZER
SIMPLEX

Left: Jerry Germenis, New Orleans, La.

"Expect to clean up bigger profits than ever with '36 models." — JERRY GERMENIS, New Orleans, La.

Left: Arthur Herman, Kingston, N. Y.

"The only instrument that ever delivered the cash in the coin box." — ARTHUR HERMAN, Art Novelty Company, Kingston, N. Y.

Above: F. A. Blalock, Pensacola, Fla.

"Expect to sweep all competition with '36 Simplex." — F. A. BLALOCK, F. A. B. Amusement Co., Pensacola, Fla.

FROM Coast to Coast, for America's most successful operators the Wurlitzer-Simplex is making the biggest profits ever known in the history of automatic music. Its beauty and tone make it the one machine that the owners of the best locations demand. That's why it is replacing other automatic phonographs in the most profitable spots. Wire today for the biggest money-making proposition in automatic music.

THE RUDOLPH WURLITZER MANUFACTURING COMPANY

North Tonawanda New York

SOLD ONLY TO OPERATORS

IT PAYS TO OPERATE SMOKES WITH COIN DIVIDER

THE ELEMENTARY THOUGHT of the Designer of Smokes was to give the operators a counter game that could be operated on a more profitable basis. By incorporating the divider in this machine, all service calls pertaining to keeping the location in change are definitely eliminated. Smokes divides the coins as they are played into the machine. Merchant's share of the receipts are available to him at all times. The mechanism carries an absolute guarantee.

ORDER NOW \$14.00

Immediate Delivery

NATIONAL COIN MACH. EXCH. 2137 TRYON LANE, TOLEDO, OHIO



EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST-CLASS CONDITION

TRIPLE BANK	Each \$20.00	DE LUXE '46	Each \$40.00
RED ARROW	10.00	STAMPEDE	20.00
COLD AWARD	22.50	PROSPECTOR	30.00
COLD RUSH	15.00	JUMBO	50.00
ACE	20.00	SPORTSMAN (Visible)	15.00
RAPID FIRE	10.00	SPORTSMAN (Non-Visible)	10.00
PUT 'N TAKE	10.00	GIANTS	32.50
DO OR DON'T	15.00	MAMMOTH	45.00
CARIOCA	25.00		

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

BUY YOUR COUNTER GAMES FROM KENTUCKY'S OLDEST DISTRIBUTOR

Established 1915.

IMMEDIATE DELIVERY ON PUNCHETTE, BEAT IT, CENT-A-PACK, WAGON WHEELS, SPORTLAND, SMOKE UP, THREE CADETS, DEAL-EM, HORSESHOE, SPELL IT, GET GOAL LINE, SHOW DOWN, FOUR STARS, SELECT-EM, BANY CRISS-CROSS, TEASER.

KENTUCKY SPRINGLESS SCALE CO., INC.

814-516-518 S. 2d St.,

LOUISVILLE, KY.

"ONCE YOU TRY,
YOU'LL CONTINUE TO BUY".....

Electro-Ball Reconditioned Games

Almost every operator who buys a reconditioned game from Electro-Ball becomes a regular customer. The reason: Our games are completely reconditioned in our big, modern shops and easily worth \$5 to \$10.00 more than the usual used game. A trial convinces!

THIS WEEK'S EXTRA SPECIALS

... remember these games are Electro-Ball super-reconditioned!

Rapid Fire	\$12.50	Do Don't	\$13.50
Gold Rush	14.50	Sportsman, visible	17.50
Stampede	20.00	Sportsman, non-visible	12.50

—One Ball, Automatic Pay—

Put 'n' Take, side door ..	\$10.00	De Luxe "46"	\$40.00
Champion AC	12.50	Match Play	12.50
Prospector	33.50	Ace	22.50

—Brand New—Original Crate—

Indicator (10 ball)	\$22.50	Stampede	\$32.50
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F. O. B. Dallas. 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc.

1200 CAMP

DALLAS

TIT-TAT-TOE

SAVE TIME AND MONEY—
BUY DIRECT FROM LAZAR!

"3 Games in 1"—that's why TIT-TAT-TOE is sweeping over the country in a great tidal wave of bigger, better profits. Play for Cigarettes, play for Beer, play for Points. Play it a hundred ways and TIT-TAT-TOE will bring you the dough! RUSH YOUR ORDER DIRECT TO LAZAR TODAY! SAVE TIME! SAVE MONEY! Enclose 1/3 Certified Deposit—Balance shipped C. O. D.

\$17.50

With Double Door and Register, \$2.00 Extra.

COMPLETE STOCK of ALL the Latest and Best Games ON HAND, ready for IMMEDIATE DELIVERY! WRITE TODAY for my Circulars and LOWEST Factory Prices! "DEAL WITH LAZAR—FOR A SQUARE DEAL."



B·D·LAZAR CO. 1340 FORBES ST. PITTSBURGH PA.
BRANCHES: 136 FRANKLIN AVE., SCRANTON, PA. • 119 PENN. ST., READING, PA.

DAILY DOUBLE DE LUXE ..	\$59.50	TROJAN	\$40.00
JUMBOS	45.00	GIANTS	35.00
BAFFLE BALLS	45.00	HOLD & DRAW	12.50
MAMMOTHS	50.00	MILLS NICKEL AND DIME ..	
DE LUXE "46"	45.00	BLUE FRONTS	49.50
GOLD AWARDS	32.50	PUT-N-TAKES	17.50
ACES	30.00	RAPID FIRES	17.50
ONE-BALL RODEO	30.00	PROSPECTORS	37.50
ONE-BALL BONANZA	30.00	KING FISH	30.00
		RED ARROWS	15.00

AUTOMATIC SALES CO.

191 SECOND AVE., N. NASHVILLE, TENN.

CLOSE-OUT BARGAINS IN GUARANTEED USED MACHINES

Flying Colors	\$5.00	Jennings Win-A-Pack, Divider ..	\$10.00	Kings Sixes	\$12.00	
Beamlight	6.00			Subway, 1c or 5c	3.00	
Beacon	6.00	PIN GAMES			Signal, large	8.00
Centon Fire, large	6.00	Cyclone	\$12.50	Sink or Swim	8.00	
Rioo Ribbon, 1c	2.50	Dealer	10.00	Star Lite	8.00	
C-watered	7.00	Flying Colors	10.00	Saltire	18.00	
Contact Jr., large	4.00	Golden Gate, 1c or 5c	4.00	Traffic, plain	8.00	
Contact, Master, small, 1c or 5c	2.50	Gridiron, 1c or 5c	5.00	Three-In-Line	7.00	
		Manhattan	12.50			

Write For Special Prices on Any Other Used Machines You are Interested In.

These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around numbers. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

COUNTER GAME SPECIALS

Two Keys Furnished With Every Machine

Cent-a-Pak, with register and double door ..	\$ 9.00	Twins	\$ 6.00	Tavern, with register ..	\$ 8.00
Cent-a-Smoke	12.50	Hold and Draw, latest model	15.00	Tickettes, latest improved model	6.00
(With register and double door \$2 add.) ..		Natural, new, improved model	6.00	Zig-Zag	6.00
Cent-a-Pak	6.00	Penny Smoke, with register	8.00	Collection Books10
Goal Line	6.00	Penny Pack, with register	10.00	Eveready Batteries20
Morse Shoes	6.00			Ball Gum15
Select 'Em	6.00			Electropaks	4.00

1/3 Cash With Order, Balance C. O. D., F. O. B. Hartford. Every Machine GUARANTEED!

GENERAL AMUSEMENT GAME COMPANY

637 ALBANY AVE., HARTFORD, CONN.

Chi Coin Corp. Steps Up Production on Cue Games

CHICAGO, Feb. 22.—Because of an avalanche of orders and reorders, junior and senior models, the Chicago Coin Corporation has been forced to increase its production on the games to keep pace with the demand. Operators have reported remarkable returns on their investment in both models of Cue.

Cue is the novelty light-up game that fascinates and appeals to players. Upon the insertion of a coin a set of racked balls appear on the mirrored light-up board. The player then shoots for the break hole, which if made causes the racked balls to scatter all over the back board. Then as the corresponding holes are made on the playing field the ball disappears on the back board and the number of that ball appears in lights at the set. Two or three ball combinations may be made with one ball by making the proper holes on the playing field.

Altho Cue is the game of pool uniquely adapted to a pin table, one does not have to understand pool in order to play Cue. Its play is obvious to the player at the first glance. Cue Junior is a standard sized 21x40 game and is made with a handsome, attractive cabinet. The playing field does not look tricky and is smartly colored. The mirrored light-up back board was devised in the experimental laboratories of the Chicago Coin Corporation and is being used for the first time in Cue.

Cue Senior is a special de luxe model and comes housed in a beautiful larger sized cabinet. All hardware and trimmings were specially devised for the de luxe model. The officials of the Chicago Coin Corporation state that immediate shipments are now available on Cue.

Genco Announces Rotation; Two New Payouts Due Soon

CHICAGO, Feb. 22.—Genco, Inc., this week introduced Rotation, the firm's new set skill game. Rotation is a novelty six-ball-play skill table with a light-up back rack. Fancy playing fields have been done away with in the game, resulting in a smooth play that instantly appeals to the present playing idea. The idea of play is to get five balls in rotation. A "wild" hole adds zest to the play and keeps the player's interest at high pitch.

Genco, Inc., will announce two new automatic pay-out tables next. Meyer Gensburg stated that the two games will be combination ticket and pay-out models and that the low prices on both of the games will please pay-out table operators.

The new pay-out games of Genco, Inc., are the result of months and months of development and research by the experimental department of the firm and promises to be sensational in play and appeal. The Genco pay-out tables will bear the firm's slogan, "Not a bug in a train load."

Tri-State Sales in Seattle

SEATTLE, Wash., Feb. 22.—Tri-State Sales Company, jobber and distributor, has opened offices and salesrooms at 24 West Connecticut street here. The firm has taken over distribution of all Grotchen Tool Company equipment in the Northwest and reports a strong demand for the new Funchette machine recently announced by Grotchen. R. R. Tischer, formerly of Cleveland, is the man responsible for the success of this Tri-State Sales organization.



OFF TO BIG OPENING. Chicago coinmen who flew to Sicking-Gerber & Glass opening in Cleveland. Reading from left to right, bottom row: Dave Helfenbein, of the Daval Manufacturing Company; J. Battles, of the Central Die Casting Company; L. Douglas, of the Daval Manufacturing Company; Jimmie Johnson, of the Western Equipment and Supply Company, and Charles Zint, of the Central Die Casting Company. Top row: Bert E. Davidson, of Morris & Davidson, Inc., and Jack H. Keeney, of J. H. Keeney & Company.

FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT.
Will Double the Sales.

A NEW SCHEDULE FREE TO OUR CUSTOMERS.

Special Weekly Tickets, All Kinds, All Sizes.

Folded and Sewed With Your Label. Write Your Requirements.

WERTS NOVELTY CO., INC., Muncie, Ind.

Steffens Joins Detroit Maker of Electric Packs

DETROIT, Feb. 22.—Thornd Steffens, formerly with the P. R. Mallory Company, of Indianapolis, manufacturer of electrical devices, in an executive position, has joined the Electrical Products Company, Detroit, as secretary-treasurer. Donaly Coney, also formerly with the Mallory Company in an executive position, has been appointed sales manager of the Electrical Products Company. The Electrical Products Company is manufacturer of Electropak and Electrotok. It has put in a moving assembly line to speed production and is adding considerable floor space as well. With the new line the company will be able to turn out 1,000 units a day. It has also completed Adaptopak, a small vibratory inverter, which changes D. C. to A. C. for use in location with only D. C. outlets. Hitherto operators of automatic phonographs have had to use large rotary converters, which are expensive to buy and operate. Adaptopak can be used on any type of coin-operated machine and will make any A. C. machine capable of operation on D. C. It is of practically permanent life, having only one small replacement part, which is easily changed like a radio tube.

WPA EMPLOYMENT

(Continued from page 4)
projects, which is "probably . . . the peak of employment."
William P. Farnsworth, who was deputy administrator of the NRA amusement division, has been appointed an executive officer of the Federal Theater Project in the Washington, D. C., office. First symphony orchestra to tour for the WPA will open next month under direction of Eugene Plotnikoff. It will comprise 80 men and play towns and cities within a 150-mile radius. Men will travel in buses and get the regular \$103.40 monthly wage, plus traveling expenses.

As usual, the local project received its weekly headache. This time it was a makeup by which a spacy vaude unit played before a high school audience Tuesday instead of a serious play. The booking department allegedly got the unit numbers mixed and sent the wrong show. Local dailies played up the affair on their front page, quoting dialog and commenting that one of the girls had bare legs.

HARTFORD, Conn., Feb. 22.—WPA will lease the State Theater from Warner Brothers and expect to open with *Bartola Fritschke* March 2. Budget provides for at least 10 weeks of production. Gertrude DonDero, Connecticut director for WPA drama, is in charge.

SYRACUSE, N. Y., Feb. 22.—Syracuse Civic Theater opened Wednesday with *Past Road*. Will play first halves. Another production, not yet announced, will play last halves. WPA has set aside \$63,000 for local WPA theatrical activity. A vaude unit and a large orchestra are being organized, in addition to the dramatic stock company.

BOSTON, Feb. 22.—Demand for censorship of the WPA play, *Valley Forge*, by the selectmen of Plymouth, and the remark by Selectman Moning that the cast was composed of a "bunch of hams," is an insult to the acting profession, says Al Luttenger, head of the Federal Theater Project here. *Valley Forge* opened in Plymouth as a tryout performance prior to a State-wide tour. The townspeople expressed resentment because of the profanity in the lines. Project Chief Luttenger declares the entire episode is due to jealousy on the part of Moning, who owns the local theater in Plymouth. Luttenger said he believed the unfavorable comment among the citizens of Plymouth was stirred up by Moning, who resented the competition to his theater. "As for the cast being made up of 'hams,'" Luttenger said, "the players have appeared in some of the biggest plays on Broadway. They are professional players with many years of experience. The play, itself, was the runner-up for the Pulitzer Prize in 1934 and had a long, successful New York run." Lines objected to were deleted yesterday by officials. The show skipped Lexington, the next stand, and will pick up the tour in Leominster Tuesday.

LOS ANGELES, Feb. 22.—First Federal

Theater Project house, known as the Federal Musart Theater, is being inaugurated this week with a 12-act vaudeville bill playing one show a day. Admission is 30 cents. Era Edson, former Orpheum headliner, directs.

Bill comprises Richard Wartenburg and Seven Jugglerettes, Buda Dorsey, Alice Barlow, Four Shades of Rhythm, Fern Dale, Ross and Howard, Limberlegs Edwards, Modern Mothers, Van and Lloyd, Jimmy Fill and Company, Spanish band and the Rhythma-Kicks and Harry Cody.

A play, *My Country*, comes into the house February 29. Maude Seeley will direct. Two vaude units are playing the CCC camps, with a small legit company booked to follow.

NEW ORLEANS, Feb. 24.—Application to the WPA for funds to rebuild one of the greatest landmarks of theatrical America, the Old French Opera House, was filed by city finance commissioner in Washington this week. The original structure, built in 1857 and center of culture and refinement, was destroyed by fire in 1919.

Plans for reconstruction call for a detailed replica of the old opera, including the closed boxes where patrons in mourning could listen to the opera without actually appearing before the public.

TAMPA, Feb. 22.—Federal Theater Project is getting into full swing here under Charles Hopkins Jr., district director. Due to the great amount of talent in Ybor City, Latin quarter, project includes, in addition to one American repertoire company, one Spanish repertoire company, one Italian opera company and one Cuban revue. Manuel Aparicio is supervisor of the Spanish and Cuban companies, and Alfredo Zagarolo of the Italian opera. When the project is completed the four companies will employ more than 100 people.

7,000 JOBLESS

(Continued from page 4)
covered the members felt the visitors were investigators.

The local has a special department to handle the WPA problem. It recently engaged in a dispute with Dr. Sokoloff and the WPA music project officials. Members on home relief are helped thru a Precinct Representative Committee which sees that their relief checks arrive on time, etc. The union closed an agreement with the Emergency Relief Bureau in August whereby the union would add \$5 to \$7.50 a week to home relief allowances of members without this sum being deducted from the relief dola. Idea is that the government sees that the musician and his dependents do not starve, but it is up to the union to see that the musician can keep up professional appearances, maintain a phone and pay dues. Members getting this extra aid from the union must work for it. If they are able, they work at union headquarters, at picketing or other outside assignments. If they are too sick or too old to leave their homes, they are given home work, such as checking radio programs.

One other important reform put thru by the new administration is cutting the

\$1,000 death benefit insurance, carried by all members thru a group policy with the Union Labor Life Insurance Company, to \$500. In eight years of operation, the group policy had cost the union from \$150,000 to \$186,000 a year and had helped cut the union's surplus down to \$6,000 the end of 1934. Fearing the insurance cost would eventually sink the union, the policies were cut in half this year.

Freed and his committee are working out a medical service plan for the membership now.

BANK NIGHT

(Continued from page 4)
tation. Lack of a "consideration" from the participant to the theater may rule out the lottery angle they admit. Most officials are anxious for a court test on the scheme, and would welcome a suit to start bank night thru the courts. Many of them believe it would stand a court test.

BOSTON, Feb. 22.—An unusual legal situation exists here in regard to the legality of bank night in Boston and the State. Arrests and fines have been imposed against two exhibitors, both of whom have appealed to higher courts. In the meantime, except in a few spots, county attorneys have stopped bank night thruout the commonwealth.

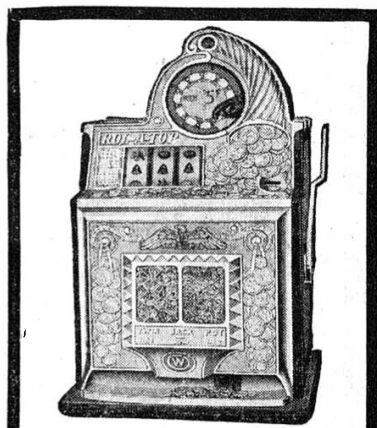
Irving Green, owner of the Fellsway Theater in Medford, was arrested and fined in District Court for promoting a lottery in connection with bank night. He appealed to the Middlesex County Superior Court, which upheld the lower court's decision. Green then appealed to the State Supreme Court.

Meanwhile Frank Lydon, owner of the Hamilton Theater in Dorchester, a Boston suburb, was arrested and fined \$50 for conducting bank night. He appealed to the Suffolk County Superior Court. In this case the hearing was held before Judge Sisk without a jury, and the judge now has the case under advisement. If Judge Sisk rules bank night legal, it may or may not mean theaters can continue with the cash awards, as the Supreme Court has not yet rendered its decision. His verdict will affect metropolitan Boston and Suffolk County, but the Supreme Court can reverse his decision.

NEWPORT, Ark., Feb. 22.—Test case to determine legality of bank night in Arkansas theaters moved up to the State Supreme Court this week when Judge S. Marcus Bone, of Court of Appeals, reversed 36 convictions of Malco Theaters, Inc., operator of a State chain of movie houses, for violation of the lottery laws. State attorney immediately announced that case would be brought up to highest court on grounds that the Circuit Court refused to consider as evidence an alleged paid ad in a Newport paper on March 13, 1935.

WEBER TO ARB.

(Continued from page 6)
all members of the union to "withdraw from all engagements when the shows from the various theaters, hotels or cafes in town appear to play 'benefits' with or without musicians or with non-union musicians." Ruling applies to all



ROL-A-TOP BELL
The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.
Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COlumbus 2770.
Cable address "WATLINGITE" Chicago

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MERCHANDISE SECTION
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

single as well as permanent engagements.

Co-operation he is receiving in this direction spells for progress. Due to the fact that Frank Palumbo, operator of Palumbo's Cabaret, termed every cloak and suit affair a benefit, and refusing to assist in the practice, cafe orchestra, led by Bobby Morro, did a walkout on the 17th rather than work under "sweat-shop" conditions. Fact that a scab band was ready to occupy the vacated band stand, incident did not loom as a serious threat to local night club impresarios. However, local night spots nursing the benefit bone ran into the first snag last night. The Knights of Columbus, holding its annual ball at the Penn Athletic Club that night, the Hotel Adelphia, Palumbo's, 1523 Club and the Old Madrid Cafe sent down their floor shows to do a "benefit." Not only did the Del Regis and Jimmy Fettes orchestras refuse to play for the acts, but John P. Connors, manager of the clubhouse, refused the acts admittance to the backstage. Penn A. C. being a popular meeting place for social functions, Connors has long been aware of this unjustified exploitation, and was the first to lend a helping hand to co-operate.

Concern with Jack Lynch, to be settled by Weber, not only involves these outside benefits but also the private affairs held in the Hotel Adelphia housing his Cafe Marguery. It is claimed that organizations giving affairs in the hotels are given the benefit of the house band and floor show. These shindigs are classified as "overflows" of the cafe, and altho in many instances organization pays for the talent, musicians and acts must do the work gratis. Lynch contends that since he hires the musicians for a six-hour period daily it is his prerogative to spot them in any room in the hotel. Tomel opines that the bands were hired for the dining room only (Cafe Marguery), and making them work these private functions not only constitutes "sweat-shop" conditions but also means "chiseling" on the legitimate booker and talent trying to eke out a meager subsistence.



NEW IDEA IN GAME ROOMS—The grouping of a number of the modern crane machines in an amusement room is a new development attracting attention in New York. This view shows the exterior of one of them.



PISTOL TARGET PRACTICE with CHANGING ODDS

"In the short space of time 'Electric Eye' has been on our showroom floor it has met with a very enthusiastic reception. Every operator we found it impossible to tear himself away from the hypnotic player appeal of this great machine. The first installation netted \$132.00 within 4 days. Prepare for a flood of orders from us.

MODERN VENDING CO. "Electric Eye Pistol Target machine caused more excitement among local operators than anything we ever had. We say it is the outstanding coin operated amusement machine of the industry today. Rush our orders, please." COLEMAN NOVELTY COMPANY.

"Electric Eye on location 5 days grossed me \$18.15 on an ordinary spot. Machine is great, fast and no mechanical trouble whatsoever. Will use many more of them." STEVE J. WARREN.

"Have five additional 'Electric Eye' machines ready for shipping to pick up Monday morning. Don't disappoint us. Our locations are demanding these machines. We found on one of our locations it has taken away the play entirely from a \$500.00 machine." GLOBE DISTRIBUTING CO.

"We have placed our Electric Eye on test location and wish to advise that it has taken all play away from the pin tables alongside of it. We are sure you have the best spinner of the year in the Electric Eye." IDEAL NOVELTY COMPANY.

"I am very pleased with the success I have with Electric Eye. It is proving itself a steady money maker. Its mechanical efficiency is splendid and I want to compliment you for bringing such a successful achievement to the coin machine industry." BROWNIE'S COIN OPERATED AMUSEMENTS.

"We now have three Electric Eyes on test locations. Each grossed over \$3.00 to \$4.00 daily. Just received report from out-of-town operator that his Electric Eye netted him \$10.00 profit in just a few hours only after it was installed. Don't delay shipment on orders." ELECTRO BALL COMPANY, INC.

"Operators here for some time have been seeking new ideas in the amusements field. You certainly have it with the Electric Eye. It has made a big hit with all the boys. We are anxiously awaiting deliveries." A. SAUHER ENR.

"Happy to state this great machine was received. We are justified in stating we will sell quite a number of them. Shall appreciate your prompt attention to enclosed orders." BANNER SPECIALTY CO.

ORDER FROM YOUR JOBBER NOW! In New York See It At MODERN VENDING CO.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

Feature Grand Opening Campaign

NEW YORK, Feb. 22.—Liberty Clock & Novelty Company, this city, is featuring a unique advertising campaign of full pages in the Wholesale Merchandise section of The Billboard, wherein they officially announce the opening of their new offices and showrooms in this city and offer the premium buyers one of the greatest sales events in their career.

The firm also has offices in Baltimore and Washington and feels that this campaign of full-page advertisements, in a series which it is believed will run for more than 10 weeks, will attract complete operator attention to their new items and the prices which they feature.

They chose The Billboard to carry this campaign from the standpoint, they report, that the complete coverage of the sales market which they must reach is concentrated into this one magazine and they feel that with the co-operation of The Billboard at this time they are certain to bring forth the greatest number of merchandise purchasers in the coin-machine industry.

They are specialists in premiums to the coin-machine field and have for some years been concentrating their attention on the items most suitable for this type of trade.

They also have special packagings for the digger operators which are considered among the most outstanding in the industry and will be featuring these in their new campaign.

Babe Kaufman Is Skier

ATLANTIC HIGHLANDS, N. J., Feb. 22.—Babe Kaufman, of Babe Kaufman, Inc., has recently become an expert skier. Here on Babe's "health farm" the ground and the steep hills have become so covered with snow that all the countryside is using skis.

Babe claims that her first try at skiing resulted in the use of overstuffed feather cushions for her office chair, but in the past three weeks she has become an expert. She is one of the new attractions of the landscape. On a pair of racing skis she can speed down hill and vale and right out to the bay, facing her home, which is also covered with snow and ice more than eight inches thick.

ROUTES

(Continued from page 66)

Turtle, Wm. G., Magician: (Blue Danube Tavern) Portland, Ore., 24-29; Zinbad, Mentalist: (Renaissance) NYC 26-29; (Regent) Newark, N. J., March 2-6.

CARNIVAL COMPANIES

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

Allen & Lee: Fairfax, S. C.; Amerson Attrs.: Lumber City, Ga.; Barfield's Cosmopolitan: Ocoee, Fla.; Bushnell March 2-7; Blue Ribbon: (Pair) Melbourne, Fla.; Capital City: Bremen, Ga.; Crafts 20 Big: San Bernardino, Calif.; Florida Expo.: Spa Beach Park, St. Petersburg, Fla.; Great Coney Island: Gramercy, La.; Reserve March 2-7; Green's, Doc, United: Allendale, S. C.; Hansen, Al O.: Mobile, Ala.; Tuscaloosa March 2-7; Hughey Bros.: Poulton, Ga.; Krause Greater: Ft. Lauderdale, Fla.; Metropolitan: Riviera, Fla.; Midwest: La Pryor, Tex.; Regal United Am. Co.: Cleveland, Tex.; Reid Greater: Miami, Fla.; Shugart, J. E.: Devers, Tex.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COGN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIDECAHOE CITY, OHIO

EYERLY LOOP-O-PLANE Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

SOL'S LIBERTY SHOWS, INC. Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Smith Greater Atlantic: Augusta, Ga., March 2-7.

CIRCUS AND WILD WEST Polack Bros.: (Liberty Hall) El Paso, Tex., 26-March 2.

REPERTOIRE California Players: Mt. Airy, N. C., 24-29; Burlington March 2-7; Harvey Players: Dyersburg, Tenn., 24-29; Porter Comedians: Shafter, Calif., 24-29; Princess Stock Co.: Grapeland, Tex., 24-29.

Additional Routes (Received too late for classification) Ohaitta Trio: (Electric) Kansas City, Kan., 23-26; (Orph.) Lincoln, Neb., 28-March 1; Coward, Linden, Magician: Danielsville, Ga., 24-29; Daniel 2-10, Magician: Nilwood, Ill., 24-29; Earlan Med. Show: Chillicothe, O., 24-28; Johnson, Judith, Mentalist: (Crandell) Chatham, N. Y., 26-27; (Granada) Pearl River 28-March 1; Lewis, H. Kay, & Hollywood Varieties: Deming, N. M., 28; Las Cruces March 1-3; Hot Springs 3; Socorro 4-5; McNally Show: Pearson, Md., 24-29; Merle, Magician: Franklin, Mass., 27; Medway March 2-5; Miller, Al H., Show: Manassas, Ga., 24-29; Monroe & Adams Sisters: (Shrine Circus) Rochester, Minn., 24-29; Texas Max Show: Poteet, Tex., 24-29.

Crafts Open at San Bernardino

SAN BERNARDINO, Calif., Feb. 22.—Crafts 20 Big Shows opened their season here Thursday at the 26th annual National Orange Show. Fresh from winter quarters, where construction, painting and other preparations were carried on since closing last season, the shows, rides and other offerings presented a most attractive appearance.

Inclement weather had prevailed for more than a week prior to the opening, which resulted in attendance being not up to the mark of former years. However, there was a break in the weather late on the opening day and the night crowd on the midway was greatly increased over the daytime assemblage.

Later data on the engagement and a list of attractions and the personnel roster will appear in next issue.

Deferred Tampa Auto Races Attract Pilots for March 1

TAMPA, Fla., Feb. 24.—Final plans are being made by racing officials here for auto races originally planned for closing day of Florida Fair and postponed until March 1 because of unfavorable weather. New date has been sanctioned by Secretary A. R. Corey, International Motor Contest Association. Dirt track on the fairgrounds, Plant Park, is being resurfaced, as the course was badly damaged by heavy rain. Many racing drivers in Florida to participate in the Daytona Beach road race on March 8 are expected to enter the Tampa events.

Buddy Callaway has signified his intention of competing here, and racing officials have booked Lucky Teter's Hell Drivers for a special thrill program.

WORLD'S FAIR MUSEUM WANTS Lecturer, Froaks, Mental Act, Agent and Banner Man. Useful Museum people, wire. Alexandria, La., February 28 to March 8.

ADVERTISING SOLICITORS Experienced only, Banners and Exhibits. No money advanced. No collect wires. NATIONAL PRODUCING CO., INC. Care Melba Temple Shrine, SPRINGFIELD, MASS. Straight Privileges for sale outright.

Barfield's Cosmopolitan Shows WANT Legitimate Grind Stock Concessions, one more Ride, also Man who can handle set of Miniature U-Drive Cars. Must understand repairing. Now booking Shows for coming season. Address Ocoee, Fla., this week; Bushnell, Fla., next.

McCLELLAN SHOWS Opening Stuttgart, Ark., March 21. Booking Shows and Concessions.

HAPPYLAND SHOWS Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

PAN AMERICAN SHOWS NOW BOOKING SEASON 1936. Address 410 Winona St., Hot Springs, Ark.

WEST BROS. AMUSEMENT CO. WANT Cook House, Concessions, high-class Show. Opening in March. BOX 97, Morley, Mo.

GOLD MEDAL SHOWS Now Booking Season 1936. Address 390 Arcade Bldg., St. Louis, Mo.

P. J. SPERONI SHOWS WANT Shows and Concessions for 1936 Season. Communicate. Rock Falls, Ill.

TILLEY SHOWS Now booking Shows and Concessions. BOX 636, Ladd, Ill.

GOLDEN EAGLE SHOWS Now Booking Shows and Concessions for 1936. Will sell exclusive. W. A. GIBBS, Erie, Kan.

SUNSET AMUSEMENT CO. Now booking Shows and exclusive Concessions for 1936. Address P. O. Box 348, Danville, Ill.

MOTORIZE Write for Our Finance Plan. CHAS. GOSS. Standard Chevrolet Co., East St. Louis, Ill.

J. J. PAGE EXPOSITION SHOWS OPENING MARCH 23rd — WANT SHOWS, with or without own outfits. We have plenty of new canvas, most any size Top, to furnish to money-getting Shows. WANT Minstrel Show People and Musicians, also Side Show People. Good opening for a good Hawaiian or Girl Show. Capt. Joe Simmons wants Posing Girls. June Palmer, Bonnie Fontaine, Gladys Tickle and Ted Rising answer. CAN USE one more Flat Ride, preferably Caterpillar, also Kiddie Rides. WANT legitimate Concessions. Reasonable rates. WANT 20 Aerial Free Acts. Ride Help with us last season let us hear from you at once. Earl Coffman wire. Showmen and Concessionaires, if you want to get with a winning show, get in touch at once; time is short. All address J. J. PAGE, Manager, Box 343, Augusta, Ga.

BUNTS GREATER SHOWS OPENS WINNEBAGO, S. C., MARCH 28 to April 4. 2—Saturdays—2 4—Sundays—4 Mills Working Day and Night. WANT 2 Real Sensational FREE ACTS. State Prize for Entire Season. FOR SALE—25 K. W. Light Plant. Like New. Mounted on a G. M. Truck. Oash or Terms. ADDRESS ALL MAIL CRYSTAL RIVER, FLA.

MILLER BROS. SHOWS OPENING APRIL 18 WANTED—Rides. Book Ell Wheels, also Tilt-a-Whirl or any Flat Ride, Kiddie or Pony Ride Shows—WANT Shows all kinds, we furnish outfits. WANT Minstrel Show, Ethletic, Fun Shows, West, or any Show of merit. Also Girls for Girl Show. CONGRESS (INS)—Good opening for our House, all legitimate Concessions. WANT General Agent, one more Special Agent. FAIRS—Cook Fair, Side Show. State Season starts early August, with two Fairs per week in Eastern Canada. Write or wire MILLER BROS. SHOWS, Orndelma Hotel, Greenville, S. C. WANTED FOR MILLER'S TRAVELING MUSEUM. Largest of Its Kind, Freaks, Curiosities. Acts. Year around work with four months one location. The very Best in Freaks wanted. Best of salary and accommodations. Write or wire MILLER'S TRAVELING MUSEUM, 636 Broadway, Lorain, O.

New Check Separator on Buckley Payout Machines

CHICAGO, Feb. 22.—"Bill" Woollen, sales manager of Buckley Manufacturing Company, announces that all Buckley automatic payout tables will be optionally equipped with this firm's ingenious new check separator. Mr. Woollen also added that for the first time since the inception of automatic payout tables Buckley will offer the check separator at no additional charge to the regular price of the game.

The Buckley Manufacturing Company, headed by the popular Pat Buckley, is one of the oldest coin-machine firms in the business. For many years the firm has been manufacturing digger machines and scales which enjoy world-wide acceptance and popularity. Ever alert to the big possibilities the amusement machine business has to offer, the Buckley organization proceeded to establish a fine line of automatic counter machine vendors. The success of this venture may be best judged by the tremendous popularity of Cent-a-Pack, one of the outstanding counter-game hits of the time.

Buckley's debut in the pin-table field presented itself in the form of Hop Scotch. Innumerable new features of play, combined with a uniquely designed cabinet, made Hop Scotch an instantaneous international hit. The tremendous shipments of this winter forecasted the wide success which this organization had won for itself. Closely following, Sure Shot was announced. Again Buckley introduced something new by offering this game in three different models, as a straight lightup pin table, as a lightup pin table with a payout register and as an automatic payout and lightup table. Fair Play, another big success, was also offered in three models. At the present time Pay Day, a new five-ball automatic payout table that lights up, is keeping the entire organization hopping to fill the avalanche of orders that greeted its introduction.

Realizing the vital importance of mechanical perfection, skilled craftsmen and expert engineers are in charge of every operation of manufacturing and assembling. The Buckley Manufacturing Company points with pride to their marvelous achievement of producing mechanically perfect games. Altho many thousands of games have been shipped and placed on locations months ago, the percentage of complaints has been so small that the Buckley firm practically enjoys a perfect record.

All Buckley payout games are equipped with the firm's own payout units.

DIVORCES

(Continued from page 67)
Faye Hoeffler Mantell in Pontiac, Mich., recently.

Carman Saucedo, actress, from Edward Saucedo February 19 in Los Angeles.

Late Deaths

(The following items were received at press time. More details in the next issue.)

CHRISTOPHEL—John F. (Jack), 49, prominent St. Louis showman, in that city January 10 following a heart attack.

DALY—Jack, radio actor, best known for his character portrayal of Doctor Fu Manchu, at his home in Chicago February 22.

WPA MAKES

(Continued from page 3)
appeal in the South than in the North. A large cast is employed, with Guy Standing Jr. playing Davis with an impressive dignity. Mrs. William Courtleigh, as Mrs. Davis; George Duthie as General Lee, and Harry Golson as Judah Benjamin contribute effective portrayals. Others in the cast are Thomas Carnahan, Louis Gibbs, Halbert Brown, William Mulligan, Robert Toms, James Houston, Oscar Schoemaker, Charles Ashton, Lee Ellsworth, William T. Goodwin, Stanton Huff, Harry McKee, Ray Rawlings, Charles Douglass, Charles Peyton, William Parke Jr., Lawrence Stanhope, Wilbur DeRouge, Mildred Byron, Matilde Baring, Virginia Barrie, Winnie Davis Crawford, Nelle Callahan, Byron Lane, Jean Newcombe, Lawrence O'Brien, F. Clay Cody, Frederick Smith, Earl Mayo, Ray Southwick. Duthie delivers the eulogy, which comprises the epilog, with eloquent feeling.

Edwin L. and Albert Barker's *American Holiday* is a fair play. A commen-

tary on contemporary America, is nevertheless possesses neither sufficient bite to make it a slashing satire nor enough dramatic power to make it a first-rate indictment. The dialog has flashes of insight and humor, but too often it is familiar stuff. The fact that the play was written a few years ago may explain it. Since then so much has changed. In any event, it is all about a youth who helps his father and sister run a hotel in Middletown, which represents small-town America. The youth yearns to run away. A fast girl cheats him and, in an argument, falls into a mill pond and drowns. He is tried for murder. For lack of better excitement, the press builds up the trial into the Crime of the Century. Middletown becomes a flourishing city of newspapermen, evangelists, racketeers, prostitutes and gamblers—and the trial becomes truly an American Holiday. The boy is acquitted. Offers of money turn his head and the curtain rings down as he rushes out to do a vaudeville act with a big-time evangelist.

The play constitutes good, healthy criticism of some of the insane things we are doing or tolerating. Whether, as the program notes, it is a play "of intrinsic merit or potential importance" is another matter.

Edward Goodman supervised the production and did a fairly good job. Agnes Morgan staged it and Tom Adrian/Craft designed the scenery, which is adequate and appealing. As with *Jefferson Davis*, the scenery was executed by The Theater Workshop. A WPA orchestra provided pleasing music during the intermission. *Davis*, on the other hand, used recordings—probably because its road tour would make an orchestra inadvisable.

As for the cast, it includes some substantial performances. Whitner Bissell is credible as the youth; Elinor Flynn is effective as the temptress; while Suzanne Caubaye, as a tart; Janet Rathbun, as the evangelist; Elizabeth Morgan, as the youth's sister; Lois Bolton, as the town gossip, and Leopold Badia, as the murdered woman's husband, all handled their roles with skill. Others in the cast are Ronald Brogan, John Junior, George Probert, Edward Forbes, Gladys Parke, Jon Lorner, Julia Fassett, Bessie English, George MacEntee, Louis Frohoff, James Fallon, Walter Lawrence, Henry Buckler, Charles Wagenheim, Martin Noble, Tom Greenway, Jack Egan, Bert Wilcox, Dan Tobin, Dion Borup, Charles Burrows, Alan Wallace, Lewis McMichael, Walter Plinge, Pearl Hight, Charles Esdale, Alfred Allegro and Paul Jacchia.

Both plays have casts of 35 principals, not counting a large number of walk-ons in each instance. This carries out the main object of the Federal Theater Project: "employing theater people in the profession for which they have been trained."
PAUL DENIS.

HODGSON SUES

(Continued from page 3)
phone call from Lestet Santley, of the Select Music Publications, telling him that Farley and Riley had submitted a song for publication, claiming that they had a copyright. On representation that only a few words of "Red's" song was being used, a contract was issued, giving him part of the royalties and \$200 in advance. Later it developed, according to Hodgson, that his original chorus, words and music was used and that Farley and Riley had written a couple of verses.

In the bill Hodgson is seeking a cancellation of the October 22 contract entered between Select, Farley, Riley and himself on grounds of misrepresentation, and is seeking an injunction against Select restraining them from further publishing the song until a full accounting is made of the number of copies sold. His attorneys say that it is their contention that this is close to the million mark and that Hodgson has received only the advance \$200. Hodgson is also seeking an assignment of the copyright and an injunction restraining Farley and Riley from representing themselves as the original writers of the song and an injunction against Rockwell-O'Keefe, Inc., from booking them as such.

He is also seeking an injunction against the Columbia Pictures Corporation from releasing their picture called *The Music Goes Round and Around*, in which Farley and Riley appear, claiming that the release of such a picture at this time, giving full credit to them for the writing of the song, would kill any chances of him getting future theater bookings as writer of the song. His attorneys say that the performing rights of the song for the picture were sold

Punchette

CHEAT PROOF
PROFITS
LONG LIFE
ADJUSTABLE PAYOUT

100,000 Locations Waiting For PUNCHETTE. SENSATIONAL COIN OPERATED MECHANICAL PUNCHBOARD

ALREADY THE TALK OF THE INDUSTRY, PUNCHETTE IS QUICKLY MOVING INTO CHOICE LOCATIONS EVERYWHERE. IT'S DIFFERENT, NOTHING ELSE LIKE IT TO COMPETE. Nothing short of a blizzard can keep PUNCHETTE from your locations—players want it, locations are demanding it—the whole country wants PUNCHETTE.

Player turns dial to select any one of the 1050 possible punches on the ticket roll. Insertion of nickel connects mechanism and a round paper slug which indicates reward is punched out and vended. Last 4 coins visible. Large, steady profits—PUNCHETTE keeps a printed record of payouts. Ticket rolls replaceable at \$1.10 each for 1050 punches taking in \$52.50 gross.

Get All The Profits You Are Entitled To—Buy Punchette!

GROETCHEN POOL COMPANY
124-130 N. UNION ST. * CHICAGO, ILLINOIS

for \$4,000, none of which Hodgson got, and that Farley and Riley, who appear in the picture, received an amount which they refuse to divulge, part of which Hodgson feels he is entitled to. Definite results on the case are expected within the next 10 days or two weeks.

"JUMBO" EYING

(Continued from page 3)
expected in Chicago, and is expected to continue negotiations for staging the show here.

There is no theater in Chicago available for a show of the magnitude of *Jumbo*, but there are four buildings here that could house the show. They are the Coliseum, Stadium, Shrine Auditorium and the International Amphitheater, located at the stockyards, 43d and Halsted. The Stadium is already contracted by the Cole Bros.-Clyde Beatty Circus for April 11 to May 3, which automatically eliminates it from consideration. The International Amphitheater is regarded as too far from the Loop for such a show as *Jumbo*. This leaves the Coliseum and the Shrine Auditorium. The latter is located on the near North Side, just a few blocks from the Loop, and the Coliseum is some 15 blocks south of the Loop. It has not been fully determined whether either of these buildings can meet the mechanical requirements of the show without involving too much expense.

There is speculation here as to whether *Jumbo* may come into Chicago in April as a counter-attraction to the Cole Bros.-Clyde Beatty Circus. If such a thing should happen it probably would precipitate another billing war such as was experienced last spring when the Cole show and Hagenbeck-Wallace played day and date here.

BOWES UNIT

(Continued from page 3)
mediately brought to the attention of Adkins and Terrell for confirmation and the following telegraphic reply was the result:

"We don't know how in the world you got it but you are correct. We have just completed negotiations with Major Bowes whereby one of his units does appear with Cole Bros.-Clyde Beatty Circus under canvas the coming season.

We did not want news to break so soon, but since you have gotten in on the ground floor we trust you will give liberal space to subject thru your columns."

SARASOTA'S PAGEANT

(Continued from page 3)
appearance of many Ringling Bros.-Barnum & Bailey Circus units, a number of circus floats appeared in the line of march, and Orville F. (Curley) Stewart, circus official, was parade marshal. Exemplifying the spirit of the big top, Curley carried on after receiving news of the death of his wife in a Northern Florida hospital just four hours before parade time.

Sarasota County Fair, companion feature to the pageant, wound up a successful five-day run on Saturday. Attendance being estimated at 50,000, despite bad weather. Krause Greater Shows on the midway topped last year's mark, according to owner Ben Krause. Johnny Hamp played for the Coronation Ball, Saturday night pageant feature.

DICKSTEIN BILL

(Continued from page 3)
the country. Beck stated that a producer was merely exercising his right as an investor in picking whatever talent he felt necessary, further adding that Madame Stawlsky was necessary for purposes of promotion.

Kramer and Celler had their big squabble when the latter presented figures from the British Embassy to the effect that no first-grade actor had been barred entry to England in the past three years and that only 30 vaudeville and cabaret performers out of approximately 1,800 were denied admittance. Kramer was "surprised that an American citizen should take such a stand."

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

IMPORTANT NOTICE

By The
MILLS SALES CO.
901 Broadway 85 Orchard St.
New York, N. Y. New York, N. Y.

Please note that we have discontinued our Chicago branch.

We are now located in New York, at the above addresses only.

Due to one overhead, we are now able to save you more money than ever. Our new prices will be such that no one can equal them. Our slogan,
WE ARE NEVER UNDERSOLD

**WILL SELL FOR LESS
STANDS MORE TODAY THAN EVER.**

Quantity.	Description.	Amount.
In appreciation of your past patronage and for new customers, we list the following specials:		
Razor Blades, Double-Edge.	2.50	
Various, 1000		
United Blades, Double-Edge, Blue Size, 100	.40	
Champion Razor Blades, Double-Edge, 100	.45	
Shaving Creams, 350 Sizes	5.00	
Aft. Shaves, 350	5.00	
Dental Creams, 350 Sizes	5.00	
Aft. Brands, Gross.	5.50	
Palm & Olive Brush Soap, Cream, Lge. 35c Size, Gr.	6.00	
Pineglow Giant Tube Brushes, Soap, Cream, Gr.	1.65	
Soap, Milled, Afted, Gr.		
Mouth Wash, 16-oz Bottle, Calif. Gross	9.50	
Rubbing Alcohol, 16-oz.	7.20	
70 Proof, Gross.		
Foot Powder, 25c Can, 200 Lbs.	.01 1/2	
Corn Paste, Attr. Boxed, Gross Boxes	2.50	
Toilet Sets, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100	.12	
Safety Pins, 12 on Card, Gross Cards	1.44	
Gl. Ven. Safety Pin Boxes, 24 Pins, Gr. Bunches	2.40	
Ash Trays, Non-Tippable, Enamelled, Gross.	10.08	
Furniture Polish, 16-oz. or Cedar, 16-oz. Gross.	6.00	
Index Memorandum Books, Imported, Special, Gr.	4.75	
Aspirin, 20 5c Pkgs. on Card (25 Lots), Card.	.07 1/2	
Shoe Laces, Amer. Paired & Boxed, Gr.	.35	
Vanilla Flav. Extrs., High Quality, 16 oz. Gross in Army & Navy Seal, Gr.	7.92	
Perfums, 25c size Bottle, Galiponated, All Shades, Also Remover, Gross	1.15	
Witch Hazel, 16 oz. Finest Quality, Gross	9.00	
Mercurochrome & Iodine, Glass Rod, Ass'd, Gr.	3.00	
Petroleum Jelly, No. 2 Size, Very Special, Gr.	2.60	
Bobble Hair Pins, 25 on Card, Gross Cards	2.00	
Thumb Tacks, Brass, 36 in Box, 100 Boxes	.75	
Styptic Pencils, Attractively Labeled, Gross	.45	
Merchandise for Side Line Salesmen, Gross	.45	
Shoe Polish, Large, Attractive 10c Cans, Gross	3.60	
Sewing Thread, 100 Yd. Spl. Blk & White, Doz.	1.11	

See New Catalog until March. Order from Previous Issues or at Lowest Prices Advertised and We Will Ship Accordingly.
Deposit on C. O. Orders.
Buy With Confidence. 20 Years' Price Leadership.

MILLS SALES CO.
901 Broadway, New York City
85 Orchard St., N.Y.C. Open Daily & Sundays

Supreme Planning Drive
BROOKLYN, Feb. 22.—Willie (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., reports that the firm has decided to push a new sales campaign to meet recent demands from operators.

They will feature sales of slightly used and reconditioned equipment, he said. He claims that there is a need for this sort of machine and that the firm's offices have been flooded with mail from operators all over the country requesting that they continue to ship as many reconditioned machines as possible while awaiting the arrival of the new games.

Blatt also reports that the firm has already used its first carload of Ginger games and that the second carload is on the way. He believes that this game by Chicago Coin Corporation is the most outstanding on the market at this time. The firm is placing all efforts back of the game.

"The sale of Ginger games has made possible the acceptance of many fine trade-ins," Blatt reports, "and therefore the firm is now in a position to offer some of the best bargains of its career to operators."

Mac and Herman Cohen, of Crane Merchandise Company, are being termed "the craneland king."

Eastern Chatter

Transition . . . Once upon a time 89 Park Row was a second-hand book and magazine store, selling those once-upon-a-time issues for a nickel. And then Mike Munves placed two pin games there for the browsers. The location proved so profitable that Mike increased it to four games, which made it a miniature sportland. And then the owners decided to get rid of their books, about eight months ago, to make it a complete sportland. That time it was a sweet-looking sportshop. Today, even tho the sportland signs continue to decorate the front of the building, it has once again been turned into a second-hand book store. How history does repeat itself.

What makes cold weather colder is reports like these: That Mike Munves and Dave Simon have one helluva sunburn from falling asleep on the beach at Miami.

The new Stewart & McGuire machines are now decorating the L. R. T. subway stations at last. They are selling Suchard's penny chocolate bars in all four flavors, where formerly the ugly wooden vendors that were used could sell but one flavor. Thank goodness for this one subway improvement. Credit it to the coin-machine industry.

Sh-h-h! It's a secret. Sportland directors met with the operators' orgs here and came to a momentous decision. 'Tis hoped so.

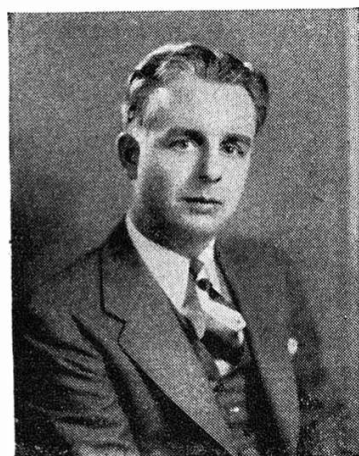
Ruthie Wolfson, Leo Taksen's secretary, is looking for a man. He can be tall, dark and handsome, or short and fat, or even skinny, but he must be RICH. And it's Leap Year.

Surprise sendoff for a honeymoon cruise on the S S Lafayette of the French Line—Mr. and Mrs. Al Schlesinger, of Poughkeepsie. Not expecting anyone to be in his stateroom aboard ship, both Al and his charming misus were agreeably and pleasantly surprised to find the place banked with flowers, wires, baskets of fruit and liquors. Present were Mr. and Mrs. Fishman, John A. Fitzgibbons, Mr. and Mrs. Benjamin H. Haskell, Bill Gersh and many others of the New York fraternity.

Jack Fitzgibbons' new Ball Building is beginning to take shape and has gained tremendous praise thruout the industry as one of the most beautiful spots in the biz. The arrangement of the floors is perfect. Reception is unexcelled and the general atmosphere a credit to the entire business.

Caught in the act. Mr. and Mrs. Ben Haskell and Bill Gersh tearing a herring in Lindy's at 2 in the yawning.

Here's one for the books. The picture that is being shown where Joe Hirsch, well-known New York colman, at that time soldier for Uncle Sammy in the Hawaiian Islands, was chosen as one of the personal guards for the then Prince of Wales, now His Highness, King Edward VIII of Great Britain. And that's a picture that Joe treasures very dearly. Which is as it should be.



GRANT SHAY, advertising manager of the Mills Novelty Company, Chicago.

ATLAS OFFERS THE BEST IN NEW GAMES— MADCAP TURF CHAMP WILDFIRE PONIES STOCK MARKET

Closeout Specials! Rock-Ola Sweepstakes, \$3.50; Mills Ticketts, \$6.00

ATLAS NOVELTY CORPORATION

2200 N. Western Ave.
CHICAGO, ILL.

1705 Fifth Ave.,
PITTSBURGH, PA.



New 1936 LITTLE NUTS Are Here!

Mirror Polish Solid Aluminum. Most Beautiful rotary action high-grade Vendors on today's market at lowest prices. Wonderful proposition for salesman and distributors.



LITTLE NUT VENDOR CO., Lansing, Mich.

Texas Trade Twinkles

De Witt Haley, formerly of Texarkana, has moved his operating activities to San Angelo. Mr. Haley expects to place a large amount of equipment in the San Angelo territory.

J. M. Caldwell, West Texas operator, is becoming very much interested in the late parking meters which are coin operated. Several large cities in Texas are using the parking meters and report them a huge success. Mr. Caldwell believes that an operator can create some good deals with the equipment.

The big San Antonio annual meeting of the Texas Association is only a little more than a month off. This meeting is being looked forward to by all Texas colmen. A number of out-of-State visitors are expected. The meeting will be for two or three days and many problems will be discussed and plans talked over. The annual election of officers will be in evidence, and all together it will be a big meeting in the dear old historical city of the Lone Star State. The meeting will be held starting the first Sunday in April.

Phonograph operating continues to grow in the Lone Star State. Hundreds of new machines are being placed on location every month. However, many counties are voting wet and that keeps affording new spots for the musical instruments and the music that goes round and round.

One Texas op is dickering with a large motor coach line regarding the placing of vending machines in all their motor coaches in Texas. This may be a good idea and it may not.

Drug Chains Take Games

DETROIT, Feb. 22.—Henry C. Lemke, coin-machine jobber and operator, is sending his well-known team of boxing cats on transcontinental tour. Under the personal management of Art Nelson, their trainer, the cats are now engaged for five weeks at the College Inn, Chicago.

Following the Chicago engagement they are going on a tour of the West to last about a year. Henry Weber, assistant to Lemke in the jobbing field for several years, is leaving the Detroit organization to go on tour with the cats, handling advance and publicity work. Leon Snow has been added to the staff by Lemke as mechanic and assistant in the operating division.

Lemke announces signing a contract with Cunningham - Economical Drug Stores, Michigan's largest drug chain, to place coin machines in all their stores. As recently reported in *The Billboard*, Lemke installed a miniature sportland in the main Cunningham store and the success of this operation resulted in the new contract, which, he says, calls for machines in about 100 stores. Lemke is handling the entire operation and servicing of the machines, working on a percentage basis. No prizes are to be given in any of the stores in accord with the strictest interpretation of the law.

Lemke also expects to sign a contract with Walgreen chain, which has a number of stores in Michigan.

NEW ITEMS

(Continued from page 71)

papers are chemically treated papers that do not harm the silver and are nonpoisonous. They come in an attractive cellophane package containing 10 papers to retail at 10 cents a package. They sell on demonstration and have a record for repeating.

New Auto Waxer

A new profit maker recently put on the market is Pad-y-Wax, a handy little item that saves a lot of time and trouble but does a swell job of waxing either an automobile or the furniture. Pad-y-Wax is a pad about four and a half inches square that fits on the hand. There is enough wax concentrated in it to do a complete wax job on a large car or an ordinary houseful of furniture. The wax is of the finest quality obtainable and leaves a hard shiny surface. Pad-y-Wax sells at 20 cents, with a large margin of profit.

MERCHANDISE AND

(Continued from page 68)

that the close relationship which now exists will prove more profitable than it ever has before.

The industry has learned its first lessons in the value of advertising as an informative method for immediate attention. It must now follow thru with the use of advertising to increase sales in every manner so that while one division of its advertising functions to inform the trade of its new products another continually acts as a selling agent for the products to indirect sources.

It is hoped that in the near future that division of the premium-merchandise industry which goes directly to the consumer will also take up advertising in its widest use to increase sales direct to the consumer.

VARIETY ASSURES

(Continued from page 68)

has allowed for specialization of popular merchandise under the premium banner. In this category it has outgrown its purpose and has literally become a merchandise institution as yet not recognizable and easily defined by students of general merchandising.

Whatever turns in the road are yet to come the industry will be ready to meet them because of the wide range of merchandise which it is successfully selling at this time, and regardless of what changes may arise in general sales, the variety of the merchandise itself will overcome any possibilities of sales drops.

Therefore the wide variety of merchandise which the field has been able to consume will in itself act as the barrier against any fluctuations of sales of any change of trends or fashions.

JOHNSON'S RODEO

(Continued from page 3)

He will open the rodeo on the same date for 20 performances and will also open again in the fall for 16 performances, fall dates to be set not later than March 2.

Colonel Johnson says this will be the greatest rodeo he has ever produced. He has produced World's Championship rodeos in Madison Square Garden, New York City, for last five years and also in Boston.

Gayety Marks Big Opening

Celebration by new Cleveland firm extends over period of two days

CLEVELAND, Feb. 22.—The big opening celebration of the Sicking-Gerber & Glass Company, new distributing office here, extended over two full days, February 15 and 16, and was called a big success by the crowd of visiting column men who took part in the festivities. The "four horsemen" of the new firm, Goldberg, Gerber, Marmer and Glass, were present to welcome all who came and the entertainment provided was lavish in every respect. Many said that the arrangements and program resembled a junior convention in its gayety and size. Flowers from friends and well wishers all over the country were everywhere in the offices and showrooms. Some of these bouquets were marvels of beauty. Telegrams of congratulations also added to the good wishes for the firm.

In addition to the large number of operators from Ohio and surrounding territory, two delegations from Chicago helped to swell the crowd. One group of Chicago manufacturers came by plane and another by train. Members of each group reported extreme gayety en route, and that the convention even started before they reached Cleveland. Manufacturing firms were well represented and their machines were also on display at the opening.

"Western" Jimmy Johnson commanded the Chicago delegation that came by plane, while Max Glass himself was the engineer of the group that came by train. Both groups were met by bands upon arrival here and escorted to the opening. These bands furnished music all day and evening on the first day. Among the Chicago column men here were Sam Wolberg, Charles Zandt, I. B. McCarthy, Paul Gerber, M. H. Glass, Ray Warnecke, C. B. McClellan, Jack Sloan, Jimmy Johnson, John McMahon, R. C. (Dick) Hood, Dave Gottlieb, Harvey Carr, Dave Helfenbein, A. L. Douglas, Lou Gensburg, C. W. Jenkins, Bert Davidson, W. W. Woolens, Jack Keeney and others. Bill Rabkin also came from New York and J. D. Lazar from Pittsburgh.

Draw for Prizes

A big feature of the first day was the drawing for a number of prizes that had been offered. The drawing was held at midnight and the following winners were announced: Helen A. Maroon, Cleveland, won a Speedway game; J. D. Lazar, Pittsburgh, a Repeater; Edward George, Akron, a Tricks, senior; Joe Elum, Mas-

sillon, Ohio, a Stock Market; Mary Murray, Columbus, won the Ladies' Bar; Philip Rabin, Cleveland, a Big Six, junior; Ben Kaminski, Cleveland, a Bally Derby; Fred Nagel, Cleveland, a Pay-Day; H. W. Hoffman, Warren, Ohio, a Sunshine Derby; Ben Cohen, Cleveland, a Daily Double; Frank Kaplan, Cleveland, a Fortune Machine; Jack Cohen, Cleveland Heights, a Ginger; and C. H. Ford, Cleveland, a Pokerino.

Other novelties, in addition to the drawing, was a measuring contest won by Jimmy Johnson of Chicago, and Roy Warnecke, sign artist, demonstrated the difference between doors of washrooms and an elevator. Jack Sloan won the mooching contest and is reported to have consumed 90 per cent of the food.

On Sunday evening a grand banquet and entertainment was tendered to manufacturers and jobbers by the new firm. The entertainment was given at the Mayfair Casino, famous local night club. Everybody reported a grand evening. Paul Gerber, speaking for the firm, said that many thanks were due Nate Weisenberg, Cleveland, because of his royal treatment of the visiting column men while in Cleveland. The program of entertainment at the Mayfair beat all records, Gerber stated.

Gerber also said that many thanks were due M. M. Marcus, of Cleveland, for his remembrance of the opening, and to C. E. Hainly, president of the Cleveland Operators' Association.

Roll-Ette Climbs Into Growing Favor With Ops

CHICAGO, Feb. 22.—Roll-Ette bounded into popularity following its showing at the 1936 exposition and is still whirling "like a wheel of fortune," according to R. W. (Dick) Hood, of H. C. Evans & Company. Heavy production is now being maintained on this table game. It is an adaptation of the roulette principle to a standard table game.

Roll-Ette can be played by one to three players at a time. Each of the three coin chutes controls a row of numbers. Inserting a coin in any one or all chutes and rotating the proper selector moves three checks up and down to a combination of three numbers. The mystery award plunger is pressed to indicate odds from 6 to 20. The ball is then released onto the beautiful inlaid roulette wheel. If it stops in a partition which is the same as the number covered by a check the automatic payout dispenses coin in payment as indicated by the odds selector.

Clipper, another table game introduced at the 1936 show, is climbing upward into popularity. Based upon the flight of the China Clipper giant seaplane, this fascinating game follows the route from the home airport over the Pacific Ocean to Wake Island, Midway Island, Honolulu and other regular stops. The idea of the game is to skillfully place the balls on the landing fields of these steps so that the light-up rack records the complete flight.

Lite-a-Basket, the novel table game with a basket-ball game idea, is still in great demand from operators who have tried it on locations.

Joint Program Boosts Tit-Tat-Toe Machine

NEW YORK, Feb. 22.—A number of prominent distributing firms are reported to have joined in an advertising campaign to boost the counter game Tit-Tat-Toe made by the Daval Manufacturing Company.

Among the distributors said to be in the joint campaign are Modern Vending Company, New York; Gerber & Glass Company, Chicago; Sicking Manufacturing Company, Cincinnati; Electro Ball Company, Dallas; Birmingham Vending Company, Birmingham; Banner Specialty Company, Philadelphia; B. D. Lazar Company, Pittsburgh; Automatic Amusement Company, Memphis; Trimount Coin Machine Company, Boston; Advance Automatic Machine Company, San Francisco; Western Distributors, Inc., Seattle; Irving Bromberg Company, Los Angeles; National Coin Machine Corporation, Baltimore; Vending Machine Company, Payetteville, N. C., and others, according to Daval officials.

The campaign is said to include the plan for the manufacturer to produce only enough machines to fill orders from the distributors and their jobbers, and will thus tend to prevent overproduction. Two shifts of men are at work at the factory turning out the machines. Sales are expected to pass well over the mark set by Penny-Pack.



W. R. DEATON, district manager for Wurlitzer in North Carolina, Virginia, West Virginia and Eastern Tennessee. Altho Mr. Deaton is regarded as the "baby" of the Wurlitzer family, having joined the organization January 5 of this year, he is a veteran of more than eight years in the automatic phonograph field. He has always traveled the Southern States, where he has a wide acquaintance among operators.

AMERICAN SALES CORPORATION
936 WRIGHTWOOD AVE., CHICAGO, ILL.
OPERATORS USE YOUR CREDIT!

Same as all other business men. You can have the best pin games on an extended payment plan. WE SELL OPERATORS THROUGHOUT THE UNITED STATES. Every pin game we sell is location tested. WRITE US TODAY.

Lee D. Jones
ASK US FOR CREDIT.

P. S.—All our customers are using "THANKS A MILLION" for their theme song.

BIG SAVINGS ON RECONDITIONED PAY TABLES

SPORTSMAN Late Models Last Coin Visible \$16.50

BALLY'S JUMBO, 1 Ball.....\$42.50	PEARL HARBOR, 1 Ball.....\$19.50
DE LUXE "46" 1 Ball.....39.50	BONANZA, 1 Ball.....29.50

MAMMOTH NEW PAYOUT UNIT A.B.T. COIN CHUTE \$49.50

PLUS AND MINUS, 1 Ball.....\$17.50	PROSPECTOR, 1 Ball.....\$37.50
STAMPEDE, 1 Ball.....29.50	RED ARROW, 1 Ball.....14.50

ELECTRIC BAFFLE BALL LATEST MODEL—LIKE NEW NATURAL FINISH MOULDING \$49.50

WHIRLPOOL—Exhibit's 10 Ball Ticket Game.....\$27.50

TICKETTES LIKE NEW—With 500 Tickets.....\$5.95

Floor Samples WURLITZER AUTOMATIC PHONOGRAPHS WRITE FOR PRICES

WE CAN SUPPLY YOU WITH EVERY TYPE OF NEW GAME. LIBERAL ALLOWANCES ON ALL YOUR OLD GAMES AND SLOTS.
1/3 Cash With Order—Balance C. O. D.

ACME NOVELTY CO.
25 NO. 12th ST., MINNEAPOLIS, MINN.

Super-Sale Penny Arcade and Pin Games!

<p>Travel Star Lite Dealer Cavalcade Angle Lite Chicago Express Spot Lite Domino Checkers</p>	<p>\$7.50 each</p>	<p>Major League Junior Beam Lite Army & Navy Mystery Six Girls Cross Senator Safety Zone Fifty-Fifty Big Game</p>	<p>) \$6.00 EA.) \$5.00 EA.) \$11.25 EA.</p>	<p>Arcade Equipment K. O. Bags, Lifters, Electric, Strikers, Fortune Tellers, Drop Pictures, PRICES ON REQUEST. WRITE TODAY!</p>
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Panama Diggers or Microscopes, only \$10.00 each. All models Diggers; Buckley, International, Electro Heist, Iron Claws. All orders less than \$12 full cash—over 1/3 with order, balance C. O. D., F. O. B. New York.

MIKE MUNVES CORP. 145 Park Row, New York City

WE RECOMMEND

TIT-TAT-TOE and PUNCHETTE

As the outstanding counter machines in the industry. Write for details.

BIRMINGHAM VENDING COMPANY, PHONE 3-2327
2117 Third Ave. Birmingham, Ala.

DEAL-EM HORSESHOES TWIN SPELL IT GET A PACK GET BEAT IT TAVERN GAILLE DOUBLE JAK SILENTS	\$17.50 12.50 \$87.50 each	★ EXHIBIT'S COUNTER ★ ★ GAMES \$12.50 each ★	GOAL LINE SHOWDOWN 4 STAR REVIEW SELECT-EM I. O. U. \$12.50 19.75 17.50	PENNY SMOKE TIT-TAT-TOE IRON CLAWS USED MACHINES BALL GUM BATTERIES ELECTRO PAKS PREMIUMS AND SALESBARDS
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LEHIGH SPECIALTY CO., 2nd and Green, PHILADELPHIA, PA.

Showing Draws Big Crowd

NEW YORK, Feb. 22.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., reports a tremendous crowd at his showrooms to see the first Ray's Track game.

Mr. Fitzgibbons says that operators who saw the game for the first time, not having been present at the Chicago convention, claimed it to be the greatest they had seen. He also reports that many orders were immediately placed for the game and that the first carload will arrive very soon.

The game aroused much comment in this territory due to the fact that there has been demand for equipment of this type for some time, and the general belief is that this game will enable operators to reach new locations which they are interested in opening at this time.

Mr. Fitzgibbons reports that he will soon have his new display room so arranged that Ray's Track will be available for complete inspection, with a skeleton of the game on hand as displayed in Chicago at the Bally Manufacturing Company booth. Operators can see the simplicity of working parts of the machine.

Palatrant Plans Trip

BOSTON, Feb. 22.—Ben D. Palatrant, Supreme Vending Company of New England, is distributor for the Duette merchandiser of the Ad-Lee Company.

Ben reports that the vender is gaining a great reception from the operators in this territory and that he has already received many large orders for the machines.

He believes that there is a definite trend to merchandisers and that Duette is a type of vender which operators need at this time to assure them of greater profits.

He also reports that he will soon start on a trip to cover many of the towns thruout New England for sales of the merchandiser. He has already received many letters from operator friends thruout the State and is waiting for some of the snow and sleet to disappear before starting.

YOU'LL REAP A **HARVEST MOON**
OF PROFITS WITH HARVEST



Bally's new **10-BALL PIN GAME hit!**

NON-PAYOUT

\$49⁵⁰

F. O. B. CHICAGO

42 in. by 20 in.

• **LITE-UP SCORE BOARD**
• **PROGRESSIVE AWARDS**

Based on one of Bally's biggest payout hits, GOLDEN HARVEST, gives you a crack at "payout profits" in NON-PAYOUT TERRITORY. Light-up Back-Board, showing all winners, makes a hit with merchants everywhere. Order from your jobber today!

BALLY MFG. CO. 2640 BELMONT AVE. CHICAGO, ILL.

Licensed by Consolidated Pat. Corp. (No. 1,802,521).

John A. Fitzgibbons, Eastern Distributor, 453 W. 47th St., New York, N. Y.

ANY 2 MACHINES HERE ONLY \$11.50

Castle Lite
Combination
Chokers
Star Lite
Spot Lite
Beam Lite

Chicago Express
Silver Moon
Action
Contact
Time

Golden Gate
Rebound
Beat Race
Oris Cross
Subway

AUTOMATIC PAYOUTS
Rocket . . . \$12.50
New Yorker . . 25.00
Red Arrow . . 15.00
Champion . . 15.00

Full Cash With Order—Freight Balance C. O. D., F. O. B. Newark.

ROYAL DISTRIBUTORS, INC. 1125 BROAD STREET, NEWARK, N. J.

New Orleans Notes

With the climax of the Mardi Gras season, New Orleans is the host to a large number of out-of-town exhibitors and operators to see the parades and take part in the fun. A. C. Hughes, general sales manager of the music division of Electro Ball, and Edward Stern, sales manager for J. P. Seeburg, are among the better known visitors. Mrs. Stern accompanied her husband here. Seeburg's new Modernistic musical instrument is on display at Electro Ball's New Orleans Branch, 517 Canal street.

T. O. Middleton, Stern Building, New Orleans, has entered the music-machine operators' field with a bang. Middleton bought 12 Rock-Ola Multi>Selectors to start off his new business enterprise this week and has already placed them with good results, according to his own word.

Mel Mallory, of Louisiana Amusement Company and New Orleans branch of Stelle & Horton, reports continued good demands for Rock-Ola's music machines. He is also greatly enthused over receipt of his first shipment of Tit-Tat-Toe and Peerless one-ball machines. "These two machines, along with Multi-Selector," Mel says, "give us a great start for early spring. Early returns from locations of Tit-Tat-Toe are already convincing us that more such machines will be needed."

A good operators' association plus the realization of many merchants that coin machines prove to be one of their best drawing cards proved to be two too many things for opposing powers to shove by the wayside in New Orleans

last week. When police of the city found they could not bulldoze a well-organized circle of operators and location owners about 10 days ago, they started out on a raiding tour that ended all too soon for them to enjoy themselves. Yes, immediately after the first machine had been destroyed in poured hundreds of telegrams to every important official of the city and the word soon came down the line to stop the nonsense. "It was all a mistake," was all the police head had to say this week. Congratulations to the never-say-die spirit of one of the best op associations in the country.

After three weeks in Houston to be near his ill father, Hank Friedburg, head of Crescent Novelty Company, New Orleans, returned this week with the report that his father was recovering and soon would be ready to get back to his business there. But Hank, the always busy fellow he is, found himself drafted into the job of emcee and assistant manager of the El Coronado Dinner Club while in the Texas city. In off hours he spent several enjoyable hours with Jimmy Stelle, Harry Horton and Buck Buford, all of whom returned his visit by seeing him do his stuff at the El Coronado. Hank came to New Orleans a bit too late to take an important part first cut out for him in the Civic Group's second show of the season. (He starred in the first.) Presto, he ended up there as stage electrician. Now ain't that being versatile for just a machine op.

Sometimes things are not so quickly brought to light as we would have them. Only this week we learn that Louis Bossberg, instead of being the aggressor as to effects and results at the recent convention, must begin to defend his laurels of purity. Yes, we hear that

Los Angeles Notes

California Exhibit Company has added additional space, increased production and added to the technical force, according to Harry Stearns, president. Despite working overtime for the past two months the firm has not been able to meet the demand for Big Shot. Four games are said to be in the experimental department now. The four new models will offer from one to five balls and will be ready for tests in about four weeks. Doug Weiser, of Exhibit, is in Chicago.

Joe Orcutt, president and manager of the operating department of California Games Company, states that during the last three months they have experienced the best operating conditions since entering the operating field.

At the Pacific Amusement Manufacturing Company Herb McClellan said he is highly pleased with the new game, Speedway. The Western office sold out the first day, he said, and had to rush an order to the Chicago factory. Foreign orders are picking up, with cash on order, he said, and this business is attributed to advertising in *The Billboard*.

Sol Gottlieb and Paul Henry expressed much gratification at the present trend in business. Sales are encouraging, they said, including some foreign business.

Jack McClelland and Henry Stewart, National Amusement Company, both in very good humor and report business good. Stewart has recently returned from a trip north, including a short stop at the San Francisco branch. At the National offices was seen George Pierson, large operator from Fresno and also owner of the Pierson Dude Ranch. National has started a phonograph department, to be in charge of Clegg J. La Beauve, of New Iberia, La. He will arrive here February 21.

Paul Laymon, much improved in health, is back on the job with the same old pep. Visitors here were C. E. Colard, of San Bernardino; F. C. Brady, of Oxnard, and Earl Senter, of Bakersfield.

Ether Steinhaus is getting into the phonograph business in a big way. William Wolfe and Clarence Byrne, of San Diego, noted calling on various jobbers. . . . Harry C. Rawlings is selling out his animal act and will devote full time to two night clubs and his large operating business.

Mack Mohr is busy in and out of town. Wurlitzer phonographs are enjoying a big sale, according to Mack.

New Manufacturers in L. A.

LOS ANGELES, Feb. 22.—Gene Hopkinson heads a new company formed to manufacture table games. The firm is already in operation. Hopkinson has had wide business experience and says that the firm will have a new game to announce within a few weeks. The firm will be known as the Western Manufacturing Company and plans are being made to engage in the making of games in a big way. National Amusement Company, it is reported, will distribute the games. Full announcements to the trade will be made in the near future.

Louis, a profound Coca-Cola hound, found it difficult to get same at nearby spots in the Windy City and was seen to partake of his first malted milk. Presto, and Louis was soon acting like he had snow in his shoes. And another thing, Louis should have known better than to get ordered off the Trianon dance floor for wearing that sweet sport sweater.

Burt Trammell, recently named territorial sales manager for Electro Ball, covering Louisiana and Mississippi, returned this week from two trips that carried him over a good portion of this area. He found operators optimistic, clear of trouble and ready to listen to new propositions. Burt says that this is great country and that the Mississippi Gulf Coast is his idea of a paradise on earth.

One of the biggest operators in South Mississippi is Johnny Bertucci at Biloxi, unless it's his brother, S. J., at Gulfport. These two boys are sure-fire location finders and are known by all creeds and sects in their territory.

Palooka Now Distributed By All Leading Jobbers

CHICAGO, Feb. 22.—Pamco Palooka, Pacific's new one-shot bowl-type pay table with automatic changing odds, is reported to be en route to if not on the floors of all leading distributing and jobbing agencies at this time. The new pay table is described as having six coin chutes coupled up with a series of six separate and distinct scoring possibilities, tied in with Pacific's original principle of automatic odds which change the values of all payout boles each time the machine is played.

"For example, a player can insert a coin in one chute, then elevate the ball into playing position, and take his chances on what's going to appear on the odds-commutator located on the lite-up board. It rotates only when the ball is lifted into playing position, whereupon all coin chutes that have not been engaged become locked until the ball shuffles thru on the next game played. It is said, however, that players in test locations have a habit of loading up all six chutes. Naturally, this practically insures a winner of some kind every time the game is played. Notwithstanding, high odds come up infrequently, and the rule has it that six coin chutes or less in operation does not disturb the percentage of payout as far as the operator is concerned.

"Odds on Pamco Palooka range from a dime to a dollar and a half. There are six series of six pockets, making thirty-six holes numbered from one to six all around the inside of the bowl-type scoring area.

"Looks like a cinch for players to win," says Fred McClellan in describing the new machine. "It is, indeed, but our faithful odds-commutator is right up there all the time, just like an insurance policy for the operator."

As to engineering work done prior to producing Pamco Palooka, McClellan said the machine, which ordinarily would have been constructed to command a fabulous price, had been so designed that not only "big-time" operators, but the average pay-table operator also would find it within the ordinary price range of pay table games. For reasons known to Fred McClellan, and those associated with him at Pacific Amusement's plants, rumors are rife that bell machine operators, some of the biggest in the country, are purchasing Pamco Palooka.

As McClellan expressed it, "Those spinning reels have always caught plenty of money for operators. But what have we got in Pamco Palooka? Isn't that odds-commutator the same thing? Hasn't that bowl-type scoring idea proved to be the biggest thing ever put into a playing field? Well, with six coin chutes taking in six times the cash that six bell machines will pull—or a half dozen payout tables combined—why shouldn't bell machine operators sit up and take notice when Pamco Palooka does it with one shot in six seconds' time? I know if I were operating that type of equipment, I'd pay close attention to anything that looked like worthy competition."

Gerber Off to Catalina

CHICAGO, Feb. 22.—The most widely-known sportsman in the industry, Paul Gerber, of Gerber & Glass, leaves tonight with the Chicago National League ball club for Catalina Island.

This will be Paul's eighteenth spring training trip with the Cubs. During this time he has become intimately acquainted with practically every player in the major leagues. Known as a keen judge of good baseball material, Paul is labeled the "rookies friend." Because of his admirable character, the rookies look to him for encouragement and criticism necessary to become a major league ball player. Many of the biggest names in baseball today are rookies that he has befriended and aided.

If the opportunity ever presents itself ask Paul to spin his baseball yarns. Whether or not you are interested in the national pastime, we'll guarantee they will be among the finest stories you have heard.

On his present trip Mr. Gerber will combine business with pleasure, inasmuch as he is taking along Clearing House, a new counter game which Gerber & Glass will distribute nationally. According to advance information this new counter game has what it takes to go places! Paul will visit all the Coast distributors and jobbers, and will also make several stops thruout the southern part of the country.

Premium Firm Increases Force Contacting Trade

NEW YORK, Feb. 22.—Morris Struhl, well-known premium firm catering to operators' needs, is making arrangements to greatly increase the sales force to contact the coin-machine trade.

Mr. Struhl reports that in addition to their present large staff they will employ well-known experts in the premium industry who will also be fully acquainted with the coin-machine business. The belief of the firm is that merchandise usage will see a decided boom this coming season and that the coin-machine industry in general will benefit from the increased use of merchandise in all its branches.

At the present time the firm is retaining showrooms and sales offices at 114 Park Row and at 111 Park Row, across the street. They will incorporate their complete organization under one roof very soon to meet the expansion program which they have under way at this time.

Archie and Teddy Struhl report that the firm believes there will also be a great boom in merchandise in the coin-machine field with the opening of the outdoor season. To meet the requirements of the concessioner the firm has purchased many new items to be released in a new catalog for this division of the field. It is said by the members of the firm that this division alone will require the expert attention of two salesmen and that these men will be drilled in the information necessary to the understanding of the concession field.

The additional sales force will also be used to contact the pin-game division of the coin-machine industry, featuring

the flood of new items suitable to the pin-game field. Many of these items are entirely new to this division and are being highly recommended by operators who have used them.

Keeney Announces Payout Table With Double Score

CHICAGO, Feb. 22.—Jack Keeney, known to be one of the most critical builders of coin machines, has announced to the trade that a new payout table is ready called Double Score.

In describing the new game, he said that: "Double Score comprises a well-balanced playing field which incorporates new means for increasing player suspense. Aside from regular awards of 10 to 150 points in this payout machine, we've put a skill hole at the top center part of the board. This hole is called the 'Double' pocket. When a player exercises sufficient skill to direct the ball into the 'Double' hole it automatically doubles the values of all payout pockets and permits the ball to be replayed for twice each amount indicated on all payout holes.

"Of course, if the one-shot ball misses the 'Double' hole it bounces back and forth, up and down toward the base of the field. If it scores a payout the game is over until another coin is inserted. But if the ball runs down into the 'out' area at the extreme base of the board last-moment suspense is experienced by the player in that there are four sets of red, amber, white and green lights which flash on when the ball runs 'out.' If a pair of like-colored lights flash into view a payout of 10 cents to 50 cents takes place right when the player has become fully convinced that all is lost. In the event the 'Double' pocket has been made and the second shot runs down into the 'out' hole after missing the regular payout pockets the 'twin light' awards may automatically double up to 20 cents, 40 cents, 60 cents or \$1."

From reactions received out on test locations, Keeney believes he has injected the necessary element so sorely missing in payout machines, i.e., sus-

pense right up to the moment the one ball runs out, together with player-controlled changing odds, which, in Keeney's opinion, appeals to the fancy of thousands of people who are plunger-conscious and who like to direct and control their endeavors as much as possible when playing pin-table games.

Feaser Ads Are Mystery

CINCINNATI, Feb. 22.—Again for the third consecutive week a number of teaser mystery ads have appeared in *The Billboard*, placed by an advertising agency which refuses to reveal the identity of its client. These teaser ads carry the name Operators' Service System, which labels itself as "The World's Largest Coin Machine Distributors," but gives no address. The snappy slogans used in connection with the advertising indicate that some new distribution plan to operators is in the offing; details of which are expected at an early date.

New Type Cigaret Vender

DETROIT, Feb. 22.—Safeway Vending Machine Company is one of the newer Detroit companies to act as world-wide distributors of a new type of cigaret vender, said to be of unique construction. It has already been placed on sale in this territory and a new sales plan in the industry is being followed.

The company, instead of leasing or selling machines to operators, is selling directly to the location owner, according to Louis Applebaum, sole owner of the company. Machines at present are being manufactured in Cleveland.

Letter Writing Contests

The letter-writing contest now being initiated in New York on "Why I Like to Play Pin Games," recalls an interesting article on this subject written by Leo J. Kelly, sales manager of the Exhibit Supply Company. Organizations that wish to have full details on such contests may refer to "Letter-Writing Contests, page 79. *The Billboard*, July 27, 1935.

REPRINTED FROM "COMMERCE"—FEBRUARY, 1936



NEW INDUSTRIES NEW MARKETS

At the height of our national crisis, hopes were frequently expressed for some new industry—air conditioning, for example, or television—to lead us out of the depression.

No one industry met that challenge. But Chicago has witnessed the birth and rapid growth during depression years of a new industry which in its far reaching demand for materials has served to maintain thousands of families in these times of distress.

This industry is the amusement table branch of the coin machine industry. Here was a new type of entertainment, an adult edition of our childhood bagatelle games, providing inexpensive pastime in thousands of conveniently located places. These machines were launched with little publicity, but their popularity became instantaneous and sustained. They captured the public fancy. They met a new national need by helping to occupy the added leisure hours that had come to millions.

The manufacture of these machines became a branch of the coin machine industry. Chicago has long been the world's center for the manufacture of machines for vending merchandise, service, and amusement.

This new branch of industry has restored employment and self-respect to thousands of heads of families. Factory employment supported by this industry in Chicago is estimated at 10,000 to 15,000 persons. Plant investment

in the coin machine industry in Chicago is estimated at \$10,000,000.

Tens of thousands of merchants in whose establishments these machines have been located were provided with supplementary and welcome income. Indeed, without this added revenue from the sale of amusement, many of these merchants would have been forced to close their doors, thus stopping sales of all merchandise in these locations.

Throughout the country not less than 100,000 persons receive full support and many other thousands partial support because of the coin machine industry.

And how the coin machine industry makes vast purchases from other industries, resulting in the employment of countless thousands, well deserves a chapter all its own.

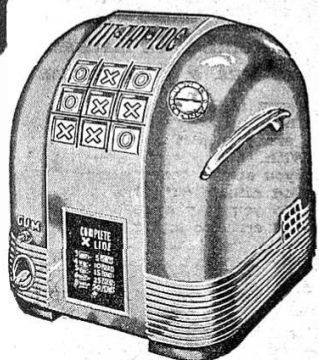
Chicago may well applaud the energy and vision of these men who built this industry under the most adverse economic conditions ever known, and it may well encourage them to proceed in their efforts to create in Chicago a permanent and important branch of the nation's amusement industry.

Briefly, in two years this industry's purchases included more than 3,000,000 square feet of glass, 10,000,000 dry cell batteries, 25,000,000 feet of 6.50 miles of wire, millions of light bulbs, switches, contact points and other electrical appliances, 15,000,000 square feet of lumber, tons of millions of various pieces of hardware, thousands of gallons of paint, varnish and stain.

National Ass'n of Coin-Operated Machine Manufacturers
120 South LaSalle Street
Chicago • Illinois

REPRODUCTION OF A FULL-PAGE ADVERTISEMENT which appeared in the February, 1936, issue of Commerce Magazine, Chicago. The advertisement received much favorable comment.

TIT TAT TOE



JUST PLACE IT ON THE COUNTER—AND IT'LL MAKE BIG DOUGH!

The most radically different and amusing counter game ever made! The beautiful streamline design plus the small compact size makes it extremely simple to place. TIT-TAT-TOE reels come to a positive interlocked stop that cannot be shaken to change combination, making it shake and cheat proof. \$2 extra for Veeeder counter that registers every penny entering machine.

IMMEDIATE DELIVERY! \$17.50

GERBER & GLASS
914 DIVERSEY BLVD. CHICAGO

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BALLY Sensations RAY'S TRACK



The Sensational 8-Wheel Automatic Payout Race Horse Game.
The greatest sensation in All Coin Machine History.
Write for Complete Details and Prices! Ray's Track Opens a New Big Room Era for You. IT'S THE SENSATION OF 1936.

RAMBLER



THE BIG BALL HIT of the BIG SHOW!
Rambler is taking the country by storm. A new kind of automatic payout game. Rush your order to us TODAY!

PEERLESS



AN INSTANT HIT!

Double Payout with \$7.00 Gold Award. Electric Bally Hole and Odds-Booster Lights Flashing on and off to Big Winners. Write for Complete Details TODAY!

FREE TO ALL EASTERN OPERATORS "The BALLY Coin Chute"

FITZGIBBONS DISTRIBUTORS
INC.
453 WEST 47TH STREET
NEW YORK CITY NEW YORK

THE ONLY GAME THAT SUCCESSFULLY BUCKS AUTOMATICS

BIG SHOT

FIVE 1-INCH STEEL BALLS

\$55.00
F. O. B. Los Angeles
SIZE
22" x 46"
As fine a cabinet as
attracts a playing
field as you ever
purchased!

ONE SHOT APPEAL IN A FIVE BALL GAME!
ONE BALL HERE WINS \$1.00!!

GUARANTEED...To beat any and all hand payout games on the market for fast money making!

GUARANTEED...by certified operators reports which show game has taken as high as \$40.00 a day!

GUARANTEED...Mechanically perfect... absolutely no service calls to trouble you!
24 HOUR PLAY! Players don't see how they can miss — any one of 5 balls can be a winner—from 10c to a \$1.00! Winning score starts at 1900... with a possible 27,500 for a \$2.00 winner!

Don't Delay...wire your order today!
LEGAL EVERYWHERE

THESE LEADING DISTRIBUTORS ARE REORDERING

- Electro-Ball Company...Dallas, Texas
- Kentucky Amusement Company...Louisville, Kentucky
- Geo. Ponsler...Newark, New Jersey
- Silent Sales Company...Minneapolis, Minnesota
- Southern Amusement Co....Memphis, Tennessee
- Advance Automatic Sales...San Francisco, California
- Commercial Vending Co. . . .Lapeer, Michigan
- Irving Bromberg Company...Los Angeles, California
- Western Distributors Company...Seattle, Washington
- Ideal Novelty Company...St. Louis, Missouri.

CALIFORNIA EXHIBIT COMPANY

1606 SOUTH FLOWER STREET
LOS ANGELES

The BEST in VENDING MACHINE CANDY

is Sure to Show Steady and Substantial Profit\$

It will pay operators of merchandise vendors, diggers and breath pellet machines to get in touch with us.

PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. ERIE STREET

CHICAGO

Pacific Plans Smashing News on Red Sails Game

CHICAGO, Feb. 22.—Jobbers and operators of amusement games are being approached by Pacific Amusement Manufacturing Company on what purports to be the most significant announcement ever made to automatic payout coin machine men by this well-known concern. Velled in absolute secrecy throught the process of engineering, model-making and testing, Red Sails, a new game and a name only to the trade at this time, will become a blazing reality when openly announced, according to Pacific promises. Other than the name, the exact nature of the game, principles incorporated in its makeup, etc., will remain enshrouded in deepest mystery until March 10, at which time the playfield and backboard will be released to every operator's view over a national jobber and distributor hookup.

The big idea behind setting up a release date on the game, according to Fred McClellan, president of Pacific, is owing to the fact that jobber samples of outstanding machines invariably make their appearance in the Middle West first, while the same machines going to the outposts of America require days, and even longer, to reach their destination. Accordingly, McClellan has taken this means of announcement and display on Red Sails at a given time to equalize every jobber's and operator's opportunity to view and obtain the machine on an equal footing with every other coin man in the country. McClellan believes Red Sails is so outstanding that everyone should have an equal start.

Not even the distributor or jobber will know what Red Sails playfield and backboard is like until that eventful date, when seals will be broken and the new machine becomes exposed to general view by withdrawing coverings which fully conceal the new scoring principles and other elements that mark Red Sails as an extraordinary release.

According to Pacific, The Billboard will carry a detailed description of the new machine, for in striking coincidence The Billboard dated March 14 will be in the hands of the trade on March 10, the day Red Sails is announced.

Member or Kicker

By MRS. F. O. CHANDLER

Are you an active member,
The kind that's liked so well,
Or are you just contented
With the badge on your lapel?
Do you attend the meetings
And mingle with the flock,
Or do you stay away
And criticize and knock?
Say, do you take an active part
And help the work along,
Or are you satisfied to be
The kind that just belong?
Do you ever get out and hustle
And help to crack a lick,
Or leave this work to just a few
And then talk about the clique?
Come out to the meetings,
Help with hand and heart.
Don't be "just a member,"
But take an active part.
Think it over, fellows,
You know right from wrong.
Be an active member
Instead of "just belong."

Note—Mrs. Chandler is publicity secretary of the Automatic Merchandisers' Association of Iowa and the wife of Fred K. Chandler, Des Moines.

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators, Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues and Amer. Ass'n. 2, 3, or 4 ways. We manufacture to your order all kinds Baseball Series and Pull Tickets, 3 Aces, 4 Aces, Square Deal Raffle Cards, Seven Lucky Numbers, Economy Play Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1918. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Action	\$ 4.00	Chicago Express...	\$ 5.00	Kings	\$10.00
Contact	4.00	Beam Lite	5.00	Par Golf	10.00
Cross Cross	4.00	Cross Cross-A-Lite	7.50	Hop Scotch	15.00
Drop Klik	4.00	Rook-Ola's 21	7.50	Screamo	15.00
Electro	4.00	Major League	7.50	50/50	12.50
Golden Gate	4.00	Signal Sr.	7.50	Lucky Stars	17.50
Super "B"	4.00	Tit for Tat	7.50	Big Leaguer	17.50
Big Bertha	5.00	Balance	8.00	Wing Lites	20.00
		Kings of the Turf	8.00		

Any Games Equipped With English Slots, \$2.00 Extra.
TERMS: Full Cash With Order. F. O. B. Brooklyn, N. Y.

UPREME VENDING COMPANY INC.

557 Rogers Ave. 1416 Webster Ave. 922 - 8th Avenue.
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

AUTOMATIC PAYOUT SPECIALS

JUMBO	\$50.00	STAMPEDE	\$20.00	BIG LEAGUER	\$20.00
TROJAN	50.00	PUT 'N' TAKE	10.00	SPORTSMAN	10.00
DE LUXE 46	40.00	GOLD AWARD	25.00	CHAMPION	10.00
PROSPECTOR	30.00	GOLD RUSH	15.00	RED ARROW	10.00
ACE	20.00	TRAFFIC	15.00		

One-Third Deposit Positively Required.

SOUTH COAST AMUSEMENT CO.

M & M BLDG. HOUSTON, TEXAS

Photomatic Is Now in Full-Swing Production

NEW YORK, Feb. 22. — International Mutoscope Reel Company, Inc., leading coin-machine manufacturer, announced this week that it has set aside an entire part of its factory for the manufacture of the sensational Photomatic picture-taking machine which made such an outstanding hit at the Chicago convention. They also report that the machine is now in full-swing production.

Bill Rabkin, president of Mutoscope, reports that orders have been pouring in from all over the country, as well as from many foreign countries, for the Photomatic. He finds that there is a great demand for this machine and believes that many of them will be in operation in leading cities thruout the country by the opening of the spring season.

It is computed that it would require the Ford automobile plant to speed production to such an extent whereby all orders could be filled within the next 30 days. At present, with production in full swing at the large Mutoscope factory, the machines are coming off the production line at a more rapid rate than formerly believed possible by the experts who first arranged for this high-speed production.

The Photomatic that was placed on display in the lobby of the Hotel Sherman, Chicago, by Paul Gerber is believed to have been the "biggest money-maker at the convention." The machine never stopped operating, and it is further stated that "more than 50 per cent of the operators who were at the convention have taken home pictures of themselves made on the Photomatic." Three were in the lobby and one displayed in the Mutoscope booth.

The large distributors believe that "the Photomatic opens a new field for the coin-machine industry which will become one of its most profitable divisions." They claim that "the Photomatic will open many locations which were formerly never approached and which will create a new audience for coin machines in general.

"The Photomatic has all the possibilities for long-life operation the operator wants," these distributors further stated, "and will bring about many operations where only these machines will be featured in stores on the main streets of towns thruout the country.

A fine booklet has been prepared on the Photomatic by Mutoscope and is proving itself one of the most interesting ever issued in the industry. The booklet is free to all operators.

Vancouver Show Booked

SAN FRANCISCO, Feb. 22.—Thomas Lee Artists' Bureau is to provide all entertainment at the Vancouver Auto Show, which opens in the new armory building March 14 for seven days, Ellis Levy, booking manager for the service, announced today upon his return from British Columbia.

Nora Schiller, former KFRC comedienne, now doing picture work in Hollywood, is to be mistress of ceremony.

gies. Peggy O'Neill dancing girls from San Francisco and the Three Vagabonds, instrumental group, from K.H.J. Los Angeles, are billed for the show, along with a local 14-piece band. Levy also announced that the Portland (Ore.) Rose Festival, June 10-13, inclusive, has also been booked by the Thomas Lee Artists' Bureau.

Blatt Gets Autograph

CHICAGO, Feb. 22.—Arriving in Chicago this week with a group of coinmen from the East, Bill (Little Napoleon) Blatt was waving a dollar bill when he stepped from the train. The story developed that Blatt had demonstrated his ability as a pinochle player to the full discomfort of his comrades during the trip. Then buoyed up by this conquest, he approached Edward G. Robinson for an autograph.

The movie star declined, saying that he had no paper, but Blatt offered the dollar bill as a substitute. Robinson thereupon scribbled his name and so "Little Napoleon" displayed his conquest upon arrival here.

Two Experimental Rooms

CHICAGO, Feb. 22.—In line with its recent expansion policy, the Chicago Coin Corporation announces the addition of two large experimental laboratories to its factory.

The newly enlarged experimental department of the Chicago Coin Corporation is manned by a crew of six engineers and is under the direction of Herb Breitenstein, chief engineer for the firm. Mr. Breitenstein has been largely responsible for the recent successful machines of the firm.

The new laboratories have been equipped with the newest mechanical devices and machinery necessary for the engineering of precision-made coin-operated devices.

Manufacturers Puzzled

CHICAGO, Feb. 22.—The preliminary advertising appearing in *The Billboard* for the past two issues under the name of Operators' Service System with the description, "The World's Largest Coin Machine Distributors," but with the address omitted, has set manufacturing circles to buzzing with rumors as to the identity of the organization. Many inquiries have been made of *The Billboard* office with reference to this advertising received thru an advertising agency which has thus far refused to reveal the identity of its client, but who promises an amazing announcement in an early issue.

Most manufacturers concede that in this era of the pin-game industry in which many distributors are establishing branches or making consolidations with other distributors, most anything could occur and they, therefore, look forward with a great deal of interest to getting further information on what promises to be a new development in the distribution of their games to operators.



PRICE TALKS!

WHY PAY MORE?

50"x24"
\$89.50

Check Separator and Mint Vender \$10 extra (5-Ball Play \$10 extra).

CHANGING ODDS

SUNSHINE DERBY ONE-BALL AUTOMATIC PAYOUT

Sunshine Derby permits the player to leave the odds stand, or he has ONE opportunity to change odds. Ball returns for play. Giant, modernistic, gold finished cabinet. Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! **SUNSHINE DERBY** is the **LOWEST PRICE** payout in its class. You'll know why when you see it!

Exclusive Distributor for Louisiana, Mississippi and Alabama:
BUD LIEBERMAN, 320 Chartres Street, New Orleans, La.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

KAZOO KAZOO

KAZOO

Will Make More Money For You!

Positively the Outstanding Penny Play Counter Dice Machine for OPERATORS.

TRIED — TESTED — PROVEN ON LOCATION

Biggest little money getter made. Sold direct to Operator—**WE HAVE NO JOBBERS.** The middle man's profit is given to operators; that's why our price is so low.

\$8.80 tax paid Terms: 1/3 cash; Bal. C.O.D.

Kazoo is not a new "Cat in the Bag" mystery, but a real coin machine that has been made for a year and a half—some operators are using the first machine made and they are going strong. Merchants are glad to have **KAZOO** because it takes up little room and it is a beautiful machine—solid walnut cabinet—very silent in operation.

Immediate Delivery—Order Direct.

WOLVERINE MFG. CO.
3822-24 Division Ave., S. E. GRAND RAPIDS, MICH.




LUCKY AT CONVENTION—Joe Huber, convention manager, congratulates Arthur Herman, Art Novelty Company, Kingston, N. Y., winner of the Dodge sedan at the 1936 Coin Machine Exposition.


The **VENDING MACHINE Co.**

COIN OPERATED MACHINES
Slot Machines
Marble Games

The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.



THE TALK OF THE INDUSTRY
PUNCHETTE \$19.75
ORDER YOURS TODAY

MARKEPP Co. 3902 4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

RACING MACHINE OPERATORS YOUR TROUBLES ARE OVER! Equip your racing machines with **MUSSER'S NEW *Precision Built* MOTOR**

TO ALL OPERATORS OF RACE HORSE MACHINES:

Recent statements and literature of certain manufacturers of race horse machines and parts show they are genuinely alarmed at the amazing perfections and improvements of Musser's New Precision Built Motors and Musser's New Mechanical Brackets and Brakes, adapted to fit in race horse machines.

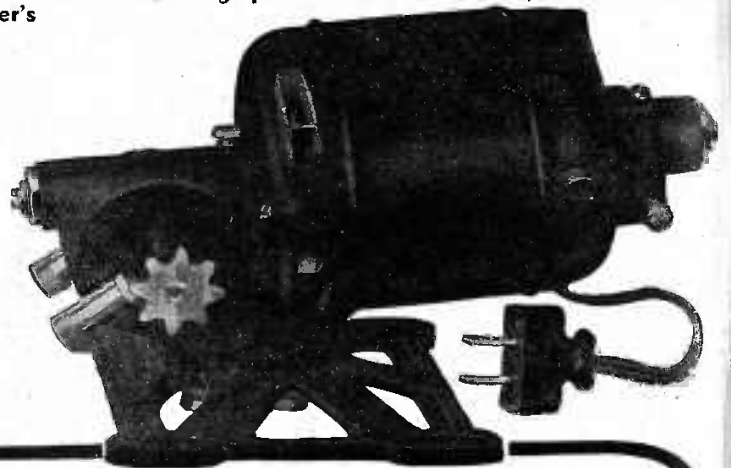
Statements that their products "are not a clap-trap piece of junk built for a sixty-day flash," and veiled threats to prosecute manufacturers, distributors and operators for pretended "infringements," even when no coverage patents have been issued, show an alarmed effort to stop the tremendously increasing output and sales of Musser's revolutionary money-making and money-saving parts.

Wild statements attacking the perfection and efficiency of all electrical machines are either based on gross lack of mechanical knowledge or a state of panic from knowing that all electric machines are recognized generally as fool-proof, trouble-proof and mechanically ahead of the whole parade!

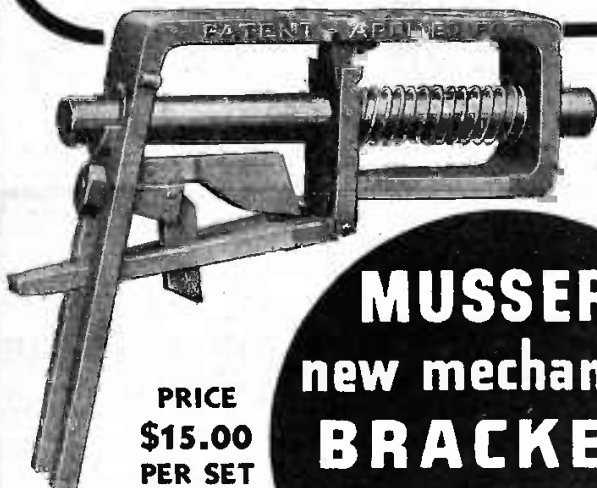
EQUIP YOUR RACE MACHINES WITH MUSSER'S SPECIALLY DESIGNED PRECISION BUILT MOTOR and your profits will reach a new "high" for this type coin-operated machine. MUSSER'S new motor is interchangeable and operates on 110 volts, A. C. or D. C. Sixty day money-back guarantee.

PRICE \$34.50

SPECIAL OPERATORS' DISCOUNT 33 1/3%



NOW RACE HORSE MACHINES ARE MORE PROFITABLE!



**PRICE
\$15.00
PER SET**

SPECIAL OPERATORS'
DISCOUNT 40%

**MUSSER'S
new mechanical
BRACKETS
and
BRAKES**

Every Race Machine operator should have MUSSER'S new mechanical BRACKETS and BRAKES. You will be money ahead if you junk your tricky brackets and brakes and install MUSSER'S complete outfit. TRIED—TESTED and PROVEN. Eliminates all troubles and operates continuously without service calls.

30-day sale on most essential parts—50% off list price beginning February 25th.

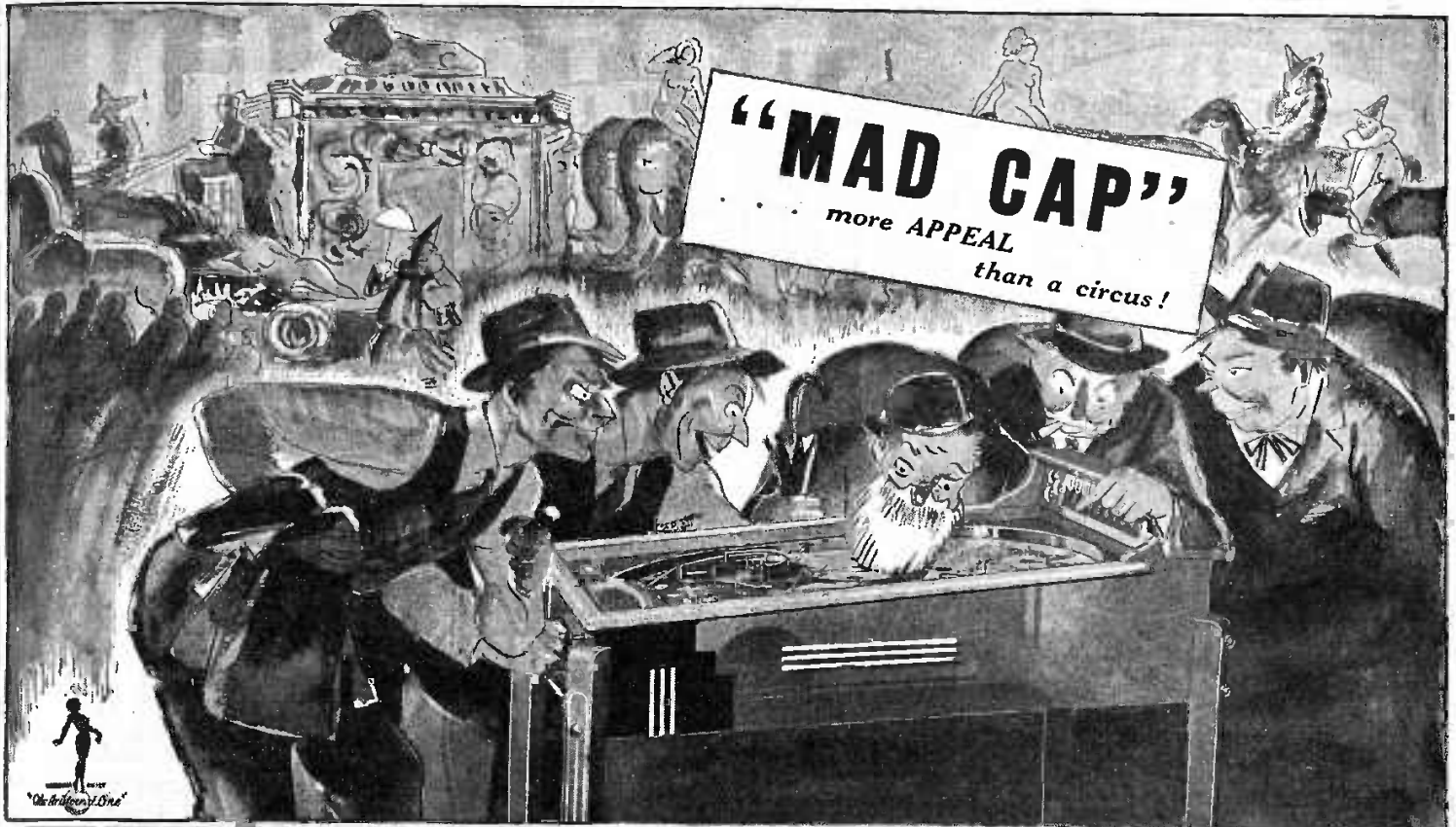
Our 30-day sale only includes parts—not Motors and Brackets and Brakes.

WRITE FOR ILLUSTRATED CIRCULAR AND PRICES

AUTOMATIC SALES CO.

4135 Highland Ave.

Kansas City, Mo.



STONER CORPORATION

Aurora, Illinois

DAVAL'S
TIT-TAT-TOE
 WITH GUM VENDOR.

Three Games in One
 Use for Cigarettes, Beer or Cash Prizes.
 Just Change Card on Face of Machine.

THE SENSATIONAL COUNTER GAME OF '36.
 The Most Beautiful, Most Fascinating Counter
 Game Ever Made. Positively the Greatest Penny
 Collector You've Ever Seen.

\$17.50 Register and
 Double Door
\$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100
 Boxes for \$12.
 1/3 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.
 1922 Freeman Ave., Cincinnati, Ohio



5¢ SKY HIGH 15¢
 CLIPPER SHIP JACKPOT PAY
\$10-\$5
\$250-\$1



OCEAN ROWS

ROW	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
PUNCH																				
REWARD																				
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Hit the Profit High Spots
WITH HARLICH'S
» SKY HIGH «

LOW AVERAGE—BIG PROFITS
 No. 714—600 HOLES. TAKES IN \$30.00.
 Average Payout, \$11.94. Average Gross
 Profit, \$18.06. Price includes Essels and
 Fraud-Proof Tickets for the \$10.00, \$5.00
 and 4 "Jackpot" Tickets.

PRICE \$2.85 Plus 10%
 Tax.

A Harlich Jumbo Board—the best in sales-
 boards. Extra Thick, with Extra Large,
 Easy-to-Read Tickets for Extra Fast Play.
 Our New Flyer Showing 20 Sensational
 Profit-Makers Is Ready. Write, Strating
 Your Line or Business, to

HARLICH MFG. CO.
 1417 W. Jackson Blvd., Chicago, Ill.

READY FOR DELIVERY!

MAD CAP \$47.50
SHOOT THE CHUTES \$39.50
DOUBLE UP \$87.50 | LITE-A-BASKET \$43.50

Write for Price List of Used Cigarette Machines, Pin
 Games, Peanut and Gum Vendors, Etc.

D. ROBBINS & CO.
 1141 B DEKALB AVE.
 BROOKLYN, N. Y.

BABE'S BARGAIN BUYS

ACTION\$4.00	BALANCE\$10.00
ELECTRO4.00	KINGS10.00
GOLDEN GATE4.00	KINGS of the TURF10.00
CRISS CROSS7.50	PAR GOLF10.00
MAJOR LEAGUE7.50	HOP SCOTCH15.00
SIGNAL SR.7.50	SCREAMO15.00

1/3 Deposit, Balance C. O. D.

Write for Information on All Latest Games. Also Price List of Used Games.

PONY Western Equipment's
 New 10-Ball Pin Table
 Eastern Dist. **J. H. KEENEY**
 New York State Dist. **PAGE**

SOUTHERN OPERATORS
 KNOW THAT AUTOMATIC
 MAKES FIRST DELIVERIES
 ALL NEW GAMES.

AUTOMATIC AMUSEMENT COMPANY
 683 Linden Avenue, MEMPHIS, TENN.
 1304 Throckmorton Street, FT. WORTH, TEX.

IN STOCK—INSTANT SHIPMENTS

Bally Peerless\$115.00	Reliance Dice\$119.50
Bally Derby115.00	Tit-Tat-Toe17.50
Repeater99.00	Punchette19.75
Big Five99.00	Marmoth (sample)59.50

BABE KRAUTMAN 455 West 42nd St. Tel. Me 4-3048
 NEW YORK CITY

NEW MACHINES

PEERLESS\$115.00	SUNSHINE DERBYS\$89.00
PAMCO SPEEDWAY115.00	REPEATERS99.00

USED MACHINES, A-1 CONDITION

MILLS BLUE FRONT 10c JACKPOT G. A. VENDER, Serial No. 383542.	Price.....	\$60.00	
MILLS BLUE FRONT 10c JACKPOT G. A. VENDER, Serial No. 383579.	Price.....	60.00	
MILLS BLUE FRONT 5c JACKPOT G. A. VENDER, Serial No. 387382.	Price.....	55.00	
MILLS BLUE FRONT 5c JACKPOT G. A. VENDER, Serial No. 337338.	Price.....	55.00	
MILLS BLUE FRONT 5c JACKPOT G. A. VENDER, Serial No. 349449.	Price.....	55.00	
MILLS YELLOW FRONT 5c JACKPOT G. A. VENDER, Serial No. 318180.	Price.....	45.00	
WATLING GOLD SEAL AWARD TWIN JACKPOT, 5c Play.	Price.....	25.00	
WATLING BLUE SEAL, 5c Play.	Price.....	20.00	
TRAFFIGOS A AND B MODEL\$15.00	MATCH PLAY\$15.00.

One-Third Deposit, Balance C. O. D. **SALISBURY, N. C.**

SERVICE BARREL

SALE ENDORSED NATIONALLY BY THE
DISABLED AMERICAN VETERANS
 OF THE WORLD WAR.

The Only One of Its Kind on the Market.
A GOLD MINE FOR OPERATORS.

Unique Feature Makes This the Fastest Moving Deal Ever Placed on the Counter.
 Write for Complete Information.

COUNTER SERVICE SALES CO.
 SHERMAN HOTEL, CHICAGO, ILL.



ROTATION

GENCO'S NEW LOCATION STIMULATOR!

7 OR 10 BALL PLAY LITE-UP GAME!

Every once and a while a game comes along that for some reason or other steals the play on location. ROTATION is just that sort of a game.

Make five or more lights in a row - that's all you have to do for the seven ball play. And if you miss a hole don't worry because the "wild" hole can be used for any light you need to complete your "rotation".

When used as a ten ball play ROTATION is a high score game.

PRICED TAX PAID
F.O.B. CHICAGO!
Order yours

\$44⁵⁰

GENCO, Inc.
2625 N. ASHLAND AVE. CHICAGO, ILL.

SCOTT ADICKES & CO., LTD.
London England
European Distributor

OUT SOON!
**TWO NEW
TICKET PAYOUT
COMBINATION
GAMES**
**YOU'LL GO FOR THEIR
LOW PRICES!**

BUCK-A-DAY
JACKPOT BUILDS UP

Here's a small, compact (5c play) counter machine with the same lure as "Bank Nite" which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At discretion of operator, amount may be increased by \$1.00 or more, up to \$9.00. Jackpot has a chance of being hit once in 1081 times. Player is given a run for his money as other pay-outs average 31%—occasionally a half dollar or more, but mostly in ten cent awards. Constructed of finest materials—a beautiful walnut cabinet, well built and embodying trouble-proof mechanism. Marvelous player appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.

PRICE \$10⁵⁰ fob

STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .
600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . . . \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.

TIT-TAT-TOE
The Sensational Counter Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine, \$2 Extra.

\$17⁵⁰

Immediate Deliveries!

Trimount Coin Machine Co.
1292-98 Washington St. BOSTON, MASS.

It's Our Treat - Oh, What a Sale!!

WE ARE OFFERING THE FOLLOWING SPECIALS SUBJECT TO PRIOR SALE. THESE MACHINES WERE USED ABOUT TWO WEEKS AND ARE PRACTICALLY NEW.

- CAILLE DOUGHBOYS (In Colors), (5c Play) \$45.00
- MILLS Q. T.'s (Blue Fronts) (5c Play) 32.50
- MILLS Q. T.'s, Late Models (Orange Front and Green Front Bells), (5c Play) 45.00
- MILLS BELL LOCKS WITH 2 KEYS \$1.50 Each, or \$15.00 Per Dozen
- SLOT MACHINE FEEDERS (OR REGISTERS). Each \$1.25
- WANTED—Late Model Mills Escalator Bells (10c or 25c Play), Either for cash or exchange.

Terms: 1/3 Deposit (Cashiers Check or Money Order), Balance C. O. D.
Send for Our Complete Price List on Slots, Pay-Out Tables and Mills Slot Machine Parts.
GET ON OUR MAILING LIST. WHEN IN OUR CITY, PAY US A VISIT.

BAUM NOVELTY CO. (Phone:) 2008-12 ANN AVE. ST. LOUIS, MO. (Grand 7499)

● AUCTION SALE ●

Because of the need for floor space to make room for the new 1936 equipment, it becomes necessary to clear our stock rooms and warehouse of all used and old equipment. Batteries renewed, reconditioned and every detail checked. Ready for operation.

We Offer to the Highest Bidder Our "Overstock" as Follows:

**SPORTSMAN, Brown Cabinet
PUT 'N' TAKE
RAPID FIRE
TRAFFIC**

MAKE YOUR OWN PRICES

All bids must be accompanied by deposit of one-half amount of bid. Right reserved to reject any Bid and return deposit guaranteed if Bid is rejected.

FISHER BROWN, 2702-4 Ross, Dallas, Texas
References: Republic National Bank, Dallas; Oak Cliff Bank & Trust Co., Dallas; Dun and Bradstreet.

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

**OPERATORS
JOBBER
DISTRIBUTORS
!**

INVESTIGATE CHICAGO COIN'S PAY TABLES

THE HOTTEST PAYOUT GAMES ON THE MARKET!

CASINO · STRAIGHT '8' · TRACK ODDS

THEY ALL SAY
"IT'S THE TOPS"
GINGER

Our Non-Payout Skill Game!
When firms like SUPREME VENDING of New York order by the carloads IT MUST BE GOOD! We're being swamped with orders and re-orders from all over the country. Have you sent for yours yet? It's an investment in PROFITS.

only \$39.50
F. O. B. CHICAGO, ILL.



\$89.50

F. O. B. Chicago, Ill.



\$115.00

F. O. B. Chicago, Ill.



SUPREME VENDING CO., Met. N. Y. Dis.
WESTON NOVELTY CO., European Dis.

GIANT SIZED ONE BALL AUTOMATIC PAYOUT TABLE

Magnetic appeal PLUS! If the player makes the BIG CASINO hole two lights remain lighted and the ball is returned for another play. All awards on the second shot are doubled and the "out" holes pay 20c. Big 24x50" de luxe cabinet.

BALL AUTOMATIC PAYOUT GAMES WITH LIGHT RACKS AND NEW TYPE ODDS CHANGING FEATURE

STRAIGHT "8" is something really NEW—not just another game. Ball passes over triggers that change the odds and selection. These are shown on the backboard in lights. If player misses correct hole on the board he still has a chance to win by making the "line-up" hole at the bottom. No out holes. Jumbo in size.

Selected Horse pays indicated odds, all Other Holes (except out hole) Pay 10c.

TRACK ODDS is far ahead of all race games. As a coin is inserted two captive balls are shot up. One indicates the odds and the other selects the horse to play for. Special de luxe 24x50" cabinet.

NOW IN PRODUCTION—IMMEDIATE DELIVERY!

CHICAGO COIN CORPORATION 1725 DIVERSEY BLVD. CHICAGO ILL. Cable Address: CHICOCO

EVANS' WINNERS

- ★ LITE-A-BASKET A snappy basketball game with new Fieldlight Score-board, 10 balls. \$43.50 42"x21" (As Illustrated)
- ★ ROLL-ETTE A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. \$262.50 triple earning capacity. 45"x20"
- ★ CLIPPERA Follow the big Clipper Ship on its flight. FIFTEEN ten-ball pin table. 42"x21". \$41.50

H. C. EVANS & CO., CHICAGO 1522-28 W. Adams St.

IT'S A MONEY-MAKING HIT!

"OPERATORS" 120 WINNERS BARREL-O-LUCK

1440 Holes. Form BL-604.
Takes In \$144.00
Pays Out 102.00
Profit \$42.00
PRICE—Thick Board—Jumbo Tickets—\$3.93
Metal Easel Plus 10% Federal Tax.

GLOBE PRINTING CO.

1023-27 Race Street, Philadelphia, Pa.
418 South Wells Street, Chicago, Ill.
22 West 23rd Street, New York, N. Y.
477 Third Street, San Francisco, Calif.
1352 N. E. 1st Avenue, Miami, Fla.
272-274 Marietta Street, N. W., Atlanta, Ga.
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SPECIAL

Only 500 of these fast-selling money makers left, complete with premiums.

Sample \$3.00

Lots of 10 \$2.75

Order No. 2000 Ticker.



SPECIAL

A 2,000-Hole 1c Board Nets \$12.50 After Awards are Paid.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

SHIP-A-HOY Replica of the SANTA MARIA

Carved from Wood, Wired Electrically, Bulb Included, Ready to Light. Size, Stem to Stern, 24"—Height 22"—Width 10". 2-Colored Design Canvas Sails—4 Colored Windows, 3 Flags and Chrome Anchor. Shipping Weight 6 Lbs. Regular 600-Hole One-Shot Board.
Sample Including Board \$4.50 Lots of 12 or More \$3.75 Ea.
Lots of 6 \$4.00 Ea. Without Board deduct 50c

One-Third Deposit With Order. Exclusive Territory to Quantity Buyers.
MARION COMPANY, 564 W. Douglas, Wichita, Kan.

SAVE MONEY-BUY DIRECT FROM DISTRIBUTOR

Genco TRICKS, JR. \$39.50
Genco TRICKS, SR. 74.50
TIT-TAT-TOE 17.50
SHOOT-THE-CHUTES 39.50
EVANS' CLIPPER \$41.50
BIG SHOT 58.50
Stoner's MAD CAP 47.50
Stoner's DOUBLE UP (1-8" Pay Tab.) 89.50

Enclose 1/3 Cash With Order. Balance C. O. D., F. O. B. Newark.
11-15 East Runyon St., NEWARK, N. J.
Tel.: Biscow 3-2935.

GEORGE PONSER CO.

TIT-TAT-TOE -- PUNCHETTE

Two of the Great Counter Games, which were the Hit of the Show.
Rush your order for prompt delivery.

Est. 1923 SOUTHERN AUTOMATIC SALES CO. Phone Wabash 5464
540-542 S. 2nd Street, Louisville, Ky.

The RELIANCE *rush is on!*

FIRST AD SWAMPS FACTORY

with record-breaking flood of orders for

BALLY'S PAYOUT DICE GAME

PLAYER WINS
ON 7 OR 11

LOSES ON 2, 3, OR 12

IF POINT IS
THROWN ON
FIRST THROW
(4, 5, 6, 8, 9, OR 10)

PLAYER
THROWS ON
FREE PLAYS
TILL HE MAKES
HIS POINT OR
THROWS A 7

\$25.00
GOLD AWARD
FOR 4 "NATURALS"
(7 OR 11) IN A ROW

15½ IN. WIDE
11½ IN. DEEP
12 IN. HIGH



GENUINE
TRUE DICE
NOT MIS-SPOTTED,
SHAPED OR LOADED
IN ANY WAY

DICE SPIN
AND TWIRL
AS IF THROWN
BY HAND

SIMPLE
TROUBLE-PROOF
MECHANISM

CHEAT-PROOF

NICKEL OR
QUARTER PLAY

All models can
be set to PLAY-MONEY-
PAY-MONEY or PLAY-
MONEY-PAY-CHECKS.
Change instantly made.

THANKS A MILLION, Operators and Jobbers of America, for the tremendous "vote of confidence" you gave us following our first ad on RELIANCE! We knew you'd "go for" this amazing, mystifying machine—but we honestly didn't expect the avalanche of orders we got—air-mail, telegrams, long-distance calls—pouring in faster than we can count 'em!

RELIANCE is in FULL PRODUCTION today. Orders are being shipped in rotation, as received. If you've already ordered, rest assured your machines are either on the way or will be within the next few days. And, if you've neglected to order, by all means do so now—before the jam gets any worse! Phone your jobber today and tell him to cover your needs by wire to us.

THE "OTHER FELLOW" IS GETTING HIS! ARE YOU?

QUARTER MODEL has \$25.00
Gold Award;

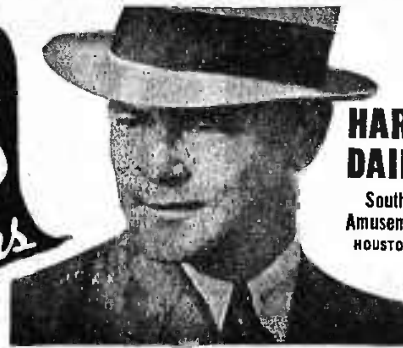
NICKEL MODEL has \$5.00
Gold Award.



BALLY MFG. CO.

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

Another **BIG CLEAN UP**
for
PAMCO
Operators



Says

HAROLD W. DAILY of
South Coast
Amusement Co.
HOUSTON, TEXAS



1 or 5
BALL
PLAY
50"
x
24"
\$115

Electropak, \$5.00 Extra
U. S. Patent No. 2029177

← **"Pamco Speedway"**

Somebody in your territory will ORDER this **AUTOMATIC CHANGING ODDS** Payout Table—"PAMCO SPEEDWAY." Grabs any location on sight! For Players DEMAND those Tantalizing CHANGING ODDS and ALWAYS WILL! So, it's up to Operators to furnish "PAMCO SPEEDWAY" in 1 or 5 Ball Play. Look at this Splendid Machine! Take it! Make **MANY \$115** TIMES the Money Invested at.....

"Pamco Palooka" →

6 Coin Chutes and EVERYBODY'S in on it! One Shot Earns as MUCH as SIX Bell Machines—or a half-dozen payout tables combined! ODDS CHANGE AUTOMATICALLY—Pay 10c to \$1.50—BOWL-TYPE SCORING—LITE-UP BOARD! "PAMCO PALOOKA" will return UNHEARD-OF EARNINGS to YOU! A Super De Luxe Value—Priced LOW at..... **\$169.50**

SEE YOUR JOBBER AT ONCE!!!



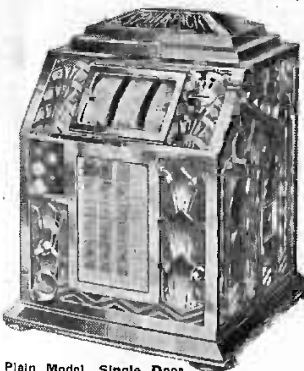
50"
x
24"
6
Coin
Chutes

Electropak Standard Equipment at no Extra Cost.

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. 1320 South Hope St.
Chicago, Ill. Los Angeles, Calif.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

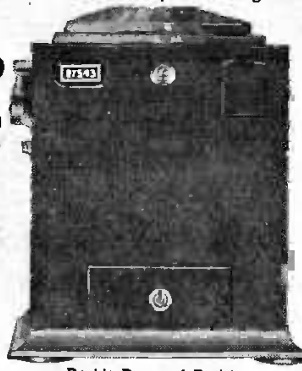
Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, Single Door

Plain Model,
\$12.00
With Register and Double Door,
\$1.50 Extra

BALL GUM
15c a box
(100 pieces)
CASE LOTS,
100 Boxes,
\$12.00.
1/3 Deposit With Order.



Double Door and Register
1922 Freeman Ave.,
Cincinnati, O.

SICKING MFG. CO., Inc.

PUSHCARD AND SALESBOARD OPERATORS

—YOUR DREAM HAS COME TRUE—

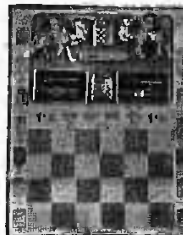
WE HAVE THE NEWEST AND MOST SENSATIONAL ITEM OF A CENTURY.
WRITE FOR ILLUSTRATED DETAILS AT ONCE.

VARIETY SALES CO., Dept. LOEB ARCADE BLDG., 4B, MINNEAPOLIS, MINN.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.



SALESBOARD OPERATORS

2,400 to 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 \$10.00. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

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

Takes in
\$24.00
Costs You
\$2.90

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

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

HERE'S AMERICA'S
Most Beautiful
PENNY PLAY Cigarette Machine

THE GEM

THE GEM OF ALL FOR PROFIT MAKING

AND ONLY **\$12.95** Buys This Jewel

F. O. B. Chicago.

Beautiful in color—striking in design—full of class and flash. Simple, positive mechanism—the most silent ever built. 7-Day Refund.

Buy GEMS TODAY—they're JEWELS for Big Profit Making.

GARDEN CITY NOVELTY CO.
4331 RAVENSWOOD AVE. CHICAGO



Here's
No. 3

BALLY BONUS

"JUMBO" SIZE 1-SHOT PAYOUT OR TICKET GAME

PAYOUT
\$115
TICKET
\$125

Check Separator
\$5.00 Extra
F. O. B. Chicago

ELECTRIFIED BALLY-HOLE

Gives player as many as 4 FREE PLAYS—4 SEPARATE PAYOUTS on one ball—topped off with GOLD AWARD—a total of \$7.00.

FREE PLAY-HOLE IN PLACE OF OUT-HOLE

\$1.00—\$1.50—\$2.00 POCKETS

Same eye-catching, play-getting BIG WINNER layout that made Jumbo the world's greatest 1-shot hit!

OUT-HOLE BONUS AWARD

BONUS dial clock-hand moves ahead every time ball goes in *right or left* BONUS hole. Ball shot into *center* BONUS hole pays award shown on dial—from 10 points to 100! Clock-hand does not re-set till a payout is made—but remains a constant "come-on," for players who "go for" the other fellows "left-over" bonus! Also powerful REPEAT PLAY magnet, as nobody likes to quit with a juicy BONUS ready to pop!

DOUBLE PAYOUT • \$7.00 GOLD AWARD

WIRE TODAY! IMMEDIATE DELIVERY!

44 IN. BY 22 IN.

RAMBLER PEERLESS

GIANT 10-BALL
PAYOUT GAME
(Or Ticket)

1 3/8 INCH
Composition
BALL

PROGRESSIVE
AWARDS

GIANT 1-SHOT
PAYOUT GAME
(Or Ticket)

- ODDS-BOOSTER LIGHTS
- ELECTRIC BALLY-HOLE
- DOUBLE PAYOUT
- \$7.00 GOLD AWARD

Imagine a game with SIXTEEN \$1.50 HOLES! That's PEERLESS when the 150 Light remains lit! And two additional Lights boost ALL pockets to 100 or 50! See this amazing game at your jobber—Today.

PAYOUT
\$115
TICKET
\$125

Check Separator \$5.00 Extra.
F. O. B. Chicago.

Above Bally Games licensed by Consolidated Pat. Corp. (No. 1,802,521) and Ace Pat. Corp. (No. 2,010,966).

BALLY MANUFACTURING COMPANY
2642 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N. Y.

RAY-O-LITE



A Remarkable
SCIENTIFIC
ACHIEVEMENT
BECOMES A Remarkable
MONEY MAKER



- SHOTS A RAY OF LIGHT—NO SMOKE—NO DANGER.
- A BULL'S-EYE KNOCKS THE MOVING DUCK DOWN.
- EACH BULL'S-EYE LIGHTS UP A SCORE IN TOP OF CABINET.
- FASCINATED PLAYERS INSERT COIN AFTER COIN WHILE AMAZED SPECTATORS WAIT IN LINE FOR A CHANCE TO TRY THEIR SKILL!

THE SENSATION OF THE COIN MACHINE SHOW OPERATORS REVITALIZE YOUR PRESENT LOCATIONS WITH RAY-O-LITES AND ADD HUNDREDS OF NEW LOCATIONS NEVER BEFORE OPEN TO COIN-OPERATED MACHINES. EXPERIENCE THE PLEASURE OF DOUBLING OR TRIPILING YOUR PRESENT EARNINGS BY PUTTING RAY-O-LITES TO WORK FOR YOU.

WIRE AT ONCE FOR SAMPLES

J.P. SEEBURG CORPORATION, CHICAGO, ILL.

A Seeburg Franchise is more valuable

ELECTRO BALL CO., Inc.



A MODERN PRODUCT
 IS ALWAYS A
 WINNER

MODERN VENDING COMPANY

656 BROADWAY
 NEW YORK CITY N.Y.

OFFICE: 1200 CAMP ST., DALLAS, TEXAS

NU-UPPER SHOE RENOWER

No. N84—Selled, stained, colorless, shabby uppers of shoes can now be made to look like new—just brush on NU-UPPER. Result, a glossy, lasting, new-appearing finish. Non-cracking, wear-resisting. Cleans, dyes and waterproofs. Can be used for renovating trunks, bags, brief cases, etc. Colors: Black, Brown and White. Selling price 25c.

Sample 12c Dozen \$1.19
Gross \$13.80

NECKLACES

No. 7p—Reproduction pearl necklaces. An exceptional bargain and a wonderful premium. Sells for 10c.

Dozen 33c
Gross \$3.48

No. 126X—Costume necklace—large size reproduction crystal drops on a fine quality chain, with double safety clasp. Sells for 10c.

Dozen 55c
Gross \$6.56

BILLFOLD

No. M210—Genuine steelhide, tooled design, laced edge billfold. Has space for checks and selling price 75c.

Sample 29c Dozen \$2.95
Gross \$34.50

NEEDLE BOOKS

No. N384—League of Needle Book. Contains an assortment of 75 needles of high quality. Selling price 20c.

Dozen 39c
Gross \$3.95

No. N208—Army and Navy Needle Book. Contains an assortment of 30 assorted needles.

Dozen 17c
Gross \$1.29

No. N375—Sewing needles. Ten in a package.

100 Pkgs. 35c
1000 Pkgs. \$2.95

INDIAN DESIGN BLANKET

No. C345—Size 64x78. Stitched all around with silk thread. Assorted attractive designs.

Case of 30 Blankets \$1.29 each Blanket

No. C340—Plain design blanket. Size 64x78. Stitched edges. Attractive designs.

Sample \$1.25 Case of 30 Blankets \$1.09 each Blanket

2000 ITEMS

POCKET COMB

No. M291—Exceptional value, reasonably priced. Good size. Packed one dozen in a box. Colors: Black, Brown and Assorted.

Dozen 39c
Gross \$3.98

MANICURE SET

No. V25—Each packed in an attractive leatherette kit, assorted colors. Consists of: Polish remover, nail polish, nail file, tint brush, cuticle stick and emery board.

Dozen 82c
Gross \$8.95

NEEDLE THREADER

No. N341—Made of metal with small wire loop at end that is inserted thru the eye of a needle. Each on a card.

Gross 47c

TELESCOPE

No. V9—Focusing. Helps to give a clearer view of distant objects. Ideal for sportsmen, hunters, etc.

Dozen 82c
Gross \$8.95

PENCIL SHARPENER

No. S283—Has drawer to catch shavings. Completes with two screws to fasten. A handy sharpener for the office, school or home.

Selling price 25c

SHOE LACES

No. C382—Twenty-seven-inch shoe laces, made of high-grade cotton. Packed 1 dozen pair in a bundle, 6 dozen pair in a box.

6 Dozen Pair 39c

QUARANTEED 3 YEARS

No. V296—Watch. A smart looking and accurate timekeeper. Has a non-brakable crystal and a non-tarnishing case. Size—Suitable for ladies or men. Fitted with a metal wrist band. Money back if not pleased. Any quantity.

Each \$1.75.

CIGARETTE LIGHTER

No. M243—Octagon shaped lighter. Dependable, nothing to get out of order. Easily serviced.

Dozen 42c
Gross \$4.60

100% SATISFACTORY BLADES

No. M5—Drexel, double edge blades have a keen, lasting edge. Money back guarantee with each package. You must be satisfied. Packed 5 blades in a package, 20 packages in a self-selling display carton.

Samp Pkg. 7c 100 Blades 69c

CARTER BLUE-STEEL DOUBLE-EDGE BLADES

No. H12—CARTER, blue-steel double-edge blades. Packed 5 blades in a package, 20 packages in a carton.

100 Blades 42c 1,000 Blades \$3.95

FIVE-PIECE TIE SET

No. C131—A set consisting of 3 assorted rayon ties in an attractive box, including a smart-looking tie clasp and collar holder. A fine quality combination. Looks like a \$1.50 value.

Sample set 29c Dozen \$3.36

FOUR-IN-HAND RAYON TIES

No. C208—Look like 50c values. Attractive designs, popular patterns. Well made.

Dozen 78c
Gross \$8.95

PEN AND PENCIL SET

No. R37—An outstanding value. The pen is fitted with a smooth writing silver-like point, lever filler and attached clip; pencil to match the repel and expel movement and compartment for leads and eraser. Comes in attractive colors. Each set in a box which may be used for display purposes.

Sample Set 26c Dozen \$1.85
Gross \$21.82

PERFUME

No. T291—A fine quality, special blend perfume in 1/4-oz. bottle, cellophane wrapped. Attractive package. Comes in nardise, price 20c.

Christmas delight and Le Orient odors. Selling price 20c. Dozen 49c
Gross \$3.98

PERFUME IN ASSORTED SHAPED GLASS BOTTLES

No. T82—Perfume in assorted shaped glass bottles. High quality. Popular odors. Selling price 10c.

Dozen 21c
Gross \$1.75

HANDKERCHIEFS

No. C50—Men's handkerchiefs. Made of fine quality material. An exceptional value. Plain white color.

Dozen 29c

No. C54—Children handkerchiefs. An outstanding bargain. Assorted colors.

Dozen 11c

GORGEOUS POWDER and PERFUME COMBINATION

No. D16—A quality bargain combination consisting of 1 bottle of perfume, giftless face powder in black square box. Good looking and high quality.

Sample 6c Dozen 60c
Gross \$6.84

FOR CONCESSIONERS-OPERATORS-SALESMEN. SEND FOR THE NEW WHOLESALE CATALOG TODAY

A HIT AND A SENSATIONAL SELLER

No. 6980—Two-thousand-hole Penny cigarette board. Consists of 2 combination cigarette cases and lighters, 2 cigarette lighters, 2 combination pen and pencils and 1 wrist watch, mounted on a 2,000-hole cigarette board at 1c per sale. Takes in \$20 and pays out 25 packages of cigarettes, that are to be furnished by the dealer. Shipped by Express or Freight only.

1 Board With Merchandise Stated \$6.35

AUTHENTIC LIFE OF WILL ROGERS

No. B21—This book is a volume to be read and reread. It is a gold mine of philosophy and satire, just about people you know and subjects familiar to you. Includes: His boyhood days, With a Circus in South Africa, A Nation Pays Tribute, 15 chapters in all. Has 288 pages. A popular book about a popular personage. This book is a sensational seller—Salesmen and agents going wild, taking 25 to 100 orders daily. Your prospects—young and old. Selling price \$1.00.

Wholesale price, any quantity, 60c Each

SHAVING DEAL

No. D73—Consists of 10 double edge blades, 1 tube of shaving cream, 1 styptic pencil and 1 genuine Goodrich hone, all wrapped together. Selling price 48c.

Sample Deal 20c Dozen \$2.28

A NEW DEAL! THAT CLICKS

No. D143—Easy Sales—Nationally advertised products. Consists of 6 Wm. A. Rogers tea spoons, 1 box of Wm. A. Woodbury face powder, 1 bottle of Wm. A. Woodbury perfume, 1 lipstick in metal case, 1 modernistic rouge compact. Each deal in a box. At 98c it's a sellout. Has sales appeal.

Sample Deal 49c Dozen 48c Each Deal
Gross 46c Each Deal

SELLS FAST! PAYS BIG!

THE FOLLOWING NUMBERS RECEIVE 20 CIGARETTES

No. 6362—Two-thousand-hole 1c cigarette board. Consists of 2 billfolds, 1 genuine Eveready razor and blade in a fancy gift box, 2 collar and tie holder sets, 1 vacuum filler pen and pencil set, 1 heavy jack knife and 1 double duty watch, all mounted on a 2,000-hole cigarette board at 1c a sale. Takes in \$20 and pays out 30 packages of cigarettes which are to be furnished by the dealer. Shipped by express or freight only.

1 Board With Merchandise Stated \$5.95

HIGH QUALITY IN HALANT

No. T123—Recommended for relief of headaches-catarrah, asthma, sinus and similar nasal complaints. Made of high quality herbs and pure oils. Satisfaction guaranteed or money back. Sells for 25c.

Sample 12c Doz. 98c Gr. \$9.96

MECHANICAL PENCIL

No. R54—Comes in assorted solid colors. A dependable, smartly styled pencil with impel and repel movement. Has compartment for leads and eraser. A good seller.

Dozen 46c
Gross \$5.35

TIE AND COLLAR HOLDER SET

No. V50—White silver-like finish. Beautiful engraved designs. Collar holder has fancy dart ends. Each set put up on individual card. Selling price 10c.

Doz. Sets 25c
Gross \$2.19.

HERBS

Big Chief Herbs

TERMS: 20% deposit with O. O. D. orders. All prices F. O. B. Le Center, Minn.

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