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The World's Foremost Amusement Weekly



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Vol. XLVII
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1935

The World's Foremost Amusement Weekly

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CIRCUS BATTLE SIZZLES

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

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

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

CFA Meeting Not Changed

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

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

Popular and Standard Music Men Elect Their New Code Authority

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

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

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

and W. Dean Preston Jr. Another member of the CA will be elected by non-members of the association.

As mentioned in these columns some time ago, Paine is proceeding to reorganize to some extent, his setup at the MPPA in order to conform with code requirements. These moves will not, however, materially affect the present workings of the association.

Pa. Tax Bill Defeated

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

Barnes and Mix Continue Fight

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

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

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

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

Chicago Plans Wagon Shows

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

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

Miller Loses 101 Ranch Control Under Court Ruling; To Appeal

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

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

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

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

ty. Judge Vaughn ruled that the property no longer belonged to Miller, that it had previously been legally disposed of at sheriff's sales to satisfy mortgages.

Unless reversed by a higher court the ruling closes one of the most interesting (See MILLER LOSES on page 67)

Per Cent Scale For Managers

House managers of Consolidated Circuit to get percentage wages

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

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

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

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Equity Warns 11 Benefitters

Those playing unauthorized charities cautioned—TA work continues

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

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

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

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

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

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

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

Decca Issues Statements; Will Send Checks April 25

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

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

Pooch Racing Inside

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

Music in Jail

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

Celeb Nights Taboo For Chi Musicians

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

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

Grock Writes Operetta

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

802 Planning Monster Benefit Which May Last for 12 Hours

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

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

Legit Code Authority Votes Tax To Enforce Ticket Rulings

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

England Acts To Bar U. S. Musicians

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

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

WHO Unit Booked for Great States Theaters

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

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

Weeks Gets Film Test

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

SAG Demands Extra Red Deal

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

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

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

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

New Rep Company Formed in Chicago

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

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

Baer, Dempsey Bid For SO Road Show

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

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

BILL SCOTTI
This Week's Cover Subject

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

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

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802 Victor in Burly Strike

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

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

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

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BOZO ST. CLAIR WANTS

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

Wanted for World's Medicine Co.

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

WANTED

Colored Performers and Musicians for Masey's Medicine Shows. Must change for two weeks. Musicians must read and fake. State all in first letter. Piano Player that can handle real show. Summer and winter season. Write at once. **P. O. Box 1918, Winston-Salem, N. C.**

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

WANTED FOR BISBEE'S COMEDIANS

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

KENNEDY SISTERS WANT

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

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

Finish the Job!

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

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

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

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

Sugar

PER CENT SCALE

(Continued from page 3)

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

ASCAP COLLECTED

(Continued from page 3)

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

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

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

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

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

Wanted Bryant's Showboat

Dramatic People, including Heavy Man, Must do specialties. Write Montgomery, W. Va.

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

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

CHICAGO PLANS

(Continued from page 3)

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

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

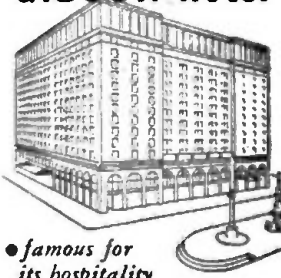
With the Chicago Park District and the city of Chicago both planning to produce amusement in one form or another and the Illinois Emergency Relief units under the direction of Dr. Simeon Wall already playing several parks weekly, it is the opinion of the more practical minded that the first thing that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

FAMOUS LANDMARKS

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

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

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

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THRU SUGARS DOMINO

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Broadway Beat

By GEORGE SPELVIN

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

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

Chicago Chat

By NAT GREEN

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

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

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

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

ABC NETWORK PASSES OUT

Pigskin Games Set By Associated Oil

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

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

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

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

Lehn & Fink Sign Merman, Al Goodman

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

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

Hopper Celebrates Birthday

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

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

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

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

Philly Musicians Squeeze Stations

PHILADELPHIA, March 30.—The \$3 tax per musician recently enforced by Local 802, New York branch of the American Federation of Musicians, is likely to be duplicated by the Philadelphia local. Understood the musicians here have informed all radio stations to expect such an impost, with the local holding off for a month or so before putting it thru. In the meantime, the stations, it is said, have been asked to put in house bands of 15 men each, which most of them are doing. Satisfactory arrangement of hiring additional men may result in the union foregoing the \$3 tariff.

WGST, WJTL Have New Heads

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

Low Leaves CBS Bureau

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

Web Takes Inevitable Powder; Another "Third Chain" Blows

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

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

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

Amos 'n' Andy Back Home

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

Gale Page in New Serial

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

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

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

KYW Rate Card Adds Features

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

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

"Grandpa Burton" Moves to New York

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

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

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

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

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

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

Watch for

This Special Feature:

Broadcasting in the Summertime

By ROY C. WITMER

in the

Spring Number of The Billboard

Dated April 13

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

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



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

HARRY RESER
 WRIGHT'S SPEARMINT TOOTH PASTE
DECCA RECORDS
 Four National Broadcasting Companies
 CHARLES E. GREEN, Director
 1619 Broadway, New York, N. Y.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Ronnie and Van in Philly

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

New WCFL Feature

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

Network Song Plug

(Weak Ending March 30)

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

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

New NBC Trio

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

Radio Code Changes Approved By NIRB; Members Share Cost

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

- (1) Incur such reasonable obligations as are necessary and proper for the foregoing purposes and to meet such obligations out of funds which may be raised as hereinafter provided and which shall be held in trust for the purposes of the Code;
- (2) To submit to the National Industrial Recovery Board for its approval, subject to notice and opportunity to be heard as it may deem necessary, (1) an itemized budget of its estimated expenses for the foregoing purposes, and (2) an equitable basis upon which the funds necessary to support such budget shall be contributed by members of the industry;
- (3) After such budget and basis of contribution have been approved by the National Industrial Recovery Board to determine and obtain equitable contribution as above set forth by all mem-

Continental Orchestra Corporation
 HOTEL UTICA, UTICA, N. Y.
 BRANCH OFFICE: 640 Main Street, Buffalo, N. Y.
 Exclusive Management

TEDDY BREWER
 AND HIS TWELVE RADIO ARTISTS
 Now Playing SEMLER TAVERN,
 Ouyahoga Falls, Ohio.

CLIVE SHERMAN
 AND HIS RIVIERA ORCHESTRA
 First American Tour.

STAN HALL
 (The Impresario of Song)
 AND HIS BANO OF A MILLION-AIRS.
 Featuring MARY HEWITT AND THE MODERN CHOIR

FREDDY KAY
 AND HIS ORCHESTRA

LEW REDMAN'S BELLHOPS
 TWELVE COLORED RHYTHMICS

PAUL TREMAINE
 AND HIS BAND
 FROM LONELY ACRES
 Featuring LONELY ACRES TRIO and JOE DIXON.

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

ANTHONY TRINI
 The Romantic Fiddler.
 AND HIS MUSIC.
 Now Playing Hotel Governor Clinton.
 Personal Management BOL TEPPER,
 Hotel Governor Clinton, New York City.



JESS HAWKINS
 and HIS ORCHESTRA
 Now Playing Merry Gardens, Chicago.
 Featuring "RED" EVANS,
 R. W. STEVENS, Mr., Belmont Hotel, Cleveland, D.

FRANK FISHMAN Presents NBO and ABB Networks.
ARCILLE BLEYER and His Orchestra

RUDY BUNDY
 AND HIS ORCHESTRA
 Featuring MARLENE GILBERT.
 Now playing College dates in Ohio and Pennsylvania.
 Personal Management E. D. PERKINS
 7418 Dellensburgh Ave., Cleveland, O.



West Coast Notes; Dobbs Not Renewed

SAN FRANCISCO, Calif., March 30.—The new cruise of Capt. Dobbs's *Ship of Joy*, sponsored by the Aleutic Division of the Stewart-Warner Corporation, apparently wasn't so successful. The ship has sunk along with Hugh Barrett Dobbs. Horace Heidt's Brigadiers have been salvaged, and the CBS transcontinental from San Francisco is now known as the "Aleutic Quarter Hour With Horace Heidt's Brigadiers."

Mel Venter, who announced the program, is also doing the commercials in place of Capt. Dobbs. Considerably pepped up, the show has more music and novelty, and Heidt is emerging. The shakeup is no reflection on Dobbs. The current series of broadcasts had not permitted full usage of his showmanship because of the shortness of each program, only 15 minutes and semi-weekly.

Dobbs effected a happy settlement of his contract with the sponsors, and is "resting up a few weeks" before announcing future plans, which will probably be another air show.

KFRC's Blue Monday Jamboree becomes a Coast-to-Coast CBS sustaining on April 8 after expiration of the contract with its present sponsor, Thomas J. Lipton, Inc. NBC's Monday evening *Carefree Carnival*, under sponsorship of the makers of Crazy Water Crystals, makes its last air appearance on April 8 with the expiration of the contract.

KYA has inaugurated a new type of Amateur Hour. It's *Calling All Stars*, a (See WEST COAST NOTES on page 10)

Over 14,000 Bostonians Request Benny Tickets

BOSTON, March 30.—All records have gone overboard here for requests to witness a radio broadcast with a grand total of more than 14,000 pouring in for the Jack Benny broadcast Sunday night over the NBC hookup from WBZ here.

Mr. Benny and company are doing a week in person at the Metropolitan, the company being Mary Livingston. Meanwhile Don Bestor and his orchestra are playing a dance date at the Normandy, formerly the old B. F. Keith Theater.

New Biz, Renewals

NEW YORK, March 30.—Columbia Broadcasting System has one renewal. It is:

HEALTH PRODUCTS CORP., thru William Eby Co., Inc. RENEWS effective April 21 on WABC and 41 stations Coast to Coast, Sunday 6-8:30 p.m. Program is Ray Perkins, Arnold Johnson Orchestra and amateur show.

National Broadcasting Company new biz and renewals include:

SHEPHERD FARMS CO., thru N. W. Ayer & Son, New York, started March 25 WEAJ only Monday thru Friday, inclusive, 6:45-7 p.m. Dramatic sketch.

GENERAL FOODS CORP., thru Benton & Bowles, starting April 29 on WJZ and 23 stations; rebroadcast on 38 stations. WJZ time is 7:15-7:30 p.m.; rebroadcast 11:15-11:30 p.m. Monday thru Friday, inclusive. Program is Tony and Giza, sketch by George Frame Brown, with songs by Mario Chamlee.

OAKLAND CHEMICAL CO., thru Small, Kleppner & Seifer, starting April 3 on WJZ only, Wednesday 10:45-11 a.m. and Thursday 4:15-4:30 p.m. Program is Vaughn de Leath, songs.

TROY HILLS, INC., thru Trades Adv. Agency, starts March 31 on WJZ only, 11:05-11:15 a.m. Graham McNamee, news comments.

REAL SILK HOSIERY MILLS, thru Erwin, Wasey & Co., Chicago, RENEWS effective April 7, Sunday 9-9:30 p.m. WJZ and 16 stations; rebroadcast 12-12:30 midnight on seven stations. Musical program.

PROCTER & GAMBLE CO., thru Pedlar & Ryan, RENEWS effective April 15, Monday, Wednesday, Thursday, 3:30-3:45 p.m. on WEAJ and 18 stations; rebroad-

cast 4:45-5 p.m. on 21 stations. Program is Barry McKinley, baritone; Ray Sinatra Orchestra. Program shifts April 30 to Tuesday, Wednesday, Thursday 3:45-4 p.m. on WEAJ and 40 stations.

CUSHMAN PRODUCTS (Bakers) thru Al Paul Lefton, started March 25 taking announcements half-hour daily except Sunday.

JOHN LUCAS & CO. (paints), thru Jerome B. Gray & Co., starting April 1 until April 29, with reservation, taking three five-minute programs weekly.

GEORGE A. PALMER (Haddon Heights, N. J.) (religious program), one hour daily except Sundays, half hour Sundays started March 24. Thru G. F. Crawley Agency.

New business on WMCA includes: MARYLAND PHARMACEUTICAL CO., thru Joseph Katz Adv. Agency, starting October 1, 1935; October 1, 1936; October 1, 1937; 26 weeks each year for three years, taking weather reports three times daily.

MOE GOLDSTEIN, INC., direct, starting April 14, taking daily sports resume by Dick Fishel 6:45-7 p.m.

JACKFIN CLOTHING CO., thru Roger B. Belkin, started March 29, Friday 11:30-12 midnight. Program is *Informality of Jack Dempsey's*.

CARTER'S LITTLE LIVER PILLS, thru Street & Finney, started March 23, taking daily one-minute announcements.

HARRY S. GOODMAN, direct, started March 24, Sunday 10:45-10:50 p.m. Program is talk.

STEELCOTE MFG. CO., thru Mortimer W. Mears, Inc., starting April 22, taking 13 one-minute transcription announcements.

MANNINGTON MILLS, INC., direct, taking several five-minute spots, starting April 1 for two weeks. Program not set.

A. C. SPARK PLUG CO., thru D. P. Brother & Co., starting April 4 twice weekly with one-minute transcriptions.

Chicago

Station WLS reports the following business:

GARDNER NURSERY CO., thru Northwest Radio Advertising Agency, continuation order for three 15-minute programs at 7:45 a.m. and three five-minute transcriptions at 7:15 a.m.

CHICAGO GOLD SMELTING AND REFINING CO., thru Chicago Union Advertising Agency, series of 15-minute programs at 11:15 a.m.

ROOSEVELT HOTEL, New York, seven (See NEW BIZ on page 10)

Intercity Set With 4 Payers

WMCA-WIP combine puts out special rate card—more stations may join

NEW YORK, March 30.—Intercity Broadcasters, the new two-station hookup composed of WMCA, New York, and WIP, Philadelphia, started its first week with four commercial programs. It was organized by Donald Flamm and Benedict Gimbel Jr., operators of the New York and Pennsylvania stations, respectively, as a competitive move against WOR, Newark, which, with its new 50,000-watt power is in Philadelphia strong. Two stations are working together on a co-operative deal, absorbing line charges themselves.

Four commercials are Three G's, clothing firm; Dr. Clapp, dental account; Fitch Investment Service and a paid religious program. Stations are also exchanging sustaining programs on a large scale, WMCA taking several hours daily of dance bands, starting at 11 p.m. Exact program swaps are being arranged now. Arrangements are for each station to sell in its own territory, with John Blair & Co. (formerly Greig, Blair & Splight), station representatives, selling stations outside of these spots.

Indications are that Intercity may be (See INTERCITY SET on page 10)

THE INTERNATIONAL FAVORITE OF DANCE
FERDINANDO
And His MUSIC
NOW ON TOUR

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

EDITH MURRAY
The Dramatist of Song
Recent London Lead "Good News"
Featured Star
Finnsberg's Furniture Program WMCA Four Times Weekly
Exclusive Management CBS Artists' Bureau, Personal Representative, IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.

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

★ THE 4-STAR DANCE SENSATION ★
PAUL MARTELL
AND HIS ORCHESTRA
FEATURING BILLIE STAR.
ARCADIA BALLROOM
68th Week.

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

AND HIS ORCHESTRA
ERNIE WARREN
Direction, IRVING MILLS ARTISTS, Inc. 789 7th Avenue, New York, N. Y.

STATION NOTES

Address All Communications to the New York Office

EDGAR KOBAK, vice-president of NBC, in charge of sales, will be one of the principal speakers at the fifth annual Southwestern sales managers' conference at the Hotel Adolphus, Dallas, April 12.

ARTHUR CORNWALL, lyric tenor, is singing over several Washington, D. C., stations, besides serving as a government employee. Cornwall was on the American Broadcasting Company thru WOL, until that network ceased functioning.

BLACKSTONE PRODUCTS COMPANY on WBT, Charlotte, N. C., thrice weekly for TastyLax, has purchased further time for another product, Dr. Sour's aspirin. Account has shifted agencies, going to Rose-Martin Company, away from Redfield-Coupe.

PHILADELPHIA stations struggled to get the opening game broadcast of the Philadelphia Athletics. WIP finally getting it. Stoney McLinn is the station's new sports man.

CLAUDE SHARPE, tenor, and Leon Cole, organist, have returned to their WSM, Nashville, sustaining spots.

WHE, Cleveland, has signed I. J. Fox, fur firm, sponsor taking a series of amateur shows from Loew's State Theater in Cleveland, beginning April 10.

BILL PARKER, musician with Bill Allsbrook's Orchestra, has joined the commercial department of WBIG, Greensboro, N. C.

RUDY WIEDOFT, leading saxophone player, started a new sustaining on KNX, Hollywood, recently. Mona Content is piano accompanist and Bill Lawrence and Stuart Buchanan joint m. c.'s.

LEO M. KENNETT, manager of The South Bend (Ind.) Tribune radio department, has resigned and is now managing WHEU, Anderson, Ind.

CECIL BROWER, star violinist with Milton Brown and his Musical Brownies, has signed for a year with the forthcoming Kellogg program on CBS. Brown's orchestra plays on KTAT, Fort Worth, and the Southwest Broadcasting System.

WBIG, Greensboro, starts a new Monday program April 1 called *Dancing Around the Town*, consisting of dance music played by Bill Allsbrook, Duke Barron, Al Smith and Roger Gordon's Orchestra, each for a quarter hour. Two of the bands will be in the studio, others picked up from various night spots.

WIP, Philadelphia, has appointed Glenn Parker as night supervisor.

WBT, Charlotte, is replacing recorded programs with live talent. George Fraser and Pete Martin, pianist and xylophonist, have been added to the sustaining staff and the team is being used to replace the record playing formerly used between evening announcements. Station also started a new sustaining spot, with Ted Doolittle, comedian, and another called Johnnie and Webbie.

LEE ARMER, president of Southwest Broadcasting System, is in Washington, D. C. With him is D. A. Kahn, manager of KGKO in Wichita Falls, Tex.

LEE RICE, production manager and announcer for two years at WGH, Newport News, Va., has left to go with General Motors Corporation in Baltimore, in GM's advertising department. WGH recently reopened its Norfolk auxiliary studios. They had been closed for the past half year.

BOB HOPE
BROMO-SELTZER
Every Friday—8:30 P.M.
WJZ-NBC
Direction
LOUIS SHURR
AL MELNICK

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

ARE YOU LISTENIN'?
Tony Wons
N. B. C.
Monday, Tuesday, Wednesday, Thursday, Saturday, 10:15 A.M.
Sunday, 4:30 P.M., Central Standard Time.

joe REICHMAN
and his ORCHESTRA
Now Playing
HOTEL STATLER
BOSTON, MASS.
COAST TO COAST, via NBC.
Direction Music Corp. of America.

PROGRAM REVIEWS

"Lights Out"

Reviewed Wednesday 12-12:30 a.m. Style—Melodrama. Sustaining on WFAF (NBC network).

With as much notice as a mob might give a bank prior to holding it up, NBC unloaded this crisp script sandwiched in between a couple of dance orchestra sustainings at an hour when no listener expects to hear anything but music. Which made this hunk of dramatics that much more effective and must leave the dial twister thinking about the incident and dispel all taste for the abounding night club music in question. For instead of just another band coming on a mug began the story of a bank robbery in the first person, tersely stating the facts until the succeeding episode was dramatized. Subsequently there were both narrative and dramatic sketches, action and even a moral for the finish.

Briefly, the story revolves around a gang moll who flits naturally from one gangster to another. Thus after the bank robbery, in which some \$375,000 was the haul, her boy friend picks a fight with her just after the loot is counted up, and the Swede member of the mob, unable to make the pal lay off, takes a shot at him and knocks him off. The Swede and Marcella go to Europe and live a gay life. He loses a quarter of a million dollars at Monte Carlo and it is not long before he gets unduly suspicious of Marcella and a friend, whom he finds together. The usual procedure of her boy friend beating her up takes place and the newcomer is forced to knock the Swede off in order to save the gal. The couple go to Santa Monica, Calif., to take things easy, and Marcella, in her bit of first-person talk, tells of becoming friendly with their physician. She is also allowed to go out on occasion with other gentlemen friends, it seems. Her lord and master has returned from a stickup, as indicated in reports that reach her, and since he has to lay low is amenable to her going for a ride with the young doctor. In the meantime she gets a phone call that is surely suspicious, and he having been hitting the bottle by way of diversion, Marcella is again in for a beating, this one costing her her life. Her screams, however, attract the police, who may or may not have already been on his trail.

Closing episodes find him in the death house conversing with a knowing keeper. The killer doesn't want to die and he can't take it at all. In a sort of reverie he "remembers a big cop taking" a shot at him, and then he woke up in a jam for fair. And so he is dragged away to the chair or scaffold a meek, yellow, broken-down gunman who might have been like any other man but for certain circumstances that took him off the proverbial alley.

Technique in writing and producing this script is one of pure radio license and can't even be compared to the flashback from the movies, since characters dead at the close of the tale do considerable talking of their experiences. This feat, combined with the terse, stark, sock of the drama, is probably one of the most realistic pieces radio has ever presented. Inquiry brings the info that the author is Willis Cooper and that the program was an audition for a potential sponsor. The right hour, sponsor and product and equally strong scripts ought to click hands down. Program originated in Chicago NBC studios.

M. H. S.

"Welcome Valley"

Reviewed Tuesday, 8:30-9 p.m. Style—Dramatic sketch and orchestra. Sponsor—Household Finance Corporation. Station—WJZ (NBC network).

Later Tuesday evening time is used and Edgar Guest, poet-philosopher, is retained from the familiar Musical Memories series. Program is less musical, in fact, a series of episodes, and the locale is the office of the Welcome Valley Chronicle. Guest is the kindly philosophizing editor of the community sheet. Folks drop in and obtain advice on various matters, mostly of the sort Guest dispenses in his polyantha poems. Thus most of the dramatic portions of the show lead into a poem recited by Guest. The "budget-management" idea is pretty well infused throughout the proceedings and the first item on tap con-

cerns a newly arrived baby. Next there is a boy who needs a dime for a new collar for his dog and a rhyme on the friendship of a dog follows. The village doctor is cheered up because he is down in the dumps and the case of the late Richard B. Harrison is cited by Guest, who reveals that "De Lawd" of The Green Pastures was 86 years old before opportunity knocked at his door and let him do the thing he always wanted to do. Dramatized episode deals with his getting the job at a Harlem rehearsal hall. Subsequently a group of singers offers songs from the show. Joseph Gallicchio Orchestra supplies the accompaniments and incidental music.

Story is by Ina Phillips insofar as the dramatic portions of the show are concerned and the characters involved include Luke Ferguson, the printer; Emmy, his wife; Esther, his niece; Dr. Haines; Stephen Rogers, newspaper columnist; Jeffrey Barker, a wealthy retired farmer, and Mrs. Jenkins, social leader of the town. Players included Bernardine Flynn, Don Briggs and Sidney Ellstrom. Offer is made of a budget-management booklet.

M. H. S.

Billy and Betty

Reviewed Friday, 6:45-7 p.m. Style—Dramatic sketch. Sponsor—Sheffield Farms Company. Station—WFAF.

Five-day-a-week series of spot broadcasts bring on a program designed to appeal to both old and young, but evidently leaning more to the latter. Central characters are a sister and brother of the high-school age or possibly younger who publish an amateur newspaper and are subject to the youthful exploits of the everyday boy and girl going to school. Apparently it is intended to combine drama, humor and occasionally pathos; for the most part the first few sketches seem to have done unusually well.

Climax of the Monday to Friday series finds the duo running short of funds in their publishing venture and Billy calls a meeting of his schoolmates, all of whom are "editors." He stages a marvelous stock pitch, outlining his plan for a corporation and letting them in on the share-buying proposition. He has an investment of \$45 in a press and is willing to incorporate for 100 shares of (par value 90 cents) stock and winds up like an auctioneer, but there are no takers. Most of the kids do not know what a corporation is. Betty gets busy and the small share buyers get in on the deal. Billy, of course, retains 51 per cent of the stock. Minish is one of those "hold me back" fights, in which nothing happens, but excitement is high for a few minutes. The big track meet is the next big issue on tap.

Piano music interludes separate the episodes and denote lapse of time. Coming and going is a free-for-all group singing of the theme song. *Here Comes the Milkman*. Sheffield credits much on the cleanliness of the product, handling of which precludes touch of human hands. James McCallion and Audrey Egan, child mite performers, play the chief roles.

M. H. S.

NEW BIZ

(Continued from page 9)

one-minute announcements at 1:15 p.m., March 25 thru April 8.

LITSINOER MOTOR CO., renewal order for 14 one-minute announcements from March 18 to 31. Paced direct.

GEPPERT STUDIOS, thru Leasing Advertising Co., continuation order for two-minute announcements at 7:10 a.m., etc.

WALKER REMEDY CO., thru Weston-Barnett, Inc., and World Broadcasting System, 30 one-minute transcriptions at 6:30 a.m. from March 25 to May 3.

COLLINGBOURNE MILDERS (Dexter Yarns), thru Rogers & Smith, series of five-minute talks once weekly at 1:40 p.m., etc.

STERLING CASUALTY INSURANCE CO., thru First United Broadcasters, 38 15-minute programs at 6:30 a.m. from March 11 to June 7.

OLSON RUG CO., thru Phillip O. Palmer & Co., renewal order for 12 15-minute programs at 8:45 a.m., April 1 to 13.

Station WGN reports the following business:

ROBERT A. JOHNSTON CO., thru N. W. Ayer & Son, Inc., *Painted Dreams*,

daily except Saturday and Sunday, 11:45 to 12 noon, for eight weeks, beginning April 1.

E. I. DU PONT DE NEMOURS & CO., INC., thru Batten, Barton, Durstine & Osborn, Inc., *Headlines of Other Days*, local commercial, 9:07 to 9:15 p.m., daily except Saturday and Sunday for eight weeks, beginning April 1.

ELECTROLUX REFRIGERATORS, thru Batten, Barton, Durstine & Osborn, Inc., time signals daily except Sunday between 6 and 11 p.m., for 18 weeks, beginning April 1.

Station WBBM has the following:
THE OLIDEN CO., thru Schwimmer & Scott, *Painters of Melodies*, a new three-a-week series heard Tuesdays, Thursdays and Saturdays, 12:30 to 12:45 p.m., beginning April 2. Features the Men of Notes, trio, and Billie Bailey, blues singer.

BOWEY'S DARI-RICH program, *While the City Sleeps*, shifted on March 29 from Thursday to Friday, 6:30 to 6:45 p.m. Sunday broadcast remains the same.

Philadelphia

LEWIN'S FOOTWEAR, starting April 1, taking three five-minute programs weekly. On WIP.

B. WEISBERG (cravats), started March 19 with four announcements weekly. On WIP.

A. L. GREENBERG (uniforms), started March 19, announcements WIP.

NORTH AMERICAN INDUSTRIAL LOAN CO., taking three spot announcements weekly, starting April 1 for one month. On WIP.

CRAWFORD'S, INC. (furs), taking six weekly announcements, started March 24. On WIP.

I. W. SIMON (seeds), taking participation announcements. On WIP.

Newark

New business on Mutual Broadcasting System includes:

EMERSON DRUG CO. (Bromo Seltzer), thru J. Walter Thompson Co., New York, starts April 8, Monday and Wednesday 9:45-10 p.m. on WOR, Newark; WGN, Chicago; WXYZ, Detroit, and on WLW, Cincinnati, 7-7:15 p.m. Tuesday and Thursday. Program is *Pathe News of the Air*.

ROBERT A. JOHNSTON CO. (Instant Fudge), thru N. W. Ayer & Son, Chicago, starting April 1, Monday to Friday, inclusive, 12:45-1 p.m. on WOR and WGN and WLW, 1:45-2 p.m. Program is *Painted Dreams*.

New accounts on WOR are:
EDUCATOR BISCUIT CO., thru John W. Queen Adv. Agency, started March 28, Monday to Saturday, inclusive, taking the 5-5:15 *Tranaradio News* periods.

GARFIELD WILLIAMSON CO. (seeds), started March 29, Monday and Friday 6:55-7 p.m.; shifting April 8 to 6:50-6:55 p.m. Recordings.

Southwest

NACOR MEDICINE CO., thru Neisser-Meyerhoff, Chicago, started March 22 over SBS network. Program is Milton Brown and *Southwest Barn Dance* 10:30-10:45 p.m. Fridays. Originates KTAT, Fort Worth, for KRLD, KTSB, KTRH, KNOW, WACO and KOMA.

STERLING CASUALTY CO., thru Neisser-Meyerhoff, Chicago; started March 22 over SBS network. *Southwest Barn Dance*, 10:45-11 p.m. Fridays. Originates KTAT, Fort Worth, for KRLD, KTSB, KTRH, KNOW, WACO and KOMA.

WEST COAST NOTES

(Continued from page 9)

Tuesday afternoon feature. Participants are actors, not musical entertainers. They are given parts to read in weekly plays and the feature is a big drawing card for the station.

Martin Provenson, NBC announcer, has resigned and gone to Hollywood to crash the movies. Don Thompson, NBC producer in charge of special events, is subbing on the announcing staff until a new announcer is appointed.

Preston D. Allen, manager KLK, Oakland, has been re-elected chairman of the Northern California Broadcasters' Association. Gene Clark, announcer and continuity writer, KJBS, has been made vice-president of the San Francisco Progressive Speakers' Club.

Los Angeles

LOS ANGELES, March 30.—Final papers were to be signed in Hollywood this week whereby the National Broadcasting Company will lease the Consolidated Laboratory building on Melrose avenue. Chain will use the building for its local studios.

Universal is using the Bing Crosby program emanating on the Coast each

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th floor, Palace Theater Building, New York City.

Wednesday night to boost the popularity of some of its contract players. Studio offered Andy Devine on last Wednesday's program, and Valerie Hobson, June Clayworth and Bole Galli are set for future appearances.

Earl Keate, former vaudeville booker for Fanchon & Marco, has joined the staff of the Thomas S. Lee Artists' Bureau at KHJ to handle theater and convention bookings.

The Los Angeles Gas Company is staging a terrific radio campaign to fight the proposed charter amendment that would withdraw its gas franchises on the April 2 election. Company is buying all uncontracted-for time on all of the local stations after 6 p.m. each evening.

Raymond Paige threw a bomb into the midst of the KHJ radio personnel this week when he handed in his resignation as musical director for the station and the Columbia-Don Lee network. Paige announced he was dissatisfied with the handling being given him by the Lee Artists' Bureau and felt they were not working for his best interests in offering his ability at cut-rate figures. Paige will continue over the network on programs on which he is already under contract. These include the Campbell soup program, which has two-and-a-half years to run in options, and the S. & W. products show once a week.

The *Woman's Magazine of the Air* feature on the Coast NBC stations has been transferred from a morning broadcast to 2 p.m., spot formerly occupied with the Al Pearce broadcasts.

Mr. and Mrs. Skits is the name of a new 15-minute feature to make its debut over stations of the Columbia-Don Lee system April 1 at 3:45 p.m. Program is for the Pittsburgh Plate Glass Company.

INTERCITY SET

(Continued from page 9)

come an Eastern Coast network. Reported that talk is already on involving a Baltimore station, most likely WCBM, which previously was on the American Broadcasting Company lines, as was WIP. Northern spots are also likely.

Intercity is underselling WOR by an average of about 40 per cent. Hourly rates for the two stations are 8 a.m. to 6 p.m., \$325; 6-11 p.m., \$500, and 11 p.m. to 1 a.m., \$330. WOR costs for the same period are \$500, \$750 and \$500. WOR also has different discount deals, no discounts being made unless 25 or more periods are taken.

Intercity deal has a funny angle in that several WOR alumni are now with either WMCA or WIP. Al Rose is handling sales promotion for IB and the New York outlet, with Bert Lebar WMCA sales manager. Al Cormier is general manager of WIP and formerly held that job at WOR.

WAAB Amateur Tieup

BOSTON, March 30.—The M. & P. Theaters of New England, formerly the Eastern section of Publix, are reaping with their radio talent series. The try-outs are held in the various theaters on a given night when any patron can enter and show his stuff. Audience applause names the winner, who is automatically jostled into a place in the semi-finals, which are broadcast weekly over Station WAAB, Boston, and a portion of the Yankee network. Three judges listen in and pick a winner. The winner gets a week's engagement to perform somewhere in the Metropolitan Theater for a salary.

Kennaway to New Offices

CHICAGO, March 30.—Due to increase in business and the necessary enlargement of the office staff, Kennaway, Inc., band and orchestra bookers, have leased the entire ninth floor of a Michigan avenue building and will move their offices to the new location April 29.

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

BUDDY WELCOME Featuring **EDDIE RYAN.**
AND ORCHESTRA ABE M. PARDOLL, Mgr.
His Seat to Coast, WABC.
DIRECTION
ORCHESTRA CORP. OF AMERICA.
1618 Broadway, New York, N. Y.

Now Appearing
SAVARIN CAFE
Buffalo, N. Y.
ROBERT CELTMAN
AND HIS ORCHESTRA
"THE ROMANCERS."
On the Air Daily Via **WKBW-ROR.**
Addr. Robert Cellman, Fenway Hotel, Cleveland.

? FRANK ?

HILTON SISTERS
World Famous Siamese Twins
NOW ON TOUR
Direction **1618 Broadway, N. Y.**
YVARE FISHERMAN.

JERRY JOHNSON
AND HIS ORCHESTRA
Florida Hotel, Miami Beach, Fla.
ORCHESTRA CORPORATION OF AMERICA.
1618 Broadway, New York, N. Y.

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

"GOLF HEADLINERS" •
FRANK MUSICAL DIRECTOR
7:30-8:30 P.M. WABC-CBS
T GOURS
"THE GREAT WALTZ"
• Center Theatre, N. Y.

JOHN F. MURRAY Presents **LARRI WMOA**

GYPSY LEE, Accordion. **And His** **VIOLA BURT**, Harp.
HOTEL PICCADILLY ORCHESTRA, N. Y. C.
Personal Management **FRANCOIS GORDON.**

HENRI GENDRON
and his **AMBASSADORS**
ORIENTAL GARDENS, Chicago, Ill.
ORCHESTRA CORP. OF AMERICA
1618 Broadway, New York, N. Y.

AIR BRIEFS
By **JERRY FRANKEN**

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

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

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

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

CHI AIR NOTES
By **NAT GREEN**

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

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

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

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

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

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

Robert M. Edson Presents
JACKIE MAYE
"The Night Club Nightingale."
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AND HIS "FAMOUS DOOR" MUSIC
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RKO PALACE
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ADAM CARROLL Formerly of Original Paul Whiteman Orchestra.
AND **DAVE BEREND** (Banjo)
Formerly with Original Vincent Lopez Orchestra.
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★ **EDDIE** ★
NOW
HOLLYWOOD CAFE
Broadway, New York City.
LEONARD, JR.
★ YOUR FAVORITE SINGER ★

AGENCIES ATTENTION!
Book the one and only organization in the world that plays like **WAYNE KING, LOMBARDO, KEMM, DUCHIN, CLYDE McCOY'S "Sugar Blues" BURMAN** "When Day is Done."
DON PABLO AND ORCHESTRA
Now increasing business 200% (manager's report) at the newest spot, **THE MERRY GO ROUND, Ft. Warren, Ind.**

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

JOSEPH LADD and his orchestra are playing dates around Edwardsville, Ill.

EARLE GREENE'S Royal Rockets, Midwestern colored combo, recently closed a three-day engagement at the Taylorville (Ill.) Auto Show. The band has been working Central Illinois spots for most of the winter.

DON TRANGER and his orchestra are playing one and two-night stands thru the Northwest. Personnel includes Tranger, Al Stutt, Jack Arnold, Bill Engelthaler, Vic Sears, Glenn Carraway, Dex Bullin, Norman Hinkie and Bill Haupt Jr.

BERT JACKSON has joined Mel Snyder's Band at the Hotel Gibson, Cincinnati. Jackson will handle first sax.

FRANK SCHOFIELD and his 12-piece orchestra, who have been one-nighting thru Maryland, moved into Pennsylvania April 1 to fill club and college dates. Peggy Toth and Teddy Cook are handling the vocal numbers.

RALPH C. VORHIS is using a small combination to fill club dates thru Northern New York. He recently closed a month's stay at the Floridel in Saranac Lake.

FREDDY MARTIN will move direct from the St. Regis Hotel, New York, to the Empire Room of the Palmer House, Chicago, April 17 to replace Ted Weems, who goes on tour. The fill-in band at the Empire Room changed March 28, the Embassy Four replacing the Empire Four.

JIMMY GARRIGAN and his band opened at the Oriental Gardens, Chicago, March 29 for a four-week stay. Don Pedro, leaving for a personal appearance tour, will return about the first of May.

JIMMY ORIER has been signed by Radio Productions to produce a motion picture short subject, *Night in the Billmore Bowl*.

PAUL WHITEMAN and his 40 musicians will appear in the 20th Century Film Company's new musical, *Sing, Governor, Sing*, starring Lawrence Tibbett.

GUY LOMBARDO entered the St. Francis Hotel, San Francisco, March 29 for a week's engagement, replacing Anson Weeks, who is doing a series of one-night stands. Lombardo will go east on completion of this engagement.

TEX HOWARD recently inaugurated a 12-week engagement at the Trianon in Seattle, Wash. Howard recently completed a winter season at Casino Ballroom, Ocean Park, Calif.

CATO'S VAGABONDS opened March 23 at the Oriole Terrace, Detroit, after an engagement at Casa Madrid in Louisville.

GEORGE HAMILTON moved into the Baker Hotel, Dallas, Tex., April 2, replacing Larry Lee's orchestra. Hamilton came from the Cosmopolitan Hotel in Denver.

GRAY GORDON and his NBC orchestra, featuring Connie Hill, singer-dancer, and Gretchen Lee, both well known over CBS, replaces Barney Richards and his music at the St. Anthony, San Antonio, Tex.

HAL GRAYSON, with Martha Tilton offering specialties, has been held over for an extra week at the Olympic Hotel Bowl, Seattle, Wash.

MIKE CARAPPELLA and his orchestra continue to be a decided hit at Mary's Dreamland Night Club in St. Louis. Carapella recently celebrated his 14th anniversary as an orchestra leader, the occasion for which was a special "big night" at Mary's Dreamland.

HOWDY WILCOX has finished an all-winter engagement at the LaSalle Hotel in Battle Creek, Mich., and opened April 2 at Palms Gardens in Lansing. Connie Robinson is singing.

WALTER E. NOURY'S Rainbow Ramblers have returned to the Grill Room of the Hotel Plaza, Haverhill, Mass.

HAROLD MANNING and his orchestra have spent most of the winter at Don Dickerman's Pirate's Den in Miami Beach, Fla. Lineup includes Manning,

Thatcher Chase, Norman Manning, "Frisky" Hann, Lowell Martin and Dick Dee. Dickerman has had connections in the past with the Helgh Ho. County Fair and Blue Horse clubs in New York.

RUTH HART and her Virginians, an all-girl combination, have moved into Melody Gardens, Detroit, after bringing a six months' engagement to a close at Brown's Spanish Villa. Ruth's versatility as leader, emcee and blues singer has proved popular with Motor City dance patrons.

OWEN REED'S Missourians are back in the Tiger Tavern, Baton Rouge, La., with a roster that includes Oswald Bernich, Henry Watkins, Tom Elerts, Keith Hester, Bradley Bond, Tilden Lawrence, Gene McDonald, Jerry Oltard, Harold Collins, Charlie Rawls, Margaret Longmire and Reed.

ROSALIE CARTER continues to sing the songs with Harry Carter's Band at the New Howard Hotel, Baltimore.

JACK BELASCO and his orchestra are playing thru the Midwest with the *Broadway Nights* stage unit. Besides directing the band and emceeing the show, Jack doubles in a comic role.

BUTT LEE opened the new season at Chicken Roost Grill, near Batavia, N. Y., March 30. Band played in vicinity of Buffalo most of the winter.

JIMMY LIVINGSTON followed Husk O'Hare into the New Tulsa Hotel, Tulsa, Okla., March 23. Baby Cleo is still featured and Pat McCarthy is arranging.

HENRY HALSTEAD began the season April 1 at the Coconut Grove, atop the Park Central Hotel in New York.

RAY WILLIAMS terminated a long engagement at the attractive Indiana Ballroom in Indianapolis March 25. Ray and the boys return to the spot May 25.

JACK WINSTON and his 13-piece orchestra are doubling between the Hotels Plaza and Gunter in San Antonio, Tex. Louise Bruce and Jack do the vocals.

RALPH BRICE, head man of "Brice's Aces of Syncopation," is assembling a stage unit in Nashville, Tenn., to play fair dates and theaters.

JULES LANDE and his ensemble are playing Sunday afternoons in the Egyptian Room of the St. Regis, New York, and daily during the cocktail hour.

RUDY BUNDY played the Greystones Ballroom, Cincinnati, last Saturday and Sunday and then moved to the Indiana Roof Garden, Indianapolis, until April 16. On April 17 he will return to the Casa Madrid, Louisville, being the first band to play a third return date at the latter spot. Rudy and his manager, Doc E. D. Perkins, were recently commissioned colonels on the staff of the governor of Kentucky.

AFTER A WEEK at Peony Park, Omaha, Neb., Jack Wardlaw and his orchestra are making a series of one-nighters taking them thru three States, Nebraska, Iowa and Kansas. Band, which hails from the South, is using 16 pieces, with Bob Bland, Roland McKellar and Jene Kimbell as vocalists.

Chain Store Music Deal a Boomerang

NEW YORK, April 1.—Indications are that chain stores will again be handling sheet music in a large scale once more, and the only drawback now, according to some publishers, is the agreement existing between the several music men who settled out of court with Max Mayer during course of his restraint of trade action against a group of publishers and the Music Dealers Service, Inc. (now out of existence).

Reports is to the effect that certain publishers or a publisher complained to the Federal Trade Commission that the agreements consummated by Mayer, head of the jobbing house that bears his name, is a pact in restraint of trade, because a central organization for dealing with the chain stores cannot be made and the intent of the agreements kept intact. Mayer states that he is in accord with a central bureau to handle the music for all publishers who so desire, but he does not want this central organization to be in the jobbing business, nor have anything in the way of business methods which are not in accord with the wishes of all publishers, such as returns or discounts being allowed or not being allowed, whatever the case may be.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CHICAGO.—The Trianon Commercial Properties, Inc., owner of the Trianon Ballroom and other real estate properties, has filed a reorganization petition under Section 77-B of the amended bankruptcy law. The liabilities are approximately \$1,500,000.

CHESTER, W. Va.—Doc E. D. Perkins will be the manager of the Rock Springs Park Ballroom here this season. The ballroom will operate nightly thruout the summer.

LINCOLN, Neb.—The Marigold here, which has been operating only two days a week for the past three months, started last week to run five days. According to its boss, Jim Beltzer, it will continue to do so thruout the summer. The Marigold has always shut its doors with the opening of the big suburban pavilions. Reason the spot will remain open is the general optimism created around town by the new liquor bills now in the Legislature. The Marigold will make work for about four bands a week during the summer.

CHICAGO.—Oh Henry Park ballroom at Willow Springs, a few miles southwest of Chicago, opened its season last week under the management of Rudy Verdebar. This suburban dance spot was established 14 years ago by John Verdebar. It was burned in 1932 and rebuilt at a cost of \$85,000. The old policy of "park plan" dancing, charging 10 cents a dance, has been discarded and a straight admission now is charged. Dance sessions are held on Wednesday, Saturday and Sunday, with well-known bands furnishing the music. The place has built up a steady clientele. Record attendance was 3,400 dancers in one night last summer when Clyde McCoy's Band was playing. Beneath the ballroom is the Marine Taproom, where excellent food and liquid refreshments are served.

MUSIC NEWS

Music Publishers' Protective Association will collect approximately \$19,000 in music license fees from the huge Chevrolet spot broadcast schedule, story of which appeared exclusively in last week's issue of *The Billboard*. Licenses of course are being issued to the World Broadcasting System on behalf of the music publishers whose works are being used. As usual, Harms, Inc., and Witmark will receive the lion's share of the license fees collected, although a goodly number of other publishers will also share in the receipts. Electrical transcription series, set for 13 weeks, may be renewed.

In view of the success attendant on their initial contract with the British-Gaumont folks Moe Selgier, Al Goodhart and Al Hoffman have sailed for England to furnish songs for a new flicker to be produced by the foreign concern. They left last week, and according to present schedule will remain abroad until late in June.

Another firm is planning to join the army of music publishers already housed in the Brill Building, New York. The latest tenant is Sherman, Clay & Co. They expect to be thoroly installed this week.

Sammy Stept, composer of *Tiny Little Fingerprints* and other modern ditties, is on his way to Hollywood to join the increasing army of songwriters already located in that part of the United States. Stept is traveling as a free lance with no particular teammate in mind. He expects to tie up with a lyricist when he reaches his destination.

Bill Jacobs, of the Chicago office of the Sam Fox forces, is in town to look over the trade here. Another visitor is Hy Polson, in charge of the Cleveland branch of the same establishment. Polson will remain in the East indefinitely as contact man and also assist Robert Stone, professional manager of the New York end. According to Mr. Stone, the Fox emporium will expand gradually hereabouts, with some changes and additions to the staff as soon as the firm is entrenched in its new quarters.

The way Duke Ellington's tune *Solitude* is now showing up is reminding of the old-time pre-radio plug when a firm worked on a number for months before letting go and then the song would continue to ride for many months to come. Exclusive Publications, due to Sidney Mills et al., were confident about *Solitude*, but never rushed it. It has plenty momentum now.

Herman Pincus, songwriter and columnist, is no longer associated with Staney-Lang. At present he is devoting his time to grinding out numbers for popular consumption. His latest is *It's a Coincidence*.

A new department has been inaugurated by the Famous Music Corporation with Rudolph Priml Jr. in charge. Priml is the son of the noted composer of revues and operettas. His duties will be to look after numbers that appeal to those who earn their living in the concert and other fields apart from the "pop" division. As a consequence the FMC will issue several standard songs to meet what they think is a fast-growing demand.

DETROIT.—The Majestic Ballroom is being reorganized as the Mayfair Ballroom, with complete remodeling of the structure because of widening of Woodward avenue. A new operating company, the Woodward Avenue Dancing Academy, Inc., has been formed by Carl N. Woods and Carl Fischer, the owners. The old name of Majestic Institute will be retained for the dancing school.

Sheet-Music Leaders

(Week Ending March 30)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayar Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. Isle of Capri
2. When I Grow Too Old To Dream.
3. Lullaby of Broadway.
4. Every Day.
5. Clouds.
6. Good Ship Lollipop.
7. Little White Gardenia.
8. Here Comes Cookie.
9. If the Moon Turns Green.
10. Solitude.
11. Blue Moon.
12. Soon.

HAVLIN HOTEL

Vine and Opera Place, Cincinnati, O.
Right in the Heart of the Theatrical District.
MODERN ROOMS.
Special Rates for Professionals.

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Handled by Broadway's Foremost Arranger of Popular Music! I Have Done HUNDREDS of the BIGGEST HITS for Representative Publishers and Writers. Submit Your Songs or Poems to
EUGENE PLATZMAN,
1659 Broadway NEW YORK CITY.

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

Chi Ork Leaders Get Gold Plaques

CHICAGO, March 30.—Five orchestra leaders who have helped to develop the Midnight Flyers program at the Blackhawk Cafe into one of the most popular night-life events in Chicago were presented gold plaques last Monday night when the second anniversary of the "Flyers" was celebrated.

The event was a gala occasion attended by many screen, radio and stage notables and a program of unusual interest was presented. Otto Roth, proprietor of the Blackhawk, had his chef construct a beautiful birthday cake for the affair, and during the festivities the cake was cut and distributed among the guests.

Pierre Andre, master of ceremonies, who has held that post since the inception of the Flyers program, presented the gold plaques. Unfortunately, a rule of the musicians' union prevented the orchestra leaders from being present. Nevertheless the presentation speeches were made and the plaques later were sent to Hal Kemp, Seymour Simons, Art Jarrett and Jan Garber. The only one personally presented with his plaque was Kay Kyser, whose band is playing at the Blackhawk. Kyser then presented a similar plaque to Pierre Andre in recognition of his splendid work on the program.

London Club Notes

LONDON, March 25.—Savoy Hotel has again a socko floor show, with the talent, largely American, solely booked by Eric Wollheim. Joe Jackson, pantomimist, still clowning here and creating mere belly laughs than one usually hears at a place of this type. The Four Franks, swell and fast-paced American comedy, dancing and acro novelty, doubling with the London Palladium, also well liked here.

Tex McLeod, ace of roping monologists, scores heavily with his topical chatter and smart evolutions at the Cafe de la Paix.

Douglas Byne, English production comedian, is back again with his sizzling and risque comedy lyrics at the Cafe de Paris, where he is almost resident.

Felix Ferry's *Monte Carlo Folies* of 1935 still hits at the Grosvenor House, where premier honors go to Gomez and Wlmona, probably the best and most graceful dance team seen here in years. Laughs come thick with the okeh offering of the Arnaut Brothers, who are doubling in vaude. Emily Adreon is a big hit here with acro and stair dancing, and Vale and Stuart do fine with a snappy routine.

Four big hits at the Dorchester Hotel, where the present edition is in its last week, are Betty Jane Cooper and the Lathrop Brothers, America's dance fashionists, who are plenty popular here; Eddie Vieth, original and mirth-provoking pantomimist; Diana Ward, swell songstress, and Roszelle Roland, the Golden Girl, whose nude dancing is artistic and graceful.

Sid Tracey and Bessie Hay, versatile and accomplished American dancers, register solidly at the May Fair Hotel, where they are in for a two weeks' stay.

Howard and Gallet Opening Chicago Spot

CHICAGO, March 30.—Frankie Howard and Ralph Gallet recently took over the old Lighthouse Cafe at Morton Grove, Ill., and will spend about \$20,000 before reopening it under the name of the Coconut Grove around May 15. It is probable that Al Borge will book the attractions.

"Gay Boy" Still Running

SYRACUSE, April 1.—Fay Norman's *Gay Boy Revue* continues to run to big business at La Villa while trial of the eight boys and Miss Norman is postponed a week. The boys, held on charge of indecent exposure, are first good draws La Villa has had, and another boy show is packing them at the Elm Lodge. Miss Norman claims revue violates no law. There is a bill now in State Legislature to forbid men entertainers to wear women's clothes but it's not passed yet.

SIX SPIRITS OF RHYTHM opened at the Catin de Paris, New York, last week.



'ROUND THE TABLES

BILLY VAN will extend his three-week engagement at the Lakewood Cafe, Providence, R. I., into the middle of April. Billy began emceeing the spot three weeks ago after a successful trip thru Kentucky.

CHET SPRINGER, after spending the winter in the South, is appearing nightly at Burton Inn, in suburban Flint, Mich. Russ Cornish, Joe Aroks and George Dalen are working with him.

ELDON D'ORIO, xylophonist; O'Neil and Beaucadre, comedy team; Denny Beckner, dancer, and Helen Kelly, songstress, plus Ralph Britt's music, form the current entertainment setup of the Oimos Club, San Antonio, Tex.

BILLY STONE, now in his 18th week as emcee at the Club Mohawk, Peoria, Ill., is the latest addition to Texas LaGrange's list of club entertainers. Under LaGrange Billy is set for the Mohawk until early June.

PARKER BROTHERS, hand balancers, are playing the Missouri Athletic Club in St. Louis this week.

JOHNNY KAYE'S *Boys Will Be Girls* show is current at Elm Lodge, Syracuse, N. Y. Lineup includes Merry Pickford, the Male Sally Band, Gene Baye, the Male Lily Pons and a line of six would-be gals. Whoops!

JORED AND MARGO, dance team that met with success thru the South last winter, has joined Barney Rapp and his New Englanders at the Hotel Gibson, Cincinnati.

BILL CHURCH, under the personal management of Jimmy Daley (Stan Willis' Albany rep), will make a Coast-to-Coast tour presenting his singing, dancing and stories. Bill just completed his 10th week at the Little Casino, Binghamton, N. Y.

BILLY AND KAY, apache dancers, have been at the Hotel Ingalls, Bellefontaine, O., for more than a month. Combo is reported angling for a Paramount Pictures contract.

THE CARIOGA CLUB, Chicago, has been putting on a snappy and entertaining floor show that includes Crystal Cook, soubret; Irene George, ballads; Hope Parker, dancer, and Billy Kent, m. c.

MAURINE AND NOVA, dance team, opened at the Continental Grill of the Hotel St. Moritz, New York, March 22 following a run at the Central Park Casino and a week at the Hotel Plaza, New York.

NEW TALENT at the Hotel Weylin in New York includes Charlie Wright, accordionist, and Julie Gillespie, debutante singer. Alexander Fogarty is her accompanist.

FRANCES MADDOX replaced Gertrude Niesen at the roof garden of the Hotel St. Regis, New York, March 22.

THE TRIPOLI TRIO are appearing at the Rialto Cafe, located in the Woods Building, Chicago.

ROLLS AND ROYCE have been held over for a third week at the Coconut Grove, Boston, Mass.

JOHN HOYSRADT, monologist and legit actor, who just closed with Katharine Cornell in *Barrett's of Wimpole Street*, has been added to the floor show at the Caprice Room of the Hotel Weylin, New York.

COLONNADES, at the Essex House, New York, closes for the summer April 27 when the Glen Gray Ork goes on tour.

EARL SANDE, once America's premier jockey, makes his theatrical debut at the Stork Club April 3 as a singer.

SHOWBOAT DANCE HALL in St. Louis is featuring Henri A. Heitman's revues on Tuesday, Thursday, Saturday and Sunday nights, with Glen Young's Orchestra. This club is rapidly gaining

popularity and the special nights bring out large throngs.

TOMMY SACCO, Chicago, reports the following bookings which opened March 30: Derona and Barry and the Carbell Sisters, at the Triangle Gardens, Peoria, Ill.; Marge and Marie, Gloria Shayne, Lona and Larry and Blossom and Marilyn LeMori, at the Blue Moon, Milwaukee.

SUNNIE SOUTHERN, who calls himself a "Clown of Ceremonies," returned recently to club work with his old theme song, *Married, Married, Married*. He has been busy most of the winter in clubs near Indianapolis.

GENE DANA, female impersonator, is currently appearing at the Edgewater Club, New Orleans, with Billy Bhomer and George Kay.

REX HATCH, pianist, and Frieda Uphold, singer and guitarist, opened the spring season last week at the Palm Garden in Columbus, O. After two weeks they will return to the Hotel Chittenden.

CHUCK AND JANE McCUTCHON, youthful brother and sister dance team, are featured at the Ritz Cafe, Superior, Wis.

GLORIA CLUB, Columbus (O.) night spot, presented last week Kay and Dean Schooley, dance duo; Babette Winfred, singing comedienne, Mary Boise, songstress, and Ralph Donohue, emcee.

SALLY CARLISLE is dancing for her fourth week at the Golden Pheasant Club, Peoria, Ill. The floor show consists of Gene Bradley, mistress of ceremonies; Ethelyn Berry, soubret; Octavia Powell, dancing violinist, and Stefano and Serena, ballroom team. Jack O'Brien's Band is furnishing the music.

THE THREE MEGAPHONES, Fletch, Herb and Hank, left Sunnyside Garden in Detroit after eight successful weeks and have opened an indefinite run at Boar's Head in the same city.

EUCLID CLUB, Bay City, Mich., last week presented Lois Lee, mistress of ceremonies and songstress; Trixie Black, comedy tap, and Crompton and Daley, male dance team.

IZZY COHEN and Eddie Funda, veterans of the burlesque stage, have opened a booking office in Syracuse, N. Y., under the name of Central Theatrical Bureau. They are devoting a majority of their time to local clubs and ballrooms.

FRANK GRILLO has opened the Riviera Restaurant in Lockport, N. Y. Floor shows are presented twice weekly and Jimmy Barrone's Band furnishes the rhythms.

FIFI D'ORSAY heads the new floor show opening this week at the Royale-Frolics night club in Chicago, replacing Joe Lewis, who has been there for five months.

BILLY TERRILL, well-known in rep circles, will not take his show out on the road this year. He is currently operating a night club in Conran, Mo. Terrill is employing some of his old showmen's tactics in the exploitation of his new club, i. e., tack cards, handbills, one-shots and radio programs.

SID SPACII heads the floor show at the new Thompson's 18 Club, Chicago, opened last week by George Thompson.

GREY WOLF TAVERN, near Sharon, Pa., featured Anne Bradley on the floor show the week of March 25. At the close Anne joined Jimmy Hodges' *Miami Nights* in New Bedford, Mass. Marque and Suzanne, dancers, and Jack Gregg and Company in *Novelty-Land* filled out the entertainment at the Grey Wolf. Lec Leali, with Erwin Bendel vocalizing, furnished the tunes.

FREDDIE ROLAND'S emcee work and singing proved popular with Joe Feldman's Plaza Club in Cleveland.

New Broadway Shows

NEW YORK, March 30.—Two leading Broadway cabarets bring in new shows next week, with the Paradise and Hollywood restaurants changing talent. Paul Whiteman Orchestra, with his entire troupe, go into the Paradise.

Show at the Hollywood will star Sophie Tucker, with Jack Waldron, m. c.; the Magellos, Baron and Blair, Vera Neva, Marion Martin, Cackles O'Neal and Ann Graham. Smith Baller's Orchestra goes in with the new show. This lineup replaces Rudy Vallee, who winds up a long run at the spot.

Altho Abe Lyman, the orchestra leader, bought into the Hollywood recently, reports that he took over controlling interest are erroneous. Lyman has 50 per cent, the rest held by Joe Moss, with Moss handling all management details.

"Springtime Revue" Stays at Palmer House

CHICAGO, March 30.—Artists in the *Springtime Revue*, now current at the Empire Room of the Palmer House, will have an unusually long run for a cafe show. They were to have given way to a new show April 18, but have proved so popular they will remain for a full 12 weeks, closing May 29. Those in the revue are Raphael, concertina artist, making his first American and first cafe appearance; Peggy Taylor and Company, adagio dancers; Bernhard and Graham, ballroom dancers; Stanley Morner, tenor, and the Abbott International Dancers.

Veloz and Yolanda, famous dance team, open at the Empire Room May 30.

Charlotte Club Drawing

CHARLOTTE, N. C., March 30.—The Club Arbor, owned by John Arbor and Sam Slusky, opened here March 13 to good business under the management of H. D. Singletary. The club follows a no-cover-charge policy, with a minimum \$1 check.

Opening week show included Peggy Finch, blues; Regina Manetta, taps, songs and toe; Beth Harless, acrobatic taps; Bera Hart, scoring a hit with her rumba taps, and Charlie Kay handling the emceeing. Unit was followed by the Hotel Radisson Flame Room Ork.

Current are Vera Hart, holdover; Douglas and Dot Fleming, comedy; Mary Andrew, blues; Jored and Margo, waltz team, and a sure holdover for an additional week, and Bill Mayott and his Hotel St. Moritz combo.

New Theater-Cafe For Chicago Loop

CHICAGO, March 30.—A de luxe theater-restaurant that will feature glamorous musical revues is to be constructed just off Michigan boulevard at the Chicago River, according to announcement today from the McCormick Management Corporation. The project, unnamed as yet, is being called unofficially River Casino and construction will start late in April.

It is stated that the place promises to be outstanding in the world of entertainment and dining, the cuisine to rank with the finest Continental restaurants and the entertainment features to be presented from a large and completely appointed stage. Two orchestras, especially organized, will entertain in the main dining room. Spot is on the north edge of the Loop, between Michigan avenue and the lake.

GILBERT AND VICKY RAYE, this week at the Palais Royale, Lansing, Mich., make their next stop at the Shadowland, Flint.

Joyce Dance Stylists
DONNA AND Jack **DARRELL**

New Appearing Hotel Syracuse, Syracuse, N. Y.

THE DARING YOUNG GIRL New appearing nightly at The Flying Trapeze, New York's New, Smart Gals
HAZEL WILLIAMS

12th Week ON THE 217 West 57th St. FLYING TRAPEZE
WELBY COOKE, Mgr. • JAMES F. VICTOR, Rep.

Indie Operators Force Circuits To Use Vaude

Taft, Cincinnati, has RKO on the hop—Columbus and Cleveland vaude-minded because of Cincy—Indies in Pittsburgh and Baltimore make circuits use vaude

NEW YORK, March 30.—The independent theater operator as a valuable asset to the vaude field is now seen in Larry Sunbrock's combo venture at the Taft, Cincinnati, the success of which prompted RKO to splurge with stage shows and thus throw wide open to flesh a town that was devoid of it for some time. Furthermore, Sunbrock's good fortune has several other indie operators in that territory working on arrangements to throw in attractions, which will probably result in the circuit theaters meeting the opposition. Then, too, there are several other spots throughout the country where indie operators have forced the circuits to meet their opposition and all manage to keep operating.

The Hartman, Columbus, is a theater seeking to emulate the success of the Cincinnati indie house. Gus Sun is said to hold the lease on that house, and is reported to be dickering with Thurston to play for him. Thurston paved the way for Sunbrock in Cincinnati. Sun now is playing George Jessel in his house. Another indie house in that territory using "name" vaude is the Circle, Cleveland, operated by a Mr. Marmorstein, who uses one "name" a week with a surrounding small show. He recently played Helen Kane and Jessel.

The Taft, Cincinnati, opened with Thurston to a \$16,500 week, netting the magician close to \$7,500 as his share. Followed with a vaude show headed by Penner, then a *Parce* show, and now Ted Lewis is there in opposition to Benny Meroff, Boswell Sisters and Rosco Ates at the Shubert. Next Friday's show at the Taft will be Robinson's Circus, to be followed by Jessel. Among the shows lined up by the Shubert are Ina Ray Hutton, Lupe Velez, George Olsen and Guy Lombardo. Before Sunbrock started to click at the Taft, RKO had its shows booked from Chicago into the Shubert. Switched it to Bill Howard's books here for high-priced shows, tho.

There are other spots in the country where indie operators are forcing circuit theaters to continue stage shows and are managing to match them show for show. Two prominent spots are Pittsburgh and Baltimore. The Alvin, Pittsburgh, compels Loew and Warner to use stage shows, and in Baltimore Lissy Rappaport at his Hippodrome has been giving Loew a stiff fight. Last year Loew tried to sandwich him by putting vaude into another house there, but that flopped soon.

IA Orders Closer Checkup on Vaude

WASHINGTON, D. C., April 1.—The International Alliance of Theatrical Stage Employees is notifying its locals to be on the lookout for vaude acts not living up to IA rules. The IA complains that locals have been lax in enforcing rules affecting vaude acts and that they have permitted acts with fewer than eight pieces of equipment to travel without carrying a "vaudeville certificate."

According to IA's "vaudeville certificate system," acts carrying six, seven or eight pieces must possess a vaudeville certificate. The certificate is obtainable from the local controlling the house in which the act makes its initial appearance. Acts with more than eight pieces of equipment and carrying an IA stagehand do not need a vaude certificate, as the stagehand handles all detail.

The IA has ordered its locals to check up on the Muriel Page act and the *Street of Dreams* unit and see that they comply with IA rules.

Hines Band Robbed

CHICAGO, March 30.—Ed Fox, manager of the Earl Hines Band, who just returned from a trip with the band, reports that vandals broke into the bus carrying their instruments and baggage while it was parked in Philadelphia last Sunday morning and got away with property valued at \$1,400.

JACK HANLON, also known as Gene Petri, please communicate with Elias E. Sugarman, *The Billboard*, New York City. You will learn something of advantage to you.

Loew Favoring Presentations

NEW YORK, March 30.—Loew resumes regular vaude in Jersey City Friday, after seven weeks of stage-band policy. The house used Johnny Perkins five weeks and Ted Claire two weeks as emcee. Buddy Monroe, vocalist, who played the house the last seven weeks, is now going out as a single for Loew, opening Friday in Boston.

Loew, meanwhile is laying out a heavy exploitation campaign for Ed Lowry at the Paradise, Bronx, and hopes to keep him there indefinitely, altho he is booked for only four weeks. Lowry opens Friday. His second show, week of April 12, will include Fred Sanborn, Youthful Rhythms, Gail Gail, and 16 Birds of Paradise Girls.

The Globe, Bridgeport, has asked the booking office for a straight diet of units. As no units are available weeks of April 5 and 12, Loew has put in Charlie Melson and Imanette to head stage-band shows. Gus Myer's Band, Charles Carrer and Three Fonzale support Melson the first week, and Evelyn Oakes, Three Yates Sisters, Tyle and Phillips, Dorothy Bermon and Buddy Monroe, the second.

More Chicago Time

CHICAGO, March 30.—Two more full weeks are about to be added to the time booked out of here. Al Steffen's Alvin Theater, Minneapolis, reopens April 4 with a full-week vaude policy, booked by Billy Diamond. Initial bill has Tom and Betty Wonder, Paul Nolan, Lealie, Ayres and Gold, Ross' Continentals and the Three Rixfords. The Alvin is the former Shubert Theater and has recently undergone extensive alterations and remodeling. The Capitol, Detroit, will start full-week bills about April 20 and will be booked by Dick Hoffman, of the Diamond office.

Shirley Brenner to N. Y.

CHICAGO, March 30.—Shirley Brenner, for the last six years secretary to Louis R. Lipstone, production manager of Balaban & Katz, is leaving his employ today and will locate in New York.

Short Percentage Hops in the Sticks Profitable to "Names"

NEW YORK, March 30.—The wildcatting of attractions into the hinterlands for from one to three-day stands by the William Morris Agency continues to prove very successful. The office has been beleaguered with requests for these "names" on a percentage arrangement, and as a result the office is throwing more of its attractions into this field. The "names" realize more dough from these short hops than they do on weekly guarantees.

Amos 'n' Andy, who blazed the trail of percentage dates in the sticks, playing towns that haven't had flesh for some time, have been given more time. They open in Wilkes-Barre April 25 for three days, then go to the Steel Pier, Atlantic City, April 28; Hazelton, April 29; Pottsville, April 30; Williamsport, May 1; Scranton, May 2, 3 and 4, and Binghamton, May 9, 10 and 11.

Joe Penner, also pioneering in this direction, has additional dates, too. He goes into the Capitol, Wheeling, Tues-

Watch for

This Special Feature:

Vaudeville — Yesterday, Today and Tomorrow

By GEORGE A. GODFREY
in the

Spring Number of The Billboard Dated April 13

Two More Vaude Houses In Manchester, England

LONDON, March 23.—Manchester, second biggest English show town, will have additional vaude next month when two of its biggest theaters, the Palace and the Ardwick Empire, go over to twice-nightly vaude.

The Palace resumes vaude with a strong international program, including several American acts, April 8 and will run until late in October. House is controlled by the GTC-Moss Empire's combine and will co-operate with the Palladium.

The Ardwick Empire, Stoll house, reverts to vaude April 1. Most of the stage crew and staff of the now demolished Manchester Hippodrome will be employed at the Ardwick Empire, which will be renamed the New Hippodrome.

Landau Produces Unit

CHICAGO, March 30.—Max Landau, local agent, is taking a fling at production with the opening today at the Main Street Theater, Racine, Wis., of his unit, *A Night at Monte Carlo*. The show, in three special acts, has a cast composed of the Russian *Fantasy* act, Page and Keating, Rudy Horn, Sandra Miller, the Ryans, Jean Davis, Harold Willard, Curry and White and Juanita Wesley and a line of 10 girls. Carleton Kelsey is musical director and Jack Lazar is stage manager.

New Borde-Tyrrell Unit

CHICAGO, March 30.—Al Borde and Phil Tyrrell have a new unit in rehearsal called *Schooldays on Parade* which they expect to open April 5 at Racine, Wis. Cast has a 10-piece band, a line of 10 girls and 10 principals. Show is routed thruout the Middle West after its break-in date.

More Amateurs in Boston

BOSTON, March 30.—Loew's Orpheum is now putting on amateur contests Monday nights, with Earle Nelson as emcee. Cash prizes given, but no radio hookup.

Loew Watches Vaude Dirt

Vigilant against dirty comedy—radio comedians and ad libbing a headache

NEW YORK, April 1.—Loew is keeping a close eye on its shows for evidence of dirt, indicating that it is not relaxing its insistence for clean shows even tho the church campaign against dirt has died down. The comedy acts are being watched in particular, certain comedy singles being under constant eye of the house staff for offensive ad lib. remarks or bits.

Certain comedy stars played by Loew have been warned by the booking office to watch the dirt, or else. Loew assured them they were just as funny with clean material and that dirt was not necessary or wanted. Those comics known for ad libbing are constantly being censored and house managers cautioned to watch them closely.

Radio comedians have been among the worst offenders. They seem to break out in a flurry of blue gags when away from the restrictions of radio scripts. They probably feel they can get away with dirt in vaude whereas they can't on the air.

J. H. Lubin recalled, just before he left for a rest in the South, the days when the only "dirt" a vaude booker had to worry about were the words "hell" and "damn." Even in old-time burlesque, Lubin recalls when the bare legs of dancers were positively scandalous and, of course, a sure box-office magnet. Later came the stout girls in tights, giving burlesque another box-office boost.

Lubin blames the current low standards on the Broadway revues, which broke the ice for nudity and smut several years back.

Michigan IA Organization

LANSING, Mich., March 30.—Clyde Adler was elected president of the Michigan Association, a new organization formed by backstage employees and projection operators and members of the International Alliance of Theatrical Stage Employees at a meeting held here Wednesday. John Fitzgerald was elected vice-president.

The purpose of the association is to oppose any anti-theatrical legislation in the State and to support any bills which have to do with the betterment of the theater.

Other officers elected include John Cashin, secretary-treasurer, and Alex Winecki and Frank Young, trustees.

Detroit AFA Gains

DETROIT, March 30.—Increase of 25 per cent in membership the last month is reported by Walter Ryan, local rep for the American Federation of Actors. Present local membership is 240 as the result of a special offer campaign.

The local branch is handling complaints for Ohio as well. Complaints sent to Cleveland, NRA compliance headquarters are being handled thru the Detroit local. All but two of 45 local claims against theaters for violations of the code minimum wage have been paid. Ralph Whitehead, executive secretary of the NRA, is expected thru Detroit shortly, on his way to the West Coast.

Units for La Porte, Ind.

CHICAGO, March 30.—The La Porte Theater, La Porte, Ind., will have stage shows every Sunday, commencing tomorrow. Unit shows will be used for the time being, booked by Tommy Sacco.

Feldman's Vande Circus

NEW YORK, March 30.—Nick Feldman has sold RKO the All-American Circus to open in Union City April 12 for three days. Cast includes May Wirth, Tarzan, Six Lelands, Nelson's Baby Elephants, Torelli's Circus, Six Whirlwinds, Flying Ruesells, Laddie Lamont, Bluch Landolf and Allie Young.

Units Made To Order

Bookers forced to put on units on short notice—demand still exceeds supply

NEW YORK, April 1.—Indie bookers are being forced more and more to patch together units for their houses in order to meet the demand. Indie bookers are finding themselves obliged to piece together "units" on short notice. This is due to the theaters' demands for units and the bookers' inability to dig them up fast enough. Even Loew has had to slap together units occasionally. Recently Loew had Irving Yates piece together a unit, *Broadway Jamboree*, for Bridgeport to fill in a week before another unit was available. The Yates unit turned out so well that it was kept together and given more dates.

The Dows have almost turned producers, due to lack of available units for the Comerford and Schine houses, in particular. Certain of their houses want nothing but units and the Dows often have to piece together shows on a few days' notice. The usual procedure is to get a versatile chorus troupe or a veteran band and build the acts around it, with an emcee thrown in to tie together the loose ends. The Paramount, Newark, for example, has been staging its own units for months.

Eddie Sherman is putting home-made units into Pay's, Philadelphia, this and next week, with John Hickey staging them. The Bert Smith show then comes in, with the *Platinum Blondes* and the *Gutman Gang* units following. If available units are exhausted, Sherman will probably again piece them together for the house.

Abe Feinberg has been staging his own units for Fay's, Providence, when none others are available. These units are usually given a few more dates thru New England. George Godfrey and Jack Linder put up a few units themselves earlier this season.

One of the reasons bookers can put up units for just one or a few dates is the fact that the costumers and scenery builders are willing to rent out their material by the week and take it back as soon as the unit folds. The sets and costumes are then touched up and resold to smaller units or to cafe shows.

British Drive Against Dirt

LONDON, March 23.—Following the recent prosecution of Tex McLeod, American vaude comic, for using questionable material at a vaude engagement, a further anti-dirt drive has been instituted. Several revues have had to delete sexy scenes, comedians have had to take out gags, and the scenes in more than one play have been altered.

Amateur Craze Gets A Play in Syracuse

SYRACUSE, April 1.—Current craze for local radio-theater amateur shows is proving a boon to musicians and stagehands. There are three running here now in theaters where no bands had been. RKO-Keith's is tied with Sears and WSYR for Thursday night shows. Loew's State is tied with a five-merchant combination and *The Journal* for Tuesday night shows, and Schine Eckel is inaugurating Saturday noon shows, tied with all Schine houses thruout Central New York over WSYR on Saturdays. Bruce Brummitt's Band gets break at Loew's and Ken Sparnon's at Keith's. Eckel system not set.

NVA Post Renominates

NEW YORK, April 1.—The NVA Post No. 690 of the American Legion has nominated officers for the new term, with elections taking place April 9. Those nominated are Bennie Franklin, commander; Bert Spencer, Fred Elicnberg and Dick Sexton, vice-commanders; Billy Rose, finance officer; Albert Warner, adjutant; Sam Miller, historian; Frank Miglino, chaplain, and Tom McNamara, sergeant at arms.

Franklin says the post has "no connection with the NVA Club, but works harmoniously with all theatrical organizations for the betterment of conditions of our profession."

Silver on Eastern Trip

CHICAGO, March 30.—Morris S. Silver, general manager of the William Morris office here, is planning to leave for New York on a combination business and pleasure trip. He will drive and be accompanied by Fred Rosenthal, local agent. Expects to be gone about two weeks.

Eastown, Detroit, Vaude

DETROIT, March 30.—The Eastown Theater, considered the best local money-making neighborhood theater, has added three-day vaude. House is managed by Joseph la Rose for Wetman & Wisper. Vaude being booked thru the Gus Sun Agency.

Memphis on a Vaude Spree

MEMPHIS, Tenn., March 30.—Two local theaters will be playing vaude attractions next week simultaneously for the first time in five years. What might be regarded as merely a local flesh war is pretty generally taken to be a definite sign that stage shows are doing a comeback thruout this entire region, particularly in view of circuit affiliations of the participants.

Dissolution of the Loew-Paramount pool here, with M. A. Lightman replacing Loew as Paramount's operating partner in charge, precipitated the stage competition. Lightman has been booking occasional "name" shows and units of the *Folies de Paris* and A. B. Marcus type into the Orpheum here for several months. Loew, its operations confined now to a single theater, has booked Larry Rich and his unit for the week of April 6. Across the street at the Orpheum Lightman will have Paul Ash and Company. April 19 Loew will play Ted Lewis.

While no announcement has been made regarding other shows at Loew's State, it is understood that the circuit will book occasional "name" attractions as they are available and will make a policy of placing Hollywood and Broadway personalities here for personal appearances in transit from one coast to the other. Lightman, in conjunction with the Paramount booking office, is lining up whatever he can get. The town is jubilant over the prospects. Loew has not played any sort of a vaude attraction here since dissolution of the Loew-controlled pool of all downtown houses in the summer of 1932 with the exception of a two-day Amos 'n' Andy date about this time last year. Not since early 1931 have two movie houses offered stage attractions the same week.

Willis Cancels Havana Tour

HAVANA, Cuba, March 30.—Stanley H. Willis has found the revolution too hot for show business and will not bring his *Broadway on Parade Revue* here. Due to the uncertain political conditions, the town is deserted after 7 o'clock in the evening, few people venturing out to visit the theaters.

VAUDEVILLE NOTES

JACK MIDDLETON, Cincinnati booker, reports the biggest business in several recent years. He is using 30 acts weekly in Ohio, Indiana and Kentucky spots.

LA POLLETTE the Magician is heading a new unit called *Continental Flashes*, produced by Bill Leicht. With the show are Nine Demons of Rhythm, Grindell and Ester, Parker Brothers and Lynn. Adrian, Velma Kelley, Margie Wright and Johnny Stevens. Playing the East.

JACK GWYNNE left New York for a string of RKO dates in the Midwest, returning some time in May.

JACK LEWIS is piloting a new act, *Three Generations*, featuring Ruth Goode, with Edith Helena and Josephine O'Brien.

FRANK DONIA, standard comedian, is now doing an act with Lydia Harris, who has been a single for a long stretch.

JACKIE TERRIS and Watt Watkins, song-and-dancers, have returned to New York for vaude after a 12-week run in a Philadelphia night club.

LES NICHOLS, whistler and mimic, was a recent visitor to *The Billboard* Chicago office and reports that he has just returned from an extensive tour of theaters in the West and Northwest.

PAIGE AND JEWETT, Hal and Ruby Crider and George Latour have had a good season since leaving the Harry Clark unit. They are playing B. & K. and RKO dates in the Midwest.

BALABANOW FIVE sailing in April for Europe. Booked thru Billy Jackson.

HARRY BURNS has been given 10 more weeks by Loew, opening in Pittsburgh April 12.

MATTY ROSEN has disbanded his *Greenwich Village Politics* unit.

NILES AND GARRON are back in New York from the Midwest, where they toured ballrooms and vaude.

BERNYCE FENEY, formerly of the vaude act of Fenev and Morrison, has gone into the costume business in Chicago.

AD AND LIB, radio impersonators, gave an audition in Chicago two years ago and Sen Kaney told them they had a knockout stage act. Mont Harris, at the Ambassador, St. Louis, thought so too. Now the boys are playing de luxe picture houses and are a decided hit everywhere.

KYLE'S SHOWBOAT REVUE, 48 people, has just finished seven weeks of three-day stands thruout New York, Long Island and New Jersey. Playing hallrooms, auditoriums and theaters. Another Kyle unit has been playing repeat dates in the same territory.

HARRY ROISMAN'S ALABAMIANS and the *Evening on Broadway* unit are playing thru the West, booked out of the Wilbur Cushman Agency. Roisman writes the Cushman office is offering consecutive work to units and that the West and Southwest are hungry for good, clean entertainment.

BENNY MARKS has played in five Vitaphone shorts the last few months. Resumes vaude soon.

BILL MILLER is staying with the Matty Rosen office. He was almost set to switch to Curtis & Allen.

MAC MCKAY is now one of the three Page Boys. He joined up with Al and Larry Page.

BERNICE STARR, recently with Billy Kelly, has joined Sol Gould's act.

JOE ST. ONGE and Company, novelty act, is now working on the Coast. Played two weeks at the Golden Gate, San Francisco.

CARDINI THE ORIGINAL

Now Touring
LOEW'S DE LUXE THEATRES
With The Casino de Paris Unit.

JACK JOYCE

N. Y. Rep.
BILLY JACKSON
Chicago Rep.
THOMAS BURWILL
The Winograd Building,
Cancian, Talking
Comedian.

NOW PLAYING MID-WEST.

TRULY the ACE OF ALL MENTALISTS

HARRY KAHNE

PORTLAND TELEGRAM, Portland, Me.:
The wonder is whether he is an isolated divert-
opment or the forerunner of a new mentalism
of which many people will become votaries.



FRED SANBORN
The International Comedian

THE GREAT YACOPIS
WORLD'S OUTSTANDING ACROBATIC TROUPE

(Our entire routine, used here and in Europe, fully protected. Imitators and copyists are warned that they will be prosecuted to the fullest extent of the law.)

DON RICARDO
THE YOUTHFUL SENSATION OF TWO CONTINENTS.
MAX RICHARD, Rep., Radio City, N. Y.
JUGGLER MODERNE

A Rhythmic Maze of Color With a Real Tropical Flavor
THE RIMACS
CIRO RIMAC, Director
with Charlie Bay, Rosario & Carito
NOW ON TOUR.
OW: HARRY ROMM, Paramount Theater Building, New York, N. Y.

"New King of Syncopation"
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
Week April 5
ORIENTALE THEATRE
Chicago, Ill.
Direction HAROLD OXLEY

Now: 16th WEEK at Loew & Eddie's, N. Y.
The One and Only
PAUL DUKE
DIR.—Ourtis & Allen, N. Y.

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

PABL
A Fantasmic Magician, who is a sensation when it comes to producing lighted cigarette out of the air.
He is a Marvel at Card Manipulation.
Walter D. Mickman
In The Indianapolis Times.

Palace, New York

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

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

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

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

Eddie Peabody came off with a hugo

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

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

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

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

Academy, New York

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

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

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

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

Earle, Philadelphia

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

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

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

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

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

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

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

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


Roxy, New York

(Reviewed Friday Afternoon, March 29)

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

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

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HOME SWEET HOME
 Seems as far away now as it did during our first week in Australia. They just won't let us go! But, as the poets say: "It's gotta end some time." So we hope to be seen "you—where?" who knows? Now in our 24th week with Frank Nell's grand revue, "Go With the Show," **NICE, FLORIO and LUBOW** "Grassy People."
 U. S. A. JOHNNY NYOE.

NICE, FLORIO and LUBOW

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

Loew's State, New York

(Reviewed Friday Afternoon, March 29)
 (ED SULLIVAN UNIT)

Ed Sullivan is here again with his *Daunt Patrol Club Revue*, made up of local night club talent and featuring Harry Rose as emcee. The show is entertaining, despite a few slow spots, and the Sullivan name ought to bring in some extra dollars. The picture is *The Whole Town's Talking* (First National), and business at this show was only fair.

The stage show runs 63 minutes and has the Ruby Zwering pit band up on the stage. Harry Rose opens the proceedings with song and patter and then brings on Alice Dudley and Jack Cole, a class dance team. They obviously were too highbrow for this audience and a fast tap team would probably have been more welcome.

Dolores Farris, blond dancer, was on for a toe whirl and acrobatic number and made a fair impression. Gail Gail, an amazing sleight-of-hand artist, had the customers wondering what was what. His tricks with live chicks are the nerds and he works fast and furious. A clever magician with a style all his own.

Ross MacLean, a vigorous tenor, contributed a couple of numbers and made a nice impression. Grace and Beatrice Saxon stopped the show with their hotcha warbling of queer arrangements. They encoored with *Jitters*. Their delivery is an odd combo of singing and shouting of catchy rhythms, the novelty alone being enough to put them over.

Sullivan himself makes a nice impression. His modesty is quite engaging and he handles lines fairly well. Besides working in a couple of blackouts, he supplies some gab with his *Water Under the Bridge* film clips. Fatay Flick is a big laugh getter with his Jewish dialect. He works from the audience and in the blackouts and did much to help Harry Rose knit the show together. Rose's emceeing was more than adequate and was attuned perfectly to this audience's likes.
 PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, March 29)

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

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

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

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

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

miniature stage working away for all it's worth. That serves as the finale for the complete stage show, with the One Foster Girl only coming on to share the final bow.

The Foster kids also introduce the puppets, doing a can-can in costumes corresponding to those worn by the puppet chorus in the opening miniature number. They open the show with a knock-out chair routine that possesses novel effects and the usual smooth ability that these kids give to their work.

Two acts and an amateur make up the rest of the show. The Six Danwills do their ace teeterboard work at the start, getting applause thruout, and ending excellently with the three-high flip-flop from the floor. Lorraine and Digby score nicely with comedy and knockabout dancing, with the gal demonstrating that she can do comedy, handle lines, dance superlatively and even sing a bit in a pinch. She's a standout performer.

This week's winner of the Town Hall amateur radio contest is Henry Luckenbusch, a fine-looking and engaging youngster who plays the accordion in a manner that many pros could envy. He does a difficult classic and then apologizes for playing a pop as encore, saying that the management asked him to. That's the right spirit. The pop in question is *Nola*, and he does a job of it. The kid's good.

Freddy Mack didn't lead the band at the second performance opening day, nor did he emcee as usual. The latter chore was taken over by one of the One Foster kids, who performed it acceptably. The picture is *I'll Love You Always*, and the house was fair at the showing caught. EUGENE BURR.

Shubert, Cincinnati

(Reviewed Saturday Afternoon, March 30)
With the Taft, local independently operated house, highlighting Ted Lewis and his Musical Klowns, always a good draw here, RKO shoots the works at the Shubert this week with a three-star layout featuring the Boswell Sisters, Benny Meroff and his mad musicians and Roscoe Ates, stuttering film comic. It's a money show, both from the expense standpoint and as a box-office draw, and the Saturday matineers relished it. Stage show when reviewed ran 100 minutes, despite a cut in the running time from the Friday showings. Full house at the first show today, and it's a bill that should jam the house all week.

Benny Meroff and his 13-piece orchestra send the show away to a flying start with a fast number. The versatile Benny has surrounded himself with a grand gang of hokum artists and the boys toss the hoke hither and yon to telling results. Save for a few moments, the boys are never serious thruout the show, and their comedy is well accepted.

The first of Meroff's specialists is Jay Hill, who pulled a good hand with his rendition of *Isle of Capri* in tenor voice. The Coffe Sisters, harmony trio, in a tough spot what with the Boswell girls on the same program, lead the ork boys in an effective bit of choral work, with all using megaphones. Pulled a sound hand, Jackie Marshall, a grand clown and mimic, drew more sound handspanking with a comedy song number, a trombone novelty and his trained feat bit. Last piece of business is a nifty, Dolly Bell comes on here to contribute a tasty bit of acrobatic dancing that brings her a warm mitt. Meroff follows with a bit of solo work on a half-dozen different instruments, with Red Pepper, 300-pound trumpeter, furnishing the comedy relief in the background, assisted by the rest of the Meroff gang. Florence Gast, blond looker, and Benny Meroff keep up the good work with a bit of singing and comedy crossfire, with the ork boys never letting down on their own hokum stuff.

Roscoe Ates had easy sailing. He stuttered and mugged his way thru to the audience's great delight and then indulged in a bit of horseplay with the ork boys. Latter business dragged a bit and could be trimmed advantageously. Ates is assisted by a comely redhead, who works okeh. The end found the film comic taking several bows to a smash hand.

Peter Ray, Meroff's dusky hooper, pleased immensely with a corking bit of hoofing, featuring a tap rhythm toedance that's a honey. Pulled one of the soundest hands of the afternoon.

The Boswell Sisters had trouble—trouble in getting off the stage. They stopped things colder than the proverbial mackerel with their delightful harmony singing. Opened with *Rock and Roll* and followed in turn with *Lullaby of*

Broadway and Fare Thee Well, Annabelle. For an encore they did *Isle of Capri* and for a second one, their old favorite, *Dinah*. Had to beg off.

Balance of the running time is taken up by Meroff and his boys with a long line of laugh-provoking antics, with Jack Marshall and Red Pepper handling the bulk of the clowning, and well, too, Meroff, appreciative of what those out front want, paces the entire proceedings in a showmanly manner, and sees to it that there's never a dull moment. He's a glutton for work and the audience liked him. A sock close brought the Meroff gang a wow hand.

BILL SACHS.

Oriental, Chicago

(Reviewed Saturday Afternoon, March 30)
The French Revue, produced by Andre Lasky and staged by Paul Batchelor, with artistic costumes by Francis Pallister and scenery by Leo Stahr, of the Chicago Theater staff, is holding the boards here this week.

After the overture *Parce*, led by Charles Ruddy, with the song sung over the p. a. system by Marguerite Claudet and Chauncey Parsons, the show opens on a colorful scene showing the outside of the Cafe de la Paix. The chorus of 17 do a couple of numbers and Claudet sings *My Man*. Bernice Allan contributes a nifty tap routine with turns here and the ensemble is well directed. The light scene at one side of the stage diverts one's attention from the stage picture and could easily be eliminated to advantage.

Roy Sedley makes his first appearance in the next spot with some beeking done by Billy Zeck from an upper box. Long and Short, two men in sailor costume, did an eccentric dance, some sewing pantomime and a monkey bit with acrobatics that was good.

A beautiful adagio number, perfectly lighted, was next. After the chorus girls cavorted a bit, Mile, Corinne and Robert Robinson did their *Satan's Dance of Death* to the ballet music from *Faust* and got a big hand. During this scene John McDowell, who posed as a bronze statue, came to life for the finale.

The Gaudsmith Brothers with their two French poolies had little difficulty in making the customers laugh in the next spot and left to a good hand.

The Apple Dance, a feature of the show, was next. Making their appearance from a large prop apple, Mile, Corinne and Robert Robinson did an artistic and graceful routine to a Kreisler tune. They were followed by Kendall Kapps and

Junior. Kapps played the clarinet while dancing and later did an acrobatic tap while Junior sang.

Roy Sedley made his second appearance here. Sedley should know by now that his material does not warrant him staying on as long as he does and he should be convinced when the audience doesn't go for more than half of it. About half of what Sedley does would be enough. And it seems as though he can't keep from getting smutty. The pigeon gag is bad enough but the impersonation of a goose should be thrown in the alley. Even the South State street honky-tonk burlesque houses would hesitate to use it.

A modernistic routine by Corinne and Robinson was followed by a parade number, and the entire company was on for the finale. F. LANODON MORGAN.

London Bills

LONDON, March 25.—Several new openings at the Holborn Empire. Raymond Baird, an American novelty saxophonist, clicks heavily on his first showing here with a bright offering. Jack Holland and June Hart, American dancers, and Sherkot, French comedian, both from Cochran's recent success, *Streamline* score solidly, and Sherkot gets the best laughs in the bill.

Four Franks, poppy young American entertainers, remain at the Palladium, where they show-stop at every performance. On the same bill Gypsy Nina, singing accordionist with glorious pipes, is a sensational hit.

Vaude Improves at the Coliseum, where there are three American laugh hits. Joe Jackson, who is a comedy riot; the Three Sailors, and Hilbert, Bird and Ready. Last two acts are held over indefinitely. Business improved here vastly due to aforementioned entries.

Prince of Wales non-stop show still runs with success. It is left to two American girls, Blanche Collins, versatile impressionist, making a big name this side, and Constance Evans, the original "Ripley" girl, with a corking dance routine, to score the honors of the show. Will Mahoney's road show moves to the Empire, Liverpool, and capacity business greeted Mahoney and his American principals, Eric Hayes, Joe Griffin and Omar.

Wilson, Keppel and Betty, one of the funniest of comedy dance trios, click plenty at Shepherd's Bush Empire, and De Wolfe, Metcalf and Ford, brilliant American novelty dancers, are a riot at the Gaumont, Hammersmith.



NEW ACTS

Jimmie Lunceford AND HIS

"Harlem Express Unit"

Reviewed at the Regal, Chicago. Style—Band unit. Settings—In one, two and full (special). Time—Sixty minutes.

Produced by Harry Gourlain, this unit has much production value and gets away from the usual formula of colored shows. Show opens with the entire company before a New Orleans dock scene. Jigsaw Jackson, with his marvelous contortion dancing, follows, and then a very funny blackout laid in an undertaker's parlor. The Six Porters contribute a song and dance before the appearance of Jimmie Lunceford and his band of 14 in a special full stage set with band car. During this portion of the bill Willie Smith vocalizes; the band plays several numbers, among which are imitations of Ellington, Lombardo, Louis Armstrong and Whiteman; Rudy Williams gets tunes out of a shoeshining rag; Babe Matthews sings and dances; there is a Olee Club number, and Ford, Marshall and Jones do fast stepping.

Company has chorus of 12 girls and six boys and is nicely costumed, mounted and lighted. The unit is very entertaining and ends with a hot production number. Show as it now stands should furnish plenty of tough competition for the better known colored bands and units. F. L. M.

Farrell and Taylor

Reviewed at Orpheum, New York. Style—Comedy, instrumental and dancing. Setting—In one. Time—Fourteen minutes.

This is a merger of the Billy Farrell dancing turn and the Bud Taylor com-

edy and musical act. The new act has quite a bit of comedy and solid entertainment, altho it is handicapped by a loose routine. Tightened up and given better continuity it should be okeh.

Farrell is on practically thruout and, toward the end, exhibits his own hoofing talent. An old man is brought on for snappy old-time tapping, while Dorothy, a comely brunet, is on for funny Dumb Dora and mixed-language talk. She got plenty of laughs. Taylor does novelty instrumental work and sap comedy, including a session at the xylophone.

In the middle of the bill here, the act pleased the customers. P. D.

Danny Dare Dancers

With Terry Lawlor

Reviewed at the State, New York. Style—Dancing and singing. Setting—In one and full stage (specials). Time—Fifteen minutes.

Twelve dare dancers, eight boys and eight girls, in this one, with Miss Lawlor, vocal soloist, filling in the change walt. The act manages to be different from most vaude flashes, and that reason alone is enough to put it over.

Act opens with the 16 dancers in Spanish costumes and before a colorful Mexican courtyard set. They offer a snappy heel-clicking and prancing routine and then retire to allow Jean Hazlett to do a minute of fast acrobatics. Miss Lawlor then steps out in one to warble *Blue Moon*. Voice and delivery are fair.

The closing number has the dancers before a golden drop and doing a combo ballroom and adagio number. Effective stuff, permitting the act to close to a fine hand. P. D.

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Account enlarging unit, High-Class Acts; Musicians, all instruments, union, with stage experience preferred. Advance Man with car. Unit booked five weeks ahead and now playing thirtieth consecutive week. Wire quick.
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CONTINENTAL FLASHES
Week April 5th. PANTAGES THEATRE, Birmingham, Ala.

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Young Oriental Dancer (not strip, tease and grind), strong enough to stand out in real theatre. Girl Acrobaticist, Girl Musicians of all kinds; night consider small organized Girl Band. Dainty Trio, Singer Act, Torch Singer, Novelty Artists of all kinds. Youth, looks and talent absolutely necessary. Rehearsals Detroit, April 14th. Live Agent with car who can rent. Tell it all to
FRED FRAZER
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Girls, Musicians, Dancers, Rumba, Carica, Hula and Tap, Musicians, String Instruments and Piano Accompanists. Open latter part of April in Maine. Long season, sure pay. Write particulars in first letter. Those who have worked for me before, write. **ANNETTE McKERNAN, 958 East 48th St., Brooklyn, N. Y.**

VARIETIES ON PARADE WANT
A-1 Rock Wire and Novelty Acts. Those doing two acts given preference. Girl Musicians, union, that double and specialties. Sixty Teams, real specialties, fast Dancing, fast Young and up-to-date wardrobe. Wire lowest salary, age, height, weight. Write if you have car, April 4-5-6 State Theatre, Winston-Salem, N. C.

30-Cent Meals For Actors

Union Church will provide them, carrying on work of the Dinner Club

NEW YORK, March 30.—The Union Methodist Episcopal Church, which originally housed the Actors' Dinner Club, announced this week that it would carry on the club's good work, tho in a somewhat modified form. The Dinner Club, as reported here previously, was forced to fold March 16 because of the rising cost of food.

The Rev. C. Everett Wagner, pastor of the church, issued a statement Thursday saying that meals would be provided to members of the profession at the nominal price of 30 cents, and on Friday some 75 actors and actresses met to line up the new organization, which will be known as the Actors' Kitchen and Lounge. The 30-cent price will be offered to both employed and unemployed, but about 120 players in the latter category will receive two dinners free each week, in return for assisting for one night in the preparation and serving of the food. Six shifts will be used.

About half of those attending yesterday's meeting indicated their willingness to work one night in return for the dinners. It was planned to form six crews of 20 persons each, each crew working on a definite night of the week. A temporary membership committee was appointed, to examine the credentials of all guests as they arrive. Unlike the Dinner Club, a real effort will be made to restrict dining privileges to those connected with the theater.

The committee is composed of Barbara Winchester, Howard Urbach, Elsie Earle and Maryat Wilson.

A steering committee was also appointed, its members being Brace Conning, Edith Tachna, George Damroth and William Sharon. A permanent council of nine will be elected at a meeting scheduled for next Wednesday.

It is hoped to be able to serve about 300 dinners a night at the church—perhaps more. The seating capacity is 180, and, with the dinner hour extending from 5 o'clock to 7:30, it is figured that that number can be served.

The Kitchen will start functioning Tuesday, according to present plans.

Nudist Players in Trunks and Muslin

NEW YORK, March 30.—As suspected by the wise, the opening of the Nudist Theater Guild up Mount Vernon way was attended with something less than strict adherence to nudist rules. The Guild, which announced itself as a project to convert people to nudism thru the medium of the theater, presented *The Girl From Child's* in 1930 in Mount Vernon Monday night, with the men wearing high bathing trunks and the gals swaddled in nests of netting. Spectators paying their 83 cents in the hope of getting an eyeful of nudists in the raw felt they were swindled.

The Guild, according to its announcements, plans to descend on Broadway, with tryout in Brooklyn and possibly Newark first. According to the threats of the press agent, the show will be housed at the Cosmopolitan, starting either April 8 or 15. Broadway's openmindedness being somewhat greater than Mount Vernon's, it was hopefully stated, the cast may be able to get down a little closer to business. Even at that, tho, they'd be well dressed compared to burlesque performers or even a legit chorus gal.

Victoria Palace to Legit

LONDON, March 20.—By taking over the Victoria Palace, former West End vaude house, Seymour Hicks, English actor, will place the theater, now dark, again on the map as a playhouse. House will run a season of popular plays in which Hicks will produce and also play the lead.

Watch for This Special Feature: Economic Problems of the Actor

By GEORGE HELLER
In the
Spring Number of The Billboard
Dated April 13

De Tanko's New Comedy

NEW YORK, March 30.—Boris de Tanko, Russian playwright and critic now in New York, has just completed the script of a new play, *One Summer Day*. It is a comedy.

De Tanko, who was a pupil of Sardou, had his *The Red Swan* presented last season by the Cleveland Playhouse, where it met with an enthusiastic reception. It is now under negotiation for a Broadway production. Deals with Russia at the time of the revolution.

Pantomimes Survive

LONDON, March 23.—Of the countless pantomimes seen in England this last Christmas season only two are still running, *Aladdin* at the Prince of Wales, Birmingham, and *Mother Goose* at the Theater Royal, Leeds.

FROM OUT FRONT

By Eugene Burr

This reporter had expected to be faithful to the death, in the matter of the American Academy series of matinees; but the government, no less, stepping majestically from its marble pedestal, took a hand in the game, and he found himself an eleventh-hour traitor. A coy judge decided that a dramatic reporter would look extremely nice in a jury box, remarking (with what seemed at the time like a particularly offensive attempt at humor) that the fidelity of theatrical courtroom scenes might just as well be judged from first-hand information. So, while the final Academy matinee of the season went merrily on at the Empire last week, your correspondent sickened painfully upon a panel in the State Supreme Court.

What he said about it is a matter entirely restricted to him, his conscience and the players concerned. But, even the involuntarily unfaithful, I want to take this chance of wishing luck to the youngsters who hate borne with me thruout the season. The pleasant days of the Academy are over for them; they are plunged, willy-nilly, into the sleazy maelstrom of Broadway, to sink or swim as their own ability and the jests of the mad gods of the theater may dictate. Since those gods are mad, their jests are sometimes unwise.

Gone—and gone forever—are their days of hand-picked audiences, of kind understanding, of a tacit condoning of what faults there be; they must now take their chance with the rest in the wildest, cruelest and most seige-like turmoil that has ever masqueraded in the guise of a business or profession. They must be prepared for heartbreak, unrewarded drudgery and disappointment that is often undeserved. The path is hard and steep and in many cases not worth the climbing, and only a very few—if any—will eventually stumble to its heights. They must be well equipped with knowledge and courage and perseverance, with the ability to take resounding bladder-whacks upon their unsuspecting skulls. And, saddest of all, they must also be equipped with the favor of the theater's crazy gods. Even talent is often, much too often, not enough.

To those (and there were a good number of them) whose performances were surprisingly fine go the thanks of an enforced playgoer. To those whose performances failed to measure up to the purely personal standards of one spectator go sincere apologies for what, in the course of relentless duty, had to be done. To them all go heartfelt good wishes for the future.

Of late the theatrical season has been shrinking, like a bank balance in the crash. Once it stretched majestically from the last week in August to the middle days of June—and even in the summer's drought the number of running shows approximated what would now be known as the height of the season. Once, when only two dozen shows weathered the heat of July, it was thought disastrous. Then, gradually, there came encroachment. Labor Day became the start, and the end of May was the end. Later, even Labor Day saw no new shows, and April wrote the final production; the theater's cotton cloth contracted quickly in the deluge of depression. But this year Mr. Mark Barron, of the Associated Press, asked critics of the dailies to name the 10 best performances of the season at the beginning of March. Thanks to Mr. Barron the season has become a cutty-sark indeed.

It now really begins only in October—at best the last week in September; according to Mr. Barron's pessimistic audit, it ends the first week in March. That leaves, at generous counting, just five and a half months.

All of which is somewhat depressing. If Mr. Barron were wrong we could jinx at him and at his industrious tabulations. Disconcerting enough, however, he is right; the season is, to all intents and purposes, over. Only a dozen shows at most remain to come in. More and more

THE NEW PLAYS ON BROADWAY

MANSFIELD

Beginning Thursday Evening, March 28, 1935

LADY OF LETTERS

A comedy by Turner Bullock, featuring Muriel Kirkland. Directed by Dmitri Ostrov. Setting by Metropolitan Studio. Presented by Dmitri Ostrov.

Susie Willifer..... Betty Bourjaily
Professor Gilbert Willifer..... William Williams
Julia Pace..... Anne Sutherland
Henrietta, a Maid..... Georgeette Harvey
Mr. Creepmore, Bursar of Southern Union College..... Edward Brodley
Stella McDonald..... Irene Shirley
Adeleide Willifer..... Muriel Kirkland
Cornelia Lawrence..... Roberta Beatty
Richard Mays..... Shepperd Strudwick
Warren Ainsley..... Peter Powers
Dr. Newberry, President of Southern Union College..... Leslie King
Winifred Shand..... Katherine Squire

The entire action of the comedy takes place in the living room of Professor Gilbert Willifer's home in a small college town in Southern Texas.

ACT I—The Living Room. A Morning in March. ACT II—Scene 1: The Same, in the Later Part of June. Morning. Scene 2: Two Weeks Later. Evening. ACT III—The Same. The Following Morning.

Advertised curtain time—3:50.
Curtain rose at showing caught—8:50.

An unreasonably dull little farce spattered upon the Mansfield Theater stage Thursday night. Its title is *Lady of Letters*, its author Turner Bullock, and its producer and director Dmitri Ostrov. Strictly a scatter-brained little piece, it manages to make itself uncommonly boring as it goes thru its brain-scattering, having neither wit nor interest to relieve it. It serves, however, to bring Muriel Kirkland back to the New York

stage—and it also serves to bring a few smiles to the customers' lips and numerous pains to their necks.

Miss Kirkland's homecoming, as it may be gathered, was hardly auspicious. It was, as a matter of fact, inauspicious with regard to both play and performance. For Miss Kirkland, enacting the dotty young wife of a Southern college professor, plays in a single key all evening, a charming key perhaps, but one that is well calculated to avoid relieving any jot or tittle of the inherent boredom of the play. It seems a bit like stale Ruth Gordon.

The farce—"comedy," Mr. Bullock calls it—has its addepledated matron dashing about in all directions, in the manner of Stephen Leacock's horse and of all addepledated stage matrons. This one, however, is particularly virulent. Mr. Bullock asks us to get enjoyment out of the fact that she buys the rights to a manuscript from a penniless author, sends the book away in her best moron manner, and when it is published becomes a celebrity overnight.

Of course, she is unmasked in the end, but none of it seems to matter. If it were consistently funny that might be different.

The supporting cast is capable, with Roberta Beatty and Anne Sutherland standing out. Shepperd Strudwick is squandered on the part of the playwright, and William Williams (shades of Iolanthe's Strophon!) indulges in some annoying diction as the professor.

At that, it would have helped if someone could have induced him to sing *A Shepherd* or *God Morrow, Good Mother*.
EUGENE BURR.

LONGACRE

Beginning Tuesday Evening, March 26, 1935

TILL THE DAY I DIE

A one-act play by Clifford Odets. Staged by Cheryl Crawford. Scenery by Alexander Chertoff from suggestions by Paul Morrison. Presented by the Group Theater.

Karl Yaussig..... Walter Coy
Baum..... Ella Kazan
Tillie..... Margaret Barker
Zelda..... Eunice Stoddard
Detective Popper..... Lee J. Cobb
Martin, an Orderly..... Bob Lewis
Another Orderly..... Harry Stone
Captain Schlegel..... Lewis Leverett
Adolph..... Robert Rabiner
Zeltner..... David Korchmar
Schlupp..... Russell Collins
Edsel Peltz..... William Challee
1st Storm Trooper..... Samuel Roland
2d Storm Trooper..... Harry Stone
3d Storm Trooper..... Gerrit Kraber
4th Storm Trooper..... Abner Biberman
Boy..... Wendell Keith Phillips
Old Man..... George Heller
Other Prisoners, Ella Kazan, David Korchmar, Paul Morrison

Major Duhring..... Roman Bohnen
Frau Duhring..... Dorothy Patten
1st Detective..... Gerrit Kraber
2d Detective..... David Korchmar
Secretary..... George Heller
Arno..... Samuel Roland
Stieglitz..... Lee Martin
Julius..... Bernard Zwilller
Women..... Ruth Nelson, Paula Miller

The action takes place in present-day Berlin.
SCENE 1—An Underground Room.
SCENE 2—Office Room in the Columbia Brown House.
SCENE 3—Barracks Room, Brown House.
SCENE 4—Office Room. SCENE 5—Tillie's Room. SCENE 6—An Underground Meeting Room. SCENE 7—Tillie's Room.

FOLLOWED BY

WAITING FOR LEFTY

A one-act play by Clifford Odets. Staging uncredited. Setting, etc. Presented by the Group Theater.

Flit..... Russell Collins
Joe..... Lewis Leverett
Edna..... Ruth Nelson
Miller..... Gerrit Kraber
Fayette..... Russell Collins
Irv..... Walter Coy
Florrie..... Paula Miller
Sid..... Herbert Rabiner
Clayton..... Bob Lewis
Agate Keller..... Ella Kazan
Henchen..... Abner Biberman
Secretary..... Dorothy Patten
Actor..... William Challee
Reilly..... Russell Collins
Dr. Barnes..... Roman Bohnen
Dr. Benjamin..... Clifford Odets
A Man..... George Heller

VOICES—Sam Roland, Lee J. Cobb, Wendell Keith Phillips, Harry Stone, Bernard Zwilller.

Advertised curtain time—8:30.
Curtain rose at showing caught—8:46.

This reporter can read Marx with a certain amount of pleasure; he can find interest and enjoyment in books avowedly dealing with communism; he was one of the few bourgeois in the city in whole-

hearted sympathy with the taxi drivers in their recent strike—but when he goes to the theater he naively expects to see a play. That may be old-fashioned, but it can't be helped. It may prove that your correspondent is a pernicious bulwark of a fetid bourgeoisie. But, unfortunately, he loves the theater—loves it so much that he feels it can be and should be an aim in itself.

All of which leads up to the fact that the Group Theater on Tuesday night presented two one-act plays by Clifford Odets, a member of its acting company, who has been acclaimed the white hope of American playwrighting on the basis of his *Awake and Sing!*, which is currently at the Belasco.

The first of the one-acters, *Till the Day I Die*, is a new one, dealing with the Nazi regime and the hard fate of the Comrades under Hitler's iron rule. The other is the by-now-famous *Waiting for Lefty*, which was originally presented for one night at a left-wing benefit, but which proved so popular that it was revived at every left-wing benefit that came along. And left-wing benefits are almost as numerous as soap boxes in Union Square.

Of the two, *Lefty* is undoubtedly the more important. Dealing with the sad fate of the taxi men, through the simple device of turning the theater into a hall housing one of their meetings, it manages to strike out at many current evils, violently, righteously and with fire and fervor. This it accomplishes thru a series of set-in blackouts, depicting the stories behind the various speakers on the rostrum. It is as stirring as the beating of a drum—and just about as dramatic or meaningful.

Mr. Odets, unfortunately, has confused a play with a plea. As a plea, *Waiting for Lefty* is strong and heady stuff; as a play it is sprawling and dull. One (or two at most) of the inserts has dramatic effect; the dialog rings with life and truth during the meeting scenes. But the anecdotes are exposition rather than action; they are case histories known to us all; there is an air of stage phoiness hanging about them, and their characters are nothing more than figures from cartoons in *The New Masses*. It is all fine and indignant, driving home a badly needed lesson—but as a play it seems infernally dull. In lecture form it might be something else again; as a matter of fact, the out-and-out speeches in the meeting scenes are the most interesting and exciting portions of the drama.

Lefty may have gained huge acclaim at the benefits it played; it may gain huge acclaim from certain Broadway patrons. But the uptown theater in general demands drama rather than straight propaganda that a picked audience quivers to hear. The latter may be enough to create a left-wing sensation, but, unfortunately, it is not enough to create a play.

As for *Till the Day I Die*, the less said about that the better. It tells, with rabid seriousness and strokes of custard-ple humor, of the plight of the Comrades in Nazi-ridden Berlin. Horror is piled upon horror in the fate of the sora-beat hero, until the sufferings of Uncle Tom seem heavenly harp-strumming in comparison. It may be that such things do occur under the rule of the Rithy Fuehrer, but the writing is so overwrought, unrestrained and super-accentuated that, on the stage, the events became merely fantastic and faintly laughable caricatures.

Cheryl Crawford's staging, flat and artificial, does less than nothing to help. The writing is ridiculous enough to lose all propagandistic or dramatic value, but the play appears actually comic with its silly and overemphasized direction. It might conceivably be effective only in a beer garden, with *She's More To Be Pitted Than Censured* sung between the acts.

The playing of the Group Theater's acting company in *Till the Day I Die* could charitably be described as amateur—the Alexander Kirkland made about one line in each 20 count for something, and George Heller and one or two others were believable in several minor parts. The playing of *Waiting for Lefty* is uncommonly good.

One scene and a group of characters were dropped from *Till the Day I Die*

after opening night, which, at least, is something.

Lefty displays Mr. Odets' gift for uncannily human dialog, but to produce the other play is hardly fair either to him or to those admirers who have hailed him as a living force in the American theater. In any case, the program proves again that too many of our young radical playwrights depend upon their special audiences' interest in the general class struggle, rather than upon their own playmaking, to lend interest to their plays.

EUGENE BURR.

49th STREET

Beginning Monday Evening, March 25, 1935

A WOMAN OF THE SOIL

A play by John Charles Brownell. Staged by John Cameron. Setting designed by Yellenti, and painted and constructed by Millard H. France Sons, Inc. Presented by John Cameron.

Margaret Young Evelyn Varden
Ruth Young Ellen Brewster
Steve Baldwin Brandon Peters
Doctor Wade Dodson Mitchell
The Rev. Donald Ferguson Maurice Wells
Bert Mason Frank Monroe
Weir Douglas Alfred Kappeler
Robert Young Arthur Pierson
The Entire Action of the Play Takes Place in the Living Room of Margaret Young's Farmhouse in Vermont.

ACT I—Late Afternoon in August. ACT II—A Half Hour Later. ACT III—Several Days Later.

Advertised curtain time—8:45.
Curtain rose at showing caught—8:48.

A Woman of the Soil would have been far better off under it, so far as last night's audience at the 49th Street Theater was concerned. For *A Woman of the Soil*, a play by John Charles Brownell, directed and presented by John Cameron, was as boring, inept and appalling a little mess as has smeared itself out upon the stage this season. So dull was it in its insistent inanities that a reporter cursed with jury duty found himself looking forward with comparative delight to serving on a very dull contract case.

It's all about sweet little Ruth, up in Vermont, who has been brought up by a kind aunt, and who, in gratitude, intends to waste herself upon that aunt's rotter of a son. The list of the gentleman's vices is something for the records; he is a drug addict, a drunkard, a lecher, a spendthrift, an egotist, a cad and an actor. (The last-named vice, unfortunately, is not shared by Arthur Pierson, who plays the part.)

Little Ruth is beloved by the whole village, particularly by noble Steve, who can't ask her hand because he served two years in the hoosegaw for almost murdering a man who murdered his dog. She is also beloved by the Reverend Donald Ferguson, a prissy but pure-hearted preacher. In addition, the kindly village doctor and a playwright who has known her fiance fall under her inexplicable charm, and the community turns itself into a villageful of devastatingly dull Cupids intent on bringing Ruth and Steve together.

In the end the Reverend Ferguson (absolutely no relative of the Reverend Davidson of *Raw*) entices the former fiance onto the lake and tosses him overboard, drowning himself in the attempt. The rotter is rescued by the noble Steve, but, after confessing his sins, conveniently dies. It is unintentionally, one of the funniest last acts in captivity. It seems almost silly to tilt against Mr. Brownell's gusty windmills. If it had all been played in costume it could easily pass as genuine two-karat Boucicault. The dialog is as stilted as a size-48 beladame in size-36 stays, and the style and plotting are reminiscent of the *Way Down East* school at its height.

The direction (early op'ry-house) is in perfect keeping, and so is much of the playing. Brandon Peters does his best—a pretty good best—with the awful stuff he has to work with as Steve; Alfred Kappeler is almost acceptable as the playwright, and Frank Monroe does really good character work in an incidental part. Beyond that, nothing. Evelyn Varden, as the mother, emphasizes the absurdity of the lines; Ellen Brewster's waned and insistently golden hair is almost as false and phoney for Vermont's little Ruth as is Miss Brewster's acting. And Dodson Mitchell plays the doctor as tho he were in a hog-calling contest.

If it were a contest, however, he didn't win it. That honor goes to Pierson's eruption at the end of the second act. If there were any non-human hogs around the northern borders of Westchester County they're probably on their way down to the 49th Street right now. The theater's heating system hissed thru most of the second act, much to the envy of the audience.

EUGENE BURR.

BROADWAY RUNS

Performances to March 30, inclusive.

Table with columns: Dramatic, Acoustic, Musical Comedy, and Musical Comedy. Lists plays like 'Awake and Sing!', 'Black Pit', 'Escape Me Neter!', etc., with dates and performance counts.

MAJESTIC

Beginning Monday Evening, March 25, 1935.

THE DELUGE

An American drama by Henning Berger, presented in Russian. Starring the Moscow Art Players and featuring Michel Chekhov, G. Chmara and A. Jilinsky. Directed by A. Jilinsky. Presented by S. Hurok.

Frazer Michel Chekhov
O'Neill G. Chmara
Beer A. Jilinsky
Stratton T. Zagrebelsky
Higgins T. Swoboda
Nordling B. Kremenetsky
Chmara B. Alekine
Lizzie Elizabeth Kodrova
The Entire Action of the Play Takes Place in the Saloon of an American City in the West.

Advertised curtain time—8:15.
Curtain rose at showing caught—8:15.

Some years back Arthur Hopkins presented *The Deluge* in its native tongue, and now M. Chekhov and company bring it back in Russian. If memory serves, Henning Berger's play, as first shown, didn't last as long as it should have—or, rather, as long as it deserved. Edward G. Robinson was a member of the original cast—without the machine gun.

A la Russe it is again vigorous, noisy and realistic dramatic farc, enlivened by the unbridled quality of the acting. It gives free rein to Messrs. Chekhov, Chmara and Jilinsky, and gives another sexy role to Elizabeth Kodrova. Their performances are more realistic than the rather unconvincing aspects of the cloudburst and dam breaking.

To recall the story briefly: Into a saloon of an American Western city come O'Neill, a legal shyster; Frazer, a bankrupt wheatbroker, thanks to O'Neill, and his friend, Beer, a crooked stockbroker. Frazer accuses O'Neill of cheating on a dam construction contract and they nearly come to blows. Another character is Lizzie, a prostitute—who fell by the wayside after Beer, now engaged to a wealthy woman, seduced her. The saloon is charged with crossing currents of hatred. While the unpleasant crew are gathered drinking, a storm breaks, leading soon to the breaking of the dam and what appears to be certain death for all those in the place. The characters change, losing their viciousness. Frazer and O'Neill make up after O'Neill acknowledges his wrongdoings. Beer promises to marry Lizzie.

But the following morning the storm subsides and reversion to type immediately sets in. They all renege; Beer takes another runout on Lizzie and again takes up his crooked deals with O'Neill. The season of the Moscow Art Company ends March 30. JERRY FRANKEN.

Ensemble Theater Offers "When the Crash Comes"

NEW YORK, March 30.—No matter what the offering happens to be at the Chanin Auditorium, the chief attraction remains the view from the auditorium's windows at night. On the 50th floor of the Chanin Building they overlook a city made magic with myriads of sparkling lights. It is a vast fairyland spread below, with the dim, black river encircling its zone; human endeavor seems dwarfed by the nocturnal view of mankind in the mass. How dwarfed, then, must seem mere play-acting upon a stage. The Chanin Auditorium, definitely, is unfair to its theatrical tenants.

Its present tenant is the Ensemble Theater's production of Beverly Nichols' *When the Crash Comes*, the second production of the first subscription season, which opened Tuesday and closes its brief run Sunday.

The play is a long-winded and talky satire of both communism and the status quo, which proves, among other things, that there is something to be said for the Messrs. Odets, Maltz, Sklar, Sifton and the rest of the boys after all. For one must take sides in order to become exciting; *When the Crash Comes* takes no sides at all.

Undoubtedly, there is good satiric material—plenty of it—in the play. Sometimes it is well presented, but for the most part it is buried under unnecessary words and extraneous plotting. And in addition, the piece bogs itself down pretty badly with loose ends and anticlimaxes, losing itself in the tangle of its own evident muddleheadedness. One scene was cut after the opening—but one scene hardly seemed enough.

When the Crash Comes is infernally dull—tho it seems hardly fair to judge it by this performance. But on the other hand, it seems hardly fair to judge the performers by this play. If the actors allowed the comedy and the satire to fall into a stilted vacuum, the play left the performers often stranded in a morass of hollow and impossible words. It is, in any case, most inadvisable for inexperienced players to tackle a piece that calls for English accents, particularly Cockney. It was upon painfully assumed British speech that the cast chiefly stubbed its collective toe. The players seemed preoccupied with accents rather than acting.

Camilla Rowen, however, was natural and able as the heroine, and Ellie Regis, a sultry and enticing lass with a lovely speaking voice, showed definite possibilities, tho she was hampered by her idea of Cockney. The rest were, at best, acceptable. Pitt Herbert's pseudo-English speech grew a bit painful at times, and so did the attempted character acting of Jerome Seplov, who played a butler.

Seplov also had the direction on his conscience. It was direction that failed signally to give any aid, making the performers appear, one suspects, far worse than they might otherwise have seemed. Reports have it that Mr. Seplov directs according to Moscow Art theories. Any theories of direction—except the presentation of a play in the most effective manner possible—are so much bludge-wad; particularly so is a half-baked Moscow Art method practiced on a crew of inexperienced actors.

EUGENE BURR.

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Paramount To Use Long Island Studio in First Anti-Tax Move

NEW YORK, March 30.—Report has it that beginning with the next month Paramount will move one or more units from Hollywood and will use its Long Island studio for regular shooting. It is not known what will be the first picture. The move is intended as the first of a gradual removal from Hollywood should the new tax get by the California Legislature.

The Paramount Studios here have been leased to the Eastern Service Studios and of late have been occupied by Heck and MacArthur and Christie shorts.

HOLLYWOOD, March 30.—As things now stack up the proposed high tax will pass in the Assembly. The lawmakers do not seem to be worried about the threat to move studios out of the State and are not taking the talk seriously. "If they're not willing to bear their share of the burden in these days they are not good citizens," said Assemblyman W. M. Jones.

"Maybe they better think of the Florida summers and hurricanes before they go there," commented Assemblyman J. J. Boyle.

Uneasiness here continues. Many believe the studios will actually pull up stakes if the tax goes thru and players who own large homes here and real estates with large developments are not

Atlanta Buys Shrine Mosque For Use as City Auditorium

ATLANTA, Ga., March 30.—Headed by Mayor Key, the Atlanta city council has drawn up papers which will ultimately result in the purchase by the city of Atlanta of the Shrine Mosque property, which houses the beautiful 5,000-seat Fox Theater, for use as a city auditorium.

Altho costing in the neighborhood of \$3,000,000, when it was built six years ago, the property has been offered to the city for \$175,000.

Theater was first operated by Fox, then Loew's and was closed for a time until reopened about two years ago, and is now operated by the Lucas & Jenkins chain as a straight picture house, altho stage equipment is finest to be found. When first opened P. & M. units were used.

Penn. To Get Sunday Picture Referendum

HARRISBURG, Pa., March 30.—A bill calling for municipal referendum on Sunday movies and theatricals will be brought before the Pennsylvania House of Representatives in the near future.

Governor Earle and the Democratic State organization are unwilling to have anything to do with the measure. The governor said his tax program must not give way to other legislation. Both factions, however, are taking a neutral stand on Blue Law amendments. Despite opposition from rural legislators, it is believed the bill will pass the House without difficulty.

Watch for

This Special Feature:

Highlights in Film Censorship — The Career of Royal A. Baker, Former Detroit Censor

By H. F. REVES

in the

Spring Number of The Billboard Dated April 13

too sure that the producers will not carry out the threat.

The average player doesn't care much one way or another.

Chi Theaters Complain of Screwo and Bank Nights

CHICAGO, March 30.—At the meeting this week of the grievance board of the Code Authority here, they again showed their teeth with the issuance of a stop service order against a downtown State theater that chose to disregard a previous cease and desist order of the board. The Majestic and La Salle theaters, La Salle, operated by the Great States Circuit, were successful some time ago in obtaining an order, thru the grievance board, for E. E. Alger's Peru Theater, Peru; Rexy Theater, La Salle, and State Theater, Mendota, to cease running at admissions less than stipulated in their contracts. According to the Great States Circuit, the Peru Theater continued to violate the order, so it was again brought before the board, which issued the stop order against it, to become effective April 5.

There seems to be no chance of any theater in this territory running either screwo or "bank nights" unless they control their particular neighborhood. The Calumet, Hammond, Ind., complained against both the Orpheum and Paramount theaters, Hammond, about screwo and against the Parthenon, Hammond, for running "bank nights," and the Madlin, Chicago, filed against the Lindy and American theaters for screwo. All were told to cease and desist the practice.

Notre Dame Students Are Asked To Boycott House

NOTRE DAME, Ind., March 30.—In order to impress theater owners the need for compliance with demands of the Legion of Decency and to demonstrate the influence of Catholic action, students of the University of Notre Dame have been asked to boycott a South Bend playhouse.

Despite promises by the management of the Palace Theater in South Bend that it would keep all performances on a high moral plane, it recently advertised and presented a stage performance, *The Spices of 1935*, featuring the "Fountain of sex and nudity in gold."

University officials complained that such a presentation was unfit for any stage. The local theater manager stated that he was powerless and had to accept whatever shows were booked by the Chicago operators of the playhouse.

Lightman Makes Many Changes in Memphis

MEMPHIS, Tenn., March 30.—M. A. Lightman has named new managers for his three major downtown theaters here. Fred Ford, formerly with Saenger in Shreveport, will manage the Palace, recently taken over from Loew. Gene Oliver, one-time manager of the Arkansas Theater, Little Rock, succeeds Charlie Mensing, resigned, at the Orpheum.

William H. Ramsey was moved in from Lightman's neighborhood Memphisian to replace Elliott Johnson at the Strand, Johnson having been promoted to advertising manager for the Lightman circuit. David Groskind, associated with the Warner circuit office here for several months, will manage the Memphisian. Curby Smith, of Jonesboro, comes in here as special exploitation director.

Pittsburgh Reopenings

PITTSBURGH, March 30.—A number of neighborhood theaters are scheduled to open within the next two weeks. Lou Padolf, former salesman for the local RKO exchange, opens the New Linden in Bellview April 5. The Grand Theater in Duquesne, closed for a number of years, will be reopened in two weeks by Glenn Floyd and Joe Huzar. I. Palocka will reopen the Royal Theater in the South Side. That house has been closed for 12 years.

Congrats to Terry

NEW YORK, March 30.—Terry Turner, well-known publicist, is receiving the congratulations of the industry on his clever handling of the Aunt Jemima National Contest in connection with Universal's "Imitation of Life." Hundreds of theater managers entered the contest, which proved to be a business builder for every house showing the picture. Turner can always be depended upon to conceive original ideas and the boys are anxiously awaiting his next exploitation stunt.

Detroit Has Wholesale Shift of House Managers

DETROIT, March 30.—Wholesale shift of managers among theaters, aside from the principal first-run houses, was made this week by George W. Trendle, president of the United Detroit Theaters, Public operating unit. Trendle has had a long-established policy of shifting managers at intervals of approximately six months in order to give each man the advantage of a wide range of experience in meeting various types of operating problems.

Asher B. Shaw, manager of the State Theater, first-run house, was transferred to the Riviera, leading second-run neighborhood theater, while Russell Chapman moved from the Riviera to the Madison, downtown low-price policy house, and Rex Minkley was transferred from the Madison to the State.

New Orleans Exhibitors Oppose Daylight Saving

NEW ORLEANS, March 30.—Motion picture theaters are offering the only organized opposition to proposed daylight-saving ordinance here. They are signing up their employees to petitions protesting the measure, to be given a hearing next week by the commission council.

Central Trades and Labor Council, postal carriers and florists are only other groups who have announced protests. A joint committee sponsoring it claims to have 10,000 names in favor. There has been no daylight saving here since the law was abolished in 1920. Newspapers are on the fence.

Gallup With Columbia

NEW YORK, March 30.—Bruce Gallup, of Donahue & Coe, advertising agency, has been named publicity and advertising director for Columbia pictures, succeeding Herschal Stuart, who resigned this week. Gallup assumes the new post on April 8. He was formerly associated with Columbia in the same capacity and was once with United Artists.

Showman Elected

DETROIT, March 30.—Another Michigan showman has been elected to public office. J. J. Webber, owner of the Princess Theater at Chelsea, has been elected president of the city council. It was the first time he had ever run for office. However, despite his lack of experience in politics, his operation of the theater must have won the respect of his fellow townsmen, for Webber piled up the biggest majority ever given a candidate in Chelsea.

Wisconsin Would Levy 4 Per Cent Tax on Theaters

MADISON, Wis., March 30.—The Carow bill, a broad tax measure which seeks to replace the property tax on real estate, has been introduced in the State Assembly here. Included among the items to be taxed are cigars, cigarettes, cosmetics, automobiles and a 4 per cent tax on the gross revenues of theaters. In addition the theaters would be obliged to secure a license to operate, obtainable on payment of a \$5 annual license fee.

Mills With "Time"

NEW YORK, March 30.—A. K. Mills, formerly on the publicity staff of Barton, Durstine & Osborn, advertising agency, has been named assistant to Vice-President Ralph Rolan, in charge of publicity and advertising for *March of Time*.

Casting Bureau Is Panned by Extras

(Continued from page 4)
filtered thru the Hollywood grapevine that certain individuals named were stricken from the records prior to a public announcement of the completed list.

Meanwhile, on Tuesday the Hollywood Picture Players' Association, the Picture Players' Alliance and the Troupers, Inc., organizations representing extra and bit players, forwarded to Rosenblatt a protest stating that the action of the Extra Standing Committee in selecting only 1,004 extras from the list of several thousand was a direct violation of the purpose of the National Recovery Act. The protest demanded that the re-registration act be disapproved and that the committee be reorganized to make it more representative of the extra player.

The trio protested further that the manner in which the names had been chosen by the Extra Standing Committee was grossly unfair, for no statement has been made by the committee as to how information sought and obtained by it from studios, casting and other organizations and from the questionnaires filled out by the players themselves had been used.

Also cited as a violation of the NRA is the so-called "active list" whereby certain extras would be listed as those available and desirable for various types of screen extra work. The protest pointed out that the purpose of the NRA was not to simmer the list down to a minimum number but rather to re-register the extras and secure more of an equal distribution among a reasonable number who could exist on the salaries thus derived and satisfy the producers with their services. If the present list as prepared is to stand the three organizations demand that the standards by which the various extras were judged should be made public.

The Screen Actors' Guild is opposed to putting the present list, as compiled, into effect and in its statement to Rosenblatt denounced the setup as most unfair. Furthermore it was intimated that the guild might resort to court procedure if necessary to see that the matter of qualifying extras be carried out in open hearings.

Another movement is also in force in Hollywood to strengthen the position of studio employees with a meeting held at the Screen Actors' Guild to talk over plans for the formation of an amusement federation that would include all labor branches of the industry.

In attendance at the meeting were Kenneth Thomson, representing the guild; Steven Newman, coast representative of the IATSE, and representatives from the scenic artists, carpenters, musicians and various other studio labor groups.

The IATSE, holding an American Federation of Labor charter, has been in the ill graces of the studios since the general strike of 1933. Major studios have refused to recognize other than so-called "company unions"—a situation which IATSE is anxious to overcome.

Adding its strength to that of the Screen Actors' Guild, also holding an AFL charter, the IATSE hopes to put up a fight that will cause the studios to recognize their group and drop the company unions, strongest of which is Local 40, Studio Electricians.

Benedict Promoted

HOLLYWOOD, March 30.—Howard B. Benedict, well-known New York publicity man, has been appointed director of advertising and publicity at the RKO Radio Pictures Studio in Hollywood, under the direction of S. Barret McCormick, national director of advertising and publicity for the company. Eddy Eckles, the incumbent, will remain at the studio as director of exploitation, under Benedict.

Dead Men Okeh

HOLLYWOOD, March 30.—Judge Joseph Sproule in the case of Mrs. Doris Preisler against Universal ruled that the showing of a dead man in newsreels is okeh. Mrs. Preisler brought suit for \$4,500,000 against Universal and theaters showing newsreel shots of the dead "Baby Face" Nelson. Mrs. Preisler contended that the sight of the dead man caused her to suffer untold agonies and impaired her health.

BOX - OFFICE GROSSES HIT AVERAGE IN KEY CENTERS

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

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

New York

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

Chicago

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

Philadelphia

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

Cleveland

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

Seattle

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

Montreal

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

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

Providence

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

Pittsburgh

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

Lincoln

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

Price Wars

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

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

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

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

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

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

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

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

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

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

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

Len Morgan.

PERSONALS

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

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

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

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

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

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

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

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

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

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

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

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

FROM THE BOX-OFFICE POINT OF VIEW

"Mark of the Vampire"

(METRO-GOLDWYN-MAYER)
 Previewed at Fox Uptown,
 Los Angeles, Calif.
 Time—63 minutes.
 Release Date—April 5.

With Lionel Barrymore as its only big name, this stereotyped mystery thriller has nothing new to offer, but does manage to build up a few hair raisers before the plot unfolds just as you predicted—the scheming guardian who killed the father of the heiress gets his due.

This Tod Browning production is as effective as its weak story will permit. Inclusion of the daughter, ably handled by Elizabeth Allan, in the plans to reveal the murderer is its only variation. Barrymore is the central figure as the professor whose hypnotic powers uncover the heavy, played by Jean Hersholt.

Of course, there are all the eerie effects of vampires, bats, rats and the usual dust-covered organ in the basement of the haunted castle, but it all unravels weakly to reveal Bela Lugosi as the head of a group of hired ghosts.

Blackford.

"Moscow Laughs"

(AMKINO)
Comedie, New York
 Time—85 minutes.

Billed as "The First Soviet Jazz Comedy," this Russian piece is decidedly different from anything that the Soviet has ever made before and there is an entire absence of propaganda, which made former films from that country uninteresting.

The story is that of a shepherd being mistaken for a noted orchestra conductor and difficulties when he breaks into society and later becomes leader of a jazz band. The comedy is all of the obvious type, but it is clean and the audience at the Cameo liked it.

The production is more elaborately staged than in other films to come out of Russia and in many of the scenes one can almost see the Hollywood touch.

The highlights of the feature are the business of cattle roaming thru a summer palace, the fight of the jazz band musicians, the conducting of the symphony, and the clever comedy work by the heroine, Lubov Orlova.

The picture will no doubt click in industrial cities, but it is not for the average theater. The dialog is in Russian with English titles.

Morgan.

"Cardinal Richelieu"

(20TH CENTURY)
 Previewed at the Village,
 Westwood Village, Calif.
 Time—81 minutes.
 Release Date—April 28.

Holding strong interest for history lovers, the Darryl Zanuck production of a chapter in the life of Cardinal Richelieu at the time when he was the power behind the throne of Louis XIII is one of the most spectacular and lavish George Arliss productions to ever come out of Hollywood. No expense has been spared by 20th Century to make this picture the most pretentious of all Arliss starring vehicles.

In the title role Mr. Arliss offers an unusual portrait of the man who, for a brief spell, controlled the destinies of all France. His interpretation of the Cardinal will be numbered among his greatest screen efforts.

A well-selected cast supports Mr. Arliss. Playing the role of Louis XIII, a

man who, while vacillating between the opposing influences of court politicians and his Cardinal, was strong willed enough to make his power of resistance a force of dramatic interest, is Edward Arnold. Maureen O'Sullivan, playing the role of the ward of Richelieu, and Cesar Romero, Hollywood's latest romantic rave, enact a love drama thru the turbulent chapters of political intrigue, hate and mistrust.

Others include Douglas Dumbrille, Francis Lister, Halliwell Hobbes, Violet Kemble Cooper, Katharine Alexander, Robert Harrigan, Joseph Tozer and Lumsden Hare.

Picture deals principally with the stormy times of King Louis XIII, when church and state were contending for power. Cardinal Richelieu is pictured as a military genius, statesman and religious leader. When Europe was drawing a ring of steel swords around France in a military alliance whose aim was to reach Paris and place Louis' brother on the throne. When the ruler's own wife was plotting against him. When Richelieu manipulated Louis to take power away from the land-holding nobility and thus, under one king, weld France into a united nation which could defy the world. All are told with historical accuracy.

The screen play of Cardinal Richelieu was adapted from the Bulwer-Lytton stage play by Cameron Rogers, with the shooting script prepared by W. F. Lipscomb, one of the authors of *Che of India*, and Maude Howell. The camera staff was headed by Ferverell Marley.

Art Director Richard Day has duplicated the splendor of feudal France, the glittering magnificence of Louis XIII's palace, the cathedral of Notre Dame in Paris and the palace of Richelieu.

Rowland V. Lee, whose direction was responsible for *Count of Monte Cristo*, was entrusted with the direction.

Smart showmen will make the most of this picture and present it in road-show fashion. So offered and so exploited it will prove a profitable attraction.

Blackford.

"Black Fury"

(FIRST NATIONAL)
 Previewed at Warner Bros. Studio,
 Burbank, Calif.
 Time—92 minutes.
 Release date—Not set.

A mighty story of industrial unrest graphically told in this swift-moving dramatization. *Black Fury* presents a Paul Muni unknown to his legions of film admirers, for here they will see him in the forceful role of a leader of men; a demagog of justice, a powerful force among the men in his stratum of humanity and a weak, unprincipled imbecile in the hands of crafty strike precipitators.

Story, told in striking truthfulness and of interest because it is so closely allied with the lives of hundreds of thousands of workers, opens in the coal fields, where Muni is a man among men, a prince of good fellows, engaged to marry Karen Morley, the daughter of a miner. The girl runs away to marry a company officer and Muni finds refuge in liquor. Toting a heavy jag he wanders into a mine workers' union meeting wherein the men are being called upon to decide to stay with the union and fight it out or withdraw. In a half-crazed condition Muni leads the men in a powerful denouncement of the union and under the guidance of Barton McLane, an employe in the service of a strike-precipitating organization, leads them out on strike.

Owners of the property lock out their former employes and employ the strike-

precipitating organization to man their mines with scabs and police officers.

Sober to the evil that he has caused Muni takes possession of the mine during the night, loads it with dynamite and refuses to turn it over until the miners he has wronged win out.

Picture is one that will cause wide word-of-mouth publicity and will find itself criticized considerably. However, it is enjoyable entertainment and a picture that will add prestige to your house.

Blackford.

"Death Flies East"

(COLUMBIA)
 Warner's Downtown,
 Los Angeles, Calif.
 Time—85 minutes.
 Release Date—February 28.

Closely paralleling *Murder on a Honey-moon*, made by RKO Pictures some months ago, this picture is far from being satisfactory entertainment and profits will fly out of your box-office window when *Death Flies East* hits your house. Film has nothing new to recommend it, and action of the story so closely resembles the RKO feature that it looks as if this might have been a carbon copy.

Florence Rice and Conrad Nagel head the cast. Phil Rosen is credited with the direction.

Action, that is, what there is of it, takes place on a Douglas air liner en route to New York. A girl convict jumps parole to grab a plane and reach Sing Sing before a man is about to be electrocuted. Said man holds in his power the words that will release herself and a doctor from murder charges.

Others on the plane include a young chap with important papers to deliver in Washington, an Oriental, an insurance salesman, a detective, an ordinary traveler, a business man and a deaf woman. The detective is killed and all passengers are thrown under suspicion. As in most mystery yarns, plenty of reasons are offered why everyone should be suspected.

Miss Rice and Nagel have very little to do with the story and very little opportunity to demonstrate their abilities with the meager parts assigned them.

Death Flies East is definitely not an average program picture. In houses where the patrons eat up most anything on celluloid this one will slide thru without too many squawks.

Blackford.

"A Night at the Ritz"

(WARNER BROS.)
 Warner's Downtown,
 Los Angeles, Calif.
 Time—60 minutes.
 Release Date—March 23.

Based on the idea that a green-horn cook at the swanky Ritz might be funny, Warner Brothers have turned out a picture that will please the not too fastidious. Picture is sheer nonsense thruout, with a slight touch of romance sloughed off in favor of a few silly situations.

William Gargan, a press agent in need of funds, succeeds in selling the Ritz management on the idea that Eric Rhodes, the daffy brother of Patricia Ellis, is a master cook. Management falls for the master chef and releases Paul Porcasi in favor of Rhodes.

Rhodes, with Allen Jenkins as a stooge, provide plenty of laughter in their kitchen scenes, and just as the master chef is about to give indigestion to a bankers' luncheon Bodil Roising rushes in and saves the gents' stomachs.

Gargan and Miss Ellis provide the romance. Rhodes is funny at times, and

Jenkins makes an effective foil. Gordon Westcott is capable as the columnist Jenkins kidnaps when Westcott gets wise on the birds in the kitchen.

William H. McGann's direction is slow and jerky, with too many waits between laughs. Picture could be trimmed to 50 minutes very easily. As is it's only fair program entertainment.

Blackford.

"The Man Who Knew Too Much"

(GAUMONT BRITISH)
Mayfair, New York
 Time—80 minutes.

The Gaumont British feature is one of the best melodramas to come out of England and will give Hollywood directors a mark to shoot at for real thrills and unbroken pace. Alfred Hitchcock, the director, has turned out a worthy product and it will do well in any theater in which it is booked.

The story is an attempt to assassinate a foreign diplomat during a symphony concert. The man who knows that the crime is to be committed cannot warn the authorities, for the gang has his daughter hidden away and threatens to kill her if the father gives the police a tip.

Unlike most English mellers, it has pace and situations that will appeal to any fan. Undoubtedly this feature will serve as a pattern for future Hollywood meller yarns.

There are only two names in the cast known to fans in this country. They are Edna Best and Nova Pilbeam, the latter having played in *Little Friend*.

You will make many new customers if you play this one.

Morgan.

"New Adventures of Tarzan"

(BURROUGH TARZAN ENTERPRISES)
 Previewed at the Alhambra,
 Alhambra, Calif.
 Time—90 minutes.

Failing to cover its identity as a series of Tarzan clips from past pictures this feature shows possibilities only for juvenile patronage. At a Saturday morning matinee it will click beautifully.

Picture is dull, slow and lacks suspense until more than halfway along. High point is reached when Tarzan, leading a band of explorers, happens upon Guatemalan natives, who insist on defending ancient Mayan ruins of the Central American jungles. Tarzan is equal to the occasion and for several reels performs the usual Tarzan feats of physical prowess by bounding hither and yon until bringing the troupe out in safety. Plot is simple and takes side steps occasionally for Tarzan to perform. Photography is very good. Picture, as previewed, would make an excellent four chapter serial if chopped up after each Tarzan demonstration.

Blackford.

Harry Brandt Again Elected ITOA Prexy

NEW YORK, March 30.—Harry Brandt has been re-elected president of the Independent Theater Owners' Association despite the fact that he didn't want the job.

Other officers elected were Charles Schwart, vice-president; Maurice Brown, secretary; Leon Rosenblatt, treasurer, and Dave Schneider, sergeant at arms.

The board of directors consists of Morris Fleischman, Leo Brecher, Hyman Rachmil, Herman Eisenstadt, Louis Schiffman, John Benas, Jack Hittner, Al Cooper, Rudolph Sanders, Morris Goodman, Ben Roman, Dave Weinstock, Bernard Fear, William Yoost and Dave Davis.

Lincoln Set for New Bargain Price Battle

LINCOLN, March 30.—Arrival of J. E. Cooper from New York to turn an eye at the local situation, which finds his opposition entirely on a dual bill policy, has the row conjecturing again and it's believed that a return of duals and bargain prices such as was prevalent last summer may again be the vogue.

War between him and L. L. Dent has been raging in four States for the past year and will probably be a bloody one of crippled box offices here.

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CURRENT BROADWAY FILMS

	Issue Reviewed.
Moscow Laughs (Amkino)	Cameo
I'll Love You Always (Columbia)	Roxy
Travelling Saleslady (Warner)	Strand
Private Worlds (Paramount)	Paramount
Holdovers	
Little Colonel (Fox)	Music Hall—2d week
Naughty Marietta (MGM)	Capitol—2d week
Man Who Knew Too Much (GB)	Mayfair—2d week
Ruggles of Red Gap (Paramount)	Rialto—4th week
Wedding Night (UA)	Rivoli—3d week
	Current
	Next Issue
	March 23
	March 30

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Slout Players Opening May 6

VERMONTVILLE, Mich., March 30.—Cecil Rawson, boss canvasman for the L. Verne Slout Players, arrived at the show's winter quarters here last Saturday and immediately began work on overhauling and repainting the Slout outfit and equipment. Crew members are arriving daily.

Rehearsals are set for April 24, with the opening May 6. Show will play two, three, four and five-night stands. In Battle Creek and Lansing, Mich., however, the Slout Players will show 10 days. It will be the company's ninth canvas season in Michigan.

Those already selected for the cast include Bert C. Arnold, Greg Rouleau, Dorothy Dumas, Pup Shannon, Bill and Beas Thebus and L. Verne Slout. Tony Jackson, dancer, and the Three Musketiers, eccentric musicians, will be carried for vaude specialties. Several additional members will be added to the roster before the show hits the road.

Billroy Show Briefs

VALDOSTA, Ga., March 30.—Mr. and Mrs. Billy Wehle, accompanied by Senator E. C. Wehle, Billy's dad, arrived here early Sunday morning and Billy made a bee-line for the winter quarters to see what had happened during his seven weeks' vacation in Miami.

Pulling his car up to the warehouse, jumping out, leaving the motor running, door wide open, he came in on the run and came to a sudden stop, hesitated for a few moments and then let go with: "Am I amazed?"

After he was shown around he was all praise of the way the show was turned out for him and says that to balance the equipment he is going to have the best stage show he has ever had.

Actors, actresses, chorus girls, musicians and specialty people are arriving every day and by the time you read this rehearsals will be well under way.

The opening is set for April 5 here. Which way we are headed no one knows and don't seem to give a hoot-in-anny. They know it won't be "up."

Don and Della Palmer drifted in Sunday and blew out Monday to do the job of contracting.

"Buz" Brown, who slings a wicked paste brush, and his crew have already plastered this town with a flash of paper that is a wow.

Complete roster will be in next week. Don't forget to visit this year.

TOM HUTCHISON.

Manhattan Players in 4th Week at Worcester Theater

WORCESTER, Mass., April 1. — Guy Palmerton's Manhattan Players are now in their fourth week at the Worcester Theater here. Current offering is *Laff That Off*, to be followed next week by *It's a Wise Child*. The Palmerton organization opened here March 11 with Howard Lindsay's *Your Uncle Dudley*. The local press has dubbed the company one of the best stock troupes to play here in a long time.

In the cast are Frank and Marjorie Clarke, leads; Helen Arlan, ingenue; Richard S. Blahop, seconds; Byrd Bruce, seconds; J. Harrison Taylor, characters; Gertrude Dion Magill, characters; Arthur Gage, juvenile; Ralph Elkins and Joseph L. Hall, general business. Guy Palmerton is director-producer.

Palmerton expects to operate the company here until June and then take it intact to his summer location at the Whalom Theater, Lunenburg, Mass.

Dorothy Lockhart To Direct

BRIDGEWATER, N. H., March 30.—Dorothy Lockhart, once co-organizer of the Philadelphia Theater Association, has been engaged to direct the Wagon Wheel Players, of the Paquaney Music Colony, Inc., in their second season of summer stock. Opening bill is Milne's *Betinda*. Others will include *The Fourth Wall*, *Candida*, *The Late Christopher Bean*, *Three-Cornered Noon*, *Men Must Fight*, *First Mrs. Fraser* and *Hay Fever*. Company plays last half of the week to a subscription audience of natives and summer residents. Kate Conway and H. Willis Lawrence head the cast now being engaged.

Rep Ripples

FRANK (RAKEY) CAMEL, the last two seasons comedian and specialty man with the Norma Ginnivan Company under canvas, postcards that he will be featured with a 12-people tent dramatic company which the Triangle Theatrical Enterprises of Toledo, O., is slated to launch soon. Earl Catton is president and Abe Sakols secretary of the Triangle outfit.

MR. AND MRS. KLINK LEMON, Bessie Leighton, Billy Miller and Billy Gilbert of the Bert Bertram Players, jumped into Valdosta, Ga., last week for a peek at the new Billroy Comedians' outfit. Bessie Leighton, in commenting on the layout, says: "Billy Wehle has the most beautiful and flashy outfit in the business. The eight trucks, besides being big advertising features in themselves, are equipped with sleeping quarters for the drivers and their helpers. We also visited the Kay Bros. Circus in Valdosta. They also are putting on a new coat of paint."

WALTER D. GAYLON SR. is now producing several of his own plays with local casts in schools and auditoriums in the Knoxville area. Gaylon's plays are titled *The Last Valcar* and *Rose Arbor Homestead or Face in the Flowers*. He formerly trouped with the Columbia Musical Comedy Company and the Knickerbocker Stock Company and back in 1910 had out his own tent show known as the Greater Southern Stock Company. He is working under local auspices at the various spots.

JAMES HAMILTON, banner man, has closed with the Ray Howell Show and joined Henry L. Brunck's Comedians in (See REP RIPPLES on page 25)

Powers in North Houston; Inaugurates Sunday Closing

HOUSTON, March 30.—Powers Players, under the management of Steve Powers, have pitched their tent in North Houston for an indefinite engagement. New faces on the show include Jackson Purdy, who has returned to the show to do leads. Others are Dorothy McGuffin, leads; Jimmy Power, juvenile; Helen Mae, ingenue; Ed Herrington, characters; Corine Hart, general business, and the team of Walker and Cozy, parts and specialties. Powers has added a new light plant to the outfit.

A unique policy of the show inaugurated at this stand is the Sunday closing and the donating of the outfit to inter-denominational religious meetings. The idea has brought many friends to the Powers Players. These religious gatherings are in charge of Rev. Wilbur Hall.

Gordon Cast Is Complete

CHICAGO, March 30.—George Gordon has completed casting for his tent show, which opens at Crown Point, Ind., May 15. Company, directed by Oswald Jackson, has Andrew Leigh, Billy Kent, Arthur May, Bert Black, Helen Kiduff, Ann Neilson, Lynn Arden and Mannette Omev, with Lee Orland in advance. The Gordon Players have a tent 80x100, seating 800, and use a repertoire of seven plays. These are *The Chair*, *Over the Hills to the Poorhouse*, *Making of Molly Malone*, *Ten Nights in a Barroom*, *Henpecked Henry*, *She Loved a Sailor* and *Won by Waiting*. The show will play Indiana territory.

'Drunkard' Set for Long Run

PITTSBURGH, March 30. — Jerry Ploum's production of *The Drunkard*, now in its 29th week at the Fort Pitt Hotel, will run thruout the summer, if current business is any indication. The play has been building in box-office receipts since its opening and has played to hundreds of repeat customers. George Sharp, co-manager, who went to Dayton, O., to stage a similar presentation, took with him Norman Porter and Tim O'Shany, a couple of the leads. They were replaced here by Frank Furlong and Regis Joyce. A new specialty here between acts is that of Lela Moore and her *Dance of the Lovers*.

BERTHA CREIGHTON, former character actress with the Wright Players in Grand Rapids, Mich., is now directing the Community Players in Flint, Mich.

Kansas City Jottings

KANSAS CITY, Mo., March 30.—Cliff Carl, manager of the Cliff Carl Comedians, has closed his circle stock, which has been in operation for the last 25 weeks, to paint his outfit and reorganize his show for the tent season.

"Pop" Sherman, veteran Midwest character man and director, is said to be considering launching a canvas theater this season.

Fred Reeths announced his intention to again launch his tented theater this spring. Fred has been out of the business for several years.

E. L. Dickson, now in his 12th week of circle stock, with headquarters at Aberdeen, S. D., reports that he has seven more weeks to go before beginning a string of split weeks in the Black Hills country.

Dick Henderson, manager of the Henderson Stock Company is leaving here today after a stay of several weeks to (See KANSAS CITY on page 25)

Dayton Citizens Back Plan For Five-Week Stock Run

DAYTON, O., March 30.—A group of influential citizens, headed by Judge Frederick Howell, will sponsor a spring dramatic festival, beginning May 13 and running five weeks, with a different production each week. The State Theater will probably be used, with the Junior League co-operating.

Harry O'reaham, director of the late Dayton Players, will be director. He is now in New York selecting plays and plays. Selena Royle and Conrad Nagel now mentioned as possible leads.

NRA Picture Code Amended To Take in Reps, Tabs, Etc.

WASHINGTON, March 30.—Motion Picture Code of the NRA has been amended to include under the terms "presentation and vaudeville" a number of designations which certain companies have been using to circumvent the code's labor provisions. These designations are "rep shows," "tab shows," "wagon shows," "medicine shows" and "showboats."

Another amendment compels companies to pay fares back home to members of their choruses who have been discharged.

Mack-Murray Players Ready for Canvas Trek

NELSONVILLE, O., March 30.—Mack-Murray Players, now playing school benefits in Southern Ohio with *Uncle Tom's Cabin*, will begin their tent season around the middle of May. Company will begin its canvas trek by showing a few Ohio River towns and will then jump into West Virginia.

Show will start out with a new outfit this year and will carry 18 people, making one and two-night stands. Plays to be featured are *Uncle Tom's Cabin* and *St. Elmo*. Ella MacDonald and Nelson Edwards, managers, report a good winter season.

Abc Rosewall Changes Bills

KANSAS CITY, Mo., March 30.—Abc Rosewall Company, current at the Dubinsky Bros. Liberty Theater here, has discontinued its series of dramas dealing with the activities of the Kansas City police and will present instead a number of comedy dramas in tabloid form, each show to run 45 minutes. The first bill was presented the last half of this week, titled *The Meanest Woman in the World*. Abe Rosewall is being featured in rube comedy parts. Other members of the Rosewall cast are Jerry Dean, Russell Murdock, Ralph Dennis, Al Pierce, Sylvia Summers, Katherine Kaye, Verna Dennis and Florence Strand. There is also a male quartet.

Stock Notes

PEROL BALLARD, stock juvenile, barely escaped death in the flames which swept the Club Rendezvous, Chicago, early last week. Six people were burned to death in the conflagration and 16 are in the hospital as the result of burns. It was Ballard's second week as entertainer at the club.

S. CARLTON AYERS directed the Altona Players in *Three Corned Moon* in Altona, Pa., March 27 and 28. Tessie Dembert, William Clear and Dean Drelfus were featured.

DEWEY CAMPBELL Stock Company will open its fourth season soon at Hoffman, Minn. A tour of the northern part of the State will follow. Cast includes Eileen Gibbs, Katherine King, Flo Campbell, Edward Opla, Walter Litzen, Fred Crosby and Mr. Campbell.

ELBERT A. WICKES is this week presenting the Abbey Theater Players at the Metropolitan, Seattle, Wash. Included in the cast are P. J. McCormick, Eileen Crowe, Barry Fitzgerald, Maureen Delaney, Arthur Shields, May Craig, Michael J. Dolan, Aldeen O'Connor, Denis O'Dea, Frolie Mulhern, P. J. Carolan, W. O'Gorman, U. Wright and Joan Sullivan.

Green Players Doing Okech

WALNUT RIDGE, Ark., March 30.—Joe Greenfield's Judy and Mac Green Players, who begin their tour March 8, have been finding business good in this territory, according to the management. Company is playing high school auditoriums, presenting a three-act comedy, six acts of vaude and an orchestra. There are 12 people in the troupe. The company will move under canvas as soon as the weather permits.

SUMMER STOCK OPPORTUNITY

For Lease or Sharing Terms. Ideal Location and Theatre for good Summer Stock Company. Long season. Seven-day week. No opposition. Ample parking. Drawing population over a million.

CARLIN'S PARK BALYMORE, MARYLAND.

A NEW PLAY BY E. L. PAUL 'PUDDIN' HEAD JONES!

Cast 3 Men, 2 Women—One Sex. A rewritten (Not a Cut) version of "CHEATING WOMEN." A knockout. \$5.00 Circle, \$10.00 Tent Season. PAUL PLAY CO.

Costs High. Kansas City, Mo.

JUST WIRE—OAY OR NIGHT WAYNE AGENCY Booking People—Leasing Plays Chambers Building, Kansas City, Mo.

FOR SALE

17 Sets of like new Modern Wardrobe, 6 to 10 to set. Some need cleaning. Also Dandy Chorus Wardrobe Trunk, cost \$125.00. First \$100.00 goes all. This is a real buy. Will ship express. \$25.00 deposit, balance C. O. D. Wire, don't write. BILLY WEHLE, Manager, Billroy's Comedians, Valdosta, Ga.

WANTED

Specialty Team and Single. Dancers that do Black preferred. Must be young and sober. State all and lowest in first letter. If you have house car say so. Dennis Stone, Art Gilbert, Rusty Lee write. BERT RUSSELL, Summerton, S. C.

CLIFF CARL COMEDIANS

Wants Actors that Double Orchestra or A-1 Specialty. Acting Hear has been done here. White COUNCIL GROVE, KAN.

People in All Lines Wanted

Summer Tent Season. State all first letter. JACK RIPLEY PLAYERS, 1101 Ruff St., Dubuque, Iowa.

WANTED—8066 CANVASMAN

For small Rep Show, week and 3-night stands. Must be experienced, sober and reliable. GEORGE GORDON, 330 Surf Street, Chicago.

ROLL TICKETS

Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$14.50

Cash With Order—No C. O. D. Stock Tickets Any Assortment. \$12.50 for 100,000

New Actor Org. Seeks Charter

NEW YORK, March 30.—Petition for a State charter has been filed by an organization known as the United Burlesque Artists' Union, Inc., which would be a rival organization to the Burlesque Artists' Association, an American Federation of Labor group chartered by the Associated Actors and Artists of America. The petition was filed by Irving Cyrull, Brooklyn attorney, and the signers were Jeanette Held, Margaret Sweeney, Jack Bagley, Bertha Bagley and Betty Schwartz. A hearing on this application for a charter is supposed to be scheduled for April 8.

Sophie Tucker To Champion Burlesque

NEW YORK, March 30.—Sophie Tucker, arriving in town Monday from Florida, released a statement that she intends to campaign to retain the burlesque code. A former burlesquer herself, Miss Tucker intends to prove that the girls in that field need all the protection they can get on wages and working hours.

It is Miss Tucker's intention to get up a petition on this and have it signed by former burlesquers such as Bert Lahr, Fannie Brice and Jack Pearl. Some of the girls from the Republic Theater were at the station to meet Miss Tucker, but Tom Phillips, president of the BAA, sent them away.

CLEO DOUGLAS, assistant stage director for the Wilners, recovering from a throat operation.

COUNTESS NADJA

"A ROYAL SURPRISE"
To Both the Bar-Office and Audience.
Opening April 6 at Gayety, Louisville.
Booked by DAVE CONN.

PHYLLIS VAUGHN

THE SHOW-STOPPING PERSONALITY GIRL

JERRI SARGENT

PERSONALITY PLUS TALENT.

CHARLIE GOLDIE

KOMIKING FOR THE WILNERS.

TOMMY LEVENE

Re-engaged by MINSKY-WEINSTOCK for Greenman & Field's Unit on the Supreme Circuit.

JEAN BODINE

THE TALENT TOPS OF BURLESK.

TINY HUFF

THE PERSONALITY GIRL.
Rialto Theatre, Chicago, Indefinitely.
Personal Management JACK BECK.

MARGA—BARTEL & FRANCIS—Jimmie, Jr.

Exotic Dancer—Stripper—Singer—Straight.
Phil Rosenbergs, East, and Milt Schuster, West.

KARL BOWERS

ECCESTRIO OUTDO COMEDIAN.
Always Working—East and West.

CHARLEY LAFORD

"THE HARRY LARODON OF BURLESQUE."
With "Georgia Paschas," Independent Circuit.

BERT SANDERS & DOROTHY DE HAVEN

Straight, Wilner Houses, N. T., Soubrette.

Jean-Carroll Sisters—Jean

JUST SWEET AND LOVELY.
Mgmt. Milt Schuster, West, and Jack Beck, East.

"JEAN, JEAN" HELEN GREENE

THE RED-HEADED OYCLONE.

BOB SNYDER

Peerless Radio Tenor and Talking Juvenile.
Thanks to The Wilners and Allan Gilbert.

JESS MACK & LEE JEAN

BOOK PRODUCER. SPECIALTIES.
Irving Place and Apollo Theatres, New York City.

HARRY CORNELL

STRAIGHT MAN.
Management DAVE CONN.

Burlesque Review

Rialto, Chicago

(Reviewed Friday Evening, March 29)

After being dark for several months this house reopened today under the direction of N. S. Barger, who also operates the Star and Garter. Being the only real burlesque in the Loop it should have a good play. If today's business can be taken as a criterion the success of the venture is assured, as the house was packed all day. Policy is four shows daily at 25, 35 and 50 cents admission. Fred G. Clark is producer, assisted by Ida Rose, with technical direction by Emil Brenner. H. Helmes is house manager; Joe Kallison, assistant manager, and Jimmy King, orchestra leader.

Company is headed by Mae Brown, who gets the electric light billing and does one strip number. Other strip numbers are handled by Dagmar, featured exotic dancer; Tiny Huff, a peppy mis of personality, and Joann Dare, the company's ingenue. Comedy is taken care of by Bennie (Wop) Moore and Don Dixon, with Jack Buckley as straight man. Singing assignments go to Sally Darling, the prima donna; Erin Jackson, Gene De Vaux, and Dave London. The chorus of 19 is well drilled and are fair lookers.

The show, *Fine Feathers*, is in 17 scenes and Clark has done a good job in the short time he had for rehearsals. His production and posing numbers are pleasing to the optics and the scenic and electrical effects are colorful. Comedy bits at the beginning of the show were somewhat weak, due more to the material used than the comedians. The biggest laughs came from "the climax" scene, in which Moore, Buckley and Tiny Huff participated, and the scene done by Moore and Dixon with their dying dialog. Heaviest applause was drawn by the *Il Trovatore* number, which featured Dagmar and the singing of Sally Darling and Gene De Vaux. Other outstanding production numbers were the tambourine drill, which developed into a can-can number, and the Indian number, which featured the posing of Breng's golden horse, billed here as Mercedes and Her Golden Horse. Lighting effects here were aces and the audience, which came to see strip numbers mainly, was awed to applause by the colorful numbers.

When the comedians get to working better together and Clark has more time to plan his shows some interesting shows can be looked forward to here.

F. LANGDON MORGAN.

Comm. Moss Keeps After Burlesque

NEW YORK, March 30.—The License Department clamped down on the Irving Place Theater last Saturday, penalizing it with a 48-hour suspension of license for violating rules and regulations set up by the authorities. The theater did not do a matinee that day, but did a night show after securing an injunction signed by Supreme Court Justice McCook. License Commissioner Paul Moss has refused to discuss the matter.

Moss is still keeping after the burly theaters here. He arranged for a meeting yesterday at noon with Tom Phillips, president of the Burlesque Artists' Association, and this Wednesday will meet in his office with all the local burly operators.

N. Y. Republic Beset by Heavy Union Picketing

NEW YORK, March 30.—All week long the Republic Theater was the scene of many disturbances resulting from the mass picketing of the house by the union crafts. There were numerous arrests by the police, and in some instances pickets were beaten.

On Monday evening there was a large demonstration and the police arrested 26. They were carted away in patrol wagons and the crowd then dispersed. The following evening there was another demonstration, with Eddie Weinstock, manager of the house, and 10 pickets being arrested. An ambulance was called at the insistence of Dick Walsh, union representative, who charged police with brutality.

Thursday evening there was another large demonstration. More arrests were made, and among those charged with disorderly conduct were Al Wager, delegate of Local 802 of the musicians' union.

Minneapolis Birthday

MINNEAPOLIS, March 30.—With a special show lined up for the occasion, Manager Harry Hirsch celebrated the 26th anniversary of the Gayety Theater this week. Cast included Jerri McCawley and Carolynne Snowden.

MARKEE WOOD, versatile principal with the Supremes, busy between stage appearances typewriting scenes with ambitions of becoming both a bit as well as a number producer herself some near future day.

Burly Briefs

FLOYD HALLICY was gifted with a wine and liquor set by the chorus of the Indie show playing the Hudson, Union City, last week. . . . It was for his management of the show and his consideration of them. . . . Chorus comprises Vera Walters, captain; Claire Desmond, Lucille Wayne, Shirley Mack, Betty Mack, Jean Arden, Jayne Wallington, Virginia Vargas, Gypsy D'Aurlain, Muriel Evans, Dorothy Krennan, Marie Kinahan, Elaine Lamont and Pat Smith. . . . Collette and Schultz did not go to Chicago as planned and instead opened for Arthur Clamage at the Gayety, Detroit. . . . Leon Devoc and Tillie Ward have left the East to return to the Coast. . . . Ruth Wilson and Louise Keller are playing for the Daltons and enjoying the California climate. . . . Huber's Dime Museum on 14th street, New York, advertises "Hotcha Burlesque." . . . Evidently trying to cut in on the nearby Irving Place.

EVELYN MURRAY is now working under the name of Nyra. . . . Occasioned by her new dance creation, and she's got new wardrobe and photos. . . . Jimmy Dugan took abrupt leave of the Apollo, New York, last week, resulting in Gladys Clark going out later. . . . George Murray replaced Dugan, and Louise Stewart replaced Miss Clark. . . . Pat Kearney almost got clipped by a bolt thrown in the direction of the Republic, New York. . . . Indie cast which went into rehearsal Monday in Philly includes John Grant, Dorothy Maye, Billy Fields, Artie Lloyd, Ethel DeVoe, Carmen, Mary Waldon, Charles Kans and Murray

Lewis. . . . Franklin Hopkins and Eve Osborne opened Monday at the Bijou, Philly, the latter as added attraction. . . . Artie Lloyd, by the way, is going to the Orient in May with the *Folies de Patee* unit. . . . Murray Rosen is now a club agent in New York.

HAP FRYOR left the Supreme Circuit abruptly last week. . . . Joey Fay, of Diamond and Fay, jumped into Boston to replace Fryor but rejoined his partner Sunday at the Republic, New York.

I. H. Herk is making splendid progress, sitting up for the first time last week. . . . Queenie King was out of Minsky's Brooklyn for two days owing to the fact that she is auditioning for the Hollywood Restaurant. . . . Tangara left the Star, Brooklyn, for her home in Baltimore. . . . Bert Saunders, Dorothy De Haven and Bobby Vall opened for the Wilners last week. . . . Bobby Morris expects to be a papa in July. . . . Gloria Wilson, Supreme chorine, expects to vacation at Onset Beach, near her Boston home. . . . Gene Schuler was to have replaced Hap Fryor on Supreme, but didn't when he couldn't get a guarantee of five or more weeks.

HALENE DAVIS, well-known burlesquer, was operated on at Detroit recently. Her condition for a while was bad, but she is now greatly improved.

BERT CARR closed in Pittsburgh Saturday night. . . . Charlie Kane was to have opened at the Ettinge, New York, but decided to go with Isay Hirst in. (See *BURLY BRIEFS* on opposite page)

U-NOTES

By UNO

HONEY BEE KELLAR was tendered a big birthday party in a decorated dressing room backstage of the 42d Street Apollo, New York, recently. Members of the two Wilner companies, also the stagehands and musicians, attended to help make whoopee. Ditto Mr. and Mrs. Max Wilner, Allen Gilbert, Emmett Callahan and Ann Corio, Mother Elms and Jack Cadden and Countess Nadja, Palmer Cote and Honey Bee were attentive host and hostess.

JULIUS MINK, new orchestra director at the Ettinge, New York, popular with the principals for excellent assistance from the pit. His crew includes Ben Chase, Ben Zeiger, Irving Mink and Milton Small.

PHYLLIS VAUGHN, stripping principal, after two years of continuous Western engagements, returned to New York with the Supreme March 24 at Minsky's Brooklyn.

BILLY TANNER was heap big host at his New York tavern last week to Peanut Bohn, the regular Tuesday night guest of honor. Week before Gus Hill was the feature in the beefsteak feed.

BOBBY TAYLOR, with the Star and Garter (Chicago) cast, writes theater is doing nice business and productions are beautiful. Also that Mickey O'Neil gave a second wedding-anniversary party to (See *U-NOTES* on opposite page)

JO ANN DARE

JUST A RED-HEADED SHOW-STOPPER.

SMILING INA THOMAS

A REAL BOX-OFFICE MAGNET.

SAMMY WESTON

JUST A COMIC.
Third Season in the East.

MARIE GUNDLE

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LADY.
Phil Rosenberg, Es. Rep.; Milt Schuster, Wm. Rep.

JACK "TINY" FULLER

"NO SPURTZIN AROUND."
Star, Brooklyn, Indefinitely.

CYNTHIA MICHEL

STRIPPING A LA PARISIENNE.
Direction NAT MORTAN.

MARIE ALLELY

THE "IT" GIRL.
Playing Independent Circuit.

EDDIE INNIS

STRAIGHTS—DANCES—SINGS—ETO.—STO.
Management JACK BECK.

RAE HOLLAND

SINGING AND TALKING INGENUE.
With Supreme Circuit.

Foster and Kramer

KINOPINS OF BURLESQUE.

Georgia Sothern

BEGINNING 2ND YEAR WITH WILNERS.

BILLIE DIAMOND

ALWAYS CHARMING.

JOHN HEAD & ROWLAND

Straight—Soubrette. Stripping Sensation.
In Block, Variety Theatre, Pittsburgh, Pa.
Direction, PHIL ROSENBERG, N. Y. O.

BILLY "RED" DONNIE

Light Comedian. Strip Extraordinary.
Rep., PHIL ROSENBERG AND DAVE CONN.

EGAN & MARTIN

Light Comedian. Strip Extraordinary.
Rep., PHIL ROSENBERG AND DAVE CONN.

SYLVIA

THE ORIGINAL DIAMOND GIRL.

Tab Tattles

FRED HURLEY, erstwhile tab producer, whose burly troupe is now in its seventh month at the Gayety, Louisville, was a visitor at the desk last week. He was in town on business and if it pans out will have an important announcement to make. He'll know the answer in a couple of weeks. . . . Charles (Kid) Koster, well-known advance man, now ahead of Anton Scibilla's *Folles de Paree*, was another visitor during the past week. Koster infers that the show is changing its name to *Monte Carlo Revels* and that Mitzie Green is joining when the company opens at the Shubert, Cincinnati, next week. The Scibilla unit sails for the Orient early in May. . . . Ned Alvard is back on the advance of the A. E. Marcus *Continental Revue*. The Marcus show was slated to go to Australia in May, but we hear now that it's jumping off for South America instead. . . . Jay Mason, who has been dabbling in this and that around Cincinnati for some time and whose latest venture in the Queen City was the Trianon Night Club in the Havlin Hotel, darkened the night spot last week and hit out for Dallas, where his mother is critically ill and not expected to live. Jay plans on remaining in Dallas through the summer and returning to Cincy in the fall. . . . Mason Speed, trumpet player, formerly with various tabs, has just finished the season with his own ork at Mendel's, Fort Lauderdale, Fla. Speed joined the ranks of Benedicts when he middle-aged it with Inna Myers at Danis, Fla., March 24. . . . Myrtle Murrel, one of the Sparks Sisters, is now in stock with her hubby, Jack Murrel, at the Rialto, Dayton, O. They are slated to open April 29 with Dr. Jim Davidson's Hollywood Comedians under canvas.

JACK ARNOTT and wife, Beth Basara, are in Cincinnati after suddenly closing their *Odds and Ends Revue* in Muncie, Ind., early last week. Disension in the ranks and bookings that left him nothing but grief were the cause of the sudden closing. Jack reports. In a visit to the desk last week Jack and Beth announced that they would remain around the Queen City long enough to frame a new unit. . . . Jack M. Drayton, advance agent, has just been dismissed from the Nashville General Hospital after a dangerous siege of pneumonia, which included a 51-hour stretch under the oxygen tent. He hopes to be up and on the road again in a few weeks. . . . Smiling Billy Does has replaced Bob Conn as comedian on the Owen Bennett show. . . . Dot LaMont is said to be framing a tab in Louisville. . . . Raymond LeRoy's six-people floor-show unit has just finished a two-week stay at the Martin Hotel, Gowanda, N. Y., and now is current at the Option House, Bradford, Pa., where LeRoy is also emceeing. Arlie LeRoy and Jean Sandlin are billed as a sister team. LeRoy is the only male in the turn. *Palais Royale Revue*, now swinging southward, has been chosen as a feature for the forthcoming tobacco week jubilee to be held in Readville, N. C. In the *Palais Royale* personnel are Guy Johnson, the Frager Brothers, the LaFons, Miller and Miller, the De Leo Twins, the Warner Sisters, Bea LaVarne, a chorus comprising Vicki Koehler, Henrietta Christyline, Bertie Stroup, Louise Burton, Margaret Lucas, Renee Conti, and Carl Fischer and his ork, made up of Paul Wagner, Earl Horn, Dick Busy, Peter Mack, James Todd and the Three Harmonizers. . . . Jimmie Givens and Ann Karol, dance team, now appearing in Kingston, Jamaica, recently had the honor of dancing for the Royal Highnesses, the Duke and Duchess of Kent, at a ball given at King's House, Kingston.

CHARLIE MACK'S *Cordially Yours* is scheduled to open at the Capitol, Atlanta, April 7 for a week's stay. Unit carries 20 people, including Inez and DeWyn, Edison and Louise, Curtis Coley, the Brodell Twins, six girls in line and the Southern Melody Boys, seven-piece stage combo. . . . Bonnie and Helen (Marvin Boone and Helen Taft), dancers, have split after completing a swing thru the South with a unit show. Helen has gone home for a rest, while Marvin is teaching dancing in a Nashville hoedown school. They expect to team up again in

about two months. . . . Zackaria White and King Hunter are the features with Miller & Slater's *Get Lucky Revue*. Others in the troupe include Mattie Mac Lewis, Evelyn Wiggins, Nellie Brock, Katherine Verse, Marie Cowan, Mae Brown, Dorothy Moore, Homer Lee Brown and Sara and Lola Wilkerson. . . . Roy (Felix) Faustino, who closed as comic with Walt Nichols at the Rialto, Dayton, O., in June, 1930, and who has been out of the business since that time, is now in his sixth month on the staff of Station WJBC, Bloomington, Ill. He's serving as announcer and also appearing on three programs weekly, and says he's nuts about the radio game. . . . Jack Moore is in his 18th week at the Roxy, Tulsa, Okla., where he is producing and doing straights and comedy. He has a company of 14 people, including Larry Cox, juve; Bob Castle, general business; Tommy O'Dell, comic; Gladys Franze, Bobbie King and an eight-girl line. . . . Ed Harrington has closed with Poole's Paris *Follies* in Houston to join the Steve Powers show, working under canvas in the same city. . . . Lillian Murphy is a new addition to the Paris *Follies* personnel.

Marcin 'Party' Set for Morris

HAMMOND, Ind., April 1.—After 28 weeks on the Wilbur Cushman time Joe Marcan's *Surprise Party* opens at the Paramount Theater here Saturday for Dick Bergen, of the William Morris office. Featured in the revue are Sunna and Loomis, Geraldine Ross, the Carmen Sisters, the Two Flashes, the Three Chapman Sisters and Don Greenwood, card manipulator. Attraction carries an eight-piece ork.

BURLY BRIEFS

(Continued from opposite page)
stead. . . . The Minsky - Weinstock combo are still dickering for a house in Atlantic City for this summer. . . . Bob Rogers opened Sunday at the Gotham, New York, replacing Jack Shaw. . . . Johnny Kane, stage manager, closed for Minsky-Weinstock Saturday at the Republic, New York. . . . Pat Pierrot and Maxie Furman closed there also. . . . Joe Forte's *Indie show* closes this week in Washington, D. C.

U-NOTES

(Continued from opposite page)
Mr. and Mrs. (Marian Morgan) Buster Lorenzo of the Wacker Hotel. Present were Evelyn Crawford, Mr. and Mrs. Harvey Gatahett, Sonia DuVal, Nick Carter, Gertie Foreman, Ada Leonard and Boxy.

ALLEN FORTH, former burlesque straight, now with Rex Weber's new vaude act, opened March 30 at the Madison, New York.

ADA LEONARD, featured at the Star and Garter, Chicago, is billed on the program as "Venus Come to Life."

HOWARD EVANS now producing numbers for Irons & Clamage at the Gayety, Buffalo.

SEDAL BENNETT, once the lady champion wrestler of burlesque, sent a postcard invite to the grand opening March 23 of her Outpost, 25 Windward avenue, Venice, Calif.

MAE BROWN and Dave London, two more principals, booked for the new Rialto (Chicago) stock. Among the chorine pets of producer Fred Clark to leave New York for the Rialto were Mickey O'Day, who says she is no relative of John Kane, manager of Minsky's Brooklyn; Dottie and Clara Gray and Ruth Freeman.

BETTSIE LEE, of the Gayety, New York, celebrated a 22d birthday March 25.

JOE HURTIG, theater operator and showman, formerly of Hurtig & Seaman, and Bob Collins, former burlesque comic, now in Strand Theater Building, New York, vested with the world rights in the sale of a newly patented portable beer cooler which Charles Marx invented and is manufacturing under the firm name of Wechsler & Marx at 178 Suffolk street. New York State rights controlled by Cournoyer & Dickman, asso-

ciated with Hurltig & Collins in the same Strand suite.

RUSSELL (RUSTIE) CONN, for the last several months stage manager and producer at the Garrick Theater, St. Louis, which closes the latter part of this month, will leave with Mrs. Conn for their home in Van Wert, O., immediately after the theater closes. Prior to his Garrick Theater connection, Conn was associated for several years with the Dalton Brothers' *Follies*.

REP RIPPLES

(Continued from page 23)
Hamlin, Tex., recently, Hamilton has charge of the ads and also is handling the press for the latter show. He reports business satisfactory.

RUSTY AND DOT WILLIAMS, of the Odell White Show, are towing their new streamlined house trailer with a brand-new six delivered to them recently.

BILL AND BEULAH CUMMINGS closed with the Kennedy Sisters Show at Taft, Tex., last week and jumped into Mathis, Tex., to take over a root beer stand for the summer. Bill and Beulah had the concessions on the Kennedy Show. They report just fair business for the company in the Texas country.

NELSON EDWARDS, co-manager with Ella MacDonald of the Mack-Murray Players, is recuperating from a throat operation and an attack of the flu. Edwards and Miss MacDonald recently visited the Spaul Family at their headquarters in Adelphi, O. Rusty Barton, of the Spaul Family Show, stopped off in Nelsonville, O., last week to say "hello" to the members of the Mack-Murray Players. Rusty was driving a new truck dressed up to look like a million.

RAY WENCIL, last season featured comedian with the George C. Roberson Show, has been signed for an additional five weeks at Von Thenen's, Chicago night spot, bringing his total to 16 weeks. This will carry him up to the opening of the tent season.

BOSE DAVIDSON, of the Davidsons, is seriously ill at the Chapman Hospital, Speed, Kan., and would appreciate a line from all her friends in the business. The Davidsons closed recently with the Fred Dunning Players.

JOHN AND PERN RAE have closed a six months' stock engagement at Huntsville, Ala., and jumped to Miami, where they joined the Heffner-Vinson Show. They report having a swell time in Miami before joining the show and go into raves about the swell bunch of people on the Heffner-Vinson outfit.

CHET SPRINGER, formerly of the Shannon Players and Newton's Comedians, postcards from Flint, Mich., under date of March 29: "Back in the night club racket for a while. Michigan looks pretty good after five months in the South. I have my own orchestra playing nightly at the Burton Inn here and think I'll forget the grease paint for a while."

IN LAST WEEK'S ISSUE we carried a story on Phil Miller's visit to the home office of *The Billboard*. Mr. Miller is of the Buddy Players in Pennsylvania. Inadvertently, the head got thru to read "Phil Maher a visitor." The error served a good purpose, however. It brought a letter from that rep and stock oldtimer, Phil Maher, who for the last several years has been doing radio work in New York. He writes as follows: "I swear I am not the pere of Buddy Miller, as mentioned in *The Billboard* this week. I am not Uncle Phil

either. I would feel flattered if I were. I have not been in Cincy in years as I have been busy writing radio material. I should also mention that I have just finished a three-act comedy drama, *Wandering Minstrel*. If I had a boy (or girl) named Buddy I'd quit work and let the youngster support pop."

KANSAS CITY

(Continued from page 23)
open a circle in Northern Iowa. At the conclusion of his brief stock engagement he will jump the show to the resort towns of Michigan for his usual summer season in theaters.

The Tilton-Guthrie Company closed its Iowa circle last week and M. R. Tilton has gone to La Harpe, Ill., for a much-needed rest before opening the canvas season in May.

Hal Stone's Comedians are now in Arkansas after a winter season under canvas in Louisiana. Stone is busy reading plays and making preparations for the opening of his regular territory in Iowa. Show is now headed north.

The many friends and acquaintances of Ted Maxwell, playwright and former repertoire leading man, now writing radio continuity, will be glad to know that Mrs. Maxwell is the Orphan Annie of the air, which is broadcast every day over a nation-wide hookup.

Roe Nero's Show is organizing in a North Carolina spot to play its regular territory thru the Southern States.

M. L. Mitchell, manager of the M. & M. Show, is at home in Hot Springs, Ark., and is making preparations for the opening of his tent theater early in May. The show will be rehearsed in South Sioux City, Neb., and will play its usual territory thru the Dakotas.

Houston Pickups

HOUSTON, March 30.—Mitzie LaGrande Players are now located at 315 Milby street, in the port and industrial center, and in a house with a larger seating capacity. Business is satisfactory.

Phil Duncan Players continue their policy of appearing under fraternal auspices around the city and are getting along okeh.

Gl Johnstone and Jackson Purdy recently visited the Darr-Gray Show and report an enjoyable get-together with management and members of the company.

A *Drunkard* Company has finally opened in the city and right at a time when Texas Rangers are raming all places suspected of selling hard liquors or permitting gambling. The local company is appearing at the Rice Terrace in the Rice Hotel and is contracted for a two weeks' stay. Billing strong and there has been no scarcity of customers.

CALL-WANTED-CALL-FOR HOLLYWOOD COMEDIANS
Youthful Chorus Girls, Musical Comedy People in all lines, Sister Team who can change, doing real specialties and not too good to describe line. CAN USE young, versatile Team, man and girl, who can handle script; young ingenue with real singing voice (no blues); real comic who can improvise. All must be capable doing script. This is a week-end Musical Show, using both *Revue* and *Tabloid* versions of *Revue Comedians*. Do not reply if you can not cut it, as misrepresentation will cause immediate cancellation. Answer, stating your lowest bid; letter; no wires. This show furnishes meals, transportation after booking. No cash. All people engaged acknowledge this call by letter immediately, as rehearsals start April 18. Show opens April 29. Ray Ewing producing. Following people communicate: Wally Bannan and Lottie, Billy Reed and Reed and Beedy, Frank and wife. All friends write. No address. We pay all after booking. **HOLLYWOOD COMEDIANS**, Box 891, Parkersburg, W. Va.

WANTED
Straight Man. Must sing. Drummer. Also other useful people. Wires, don't write. **HOWARD INGRAM**, Midget Shesley Shows, Statesville, N. C.

WANTED—Sister Teams, Novelty Acts, Girl Singers or any Acts suitable for Band presentation. Show open stage September. Reorganizing new show. Ready work until Jan 15. Write **HOW MANAGER**, Carolina Theatre, Hickory, N. C.

WANTED FIRST-CLASS STAGE ATTRACTIONS
With Girls and Stage Band to play large De Luxe House.
J. F. MILLER, Owner and Manager New Carolina Theatre, Hickory, N. C.

WANTED
Burlesque People in All Lines. Feature Strip Women that can talk, Comedians, Straight Man and Juvenile with good singing voices, also Specialty People. Salary small but sure. A-1 experienced Chorus Girls. Salary, \$15.00. Open Saturday, April 13. Wire immediately.
JACK KANE, Colonial Theatre, Indianapolis, Ind.

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

NEAA Victor In Calif. Fight

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

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

Talbott Mishawaka Unit Does Good Biz

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

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



OFFICERS of the National Endurance Amusement Association.

Ross-Hayden Walk Off to Fast Start

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

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

Elgin Show Over 900

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

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

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

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

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

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

Raabe Colo. Walk Setting Fast Pace

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

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

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

Elmwood Wedding Does Turnaway Biz

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

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

RIPE AND READY

\$1000.00 CASH and you
PRIZES get it

CONTESTANTS

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

"MAC" MAURADA

HOTEL LUCERNE
NEWARK, N. J.

HUGH TALBOTT

ANNOUNCES WALKATHON
IN DOWNTOWN SOUTH BEND, IND.

A VIRGIN CITY WITH ALL
FACTORIES WORKING 100%

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If you kids are tired of promises and conversation, join an organization that opens, remains open and pays off.

Positively no contestants accepted until first notified. Communicate by letter only to BOB TAYLOR, Contest Director, Suite 505, Citizens Bank Bldg., South Bend, Ind., or HUGH TALBOTT, Tasmoo Gardens, Walkathon, Mishawaka, Ind.

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

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You Won't Make It—
So What!

AL GODAR

ANNOUNCES

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Starting April 8, Salineville, O.

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

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

WALKATHON CONTESTANTS WANTED

OPENING APRIL 8, 1935.

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

Attention Contestants!

Harry H. Cowl's

KNOXVILLE SHOW OPENS THURSDAY,

APRIL 4.

All Teams get help by 9 P.M.

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and the NEAA

By GEORGE W. PUCHE

in the

Spring Number
of The Billboard

Dated April 13

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FOR TWO BIG OPENINGS

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Park Ballroom, Irvington, N. J.

WALKATHON---FLINT, MICHIGAN

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

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



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA writes from Havana under date of March 24: "After spending several weeks in Miami, most of which was in the sunshine on the beach, I have completely regained my health and am once more feeling fine. However, I expect to take a month or two more rest for good measure, so decided to fly over here and look over the situation. The all-too-recent revolution over here has left things in bad shape and with the curfew law still enforced—tho it has been relaxed a little commencing last night—there is not much going on that is of interest to me.

"I have been here several days and in another week expect to fly back to Miami and then on to other Florida cities for the balance of my vacation. After that I expect to return to my home in Monmouth, Ill., and settle down to some serious work on my show.

"I hear that Marvelo is to show here tomorrow night and I will no doubt attend his performance. Montez seems to be having a lot of success in Miami. I saw him there a number of times.

"Whom should I bump into as I was getting my ticket at the Miami airport but James Sharman, my good friend from Chicago. I first met Jim in Bombay, then Chicago, then Singapore and now in Miami. So it seems he is a globe-trotting magician the same as I."

ADE DUVAL, now presenting his *Rhapsody in Silk* in London, pipes as follows from the British capital under date of March 18: "In our third week over here and enjoying it immensely. Hope to stay a while. Week of April 1 we get out first taste of doubling, between the Finsburg Park Empire and the Trocadero, a night spot."

MILBORNE CHRISTOPHER is playing as an extra added attraction at the Old Mill Inn, York, Pa. He has been mystifying the customers with his sleight-of-hand deception and has been broadcasting his adventures in magicland over WHP, Harrisburg, Pa.

SYLVIA SPECTOR, of the Thurston Show, who was stricken ill with appendicitis during the magician's recent engagement at the Taft, Cincinnati, went to her home in Baltimore last week to recuperate from the operation. Mr. Thurston saw to it that she had the best of medical attention during her stay in the hospital and paid all her expenses, including her fare home.

T. NELSON DOWNS, the "coin king" of Marshalltown, Ia., will be honored by the Midwest Magical Society at a meeting in his home town in September. It was decided at a recent monthly session of the organization held at Grand Island, Neb.

POSTCARDING FROM New Bedford, Mass., under date of March 23, Al Delage has the following to say: "Magic is not dead in this part of the country. I am booked four weeks ahead in Fall River, Mass., schools. Just completed a week's

engagement in a large store window to advertise the store. Last week I played my *Mirthful Mysteries* eight times in one day. Have also played a number of children's hospital and institutions around here."

THE PORT WAYNE, IND., Magicians' Club will hold its annual show at one of the downtown theaters some time in April, according to Don Thomas, treasurer of the club, who is in charge of arrangements in the absence of Dr. Eugene Bulson, club president, who is traveling in South America. The Old Port Players, playing stock at the Majestic Theater, Fort Wayne, will assist in the program by staging a one-act play.

THE GREAT HUGHLEY, billed as "the world's youngest mentalist," was a front-gate attraction on the midway at the Detroit and Michigan Exposition in Detroit recently. He was spotted at the gate to the Babcock Plantation *Revue* and drew a good trade, playing a lone act.

PROF. L. LEVITCH, palmist and psychologist, is working theater lobbies in the Tennessee and Georgia country. He reports business conditions good in that section, but states that a mentalist who worked that territory recently has made it difficult to follow in in a number of spots.

ALEXANDER NAGY (Alexander the Great) entertained 200 people recently in a magic show at the Our Lady of Hungary Auditorium, South Bend, Ind. He was assisted by Philip Foxwell, South Bend, Ind., magician, and Virginia Peterson, Marian Fulkerson, Paul Toth, James Harris and John Bata.

ARTHUR A. A. ALMON opened his home in Pawtucket, R. I., recently to fellow members of Rhode Island Ring, IBM, for their monthly meeting. Almon also entertained Harry Blackstone one evening during the latter's recent engagement at the RKO-Albee, Providence. The April meeting of the Rhode Island organization will be held April 5 at the home of Publicity Director James E. Roe, 30 Viola avenue, Riverside, R. I.

JUST RECEIVED a copy of the March issue of *The Quad-City Magic News*, edited and published by Donald Hendricks, of Davenport, Ia. A newsy little sheet with a fair amount of advertising. It's the official organ of the Quad-City Society of Magicians and the Quad-City Assembly No. 27, SAM.

FRANCISCO (A. F. Bull) recently presented an evening of magic at a private engagement for the president of the Pacific Telephone and Telegraph Company at the San Francisco Golf and Country Club. Robert Montgomery, movie star, was among those present. Francisco reports that Montgomery is an ardent magic enthusiast.

MAGICIANS AND ILLUSIONISTS are getting a good break in Paris this season. Chehalo and a big company of illusionists have just finished two weeks at the Empire Music Hall, and Ynalet and his company of magicians recently completed three weeks at the Theater Albert Ier, where they occupied the entire bill. De Rocroy and his company of magicians are at present heading the program at the big Gaumont Palace, and Nina Sokolska, female illusionist, is at the Petite-Casino in Paris.

SECOND ANNUAL Magician's Conclave, sponsored by the Mystic 13 League of Magicians, was held in that city March 14 and 15. The two-day session was declared a grand success by those who took it in. Thursday night session, held at the Glueck Brewing Company's huge hall, drew a packed house. William G. Schreiber, Mystic 13 president, opened the conclave with an address of welcome. By Harris, of the Harris Road Show, acted as emcee. Those who took part in the show were Arthur Harris, Arthur C. Nelson, C. A. Guilmont, John A. Utter, Ernie A. McChesney, A. M. Johnson, Kenneth Spencer; Gus Sjolin, European acrobat; C. George DeWitt, Ernie A. Anderson, Al M. Smith, Henry Gorden, William G. Schreiber, (See *MAGIC* on page 52)



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

HELEN JEPSON—Met opera soprano, also heard Thursday nights on the Paul Whiteman Kraft-Phoenix Cheese programs. Splendid voice and lovely appearance. In addition, her appearances at the Met have given her stage background. She should be a fine bet for pix.

BRANDON PETERS—legit actor doing his best in *A Woman of the Soil*, which is at the 49th Street, New York, at time of writing, tho probably not at time of reading. Gives a straightforward and appealing impression and has acting ability. Buried in the unbelievable tripe of his present play, he still manages to make the part almost convincing.

For VAUDE

BOBBY MORRIS—burlesque comedian whose talents rate the notice of builder-uppers. Vaude would be the next field—and then on and up. A little be-mustached fellow, he relles

on eccentric clowning of ace order. With a couple of foils and good situations and material, he should be able to do a good comedy act for vaude.

For LEGIT DRAMATIC

ANDY CLYDE—versatile film actor who for years has played everything from droll comedy to pathos, always with marked success. He should click in a big way in a spot that calls for a homespun character. A finished player who knows the value of lines and situations and gets the most out of them. His name should mean something, too.

For RADIO

"DOROTHY"—charming little brunette with the Farrell and Taylor vaude act, who does mixed language in the Roy Atwell style. Might make an ace partner for Atwell on the air. She's a big laugh-getter with the act.

The members of the executive board will meet in Cleveland the second week in April to discuss plans for the holding of our annual meeting in September. Consideration will also be given to the problem of delinquent dues, new membership drive and the creation of additional minstrel circles thruout the nation.

Several letters mailed to our members have been returned to headquarters for lack of forwarding address. It is essential that we have your home or permanent address to insure receipt of your mail.

Sam Griffin, vice-president in the California area, reports the opening of the new membership drive in that sector as a roundup of old-time minstrels. Many oldtimers now reside in the area of the Golden Gate, and an effort to locate them will be made by Mr. Griffin.

H. W. Lenox is en route to his home at Round Lake, N. Y., after vacationing for several months in the Southland.

Minstrelsy
By BOB EMMET
(Cincinnati Office)

"IN ANSWER TO Speed Bays' recent item, I want to say that no one can make me go to work" postcards Al Tint from his CBI headquarters. "I wasn't made to go back to work on the Trout Minstrelsy. I was guaranteed my salary by Sol Berns in Detroit, so I went back to work. Please publish this for Speed's benefit."

THE BOOSTERS' CLUB, Weirton, W. Va., presented *The Black Diamond Minstrel Revue* in that city March 19 and 20. A cast of 80 participated, including a number of old-time minstrel men. The list was topped by Paul Berwinkle, George Dressel, George Kabish, William Gardner, William Johnson, James Cavett, William Fahey, David Higgins, Thomas Hill, Emil Wolfe, Harry Russell, Carl Crawford, Harry Smith, Clarence Crawford, George Illio, Lloyd Campbell, George Williams, William Hanley, William Schenley, Jerry Chafin, Byron Saylor, David Reese, Homer Bradley, Harry Tart, William Miller, Joe Divio, Andy Dulasi and Andy Rosso. The affair was staged by D. J. Reese, Paul Berwinkle and James Cavett.

Plans are being worked out for the creating and establishing of an annual National Minstrel Night. We would like to hear from our members with a view to ascertaining the possibility of such a night in their respective communities.

"IN MENTIONING minstrel owners and managers, I believe everyone will agree with me that we should never (See *MINSTRELSY* on page 28)

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Paul Donley, singing fireman, of Sharon, Pa., is stirring things up in that and surrounding territory. "The new membership drive is on in full swing and we hope to double our membership within the next 90 days," writes Donley.

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

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MIND READING "SECRETS"

This book explains under one cover the Most Successful Verbal, Silent and Crystal Ball Mind Reading Methods used by Famous Stage, Club and Parlor Performers of the Present Day, such as The Vaudeville Musical "Silent Thought" Transference Act. A vaudeville Second-Sight Act. A "Complete" Original Vaudeville Mind-Reading Act. Wings of Mystery. The Great Mentalist. The Great Mind-Reading Experiment. A Letter Day Miracle. A "Different" Sort of Sure-Fire Test. Vaudeville Crystal-Gazing Act. Phenetic System for Silent Thought Transference Act. Feature Mind-Reading Act. On Answering Questions. Method of Obtaining "Sealed" Messages. Written at Home by the Audience. The Illustrated Drive, a Most Sensational Publicity Test. Publicity Stunts for Mind Reader. "Silent" Thought Transference and Mind-Reading Act. Written for Club Entertainers. The Chess Knight Tour. Voice Culture Instructions and a two-hour act entitled "Gambols of the Ghosts" Illustrated and Guaranteed. Only \$2.00, postpaid. "CALISTO" PUBLICATIONS, P. O. Box 16, Times Square Sta., New York, N. Y.

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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.

"New Amateur Racket" Is Hit By Whitehead

No profession or class of workers has suffered the ravages of the depression more than have the members of the theatrical profession. In addition to the many hardships to which our people have been subjected due to the depression, we have suffered irreparable loss thru having been forced out of the motion picture theaters thru the monopoly created by the motion picture interests.

We are now confronted with an evil that threatens to destroy completely the few remaining opportunities offering employment to our members. We refer to the general practice of the employer being permitted to employ amateurs who appear either gratis or receive insignificant fees far below the minimum as prescribed in the Motion Picture Code—or they receive some trifling prize.

We have data in the form of indisputable evidence to the effect that a great number of these so-called amateurs are professionals, who are forced thru the lack of regular employment to accept the terms and conditions imposed upon them by the sponsors of this new amateur racket.

We consider this an unfair trade practice and decidedly in contrast to the program sponsored by our President and the purpose of the National Recovery Act. We therefore appeal to you, in the hope that you will use your influence to put a stop to this unjust and un-American attempt to break down wages completely.

RALPH WHITEHEAD,
Executive Secretary,
American Federation of Actors.

Bloomfield, N. J.

John Ellis was right in his letter in the Forum of March 16 regarding that picture, *The Mighty Barnum*. Imagine P. T. doing a cakewalk at the head of his parade! I do not know where the movies get that circus atmosphere. I saw Wallace Beery and John Boles in the horse tops when the "big one" was in Los Angeles. They are very fine gentlemen and they surely know all about the white tops by this time. Of course, they have their parts to play and can not be blamed for the results of that picture, *The Mighty Barnum*. Looks like plenty of opposition in the circus field this year. The more the merrier. Let's hear from some of the former Forum letter writers on the circus.

JOHN A. BUNN.

Bradford, Pa.

For 30 years or more I have read, I can safely say, hundreds of articles on what is the matter with magic, and exposing. From what I have read many topnotchers believe in exposing. Some time ago one of them said that magic should be taught in school—by some of the Sunday papers. I guess his wish will come true. The topnotchers I have reference to have made reputations and I believe made real money out of magic.

Four of them have been exposing in the papers, on the air, with pamphlets, books in their show and in any way that makes money for them or is good advertising. If these topnotchers can get away with this kind of advertising, why can't the smaller fry? What I can't understand is why the smaller fry don't get right in the field with exposing. If you are putting on a show and exposing is getting these big fellows somewhere, advertise that you are going to expose all of your tricks, stay two nights, and tell the people at the next day's show that you will expose everything, and also tell what others are doing and tell about them also.

A fellow came thru this part of the country right after the Selbit sewing-

the-woman-in-two was brought to this country, stayed two nights and exposed this illusion the second night, from soup to nuts, and people paid to see the show the second time. I believe it is the only thing to do. It couldn't be any worse than it is. A fellow exposed some mighty fine tricks in *The Detective Magazine* some time ago. In *The Billboard* he said, "I am proud of my exposing." Why did he say that? Because he wanted to make some money for himself; that was the first thing. The excuse was this: He told the magicians, "I am saving the people from the mediums." Oh, boy, if that isn't a sweet one!

Some years ago a very prominent magician found his pictures and the inventions of another man in a magazine under his name. He told the magicians it was a mistake, etc., but not on his part. Listen to this: More dealers than magicians, more magic books and pamphlets than you can find congressional records. Magicians' meetings and entertainments every month, from one end of the country to the other, free. Some of them mighty fine. What chance has the small fry in magic, trying to make a living at magic, against such odds? For the size of the USA you will find very few magicians and in vaudeville very few compared to the number of other acts.

Millions of people out of work, but the fellow who has a job will tell you the country has been saved. And so it is with the magician who is making money in magic. Magic is all right; it is the other magicians. When you read the history of the big shots in magic up to the present time, and I mean all of them in regards to exposing, it doesn't read nice. They all exposed, in some way or other, to get their names in the papers. I do not believe in exposing, but I don't believe exposing has hurt magic at all, compared to the organizations and societies of magic in going out into the byways and highways, pleading with everybody to join their magic society. And I know of fellows being forced into being members. If you can't make any money out of magic, then expose it. If exposing in newspapers will pay, do it. If giving away books in your show will pay, do it. If giving away tricks in your show will pay, do it.

One of our greatest magicians exposed under the title of "Exposing Mediums" a number of very good tricks. He had a very good excuse. He was another fellow trying to save the world from going wrong, to help fill his own pockets. But don't you dare do it. You are not high up enough in the society for the prevention of exposing. No, siree, you will have to be a high officer in the society. Then you can expose and be proud of it.

ZETTO THE GREAT.

Santa Claus, Ind.

In the Forum of March 30 appeared a letter from Art E. Rothrock on "When Circus Was Carried to Wrong Town." While this is not a common occurrence with the movement of show trains, the same thing happened with the second section of the Adam Forepaugh-Bella Bros. Circus during the 1906 season. The show was moving to Neosho, Mo., and the second section was hauled to Webb City, Mo. The majority of the people with the show did not know of this, but if they will refer to old

Havana, Cuba.

Richard S. Kaplan, general counsel, and Don King, treasurer, are to be complimented as workers for the newly organized National Endurance Amusements Association to foster and protect the fast-growing endurance show business. As one of the pioneers, I shall give it my support and I make the suggestion that all operators who become members of the association set aside 1 or 2 per cent of gross receipts to build up a defense fund, or what might better be termed an enlightenment fund, to be used for the purposes for which the movement was started. If this plan is adopted I will carry out my part at the coming Havana show.

I would like to see Charles M. Hayden, Fred Crockett, Harry Cowl, John Sake, Duke Hill, Louis Slusky, Zeke Youngblood, Walter Tabetts, Bern Kirk, Bob Lee, Fred Sheldon and Pop Dunlap actively enrolled in the new organization. We have a man-sized fight on our hands and we owe it to the men who have organized this association to get behind them and give them financial support.

Endurance business is still in the evolutionary process. The support given by the public everywhere has been too overwhelming and genuine for this form of show business to pass out of the picture just because monopolistic movie moguls want the indoor show field all to themselves. Richard Kaplan, Hal Ross, Leo Seltzer, George Pughe, Hugh H. Talbot, Eugene (Red) Leinen and Guy Swartz have taken up fighting arms; let's support them.

AL PAINTER.

Boston.

In the Forum recently Frank Norton asked if anyone knows the date when Sig Sautelle got into Dunkirk, N. Y., found the lot under water and played the opera house. I am not quite sure, but if I am not mistaken it was in the spring of 1914 in early May. I was band leader with the show that season and I know we had plenty of rain and high water and played two or three "opery" houses and lost a few stands completely on account of wash-outs on railroads.

The season started off badly and kept getting worse, and in July the show was sold to Louis D. Tillman in Binghamton, N. Y., and he started it west, where we ran into more bad business, finally closing in Leitchfield, Ky., when the Erie Printing Company took it over and shipped it to Lawrenceburg, Ind. Most of the equipment found its way to Hall's farm in Lancaster, Mo. That was Sig's last season. Two or three other persons have had the title out since, but all have been failures.

HARRY STURGIS.

Saranac Lake
By BETTY HUNTINGTON

A houquet to little Rita Prefracy for being the youngest and latest arrival at the Lodge. She comes from Brooklyn and her brother works for Warner Bros. New York office.

Beatrice Lee and her porch mate, Sylvia Abbott, are both showing improvement. Bee has added poundage and Sylvia is getting ready for the rib.

Father Kitts arranged a very interesting lecture last Sunday in the lounge. A large audience gathered, and those

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Rallying Call Is Sounded for Endurance Biz

that couldn't attend listened in to the worth-while educational talk by Father James A. Cloran, of Montreal.

With spring in the air and hope in our hearts, we welcome the thought of exercise which was recently given to many. It all means improvement and we are anxiously awaiting the next step—the big okeh.

We enjoy the treat Bob Farley offers us nightly. His "wonderful touch" at the piano is something hard to resist and we stay for hours singing our old favorites. And in case you don't know, Bob used to be Helen Morgan's accompanist.

We envy Joe Dabrowsky, Bill Kazanjian and the ever-pleasant and efficient Mrs. Hagney, who enjoyed a motor trip to New York for the week-end.

George Harmon's wife is recovering from an operation performed at Sydenham Hospital, New York. We're glad to hear she's coming along nicely.

Sometimes married men prove their efficiency in different ways. For instance, Bert Ford knows his women and his shopping. He had a birthday last week and we were pleased to present him with some useful gifts in token of our appreciation for his expert service which he gladly gives each week.

Please write to those you know in Saranac Lake.

MINSTRELSY
(Continued from page 27)

forget our old friend George R. Guy," writes Kenneth (Doc) Haines, of Oneonta, N. Y. "I believe he is the oldest minstrel man living. Up to a few years ago he owned and operated his own show successfully for more than 40 years. It began years ago with the original Six Guy Brothers, who were a show in themselves. I have never had the pleasure of working for George R. Guy, but I tramped with him on the Van Arman Show in 1927 and 1928. He was then a man well past 70, but as full of fun and a live wire as always. He made the parade as well as the rest of 'em, even at his years. George R. Guy is a man of sterling character and a perfect gentleman. He has put hundreds of performers and musicians in the business. He now makes his home in Springfield, Mass., where he is engaged in putting on home talents. He has forgotten more about minstrelsy than most of us will ever know."

Band Leader In at Finish With Sautelle

rain and high water and played two or three "opery" houses and lost a few stands completely on account of wash-outs on railroads.

The season started off badly and kept getting worse, and in July the show was sold to Louis D. Tillman in Binghamton, N. Y., and he started it west, where we ran into more bad business, finally closing in Leitchfield, Ky., when the Erie Printing Company took it over and shipped it to Lawrenceburg, Ind. Most of the equipment found its way to Hall's farm in Lancaster, Mo. That was Sig's last season. Two or three other persons have had the title out since, but all have been failures.

HARRY STURGIS.

Second Circus Section Didn't Follow First

to Neosho, Mo., and the second section was hauled to Webb City, Mo. The majority of the people with the show did not know of this, but if they will refer to old

Saranac Lake
By BETTY HUNTINGTON

A houquet to little Rita Prefracy for being the youngest and latest arrival at the Lodge. She comes from Brooklyn and her brother works for Warner Bros. New York office.

Beatrice Lee and her porch mate, Sylvia Abbott, are both showing improvement. Bee has added poundage and Sylvia is getting ready for the rib.

Father Kitts arranged a very interesting lecture last Sunday in the lounge. A large audience gathered, and those

THE MINGO MINSTRELS were greeted by capacity audiences in the Harrison-Morton School Auditorium, Allentown, Pa., March 13-15, when they presented their annual minstrel revue. Charles (Sweet Tooth) Kistler directed the two-part program, which listed a cast of more than 50 performers. Leads were taken by Alfred Barto, Wayne Allen, Elmo Sylvester, Ed (Spud) Spurling with his little Spurlings, Raymond Schlicher, Edward Howells, Lillian (Goldie) Fiedler, Rudolph Mattoon, Edward Howells, Alfred Barto and William Berger. Milt Aney, 81-year-old veteran of minstrelsy, was given a rousing ovation for his song, *The Nigger and the Bee*.

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ANSCHUTZ—Charles J., 63, who under the name of C. J. Raymond appeared with the late Bert Baker, comedian, and also formerly with the Lew Dockstader Minstrels, March 27 in Speers Hospital, Dayton, Ky. Of late years he had been associated with the Addison Sponge Company, Cincinnati. Funeral services March 29 in Newport, Ky., with interment in Evergreen Cemetery, Fort Thomas, Ky. His mother, two brothers and a sister survive.

BARWALD—Mrs. William H., known professionally as Mercella Forrester, in New York March 23. She had not been active in the show business due to illness since 1918, when she played the role of the mother in A. H. Woods' production, *Friendly Enemies*. She also appeared with Nance O'Neil in *Magda* and *The Fires of St. John*. Earlier in her career she had played in stock and repertoire. Survived by her husband, a legitimate actor, and three sisters, Mrs. Laura Blanchard, Mrs. W. H. Numsen and Mrs. Grace Gaston.

BASSETT—Herb, 23, parachute jumper, March 23 at Jackson, Miss., while giving an exhibition. His home was in Colorado Springs, Colo.

BOGARD—Martin, artist, sometimes employed by motion picture studios, March 25 at Riverside, Calif., after a brief illness.

BROCKELHURST—Patricia, 24, March 23 at Los Angeles following a long illness. Her husband, James Brockelhurst, secretary with Universal Film studios, survives.

BROOKS—Frank E., 79, trotting-horse trainer, was stricken March 25 while driving a trotter at the Medina County Fair grounds at Medina, O., and died a few minutes after he had fallen from the sulky. He had been trainer for a stable of horses owned by his brother, Forest, of Cleveland, for six years and had lived at the fairgrounds. Besides his brother, three sons survive. Funeral services March 27 and burial was in Medina.

CHAPMAN—Dr. William Rogers, 81, musician and conductor, March 27 at Palm Beach, Fla. He was formerly choral director of the New York Philharmonic Society under the late Anton Seidel, and for 40 years was director of the Rubenstein Society of New York. He retired two years ago. Survived by his widow and a daughter.

CONKLIN—William, 63, stage and screen actor and actor-producer relations representative for the Motion Picture Academy, March 21 at his home in Hollywood from the effects of a paralytic stroke suffered three months ago. Conklin was a leading man on the stage for 20 years. In 1916 he went to Los Angeles as an actor with the old Balboa Film Company. Conklin acted in film productions until 1928, when he became assistant to Charles Miller, West Coast head of Actors' Equity. In 1930 he joined the Academy. Conklin was the liaison officer of the New York Lambs' Club on the Pacific Coast and was a member of the Maquera. Funeral services were conducted March 23 at the Hollywood Cemetery chapel and cremation followed. His widow and sister survive.

CORLISS—George A., 67, who with his wife and son toured the various vaude circuits with a musical act billed as the Musical Howards, at Lunenburg, Mass., March 26. Burial at Lunenburg with

military services under the direction of the Spanish-American War Veterans. Besides his widow and son, he is survived by a daughter and a brother.

EISNAUGLE—Charles Wesley, 36, of a heart attack, March 13 at Chillicothe, O. He was formerly connected with David A. Wise Shows, J. L. Cronin Shows and other amusement companies, and last fall had his own organization, titled the Eisnaugle United Shows. Two brothers, Ony and Carl, and a sister, Ethel, survive. Interment at Chillicothe.

FRKY—Carl George, 21, former motion picture stunt man, was found dead March 21 at San Diego, Calif. His body was bound by chains and he had been garroted with tire chains and a belt. An athletic medal was stuck thru his nose. Police are unable to decide if it was suicide or murder.

GAGNON—M. J. (Doc), 63, in Fort Erie, Ont., March 17 of pneumonia.

GELBERT—Grace Duffie Boyland, 79, author, journalist and lecturer, March 24 at Memphis of a heart attack. Her husband, Louis N. Geldert, publisher; a son, Malcolm Stuart Boyland, and a daughter, Clover Roscoe, motion picture scenarista, survive.

GOLDMAN—Benjamin, 45, attorney, March 20 at the Cedars of Lebanon Hospital, Los Angeles, from blood poisoning caused by infected teeth. At one time Goldman was a motion picture exhibitor and later organized the Minneapolis Exchange Managers' Association, which was to become the Film Boards of Trade. Funeral services March 22 from the Temple Israel and burial was in the Home of Peace Cemetery, Los Angeles.

GREEN—William (Billy), 54, film executive, for the last two years representative of the National Screen Service in Utah and Idaho, recently in Portland, Ore., of pneumonia, which set in after an auto crash. He was an original member of the White Rats and had been with Associated Theaters in Boston and Educational Films. His widow, Fannie Green, survives.

HAMMOND—Ann, 30, radio and nightclub entertainer, was killed March 27 when the auto she was driving plunged into a river at South Bend, Ind. Apparently she failed to see a warning sign at the foot of a closed-end street.

HARRIS—Howard, Sr., 68, at his home in Woodstock, N. J., March 22, of pneumonia. With his son, Howard, he owned and operated the Salem County Fair there, also the Harris Rodeo. He was also a prominent stock and dairy farm operator. Burial at Woodstock March 24.

HARRIS—William Alva, 4, son of Albert Harris, radio technician, March 17 at Los Angeles, accidentally as a result of carbon monoxide fumes generated from a smoldering fire. His parents survive.

HARRISON—Andrew J., better known with circuses as Dad, March 23 at his home in Memphis. He suffered a stroke several weeks ago. He was connected with King Bros.' circuses from 1921 until 1934. Survived by daughter, Mrs. Maude Harrison Patterson, of Memphis, and son, Harry A. Harrison, of San Francisco.

KATZ—Mrs. Ike, whose husband has had concessions with many carnivals and at fairs, dropped dead at Fort Worth, Tex., March 25. Besides her husband, she is survived by a son, two sisters and a brother.

LAWLOR—Mrs. W., 80, mother of W. H. Lawlor (Aussie) of the American vaude act of Aussie and Czech, at Melbourne, Australia, recently. Aussie and Czech are currently appearing in Europe.

LIVESEY—Mrs. Rhoda Frances Bennett, 66, widow of Christopher Robert Livesey, Providence, R. I., musician, of a heart attack at her home in Providence March 22. Her death followed that of her husband by less than two months. Funeral services March 23 with interment in Pocasset Cemetery, Providence.

MACEY—Mrs. Helen, 44, wife of Ray Macey, owner and operator of the Miami Beach night club, Miami Beach, Fla., suddenly in Chicago March 29. Mrs. Macey was a sister-in-law of Earl Kurtze, of the WLS Artists' Bureau.

MOODY—James B., Jr., 46, recently at the Veterans' Hospital, Newington, Conn., after a three years' illness. He was a former theatrical press agent and news-

paper man at Springfield, Mass., and Hartford, Conn.

MOYD—Harry, veteran of the show business for 27 years, March 26 in Philadelphia after a heart attack. His death followed shortly after being taken to the Jewish Hospital there. Mr. Moyd, born in New Jersey, entered the show business at 16 by ushering in theaters. A few years later he went on the road as a billposter for the Buffalo Bill and Pawnee Bill shows. For years he was advance agent for a number of circuses and carnivals, among them the Krause Greater Shows, Rubin & Cherry and Zeidman & Pollie. For 10 years Mr. Moyd was president of the International Alliance of Billposters and Billers Local No. 4, Philadelphia. During the last three years he conducted the Eastern Poster Company, Philadelphia. The business will be continued by his son, Louis. Survived by his widow and son.

O'DEA—Mrs. Mary M., 64, at Clay County Hospital, Brazil, Ind., March 28 from injuries sustained March 17 in an auto accident. Survived by her husband, James; three sons, Edward, Paul and Michael; two brothers, Joseph T. and Charles W., and a sister, Mrs. Fred Mohr. She was a sister of the late Jerry Mugivan.

PIPIFAX—Little, 53, who with his partner, Panlo, formed one of the oldest and best known of clown acts, at Leipzig, Germany, March 14. Pipifax was fulfilling an engagement at the Krystal Palast, Leipzig, when stricken ill. Deceased had been in show business since the age of 14 and had headlined all over the world. He played some eight or nine seasons in American vaudeville, and was included in the first British Royal Command Performance at the Palace, London, July 1, 1912.

PROCTOR—Benjamin, III, 27, of Wellesley Hills, Mass., Boston representative for Stromberg-Carlson, radio set maker, and Chickering & Son, piano manufacturers, in an auto accident at Fort Lee, N. J., March 25. His widow, Mrs. Laura Gregg Proctor, survives.

FRYCE—Warwick, English vaude and radio entertainer and magician, who was also known as a writer of stage material, in London March 16.

REEL—Otto C., 58, veteran amusement promoter, in Elkhart, Ind., March 26 of paralysis. He suffered a breakdown four years ago and had stayed with a sister, Mrs. Lucille Crouch, in Elkhart since that time. His wife, Jennie Lytle, died many years ago. He formerly was an advance man for the Hagenbeck-Wallace Circus and later launched a number of amusement enterprises.

RICHARDSON—Jacob W., 78, former vaude performer in the team of Richardson and Mitchell, as the result of an automobile accident in Bound Brook, N. J., March 18. He also appeared as a single black-face act.

RIGGS—Lillian, 30, in New York March 22 just after she had taken an audition at Station WHOM, New York. Finishing a piano selection, she walked across the studio and collapsed.

ROOEE—Leon, veteran international comedian and vaude mimic, at Macon, France, March 13. Rooee had played in vaudeville for more than 40 years and had appeared many times in America and England. He had also played four complete world tours.

SAXE—Templar, 65, writer and singer, at his home in Cincinnati March 23. Born in London, Mr. Saxe received his education in Brussels, Belgium, and in the University of Bonn, Germany. He distinguished himself as a writer and singer of romantic roles in musical comedy. He was brought to this country by Charles Dillingham and was best known for his role in *The Gay Musician*. He was engaged in motion picture work in Hollywood when ill health forced him to retire several years ago. His widow, Mrs. Bertha Saxe, survives.

SHANE—Everett T., 46, colored tuba player, who has trouped with various minstrels, carnivals and circuses, at the City Hospital, Columbus, Ga., March 22. He was on the side show with the Downie Bros. Circus last season. Funeral and burial in Columbus. His widow and a daughter survive.

STOUDER—Frank E., 67, former theatrical owner of Fort Wayne, Ind., at his

residence in that city March 22 following an illness of several months. In 1885 Mr. Stouder became treasurer of the old Temple Theater, Fort Wayne, and nine years later leased the theater and operated it until 1915. He organized a company in 1910 to purchase the Lyric Theater in that city, which he managed until the holding company sold the property in 1915. In 1913 he organized the Palace Theater Company there and took the initiative in the erection of the Palace Theater, Ft. Wayne. He managed the Palace for many years and had a half interest in the theater at the time of his death. He was a 32d degree Mason. Survived by his widow, Mrs. Julia Wilson Stouder; one daughter, three brothers and two sisters. Funeral services in Fort Wayne March 26, with burial in the Lindenwood Cemetery there.

TAVERNIER—Helen Bell, 69, actress, in New York March 21. She was in the original cast of *What Happened to Jones* at the old Bijou Theater, New York, and also with Joseph Jefferson in *The Cricket on the Hearth*. She played the juvenile lead in *The Country Fair* with Neil Burgess. She retired 19 years ago after playing in *The Flame*.

TAYLOR—William A. (Billy), 63, motion-picture publicity and exploitation man in San Antonio March 23 after a lingering illness brought about by an auto accident several years ago. He was p. a. for Fox and other companies in the days of silents and before that was an agent for rep and stock shows, first with the Taylor Stock Company, owned by his surviving uncle, Harry W. Taylor, theatrical and amusement park executive, and then with the Cook & Church Company. He was active until 1932, when he was hit by an auto in Oklahoma City, having worked there, as well as in Dallas and San Antonio, during his long career. At one time managed picture houses in Fitchburg, Mass., and was also a circus p. a. Interment was in San Antonio. He was a member of the Dallas EPOE.

THOM—Emily Shadbolt, 83, mother of the late John James Thom, supplier of circus sets for motion picture productions, March 23 at her home in Los Angeles. Funeral services March 27 and interment at Rosedale Cemetery, Rosedale, Calif. Her son passed away January 7 last.

TODD—William Frank, 82, at St. Stephen, N. B., recently. He was active many years in promotion of St. Stephen Fair and as a harness horseman on fair tracks of Eastern Canada and Northern New England. Was a former member of the New Brunswick Legislature and of the Canadian House of Commons. (See *FINAL CURTAIN* on page 31)

Florence Moore

Florence Moore, 49, vaude and legit comedienne, died in the Fitzgerald Mercy Hospital, Darby, Pa., March 23 after an operation, as briefly mentioned in last issue. Death was attributed to cancer.

She was born in Philadelphia and while touring with a stock company owned by her brother, the late Frank Moore, played her first part in Moscow, Ida., when a male member of the troupe became ill. After that she joined the company regularly, but wasn't paid.

Her first Broadway date was in 1912 in "Hanky-Panky," and during the next 20 years she was in many productions. In vaude she and her second husband, the late William (Billy) Montgomery, who died last year, were a headline act. Jules I. Schoweb was her first husband. Her third husband, from whom she was separated, was John W. Kermer. Her best known show was "Parlor, Bedroom and Bath," in which she played two years.

Other shows were "The Pleasure Seekers" (1913), "Passing Show of 1916," "Breakfast in Bed" (1920), "Music Box Revue" (1921 and 1923), "She Couldn't Say No" (1926), "Artists and Models" (1927) and "International Revue" (1930). Her last New York role was in 1932 in a revival of "The Cradle Snatchers." That same year she also played in Cincinnati in "The Passing Show of 1932."

A sister, Mrs. Emma Verral, of Philadelphia; a niece, Florence Verral, of the same city, and two nephews, Edward Verral, of Lansdowne, Pa., and George Verral, of Philadelphia, survive. Interment in Mount Peace Cemetery, Philadelphia.

Alexander Moissi

Alexander Moissi, 54, noted European actor, died in Vienna March 22 of pneumonia. He was one of the greatest of the contemporary acting group, and even when his audience failed to understand the language he was speaking, his personality and ability were so marked that he aroused enthusiasm.

Born in Trieste of Italian-speaking parents, he began by playing small parts in Bohemian theaters, later going to Baylin, where Max Reinhardt took him under his care. He soon became a success. During the war he served in the Austrian army.

Besides playing in Berlin, Vienna and Paris, he toured the United States, playing the key cities. Among the many plays he appeared in were "Romeo and Juliet," "Othello," "Cyrano de Bergerac," "Antony and Cleopatra," and the works of Goethe, Schiller, von Hoffmannthal, Shaw, Ibsen, Tolstoy and Chekhov. While in this country, at matinees he recited from Heine, Goethe, Anderson, Dehmel and others.

His only picture appearance was a few years ago in "The Royal Box."

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gains! Big Profits! Particulars Free! F.
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SENSIBLE, PRACTICABLE, TESTED WAYS TO
make money at home or anywhere. Partic-
ulars free. WESTCO, Box 1811, Tucson,
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ENTERTAIN WITH TRICK CHALK STUNTS
and Rag Pictures. Catalog free. BALDO
ART SERVICE, Oshkosh, Wis. my4

COSTUMES—WARDROBES

BAND COATS, ALL COLORS, \$2.50; REO
Caps, \$1.50; Scenery, Costumes, Trunks,
WALLACE, 2419 North Halsted, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or jobbers, may
not be advertised as "used" in The Bill-
board.

A-1 BARGAINS, RECONDITIONED: JEN-
nings Sportsman, \$62.50; Champion, \$40.00;
Auto Bank, \$39.50; Rocket, \$34.00; Auto
Count, \$32.00; Criss Cross, \$24.00; Flying
Trapeze Jr., \$23.00; Flying Trapeze Sr.,
\$23.00; Action, \$24.00; Signal Senior, \$23;
Drop Kick, \$20.00; Register, \$18.00; Golden
Gate, \$17.00; Contact Jr., \$17.00; Lightning,
\$15.00; Fleet, \$11.50; Push-Over, \$10.00; Re-
lay, \$8.00; Dice-O-Matic Vendor, \$6.50;
World Series, \$7.00; Silver Cup, \$5.00. NA-
TIONAL COIN MACHINE EXCHANGE, 1407
Diversey, Chicago. x

A-1 CONDITION — TERRITORY CLOSED.
Official Sweepstakes, \$3.00; Chicago Club,
\$6.00; Dandy Vendors, \$4.00; Select-Ems,
\$6.50; 21 Vendors, \$6.00; 1/3 deposit. H.
YORKE, 11521 Tuscora, Cleveland, O.

A-1 CONDITION, LIKE NEW—AUTOBANKS,
\$30.00; Rebounds, \$27.00; Criss Cross,
\$17.50; Mills Cannon Fire, \$30.00; Drop
Kicks, \$15.00; Golden Gate, \$8.00; Lightnings,
\$8.00; 1/3 deposit with order, balance C. O. D.
REX NOVELTY CO., 2264 Bedford Ave.,
Brooklyn, N. Y. tfnx

A-1 BARGAINS—SELECT-EMS, 21 VENDORS,
New Dice, World Series, Score Boards,
\$7.50; Booster, Cypess, Dandy Vendors, Air-
ways, \$5.00; Blue Ribbons, \$10.00; B. M. Y.
NOVELTY SALES CO., 1483 E. 55th St., Cleve-
land, O.

ALL GOOD AS NEW—AUTOCOUNTS, \$35.00;
Rockets, \$32.50; Penny Ante, \$5.00; Of-
ficial Sweepstakes, \$4.95; Champions, \$44.50;
Spark Plugs, \$22.50; Blue Street, \$10.00; Jig-
saw, Airway, \$4.95; Chicago Club House, 21-
Vendors, \$6.95; Bosco, Booster, \$3.95.
MARKEPP, 3904 Carnegie, Cleveland, O.

BARGAINS — CHAMPIONS, \$40.00; HELLS
Bells, \$30.00; slightly used Diggers, \$100.00;
Mills Sc Jack Pot Bells and Mint Vendors,
\$25.00; Sportsman, \$35.00. CHICAGO AU-
TOMATIC VENDING COMPANY, 111 N. Leavitt,
Chicago. ap6

CLOSED TERRITORY BARGAINS — WE ARE
forced to sacrifice 300 Slot Machines,
Rockets, Champions, and Red Arrows. Make
us an offer. We will trade for new phono-
graphs. CAROLINA NOVELTY COMPANY, 108
No. Martin St., Elizabeth City, N. C. ap20

COIN-OPERATED MACHINES BOUGHT, SOLD
—JABL, 1704 Leavenworth, Omaha, Neb.

DICE MACHINES — SPECIAL OPERATORS
model: a real money maker; \$8.80. CHI-
CAGO AUTOMATIC VENDING CO., 111 North
Leavitt St., Chicago. ap13

EXTRA SPECIAL—MILLS QT PAY TABLES,
late, \$47.50; Rockets, late model, \$34.50;
Champions, latest, \$42.50; Jennings Sports-
man, late, \$62.50; Jennings Duke Triples,
\$29.50; Jennings Duke Single, \$19.50; Faces
One Cent Bentam Reserve Ball Gum, \$28.50.
One-third deposit with order. GERBER &
GLASS DISTRIB. CO., 914 Diversey Blvd.,
Chicago, Ill.

FIFTY MILLS LATEST MODEL JACKPOTS—
Write for list. DUVAL, Pikeville, Ky.

FOR SALE—MODEL F IRON CLAWS, \$45;
Model G, \$65; Microscope Cranes, \$100;
late Merchantmen, \$135. EXHIBIT NOVELTY
CO., 1123 Broadway, New York. ap20

FOR SALE—SIX ERLE DIGGERS, IN PERFECT
condition, all for \$130.00, 1/3 cash with
order. TONY BALLACHINO, Hotel Lenox,
Hartford, Conn.

FOR SALE—MILLS BLUE FRONT MYSTERY
C. A. Vendors, also Regulars, in 1c, 5c, 10c
25c Play, latest serials. ROCKPORT
NOVELTY CO., Rockport, Tex. ap27

FOR SALE—COMPLETELY RECONDITIONED
Diggers below market price. Iron Claws,
Microscope Cranes, Merchantmen. BOX NO.
499, Billboard, New York. tfn

FOR SALE—AUTOMATIC FIVE CENT SLOT
Victrolas, 2 Gables, 1 Autovox, I. R. C. A.
Victor, all amplified and selective. \$49.50
each. 10 Erle Diggers, floor models. \$22.50
each; 6 Iron Claws, model F, \$49.50 each;
6 Pace Cornets Double Jack Slot Machines.
In new, \$24.50 each. OTTO CARPENTIER,
Empress Theatre, Portsmouth, O.

JACK POT PURITAN VENDORS—1c-5c-10c-
25c Play, while they last, \$11.50. CHICAGO
AUTOMATIC VENDING CO., 111 North
Leavitt, Chicago. ap13

JACKPOT MACHINES — GUARANTEED 5c
Pace Bantams, \$20.00; 1c Little Duke,
\$20.00; 10c Regular Mills, \$20.00;
5c Mills Escalators, serials over 300,000,
\$45.00; 1/3 deposit. UNION SALES CO.,
1248 E. Mason St., Green Bay, Wis.

LOW PRICES ON PEANUT, BALLGUM, CIG-
arette Vendors, Cams, Diggers. NOVIX,
1191 Broadway, New York. ap6

MILLS SLOT MACHINES BOUGHT AND SOLD
—CONNECTICUT AMUSEMENT MACHINE
CO., 335 North Main St., Waterbury, Conn.
my4

MILLS 5c VISIBLE RESERVE LION FRONT
Gooseneck, \$29.50; Jennings Bulls-Eye
Balls, with Twin Jackpots attached, \$19.50.
25c discount Jackpot Attachments; list free.
COLEMAN JACKPOT, Rockford, Ill.

MILLS MYSTERY BLUE FRONT C-A AND
Regular Vendors, 1c to 25c Play, for sale
cheap. Also Red Arrows, Put and Take, Spark
Plugs, Davals. Send for list. ROCKPORT
NOVELTY CO., Rockport, Tex.

REAL BARGAINS IN RECONDITIONED MA-
chines at prices you will be willing to pay.
List free. BADGER NOVELTY, 2546 N. 30th
St., Milwaukee, Wis. ap27

SEND STAMP FOR LIST OF USED MACHINES
Get on our mailing list. You save money
on machines and supplies. GOODBODY, 1826
East Main, Rochester, N. Y. my4

SLOT MACHINES — BOUGHT, SOLD, EX-
changed. WESTERN SALES, 2576 Harney,
Omaha, Neb. ap13

SUPER-EIGHTS, LIGHTNINGS, GOLDEN
Gates, \$14.50; Drop Kick, \$18.50; Flying
Trapezes, Escapes, A. B. T. Football, \$22.50.
Like new. MUTUAL SERVICE, 622 E. First,
Dayton, O.

WANTED — GOLDEN ARROW PIN GAMES.
Give lowest price. MCKINLEY'S, Liberty St.,
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1 GOLDEN GATE, 1 JACK RABBIT, 2 JIG-
saws, 1 Pontiac, 2 Silvercups, 2 Airways, 1
World Series, 2 Broadcasts. Entire lot for
\$50.00. SILVER NOVELTY CO., 425 Vine,
Evansville, Ind.

5 SERIES, 1 JUNIOR CONTACT, 1 MASTER
Contact, 3 Jigsaws, 1 Airway, 1 Silver Cup,
1 Blue Ribbon, Pennant, \$65.00 for the lot.
Guaranteed perfect condition. L. BERMAN
AND COMPANY, 123 N. W. Fifth Street,
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135 ADVANCE CIGARETTE MACHINES,
\$20.00 each; Stewart-Magules, \$38.00 up;
large Mailing Lists, \$5.00. NATIONAL, 2401
Chestnut Street, Philadelphia, Pa.

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FORMULAS, PLANS, IDEAS — LITERATURE
free. H. BELFORD, 4042 N. Keeler, Chicago.
ap6

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catalog free. KEMICO, B-66, Park Ridge,
Ill. tfnx

SUCCEEDED WITH YOUR PRODUCTS—LEARN
how; formulas; process; analytical service.
Catalog free. Y. THAXLEY CO., Washington,
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FOR RENT, LEASE OR SALE

LARGE AMUSEMENT PARK. LOCATED BE-
tween Athol and Orange, Mass., on the
road between Boston and Springfield.
Skiing Rink, Dance Hall which holds 1,000
people, Ball Park, Restaurant, Bar, etc. Did
a nice business last season. WM. F. CASS,
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ARMADILLO BASKETS, LAMPS, ETC.—LDW
interesting prices. APELT ARMADILLO
FARM, Comfort, Tex. ap6

CORN POPPERS AND GASOLINE BURNERS,
Tanks, Repairs. Wholesale. IOWA LIGHT
CO., 111 Locust, Des Moines, Ia. ap13x

DIRECT POSITION SEMI AUTOMAT. PHOTO
Machine, complete with Portable Booth,
etc. of superior quality at moderate price.
Also Visualizers and Enlargers. We also
furnish latest sales promotion assuring greater
results. Address P. O. B. 74, Washington, Mo.

NEW 16" FLOOD LIGHTS—TAKES PLACE OF
many small lights. Complete \$8.00. MIL-
LER, 2553 Madison, Chicago.

DIRECT POSITIVE PHOTOGRAPHERS - GET all your supplies from one source, first stock. Goods shipped the same day order received. Direct positive rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Water Color Sheets, 3c. Prepared Chemicals, just add water, 95c gallon for black and white. Mounts, Frames, Lenses, Visualizers, Enlargers, Photo Booths. MARKS & FULLER, INC., Dept. J, 44 East Ave., Rochester, N. Y.

PHOTO OUTFITS, 4 FOR OME STRIPS - Whether you buy from our American or foreign jobbers or direct from us, you get dependability and quality. Our new Photo-strip Jr. model at \$14.00 complete is a real buy. Direct Paper, Enlargers, Visualizers, Folders, Supplies. WABASH PHOTO SUPPLY, Trent Haute, Ind. ap13

POP CORN - CRISPETTE - CARMELCRISP. Potato Chip Machines. LONG-EAKINS, 1976 High St., Springfield, O. my18

100,000 NIC SMALL RES. PLANTS, \$5.00 per 1,000. DESERT CACTUS CO., Box 164, Van Horn, Tex. ap13

FOR SALE-SECOND-HAND GOODS

BARGAIN-DEAGAN MARIMBA, THAYER Magic, Feature Silent Films. LE VANT, Thomsonville, Mich.

CONY RACE FOR SALE CHEAP, GOOD CONDITION-ELITCH GARDENS, Denver.

FROZEN CUSTARD MACHINE WITH MOTOR, priced to sell. W. O. CRALL, R. 6, Mansfield, O.

POP CORN MACHINE, LARGE CAPACITY Dunbar Outdoor Model, good shape, \$85.00. Distributors Star Pop Corn Machines. All supplies shipped anywhere. POP CORN PRODUCTS, 103 North Wacker, Chicago.

SKEE BALL ALLEYS, 13, LIKE NEW, EXCELLENT condition, very reasonable. NATHAN FABER, 137 84th St., Rockaway Beach, N. Y. Tel.: No. Belle Harbor 5-0379. ap20

TRUNKS, TRUNKS - 50 ASSORTED SIZES and styles, \$5 to \$20. COOPER MACHY, Youngstown, O. ap13

WHOLESALE PRICES-POP CORN MACHINES. Kettles, Burners, Tanks, Supplies. NORTH-SIDE CO., 2117 20th, Des Moines, Ia. ap13

\$275.00 STRIP PHOTO OUTFIT, \$95.00. HASSAN, Box 971, Parkersburg, W. Va. ap13

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BALLROOM AND STAGE LIGHTING EFFECTS - Crystal Showers, Spotlights, etc. NEWTON, 233 W. 14th St., New York. ap20

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out of indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. ap6x

COOKHOUSE, 16x28, FULLY EQUIPPED, USED one season; reasonable. P. STEIN, 113 Hobson St., Newark, N. J.

EUROPEAN FERRIS WHEEL, PORTABLE, \$800; Park Carousel, 3-Abreast Jumping, \$700; Park Seaplane Circle Swing, 60 foot high, \$300. 804 Jamaica Ave., Brooklyn, N. Y. ap6

FOR SALE-INTERNATIONAL TRUCK AND Tangley Calliophone with gasoline engine. Plays rolls. Very cheap for cash only and quick sale. Address COLUMBIA AMUSEMENT COMPANY, INC., Paducah, Ky.

KIDDIE RIDES, WAX FIGURES, DELCO Plants, Illusions, Curiosities, Games, Sacrificed. WORLD'S WONDERS, 849 Cornelia, Chicago.

LARGE QUANTITY FURSE PAPER, COW Bells, Steamboat Whistle, Black Curtain, \$5.00. STODDARD, 1939 E. 90th, Cleveland.

LUNG-TESTING AMUSEMENT MACHINES, with or without concession; good condition; reasonable. APT. 4A, 45 7th Street, Weehawken, N. J.

MERRY MIX-UP, COMPLETE WITH ENGINE, cheap. IRWIN M. FELIX, Shawnee 32, Plainville, O.

SEE OUR ADVERTISEMENT CARNIVAL SECTION. WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia. t.f.n.

HELP WANTED

COWBOYS WANTED FOR SEASON OF 1935 - Boozers, chasers and agitators save stamps. O. A. RISTON Emmetsburg, Ia.

HILLBILLY REVUE-RADIO ACTS, SINGERS, Quartette, Yodlers, Musical Act, Fiddlers, Accordion, Banjo, Guitar, Novelty Acts, Chorus Girls, Sister Teams. VAN ARNAM, 218 Kensington Road, Syracuse, N. Y.

PEOPLE IN ALL LINES FOR TEN-IN-ONE - Will buy Wrestling Bear or any big Bear broke for muzzie. W. E. West, wres; will buy your bear. Want thirty by one hundred and twenty Khaki Tent without poles; Untamable Lion Act with Props and Trainer. BILL BAHNSEN, Greenville, O.

PERCH UNDERSTANDER IMMEDIATELY - Steady work. BOX C-362, Billboard, Cincinnati.

SEMI-PROFESSIONAL ENTERTAINERS NEAR Pittsburgh. Apply DON D'CARLO, 322 Penn, Pittsburgh, Pa.

HELP WANTED-MUSICIANS

BASS MAN AND PIANO MAN-ACCORDION double or arranger preferred. FRED FISHER, Box 164, Winona, Minn.

BRASS MEN, SAX MEN, BASS - TWELVE-Piece Band. Steady work, salary twenty-five. Wire immediately. ORCHESTRA LEADER, Carolina Theatre, Hickory, N. C.

DOG AND PONY SHOW-OPENS MOBILE, Ala. FRANK P. MEISTER, Apopka, Fla.

MILLER BROS. WANT - FAMILY BAND that can put on concert. Also man with Animal Side Show. 1825 North Kansas Ave., Springfield, Mo.

MUSICIANS, MUST READ, CARNIVAL BAND ANDERSON, 1216 E. Howard, South Bend, Ind.

WANTED-TENOR SAX AND STRING BASS. Young, union, must sing. PETE RENZI, Belhurst Club, Geneva, N. Y.

WANTED-TROMBONE DOUBLING VIOLIN, others write. State all. RAY KEYES, Albert Lca, Minn. ap13

MAGICAL APPARATUS

COMPLETE HYPNOTISM-100 LESSONS SPECIALLY prepared for self-instruction, fully illustrated, 50c. FRABA SERVICE, Cashington, Wis. ap20

FAST SELLING NOVELTIES, TRICKS, LOOK-backs, SYLVIAN'S, 189 Eddy, Providence, R. I. ap6

VENTRILOQUIST FIGURES - HIGH CLASS. PROF. MOLLANO, Box 405, Plainfield, Conn. ap6

112-PAGE CATALOGUE, ILLUSTRATED - Mental Magic, Mindreading, Apparatus, Spirit Effects, Books, Microscopes and 27-page 1935 Astrological Forecasts, 1, 4, 7 and 27-page readings. Character Analysis sheets for astrology, numerology and personal appearance. Grant catalogue and sample. 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ap20

MAIL ORDER OFFERINGS

TRIAL 250 CIRCULARS MAILED 10c; 1,000, 35c. Commission keyed circulars wanted. KERCHNER, Box 4682, East Liberty, Pitts- burgh, Pa. ap13

MISCELLANEOUS

FILMS DEVELOPED-8 GLOSS PRINTS, ANY size, 20c coin. CENTRAL PHOTO SERVICE, Box E, La Crosse, Wis. ap13

M.P. ACCESSORIES FOR SALE BARGAINS - USED PROJECTORS, SOUND-head, Amplifiers, Horns. Catalogue mailed. S. O. S. CORP., 1600 Broadway, New York, N. Y. x

EQUIPMENT BARGAINS - TWENTY PER cent discount off list price on brand-new, latest model Sound-on-Film Portable Holmes, Kolograph, DeVry. Money-back guarantee. Used equipment and film bargains, too. Lists. WALDO FILMS, Suite No. 6, Waldo Bldg., Cincinnati.

HOLMES SOUND-ON-FILM TALKING PICTURE Outfit, complete, nearly new, cost \$810.00, sell, reasonable. 218 Kensington Road Syracuse, N. Y.

LARGE STOCK OF POWERS, ACME, DE VRY, Holmes and Simplex Projectors bought, sold. Amplifiers, Soundheads. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York.

LARGE STOCK SOUND WESTERNS, COMEDIES, Cartoon Subjects, Laboratory Prints Passion Play, five reels, \$150.00; seven reels, \$200.00. Send for large list. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlight, Stereoscopes, etc. Projection Machines repaired. Catalogue \$ Free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ap6

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FOR SALE-PASSION PLAY WITH SOUND-on-Film, complete line of advertising, new prints, \$140.00. A. TEITEL, 806 S. Wabash Ave., Chicago, Ill.

JESUS OF NAZARETH-PASSION PLAY, 24-hour delivery. Sound or Silent, 16 or 35 Mm., Six Reels. SCREENART, 729 7th Ave., New York City.

SOUND FEATURES AND COMEDIES CHEAP, act quick. VIRGINIA THEATRE, Virginia, Ill. ap6

TALKIES AND ROAD-SHOW SPECIALS - List free. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. ap6

WESTERN TALKIE FEATURES - CUSTERS, Roosevelt, ten dollars. Wanted Cartoons. CAESAR ENTERTAINMENTS, Beckley, W. Va.

MUSICAL INSTRUMENTS

DEAGAN UNAFON, 4 OCTAVES, LIKE NEW, best offer, FRANK COSGROVE, 4106 50th Street, Woodside, L. I.

FOR SALE-ONE TANGLY CALLIAPHONE, complete with Rolls and Gasoline Blower. Need cash. First \$185 gets it. EARL FITE, 4015 Ellis Ave., Chicago, Ill.

PARTNERS WANTED

WANTED GIRL PARTNER FOR BALLROOM dancing. Height 5-7, 102 lbs. Rush photos. 623 Exposition Ave., Dallas, Tex.

SALESMEN WANTED

HERSHEY'S, BABE RUTH, OH HENRY! CANOT deals. 1c, 5c Display and Punch Deals. Living Scale; steady employment. CASTLERLINE BROS., 1924 Sunnyside, Chicago. x

SCENERY AND BANNERS

A-1 SIDE-SHOW BANNERS-BEST WORK-manship and materials. MANUEL'S STUDIOS, 3544 N. Halsted, Chicago.

MODERNISTIC BANNERS-PROFESSIONAL workmanship; finest materials. WORLD'S WONDERS, 849 Cornelia, Chicago.

SHOW BANNERS, SCENERY-FINEST WORK, lowest prices. ENKEBOLL STUDIOS, Omaha, Neb.

TATTOOING SUPPLIES

TATTOOING SUPPLIES-NEW CUTS, ILLU-strated list. WATERS, C-965 Putnam, De-troit. ap27

TENTS FOR SALE

TENTS, SIDEWALL, BALLY CLOTH, ALL sizes, sacrificed. WORLD'S WONDERS, 849 Cornelia, Chicago.

WORLD'S FAIR 10-FOOT SIDEWALL, \$24.00 hundred feet. Tents, Decorations. KERR, 1954 Grand, Chicago. ap13

THEATRICAL PRINTING

GUMMED LABELS - 100 BEAUTIFUL TWO-color your 3-line copy, 25c. ARCUS PRESS, Culver City, Calif.

At Liberty Advertisements. 3c WORD, CABE (First Line Larger Black Type). 1c WORD, CABE (Small Figure Total of Words at One Rate Only).

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY - YOUNG MAN, 22, WELL educated, two years newspaper experience, wishes to connect with reliable circus or carnival in the press department or general connection. Can furnish best of references. Write, state all in first letter. ROBERT J. GREEN, 19 Oriole Rd., Pontiac, Mich.

ADVANCE AGENT, 33 years old, ace publicist, well educated, can furnish surety bond, your expense. Not talented but good business, temperate, good car. Would consider any good proposition, unless small vendible act, mental act, any name attraction. Salary, expenses or drawing account. Very capable representative. Wire or write ROEGERS, 128 Main St., Johnson City, N. Y.

AT LIBERTY - Real agent, Circus, carnival advance, any kind show. Lat man, Contracting builder, Tents, Banners. Handle new deal fairs. THOS. AITON, Commercial Hotel, Galvestone, Fla.

AGENT OR MANAGER for circus, tent rep, etc. Years of experience; all requirements of a real agent. Call John April first. J. P. BRENNAN, Alabama Hotel, Winter Park, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

COLLEGE DANCE OR-chestra, eight, nine or ten pieces, desires summer location. Write, stating full particulars. LEADER, Box 852, Syracuse, N. Y. ap13

FINE MODERN EIGHT-PIECE BAND, INCLUD- ing good vocal trio, male vocalist, three Tenor Sax section, plenty of doubles. Open for the summer. B. M. P., 6407 Woodland, Cleveland, O. ap6

KEN LYNDONOS AND THE SENORES for summer season. Ten men, Spanish costumes, full equipment. Prefer Midwest engagement. No percentages. Write or wire MUSICIAN'S LEAGUE, Cincinnati. ap6

MERWIN HOUK AND THE COCOANUTS - Florida's famous radio and dance orchestra at liberty soon. Completing 207 consecutive weeks of broadcasting. WFLA and 3 years at Palais Royal St. Petersburg's modern 11,000-foot Tourist Center Ballroom. Holiday events for four years at Davis Island Coliseum, Tampa, Florida's largest floor. Unquestionable references. Agents, managers, write, stating full particulars. MERWIN HOUK, 2011 Dartmouth Ave., St. Petersburg, Fla. ap20

NAME BAND-7-PIECE ORCHESTRA, RADIO, ballroom, hotels, clubs. Stage managers write details for date. Equal to twelve-piece unit. Priced to suit. HUMEL FAMILY OR-CESTRA, WTOP, Savannah, Ga. ap6

THE 3 MEGAPHONES-YOUNG, SOBER, RE-liable, neat appearance. Radio, vaudeville, cabaret experience. Fourteen instruments, including Saxophones, Clarinet, Piano, Accor-dion, Banjo, Guitars, Xylophone, Traps, Vibraphone, Violin. Solo and trio singing. Modern library arranged for combination. Do-zen twenty-minute Comedy Acts. Fill re-quirements of five-piece band. Want sum-mer location hotel, beer garden, cabaret; preferably Northern Michigan. No floor show too tough for us to play. Three successful years together. No misrepresentation, don't believe our best offer. HERB RYAN, 691 Delaware St., Detroit, Mich.

FLASHY TINTED BACKGROUND WINDOW Signs, Dodgers, Stationery. SOLLIDAYS, Knox, Ind.

GUMMED STICKERS, 3 LINES, 500, 20ct 1,000, 35c; prompt. SEAL, 6457 Eggleston, Chicago.

WINDOW CARDS, DODGERS, TICKETS-ONE day service. OOC ANGEL, Ex-Trouper, Box 1002, Leavittsburg, O.

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. ap27

5,000 DODGERS, 5 1/2x11, ASSORTED COLORS, \$5.00 cash. CRAIG PRINT, Newark, Ark.

WANTED TO BUY, LEASE OR RENT

PORTABLE RINK, ALSO THREE AMPLIFYING Systems. EARL HODGES, Rainbow Gardens, Owensboro, Ky.

TENT WANTED, 30x50, ROUND END PULL up style, white canvas, two center poles, eight-foot wall; also small Portable Bland. Both in good condition. ELEANOR MOORE, care Ye Old Tavern, Russellville, O.

TO BUY RIDES - THE BUG OR SIMILAR rides. Information first letter. FREDERICK, Montrose, N. Y. ap13

WILL BUY-TANAGRA ILLUSION, IN GOOD condition. BOX 583, Billboard, 1564 Broad-way, New York.

UNUSUAL COMBINATION WANTS LOCA-tion. Twelve men, girl director-vocalist, fine equipment and wardrobe: Standard com-bination, three Tenor Saxes, three Violins, three Brass, three Rhythms, doubles allowing five Brass, four Sax Combinations, all spe-cials. Cut brass if desired. Will work under another leader. One-night territory considered. DIRECTOR, Billboard, St. Louis, Mo.

UNUSUAL TANGO-RUMBA ORCHESTRA - 7 men, that plays modern dance music with equal facility, also concert. Available for small resort or hotel. Union. Recently at Medinah Athletic Club. Closing Traffic Club of Chicago June 1st. BOX 35, Billboard, Chi-cago, Ill. ap6

WELL ORGANIZED DANCE ORCHESTRA - nine men, arrangements, many doubles and full library. At liberty about May 15. Want summer job or will join leader with good connections. ORCHESTRA, Box 13, East Aurora, N. Y. ap6

9-PIECE DANCE BAND WANTS LOCATION job for summer. Resorts, hotels, write. Young, sober, neat, well uniformed. Good setup. Want contract job and pay sure. Write E. F. BARKSDALE, 123 N. State St., Sac City, Ia.

AT LIBERTY-Eddie Franz Cake Walkers. Nine white boys and girls, high stepping, head-liers, air stipples and airm dances. Write or wire EDDIE FRAS, 1648 Myrtle Ave., Colum-bus, O. ap6

CURLY BLACKWELL and His Mad Caps-Now playing popular Massachusetts night club. Want good spot for summer. Five six-piece band, can bill any kind of work. State all in first letter. CURLY BLACKWELL, 30 Hammond St., Wor-chester, Mass.

FRANK BENNS' ORCHESTRA open for summer management. Now playing on location. At lib-erty May 1st. Eight men, will augment if nec-essary. Radio, stage. Have own P. A. set. All re-liable offers considered. Rooms and board con-sidered part salary; union. Address 6087 Gadsden Rd., Tampa, Fla.

FRANK SCHOFIELD and His Orchestra, fea-turing twelve men, vocalists, publicity, spec-ialties, extensive modern library, including special-ities. Open for summer, reservations. For com-plete information write 2877 Fernwald Road, Pittsburgh, Pa. ap18

JACK DREW and His Orchestra will soon be open for engagements. Band thoroughly organized and well rehearsed. Now playing 12 men. Reliable brokers take notice. BOX 880, Billboard, 1564 Broadway, New York.

ORCHESTRA, four or five men, available for hotel, club or garden. Sweet, hot, sober and reliable. Play shows, go anywhere. FRANK DE NARDO, General Delivery, Bellaire, O. ap6

AT LIBERTY BILLPOSTERS

AT LIBERTY-Union Billposter, now working, wants change. Go anywhere. Single Address. BILLPOSTER, 609 W. 4th, Oklahoma City, Okla. ap18

AT LIBERTY CIRCUS AND CARNIVAL

LOOP-O PLANE, AT LIB-erty. Own transportation. Motorized shows write. HAROLD BROWNING, Rockwell City, Ia.

AGENTS AT LIBERTY-GENERAL, SPECIAL or contracting. H. H. MANCOCK, 1500 N. LaSalle St., Chicago, Ill. ap6

JUGGLER AND SENSATIONAL EQUILIBRIST—Two separate and distinct acts. **THOS. MOSS**, 7216 Anna, Maplewood, Mo.

AT LIBERTY—For motorized show—Lady and Genl. Lady, Single Aerial Act, can be featured. Genl. Iota Double Loop Act with Lady (Queen) Jarro, outliners. Have own transportation. **LITA AND MAGNINLEY**, 1923 Peach St., Erie, Pa.

AT LIBERTY—Three Dog Acts for shows, carnival, circus. Free act; High Diving. Write **CAPT. J. RIEGER**, 878 Maxwell St., Allentown, Pa.

CIRCUS AND CARNIVAL Combination Wire Acts. Tight and Loose High Wire Acts as free attraction or inside. Open for entire season. Must have top money. **AL. FALK**, care General Delivery, Sarasota, Fla.

GEORGE O'MOYTT, Comely Juggler, presenting Fun Tossing Pantomime, for coming season. Write, allow time for mail to be forwarded. Address 208 Wood St., Pittsburgh, Pa. ap13

MOTORDROME Roller Skater at Liberty for coming season. Two years' experience; hard worker. Ride some state salary, size also. **MATTHEWS**, 905-18, Des Moines, Ia. ap18

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Team: man, wife, Comedy Singing, Talking, Dancing, Musical, Vaude, Revue. Both do Specialties. Man, Blackface, double Alto and Tenor Baritone. Woman, Blues, Lines, and Vocal. Write **BLIM WHITE**, 788 S. 11th St., Philadelphia, Pa.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—YOUNG CHARACTER AND Light Comedian. Specialties: have car. **W. PRICE**, R. 1, Cooperstown, Pa. ap13

ATTENTION TO RELIABLE MANAGERS of tent shows or show boats. Inquire Leading Woman or Prima Donna. Also Dancing Sister Team, capable of doing second or third business. All young and reliable. Answer, **BOX C-363**, Billboard, Cincinnati.

YOUNG WOMAN, CHARACTERS, GENERAL business. A-1 sock music specialties. double Piano. Reliable. **BOX ST. L-6**, Billboard, St. Louis.

ACTRESS, AGE 26, attractive, versatile, wants job as cashier and small parts player, specialties. Formerly with Hillman Spoke Co. same position. Trustworthy. **KOLENE KATE**, 1100 E. Mendocino St., Altadena, Calif. ap6

CAPABLE, INTELLIGENT Director and Actor with plays; all kinds; some experience. Direct and manage stage, large or small company. Reliable managers wanting regular director please communicate. **EDMOND BARRETT**, 208 Eagle St., Tampa, Fla.

CHARACTER ACTOR—Comedy, dramas, and other. Age 45, height 5 ft. 11, weight 165. **BOX 870**, Billboard, 1564 Broadway, New York.

AT LIBERTY MISCELLANEOUS

MECHANICAL MAN OR STRAIT-JACKET Escape Upside-down for stage or bally. Guaranteed the best. If you're looking for fill-ins, save your stamps. **PHANTOM**, Paradise Court, Manatee, Fla. ap6

VAUDE-PRESENTATIONS

Alexander & Santos (Oxford) Philadelphia. **Allan, Bernice** (Oriental) Chicago. **Angus & Scarie** (New's) Orph. Boston. **Apollon, Dave, Revue** (Penn) Pittsburgh. **Arena & Hines** (Chicago) Chicago. **Arley, Four & One-Half** (Taboo) Denver. **Ash, Paul, Unit** (National) Louisville. **Atlas, Roscoe** (Shuber) Cincinnati.

Bach, Helen, Trio (State-Lake) Chicago. **Barz & Estes** (Tower) Kansas City. **Barri, Bebe, Orph** (Pal) Chicago. **Berry & Whitledge** (Chicago) Chicago. **Bartell & Hurst Revue** (Pal) New York. **Barlo & Mann** (Chicago) Detroit. **Batchelor, Paul** (Oriental) Chicago. **Bayes & Speck** (National) Louisville. **Beavers, Louise** (State-Lake) Chicago. **Bell & Grey** (Regent) Saginaw, Mich. **Bellitt & Lamb** (Earle) Philadelphia. **Bennett's, Owen** Vanities of 1935 (Ma.) Chillicothe, O. 3-5; (State) Sandusky 5-7; (Liberty) Zanesville 11-13. **Benny, Jack** (Met) Boston. **Bernie, Eben, & Orch.** (Valencia) Jamaica, N. Y.

Berry Bros. (Riverside) Milwaukee. **Bolla's, Nick, Unit** (Colonial) Dayton, O. **Bonner & Newman** (Capitol) New York. **Bowtell Sisters** (Shubert) Cincinnati. **Brian, Mary** (Chicago) Chicago. **Britton, Frank & Milt** (Academy of Music) New York. **Broadway Jamboree** (Elm St.) Worcester, Mass. **Brown Buddies**, Three (Loew) Jersey City, N. J. **Burke, Johnny** (Fox) Detroit. **Burns & Kay** (Pal) Minneapolis. **Burns, Mortality & Dell** (Loew's Orph.) Boston. **Byrons, Three** (Orph.) Des Moines, Ia. 1-4; (Orph.) Sioux City 5-8 (Orph.) Sioux Falls, S. D. 9-11.

California Revels (Earle) Washington. **Callaway, Ceb. & Orch.** (Paradise) New York. **Galvin, Al. & Marguerite** (Beacon) Winnipeg, Can. **Carr & Dawn Revue** (Liberty) N. Wilkesboro, N. C.; (Lyric) Eldon 8-13. **Carroll's, Earl, Vanities** (RKO Pal.) Rochester, N. Y. **Carter & Holmes** (Chicago) Chicago. **Oasm, Mack, Owen & Topsy** (RKO Albee) Providence. **Catchalota, Three** (Pal) Minneapolis. **Chilesen, Elton** (Met) Boston. **Chaire, Ted** (Loew) Jersey City, N. J. **Clark, Marie & Ann** (Orph.) New York. **Clark's, Harry, Rhapsody in Rhythm** (Paramount) Provo, Utah. 3-4; (Victory) Salt Lake City 5-7; (Avon) Grand Junction, Colo. 10-11.

EDUCATIONAL DIRECTOR—Experienced public speaker. Outstanding record in educational professional work. Address clubs, schools, etc. All publicity, good will and business acter. College trained woman. Highest references. Available for services of merit. Address **BOX 37**, Billboard, Chicago. ap18

AT LIBERTY MUSICIANS

ALL WESTERN FEATURE ACT—SINGING Cowboy, Trick Horse and Trick Roper. Can double Banjo, Violin and Guitar. Have extraordinary horse and flashy outfit. Fancy leather carver and designer of pony trappings, saddles, etc. Age 29, married, sober and reliable. Want year-round work with good reliable show or circus. Write for full particulars. **MURRAY EDWARDS**, Atwood, Kan.

ALTO SAX-CLARINET—ONLY WISH TO hear from bands reorganizing for summer job. Write **ARTHUR MYERS**, Apt. 2-W, 238 W. 103rd St., New York. ap13

AT LIBERTY—TRUMPET PLAYER, EXPERIENCED in all lines for circus, rep or med show. Write **LEW RANDALL**, Big Flats, N. Y.

BARITONE PLAYER—EXPERIENCED IN CIRCUIS and concert work; go anywhere. **ROBERT IMMOMEN**, 34 N. W. 22d St., Miami, Fla. ap6

BARITONE PLAYER—EXPERIENCED AND reliable. **LEWIS TAGGART**, Cynthia, Ky. ap13

CIRCUS BAND LEADER OR SIDE MAN—Strong Trumpet, Air Calliope, Piano. **W. A. STEVENS**, Lebanon, Kan.

FAST ALTO TENOR MAN DOUBLING CLARINET, Baritone Sax. Featured especially on Baritone Sax. Union, reliable. Played night clubs, hotels, theatres, halls. Prefer location. Write, wire, state salary. **MUSICIAN**, 292 Harrison St., Jamestown, N. Y. ap13

FLUTIST—ROUTINED, INTONATION, OTHER work also considered for living. Write details. **BOX C-361**, Billboard, Cincinnati, O. ap6

MUSIC TEACHER—VIOLIN, BANJO, GUITAR. Class and private teaching. Write **BOX C-288**, Billboard, Cincinnati. ap6

ORGANIZED RHYTHM SECTION—TOGETHER five years. Pianist-Arranger, Drummer with Vib. Strong Bass with Soudaphone and Bass Sax. Experienced stage, hotel, ballroom. Want location with recognized band. Must pay off. Can furnish library. **MUSICIANS**, 123 South Eighth Street, Burlington, Ia.

SIX-STRING GUITAR—MODERN SWING, plenty dance and radio experience, some arranging. Young, single, dependable, neat appearance. Proposition must be good. **MUSICIAN**, 215 Evans St., Spartanburg, S. C.

STRING BASS AND TRUMPET—AFTER APRIL 20. Modern, young, experienced, good readers, nice appearance. Sober and reliable. Bass doubles good Trumpet. Prefer location near union; join together. **E. KRONK**, 556 East State St., Trenton, N. J. ap6

STRONG TRUMPET—EXPERIENCED BAND, orchestra, circus. Sober, reliable. **F. BELL**, 806 Howard Ave., Altoona, Pa. ap13

TENOR SAX, CLARINET, ARRANGER—LARGE library, special arrangements, sedan and M. C. A. type music stands. All essentially musically. Available immediately. Satisfy or else. **BOX ST. L-5**, Billboard, St. Louis, Mo. ap13

TRUMPET—EXPERIENCED, READ, FAKE, young, voices, sober, reliable. Go anywhere; need ticket. **JIMMY CUNNINGHAM**, Oswanton, Ky.

TWO GIRLS—DRUMMER, SAX, ALTO OR Tenor, double Piano, Violin. Experienced all lines. Want summer work; prefer European trip. Address **MUSICIANS**, 132 Putnam St., Syracuse, N. Y. ap13

ALTO SAX DOUBLING Baritone and Clarinet. Feature man, modern, hot, plenty gigs. Read, transcribe, fake anything. Willing to help rehearse band. **PAUL DONNELLY**, Ansonia, Ia.

ALTO SAX DOUBLING Baritone and Clarinet. Good tone, neat appearance, seek, read and fake. Am good special arranger. Prefer location starting about May first. **RAY TAYLOR**, East 51st St., Brooklyn, Md.

ALTO SAX DOUBLING Baritone and Clarinet. Good tone, neat appearance, seek, read and fake. Am good special arranger. Prefer location starting about May first. **RAY TAYLOR**, East 51st St., Brooklyn, Md.

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ALTO SAX DOUBLING Baritone and Clarinet. Good tone, neat appearance, seek, read and fake. Am good special arranger. Prefer location starting about May first. **RAY TAYLOR**, East 51st St., Brooklyn, Md.

AT LIBERTY after May 15—Slide Trombone player doubling Soprano Sax and Voice. Young and do not drink; have experience in band and orchestra. Prefer job with traveling dance orchestra, but will take anything. Please write immediately so I can make definite arrangements. **MANFRED HUGHES, JR.**, Culver, Ind.

DRUMMER-READER—Fifteen years high-class pit vaudeville, shows, bands. Sober. Location preferred. Others with long season write. **MICHAEL JONES**, 306 Quaw St., Wausau, Wis. ap20

PIANIST DOUBLING flashy thimbletoned 120 Bass Piano Accordion. Fast reader on both. Orchestra or alone. Night club, beer garden, dance band, musical revue, show boat, or what have you! Age 38, good appearance, personality and wardrobe. No occurrences. Now working, but desire chance by May first; preferably North or Eastern territory. Write full particulars. **MISS ACCORDIONISTE**, Hotel Edward, Omaha, Neb.

SAX TEAM doubling Clarinets, Flutes, Piccolo and Solo Bass. **LEWIS CAPUTO**, 68 Biscarpet, Miami Beach, Fla. ap6

SIX-STRING GUITAR—Sine some, arranger Name band experience. Guarantee to cut. Please state all in first. **MILT DEERING**, 287 N. Rural St., Indianapolis, Ind.

SOUBAPHONE AND String Bass—Experience in circus, theatre, dance and Gernouu band. Union. **Mass. Harts**, sober, reliable. **RASS PLAYER**, 717 9th Ave., South, Clinton, Ia.

TENOR SAX-CLARINET, 8d Alto, Baritone—Ten years' experience. Opening for night club, vaudeville. Age 28. Write **J. LYMA**, 76 Wallis Ave., Jersey City, N. J. ap6

VIOLINIST—Up in concert and dance, good tone, neat hair. Double. Prefer Theatre, non-union. **W. HORN**, Musician, care General Delivery, Jefferson City, Mo.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers operating from airplanes and balloons. Young artists, schooled by old heads. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. ap27

AMERICA'S BEST HIGH WIRE—The Calvert outstanding hit attraction. An act with drawing power. **GREAT CALVERT**, 164 Averill Ave., Rochester, N. Y. my11

ASCENSIONS—THE ONLY ACROBATIC BALLOON Act. Patent balloon empties in midair, converts into world's largest parachute. Working time 15 minutes. Also standard Parachute Ascensions, reasonably priced. **LEE REICHERT**, 426 Hummelt St., Harrisburg, Pa. ju29

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known, one other act. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap20

CAPT. GEORGE WEBB, AMERICA'S PREMIER Net High Diver. Thrilling, sensational. I draw and hold the crowds. At liberty for parks, fairs and celebrations in Missouri, Illinois and Kansas after August 1. A State Fair feature at a reasonable price. Write for literature. 27 W. Summit Ave., St. Paul, Minn. ap6

AERIAL CLOWNS, Double Trapes, Comedy Aerobics Ladder, Illustrated Striving Ladder. All standard acts. Celebration managers write for price. Literature on request. Address **Billboard**, Cincinnati, O. ap27

EUROPEAN ACROBATIC NOVELTY—The finest single act playing the outdoor stage. It's new and different. **LEO FEMERS**, P. O. Box 52, West Allis, Wis. ap27

CALLEY—Slick Wire, Combination Jugglers. For circus, fairs, celebration, act. Make good everywhere. Write or wire 118 9th Ave., New York, N. Y.

AT LIBERTY PIANO PLAYERS

EXPERIENCED DANCE PIANIST DESIRES position with reliable orchestra. Can double on Accordion and Vocal. Prefer steady spot in the North. Have car. **MUSICIAN**, 261 S Potomac St., Hagerstown, Md. ap13

PIANIST—Experienced for dance, presentation, hotel, club. Have car, go anywhere, open immediately. Location. **PIANIST**, 218 E. College Ave., York, Pa. ap6

AT LIBERTY VAUDEVILLE ARTISTS

NOVELTY MAN for coming season. Change for week or longer. Magic, Ventrilocism, Juggling. Nice wardrobe and props. Write **THE MAGICIAN**, Millville, Columbia County, Pa. ap18

Marcus Sisters & Carlton Bros. (State-Lake) Chicago. **Maree & Pale** (Shrine Circus) Hartford, Conn. **Margo** (Mich.) Detroit. **Martin, Dorothy, & Co.** (Pal.) Minneapolis. **Martin & Martin** (State) Newark, N. J. **Matsenauer, Adrienne** (Gates Ave.) Brooklyn. **McDowell, John** (Oriental) Chicago. **McEvilly, Owen** (Boston) Boston. **McKenna, Joe & Jane** (Buffalo) Buffalo. **McLenn, Ross** (State) New York. **Meloras, Flying** Rock Hill, S. C. **Menken, Hal, & Co.** (Buffalo) Buffalo. **Merrif, Benny, & Orch.** (Shubert) Cincinnati. **Mills, Jay, & Orch.** (Orph.) New York. **Monroe, Emily** (Loew) Jersey City, N. J. **Morton, Lillian, & Co.** (Orph.) New York. **Moxy, Dick, Troupe** (Albee) Brooklyn. **Murray, J. Harold** (Met.) Boston.

Nelson, Chas. (Earle) Washington. **Norman, Al** (Albee) Brooklyn.

O'Donnell & Blair (Pal.) New York. **Oliver, Vic** (Pal.) Chicago. **Olson, Geo. & Orch** (Met.) Brooklyn. **Osterman, Jack** (Gates Ave.) Brooklyn.

Page, Sid (Boston) Boston. **Park & Clifford** (Buffalo) Buffalo. **Parsons, Chauncy** (Oriental) Chicago. **Peabody, Eddie** (Pal.) New York. **Perkins, Johnny** (Earle) Philadelphia. **Petch & Desauville** (Pal.) Chicago. **Pettet & Douglas** (Orph.) Minneapolis. **Petty, Ruth** (Earle) Philadelphia. **Phillips, Joe, & Co.** (State) Newark, N. J. **Platinum Blondes** (Globe) Bridgeport, Conn. **Powell & Nedra** (Marbro) Chicago. **Preiser, Cherry & June** (Fox) Detroit.

Rips, Bob (Earle) Philadelphia. **Robinson, Rob** (Oriental) Chicago. **Rodins, The** (Oriental) Chicago. **Rodrigo & Lila Revue** (Gates Ave.) Brooklyn. **Rome, Inc.** (State-Lake) Chicago. **Rosney, Pat, & Pat III** (Gates Ave.) Brooklyn. **Rose, Harry** (Pal.) New York. **Ross, Pierre & Schuster** (Marbro) Chicago. **Roxy Rhythm Orch.** (Rox) New York. **Royce, Thelma** (Two) (Earle) Philadelphia. **Rudie, Ruth** (Keith) Boston. **Rulis & Bonita** (Boston) Boston.

Salici Puppets (Rox) New York. **Saxon Sisters** (State) New York. **Bedley, Roy** (Oriental) Chicago. **Shaver, Buster** (RKO Albee) Providence. **Sheldon, Gene, & Co.** (Riverside) Milwaukee. **Shields & Tilyou** (Plymouth) Worcester, Mass. **Shutta, Ed** (Met.) Brooklyn. **Shuttle, Sally** (Fox) Detroit. **Snyder, Sket** (Liberty) Zanesville, O.; (Pal.) Marion 7-8; (Markay) Jackson 9. **Sophisticated Ladies** (Academy of Music) New York.



ROUTE DEPARTMENT

When no date is given the week of March 30-April 5 is to be supplied. In split week houses the acts below play April 3-5.

Claudet, Marguerite (Oriental) Chicago. **Corinn, Mile** (Oriental) Chicago. **Costello, Don, & Co.** (Loew's Orph.) Boston.

Dare, Danny, Girls (Capitol) New York. **Davis, Benny, & Oang** (Fox) Washington, D. C. **Davis, Chas., & Orch.** (Century) Baltimore. **Dreton, Helen** (Capitol) New York. **De May, Moore & Martin** (Loew) Jersey City, N. J. **DeRose** (Century) Baltimore. **Doyles, Jean, & Co.** (Orph.) Minneapolis. **Doyte, Donnelly** (Oxford) Philadelphia. **Drayton Sisters** (State) Lenox, N. C. 3; (State) Winston-Salem 4-8. **Dudley & Cole** (State) New York.

Edwards, Irving (Plymouth) Worcester, Mass. **Emeralds, Three** (Oriental) Boston. **Enos, Rue, Trio** (Shrine Circus) Pueblo, Colo.; Billings, Mont. 8-13. **Eton Boys** (Buffalo) Buffalo. **Evans, James, & Co.** (Mich.) Detroit. **Everett & Conway** (Shrine Circus) Cedar Rapids, Ia. 2-5; Newton, Kan. 8-16.

Fanchon & Marco Show (Fox) Philadelphia. **Farris, Dolores** (State) New York. **Fenton, Mildred** (Academy of Music) New York. **Flash, Serge** (RKO Albee) Providence. **Flick, Patay** (State) New York. **Florence & Alvarez** (Capitol) New York. **Fogarty, John** (Pal.) Chicago. **Foster & Pares** (Colonial) Dayton, O. **Footlight Frolics** (Pelican) Klamath Falls, Ore. 5-8; (Capitol) Bend 7; (Rialto) Hood River 8; (Granada) The Dalles 9; (Rivoli) Pendleton 10; (Clarick) Baker 11. **Four Sisters & Fox** (Plymouth) Worcester, Mass.

Poster, Oae, Girls (Rox) New York. **Franklin's Fantasy Polles** (Savoy) Louisville, Ky. **Francis, Roy, & Co.** (State) Lenox, N. C. 3; (State) Winston-Salem 4-8. **Fray & Bragotti** (Chicago) Chicago. **French Casino Show** (Pal.) Cleveland.

Gali-Galli (State) New York. **Garay Jr., Joaquin** (Riverside) Milwaukee. **Quasimith Bros.** (Oriental) Chicago. **Gautier's Toy Shop** (Marbro) Chicago.

Gerald, Gene (Cumberland, Md.) 3-8. **Oheiss, Les** (Tower) Kansas City. **Oine, Do Quincy & Lew** (Albee) Brooklyn. **Gordon, Reid & King** (State) Newark, N. J. **Greig & Barrow** (Century) Baltimore. **Green, Mital** (Earle) Washington. **Gregory & Ramon** (Oxford) Philadelphia.

Hackett & Tresault (State) Newark, N. J. **Hall, Bob** (Earle) Washington. **Harmonists, Three** (Plymouth) Worcester. **Harvard, Winifred & Co.** (Loew's Orph.) Boston.

Haynes & Beck (Plymouth) Worcester, Mass. **Hayworth's, Seabee, Bdwy, Novelities** (Margie Grand) Harlan, Ky. 3-4; (Hipp) Corbin 5-8.

Hello, Paris (Pal.) Cleveland. **Hennig, Pat, & Co.** (State-Lake) Chicago. **Honan, Helen** (Pal.) Chicago. **Hubert, Fritz** (State) Chicago. **Hyde, Herman** (Orph.) Minneapolis.

Joyce, Jack (Tower) Kansas City. **Kapps, Kendall, & Junior** (Oriental) Chicago. **Kenez Twins, Vic & LaMarr** (Gates Ave.) Brooklyn.

Kelly, Neil (Loew) Jersey City, N. J. **King, Mickey, & Co.** (Century) Baltimore.

Large & Morgner (Pal.) Chicago. **Lasky's, Andre** French Revue (Oriental) Chicago. **Laval, Babs** (State-Lake) Chicago. **LaFleur, Pat, & Co.** (Pal.) Minneapolis. **La Vie Partee** (Lyric) Indianapolis. **LaVola, Don** (Shrine Circus) Pueblo, Colo.; Billings, Mont. 8-13.

LePaul (Tower) Kansas City. **Lewis, Ted** (Taft) Cincinnati. **Livingston, Mary** (Met.) Boston. **Long & Short** (Oriental) Chicago. **Lover, Dicky** (Rox) New York. **Lunceford, Jimmie** (Shea's Buffalo) Buffalo.

Mack, Freddy (Rox) New York. **Mack, Tommy, & Co.** (Loew's Orph.) Boston. **Man Band** (Albee) Brooklyn. **Manhattan Revels** (Plymouth) Worcester, Mass.

Marous, A. B., Show (Lyric) Indianapolis.

St. Claire & O'Day (Capitol) Lynn, Mass. St. Omer, Joe, Trio (Orph.) Los Angeles 3-9. Sullivan, Ed (State) New York. Sydell, Paul, & Spotty (Pal.) Chicago. Sykes, Harry (State) Lanor, N. C. 3. Win-Non-Barry 4-6.

Therrien (Boston) Boston. Thurston (Pal.) Youngstown, O. 2-4; (Colonial) Dayton 5-10. Tranger, Don, Orch.: Sheboygan, Wis. 3-3; Madison 4-6; (Gateway) Kenosha 5-7; Albert Lea, Minn. 8.

Usher, Mae (Loew's Orph.) Boston.

Van's, J. G., Palais Royale (Capitol) Atlanta; (American) Chattanooga 7-9; (Royale) Columbia, Ga., 11-13. Velez, Lupe (Orph.) Minneapolis. Vespers, Four (Orph.) Minneapolis. Vox, Walters & Co. (State) Newark, N. J.

Weldon & Honey (Academy of Music) New York. White, Sammy, & Beatrice Curtis (Orph.) New York.

Whitney, Eleanor (Met.) Boston. Williams, Herb (Century) Baltimore. Witt, Bob (Pal.) Minneapolis.

Young, Roland, & Co. (Mich.) Detroit.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient." If proper designations are not made.

EXPLANATION OF SYMBOLS

b—ballroom, c—cave, cb—cabaret, cc—country club, h—hotel, hc—night club, re—roadhouse, r—restaurant, and t—theater.

(Week of April 1)

Alberto, Don: (Stork) New York, nc. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Armstrong, Mrs. Louis: (Vendome) Buffalo, b. Arnold, Billy: (Bocuf Bar Le Toit) New York, re. Augustoff, Jan: (Warwick) New York, h. Austin, Shan: (Eastern Star) Detroit, c. Austin, Sid: (Congress) New York, re.

Barron, Duke: (King Cotton) Greensboro, N. C. Bartal, Jenio: (Ambassador) New York, h. Baste, Bob: (Liberty) Fredonia, N. Y., c. Beecher, Keith: (Stevens) Chicago, h. Belasco, Leon: (Casino de Parree) New York, cb.

Bell, Jimmy: (St. Clair) Chicago, h. Bergins, Freddy: (Meadowbrook) Cedar Grove, N. J., cc. Bernie, Ben: (Valencia) Jamaica, N. Y., t. Bedna, Frank: (Silver Star) Sulphur Springs, Fla., h. Berger, Jack: (Astor) New York, h. Berger, Matt: (Club Piccadilly) Chicago, c. Briggers, Max: (Park Lane) New York, h. Berrens, Freddie: (Flying Trapeze) New York, re.

Blake, Lou: (Clayton's Paradise) Chicago, h. Bonelli, Michael: (S & H Dining Room) Florence, S. C., re. Britt, Ralph: (Olmos Dinner Club) San Antonio, Tex., c. Bromberg, Sammy: (Von Thunen's) Chicago, c. Brown, Herb: (Vendome, 28 W. 56th St.) New York, nc.

Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c. Busse, Henry: (Ambassador) Los Angeles, h. Bussari, Frank: (Toronto) Toronto, Can., h. Butze, Joe: (Mileway) Grand Junction, Colo., h.

Caceres, Emilio: (Mayfair Club) Flint, Mich., re. Callaway, Cab: (Paradise) New York, t. Campbell, Jimmie: (Marquette Club) Chicago, c. Carver, Jack: (Japanese Gardens) Detroit, h. Catal's Vagabonds: (Orlote Terrace) Detroit, re.

Clarke, H: (Claridge) St. Louis, h. Oleg, Frank: (Hoosegow) Chicago, c. Coburn, Jolly: (Rainbow Room) Radio City, N. Y., nc. Coleman, Emil: (Flaxa) New York, h. Cortez, Carmen: (Gente Cristo) Chicago, nc. Cornelius, Paul: (Swiss Gardens) Cincinnati, re.

Costello, Don: (Mori's) New York, re. Crawford, Al: (Canton) New York, nc. Cuban Boys: (Hollywood) New York, cb. Gust, Xavier: (Waldorf-Astoria) New York, h. Cumber, Bernie: (Roosevelt) New York, h. Cutler, Ben: (Weylin) New York, h.

Davis, Chas.: (Century) Baltimore, t. Delley, Frank: (McAlpin) New York, h. De La Rosa: (Bunco's) New York, cb. Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., re. Dehman, Hal: (Melody Club) Kokomo, Ind., nc. Denby, Jack: (Biltmore) New York, h. Diekman, Harry: (Casa Madrid) Louisville, re.

Drew, Chas.: (Leon & Eddie's) New York, nc. Duchin, Eddie: (Central Park Casino) New York, re. Durov, Art: (Chop House) Hartford, Conn., nc. Duprey, Bob: (Colony House) Detroit, c. Duro, Mike: (Delmonico's) New York, nc.

Eikins, Eddie: (Normandie) New York, nc. Ellis, Nick: (Ship Ahoy) Atlanta, re. Engler, Charlie: (Egan's) Chicago, c.

Everette, Jack: (Kit Kat Club) Des Moines, Ia., nc.

Ferdinando, Angelo: (Great Northern) New York, h. Farrell, Frank: (Dawn Patrol) New York, nc. Fields, Al: (Billy Gallagher's) New York, re. Finn, Eddie: (Club Cavalcade) Chicago, nc. Fisher's Ensemble: (Russian Kretchma) New York, cb.

Fisher, Mark: (The Grove) Houston, Tex., nc. Fisher, Jack: (Stephen Rathskeller) Boston, Mass., re. Fisher, Scott: (Park Central) New York, h. Fodor, Jerry: (Evergreen Supper Club) Detroit, c. Freedman, Jerry: (Casino de Parree) New York, cb.

Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.

Garber, Jan: (Trianon) Chicago, h. Garrigan, Jimmy: (Oriental Gardens) Chicago, c. Gasparre, Dick: (Place Piqualle) New York, c.

Gearty, Tom: (Roosevelt) New Orleans, h. Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re. Gondo, Leon & Eddie's) New York, nc. Gold-Costers: (Drake) Chicago, h. Golden, Nell: (Man About Town) New York, nc.

Goodman, Al: (Winter Garden) New York. Gottlieb, Manfred: (Monte Cristo) Chicago, re.

Grabowsky, Abrasha: (Old Rumanian) New York, re. Grant, Bob: (Savoy-Plaza) New York, h. Gray, Glen: (Essex House) New York, h. Grayson, Hal: (Olympic) Seattle, Wash., h. Green, Johnny: (St. Regis) New York, h. Greene, Murray: (Hollywood Gardens) Bronx, New York, b.

Gregor, Marty: (New Penn) Pittsburgh, h. Grosso, Jimmy: (Murray's) Tuckahoe, N. Y., re.

Krol, Nathan: (Vanderbilt) New York, h. Kysel, Kay: (Blackhawk) Chicago, c.

Lamb, Drezel: (Casa Loma) South Bend, Ind., nc. Lane, Eddie: (William Penn) Pittsburgh, Pa., h. Lavin, Lester: (Navarro) New York, h. LaPorte, Joe: (Coe Rouge) New York, nc. Larri: (Piccadilly) New York, h. LaSalle, Frank: (Wive) New York, re. Leifer, Alan: (Brass Rail) and (Tavern-on-the-Green) New York, re.

Leipold, Arnie: (Old English Tavern) Richmond, Va., nc. Lec, Glen: (Coronado) St. Louis, h. Lewis, Ted: (Taft) Cincinnati, t. Lishon, Henri: (Royale-Francis) Chicago, nc. Little, Jack: (Lexington) New York, h. Littlefield, Frankie: (Delmar Club) Galveston, Tex., nc.

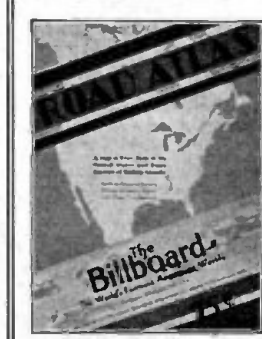
Livinston, Jimmy: (New Tulsa) Tulsa, Okla., h. Loeffler, Carol: (Casino) Ocean Park, Calif., h. Lombardo, Guy: (St. Francis) San Francisco, h.

Lyles, Bill: (Stables) Chicago, c. Lyman, Abe: (Hollywood) New York, cb. Lynch, Phil: (Childs' Paramount) New York, re. Lyden, Ralph: (Steamship Ollie) Chicago, c.

McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc. McPherson, Hugh: (Daniel Boone) Charleston, W. Va., h.

MacParland, Frank: (Beaux Arts) New York, c. Madriguer, Enrico: (Ches Parce) Chicago, nc.

Maitland, Johnny: (Perabing) Chicago, h. Makins, Eddie: (330 Club) Chicago, nc. Mansfield, Dick: (Pirene) New York, re. Mann, Joe: (Windy) New York, h. Mann, Joe: (Club Leisure) Chicago, c.



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Kane, Allen: (385 Club) Chicago, c. Kay, Freddie: (Marigold) Rochester, N. Y., re. Keller, Leonard: (Blismark) Chicago, h. Kemp, Hal: (Pennsylvania) New York, h. Kravitz, Jimmy: (Wooden Shoe Club) Chicago, c. Kibler, Fred: (Club Chalfonte) Pinhurst, N. C., nc.

King, Henry: (Waldorf-Astoria) New York, h. King, Wayne: (Aragon) Chicago, h. Kirwin, Bob: (Club Pegasus) Chicago, c. Knapp, Orville: (Beverly Wilshire) Beverly Hills, Calif., h.

Mares, Paul: (Harry's N. Y. Cabaret) Chicago, c.

Maraburn, Paul T.: (Cape Fear Country Club) Wilmington, N. C., re. Martin, Don: (French Casino) New York, cb. Martell, Paul: (Arcadia) New York, h. Martin, Freddy: (St. Regis) New York, h. Masters, Frankie: (Clover Club) Hollywood, Calif., h.

Mawson, Buddy: (Pelham Club) Hurley, Wis., nc. Mayo, Arlie: (Belmont Grill) Bridgeport, Conn., re. Mason, Roy: (Hollywood Country Club) Hollywood, Pa., cc.

Meroff, Benny: (Shubert) Cincinnati, t. Mero, Al: (Ritzhouse) Philadelphia, h. Messner, Dick: (Lincoln) New York, h. Meyers, Jack: (Club New Yorker) New York, re.

Mich, Marti: (Montclair) New York, h. Mills, Jay: (Orph.) New York, t. Milton, Al: (Hollywood Club) Chicago, c. Moas, Joe: (Vanderbilt) New York, h. Murray, Bethane: (Talk of the Town) Chicago, nc. Myers, Stan: (Terrace Garden) Chicago, c.

Nance, Ray: (Club Morocco) Chicago, nc. Navara, Leon: (St. Moritz) New York, h. Nelbauer, Eddie: (Casino Moderne) Chicago, c. Nelson, Howard: (Zane) Zanesville, O., h. Nelson, Ossie: (New Yorker) New York, h.

Oiban, Val: (Reno Merry-Go-Round) New York, nc. Oliver, Fiorallo: (Anna Held's) New York, re. Olsen, George: (Met.) Brooklyn, t. Olita, Bob: (Shadydale Gardens) Cleveland, h.

Pellegrino, Nick: (Casino) Chicago, c. Peinfeld, Don: (Western Bowery) Chicago, c. Plover, Franz: (Red Lion Inn) Chicago, c. Platt, Earl: (Modernized Cabaret) Harrisburg, Pa., nc.

Pollock, Ben: (Park Avenue Penthouse) Detroit, re. Pima, Louis: (Famous Door) New York, re. Purnell, Benny: (Cactus) Austin, Tex., re.

Rainbow Ramblers: (Plaza) Haverhill, Mass., h. Raphael, Don: (Oubancan) New York, re. Rapp, Barney: (Gibson) Cincinnati, h. Reusid, Jacques: (Coutant Grove) Boston, re. Reichman, Joe: (Statler) Boston, h. Reih, Benny: (Club Bohemia) Detroit, nc. Ricci, Al: (Cocoonat Grove) Lansing, Mich., re.

Rimons, Don: (Biltmore) New York, h. Ritoff, Stan: (Club Roman) Chicago, c. Robinson, Johnny: (Blackstone) Ft. Worth, Tex., h. Rodrigo: (El Morocco) New York, nc. Rodriguez: (Versailles) New York, cb. Rosava, Stan: (Club Rajah) Chicago, c. Roth, Eddie: (Club Alabama) Chicago, nc. Ruso, Danny: (Canton Tea Gardens) Chicago, c.

Sabin, Paul: (Deauville Casino) Miami Beach, Fla. Sammarco, Gene: (Hendrick-Hudson) Troy, N. Y., h. Sanders, George: (Club Cariosa) Chicago, c. Schuster, Mitchell: (Lexington) and (Whitehall) New York, h.

Scott, Billy: (Congress) Chicago, h. Seizer, Irving: (Disie) New York, h. Sheridan, Phil: (Davenport) Spokane, Wash., h.

Silmons, Seymour: (Schroeder) Milwaukee, h. Sista, Noble: (French Casino) New York, cb. Sixie, Charlie: (Florida) New York, h. Smith, Joseph C.: (Versailles) New York, cb. Snyder, Frank: (Subway) Chicago, c. Snyder, Lloyd: (Mallory) Amarillo, Tex., h. Snyder, Fred: (Embassy Club) Chicago, c. Snyder, Mal: (Gibson) Cincinnati, h. Stanley, Al: (Club Chateau) Daytona Beach, Fla., nc.

Stanley, Alan: (Skirvin) Oklahoma City, h. Stanton, Mauris: (Club Minut) Chicago, nc. Stearnose, Charles: (Lotus Gardens) Cleveland, h. Straight, Charley: (Brevoort) Chicago, h. Stranillo, Des: (Promenade) Hartford, Conn., nc.

Stone, Jesse: (Club Morocco) Chicago, nc. Tale, Erakite: (Arcadia Gardens) Chicago, c. Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc. Tinsley, Bob: (Colosmo's) Chicago, nc. Todd, Mitch: (Subway) Chicago, c. Tranger, Don: (Gateway) Keosauha, Wis. 6-7. Trim, Anthony: (Governor Clinton) New York, h. Tropper, Harry: (Midway Masonic Temple) Chicago, h.

Tucker, Orin: (Jung) New Orleans, La., h. Tyler, Ted: (Jockey Club) Charleston, S. C., re.

Vagabond, Charles: (Edwards) Jackson, Miss., h. Valentino, Arturo: (Firenze) New York, re. Vance, Johnny: (Club Jop) Lexington, Ky., nc. Vaughn, Walter: (Midway Gardens) Chicago, c. Velasco, Emil: (Waldorf-Astoria) New York, h. Velez, Esther: (Roosevelt) New York, h.

Wagner, Sol: (Via Lago) Chicago, nc. Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc. Warren, Arthur: (LaRue) New York, re. Weems, Ted: (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, O., h.

Wells, Eddie: (Richmond) Richmond, Va., h. Whiteman, Paul: (Paradise) New York, cb. Wilcox, Howdy: (Palais Gardens) Lansing, Mich., nc. Williams, Fred: (Savoy) New York, h. Winston, Jack: (Quater) San Antonio, Tex., h. Winta, Julie: (Village Barn) New York, nc. Wirth, Dick: (Chateau Des Plaines) Chicago, c.

Wagner, Sol: (Via Lago) Chicago, nc. Wallace, Roy: (Gondola Tavern) Indianapolis, Ind., nc. Warren, Arthur: (LaRue) New York, re. Weems, Ted: (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, O., h.

Wells, Eddie: (Richmond) Richmond, Va., h. Whiteman, Paul: (Paradise) New York, cb. Wilcox, Howdy: (Palais Gardens) Lansing, Mich., nc. Williams, Fred: (Savoy) New York, h. Winston, Jack: (Quater) San Antonio, Tex., h. Winta, Julie: (Village Barn) New York, nc. Wirth, Dick: (Chateau Des Plaines) Chicago, c.

INDEPENDENT BURESK

Blue Rhythm Girls: (Hudson) Union City, N. J., 1-8. Bright Eyes: (Gayety) Baltimore 1-6. Cupids Carnival: (Gayety) Washington 1-8. Daughters of Desire: (Trocadero) Philadelphia 1-4. Mesain' Around: (Orph.) Paterson, N. J., 1-4. Racket-Dears: (Howard) Boston 1-4.

MISCELLANEOUS

Bank Circus Revue: Kewauqua, Wis., 1-6. Birch, Magician: Jacksonville, Ala., 3; Piedmont 4; Talladega 8; Linerville 6; Syracusa 8; Alexander City 9; Roanoke 10; Lagrange, Ga., 11. Dressen & Morris Circus: (Capitol) Madisonville, Ky., 4; (Alhambra) Hopkinsville 5-8. Fletcher's, Harry, Purple Sage Riders: The Dallas, Ore., 3-4; Redmond 5; Princeton 6; John Day 7; Emmett, Ida., 8; Weiser 9; Ontario, Ore., 10; Nampa, Ida., 11. Frye, Illusionist: Nelson, Neb., 3. Farnam 4; Haven, Kan., 5; Sweet Springs, Mo., 6. George, Don, Ventriologist: Minneapolis, Minn., 1-8. Johnson, Zelds, Mentalist: (Lyric) Huntsville, Ala., 1-4; (New) Jasper 5-10; (Dora) Dora 11. Long, Leon, Magician: Bessemer, Ala., 3-4; (Easley) 5-8; Birmingham 8-11. Lucy, Thos. Elmore, Pretean Artist: St. Louis, Mo., 6-7; Crocker 10; Springfield 11. Lynette, Great, Co.: Minneapolis, Minn., 1-8. Marquis, Magician: Levee, O., 8. Mel-Roy, Magician: Greeley, Colo., 7; Ogallala, Neb., 8; McCook 9; Hartun, Colo., 10; Loveland 11. Rayalton Concert Co.: Brookville, Ind., 1-8. (See ROUTES on page 64)

BARNES SHOW CLICKS

Program Runs To Spectacular

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

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

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

New Location at Utica

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

Honest Bill Advance Roster

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

Watch for

This Special Feature:

Abraham Lincoln and Tom Thumb

By R. GERALD McMURTRY

in the

Spring Number of The Billboard Dated April 13



GLORIA AND BONNIE HUNT, 15-year-old twin daughters of Jack Hunt, the manager of the State-Lake Theater, Chicago, who begin their third year with Hagenbeck-Wallace Circus as staggers and producers of the ballet and dances in the spec. Their mother, Dee Hunt, will have charge of the ballet on the road—Theatrical Studio, Chicago.

Another Bull to Hoogewoning

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

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

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

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

"Elephant Stampede" Presented At Hagenbeck Quarters at Peru

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

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

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

Cole in Savannah Last of September

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

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

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

Seils-Sterling Advance

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

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

IABP&B, Local No. 61

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

Rudy Vallee—Circus Bug

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

Demnati Troupe At R-B Quarters

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

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

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

Business Conditions Good, Says Joseph C. Donohue

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


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

Street Show in Indiana

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

Two Acts for Concellos

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



**With the
Circus Fans**
By THE RINGMASTER

CFA.
President, **FRANK H. HARTLESS**, W. M. HUCKINGHAM, 2030 West Lake Street, Chicago, Ill.
Secretary, **THOMAS HANK**, Norwich, Conn.
(Conducted by JOHN RHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

A new member received into association on March 22 was Mrs. Madeline Park, Bedford road, Katonah, N. Y. We regret to record the death of Edward A. Johnson, editor of *The Herald*, St. Peter, Minn.

W. Floyd Hopkins, manager of Hotel Peru, Peru, Ill., writes that Peru is a good town for a circus and has a large territory to draw from. Hopkins recently addressed the city council, stating that the city ordinance concerning circuses was so strict that it was impossible to bring in such entertainment and he suggested that the objectionable features be eliminated from the amusement ordinance.

Jim Chloupek, Oakland, Calif., writes that CFA Stedman Van Wyck, of same city, is slowly improving from his illness.

Harper Joy visited Guy Toombes, CFA, at Salt Lake City. He also visited CFA Jess Westmoreland at Beverly Hills, Calif.

Harry R. Peverly, CFA, Melrose, Mass., writes that Mrs. Peverly has returned from hospital, where she underwent an operation.

The following met for luncheon at Harry Atwell Luncheon Club in Hotel Sherman, Chicago, March 22: Harry Atwell, Nat Green, Clint Finney, Burt L. Wilson, Bill Sneed, John Shepard, Tex Sherman, Robert E. Hickey and Arthur Hopper.

President Frank H. Hartless returned from a trip to Texas on March 23. Had long visits and conferences with Past President Harry Hertzberg; Col. C. G. Sturtevant, CFA historian; Porter Loring and other San Antonio CFA. *The Christian Science Monitor* of May

8 will contain a story on the CFA by Floyd Bell of Boston. Marshall L. King, Alexandria, Va., first president of CFA, was chosen as one of nine directors for Chamber of Commerce of State of Virginia.

Wichita, Kan., Briefs

WICHITA, Kan., March 30.—Pepie and Tito, talking clowns, have been at Fox's Uptown Theater for 15 Saturday matinees for Burr Fox Club Boys and Girls.

Charles Dryden will be with Atterbury Bros.' Circus, doing barrel posturing and comedy juggling.

Tom Whiteside troupe of five, wire act, will be with Burielgh Allen's One-Ring Circus, a new show, going out of Wichita. Blue Boys (Bill and Simmons), spring-board acrobats and clowns, go to Barnett Circus.

Jack and Clara Moore, tight-wire act, and "Quiet" Jack Moore, will be with Siebrand Bros.' "Piccadilly Circus." "Quiet" will be equestrian director and do announcing.

Here and There

WASHINGTON, March 30.—Harry Dean, former trouping trombone player with various circuses, is here working for the NRA.

Capt. V. H. (Slim) Walker, in charge of the Manchester (N. H.) Zoo, is breaking a new lion act that will be a feature of Gorman Bros.' Circus, worked by Jack Lorenzo. Will also furnish the Gorman show a dog and pony number.

Bill Ketrov has built a real show in Miami. Has had seven men working full time since the closing of show. Shorty Bookman has built some beautiful truck bodies. Ketrov furnished a number of acts for the Grotto Circus at Orlando.

Bill Trueman and wife will have their cookhouse with Morris Miller this season. They are rebuilding their outfit at their quarters near Augusta, Ga., and preparing for the long trip north.

Ted Milliken, former circus bandman and now a member of the U. S. Naval Academy Band at Annapolis, Md., was here recently, and with John Landes and the writer paid a visit to the quarters of the Hunt show near Alexandria, Va. Al F. Wheeler has gone to his home in Oxford, Pa., for a few days. Charlie and Mildred Hunt were with the May Wirth riding act in Lewiston, Me. Mrs. John (Grandma) Hunt is visiting her granddaughter, Hazel Williams, aerialist, feature of the Flying Trapeze Club in New York City.

Vio Robbins, band leader of the Cole show, spent the winter near Marianna, Fla.

The Silverlakes will be with Nellie Dutton Attractions, and Toby Tyler will be back with the Hagenbeck show.

Jasper Brown, boss canvasman with Cole & Rogers Circus last season, will not troupe this year.

Mark Javens is steward at the Elks' Club in Eustis, Fla.

REX M. INGHAM.

Backell, Willard, Mahery in Chicago

ROCHESTER, Ind., March 30.—With a crew of 29 men, William Backell, manager of No. 1 advance car of Cole Bros. Clyde Beatty Circus, departed for Chicago to commence billing for Coliseum engagement April 20-May 5. He was joined there by Clyde Willard, brigade manager, and Frank Mahery, manager of No. 2 car. Preliminary details incident to start of Chicago engagement were handled by St. Bernard special agent. In the neighborhood of 100,000 sheets of paper and banners will be used.

Jess Adkins and Zack Terrell announce engagement of the eight Esquedas, Argentine aerialists. Altogether three flying acts will appear simultaneously on program. Harold Barnes, juvenile dancing, tumbling, somersaulting acrobat of tight wire, is also in Rochester.

Vic Peralta, boss painter, announces that he is working on last three parade tableaux and allegorical floats. In neighborhood of 30 cages will be used to display the zoological exhibit. There are five herds of elephants, two caravans of camels and innumerable hay-eating animals.

A perfect specimen of petrification, that of Bill Scroggins, is now en route here in charge of Prof. William H. Agnew and wife. Exhibit will form the No. 2 side show.

Harry Wills, steam calliope player, is expected to reach quarters shortly. Walter Grebb, chef, is feeding more (See BACKELL, WILLARD on page 45)

"Birdie"
NEW YORK, March 30.—The Ringling-Barnum billing crew started to plaster New York on Thursday for the Garden opening. Ed Kelly, the circus photographer, sneaked in ahead of the brigade by hanging Big Show paper in his studio windows on West 46th street 24 hours earlier.

Cole, H-W Start Chicago Billing

CHICAGO, March 30.—Paper for the opening of the Cole Brothers and the Hagenbeck-Wallace circuses is up all over town. Billing started Monday and both crews have been busy all week. Ordinarily billing would not have started before April 1, but with shows opening day and date the earlier start was deemed advisable. Indications are that the town will be more heavily billed than it has been for many years.

Letter From Stanley F. Dawson

CINCINNATI, March 30.—Stanley F. Dawson, who left the West Coast and recently arrived at Columbus, O., writes: "The last person I talked to on Coast was Louie Berg, who had run over from Honolulu to visit old friends of tent show world. Mark Kirkendall and Ruby and Ed Nagle were down to train to start me on my trek eastward. Had a nice visit with Eddie Delevan and wife at Kansas City.

At Chicago saw Lester Berger and Jack Abrams, and then on to Rochester, Ind., where I found Messrs. Adkins and Terrell busy and Charley Hall, of the Coliseum, Chicago, going over matters of their Chicago engagement. Found Harry Harold, Earl Lindsay and Arnold Malley busy office executives and Joe Kuth always on hand with the Pierce-Arrow for emergency trips. Every department was humming with activity and on every turn you ran into an oldtimer, such as Blackie Diller, John Eberle, High Pockets, etc. Also saw Floyd King.

"After several hours at Rochester Mr. Murden, of Peru, drove me to Peru. Before closing the Rochester incident, met George Cuthall, superintendent of tickets. Bob Courtney will be one of his staff. Had a visit with Frank Cook and Fred DeWolfe. Met an old friend of my boyhood, Henry Brown, who has charge of H-W stock. Saw many candy butchers, including Cy Hawkins and Bright Eyes.

"The Friday before I left the Coast, in company with Mark Kirkendall, I saw Third Degree of Masonry conferred upon Capt. Terrell Jacobs, of the Barnes Circus, at Baldwin Park, Calif.

"Passing thru Chicago, said hello to Dan De Baugh and Joe Donohue. Learned that Mr. Jordan was still in Florida. Was sorry to hear of continued illness of Col. Bill Roche. Was informed that Joe Dolan is frequently seen in downtown districts.

"Arriving at Columbus, learned that Cole-Beatty Shows had a wonderful week there recently and that the boys made headquarters at Jimmy Albanese's night club."

Picked Up in Houston

HOUSTON, March 30.—A. C. Thornton, long a friend to showfolk and known to many in the profession, has been promoted to Captain of Detectives of Houston Police Department.

G. W. Christy, who has been visiting some of the Christy units, is back, looking after things at quarters. A bonfire was made of several of the wooden cars stored at quarters to make room for steel equipment.

Tony Prince, clown, has a miniature circus and makes frequent appearances under PTA auspices.

McCoy Bros., who have been wintering at Dayton, near here, will take to road next week, playing one-night stands.

Indoor Shows for N. Y. Towns

UTICA, N. Y., March 30.—Cosmopolitan Entertainments of this city has closed negotiations for promotion of indoor circuses at Herkimer, Ilion, Mohawk and Ogdensburg, N. Y. Will be under auspices of American Legion.

Captain Schultz and his lions, etc., have been obtained to headline. Schultz will bring all his animals, and other attractions will be added. Concessions will be added and a concert will be presented after the main performance.

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Under the Marquee

By CIRCUS SOLLY

RUSSELL BROS.' CIRCUS is set to play Indianapolis April 15.

HOLMEN BROS., old-time comedy bar act, have summer resort, Park of the Lakes, at Cadillac, Mich.

FLOYD HARVEY, electrician, info that he will not be with Russell Bros.' Circus.

ROY HILBERT will play the indoor circus at Jackson, Mich., with his dog act.

WALTER L. MAIN is busy with his string of farms and other enterprises in Ashtabula County, Ohio.

ARTHUR DUPUIS will handle tickets and make openings on side show of the Cole-Beatty Circus.

BILLY STILES has finished his winter dates and will be on Seal Bros.' Circus Side Show.

BILLY FREEMAN, singer and dancer, will again be with Arthur Wright's Side Show Minstrels on the Ringling show.

ADVANCE CREWS of the Al G. Barnes Circus and the Tom Mix Circus and Wild West are still battling on the Coast.

FRANK P. MEISTER, of Apopka, Fla., has been re-engaged as band leader of the American Dog and Pony Show, of Mobile, Ala. Opens middle of April.

CAPT. LOUIS VAN DYCKE, who is ill at 212 East 26th street, New York City, wishes to thank his trouper friends for writing.

OFFICIALS of the Hagenbeck show, Peru, Ind., have asked police to protect Marie Rasputin from possible kidnaping following threats.

PETE STAUNTON, who again will be with side show of Ringling-Barnum and who has been wintering at Lockport, N. Y., will leave shortly for New York.

J. C. ADMIRE advises that Little Rock, Ark., Memphis and Nashville, Tenn., will get Sells-Sterling Circus early in April. All three spots will be played two days each.

LAVENIA SISTERS, following engagement at Seminole Sun Dance, West Palm Beach, Fla., motored to Cairo, Ill., and will present double trapeze and cloud swing as free acts for West Bros.' Carnival.

BOB HICKEY, publicity man for Cole Bros. Circus, is at work in Chicago. Hagenbeck-Wallace press department started there April 1, officially, but some preliminary work had already been done.

EDDIE KECK, character clown, with Tudor Girls and Avery, contortion act, will be with Bob Morton in Buffalo, Philadelphia and his other dates. Act is now working night clubs.

TOM AUMANN, equestrian director and big show announcer, will be with Atterbury show. He spent most of the winter hunting and fishing in the north woods.

KING BAILE, manager of Side Show with Sells-Sterling Circus, has signed Ricco, snake-skin boy; Jolly Ting, fat boy, and Determination Howard, armless wonder.

CAPT. RAY STEELE is readying his new act. He will feature Spido, the Brazilian Spider-Man, in a novelty wire act. Steele is assisted by Capt. Jack Daro.

MICKEY KING, aerialist, visited her sister, Mrs. Art Concello, at Canton, O. She plans to go to Europe in May, playing principal cities until fall before returning to the States.

IN CONFORMITY with its policy that circuses must make some contribution in return for a consent to show in Buffalo, the finance committee of the common council on March 26 granted a permit to Ringling-Barnum to show there on July 15 on condition that they allow 300 crippled children to see the perform-

ance. Another circus, Cole Bros., obtained a permit only after agreeing to pay a percentage of the second day's show to local charities. Latter's dates are June 6-7.

BOB HIATT and Brother Roy left Mt. Airy, N. C., to join Hagenbeck advance in Chicago. John R. Hall has joined Barnett Bros.' advance. P. A. (Pawnee) Boone has given up management of Grand Theater, Mt. Airy, to go with Barnett show.

THE PAGES (Billy and Concha) are in their 16th week with *The Girls in Cellophane* musical unit. Team is presenting perch, foot slide and acro dance specialty. Unit is using special paper to exploit the acts.

C. R. HALL, manager of Hall's Animal Actors, is at Lancaster, Mo., making arrangements for his show. He bought a 10-month old camel and a mule from the W. P. Hall farm. M. H. Barnes recently visited the Hall farm.

HERBERT WORTHAM, of Parsons, Tenn., states that Barney Bros.' Circus had bad weather there, also that Vernon West and wife joined the show. West performs on the wire and his wife is doing swinging ladder number.

VILLETTA ELLET, daughter of Maud Ellet, aerialist, is producing floor shows and recently opened with her girls at Chris' Hofbrau, Springfield, Long Island, N. Y. Miss Ellet placed a team of acrobatic dancers with Al Sands.

DALLAS PICKUPS—Bobby Peck will again be with Ringling-Barnum, doing swinging ladders. She is working night clubs in the East. Myles M. Bennett, now engaged in radio work here, announced that he will join Ringling-Barnum latter part of May.

J. L. JOHNS has closed his concessions with Jones' Bros. Wild West and Circus and will be at home in Macon Ga., for several weeks, supervising the building of two light plants, one 15 and the other 30 k. w. These will be mounted on a truck.

BERT (SUICIDE) NELSON, who will be one of the features of the Hagenbeck-Wallace Circus this season, has a very interesting article in *The Saturday Evening Post*, entitled *Lion Taming's the Bunk!* The story, which probably was "ghosted" by a S. E. P. writer from infor-

mation furnished by Nelson, is apt to arouse considerable controversy among animal trainers.

GEORGE VOISE pens that following acts in and around Saginaw, Mich., are busy on new stuff for coming season: McCoy, Melzer and McCoy, trampolines; Flying Vernons; Bell Roberts, single traps and muscle grinds; Three Flashes, tumblers; Bounding Beltrams; Three Dels, comedy acrobats.

THE CHICAGO DAILY NEWS of March 23 carried a half-page feature story by Gene Morgan, one of their ace feature writers, entitled *Trapeze Artists Train in Bloomington, "Big Top" Capital*. The story tells interesting things about many noted aerial artists who make Bloomington their home.

CRISTIANI TROUPE will offer some new stunts this season. Lucio Cristiani will feature for first time a backward somersault from horse to horse. Lucio informed *The Billboard* representative at Cleveland that this will probably be last American tour for the family, as it expects to return to Europe in the fall.

THE WORLD'S FAIR, of London, in its February 23 issue, stated that the late Whimsical Walker's "best gala suit," complete with wig, string of sausages and "red-hot poker," has been presented by Mr. and Mrs. Ernest Makower to the London Museum.

JOHN LANCASTER, featured by Ripley as America's oldest clown, recently celebrated his 78th birthday anniversary. He is holding a responsible position in Washington and goes to his work every day with all the energy of a young man of 21. He is frequently called upon to perform in neighborhood events in the nation's capital.

THE RINGLING show has been well represented at the Miami (Fla.) Biltmore pool's water show every Sunday. The Wallendas were a feature attraction. Box office under management of Toby DeVreeze. Bobby Worth, Matthew McGowan and Billy Carr are the ticket dispensers. Cliff Hammel, formerly with the Ringling show, is in charge of ushers and ticket takers.

EMMETT KELLY, tramp pantomimic clown and cartoonist, who had played Davenport-Adkins indoor circuses, was at Romy Theater, Cleveland, week of March 22. Will play Gayety at Buffalo

Barnum Was Right

PARIS, March 25.—Fooling the public is resorted to all too often by certain theatrical agents and managers. Latest example is offered at the Gaumont Palace. The wire-walking act, Lepomme and Partner, which just closed at Cirque d'Hiver, is playing the Gaumont Palace, billed as "Apple and Partner." "Lepomme" is the French for "the apple." The booker, no doubt, feels he's clever, but one of his predecessors at this same house lost his job thru similar tricks.

and then go to Chicago to open with Cole-Beatty Circus. Kelly's picture, titled "The Funmaker," in tramp make-up painted in oil by Walter Karwic, was in Chicago Art Institute from February 24 until March 10, and was selected along with 12 others from 124 paintings as winning prizes and containing human interest for annual catalog of Chicago artists in their exhibit of paintings.

ONE OF THE MOST beautiful tributes ever paid to showfolk broke in a feature story in *The Beaumont Enterprise* March 17. The story dealt with the meeting and romance of Jesse Walker and Grace Glasscock of nearly two-score years ago when Mrs. Walker, then Grace Glasscock, was star performer on her father's, John Glasscock's, circus, traveling thru Texas. Mrs. Walker is the sister of Alex. Foster, Mike and Donley Glasscock, all of whom have for the last several years been in the oil game in Texas.

THE CANTON (O.) REPOSITORY, issue of March 25, carried a column of circus news captioned "Canton Showfolk Ready for Road as Tents Are Spread" under the by-line of Rex McConnell, Canton representative of *The Billboard*. The column included many newsy items of Canton circus performers and executives who are readying for another season under the "white tops." Dennis R. Smith, theatrical commentator for *The Repository*, in an explanatory paragraph gave credit to *The Billboard* and McConnell for the contribution.

Paris Pickups

PARIS, March 25.—The Cirque Medrano is offering a good bill, headed by the Rigoletto Brothers in their burlesque aerial number and fake magic. Other numbers are Gibson in his knife and hatchet-throwing act; Kirk's troupe of acrobats; Maurice and May, bike act; Yost, comedy clay modeling; Conrad Will, xylophonist; and Sphinx Trio of contortionists. Ferroni, juggler; Schumann's horses and all the clowns held over from preceding program. Enos Frazers, trapeze artist, heads circus bill at Cirque d'Hiver.

The Cirque Pinder opens its season this week at Rennes. Program includes Bigford in a triple somersault on motorcycle; the 10 Deblars, bicycle act; 8 Carolis, jockeys; Williams troupe of aerialists; 8 Fredysons, teeterboard; Rastelli troupe; trained zebras, elephants and kangaroos. The Cirque Andre-Rancy-Amar Feres, under canvas at Bordeaux, is offering a new bill, including Germain Aeros, slack-wire; Trio Nor-Ber-Tys, aerial act; Acadir troupe of Arabs; Wong-Chio-Ching troupe of Chinese, and Rover, wire act. Luistia Leers is presenting her trapeze number at the Casino Municipal in Cannes. Howard Nichols, hoop juggler, and the acrobatic quartet, "Chick" Dressler, Mora, Tymga and Era, are at the Alhambra, in Geneva.

"Bill" Pezon, owner of the "Menagerie Pezon," was seriously clawed by one of his lions while showing at street fair in Bordeaux. Georgia, animal trainer with the "Jungle" menagerie, also at Bordeaux, was so badly mauled by a lion that he went to the hospital.

Atterbury Opens April 27

DAKOTA CITY, Neb., March 30.—The Atterbury Bros.' Circus will open in Eastern Iowa on April 27. W. W. Clark will be manager of privileges and candy stands; W. J. Pee will manage side show, and L. C. Batley will handle banners.

Ferris To Start in June

LOCKPORT, N. Y., March 30.—Norton Ferris, owner of Ferris Society Circus, will take to road in June. Bookings will be made under club auspices in smaller towns in this State and Pennsylvania. Main tent will be 60 by 40, with one ring. Dogs, ponies and aerial numbers will be on program.



Circus Saints and Sinners Club

For the Troupers—and a Home

March 27 was a gay day for the Dexter Fellows Tent, New York. There were 118 present, the greatest number ever in attendance. . . . Great to see so many of *The Billboard* folks present—Traube, Anderson, Sugarman and others . . . and a goodly crowd of circus folks headed by Dexter Fellows. . . . Prexy Tony Sarg told of the plans for the Benefit Night . . . how the big names of the tent were going to take part in the spec riding on elephants, those already volunteering being Eddie Hickenbacker, Joe Cook, Rudy Vallee and Martin Johnson. While diners were comfortably seated who comes rambling into the luncheon but our own Harold Hoffmann, now governor of New Jersey . . . then there was Police Commissioner Valentine . . . he poked lots of fun at the crowd about the little black book and the names of the members it contained . . . the commissioner was presented with a fine non-breakable watch. . . . There was plenty of singing, and Marshall Montgomery did his ventriloquial stunts. . . . Jolly Bill Steincke got off some fine bits of humor. . . . Rudy Vallee was late in coming to luncheon and was punished by not receiving anything to eat. He was a good sport thru it all and when he had his picture taken with his saxophone (or sexophone as Bill called it) there was plenty of laughter, particularly as the pictures were taken by a new process by which the pictures (two feet by three feet) were developed before being actually taken. . . . The writer acted as official photographer. . . . The pictures when developed via the salt-and-pepper process showed Rudy. . . . Well, we can't tell everything. . . . What an array of talent was present, Walter Trumbull Peter Freuchen, Captain Hamonneau,

Clarence Chamberlin, Tex O'Rourke, General Kincaid, Fred Margerum, etc. . . . In absence of Harry Baugh, Chal Pancoast occupied ticket wagon.

Liberty, issue of April 6, has a circus cover. An eccentric clown's head with aerialists working over it.

Stookie Allen had the following in his "Above the Crowd" illustrated feature in *The Daily Mirror* of March 27:

"Fearless, laughing and spectacularly, Alfredo Codona is unrivaled in aerial grace and skill. He climaxes his unsurpassable flying feats with his renowned triple somersault. Only Alfredo, of all aerialists, can do this feat. He is flying 60 miles an hour when he strikes the hands of his brother. . . . A brave man is Alfredo, outside of his flying feats. In 1922 Octavio Castrenelli, keeper of a circus python, was attacked by the giant snake. Alfredo dashed up, grabbed it by the head and rescued by the keeper. And altho he was bitten, he insisted on giving his performance shortly after."

The executive committee of the Dexter Fellows Tent, according to a notice received from its Chairman Oille Oliphant, will meet once a week until night of the benefit; also decided that the tent will be up all day during April 11 for any members to meet other members from other States who are coming into town for the benefit performance. We are also arranging to have a snack to eat, plenty of punch and some music at the tent after the show, when the show people will be entertained by the tent members.

Again we ask everyone who is coming into New York City during the show's stay in the metropolis (New York) area to attend to make his or her attendance night April 11.

P. P. FITZER, National Secretary.



The Corral
By Rowdy Waddy

HOMER HOLCOMB has been booked to clown at the Ogden (Utah) Pioneer Days.

THE CLYDE S. MILLER attractions have been booked for the Fair-Rodeo at Auburn, Neb., early in August.

EXECUTIVES of the Ellensburg (Wash.) Rodeo were re-elected at a recent meeting of the association, among them L. J. Richards as arena director.

THE HARDING SISTERS, Darlene and Mable, in trick riding and roping and other acts, will troupe this season with Downie Bros.' Circus.

QUITE A NUMBER of Wild West show and rodeo people attended the funeral for Howard Harris Sr., who passed away March 22 at Woodstown, N. J. Among them were Col. Jim Eskew and his wife, Dolly; Leonard and Peggy Murray, Blacky Russell and wife, Tommy Horner and Mrs. Mildred Mix Horner, Mr. and Mrs. Bob Roebuck, Slim Walsh, Jack Jackson and Roy and Ray Niblick. The Harris business enterprises, including stock sales, Salem County Fair, Harris Rodeo and other interests, will be continued, handled by Howard Harris Jr.

AMONG folks at Del Rio, Tex., are Everette Colburn, Pete Orubb and Johnny Rufus. They plan making the St. Louis Rodeo, then to Ardmore, Okla., and return to Del Rio for the 11th annual Del Rio Rodeo. Also at Del Rio is Prosser Martin, last season with Col. W. T. Johnson, who has charge of advertising for the rodeo. Folks already contracted for the show include Dick Griffith and Lucille Roberts, trick riding; Johnny Rufus, trick roping, and Jimmie Nesbitt, clown.

ORONA, Calif.—A successful two-day Rodeo was staged here recently. An annual civic event put on by cattle men and business men of the town and community. Hugh Strickland was arena director. Calves and steers were furnished by Andy Jauregul and bucking horses by Leonard Ward. Trick roping Sam Garrett, Ike Lewin clowning. Montie Reger jumped his long-horn steer over automobile. The American Legion Band furnished the music. Winners: First Day—Bronk riding, Fox O'Callahan, Johnnie Slater; calf roping, Jerry Littrell (18.4), Hugh Strickland (20.2); team roping, Lloyd Saunders and Bill McFarland, Saunders and Jim Gardner, Bareback horse riding, Leonard Ward, Canada Kid; steer riding, Canada Kid, Fox O'Callahan. Cowpony race, Canada Kid, Leonard Ward. Sunday—Bronk riding, Jack Myers, Earvie Collins; calf roping, Lloyd Saunders (19), Clay Carr (20.1); team roping, Saunders and McFarland; bareback horse, Frank Schneider, Harry Logue; steer riding, Canada Kid, Fox O'Callahan; cowpony race—Canada Kid, Leonard Ward.

ST. LOUIS, March 30.—This city is acquiring a Western atmosphere with a flock of cowboys coming to the Milk Fund Rodeo. Fred Bristol, Walter Hanman, and Ray Larson, cowboy artist, were the first in. Larson is painting the town with cowboy pictures. Work has begun on preparing the Coliseum and everything will be in readiness for what is expected to be a record crowd for the St. Louis Rodeo, April 9-14. Frank J. Maher, handling publicity, is doing an excellent job. The ticket sale is advancing by leaps and bounds, a contest for king and queen of the rodeo among school children being the big incentive. The arena director, Candy Hammer, is here and supervising the details of preparation. The promoter, John G. Phiambolis, has left the hiring of acts, judges and timers to Hammer. Special attractions have been engaged to make this a diversified show. Frank Moore, of Madison Square Garden note, was one of the visitors at Phiambolis' office on his way home from Fort Worth. The National Stock Yard, across the river from St. Louis, is alive with posters from the rodeo. The boys are evidencing keen interest, as their requisition order for 1,000 tickets was received at the rodeo headquarters for the commission men. Phiambolis states that contrary

to rumors, neither Ole Oraham nor L. Edward Chance will be in any way connected with this rodeo.

ROAMING AROUND HOLLYWOOD—Riding Actors' Association has voted to give honorary life membership to some screen stars who are noted for Western pictures, including Tom Mix, Col. Tim McCoy, Ken Maynard, Buck Jones, Johnnie Mack Brown, George O'Brien, Hoot Gibson and Rex Bell. Mix's membership presented him while his circus was showing here. Colonel McCoy will receive his before leaving to join Ringling-Barnum Circus. . . . Mabel Strickland, Paris Williams and Bonnie Grey went to Tijuana, Mexico, to ride in the Coronado Town Plate annual mid-winter race for girls. . . . Steve Clemento, accompanied by the two Mexican girls to appear in his Mexican Revue in Col. Tim McCoy's concert feature of Ringling-Barnum Circus, are leaving April 1 for New York City. . . . Gabriel Soloduhin and wife, Ludmilla Mischenko and Trenty Globa left to join the show. . . . Johnnie Schneider and wife, George Warciel, Perry Ivory and wife and some others have not returned from Australia, as was reported. They are still traveling with the Wild West show under the management of W. Stewart McCall. . . . Iron Eyes Cody and High Eagle also remain with the show.

PORT WORTH, Tex.—Contestant winners latter portion of the Rodeo in connection with the Pat Stock Show here (winners the first few days were given in last issue): Calf Roping—Wednesday afternoon (March 20), Charles Jones (26.2-5); Everett Shaw (20), King Merrett (40); night, Jack Sellers (37.2-5), Hugh Bennett (38.1-5); Juan Salinas (39.3-5). Thursday afternoon, Irbly Mundy (27.2-5), E. Pardee (30.3-5), Glenn Lowrey (32.2-5); night, Charles Jones (20.3-5), Bob Crosby (23.1-5), King Merrett (24.1-5). Friday afternoon, Hugh Bennett (23.3-5), Juan Salinas (24), Dick Truitt (48.3-5); night, Howard Westfall (21.4-5), Manerd Gaylor (24.2-5), John Bowman (27). Saturday afternoon, J. D. Amberg (20.3-5), Dick Truitt (28), Hugh Bennett (30); night, Joe Welch (20.4-5), Jake McClure (21.3-5), Breezy Cox (23.3-5). Sunday afternoon, E. Pardee (20.3-5), Dock Spence (30), Bob Crosby (30.4-5); night, Jake McClure (20.3-5), Manerd Gaylor (21), Howard Westfall (26.4-5). Finals, Everett Bowman, Hugh Bennett, Roy Crosby and Jake McClure. Steer Wrestling—Wednesday afternoon, Tom Breeden (72.5), Hub Whiteman (82.5), Mike Hastings (13); night, Rusty McGinty (74.5), Hugh Bennett (84.5), Dave Campbell (9). Thursday afternoon, Ward Watkins (74.5), Sam Bowden (11), Everett Bowman (12.1-5); night, James Irwin (15.2-5), Dick Anderson (25), Dave Campbell (41.1-5). Friday afternoon, Donald Nesbitt (12.1-5), Slat Jacobs (12.3-5), Ward Watkins (14.3-5); night, Hub Whiteman (9), Dick Truitt (10), John Bowman (10.4-5). Saturday afternoon, Donald Nesbitt (10), Herb Dahl (15.3-5), C. Booth (27.3-8); night, Hub Whiteman (8.2-5), Whitey Hoffman (16), James Nesbitt (18.2-5). Sunday afternoon, Hugh Bennett (8.3-5), Dave Campbell (12), Rube Roberts (13.3-5); night, James Nesbitt (13), Dick Truitt (14.3-5), Dave Campbell (20.3-5). Finals, Dick Truitt, Dave Campbell, James Nesbitt and Hugh Bennett. Wild Horse Race—Wednesday afternoon, Fete Grubb, Don Tyler, Joe Welch—Jackie Cooper 428 prize buck; night, John Jordan, King Merrett, Roy Matthews—King Merrett and Paul Crain split prize for best buck. Thursday afternoon, Fete Grubb, Jackie Cooper, Ward Watkins—Watkins also prize best buck; night, King Merrett, Paul Crain and Roy Matthews split second and third—Rusty McGinty the prize for best buck. Friday afternoon, Fete Grubb, Don Tyler, Ward Watkins and Jackie Cooper tied for best buck prize; night, King Merrett, Rusty McGinty—McGinty also prize best buck. Saturday afternoon, Milt Moore—Joe Welch the 428 for best bucking money; night, King Merrett. Sunday afternoon, Fete Grubb, Don Tyler, Milt Moore—Tyler also prize best buck; night, King Merrett—John Jordan for best buck. Finals, John Jordan, King Merrett. Bronk Riding—Finals, Earl Thode, Eddie Curtis, Pete Knight and Fete Grubb. Bareback Bronk—Finals, Hoyt Heffner, Smoky Snyder, Shorty Hill and Hughie Long. Steer Riding—Finals, Hughie Long, Smoky Snyder, Eddie Cameron and Walter Cravens. Cowgirls' Bronk Riding—Ida Dell Jacobs. Cowgirls' Trick Rid-

ing—Betty Meyers. Cowboys' Trick Riding—Dick Griffith. Cowboys' Trick Roping—Chester Byers (the only contestant to hold the "first" in the events from last year's show).

Acts for Pittsburgh Show

PITTSBURGH, March 30.—Chairman James J. McGrath Jr. announces that he has already booked the following acts for the annual Shrine Circus to be held in Syria Mosque here week of April 29: Minchaha, Marie and her Pala, Six Lucky Boys, elephants, Mickey King, Uliaine Malloy, Schubert and Carpenter, Aerial Solts and Jule Lorenz. Other acts will be added. George E. Myers will act as ringmaster.

Walter Buys Animals

HOUSTON, March 30.—Frank J. Walter Jr. has purchased considerable circus stock, also some equipment during last several weeks. Six Shetland ponies and some ring stock have been received. Four of the Gentry Bros.' wagons and three cage wagons were recently acquired. An office and ticket wagon is included in the lot. The Walter Circus appeared as a grand-stand attraction at Houston Pat Stock Show.

BARNES SHOW

(Continued from page 38)

and offered a fine program, standard overtures and novelty numbers. The Bonham Bros.' Boys' Band of 115, with Jules P. Jacques directing, who came as specially invited guests, gave an hour's entertainment preceding the performance.

Of the performance proper, Mabel Stark, with her 15 Royal Bengals, two new tigers and several new lions, as usual, went over big. The new lion act of Capt. Terrell Jacobs, 17 males and females, is a standout, full of thrills. There are some new tricks and the three fighting lions give plenty action. The flying acts of the Escalantes and the Wards registered heavily. Phil Escalante on the high wire; the new 30-horse Liberty act; big 28 message number; Waltier troupe, aerial bars; three seal acts of Joe Belovocky; Bertha Matlock, foot slide; Dazzling Durbans, jugglers, and the Canestrellis were other high spots of the performance. Others contributing to make up a nicely balanced, pleasing program.

The Program

- Display No. 1.—Grand Entry, The Pageant of Gold, magnificent in detail.
- No. 2.—The Fiesta of the Colorado, on stage. Old Spain passing in review.
- No. 3.—Ring 1, revolving ladders. In 2, trapeze, Esther Escalante (did heel catch); Gino Canestrelli, Babe Thomassen and Peg Michel. In 3, revolving ladders, Earl Michael and Mike Oarner.
- No. 4.—Here special announcement for Jacobs and mixed lion group. Went over to big hand.
- No. 5.—On track (special announcement), All Ben Ahmid carried in mouth of elephant.
- No. 6.—Ring 1, elephant, pony and dog, Goida Higdon. In 2, tiger riding elephant, with LaVerne McClain, trainer. In 3, elephant, pony and dog. The offerings in rings 1 and 3 decidedly different from former presentations. Some new tricks.
- No. 7.—First appearance of clown group with racing ostrich and big hippo, Lotus, driven to floral cart by Joan Le Perr.

No. 8.—Ring 1, jumping hounds and ponies, worked by Jack White and Patsy Reed. Ring 2, Lone Carl, dancing girl in lion's den; her reappearance after retirement for some years. Ring 2, jumping hounds and ponies, by the Misses White.

No. 9.—Ring 1, cloud swing, Babe Thomassen, on ladders swinging and singing musical number, You're in Love, with special colored light effects, Dixie Whitaker, Bertie Youden, Betty Leon, Doris Cleveland, Bertha McAfee, Lorraine Wells, Helen Wright, Rhea Jack, Hazel Moss, Ruby Woods, Lorena Di Marco, Dolly Jacobs. Ring 3, cloud swing, Vivian Rosard.

No. 10.—Special announcement for Mabel Stark. Aside from unusual merit of this act, was noted new lighting effects.

No. 11.—Ring 1, Liberty horse act, Austin B. King, trainer. Ring 2, 30-horse act, by Margaret Gorman. Ring 3, Liberty horse act, by Roland Simpson.

No. 12.—Special announcement for Waltier Troupe on aerial bars. Went over to much applause.

No. 13.—Track and rings given over to antics of 26 clowns, several new laughing-walkarounds.

No. 14.—Ring 1, juggling, the Goddards. Ring 2, the Dazzling Durbans, a juggling offering of great merit. Ring 3, the Canestrellis, juggling and balancing. First concert announcement by Jimmie Woods.

No. 15.—Ring 1, footslide, E. Romero. Ring 2, Bertha Matlock, slide (specially announced). Ring 3, foot slide, Dick Butters.

No. 16.—Ring 1, seals, worked by Deah Higdon. Ring 2, seals, Doris Cleveland. Ring 3, seals, Goida Higdon. Seals trained by Joe Belovocky.

No. 17.—Gated thoroughbred horses, Ova Thornton riding Kirby Dare, San Marcus, ridden by Alma Taylor; Teddy, by Rhea Jack, and Senator, by Roland Dimpon. Most pleasing number, which received a big hand.

No. 18.—Ring 1, iron jaw, Rosard sisters. Ring 2, iron jaw, the Butters sisters. Ring 3, iron jaw, Marchal sisters.

No. 19.—Principal riding act, Ring 1, Thora Lillian. Ring 2, Octavio Canestrelli and big snakes. Ring 3, principal act, Agnes Helen. (Here time required to arrange hangings and props for statue act and given over to clown band number.)

No. 20.—In all rings, posing and statue acts. A marvel of plastic art, snow white horses, dogs, men and women in end rings; in center all in bronze. Mme. Cherie has chosen for presentation subjects of history and art. New swing arrangement for operation of curtains, special lighting effects and props. Nymphs and Satyr and At Valley gorge outstanding in presentation and detail. This was one of most applauded numbers in program.

No. 21.—On track, leaping hounds and whippets, two dogs doing marvelous high leaps. Performed by Jack and Anna White.

No. 22.—Ring 1, zebra group in some new tricks, performed and trained by Austin B. King. Ring 2, the Canestrellis, three men and three women, on unsupported ladders. Do three high with fox (See BARNES SHOW on page 53)

RODEO, APRIL 22 to 27
DUQUEENE GARDEN, PITTSBURGH, PA.
Two Others To Follow.
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BOB FOLLETTE, Bennettsville, S. C.

KENNYWOOD READY

Pittsburgh Playground Will Add Rides Among Its Improvements

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

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

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

Queen Takes Spring Cruise

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

Minnie Railway Extended

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

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

Watch for

This Special Feature:

Illuminating the Amusement Park

By AL BEHRMAN
in the

Spring Number
of The Billboard
Dated April 13

Hoffman Leases McCullough Lake

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

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

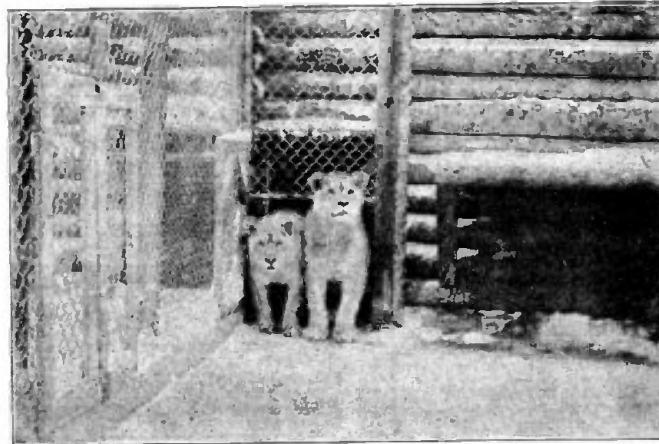
Mr. Hoffman proposes to drain the 17-acre lake and construct a half-mile motor speedway and a concrete grandstand to seat 10,000. A large casino will be built during the season in center of the speedway track.

Capitol Beach May Expand

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

Plans in Blackpool Shelved

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



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

Dog Racing—Its Effect On the Park-Resort Biz

No. 4 of a Series

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

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

munities where these meetings have been staged.

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

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

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

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

No Dates for Bruin

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

A. C. Waiting On Kennel Club

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

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

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

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

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

Anderson, Busy in Detroit, Is To Submit Cincy Desigus

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

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

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

Bike Bally for Boardwalk

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

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



The Pool Whirl

By NAT A. TOR

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

Harald Arias writes from Woodside, L. I.: "As a steady and interested reader of the Pool Whirl, I want to correct a statement in a recent issue. I refer to the notice about Dare-Devil-Jack, who calls his 150-foot dive a world's record, which is incorrect. First, the actual height of Brooklyn Bridge is exactly 136 feet above the water, and, second, I am glad to state that I am holding the official world's record (in fact, four different records) in high diving.

"My highest dive, which was witnessed by European authorities, was done at 192 feet. At that time I had my diving tower put on top of a railroad bridge across the Elbe River at Schandau, Germany.

"It may further interest you to know that I succeeded in several dives out of blimps and autogiros from heights somewhat over 200 feet. These dives I don't call records, as they were done for movies or air shows and not witnessed by officials.

"While I am writing I want to drop another line about how much I appreciate your most interesting column. As a matter of fact, your writing has given me so much inspiration and information that I switched from my aerial acts, with which I came over to this country, back to aquatic exhibitions. Two seasons ago I had a wonderful engagement at Sunnyside pool on Long Island as high diver and instructor during the entire season. As the pool manager there revealed to me, the signing up of my high-dive act by him was originated out of your column with the many ideas and promotions you related there.

"My two to three dives a day drew a lot of people, and the thrills the children got from taking diving lessons from a high diver brought them in even on rainy days—really. It certainly is a wise move for pool managers to remember that the public, besides entertaining themselves, want to be entertained. But it must be sensational and shouldn't take up too much of their time."

This letter brings to mind something I have wanted to write about for some time. For example, Dare-Devil-Jack, in a communication to this department some weeks ago, claimed the high-diving record of the world. Now comes Harald Arias that during the last few months I have seen no less than 20 letters from different divers, all of whom boast of the world's high-diving record. It's no wonder then that pool owners have the time of their lives trying to engage a world's high-diving champ. Who is the titleholder? Who is there to say yes or no to the claim?

Mr. Arias mentions in his letter that his record is the official one, and that European authorities witnessed his record-breaking feat. I should like him to send me more information as to what governing body made his title official and who the authorities were. Not that I doubt him, mind you, but I have always been of the opinion that the reason the exhibition high-diving profession never progressed to great heights in the pool field is that there is no official body that I know of that makes these dives world's records.

Possibly the solution to this is for

high divers to form an organization of their own, with their own governing board to pass upon the leaps. If Dare-Devil-Jack or Harald Arias or some other exhibitionist wants to step out and be the first to form such an association, I shall be only too glad to lend whatever assistance I can to get pool owners to recognize such an organization.

In the meantime the writer would like to hear from both high divers and pool men on this plan. Don't you think the formation of a club of pro diving exhibitionists would help you, as a diver, get more jobs, or you, as a pool operator, have more faith in hiring certain exhibitionists?

Appropos of pro aquatic performers, I understand a most unique stunt is being pulled by my friend Roland Tegtmeyer, 215-pound marathon swimmer, of Everett, Wash. Roland, whom I met at the Toronto swims a few years ago, is now training at Grand Coulee Dam, Wash., in preparation for the Catalina Island swim during the San Diego Exposition this summer.

Roland is training out thar on the sagebrush, sand and seabrock desert in what is claimed to be "the world's smallest swimming pool." It is his own invention, a 12x5-foot tank with an old inner tube fastened at one end in which to imprison his feet and give him an aquatic treadmill effect. Tegtmeyer has the whole Columbia River, but he decided he could get better training conditions in his thimble-sized natatorium. By filling the tank with water and then getting in and fastening his legs with the inner tube, he can swim all day and never get anywhere. The resistance of the rubber tube, he explains, gives him a pull which simulates conditions to a large pool. Not bad, eh?

DOTS AND DASHES—The plucky wife of the late Lester Lemonick is back at work in offices of Cascades twin pools, New York City. . . . That annual swimming pool manual is on the presses and (See POOL WHIRL on page 45)

Class Vs. Mass Spat on in A. C.

ATLANTIC CITY, March 30.—The battle of class vs. mass, as stirred up by decision of three South Jersey resorts to construct special paid beaches along their ocean front for those who object to mingling with the "excursion crowd," is being waged here with much feeling by two of the resort's leading hotel men, one a commissioner. Bold wield considerable influence so far as beach-front regulations are concerned.

Finance Director Frank B. Off is against any regulations which would harm the one-dayers and excursion trade, altho his hotel benefits from neither. Across the block from him is former Senator White, who has sponsored several plans for segregation and is advancing the idea of keeping excursion crowds on a separate beach, providing a separate park for their luncheons and drawing a strict line between "class and mass."

Director Off declares it is excursionists who have made Atlantic City and that from them all amusements, restaurants and small enterprises benefit.

Enna Jettick Buys 14 Acts From Hamid

NEW YORK, March 30.—Probably the earliest and biggest purchaser of free acts for the coming season is W. B. Haeffner, president of Enna Jettick Park, Auburn, N. Y. Haeffner picked out 14 acts on the George Hamid books for the period between May 25 and September 2.

Attractions are Looping Nixes, Smith's Diving Ponies, Great Brava, Demnatis, Fallenberg's Bears and Dogs, Queens of the Air, Clerans, Roberts's Circus, Billy Ritchey's Water Show, Janet May, Walker's Oddities, Australian Woodchoppers, Madeline Berlo and Kansasa Japs.

Joe Hughes, of the Hamid office, negotiated the deal with Haeffner for the second successive year.

PHILADELPHIA.—Dr. Rodrick Macdonald, Harvard University, succeeded C. Emerson Brown as director of Philadelphia Zoological Garden. Mr. Brown resigned after 18 years' service, during which Philadelphia Zoo gained worldwide fame. Mr. Brown announced that he would take a vacation before considering several offers.

Asbury Park

By DOC BEEBE

ASBURY PARK, N. J., March 30.—With the removal of the ill-fated Morro Castle, Asbury Park has settled down to normal as one of the standout all-year-round resorts in the East. During the winter week-end attendance on the Boardwalk ran into thousands. This is not publicity of the phony variety, but is taken from actual figures. It is admitted that the Morro Castle drew plenty of sightseers all winter, but what accounted for the big pull on the last two Sundays?

This is March, not July. Yet you see visitors from Pennay, New York, Ohio and all over New Jersey. Asbury veterans are proud to hear complimentary remarks from all people at all times, of course, but their ears are especially geared for praise from those who are making their first visit. This takes in the groups which mobbed this shore to get a peek at the famous ship.

Now to get down to the doings of the Boardwalk boys. Ike Harris and Harry Walters are operating flashers and going full speed at week-ends. There are rumors that they are perfecting a set of flashers which will be absolutely new in design and radically different in operation. Who said that resorters don't have their share of inventive genius? Harris and Walters employ Herman Schates and Billy We-Will-Get-His-Last-Name-Next-Time, a pair of live wires.

Nat and Abe Morris, the "Kitchen Utensils" kids, are making the peelers talk and say "come to daddy." Williams and Lloyd are their able assistants. Nat, who recently became a father (for the fourth time), realized following the great event that more money would be needed for baby shoes, which accounts for the extra hard work he put in during the winter.

Ben Hoff, proprietor of the New Art Toy and Feather outfit, was seen walking briskly up the Walk from concession to concession getting orders for his toys and canes. Wonder how a man weighing about 200 pounds, height four feet two inches, can step so fast in new shoes. Some baby!

Molly Slott is operating the scale con-beeh on Walk at Fourth avenue, her old stand, and is expecting a good season as of yore.

All the candy kitchens are ready for the coming swing. The best candy and pop corn are sent from here to all parts of the country. During the season the post office sets aside a large part of the building for the handling thousands of packages leaving the kitchens for U. S. A. towns.

Sportlands and restaurants among other enterprises are ready to meet the season with renewed hope.

Direct Waterway To Link A. C. With New York City

ATLANTIC CITY, March 30.—Project of a direct water connection between Atlantic City and New York was assured this week following a visit of Louis St. John, president of the Chamber of Commerce, and a delegation of prominent hotel men to Washington, where they conferred with Brigadier General John B. Pillsbury, assistant to the chief of engineers, concerning deepening the Inlet channel to a depth necessary to assure passage of passenger ships.

This has been the only holdup on the proposition for some years. Inlet channel now is 8 feet deep, while necessary depth is 11 feet. General Pillsbury said he had ordered the dredge Abasco, now in the Gulf of Mexico, back to Atlantic City and that the entire channel would be cleared out before start of the summer season. A five-hour boat service to New York is in the offing by a New York company.

Short Short Story

Last year in Eastern Park played Free Attractions for the first time in its history. Did they bring people into the park? Answer: We have just signed the same park for 16 consecutive weeks of Free Acts. For Acts and Units to increase business, they all come to Hamid.

GEORGE A. HAMID Inc.
General Amusement
1560 Broadway, New York

PARK LOCATION WANTED

or will sell \$10,000.00 Excursion Boat, capacity 150, for inland water only. Lease expired. Can show any number of same concessions. Have all roller-skate equipment, have you a building? DICK DILLON, Winland Auditorium, East Liverpool, O.

FOR SALE OR LEASE

ATLANTIC BEACH, continuation of Newport Beach, Newport, I. I. About 400 Bathhouses, Portable 36-Horse Merry-Go-Round, Large Dance Hall, Restaurant, Road Stands, Parking Grounds. Price very attractive. Will sell Merry-Go-Round separately. MARTIN LIPPMAN, 183 No. Main Street, Providence, R. I.

WANTED WANTED

Rides, Stands, Shows, Free Acts. July 4th, Labor Day, Fair, September 30-October 5th. Interested in buying set of Rides in good condition. AMERICAN LEGION PARK, in the middle of all T. V. A. Development, Tusculuma, Ala. This park is operated 365 days a year and is located in town at Music Shoals. JAMES CIRAGO, Chairman.

FOR SALE—TUMBLE BUG RIDE, in good condition with six-year lease in the greatest Amusement Park in New Jersey, for \$4,500. Reasonable terms. Write P. NIBIVOODIA, 22 Bloomfield Ave., Newark, N. J.

1935 Auto-SKOOTER-Water

THE RIDE THAT ENJOYED GREAT EST POPULARITY AND BIGGEST NET PROFITS AT A CENTURY OF REGREES. CHICAGO, ILL.

AUTO SKOOTER. WATER SKOOTER.

LUSSER BROS. INC., 289 North Fairhill Street, Philadelphia, Pa. U. S. A.
LUSSER BROS. LTD., Central House, 43 Kingsway, London W. C. 2, England.

BACK AGAIN!!! UNDER MY OWN DIRECTION!!! DREAMLAND PARK

FREYLINGHUYSEN AVENUE, NEWARK, N. J.

New Jersey's Most Popular Playground. Drawing Population Over 2,000,000 Radius of Five Miles.

Have Opening for Concessions of Every Description. What Have You? Two Choice Locations for Rides. FREE Cabs. FREE Auto Parkings. FREE Picnic Groves. VICTOR J. BROWN, President and General Manager.

CAROUSELS

50 FOOT DENTZEL REBUILT JUMPERS

PRICES REASONABLE. IMMEDIATE DELIVERY.

Write for Particulars.

AMERICAN AMUSEMENT CONSTRUCTION CO.
3429 North 10th Street, PHILADELPHIA, PA.

BARGAINS BARGAINS BARGAINS USED DEVICES

10 CARB HAYDEY, Complete. 400 GONDOLA OLD MILL BOATS. 14 DODGER CARS. 12 FOLDING THEATRE CHAIRS. 3 SKEE-BALL ALLEYS. 1 KENTUCKY DERBY GAME. 3 ELECTRIC RAILROADS with Tract. 1 CAT'S MEOW GAME. Complete Penny Arcade Machines—9 Holcomb-Note Coin-Operating Phonographs.

FOR SALE CHEAP

THE DAYTON FUN-HOUSE & RIDING DEVICE MFG. CO., Dayton, Ohio

WANTED RIDES, ATTRACTIONS

WILL BUY Whip, Waltzer or any good Rides at right price, or complete Concessions on percentage basis. CAN USE Sensational Acts and Novel Concessions.

State All in First Letter.

CARLIN'S PARK, BALTIMORE, MARYLAND

NAAPPB

Manufacturers and
Dealers' Section

By R. S. UZZELL

The export of amusement park and playground equipment from the States during January, 1935, according to official document from Washington, amounts to \$7,900 to Belgium, \$7,400 to Italy and \$1,384 to Mexico. To Canada it was \$749.

To no other country for January do we find in the document any amount, under this head, worth mention in this column. Belgium should show an active February and March because of the exposition at Brussels unless all used equipment is to be installed. England and France are sure to take some amusement equipment into Belgium for this fair.

None of us yet know how much, but by the close of April we shall have the whole story. We are confident of a fairly good American representation because of H. G. Traver, Richard Lusse and Charles Page being over there.

W. St. C. Jones, of W. B. Berry Company, Boston, was in New York City a few days ago. He is active and confident that America will continue to carry on and that hot dogs will be in demand as usual. Jones made himself useful at the New England meeting of park men, as he always does.

Dogs Versus Gloves

Oddly enough, one of Jones' best Canadian customers, Frank De Rice, was here at the same time. De Rice was returning from his winter sojourn in Florida. Quite a change from Miami to Montreal in March. Frank is a native of Portland, Me. He knows what cold winters are.

Here is a fine illustration of the fact that the user of our equipment can take it easier in winter than the producer of the equipment. We must keep the factory grinding while they enjoy life in winter.

De Rice conducts more hot-dog stands than any other one man in Canada. He had the sports arena in Portland, Me., for years, where he had a boxing bout each week during winter months. He has given this up because, he says, boxing now lacks colorful characters who sustain interest and draw crowds. There is safer money now in feeding them than knocking them out.

Expose Catches On

Harper Brothers, publishers of *The Mighty Barnum*, manifest a keen interest in our campaign against the picture which has grossly misrepresented our patron saint, the greatest of all showmen. The rapidly growing interest in our protest is most encouraging. All parks which have a radio hookup can render yeoman service, while at it here is our long-sought opportunity to put over the fact that our amusement park business is no humbug. Won't you all do your bit?

Our friends in the West are having dry weather and duststorms again. Rain has relieved temporarily a part of the stricken area. We surely do not wish for them another hot, dry summer, but rather a better business summer. If as dry out there as last year the parks and the fairs of the section will have some hard going. A rain can come suddenly and work wonders.

This is not the time to despair. In numerous places last year the farmers and cattle men sold 'em soon. An industrial strike in a factory town is no comparison to a drought-stricken agricultural country. You in that section have our sympathy and we will hope for the best.

May "Thumb" Rides

That victory in the Coaster litigation at Bridgeport, Conn., in favor of the owner and operator is gratifying to us. About 85 per cent of Coaster accidents are due to the foolhardy who attempt to stand up and are toppled over at a curve or to the antics of drunks. On a busy day especially is when these elements seem more unrestrained in their conduct.

Often it falls to register with the court or jury that when the train goes over the top the passenger must be responsible for his own action. Few are the accidents from defects in construction or carelessness of operators.

From reports coming in now we see

that more paint will be used in parks this year than for several years. Shine them up. It pays big.

The Spillman Engineering Company and William Rabkin could hardly ask to be busier than they are just now. The bees are buzzing in the hive out L. L. Custer way. He has a bicycle boat. Here is where he makes them work for a ride. Some of the parks have been so nearly completely exploited by the picnics that unless there is a halt the picnics will thumb the rides.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 30.—Resort is pointing for Palm Sunday week-end, which is expected to be record breaker and see many of the summer amusements going full . . . more than 20,000 expected to witness Louisiana State University and University of Pittsburgh clash in annual basket-ball tourney at Auditorium, being sponsored by Legion and presented by Atlantic City committee on special events.

Plenty of plugging is being used on the aquatic carnival for Ambassador Pool April 6 . . . first time a swim meet is being played as a city-wide event, with an eye on the box office.

A "Spring Show" will occupy the Auditorium on April 12, with whole series of events topped by ice carnival April 20, making Easter season hum with specials . . . preparing for big crowd and extra trains are scheduled from Pittsburgh, Baltimore and Washington districts.

Production Manager Al Steinfeld of Million-Dollar Pier returned from flying visit to Texas, where he negotiated with sensational circus act for entire summer at pier to occupy main spot. . . The Inlet, once a center of resort amusement but dead for many years, received new life this week in announcement of fixing up of docks and buildings recently taken from railroad by Donald Riddle . . . it is planned to add a pavilion for concerts, bands, Hawaiian music, aquatic sports and other flesh attractions.

Broadway Casino Follies, in week-end engagement at Steel Pier, spread out and carried the whole bill . . . pier may run two showhouses for Easter, as well as big ballroom, with name band . . . ocean stadium enlargements contemplated. . . Unprecedented success of basket ball this winter at Million-Dollar Pier, with usual gate about 2,500, has given promotional folk food for thought and rumor is that Steel Pier will receive proposition to house a pro basket-ball club next season . . . plans also in offering for use of Auditorium ballroom for third league . . . out-of-town showmen are watching local experiments along this line, as this seems to point to new revenue from dead halls. . . Preliminary plans being worked out for celebration of 260th anniversary of Bridgeton, home of Bridgeton Fair, Bridgeton annual rodeo and several small amusement parks.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Fireworks are slated for Jones Beach, starting in July. The Rockaways and Long Beach are expected to follow course and put on fireworks shows during July and August. All in all, the Island's always will flare with more colors than Jacob's coat.

Sands Point, which gained prominence as the scene of the Huey Long punching two years back, is expected to lift its barriers against those who are not so socially so-so. The beach, one of the finest as well as most exclusive in the Long Island territory, understands that all pocketbooks are the same when they oblige with the desired tariff.

Roadside zoos are expected to be among the big money takers in Island outdoor biz this summer. Comparatively new, the zoo biz has come into important standing with the announcement of Frank Buck to take a hand at it out near Massapequa. Most of the zoo spots cater to tourist trade. One promoter was planning for a while to open at Central Park a Long Island community, looking with favor upon the prospect of calling it Long Island's Central Park Zoo.

It's a strange state of affairs with those movie theaters that operate during the 10 or 12 months that constitute the

summer season around the local beaches. Of the dozen or more, all of them modern in most respects, it is doubtful if there are more than two or three that can make themselves paying propositions just during the operating times.

The name of the band, and everything else for that matter, is a heavily veiled secret, but the unit that'll manufacture music at Jones Beach this summer will be comprised of 77 pieces, which marks a new record for a beach band on Long Island as far as size is concerned.

ROCKAWAY BEACH: J. Turpin, one of the Walk's largest concession owners, is chairman of the amusement committee of the Rockaway Chamber of Commerce. . . Everyone's back from Florida, where the season was reported as being pretty good. . . The Wave preparing its annual editorial greeting concessioners.

There's been a slight reduction in rental fees on the Boardwalk, but the difference has been much smaller than was expected in most instances. . . When Willie Allen opens his huge dance emporium then the season's about to start. And he's getting ready to open!

LONG BEACH: Organized publicity booming Long Beach as a summer play place and winter residential quarters starts breaking within the next couple of days and, if local officials are to be taken seriously, Atlantic City had best look to its laurels. . . Sportlands are tops in the number of "walk places, restrictions being none too tight. . . Billy Mason is back from Florida. He informs this column that this is the first year he made the trip without being chauffeur-driven. "It was great," he opined. "I could drive wherever I wanted to without having to take orders from anyone."

With the Zoos

SALT LAKE CITY.—Captain Ralph McCollum, of Hugel Gardens Zoo, accomplished the seemingly impossible when a six weeks' old leopard lost its mother and refused to drink. At first cow's milk was forced down its throat and then goat's milk, but this was not equal to richness of the mother's milk. Captain McCollum then ground up meat and experimented in forcing the cub to eat. Result is the baby has grown by leaps and pounds. Captain McCollum has put Rex, a leopard, thru many tricks and the animal became so tame it was recently taken to Commissioner Pat Goggin's office to perform.

SAN DIEGO.—Because the huge duck pond of Exposition here is a natural sanctuary for many wild birds, as well as the home of innumerable species belonging to the zoo, during hunting seasons and cold weather it is a haven for hundreds of fowl from all over the Pacific Coast. The zoo itself will be one of the highlights of the exposition which opens in Balboa Park on May 29. It is called the second largest in the country, from point of specimens, and the third largest in size. It is also distinguished by several "onlys." The only pair of mountain gorillas in captivity are housed there. Seal pond has the only herd of rare Galapagos fur seals in captivity. The huge flying-bird cage, largest in the world, shelters the only man-of-war birds in captivity in the world, and Mrs. Belle Benchley, curator of the zoo, is the only woman in the world to hold such a job.

OKLAHOMA CITY.—The State presented Oklahoma City Zoo with a large six-compartment aquarium which is to be stocked with native fish, reported Zookeeper Leo Blondin. The interesting zoo collection is growing steadily. There is a zoo radio program each Wednesday at 5:15 over WKY. School classes have started spring visits for lectures and animal stories under escort. Plates with common and scientific names have been placed on all cages. The eight attendants have been provided with uniform caps. The eighth cape buffalo, George, has been born to Colonel and Alice. Imp and Nozie, brown bears, are parents of twins. In the goat run kids of all colors are arriving. Queen, the old lioness, has four cubs, making 28 babies for the 15-year-old cat. Surplus animals shipped to Salt Lake City Zoo comprised a male black wolf, male swift fox and pair of large native raccoons.

CINCINNATI.—Sunday visitors had difficulty in recognizing the main Zoo entrance in its new adornment of soft

tan and apple green. Comments of admiration, too, were heard in the monkey house, which has been redecorated and modernized. The new directional posts, set at important intersections, proved a great help in getting around grounds, indicating the housing of the more important animals. Among newer animals the giant iguana, Siamese binturong, Nubian ostriches and African Elands. A cable received stated that a shipment of wild animals for the new African Veldt has been shipped from the Dark Continent. It is expected that the animals will arrive in Cincinnati in about a month, which tentatively sets the opening of the Veldt about the middle of May.

PITTSBURGH.—Gifts by the William Randolph Hearst ranch to Highland Park Zoo here are a male and female fallow deer and two six-month-old tigers.

Indiana Group Plans Spots; Has Option on Stoner's Mill

FORT WAYNE, Ind., March 30.—Fred L. Barthold, David O. McComb, Howard H. Etzold, John A. Williams and Fred L. Barthold Jr. have acquired options to purchase the old Stoner's Mill site for year-round recreation grounds, tourist site and sport garden in a historic spot, founded in 1834, about 10 miles north of here on Coldwater road, U. S. Highway 27.

On the 156 acres the old farm barn may be remodeled for dances and the "swimming hole" changed to an attractive pool, with lockers and open-air dance pavilion on the bank. An open-air theater, also to be used for conventions, pageants, style shows, beauty contests, etc., may be featured. It is proposed to establish picnic grounds for games, rides and other attractions and to provide for winter activities.

Fred L. Barthold planned development of River View Park, Fort Wayne Speedway and other enterprises; Mr. McComb has been superintendent of Allen County schools 20 years; Mr. Etzold is a life-long resident of Fort Wayne; Dr. John A. Williams is president of King Specialty Company; Fred L. Barthold Jr. is a construction engineer; William N. Balou is ex-judge of Allen County Superior Court, and Dean Ellison is constructor of highways and waterways.

DOG RACING

(Continued from page 40)

where we will be forced to work for legislation to put dog-racing tracks out of existence.

One park operator stated that the problem is aggravated by the fact that the general public demands that type of race meeting, "tho it is my private opinion that betting is an evil and the racing truly a racket."

Andrew A. Casassa, former mayor of Revere and owner of amusement property, described the situation as "interesting." "The races are backed by millions of dollars and there is very little we can do about it, but if we can prove that they are injurious we can at least try to control them. They are serious competitors."

Discarded on Coast

A report submitted by an editorial representative of *The Billboard* from data furnished by this publication's outdoor correspondent in Los Angeles read as follows:

"California had a number of fine racing plants and some of the most noted racing dogs were bred in that area. After a while the game became overdone. Horse racing was permitted only around San Francisco. In the preparation of a bill to legalize the pari-mutuel betting system care was taken to make certain regulations which would almost eliminate the possibility of dog racing on a commercial scale. This was brought about by stipulating the hours of the day during which racing and betting are permitted. The hours, as set down by law, eliminate night and Sunday meetings. The game, for the present, is very much in the discard. There will be an attempt to put on racing again, but the chances are that the big horse-racing interests out there are powerful enough to prevent it."

Daniel E. Bauer, of Acushnet Park, New Bedford, felt a little hesitant about battling dog-race interests. "It's dynamite," he said.

HOPE, Ida.—Pend Oreille Recreation Resort has been launched on shores of Pend Oreille Lake here by E. W. Cramer and E. H. Best, who will build a park around the famous Trestle Creek Inn.

"POLITICS" SOCKED IN IOWA

Big Stadium For Phoenix

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

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

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

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

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

Mutuel Betting Legalized

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

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

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

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



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

Jones and Kelley Returned To Exec Board in Michigan

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

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

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

Events Booked in Pittsburgh

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

Action on Ackerman Sought

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

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

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

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

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

Fair Officials in Stand Against Change in State Board Selection

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

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

Expo Imperiled By Row on Site

San Francisco show backers and supervisors at loggerheads over location

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

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

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

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

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

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

State Fair Praised

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

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

Little Premium Boosting

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

Program for MAFA Spring Meet in Worcester Is Set

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

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

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

Watch for

This Special Feature:

Old and New Methods of Operating Concessions at York

By HERBERT D. SMYSER

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

WITH THE Trotters
By EDWIN T. KELLER



About the best evidence that the 1935 season is to be the best in many years is seen in announcement from Secretary Al Saunders, of Goshen (N. Y.) Grand Circuit meeting, of the list of stake entries to the 15 events that are to feature that meeting on August 12-17, which now looks as tho it will rank as the year's outstanding harness horse meeting.

Not only is the list one of the largest in history of that association, but it is also one of the most complete ever received by a secretary. Followers who annually look to Goshen for the big doings of the season can begin to look forward to a week of the greatest of sport, for 425 entries were received to the 15 stake events, an increase over lists received there in past years that is truly phenomenal. All important stables that are to race down the Grand Circuit have entered outstanding stars at Goshen, with leading Eastern stables that like to take in that meeting if they make no other.

Three Top Features

Chief interest among race followers, of course, centers around the three top features, \$35,000 Hambletonian stake, Progressive trot and Goshen pacing stake, the last two being divided into three separate divisions of races. It is with the fast divisions of these two aged stakes where interest is centered now, for Hambletonian entries were made on January 1, and hence have been known for some time. The fast trot drew the largest and most select list of entries, 23, while the fast pace attracted a fashionable list of 15 stars.

In the fast trot are represented practically all aged stars that will be out

making turf history this season, including Allie Watts McKinney, 2:03½; Allpep, 2:01¾; American Hanover, 2:03¾; Angel Child, 2:01½; Ankabar, 2:01½; Bertha C. Hanover, 3, 2:03¾; Captain Hanover, 3, 2:02¾; David Thornton, 2:01½; Hanover Maid, 2:02¾; Hollyrood Boris, 2:02; Hollyrood Dennis, 2:01¾; Hollyrood Portia, 2:03; Irene Hanover, 2:01; Kashmary, 2:01¾; Lu Barient, 2:03½; Mac Hanover, 2:02¾; Mary Reynolds, 2:03¾, former Hambletonian winner; Maxhall, 2:03; Meda, 2:03¾; Taffy Volo, 2:02¾; Tara, 2:03¾; Tondoula Stout, 2:02½, and Vansandt, 2:00¾.

This group rates as about as great a bunch as was ever named in a trotting stake and is one that on race day will produce a battle worth going many miles to see. If we were to single out any three as likely winners it would be Angel Child, 2:01½; David Thornton, 2:01½, and Kashmary, 2:01¾.

Entries Promise Much

While the fast pace did not draw such a big entry it boasts of more fast-record performers than the big trot does and on paper looms up as a race of races. The list includes such stars as Calumet Dubuque, 2:01¾, a world's champion; Calumet Evelyn, 3, 2:01¾, a double world's champion; Dick Reynolds, 1:59¾; Dominion Grattan, 4, 2:02¾; His Majesty, 4, 1:59¾, a world's champ; Hollyrood Sara, 2:02¾; J. E. Vonlan, 2:01¾; Logan Scott, 4, 2:00¾; May E. Grattan, 1:59¾, another world's record-holder; Mc-I-Win, 3, 1:59¾; a double record-holder; Phil Cochato, 2:01¾; Quite Sure, 3, 2:01¾; Raider, 1:59¾; T. D. Van, 2:02¾, and Zombro Hanover, 2:00. This, as records of the candidates reveal, is a field that fairly bubbles over with class.

But the big entry at Goshen was in the \$2,500 Good Time stake for 2-year-old trotters, which received one of the biggest of all times, a total of 70 of the country's top youngsters. Of course, some of these, one can guess, are entered, as the saying goes, "on the cuff," but at that it is a truly remarkable entry. Three other stakes received more than 30 entries each, Hollyrood, for 3-year-old trotters, worth \$1,500; Village Farm, for 2-year-old pacers, worth \$1,000, these getting 40 and 33, respectively, and the Hanover, for 19 class trotters, which drew 32.

If the Goshen entry is an indication of what other race secretaries are to receive in support for their programs, 1935 promises to be the best season the sport has enjoyed since 1929. And there is every indication that the Goshen card is a good standard to go by.

Mehl; electricity, Gordon Goltz; grand stand, Earl Taylor; school days, W. W. Manning; police, Glenn Alber; publicity, Earl Bender; refreshments, William Nelson.

DICKSON, Tenn.—Dickson County Fair Association elected R. A. Freeman president; H. M. Ewing, Anthony Sessler, vice-presidents; C. E. Buttry, secretary-treasurer; W. O. Hake, manager of concessions.

MULLINS, S. C.—Marion County Fair elected D. M. Harper president; J. S. Meggs, treasurer; T. S. Mullikin, secretary; J. G. Freestland, manager.

CHILTON, Wis.—Carl J. Peik was re-elected president of Calumet County Agricultural Society; John Doern, vice-president; Dr. Royal Kiofanda, treasurer; A. L. McMahon, secretary.

MCKINNEY, Tex.—Collin County Free Fair board elected R. P. Newsome president to succeed A. H. Eubanks, who served two years. W. P. Abernathy is vice-president and W. Hammond Moore secretary.

CONNERSVILLE, Ind.—Fayette County Free Fair Association re-elected Clarence E. Edwards president; Omer Donieker, vice-president; J. L. Kennedy, secretary; J. H. Mount, superintendent of concessions; M. M. Erb, treasurer; A. R. Griffin, superintendent of speed.



Fair Grounds

PRAGUE, Czechoslovakia—Prague International Sample Fair opened on March 9 with more than 3,000 firms exhibiting and ran a full week.

WOOSTER, O.—Wayne County Fair board has budgeted \$20,015 for the 1935 fair. Secretary Walter J. Buss reported net profit of \$7,385.00 for 1934. Premiums will remain the same except slight increases in dairy cattle, Orange, horse and school departments. Receipts in 1934 were \$23,520.12; expenses, \$16,331.03. Indebtedness of \$6,500 was retired last year.

LANSING, Mich.—William Watt, Bay County, is to be appointed assistant secretary of the State Fair board, it was announced by George A. Prescott, who became secretary on April 1. Miss Ida Harris, of this city, will be auditor of the commission office in Detroit.

LANSING, Mich.—In answering State Agricultural Department charges that Upper Peninsula State Fair was extravagant in use of funds during 1934, former State Senator Herbert J. Bush-ton, Escanaba, said the fair association used only \$20,000 of racing commission funds for operating the past season. "That is the best I've ever known the fair to do," he said. "We were entitled to \$40,000 from racing funds."

MARSHFIELD, Wis.—To aid Central Wisconsin State Fair, issuance of \$8,000 in city bonds has been voted by city council. This is expected to meet pressing obligations, and profits from future fairs are expected to cover the remainder over a period of years.

VANCOUVER, B. C.—Authority to arrange a bank loan of \$70,000 to finance reconstruction of Forum on the Exhibition Association's grounds in Hastings Park, roof of which collapsed on January 21, was given by the civic budget committee to the city's finance committee.

MICHIGAN CITY, Ind.—Colonial Village, one of a Century of Progress attractions, has been purchased by a realty company and will be moved to Beverly Shores, a subdivision on Lake Michigan, west of here.

HARRISBURG—State Farm Show commission has set dates of January 30-24 for the 1936 Pennsylvania Farm Show here.

RAVENNA, O.—Portage County commissioners will be able to support Randolph Fair as soon as a bill sponsored by Representative J. A. Jones, Ravenna, is signed by the governor. Measure, sponsored at request of Randolph Fair Association, provides commissioners may pay from \$500 to \$1,000 to an independent (See FAIR GROUNDS on opposite page)

Bay State Fairs

By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs, State Department of Agriculture. A. W. LOMBARD, Asst. Director. EDGAR L. GILLET, Commissioner of Agriculture.

The Essex Agricultural Society, Topsfield, has received from donations a sufficient sum of money to paint a considerable number of its permanent buildings as well as fences. The work will start shortly and we hear that a "Paint-Up Day" is scheduled for April 19, when everyone who can use a paint brush will be given an opportunity to show his or her artistic ability.

The fairs in Western Massachusetts have held "paint up" and "clean up" bees for many years and have found them a very satisfactory way to improve the appearance of their fairgrounds.

Topsfield, located as it is on the Newburyport Turnpike, attracts a great deal of attention from the automobilist, and this paint-up plan will tend to brighten up the buildings and make the plant look even more attractive than it has in the past.

Otis E. Hall, managing director Hampden County Improvement League, sent out invitations for the annual Regional Fairs meeting held on Wednesday, March 13, under the auspices of the Hampden County Improvement League at the League Building in West Springfield. An unusually interesting program was arranged and this year Mr. Hall extended his invitation to include representatives from fairs in the four Western counties.

While the meeting was primarily for grade and community fairs, the county and larger fairs send representatives. Everyone is given a chance to speak and the League Building is a busy place from 10:30 a.m. until late in the afternoon.

The so-called depression has not been a deciding factor in fair attendance during the past year in spite of arguments to the contrary. This is borne out by the crowds at the Eastern States Exposition in 1933 and at Brockton, Sturbridge, Great Barrington and other fairs in 1934. There is evidence all about us that people go places, do things, buy commodities, attend ball games, go to the movies, play the races and patronize those places which they are interested in whether they can financially afford to or not. It is an incentive or desire of interest which pulls the crowd and swells the gate receipts. Discounting rain, cyclones, earthquakes and other upheavals of nature, people will turn out if the incentive is there.

The fairs this year will exceed all previous records in attendance—providing the weather is good and the fair managements provide the necessary incentive.

Tennessee Contracts Let; Price Scale Is on Uptrend

NASHVILLE, March 30.—With closing of a contract for auto races on September 21 with Alex Sloan and awarding fireworks to Ohio Display Fireworks Company, Tennessee State Fair is far advanced on arrangements for the 30th annual on September 18-21. Royal American Shows will be on the midway, and Ernie Young will supply the acts, including his review. Exclusive contracts let to date are: Novelties, Desplainer Bros.; scales, Slim Winslow; minute pictures, M. Fuhrman; cigars and cigarets, Oscar F. Olofson; laundry, McEwen's Laundry; checkroom, F. L. McMurry; peanuts and pop corn, J. E. Wade; bottled sodas, Nu Grape Bottling Company; ice cream, Stumb Ice Cream Company; bread and buns, Betty Lou Bakery; frozen custard, Mrs. Sarah McCaffery; palmistry, Nan Rankine; milk, Nashville Pure Milk Company; ice, Merchants Ice Company; fish and oysters, Anderson Fish and Oyster Company. Prices this year in almost every instance are greater than last year. In no case has there been a reduction.

Phil C. Travis, superintendent of concessions and amusements, declared no games of chance or skill will be permitted this year.

PORTLAND, Ore.—William L. Norvell, advertising man, has been named manager of the 1935 Portland Rose Festival.

WANTED ACTS

That Can Work in 70' Top. ALSO WANT ORCHESTRA TO PLAY FOR EXPOSITION. Also can place party with Baby Mince Game on percentage. American Legion Merchants' Exposition, Auto Show and Circus MAY 9-11, INCLUSIVE. OAVE CASTELLO, Director, Henderson, W. C.

WANTED CARNIVAL

Large, clean Show to play for nine days, Saturday to Sunday, inclusive, June 8 to 16, for Annual Celebration of Patron Saint, sponsored by the Saint Albans Society. Large crowd promised. Available space is four city blocks in straight line. Write to JOE BALGOMZA, 1012 So. 45th St., Omaha, Neb.

WANTED CONCESSIONS

OF All Kinds. AMERICAN LEGION INDOOR CIRCUS APRIL 22 TO 27. Write or Wire COSMOPOLITAN ENTERTAINMENTS, Elton Building, Utica, N. Y.

WANTED

Independent Rides and Shows for TRI-STATE RODEO AT NEW HARMONY, IND., AUGUST 1-2-3-4. MRS. FRED OENTRY, Secy.

WANTED

FOR IMMEDIATE BOOKING. Carnival, Independent Concessions and Free Acts, FOR AUGUST 28 TO 30. THE ANNA FAIR H. A. SCHULZE, Concessions. J. F. MORRIS, Secretary. Anna, Ill.

WANTED

FOR BIGHOOD, O., FAIR, AUGUST 6 TO 9. SHOWS AND GAMES. O. E. STOUT, Secy.

WANTED—A-1 Carnival or Shows and attraction, week of July 4. Greatest Celebration of kind in Central Pennsylvania at this time. Write F. F. BOWLING, Glenshield, Pa.

WANT Rides of all kinds for Community Fair, July 3 and 4, Danvers, Mass. Will have huge Bands and Fireworks Display. WM. W. DUGGIN, 5 Larchmont St.

Short Biographies Of People Engaged in Fair Business

Under this heading from time to time will appear a short biographical sketch of some person active in the fair field.

CHET G. MARSHALL

Born in Arlington, Neb., April 27, 1883. Home in Arlington, where he has been active for Washington County Fair since 1918. Secretary seven years and on board 17 years, secretary of Great Eight Northeastern Nebraska Fairs Circuit and has been secretary of Nebraska Association of County Fair Managers three years. Parents, Mr. and Mrs. B. A. Marshall, live in Loma Linda, Calif. Member of Masonic bodies and American and Western Associations of Nurserymen. Gardening a hobby. Wife, Margaret A., not active in fair work. Children, Betty, 20, and Frances, 17 years old.

Fair Elections

LOGANSPOUT, Ind.—Cass County Fair Association elected Ben Pennington president; Herman Martin, vice-president; Leo Price, secretary; Willard Winn, treasurer.

BIG RAPIDS, Mich.—American Legion Agricultural Fair Association named these chairmen: Grounds, John Nichols; atock, B. E. Musgrave; sports, Byron Aldrich; concessions and exhibits, Herman Krahn; free acts, William Sack; gates, Ralph Nelson; music, August



By CLAUDE R. ELLIS
(Cincinnati Office)

A WEDDING on roller skates had plenty of publicity in Cleveland newspapers when the ceremony was performed in Euclid Roller Gardens on the night of March 27, reports Assistant Manager Albert Rau. The couple were attended by an imposing retinue, and even the little flower girls and the presiding justice were on rollers.

ROLLER-skating act of Leo Hand and Bernice on March 23 were on their fifth week at Brightview Beach Club, Rochester, N. Y.

TEAM of Stebber and Leonard from Monterey Roller Rink, Spokane, Wash., played a week's engagement at Davy Jones Locker, night club.

FIVE champion European figure skaters who recently performed before 18,000 spectators in Madison Square Garden, New York, will compete in the Chicago Stadium Sunday, April 7. Skaters are Vivi Anne Hulten, Sweden; Max Herber, Ernst Baier, Germany, and Idi Papetz and Karl Zwack, Austria. Event is sponsored by Chicago Figure Skating Club and affiliated organizations.

IN CARMAN Rink, Philadelphia, a mile amateur race on March 22 was won by Jimmy O'Brien, with Reds McLinn second. O'Brien did not gain the lead until there was only a quarter lap to go. Malcolm Carey and his father, Jesse Carey, managers of Carman, are planning a 25-mile team race for professionals. Malcolm is training for this event and will be defending his title, as he and Bill Holland were victors last year.

"IN BUILDING patronage for any rink," declares Francis J. Baldwin, Ravenna, O., "it is first necessary to consider the feminine element and provide conditions and equipment that will attract them. In dance halls a jet of perfume frequently is put into the air by an atomizer, and when there is a good crowd in a rink why not use it there also? If a fragrant atmosphere does not drive crowds away from dance halls it certainly will not drive them from rinks." Judging from his business, Mr. Baldwin looks forward to a good summer season for rink managers, he says. He was recently visited by Bill Scholle, one of the veteran managers of that section, who was accompanied by Red Collins, who has been associated with Manager Scholle several seasons and previously with Russ Golden in Akron. Red is a widely known hockey player and racer, but a recent auto accident put him on crutches. He is expected to open the rink in Brady Lake, O., this month.

IN WINTER GARDEN, Galbraith boulevard, Dorchester, Mass., announces The Tattler, snappy dope sheet of the rink, semifinals in a graceful skating contest will be held every Friday until April 16. It is for couples and the winners on April 16 will be awarded a pair of Chicago gold-plated skates. One skate of the pair will be awarded to the gentleman and one to the lady of the win-

ning couple. Each skate will be engraved with name of event, time and winners' names and is intended as a souvenir.

ARNE LIE, Norwegian skater, is appearing in exhibition in Jeff Dickson's Palais des Sports Rink in Paris. A new roller-skating rink, Skating Palace, has been opened in Lyons, France.

ANNOUNCEMENT was made by Warsaw (Ind.) park board that the municipal pavilion at Center Lake will be turned into a roller-skating rink, the structure being leased by George W. Karnes, Plymouth, Ind.

SHE has joined the roller-skating act of Earl Jack and Betty, appearing with N. T. G.'s Paradise Revue, advises Gypsy Myers Davidson. Unit is booked in vaudeville until the end of July and then will play 12 weeks of fairs for George A. Hamid, Inc. She will play the fairs with them, doing the same bit she did with Jack Dalton and Company. The revue was scheduled to go from the Madison Theater to the Academy of Music in New York.

IN OLYMPIA Roller Rink, Lancaster, Pa., races were held recently, with a fair crowd in attendance, with Brownstown (Pa.) Roller Rink, under management of Frank Erzen, who accompanied his racers. Other rinks represented in the races were Shell Pot Park Rink, Wilmington, Del., and Hanover (Pa.) Rink. A half-mile ladies' race was won by Ethel Weisman, Brownstown; time, 2:05. Half-mile men's novice was won by John Weller, Olympia; time, 1:45. Mile Class A amateur was won by Dick Litch; time, 3:32. Starter was Jack Dalton; timekeeper, Howard Weller. Judges were Frank Erzen and E. A. Harvey. In a graceful skating contest on March 9 the two couples selected were Mirian Ulmer and Richard Litch and Gertrude Hüllner and Earl Sangrey. The judges were Manager and Mrs. Jack Dalton.

MINNEOLA (L. I. N. Y.) Fairgrounds Roller Skating Rink held its annual Spring Carnival March 14-16, packing in large crowds on each day. Races, acts and exhibitions featured the occasion. An event of the same nature is planned for the summer.

ROSE KRESS, of the widely known roller-skating trio, wrote interestingly from South America to Ware Brothers, Chicago Roller Skate Company, in part: "Spent a delightful 13 weeks in Havana, Cuba. Played Teatito Compoamor six weeks, other theaters and night clubs. Sailed for South America on January 7. Arrived in Lima, Peru, on January 18. Was a wonderful cruise thru Panama Canal. Saw Johnny Dove and Company in Panama, doing a nice act and playing a cafe. We left Lima on February 18 for Trujillo, Peru. Arrived there on February 21. Play one week and return to Lima for another month. Believe we will go to Chill next. Then to Buenos Aires. Presume we will remain there for some time. Their business methods are far from dependable, but my European experience stands me in good stead now. One of my partners, Frank Fivak, also had vast experience in European business methods, therefore we manage. Our act is entirely new to these people and, needless to say, we do well. They are crazy about Gringos, Americans, anyway. We are working and are grateful, but would not say we are making a great deal. At least, not according to money I have made in the past. But a living is something nowadays. We do not work hard. Do 10 performances a week. One show at night and a vermouth at 6:45 p.m. three evenings a week. Living is cheap and always something new to see."

On Rollers in England
By CYRIL BEASTALL

Amateur roller-dance championship of Great Britain was won for the third successive year by Jim and Joan Lidstone, youthful Derby pair, in Forest Gate Rink, London, on February 28. Second place went to Ernest A. Clarke, London, and Mrs. Gladys Frost, Derby, who were beaten only by the narrowest of margins, while O. D. Garner and Queenie Knott, London, finished third.

Billy Wetherall, Warrington, England, has just put up a new non-stop endurance record on rollers of 129 hours, 30 minutes, at Stoke-on-Trent. I have been trying to fix up for a match between Benny Lee, London, Eng-

land, and Malcolm Carey, Philadelphia, Pa., short-distance speed champs on their respective sides of the Atlantic. In these times it is very difficult to persuade rink managements to speculate to any big extent and so far my efforts have not met with any degree of success. As matters stand the younger Carey has won several world titles at from one to 10 miles, while the diminutive Englishman claims the half-mile record.

While on the subject of speed, practically all times put up in England are for flat tracks, whereas banked tracks seem to have been more popular in America. The only banked rink now open over here is Cricklewood, London, and even then the banking is extremely shallow.

Holland Park Rink, London, which closed about six years ago, was a favorite rendezvous of post-war speedmen, many records being put up on this big rink which had a very long floor and was narrow in proportion to its length; approximately nine laps to a mile.

Arthur R. Eglington's paced (professional) records from one-half mile to 15 miles, put up at Holland Park in 1923-'24-'25, still stand.

Eglington's one-mile time of 2:55 3-5 is 7 1-5 seconds slower than his amateur record put up at Olympia, London, in 1911, and which still holds good to this day. But whether this great speedman was past his best in 1923 or whether the wider track at Olympia suited him better is difficult to decide. His one-hour record of 19 miles, 65 1/2 yards, still stands after 11 years.

The largest track available in this country today is at the Embassy, Birmingham, which is approximately 11 laps to a mile. Next come Forest Gate, London, approximately 14 1/4 to a mile, and Alexandra Palace, London, approximately 15 to a mile.

"POLITICS" SOCKED

(Continued from page 43)

standard of exhibits and also their desire to extend the scope of 4-H Club work, we, the representatives of Northwest Iowa fairs, ask that the amount of State aid to county fairs be put at a figure which will insure each fair its share of State funds to match its own funds as provided by Chapter 2,903. We believe that at least \$125,000 should be appropriated for each year of the biennial, will be necessary and justified if Iowa agriculture is to be adequately paid for its efforts to make improvement in breed and variety as exemplified at the various county fairs of the State."

It was the opinion that there be no general increase in premiums, with a few exceptions of leveling off to take care of discrepancies, which might be construed as increases.

President J. P. Mullen, Ponda, and Secretary A. R. Corey, Iowa State Fair; Secretary-Treasurer Williams and E. C. Generaux, White Bear Lake, Minn., secretary of Northwest Harness Horse Association, were guests and entered into discussion of the topics.

Secretary Leo C. Dalley, Clay County Fair, Spencer, seconded by President J. M. Patterson, Kosuth County Fair, Algona, made the motion that the resolutions be drawn protesting a proposed change in the naming of the State Fair board, "which would throw our State Fair into political hands," by passage of Senate File No. 209.

Rates Under Discussion

Among questions discussed were premiums, admission charges, Children's Days, 4-H Clubs, open classes, feed and bedding, concession rates, carnival percentages, lights and advertising and some talk of slight increase in race purses. Dinner was served at noon in the Hotel Bradford, followed by a short floor show with Miss Havis Crouse, acrobatic number; Miss Mary Lou Hughes, toe dancer, and Miss Marjorie Ann Johnston, whistling solos.

Among members signing the resolutions were E. W. Schreiber, E. J. Edwards, C. G. Guibranson, P. J. Swanson, A. R.

Browne, W. R. Coyke, C. J. Bains, Alta; Leo C. Dalley, Spencer; L. M. Ruck, Ponda; V. E. Herbert, W. E. Gaffey, Will P. Miller, Albert Tymeson, J. S. Whitney, Perry Rutledge, W. C. Jarnagin, Storm Lake; W. H. Chivers, Charles Lent, Henry Vetter, A. E. Nelson, Manson; P. L. McDermott, W. E. Hall, Merville; C. E. Myers, C. Skow, Humboldt; H. P. Lang, W. A. Cobb, Sac City; E. B. Rutledge, Fort Dodge; J. M. Patterson, Clark Scaffham, E. L. Vincent, J. A. Raney, Algona; Abel Anderson, Rutland; Uno Wilson, Livermore.

FAIR GROUNDS

(Continued from opposite page)

ent agricultural fair in a county in which there is no authorized agricultural society.

PARAGOULD, Ark.—Plans are under way to organize Greene County Fair Association.

WARREN, Ind.—Warren Driving Club has taken over the old Tri-County Fairgrounds from the Warren Community Club. The latter organization bought the buildings at a nominal sum and turned the plant over to the driving club as a training place and for race meets.

POOL WHIRL

(Continued from page 41)

will be out soon with some real lively technical news, according to the publishers.—Ed (Truckhorse) Weiner, one-time football star for N. Y. U., is breaking into the swimming-pool publicity field. Wonder what happened to Katherine Nevins, who used to do the press work for St. George Indoor tank, Brooklyn.—Construction work has started on those new handball courts at the Luna Park tank, Coney Island, N. Y. Paul Harrison, Broadway columnist for the Scripps-Howard newspapers, has just returned from Miami and he says you can have all those outdoor Florida pools but give him the good of London Terrace enclosed natatorium in New York.—And that exclusive here many, many months ago about George Kojac, Olympic swim flash, being signed to work as an instructor at the Grosinger pool, Ferndale, N. Y., this summer was confirmed last week by the press.

BACKELL, WILLARD

(Continued from page 37)

than 200 employees. Illness will prevent Walter Raiden trouping this season. His place in red ticket wagon will be filled by Harry Harrell.

Clyde Beatty has added eight male African lions and two Royal Bengal tigers to his act. His wife is rehearsing a tiger riding an elephant.

Maurice D. Lowe, Erie (Pa.) Lithographing and Printing Company, was at quarters two days last week. In neighborhood of 100 different four-colored lithographed bills will be used to herald show. Harry Anderson Jr., of the Enquirer Job Printing Company, Cincinnati, and Theo. Lee, of the Louisville Color Gravure Company, were also visitors. The latter firm has contract for printing *The Life Story of Clyde Beatty*, souvenir magazine, and program of the Cole Bros.' Circus.

John Cuneo, of the Cuneo Press, Chicago, has about completed an edition of 1,000,000 booklets to be distributed free, advertising the show. It is composed of 24 pages and printed in three colors and gold.

Henry Brown, boss hestler at Peru, Ind., quarters of Hagenbeck show, looked over the stables containing the show's draft horses, numbering 160 head. He was a guest of Blackie Diller, who fills a similar position with Cole show.

Bert Bowers, of Peru, is a frequent visitor. Clarence Adolph, in charge of the store and commissary, announces that there were over 1,100 paid visitors to quarters last Sunday.

OFFICIAL ROLLER HOCKEY RULES

Send for Attractive Book
APPROVED HOCKEY SKATE

Fastest, Smoothest Fibre Wheels with Racing Bushing and Cones.

Order a Pair NOW.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., CHICAGO, ILL.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today



UNITED IN CENTRAL JOPLIN

First on Streets In Some 20 Years

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

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

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

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

Pearson Shows To Open In Winter-Quarters City

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

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

Hemmington in Hospital; Suffering Bullet Wound

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

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

Watch for

This Special Feature:

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

By BEN KRAUSE
in the

Spring Number
of The Billboard
Dated April 13



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

Max Gruberg Gets N. Y. State Fair

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

Western States Shows Will Start at Austin

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

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

Scanlon and Partner Framing Snake Show

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

Senior Brothers Will Launch A Society Circus With Jones

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

Three Shows Start On Road Seasons

RAS Begins Season Tour

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

(See RAS BEGINS on page 69)

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

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

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

(See R. H. WORK on page 69)

Great Atlantic At Augusta, Ga.

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

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

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

(See GREAT ATLANTIC on page 69)

Page Shows Postpone Opening to April 6

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

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

Ballyhoo Bros. Circulating Exposition — A Century of Profit Show

By STARR DeBELLE

Minnow Lake, Fla.

Week ended March 30, 1935.

Dear Charlie:

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

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

(See BALLYHOO BROS. on page 51)

Beckmann-Gerety Get Ill. State Fair

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

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

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

New Regulations Being Drawn Up at Detroit

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

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



**Showmen's
League
of America**

CHICAGO, March 30.—President J. W. Conklin presided at Thursday's meeting. With him at the table were Vice-President Jack Nelson, Treasurer Lew Keller, Secretary J. L. Streibich and Past President Sam J. Levy.

The committee on special nights announced arrangements completed to entertain the Circus Fana' Association and members of the circuses in the League rooms on the night of April 18. Those in charge of arrangements are Brothers Maxie Herman, J. A. Morrissey, Lew Keller and John L. Lorman.

President Conklin stated that he had been in conference with the landlord and expected to have a definite report on a new lease in a short time.

The house committee and the president after conference ordered all pictures taken from the checkroom and placed in the meeting room, where they may be enjoyed by those who wish to view them.

President Conklin coming to town for the Thursday meeting got here just in time to meet Mrs. Conklin on her return from a winter vacation on the Coast. . . . Brother Will Wright in town from the Coast. Says he will be here but a short time, then to Canada to get busy on early promotions. . . . Past President Zebbie Fisher left on a business trip to the East. . . . Vice-President Joe Rogers sailed for Europe on the Bremen yesterday. Wires of bon voyage were sent by the League. . . . Don Moore, a member of the Pacific Coast Showmen's Association, was the guest of Brother Will Wright at the League rooms.

Past President Edward A. Hock was absent from this week's meeting. A business trip was the cause.

Brother Frank Ehlens is getting his outfit ready for the summer, hence his absence from the rooms on occasions.

Brother Morry Brod is being kept busy ere the opening of the season. Says he is glad to have found something to occupy his time. . . . Brother Mike Rosen advises that he may stay in and around Chicago for the early part of the season. Brother Maxie Herman advises that he will leave about the middle of April to take up his duties with Conklin's All-Canadian Shows.

Brother Sam Bloom, chairman of the house committee, has returned from Hot Springs. Says he is feeling fine. Brought in the reinstatement of Jackie Smith, which he says is the result of efforts on the part of Brother Louis Fishman.

Notices of dues were mailed this week. Dir you get yours? If so, why not attend to it at once?

The Ladies' Auxiliary is to have a party in the League rooms on April 6.

LADIES' AUXILIARY

CHICAGO, March 30.—President Mrs. Lew Keller was hostess at Thursday's regular bi-weekly social meeting. Cards and bunco were the order. Attendance was large, and there were many nice prizes for winners.

The membership committee is working hard, and with the co-operation of all members it is expected to put the 1935 drive over in a big way.

Philadelphia Pickups

PHILADELPHIA, March 30.—Harry Bentum was visiting in the city for a few days. Looking over the field with a view to picking up some promotions.

Jack Ryan was in the city during the week. Expects to start soon for his season's connection, but did not divulge what it would be.

Jack Fields, who has done considerable outdoor promoting in the city, is now connected with a local office booking club and cabaret attractions.

Local promoters are getting busy booking spots for the coming season. There will no doubt be the usual number of local auspices block parties and home carnivals.

Ted Ward, who has been working on the front of the South Street Museum, has signed to go with Roosen's Museum at Coney Island for the coming season.

SAC CITY, Ia., March 30.—Crowley's United Shows were recently awarded contract to furnish the midway amusements at this year's Sac County Fair here.

**American Carnivals
Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., March 30.—The response to Bulletin No. 3, which was recently sent out to the American Carnivals Association membership, has been most gratifying. It indicates that the membership of the association is awake to its purpose and is willing to give whole-hearted co-operation to its efforts.

All of the showmen who have written us look forward to a very good year, and with gradual improvement in business and industrial conditions all of the progressive carnivals should do well.

The 1935 membership certificates and membership cards have been prepared and are ready for issuance. If you have not received yours, please get in touch with us at once.

Showmen generally will be interested to know of legislation pending in Massachusetts to prohibit the exhibition of live animals at gasoline stations and roadside stands and at all similar places, not legitimate places of exhibition. We believe that this is good legislation from the showmen's point of view and a move in the right direction. As was editorially stated: "Filling stations ought to be filling stations and a well-kept station needs no exhibit of animals to attract business. If an eating place does not appeal by its own neat attractiveness, then stopping to see the animals is hardly worth while. Such zoos do not add to the attractiveness of the roadside and they ought to be discouraged." It would be well for all if gasoline-station proprietors and others would keep out of this phase of the show business.

A decision on the railroad transportation matter is due to arrive almost any day and as soon as the same is received copies will be sent to the ACA membership.

Dallas

DALLAS, March 30.—Hennies Bros.' Shows enjoyed a very good week at their opening spot, Kilgore, Tex.

C. W. Dunn, formerly with K. G. Barkoot Shows and T. A. Wolfe Shows and now connected with an insurance publication, was a visitor to the local office of *The Billboard* Tuesday.

J. George Loos was in town Sunday. Opens Greater United Shows at the Corpus Christi Fair today.

At the Stock Show in Fort Worth last week a few out-of-town visitors seen on midway were Tommy Tidwell, of T. J. Tidwell Shows; Martha McClellan, of the McClellan Shows, who was in Ft. Worth to place "Junior" in school, and Slim Johnson, of Midwest Novelty Company, Kansas City.

Charles Green, secretary of the Missouri State Fair, Sedalia, judged the horse show at Ft. Worth.

Ralph Ray joined the Santa Fe Exposition Shows at Lawton, Okla., with a string of 10 Phil Little-Ralph Ray concessions.

Mrs. Fred Bond is in a local hospital recovering from an appendicitis operation, which she underwent early this week.

H. L. (Sheeney) Bush and wife are making their home with Fred Bond until the opening of the Dodson World's Fair Shows in St. Louis.

Reid Greater Roster

LEESVILLE, S. C., March 30.—Following is a roster of the Reid Greater Shows, which opened their season at Johnston, S. C., and are playing here this week:

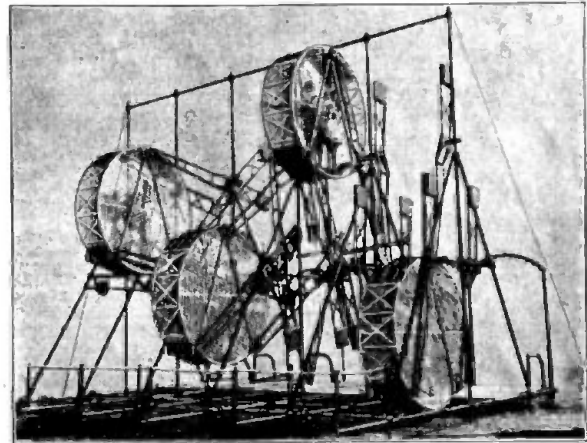
Staff: Earl A. Reid, manager; Mrs. Mabel Reid, secretary; Sam Riley, general agent; A. G. Wantner, special agent; Harry C. Dalvine, electrician; Ted Mundorf, superintendent rides.

Rides: No. 12 Eli Wheel—H. J. Denny, foreman; William Hunt, assistant. Whip—Ed Stewart, foreman; Max Mau, assistant; May Thomas, tickets. Kiddie Auto Ride—O. G. Townsend, owner; Mrs. Townsend, tickets. Hi-Up—Charles Brown, foreman; Alberta Brown, tickets. Merry-Go-Round—Mrs. Mabel Reid, owner; Jack Chesty, foreman; James Paden, assistant; E. L. Bowman, tickets and scenic artist. Tilt-a-Whirl—Ted Mundorf, foreman; Ray Chandler, assistant; Frenchy Monty, clutch.

Shows: Monkey Motordrome—Mrs. Mabel Reid, owner; L. D. Ridenour, in charge; Will Wagner, tickets. Pit Show—Charles Whitney, owner; Hal Dennis, (See REID GREATER on page 49)

"LOOP-THE-LOOP RIDE"

Spillman's Latest and Best Achievement



Ride Men—Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN Ride!

LOOP-THE-LOOP is actually grossing more money than other rides costing two and three times as much.

LOOP-THE-LOOP is DIFFERENT—no other ride compares or competes with it for THRILLS—APPEARANCE—ACTION—or FLASH.

Unusually low operating expense, simple and easy to transport and erect; maintenance expense is negligible—the ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Gilly.

Among the many orders already booked are LOOP-THE-LOOPS for Royal American Shows, Hudson Shows, H. M. Avery of Seattle, Wash.; R. E. Maney of Kansas City; two outfits for F. E. Gooding of Ohio; United Shows of America; World of Mirth Shows; Rubin & Cherry Exposition and Model Shows of America—the list is growing rapidly and our plant is very busy—get details quick!

WIDE-AWAKE OPERATORS with money to invest—get in on the ground floor while we can place you where you can make real money—excellent Park and Traveling Show locations available, but going fast.

PARK AND SHOW MEN—if you haven't the money to buy for yourselves, send us your best concession proposition—buyers are looking for good worth-while spots.

SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA NEW YORK



**Pacific Coast
Showmen's Assn.**

LOS ANGELES, March 30.—There were 28 of the faithful who came to the Monday night meeting. This a goodly number considering that most of them are working and many came from the carnivals in this section. First Vice-President Frank Downie presided, with John T. Backman, secretary. There were two members accepted, Frank Messina, former trouper and now a prominent lumber dealer in Los Angeles, and Lou B. Berg, now engaged in tent and awning business in Honolulu.

The condition of Brother Jack Reilly, now at General Hospital, was reported as favorable. Brother Burr McIntosh slowly recovering. H. C. Rawlings out after a minor surgical operation. The condition of Past President J. Sky Clarke unimproved.

Monday's meeting could have been called "oldtimers' night." There were present Ed Mozart, John Miller, Charley Guberman, Capt. W. D. Ament, Lou Berg and C. O. Schultz, and it was a night of "Do you remember."

The membership special committee is doing a fine job. All reports indicate a largely increased membership by September 1.

A communication from Velma Henry thanked the PCSA for the beautiful flowers sent during her recent illness.

Baron Long advises that the week of December 9 will be held open at the Biltmore Hotel. On a date in that week the annual PCSA Charity Banquet and Ball will be held.

Harry Fink in from San Fernando. . . . Will Wright made his farewell appearance at the club until next winter.

End of meeting lunch and refreshments were served by John Backman and Clyde Gooding.

Troupers, when you are approached on the matter of joining PCSA better give it serious thought. It means something to be a member of PCSA.

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World's Premier High Diver, at liberty for a reliable Carnival. Permanent address, Tonawanda, N. Y.

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Concessions of all kind for cool Long Island booking. Show opens May 24. CAN THE First and Second Man on Merry-Go-Round and Ferris Wheel. PRUDENT'S AMUSEMENT SHOWS, 124 Cedar Ave., Patchogue, L. I. Phone 315.

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 Samples, 15c.
SEWARD'S Full Line of Books on Character, Beliefs, Numerology, Etc.
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 1629 Robey St., Chicago, Ill.

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Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
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BINGO GAME
 75-Plays, complete \$5.25, including Tax.
 Send for our new 1935 Catalogue, full of new Games, Toys, Puzzles, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.
 Send for Catalog No. 234. Heavy Convention Wearing Cases. Paris Mahogany Finish. Price Per Copy, \$24.00.
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 118 Pages, 2 Sets Numbers, Clearing and Postage, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
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HOW TO BECOME A MEDIUM, Same Binding, 30 Pages, Sample, 25c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label.
 Our name or ads do not appear in any book.

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 19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

100 Card Bingo Game \$3.00

BINGO SET, complete with 100 Heavy Durable Cards, 3 Call Sheets, 75 Calling Numbers and 600 Wooden Counters, sent postpaid anywhere in the U. S. for only \$3.00.

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 (Over Thirty Years in Business)

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 14-17 and 21-page readings. Apparatus for Astrologues, Mental Magic, Spirit Effects, Birthdate Papers, Books, New Personal Character Analysis Charts for Graphology, Numerology, and Personal Appearance. Send for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

ELGIN WATCHES, \$1.65 EACH
 (7-Jewel, 18 Size, New Yellow Cases).
7-JEWEL, 16 SIZE ELGIN A WALTHAM, \$3.95.
FLASH CARIVAL WATCHES, 50c Each.
 Send for Price List.
GREENTOWN CITY SMELTING CO.
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USED SHOW PROPERTY FOR SALE.
 \$10.00 Heavy Lifting Bellie Car Bellie
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WE BUY RINK SKATES. CONCRESSION TENTS, GUESS-YOUR-WEIGHT SCALES. Pay cash. **WEIL'S CURIOSITY SHOP**, 30 South Second Street, Philadelphia, Pa.

Corey Greater Shows WANTED
 Shows, Motordromes, Monkeydromes, Mechanical City, Penny Arcade, Fun House, Fat Girl, Snake and Wax Shows, Street Shows, Ball Games, Grid Shows, Hike Dancers and Grid Shows. Address: P. O. BOX 918, Johnstown, Pa.

Bremer Shows Want
 WILL BUY Monkey Motordrome. BOOK Shows of merit. Concessions open. **Rolls Back African Trip America** Park. Pitch-Tilt-Down, Hoop-La, Candy Wheel, Scales, Ball Game, High Striker, Corn Game. **WILL BOOK Pony Ride.** Show opens Wisconsin. **1935** Our fairs start in June. Address: P. O. BOX 22, Rochester, Minn.

HARRY HARRIS WANTS
 Musicians and Performers for Minstrel Show and Band. Salary percentage. **Conk House and Corn Game open.** **WILL BOOK Merry-Go-Round and Kid Rides.** No rate. No concession. **Opinions, Minn.** this week. **COL. Y. L. GEORICK, Chicago** New York Shows.

MIDWAY CONFAB
By THE MIXER

THE SPRING SPECIAL, next issue.
COURTEOUS treatment of the public augments business.
EDWARD JESSOP spent the last few weeks in and around Cincinnati.
THE FLYING LESTERS, trapeze act, have signed up with Bright Light Shows as free attraction.
RAY HIGHSMITH has booked his cookhouse with the John D. Kilonis Shows, to open in Manchester, N. H.
HYMIE COOPER has booked his string of wheel concessions with Mighty Sheesley Midway for this season.
FRANK ZORDA infos that he will have two shows with Miller Bros.' Shows (Morris Miller) this season.
DUKE ART, comedy clay modeler, who has lately played schools in South Carolina and Virginia, advises that he has booked with Mighty Sheesley Midway.

Typewritten communications intended for publication should not be all **CAPITAL** letters.
MAX GOODMAN is reported as investing \$5,000 in a new concession which



SHOWING ONE SIDE of the interior frameup and some of the attractions of Carl J. Lauther's traveling museum. Another photo (both taken recently at Newark, O.), displayed longer platforms and more attractions on the other side of the assembly, and flashed with velvets and other adornments, as in the above reproduction. Last two weeks the museum was in Columbus, O.

he will present at the State fairs he has booked.
CHARLES R. HALL, over Missouri way, recently added a lion, a camel and a small bucking mule to his animal actors in Hall's Animal Show.
J. WEAVER, late agent for Blue Eagle Shows, has been promoting head-on collisions of automobiles as special events in Tennessee.
SMALL & BULLOCK AMUSEMENT COMPANY got a praise story on the title page of *The Saluda Standard* when that show played at Saluda, S. O.

THE CHEERY VOICE of Mel Copeland, saying "I guess you're right," etc., will be heard this season on the Blue Ribbon Shows' midway.

ROBERT EVERHART, of Dundee, O., "Poppy" impersonator, who was one of the attractions in Ripley's Odditorium at the World's Fair in Chicago, has signed a contract for his appearance at the Pacific Coast Exposition at San Diego, starting May 29.

Welcomed back into the show press representative fold is the veteran Harry C. FitzGerald, with Mighty Sheesley Midway. Harry has been mostly with circuses in his outdoor activities. Started his p.m. career many years ago with the Great VanAmberg Show, for the late Jerry Mugivan and Bert Sowers.

erate on the midway of the Johnny J. Jones Exposition. Buddy Paddock and Morris Lipsky will also be with the Jones caravan this year.

"Captain John" Sheesley has been out of the class of the "40-milers" many years. This season his 25th annual tour. He has wintered his show on the West Coast, on the East Coast and centrally, and has entertained the public from down in Florida to far up into Canada. He has never had any "board of strategy" or "brain trust." He has weathered all the gales single-handed, armed with keen vision and thought and an impressive personality. And he is still "The Captain!"

DON MONTGOMERY, trainmaster for World of Mirth Shows this season, has been preparing to leave Savannah, Ga., for the Richmond (Va.) winter quarters, accompanied by the missus, Maud. During the winter Don was night manager at Hotel Gilbert, Savannah; Mrs. Montgomery as hostess. By the way,

Some Filosofy; Some Incidents
By HENRY HEYN

Ad writers wanting "rides that do not conflict"—easy to read, but why not call them or state definitely what rides that you have now and save some latter cheating.
 Just rolling along in 1923, I had a ride with the International Attractions, of Moose Jaw, Canada, and played a fair at Swift Current, Sask., to a big day and moved in and out and our baggage cars were in town only 24 hours (Wayburn the next stand).

The Billboard now having an office in Dallas reminds me that in that city I walked into some flying bullets in 1913. A young man parked a car there and stepped out when another man began shooting at him. The victim ran around me across the street and in a few minutes died in a drug store—but I had left them by then, making no datours.
 Owners of neat rides or other attractions that deliver service and good entertainment and capitalize a midway for several thousand dollars, besides put in the office a "C" on each week, surely should not be requested to honor a flock of wild passers without redemption.
 Since we were both at it for many years I still can't figure why it took me until October, 1933, at Paragould, Ark., to get caught up with my cousin, George E. Engresser, owner Schell Bros. Circus.

Bill Rice says the Shrimp and Oyster suspects at Biloxi was new to him. Well, in 1927, with J. W. Laughlin Shows, we had an suspects near Joplin, Mo., that was new to us. It was the Anti-Morse Thief Association—after the first night everybody thought the A. M. T. A. should mean, "Absolutely Hang That Agent."

RIDING DEVICE POWER ECONOMICAL
A 1 SERVICE UNIT

 Save yourself of Power Worries for 1935 with an **ELLI POWER UNIT.**
ELI BRIDGE COMPANY
 Builders of Dependable Products,
 Northwest Street, JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING
Suitable for Parks and Carnivals.

Seating capacity 16 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & GILBERT, Springfield, Ill. Co., N. Y.

MILT MORRIS, Bill Martin and Charlie Cohen, the "Big Three," are building a string of concessions to op-

These folks are known in both the circus and carnival fields (Don former bandmaster with large circuses, Maud as vocalist).

M. JACKE MILLER, who got flood-bound in Missouri while en route to join Great Sutton Shows, stored the trucks and side-show equipment at Poplar Bluff and joined Von Schoen's Circus Side Show with West Bros. Amusement Company.

MRS. HARRY O. MELVILLE and Nate Miller played Fort Pierce, Fla., following their dates with the Scooter and Kiddie Autos in West Palm Beach. Then to be followed with the fair at Jacksonville, and then to Myrtle Beach, S. C., for the summer season.

A LETTER from James McFarland advises that Lee Springfield, last season with New Deal Shows and Bar-Brown Shows, will have his three rides (recently purchased a new 4-abreast Merry-Go-Round) in an amusement park.

W. H. (Duke) Brownell Joins Ringling Show

NEW YORK, March 30.—Having just arrived from Florida, W. H. (Duke) Brownell called at The Billboard office and announced that he had joined the advance of the Ringling-Barnum Circus. Brownell, veteran carnival contractor, was with West's World's Wonder Shows last season. He'll be here until a day or two after the opening of the circus at the Garden and then goes to Boston.

J. R. Edwards Attractions

WOOSTER, O., March 30. — Winter quarters is now open at the fairgrounds here, with a crew of men painting rides and repairing rolling stock. Prof. Rittenhouse will furnish an eight-piece band this season and the Howard Sisters will have their two free acts with the show. The lineup will consist of 4 rides, 5 shows and about 20 concessions. Rex Drum has booked his Hawaiian Show. Jack Brown, J. J. Harvey, Alva E. Pyle and E. E. Barchney have booked concessions. A new sound system is being installed in the advertising truck. James Fish will again have charge of the Ferris Wheel. Bill Bayne and Erastus Ingo the Merry-Go-Round and Nelson Seigler the Chairplane. Harry Shaffer will have charge of trucks. J. R. Edwards has returned from a booking trip thru Eastern Ohio, Western Pennsylvania and New York State. The opening is slated for Massillon, O., on April 27. MRS. DORA H. EDWARDS.

Sol's Liberty Shows Going Out Spick and Span

ST. LOUIS, March 30.—Sam Solomon, owner of Sol's Liberty Shows, during a visit to the local office of The Billboard Tuesday, advised that he has personally superintended the work of repainting and building in the shows' winter quarters at Caruthersville, Mo., the past two months. Mr. Solomon stated that all rides, show fronts, trucks and trailers have been gone over with new paint; new canvas has been purchased, and some new show fronts built. The show will leave winter quarters April 8 and open the season in Sikeston, Mo., on April 10. Solomon has also purchased additional motor equipment during the past few months, and is going out this season larger than ever. He came to St. Louis on a buying expedition.

GREAT ATLANTIC

(Continued from page 46) Monkey and Canine Revue; Serpentine, Human Enigma; Congo pit show; Happy Jack Eckert, fat man; Samuel's Griresque Revue. Two other shows are in course of construction. There are about 30 concessions. The show will be transported on four railroad baggage cars and about 10 motor trucks. Sam Mechanic's light plant will be shipped to the show soon. There have been so many showfolk visitors a complete list of them could not be secured. B. H. (Bill) Nye is the general agent. Hugh Lowe joined the business department. Elmer Purdue and his bride of three months are handling promotions. Skeets Carlin and Frank Burr are the billposters.

Chop Suey

By W. H. (BILL) RICE

TEXARKANA, Tex., March 30.—Saw in the notes from Peru that they were putting the likenesses of the five 4-Paw Brothers. That will be news to the old-timers. Guess they will have a picture of the late Pete Sella.

Seems like happy days are here again when you read about the activities of those sterling general agents Arthur Hopper and Floyd King.

More "news"—Willie Barie is now working for Eddie Brown. How that "lazy guy" could pick up his feet and exchange places with "Slew-Foot Bill," who always makes the morning coffee about 6 a.m., is beyond my understanding.

Called on Eva Odom at Shreveport but she was out driving her two-cylinder Cadillac—that, by the way, was the first two-seated auto ever in Birmingham—1914. They tell me it still has the big oil-burning lights and the rubber horn. However, her Rex Hotel is right up-to-date, with everything that goes to make a real hotel.

Had a long visit with my old friends John R. Castle, Bill Hirsch and Bob Lohmar. They have a 40-car show that is about the last word in new and up-to-date equipment. They just received their new lights from Olson, of Los Angeles, who puts on lights that sweep the heavens for big pictures. The battery consists of eight arc searchlights that throw beams 10 miles. An eye witness to the tryout.

Everyone agrees in Tampa that the Cigar Industry Golden Jubilee received more nation-wide pictorial publicity than any event ever staged there. Here is the clipping service, final checkup, and they missed plenty, even if they did charge five cents each: Dancing girl with tobacco dress, 1,367; big cigar with Max Bear and Al Lopez, 234; big cigar and bathing girl, 436; big cigar with three girls, 127; big cigar and man that made it, Ripley, 786; cigar girl with beautiful hands, 491; cigar contest, 241; cigar-making contest winners, 292; wedding, 521; mats to Florida dailies, 207. Universal Newsreel made picture of contest, wedding, floats and big cigar. Total of 4,622 hits, which proves that if you have something out of the ordinary the newspapers will use it, even if you have only six weeks to do it.

Truck-show owners should have some kind of an organization to fight things like this: March 24 Hennies Brothers had a truck stalled on the road out of Kilgore, Tex. Driver had license and load under the limit. Constable arrested driver, who was fined \$15.50. Justice asked arresting official what the charge and he said "anything—speeding and reckless driving"—and the truck was stalled. John Francis had three trucks in a constable's toils at the same time but was unable to learn what it cost him.

No dice for the monkeys as yet. . . . Elsie Calvert looking in the pink. Has girl show with United Shows of America. . . . Jack Rhodes still has his Mail Pouch cudd. . . . Chamberlin's Monkey Show at winter quarters. . . . Hennies up-to-date cookhouse under management of Tommy Martin, the ex-athletic showman, and Eddie Phillion. . . . Floyd Clogston has a pip of a ciggie shootem. . . . Eddis Clark has a great flash on his rollie polly. His agents are Sticks Westmoreland and Bill McLaughlin. . . . Joe Murphy with a new kind of bowling. Has Virgil Sells and Whitey Snyder.

Jim Dumlavey and his wife with the big snake show. Jim's good-looking sprout (who was born since I last saw him) is now Mrs. Harry Hennies.

OSCEOLA, Ark., March 30.—Finishing touches are being applied to the equipment of Great Sutton Shows, and a member of the company states that everything will be in readiness for the scheduled opening on April 6. Manager Frank Sutton and his assistant manager, Ernie Damron, have been busy with some innovative plans for this year's tour. Ed Groves with his 10 concessions has again booked with the show, his ninth year with Sutton.

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Low Cost Living and Transportation

Why gamble with profits? Why put up with costly rooms and meals and train fare? Why stand for inconvenience and discomfort while traveling? Why not be comfortable and increase your efficiency and earnings?

Split-Coach will make money for you by saving it. A complete home on wheels. Twice the room expanded it measures on the road. Luxurious travel.

Put a Split-Coach to work and cut overhead to the bone. Buy now

And Benefit by Present Low Prices! SPLIT-COACH MOTOR CORP., YORK, PA.

Last Call—Last Call—Last Call KNEPP & DEHNERT COMBINED EXPOSITION, Inc.

All People Holding Contracts Report Not Later Than April 10. Opening Newport, Ky., April 15; Baltimore, O., Week of April 22. Big Red Booters Club, Centurion of Progress Celebration. WANTED—Shows of merit. Will furnish complete outfits to capable showmen. CAN PLACE organized Minstrel with Brass, Illusion, Mirages, Fat People, Mickey Mouse, Motor or Silo-drome, Wild West, Mabel Marx write. Unborn or any Show not conflicting. RIDE HELP in all departments. Eddie Krodle wants to hear from J. H. Hart, Floyd Taylor and Whitey. Rough House Ford wants to hear from Westlers and Beters that know how to work. Millard Potts wants Marjorie, Chown, Juniper, Sharpshooters, strong Torture Worker, Fire Eater, The Fire Eater for talk. CAN PLACE sensational Flying Act. Season's work if price is right. WANTED TO BOOK Loop-O-Plane, good proposition. WANTED—Legitimate concessionaires of all kinds. POSITIVELY NO BARGAIN. PROMOTERS—Real Rate Show Promoter capable of handling BIG CELEBRATIONS. We hold CONTRACTS for 18 Fairs and Celebrations. This show carries 2 Major Rides and 2 Kiddie Rides, 16 Shows, 3 Sensational Free Acts. FAIR SECRETARIES and Organizations in SOUTH CAROLINA and GEORGIA, we have some open time. FOR SALE—A Traver Mix-Up, A-1 condition. \$200.00 cash. EVERY spot a red one. Playing real money spots of Pennsylvania, New York State; then south to our Virginia, North and South Carolina Fairs. Address: COL. J. F. DEHNERT, Lessee and Manager, 528 Madison Ave., Covington, Ky.

RAS BEGINS

(Continued from page 46)

jascent countryside was a teeming beehive of citrus growers, farmers and tourists. Carl J. Sedlmayr, general manager, is hopeful of approaching those famous figures. The entire show could not be set up here because of lack of space. Inadequate water facilities made it impossible to utilize Carver's Hippodrome, which features Mary Lowe in a horseback high dive. There was room for only two of the show's four Ferris Wheels and only one of its two Sky-rocket rides.

Raynell and her Gang, in Cariocha, featuring Ginger Ray, so far has topped the midway. The Kemp Motordrome, featuring Marjorie Kemp in her lion automobile ride, and Dick Best with his group of strange people, today have been struggling for honors with about an even-break gross. Diamond Kitty, under management of E. V. McGarry, has enjoyed an unusual afternoon play. The Midget Village has had two good children's day runs, one a school holiday thru the county and the other a special publicity department promotion in cooperation with stores and newspapers.

The regular season gets under way with Sam Gluskin in advance; Jack Dadswell, last year's publicity man, and Frank Winchell handling publicity, supported by Frank Warren, in radio, and Horace Walters in charge of sound trucks. The show's second engagement of the season will be played at Albany, Ga.

REID GREATER

(Continued from page 47)

tickets; G. W. Perry, inside. Gorilla Show—Texas Slim Williams, owner. Pat Show—Mary and Johnnie Webb. Minstrel Show—Sixteen people. Illusion Show—J. A. Mitendorf, owner, carrying five people.

Concessions: Cookhouse—Frank Sheppard, owner; Pearl Sheppard, cashier; Larry Lane, chef; Earl Johnson, griddle; Bob Peaha, Nick Sweeney and James Asby, waiters. Virgil Kline and wife, Lola, one concession; Mr. and Mrs. Kline, three; Pete Hoffman, four; Fred White, one; Sammy Lawrence, six; Dutch Blusenthal, three; Blakey Robbins, 30-foot corn game; Helyne Reid, one; E. W. Evans, five; Johnny Ciaburri, four.

R. H. WORK

(Continued from page 48)

charge of the lot and also have his popcorn machine on the midway. Mr. and

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each. Wood Machine. One Winner in the entire series. \$5.25 per Set of 100 Cards.

BINGO CORN GAMES

FROM 10 TO 20-CARD SETS. 10-Card Set.....\$1.00 20-Card Set.....\$1.15 30-Card Set.....\$1.30 40-Card Set.....\$1.45 50-Card Set.....\$1.60 60-Card Set.....\$1.75 70-Card Set.....\$1.90 80-Card Set.....\$2.05 90-Card Set.....\$2.20 100-Card Set.....\$2.35 110-Card Set.....\$2.50 120-Card Set.....\$2.65 130-Card Set.....\$2.80 140-Card Set.....\$2.95 150-Card Set.....\$3.10 160-Card Set.....\$3.25 170-Card Set.....\$3.40 180-Card Set.....\$3.55 190-Card Set.....\$3.70 200-Card Set.....\$3.85

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Good for Free Sample Cards and Price List. We pay postage except O. D. expense. Instant delivery. No checks accepted. Established 10 years.

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The DAILEY Aluminum Center Wheel

Advertisement for The DAILEY Aluminum Center Wheel, featuring an image of the wheel and descriptive text about its benefits and availability.

MAKE \$50.00 A DAY — CANDY FLOSS

Advertisement for Candy Floss Machine, featuring an image of the machine and text describing its profitability and ease of use.

Mrs. Elmer Cohan have completed the inside of their new show.

Deacon Hampton, who with his family of minstrels again present their show with the Work Shows this season, arrived the day before the opening. Mrs. Hampton had presented her husband with a baby boy on March 9, their 12th child, but on March 18 the infant passed away. The entire show personnel was saddened. But, trouper that they are, the Minstrel Show opened and the show went on. Mr. and Mrs. Dils, who have the photo gallery, were about the busiest people on the midway.

Dunkel Lands C. & W. Dates While in Pittsburgh Area

PITTSBURGH, March 30.—After a three weeks' stay here, Harry Dunkel, general representative for Cetlin & Wilson Exposition Shows, lined up a long and promising list of dates. Notable among them are the Wilkinsburg (Pa.) and Vandergrift (Pa.) bookings, towns which have long been closed. The C. & W. Shows are slated to be the first to play in Wilkinsburg in 10 years, while in Vandergrift the first carnival in the town since 1923.

Fair dates, which Mr. Dunkel has just closed, include Butler, Bedford, Ebensburg, Reading and Lewistown, all in Pennsylvania, and Harrington, Del.

Waddell Back to Dodsou

WACO, Tex., March 30.—Rev. Doc Waddell, veteran and well-known publicist, is returning to Dodsou's World's Fair Shows for the coming season as director of public relations. He was formerly with that company for some years. Lately he was publicist for the Big State Shows and more recently with the Holy Land Exposition playing under auspices in this State.

Royal Amusement Company

Utica, Miss. Two weeks ended March 28. Auspices, Woodmen, of the World. Location, center of business section. Weather, first week rainy, second week fair. Business, according to the weather.

The first show romance of the year culminated en route from Wesson to this point when Leota Wells and A. J. Lamb, concessioners, were quietly married at Mendenhall, Miss. Manager J. E. Clayton has placed his two rides in quarters at Wesson for painting and general repairing, preparatory to the regular season, which will open about the middle of April near Memphis, Tenn.—following the engagement here he leased his interest in the show to R. O. Lewis, who will operate independently until then. Jimmie McKee took over the position of show electrician and manager of the Snake Illusion Show, succeeding Jim Gill, who left for his home at Magee, Miss., until the regular season opens. Ted L. Sharkey, manager the Athletic Show, has placed a concession on the midway. Joe Miller and T. B. Gorman joined with one concession each. At the close of the engagement here Art Duell, father of Mrs. Charles W. Ecker, whose husband owns and operates the Hawai-

ian Show, suffered a stroke of paralysis and was taken to hospital at Jackson, Miss., where little hope was entertained for his recovery. J. B. ELLIOTT.

Great Southern Shows

Sandersville, Ga. Week ended March 23. Weather, favorable. Business, fair. Bob Page booked Louisville, Ga., for this week, but on arrival there Manager Wise, after looking over the location, decided to move on to Sandersville. Mr. Wise and the writer were grieved on receiving a telegram March 13 from Chilli-cothe, O., informing of the death of Charles Wesley Eisnaugle, who for several years was connected with the David A. Wise Shows. The writer, after being four weeks in St. Joseph's Hospital at Savannah with a broken leg, has returned to the housecar, where she will be confined a couple of weeks. After the plaster cast is removed will get about on crutches for a while. On arrival at the housecar had a pleasant surprise. The ladies of the show had arranged a "welcome home" and had cut flowers, potted plants and fruit awaiting. Mr. and Mrs. George A. Abbott added another attractive concession, making three for them. Jack Johnson is now operating a grocery wheel. Mrs. Joe Decker is handling the front of Verne Gilles' photo gallery. Secretary Gordon Chapman of the Sandersville Fair was a frequent visitor.

DOLLY WISE.

R. H. Miner's Model Shows

PHILLIPSBURG, N. J., March 30.—The show will leave winter quarters on April 22 for the opening at York, Pa., April 27. So far accounting there will be four shows, three rides and about 10 concessions. Marian Denniseleigh, of New York, will have two shows—Paristan Models and Garden of Eden (snake show). J. Appar will have the cookhouse. Mr. and Mrs. George Russell will have two concessions: R. Parker, one; M. Miner, two; Duke Wells, one; A. D. Hauling, one; A. G. Golden, two, and the writer one. The rides and office roster will be the same as last year. With the exception of G. Almon all of the old hands have reported for duty. The Abbottville (Pa.) Fair will start off the fair season. M. PIMENTEL.

Harris' Rides

FINDLAY, O., March 30.—Harris' Rides are undergoing a complete overhauling and repainting at winter quarters here. Five men are on the job. The rides—Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Plane—will leave in time to open at Edinburg, Ind., on May 4. BESSIE HARRIS.

Kaus' United Shows

NEW BERN, N. C., March 30.—Lots of winter quarters work finished and still plenty to do. This spot is ideal for a winter quarters. Local merchants cooperate with the show 100 per cent. If they don't have what is needed it doesn't take long for them to get it. Weather has been splendid this winter, with only a few days extremely cold. Thru the kindness of O. A. Kafer, manager of the Masonic Theater, members have been able to go to his theater at any time for a small price of admission. The show has purchased a new Chevrolet truck to replace the transformers. Word was received that James Van Vender, better known as Ferris Wheel Slim, was ill at his home. Mr. and Mrs. William Nuss' cookhouse will grace the show's midway this season. Mr. and Mrs. Bolton will again have the candy floss concession, their second season with this show. Mr. Shapiro, of Triangle Poster Company, was a caller. LEONARD DUNLAP.

O. C. Buck Exposition Shows

NEW YORK, March 30.—O. C. Buck will open his O. C. Buck Exposition Shows in the heart of New Rochelle, N. Y., on April 20, with Twin Ferris Wheels, three-abreast Carousel, Whip, Chairplane, Auto Scooter and the following shows: Oddities of 1935; Isle of Bali-Bali, presenting Oriental folk songs, music and dances; Venomous Snakes of the World and Darwin's Theories. All merchandise concessions owned and operated by the show. Cookhouse, grab, soft drinks, custard and pop-corn concessions have been leased to Max Gould. Ken Walters has the corn game. A five-cent gate will offset the expense of free acts. Four electric power and light units will be mounted on two trucks. One advertising truck combining the calliope and amplifying system. There will be a fleet of 12 trucks and trailers. Technical construction of apparatus is under the supervision of Mr. Buck. On the staff are Al G. Grill, general representative; Elwood Johnson, contests and special events, and Billy Giroud, manager of concessions. All of which is from an executive of the show.

West Coast Amusement Co.

Oakland, Calif. First week ended March 23. Location, East 14th and 71st. No auspices. Weather, cold and rainy. Business, fair. The show had its fifth straight week of bad weather. Got two clear days out of seven at this location. Manager Krekos bought the Herschell-Spillman eight-car auto ride formerly owned by Clarence (Shorty) Wrightman, which brings the show's rides to eight. Manager Ted Leviatt, of the Ten-in-One, has added five new acts for the season. Jack Lewis, of Foley & Burk Shows, was a nightly visitor, also Mr. and Mrs. Jackie Davis and Charles Curran, of Crafts Shows, and others. Frank Ward will be with Hilderbrand Shows as special agent. Ollie Polk will leave here soon for the West Coast Shows. Edith Whalpert is now the show's official Billboard agent—and is the popular on Wednesday Manager Mike Krekos away most of the time on business. General Agent Jessup has show routed till July 4. Louis Leos, general manager, has his wife and family visiting him from their home at Los Banos. Andrew Co Co's learning to play the banjo. Mike Collins doing great with his Athletic Arena. All of which is from an executive of the show.

West Coast Shows

SEATTLE, March 30.—Work at winter quarters is progressing rapidly. Twenty-five men are answering the call to meals cooked by the genial Eddie Pynn, with D. Smith and Ted Schultz as waiters. All of the motor equipment and rides are newly repaired and all of the show fronts sporting new banners. The color scheme of the show has been changed for the coming season. The manager, W. C. (Spike) Huggins, has purchased the only reversible Dodgem in the Northwest from A. B. Miller, who will manage it and also handle two concessions. Earl Myers has arrived and is building a new cookhouse. Harold Compton came from Los Angeles with a complete new Circus Side Show. Delbert Dorrance has the Ferris Wheel ready for the road. The show this season will be transported on 24 semi-trailers and trucks, carrying 6 rides, 7

shows and 20 concessions. The writer, Pierre Oulette, has contracted promising spots in the Northwest and everything seems bright for a successful season.

Royal Palm Shows

West Palm Beach, Fla. Week ended March 23. Seminole Sun Dance, sponsored by West Palm Recreation Commission. Location, Bethesda Park and surrounding streets. Perfect weather. Business, disappointing.

The Seminole Sun Dance, anticipated by the management of the Royal Palm Shows, and its show, ride operators and concession operators as the outstanding event of the Florida fair and celebration season fell below all expectations from a business standpoint. Four days of festivities opened Tuesday afternoon and closed Friday night. The shows continued thru to Saturday midnight. The Sun Dance arena, seating some 7,000, played to capacity on two days. The midway was jammed all week, but the people seemed to enjoy walking much better than spending money. They "ahed" and "ohed" the show's magnificent display of fireworks.

Berney Smuckler, Harry Saunders, Joe Redding and Lou Hoffman played their parts well in the handling of the show's end of the amusement obligation. Aerial Bauers and Cramor and his educated dog, from the shows, augmented the arena program. Mr. and Mrs. Hyla F. Maynes, Bryan Woods, Dr. Joseph Hoffman, Arthur Lewis, Claude Woods, Roy Rathrock and Henry Tanok, Curtis Ireland, George Reinhart, Albert Saxon, Fritzle Brown, Simon Krause, Benny Renn, Charles Dodsou, Frank Matthews, Mr. and Mrs. Earl Purdie were midway visitors. A word of praise goes to R. W. Milburn, police chief and chairman of the commission, for the perfect order maintained during the entire week. WILLIAM JUDKINS HEWITT.

Big State Shows

Houston. Week ended March 23. No auspices. Lot, North Main street. Weather, slightly cool. Business, good. The writer paid a visit to Big State Shows on this lot, which Roy Gray promoted last season, and scored heavily on it. Since then a used cars sale lot. Gray faced an emergency but proved there is no such thing as "can't." Influenced used cars salesmen to move cars and permit the show to put up. The Big State outfit on two other lots since opening season, but money on ledger's right side. Writer held "birth remembrance service" for newborn un-to Mr. and Mrs. "Curly" Webster, concessioners, in Houston Heights Hospital. Writer baptized and christened the baby James H. Webster. Writer held a service for Ruth, oldest daughter of Mr. and Mrs. Scout Younger, of Dodsou's World's Fair Shows, who passed on at Fort Myers, Fla. Louis Bright and his charming sister and wonderful "dad" on the lot. En route to Valley. Big State Shows on Houston lots two more weeks. REV. DOC WADDELL.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 30.—The advance brigade started Wednesday with J. C. (Tommy) Thomas in charge, and is billing Greenville, S. C., and suburban towns within a radius of 25 miles, using the new pictorial and block printing made especially for this show. Joseph Stly arrived from Irvington, N. J., with his crew and will have all new cookhouse equipment. George (Wobbly) Henderson will again manage the dining car on the show train. Joe Pearl will again be mailman. The Billboard agent and in charge of the commissary department. Jimmy and Pinky Owens are here in the concession department. Earl Miller has everything ready for his World's Fair Preaks and has signed George (Doc) Canning as emcee and an imposing array of talent, including Freezo, human polar bear; Leo Milo, lobster boy; Joe Allen, human corkscrew; Milton V. Nelson, sword swallower; George Dickens, midget fire-eater; W. B. Robinson, turtle boy; Adolphine Daisy Hartwell, mentalist. Slover's Pony Ride has been booked. Elmer Rhodes is overhauling the Hey-Dee. Mildred Hudgins will arrive soon from Miami with her concession. A new shipment of canvas arrived this week from Atlanta. The beautiful new main entrance front is out of the paint shop. WALTER D. NEALAND.

"BIGGEST HIT IN YEARS" Says *Review Park, Chicago*
 NOTHING LIKE IT DOES THE "KEWPIE" DAYS
 New, Original, Plaster Cast Dolls, 12 inches high, Natural Colors, Real Feathers, Red, Blue, Green.
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 The Following Names Were on Our Canadian Manifest for the Year 1932:
 NATHAN GLASSMAN, ETHEL GLASSMAN, ABIE GORMAN, JACK JACOBSON, HARRY DUVAL, LOUIS ISLEY,
 JACK BUSH or JACK BURKE, MAYNARD H. BAKER, FRED HEUSE, MABEL WESTFALL, DONALD CAMPBELL, JAS. PAYNE.
 As it is very important that we know at once if all the above returned to the United States, we are asking that each of the above write us, at once giving your address, so we can verify your return. Will greatly appreciate hearing from you at once.
RUBIN GRUBERG, Pres.
 RUBIN & CHERRY EXPOSITION, INC., Box 52, Montgomery, Ala.

CALL CALL CALL
Grand Opening PEERLESS EXPOSITION WAYNESBURG, Pa., April 13
 TWO BIG FAYOVS—TWO BIG SATURDAYS.
 Greatest Array of Bill Dates in This Country and a Oard Hour of July Celebration.
 WANTED—our more Flat like. Will pay transportation to join. Some choice Concessions open—no racket.
 TOM SCULLY, Manager of Attractions. Also wants Freaks and Working Acts for Broadway Side Show. Wanted to hear from Jack Huber, Richard Jump and Half-and-Half. Must work strong. WANTED TO BUY a Chimp or big Hep.
 JOE GRABER, Hotel Walton, Waynesburg, Pa.

My Experiences

By LEW DUFOUR

SAN DIEGO, Calif., March 30.—Leaving Chicago with Mrs. Dufour, routed over the Rock Island & Southern Pacific Railroad. Pleasant surprise—Alex Sloan on train en route to Excelair Springs. Dinner guest of P. Earl Ootner, passenger agent of the Rock Island Railroad. At Tucson General John Pershing and Charles Dawes at depot—both promised to come to San Diego to see the exposition.

Day after arrival out to exposition grounds. Surprised to see the Ford, Standard Oil, Transportation, Federal, State, Palace of Education and Women's buildings going up so rapidly. Three shifts—24 hours a day. Many big exhibitors coming in each day. Given a fine office in the Administration Building. Messrs. Farmer, Larson and Tupper requested that I make my wants known. With such considerate executives how can the fair be anything but a success!

Zach Farmer, executive manager, conducted Arthur Brisbane around the exposition grounds. Mr. Brisbane inquired if they were going to have a good midway. Mr. Farmer assured him of a grand midway. The next day 20,000,000 readers were told all about San Diego and its great fair. Stanley Graham, of midget fame; Mr. Harrison, who handled the ticket sale for C. of P., and myself were luncheon guests of the San Diego Chamber of Commerce. We each gave a two-minute pep talk regarding the exposition. Orville Crafts looking the exposition grounds over; now seemingly interested in the fair.

Attended dress rehearsal of Al G. Barnes Circus. A great show. Mrs. S. L. Cronin entertained Mrs. Waldo Tupper, Mrs. Eddie Brown and Mrs. Dufour while Manager Cronin took care of the comfort of men. Pleasant chats with others on the show. Plain Dave Morris and wife on the lot saying hello to all the folks. Harper Joy, Seattle banker and former president of the Circus Fans, having the time of his life. Congratulations to S. L. Cronin for his selection of a fine executive staff.

John D. Kilonis Shows

MANCHESTER, N. H., March 30.—Eddie Walsh, the show mechanic, has all of the ride motors overhauled and in first-class shape, and is now overhauling the trucks and trailers. Frank Smith has finished wiring the new panel front for the Minstrel Show and is now building a large stage, as this show will be featured. Panel fronts for all the shows, and all rides will be painted. F. Stanley Reed, general agent, arrived back in town after making an extended trip thru Vermont, Maine, New Hampshire and Rhode Island in the interest of the show. He is now busy with his national and local advertising banners. Has closed several advertising contracts and has enough work to keep a sign painter busy a week. This show will have one of the cleanest and neatest cookhouses on the road, and the credit goes to the congenial Ray Eghamith, who has this large eating emporium. The show will carry 6 rides, 6 shows, about 25 concessions and 2 free acts, moving on its own transportation. Mr. Kilonis and his family are expected here soon. He is winding up his affairs in Ohio and will motor here. Gloria Ann and Mrs. Kilonis spent most of the winter in Chicago. Electrician Hall will be here soon with the new ride and will get his power plant in shape for the opening here, April 25. All of which is according to a show representative.

Wm. Glick Exposition Shows

HAGERSTOWN, Md., March 30.—Winter quarters a busy scene, with Clarence (Blackie) Edwards and crew overhauling and repainting the Osterbilly; Pete Loftus and crew getting Heyday in shape; Dave Stock and his crew painting and overhauling Over-the-Jumps, Lindy Loop, Double Ferris Wheel, Merry Mixup and his kiddie rides. Trainmaster Sammy Smith, who arrived in quarters last week, checking over the railroad equipment preparatory to making his first move, which will be after the opening here in Hagerstown. Reported from the main office at Baltimore that Mr. and Mrs. William Purchase will arrive in a few days to get their Funhouse in shape. Jim Hodges will have the finest Side Show of his career. Kid Ella has contracted to put

on his Athletic Show. Grace Marion has booked her pop corn and peanut stands. Rip Winkle will have a string of concessions. The show this season will travel on 20 cars and operate with a pay gate and carry several free acts. F. PERCY MORENCY.

Cetlin & Wilson Shows

GREENSBORO, N. C., March 30.—The last stages of work at quarters now in progress. Everything will be repainted. Sorrow struck the show personnel when Mrs. John W. Wilson lost her mother, as was announced in *The Billboard*, on March 19. Mr. and Mrs. Wilson and Mr. and Mrs. Cetlin left immediately for Roanoke, Va., and the funeral was held on March 22 from her home at Hollins, Va. R. W. Becker was hired as special agent for the coming season, as were Mary and Bobbie Mack. They will start to work shortly. Leo Carrell lost one of his bears by death. He purchased two ponies for an act. Jack Rinehart is building an entire new outfit for the Lone Star Ranch Show. A delightful birthday party was given to Neta Fontaine at winter quarters on her second birthday. She is the granddaughter of Mr. and Mrs. Leo Carrell. Among the guests were George and Russell Harms, Alvin Shirley and Clark Coley Jr. Ladies in charge were Mrs. Leo Carrell, Mrs. Carl Fontaine, Mrs. S. Samuels and Mrs. Clark Coley. Neta received some very nice remembrances. The writer and Jake Faust recently returned from a trip thru West Virginia. Harry Dunkel sent all the "good Irish folks" on the show shamrocks, and included I. Cetlin, Jake Faust, S. Samuels and the writer, Frank Massick, in charge of quarters, is turning out some work. Has finished new stages and ballys for both the Karl Miller Revue and Hot Harlem. Speedy Merrill is finished and waiting for the opening. Leo Carrell is completely rebuilding and painting his show and rides. A. W. Howell has the Lindy Loop looking fine. At the last meeting of the Boosters' Club John W. Wilson was the host and, of course, the genial Mrs. Wilson the hostess. GEORGE HIRSHBERG.

World of Pleasure Shows

BROOKVILLE, Pa., March 30.—General Manager Bert Rosenberger, who has been sojourning in Florida for about six weeks, after a tour of 24 weeks with Hollywood Flashes, a stage unit playing cities in the South, some time ago received a scratch in one of his arms that developed into blood poisoning. He is now greatly improved and is returning to winter quarters here. A crew of men is at work in quarters, building show fronts and painting. Doc Hamilton, late of Russell Bros. Circus, has been engaged as manager and will leave Miami for winter quarters about the middle of April to assume his duties. The show will carry eight major rides and a kiddie ride, eight shows and a limited number of concessions. Will travel on four railroad baggage cars and a fleet of trucks, and will play spots in Pennsylvania, New York and West Virginia. All of which is from an executive of the show.

BALLYHOO BROS.

(Continued from page 46)
promotion. He said: "I see something fishy about it all."
Concessioners took their best hold here. If anybody beefed they paid him off with a fish. One native won a five-pound carp. They turned the wheel a quarter to see if the operator cleaned it or not. He went for a 10 spot at a quarter a rattle. They finally cleaned the fish, but not the one from the lake. Almost started a dem. It wasn't the money, but someone gave him the Bronx cheer thru a fish horn as he walked away.
The biggest single score on the week was made on the nickel snow-cone booth. A native went for \$500 at five cents a cone. No beef, he walked away as cool as a cucumber.
Our cookhouse served mock turtle soup for a change from fish. It was mock day in the cookhouse. Even the hamburger was mock.
Friday was the big day. It made this town famous the world over. There is hardly a person on the face of the globe who can't tell you the big day here. Ask anyone "What was the Big Fish Day in Minnow Lake?" and they will answer "Friday."
Our seals and sea lions took advantage of this spot, took on a few extra pounds of weight. It had been a long time between fish in our menagerie.

GRUBERG'S WORLD'S EXPOSITION SHOWS

— CALL —

SHOW OPENS SALISBURY, N. C., APRIL 20. AMERICAN LEGION PAGEANT OF PROGRESS. LOCATION ON MAIN STREET.

CAN PLACE few up-to-date Grind Shows, Monkey Speedway or Circus, Snake Show, Fat Show. Can also place high-class Motordrome. WANT Kiddie Auto-Ride. Will Book or buy same for cash. Bill Collins wants for Circus Side Show Mental Act. Freaks to feature. Glass Blower, Novelty Acts and Half-and-Half. Write BILL COLLINS, care show. William Benbow wants Colored Performers, Musicians, two Saxophones, Trombone, Trumpet. Those with wives that double Circus given preference. Write WILLIAM BENBOW, care show. CONCESSIONS—Can place few up-to-date Grind Concessions, American Palmistry, Photo Gallery, Scales. HAVE FOR SALE 12-Car Lindy-Loop, good as new. First \$1,000 cash takes it. Address

MAX CRUBERG, Manager, care Yarkin Hotel, Salisbury, N. C.

WEST COAST AMUSEMENT CO., Inc. WANTS

Free Act. (must be spectacular) for 30 weeks' steady work. Lady High Over, write or wire. We can use two Grind Shows, with or without outfits. CONCESSIONS—Open for Bowling Alley, Cigarette Gallery, String Game, Country Store, Novelties, other legitimate Concessions not conflicting.

LONG SEASON OF CELEBRATIONS AND FAIRS. FOR SALE—Chair-o-plane and National Calloope. Cheap. ATTENTION—Fair and Celebration Secretaries of Pacific Northwest, get in touch with us. We offer 8 Riding Devices and 5 Shows. NOTE—We play Lodi American Legion Picnic, May 4 and 5, and Isleton Asparagus Festival following, and with the biggest 4th of July in the Northwest. Free rate.

Address all communications to MIKE KREKOS, West Coast Amusement Co., General Delivery, Sacramento, Calif. April 2 to 17. Permanent Address, 291 6th Ave., San Francisco, Calif. No collect wires.

CALL SOL'S LIBERTY SHOWS, INC. CALL

SHOWMEN, RIDE MEN, CONCESSIONAIRES, TAKE NOTICE!!

Show leaves winter quarters Monday, April 8, opens at Sikeston, Mo., Wednesday, April 10. All report at winter quarters not later than Saturday, April 6. Can place useful people in all branches of the carnival business. Can place Pit Show Attractions and Merchandise Concessions.

Address: SAM SOLOMON, P. O. Box 223, Caruthersville, Mo.

HILDERBRAND'S UNITED SHOWS WANTS

HIGH OR FIRE DIVER—MALE OR FEMALE, IMMEDIATELY. Guarantee 25 weeks or more contract. Wire, don't write. Opening MARCH 30 AT GLENOALE, CALIF., for a nine-day run, followed by SAN FERNANDO, MERCED, SACRAMENTO, EUREKA, MARSHFIELD and ROSEBURG, ORE.

WILL ALSO BOOK any Show of merit. This is a brand-new show and we are booked through nine Western States, including many Fairs and Celebrations. State full particulars in first wire. BOX 1032, Los Angeles, Calif. Phone, Michigan 5606.

IMPORTANT—UNITED SHOWS OF AMERICA

SHOW OPENS JOPLIN, MO., HEART OF CITY, STREETS AND LOTS, CHAMBER OF COMMERCE FIESTA CELEBRATION, APRIL 22 AND 23. Show Trains leave Shareport Thursday, April 18. All Show People and Working Men Report Shareport. CAN USE two more capable Talkers. Ride and Show Help come on. GOODMAN CONCESSION CO., INC., take notice.

WORLD PLEASURE SHOWS

PLAYING PITTSBURGH TERRITORY—OPENING MAY 4TH
WANT—COOKHOUSE, will exchange lights; Eric Diziers, Corn Game, Penny Arcade, American Palmistry, Lead Shooting Gallery, Clever Shooting Gallery, Ball Game, Frozen Custard, Photo Gallery, Fish Pond, Summer Joint, Penny Pitch, Candy Apples or any other legitimate concessions. Few choice wheels open. WANT—SHOWS, two-in-one, Crazy House, Musical Comedy, Grind Shows or any shows of merit. Will furnish new outfits to reliable showmen. Will give real proposition for any major Flat Ride and Loop-O-Plane. WANT—Banner Man, must have car. Address BERT ROSENBERGER, General Manager, Brookville, Pa., or DOC HAMILTON, Manager, 1514 N. E. 2d Ave., Miami, Fla.

Cod and Roe, the Human Fish, with their under-water act, the top-money attraction. Our auspices so elated with their act they presented them with a giant grotto, 10 pounds of fish food and a keg of imported worms.
Our canvasmen saved the office many dollars. They waterproofed all our tents with fish oil. Tops looks like slicker coats. The odor a bit bad for a few days, but we placed the blame on a whale exhibit that was giving us some opposition 10 blocks away.

Saturday night found the Ballyhoo Brothers angling around, finally speared a live one and netted the more.
MAJOR PRIVILEGE.

P. S.—Our illusion show manager White Around the gills. Somebody hooked his living mermaid. Wonder what bait was used. It might have been a fin. But he should worry, had a school of mermals around him last year. M. P.

WILL BUY used KIDDIE RIDE

FERRIS WHEEL or AEROPLANE. E. MERRON, 1233 Glenmore Avenue, Brooklyn, N. Y.

FOR SALE—At sacrifice, 3 Rides, good condition: 1 Whip, Mangles; 1 Chair-O-Plane, 1 Air-O-Plane, Swing. Price \$1,000 for 3 rides. Good bargain for someone. Write M. BROWN, 204 E. Main St., Amsterdam, N. Y.

REFRESHMENT BUS, REO

WIDE HELP WANTED
CAN PLACE experienced Help on Merry-Go-Round, Ell Wheel and Whip. Setting up Wednesday Morning, April 3, at West Vernor and Stair Ave., Detroit. F. L. FLOK.

FOR SALE

Electric Kiddie Aeroplane—Ride and Peep Show. Cheap for cash. 4444 CLUB, Cincinnati, O.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Knept & Dehnert Shows

COVINGTON, Ky., March 30.—An outstanding social event of the quarters season occurred last week when the showfolk were guests of Col. Dehnert, manager, at his beer garden and were entertained by the White Sisters and their troupe. They feature little Betty Lou White in contortion and a singing number. Other features included Mrs. White in a cellophane dance; Walter Johnson, vocalist; Georgia Peach, piano; Bob Renshaw, steel guitar, and Mabel Stark doing her butterfly dance; Charlie Zing the emcee. Among those attending were Col. and Mrs. J. F. Dehnert, Mr. and Mrs. F. M. Wood, Mr. and Mrs. Charles House, Mr. and Mrs. Mel Bigley, Mr. and Mrs. Ralph Jackson, B. Crosby and wife, Ruth Maddox (formerly Mrs. Jack Bloom), Jack Berry, Jack Taylor, Charles Dunnegan, Millard Potts, Stanley McGregory, Sam Prambles, Earl Thompson, Chappie Drew, Jimmy Terry, William Sparks, Mr. and Mrs. Sam Schwachter, Mr. and Mrs. William Zink, Mr. and Mrs. Wilbur Schmitz, Frankie Hitchcock, of vaude note; Earl Reed, of *The Kentucky Times-Star*, and many others.

An order for the new marquee has been placed with the Ward Tent and Awning Company. Four show tops purchased recently will arrive in a few days. Work at quarters is being rushed in order to have all in readiness for the opening of the season. F. M. Wood has been on the sick list this week. Among visitors have been Thomas and York concessionaires; William Swaub, Edward Jessop, W. Roby, A. F. Schrimochar and Sam Sockley.

MRS. F. M. WOOD.

Mighty Sheesley Midway

STATESVILLE, N. C., March 30.—The 25th annual tour of Sheesley shows will be inaugurated on April 8, and the indomitable "Captain John" is coming out of winter quarters with a grand army of people, steel cars, attractions, brilliance, color and novel midway features. Captain is justly proud of his route, thru the untiring efforts of his general agent, C. W. Cracraft. An attractive line of special paper will be used this season. All work is well in hand for the opening date.

Charley Pounds remains the "chancellor of the exchequer." En route from completing railroad contracts, Agent Cracraft paid a hurried visit. E. C. May and wife here and ready for the advance. John D. Sheesley and his agents have his department in readiness. Alex Saunders arrived to stage the new *Foltes Bergers*. Earl Kettering, former drome rider, here on a visit from Macon, Ga. Clyde Jordan, package-candy concessioner, has his agents neatly garbed and ready for work. Hilton Hodges' new midway offering will be a novelty. Dietrich, the show's artist, has done a masterful job on the fronts. Eddie Gamble and wife are here. Mr. and Mrs. O'Leary (the former Stella Hardenbrook) were greeted by many friends. Many of Myrtle Cooper's agents have arrived. Edward (Texas) Smith and his helpers have his department in fine condition. Buck Washburn will handle the fruit wheel of Charles Sheesley. Jimmy Hicks, at Hialeah Park all winter, has arrived. Mike Goodman also here. Jimmy Austin is again the show's custodian. The "ever-

young" and urban Ward (Dad) Dunbar continues as mailman and salesman of *The Billboard*. Jack Murray and wife are getting their attractions in readiness. H. C. FITZGERALD.

Yellowstone Shows

ALBUQUERQUE, N. M., March 30.—By next Saturday the show will be at its opening stand, Gallup, N. M. The paraphernalia presents a most attractive appearance, with newly decorated rides and beautiful color schemes designed by the artist, Frank Cook. W. S. Neal, owner-manager, is seen daily these days with his sleeves rolled up and digging right in with his crew of working men. Six new show tops have arrived from the Pueblo Tent and Awning Company. Mrs. Eddie Lynch, who was abed for two weeks, is up and around again. Mr. and Mrs. Dutch Ward joined with one concession. Greetings were exchanged with members of Golden West Shows. Among the visitors here were Mr. and Mrs. Tony Kitterman, Mr. and Mrs. Brownie Miller, Mr. and Mrs. Ralph Balcomb, Frankie Culvert and Al Hatfield.

WILLIAM M. SUTHERLAND.

Blue Ribbon Shows

COLUMBUS, Ind., March 30.—As the opening date, April 20, approaches, the quarters crew is working overtime in order to have everything in readiness. Every bit of new construction is given inspection by Manager L. E. Roth and he is pleased with his equipment. Mr. Roth has purchased a new truck with trailer for the new office and the new 75-k. w. transformer. This makes 16 trucks now here, all with 20-foot trailers, and more will be added later. Mr. and Mrs. Tom Mehl advised by letter that they would be here in a few days. Ray Rogers, foreman the Big Eli Wheel, is expected daily. The writer, Franklin Smith, has just returned from a successful business trip in the South and it is now reported that the show is booked solid until the middle of December.



Brydon's International Congress of Oddities

KANSAS CITY, Mo., March 30.—Closing a successful 10 days' engagement here tonight at 1123 Walnut street, in the heart of the theater and business district, Ray Marsh Brydon, like Johnnie Walker, is "still going strong." This engagement marks the 80th week since the show opened at Birmingham, Ala.

With a tremendous billing, newspaper and radio campaign, backed with a show which includes many outstanding features, the Auditorium is doing a consistently good business. Mr. Brydon routes and books the show, usually leaving on Tuesday, but always returning by the end of the week to make the next town with the show motorcade, which consists of a big bus, four trucks and a dozen private cars. The show closed at Hot Springs, Ark., on a Monday night, made the more than 500-mile jump thru the terrible duststorm to Kansas City and opened for business on Wednesday.

Snookie, chimpanzee, was recently made an honorary member of the Lions' Club at Wichita Falls, Tex.; of the Kiwanis at Oklahoma City, and at Hot Springs was made a lifetime guest of the American Legion. With Capt. Marion Graves in charge this marvelous little simian has become a star actor.

Trieps with newspapers, entertainments at hospitals, playing host to underprivileged children, making friends with city officials and local merchants, Brydon has blazed a trail of popular acclaim in the traveling museum field.

Following is the complete roster of the show: Ray Marsh Brydon, operative lessee; J. J. Stevens, lessee; O. R. (Ray) Cramer, manager and auditor; William J. Hillier, director public relations; John Gearhart, Elmer Yancey and Jockey Day, advance; Owen (Slim) Webb and Jim Hall, tickets; Roy E. Chapman's Klites Band; Lazaro Ali, eye manipulator; Henry McLeod, human pin-cushion; Tony Culler, iron tongue and fire-proof man; Walter (Rube) De Lenz, art of deception; Slim Jim and Big Bertha Curtis, world's strangest married couple; Mrs. Elizabeth Webb, mysteries of Baghdad; Julius B. Shuster, pick-up man;

MAGIC

(Continued from page 27)

Buddy Gwynne and Jack Gwynne. Besides plenty of show, there was plenty of eats and beer.

Friday night's session was held at the club's headquarters at 1628 East Lake street. The clubroom was filled to capacity with magicians who had gathered to discuss the various problems affecting the art of magic, such as the need of a magicians' code, ways and means to eliminate the free magic show and the evils of giving away magic tricks and secrets as a means of advertising some firm's product. On the Friday night entertainment program were Ernie A. Anderson, secretary, who gave the address of welcome and also acted as emcee in the absence of Joseph Conrad, who was unable to make the meet; Louis P. Preus, Harold Peters, Douglas Dulac, Vernett Schoneck, C. George DeWitt, Alvin T. Simonson, Lawrence E. Gerde, C. A. Guilmont, Jesse Neff, Arthur C. Nelson, C. A. Munson, Sigmund J. Jacobs, Frank Cary, Dr. Fray and William G. Schreiber. A contest open to all magi was held Friday night, with L. E. Gerde taking first prize; C. A. Munson, second; William G. Schreiber, third; Alvin T. Simonson, fourth; C. George De Witt, fifth; Arthur O. Nelson, sixth, and Harold Peters, seventh.

BIRCH THE MAGICIAN, now on an extended tour thru the Midwest, is curious to know whether it is true that Thurston mentioned him as his successor in a recent broadcast out of Cincinnati. Meanwhile, Birch continues his tour, which opened June 7 and winds up May 14 in Altoona, Pa.

PAUL DUKE entertained the prominent hand surgeon, Dr. Lorenz, recently at Leon and Eddie's Club, New York. The doctor was so impressed by Duke's manipulations that he insisted "Duke's fingers are more nimble than mine."

C. J. Lanther's, Traveling

COLUMBUS, O., March 30.—The first museum here for three years and the people seemed to be hungry for entertainment of this nature, as over 9,000 amusement seekers crowded the place during the first week's engagement. Located in the old Liggett Drug Store Building, 24 feet wide by 180 feet long, at 90 North High street and with plenty of window space for the lighted display boards, it is one of the best framed storerooms of the present tour.

Major Peeler, director of Public Safety, and Chief of Police Fred Kuntz were guests of writer and complimented the entertainment. Mr. and Mrs. Lanther, Mr. and Mrs. Fisher, Woodrow Olson, Mr. and Mrs. Rockefeller, Percilia Lanther, Lillian Jones and the writer were guests of George Wydick, manager of the Chittendon Hotel, at the Purple Cow Night Club. Professor Emil, accordion player, joined here, also Maynard Boher, ticket seller. Among visitors have been Dave Tennyson, manager Gooding Shows No. 1; P. C. Drum, manager Gooding Shows No. 2; Art Converse, side-show owner; Mike Reed, matrodrome manager; Jack Richards, late minstrel entertainer; Earl Shipley, circus clown; Roy Barber and father, local promoters; Mr. and Mrs. Charles Buell of Newark, O.

The show will conclude its winter tour tomorrow and the two semi-trailers, big passenger bus and the six sedans will head southward to Shreveport, La., where United Shows of America are wintering. Mr. Lanther will have two shows with that organization for the summer, and the writer has been engaged as publicist for the second season. ROY B. JONES.

Philadelphia Houses

PHILADELPHIA, March 30.—Eighth Street Museum has a complete new show this week and results are at top notch. On the big platform are Joe Grendel, sword and radio tube swallower, and Punch; Pearl White, iron-tongue exhibition; Rajah Corey, Oriental magic; Jackie Mack with sword-box illusion. New dancers in the annex are Mary Monge, Fay Weston and Babe Nolan. Mile. Deffen still featured in a fan dance.

South Street Museum presents all new features this week, with best business of the season. The following are on the bill; Anderson Sisters, spotted family; Alos, the alligator boy; Laurelio, revolving head and novelty entertainer; Captain Sigfried, tattooed man; Mme. Verona, mentalist. The Smith & White Esque featured in the big pit. Dancing girls are still holding forth in the annex.

Morris Miller's, Traveling

COLUMBUS, Miss., March 30.—Morris Miller's Traveling Museum took the road again after a month's stay in New Orleans. The first stand was Meridian and business was satisfactory. Many show people were visitors during the week, among them Al Fine, manager Meridian Fair; Don Carlos and his wife, and in Columbus the entire personnel of New Deal Shows. The show now consists of Morris Miller, owner; Fred Meyers, general agent; Cy Stephenson, press representative; Frank McGuire, billposter; Doc Ward, general superintendent. The Filipino Midgets, Australian Pin-Heads, Big-Lipped Savage, Congo the Irresistible; Joe Allen, human cork-screw; Roselle, Baby John, fat man; Lady Hazel, fat lady; Frank Russell, strong man; Ossified Man, Don Pierce, inside lecturer; Frank Zorda, magician and assistant manager; Mrs. Goldie, sword box; Lady Evangeline, mind act; Zorda's two-headed baby in the annex; Mrs. McDonald, in charge of cookhouse; Professor Nelson, sword swallower; Mack McDonald, announcer; Shorty Fisher and Talbot Ward, ticket sellers; Duckey-Wuckey, clown; Smilo, clown for street advertising; Goldie Pitts, inside manager. Mr. Miller plans to keep the museum intact till June. FRANK ZORDA.

the show, placed their stamp of approval on it and several were quoted as crediting the show with being an educational exhibition.

The City Council's license committee this year may boost the tax on these shows from \$30 to \$50 weekly, altho for some reason the newspapers are urging a \$100 license.

MUSEUMS

E. L. Blystone (Bly), rice writer; Laurie Johnson, sword swallower; Rosa Heath, clay modeler and lecturer; Ruth (Heath) Duncan, giantess; Starr DeBelle, lecturer; Little Lord Leo, Prince Dennis and his wife, Lady Ethel, midgets; Leona and Jack Halligan, mentalists; Clarence Thorpe, cartoonist; Lady Rose, lithograph-skin woman; Bob Wallace, pop-eye; Johnny and Willie Carpenter (Pip and Zip); Captain Mosely, strong man; Luther King, chef; Bob Roy, assistant; W. S. Smith, mechanic. Else-John, under management of Bobby Lynch, is now the annex attraction and is drawing large crowds at every show. The combination is one of the best annex features Brydon has ever had.

Wagner's 14th St., N. Y.

NEW YORK, March 30.—This week's feature is Susie the Elephant-Skin Girl, presented by Julius Kuehnel, who delivers an interesting lecture about her. Other attractions are Sealo the Seal Boy, with his everlasting smile; Carlino, the Watch King, magician; Ajax and his Punch and Judy; Sahja, mentalist, who leaves soon to take a vacation before starting the summer season; Prof. Frank Graf, still tattooing; revue, which this week is offering Oriental and Spanish dances; Cal and Zeke, hillbilly entertainers; an illusion. Bill Crosby and Raymond Wagner, on the front, have just received their summer-weight uniforms. Museum will remain open thru-out the summer. Charles Leroy, lecturer, will have attractions with Oscar C. Buck's carnival. Business continues to be good. TOMMY McNEILL.

Show at Newport News Gets Okeh Despite Press Attack

NEWPORT NEWS, Va., March 30.—Considerable publicity was given an anti-vice and narcotic show featuring Jack Lee, lecturer, which played this city last week, when a local newspaper delivered a severe attack upon traveling museums in general in a front-page editorial, urging a prohibitive license to keep them out.

Radio Station WGH took issue with the newspaper, and a committee of city councilmen and the police chief visited

Available-15 Rides
Also Concession Stands to Rent to Auxiliaries Within 100 Miles of Chicago.
FOR JULY 4th WEEK
CELEBRATION
Concession Supplies on Consignment to Reliable Auxiliaries.
DOOLAN AMUSEMENT CO.
342 West 69th Street. CHICAGO.

BAR-BROWN SHOWS
WANT for 1935 Season, Shows of merit, especially orientated Colored Minstrel. Also one Flat Ride and one Kiddie Ride. WANT good Cook Houses and legitimate Grand Stock Concessions. WILL BUY Tent or Complete outfit suitable for Side Shows or 10-in-1 Show, provided in good condition. Will open first week in May. Address: C. E. BARFIELD, Gainesville, Fla., this week; Hawthorne, Fla., next week.

BRIGHT LIGHT SHOWS
Opens in Pittsburgh, Pa., April 20th
Can Place Flat Ride, Leap-Frog, etc. more Shows. Operating for good week shows, few more Concessions. JOHN GEORGA, Mgr., 1217 Carnegie St., S. S., Pittsburgh, Pa.

M. S. AMUSEMENT CO. want Corn Game, Cook House, Grand Stores of all kinds. No graft. Athletic Shows. We have complete outfit. Snake Shows, Rice Ball. Lettynville, Mo., April 1 to 6. Advance, Mo., 8 to 12. O. WALKER, Manager.

Art Lewis Shows

BRIDGEPORT, Conn., March 30.—Much winter quarters work is being accomplished. Al Bydalk, rides superintendent, and crew are rebuilding the rides. All rides will have new lumber thruout and will soon be ready for paint, the decorative work by Snapp Wyatt, of Coney Island note. From the looks of things the show will be the most elaborate that ever left its winter quarters. E. G. Pauli is building a new body on a Dodge truck for the callopo. Twenty men are now working in quarters. The show will open in Bridgeport about April 28. Bill Akers, representative, has been very successful in booking engagements, and Owner Art Lewis is pleased with the route. Billy Beaudreau will again have his Motordrome on the midway, with men and women riders. Morris Michales will be at quarters soon to build his new cookhouse. Mr. Lewis, who went to hospital for a minor operation, is expected to be out soon. Jack Kelley will manage the Ten-in-One. Taylor Brothers will present their three free acts nightly. Jack Douglas will manage the Art Lewis Revue. Morris Hannum and Curly Ingram have booked concessions. Ben Lewis, former concession manager with the show, will not travel this year, as he has several places of business in New York City, in which Art Lewis is also interested, and he will remain there as manager. The midway will have six major rides, three kiddie rides, eight shows and about 30 concessions. The season will be for 28 weeks. AL ROGERS.

Baltimore Briefs

BALTIMORE, March 30.—West Coast Smyth arrived here last week, checking up on his girl show interest at 412 East Baltimore street. Mr. Smith is one of the most outstanding store showmen ever to come east. With three units of the Underworld Expose Shows—one in Newport News, Va.; one in Roanoke, Va.; one in Washington, D. C.—and a girl show in Baltimore, and has arrangements for attractions to open in Atlantic City, Revere Beach and Old Orchard Beach for the park season. Duke Jennette, husband of Baby Lilian, Baltimore fat girl, is arranging several shows for Cetlin & Wilson Shows. Herbert the Magician is working the two-headed baby in the annex of the museum here and in his spare time is arranging details for the Side Show he is to take charge of for Jennette on the C. & W. Shows. The Monumental Amusement Company, C. E. Morfoot, business manager; J. J. Burns, field manager, and Marie M. Morfoot, secretary, is to open here April 30 on the streets, with rides, concessions and a few shows. John T. McCaslin sold a great amount of tents and banners last week and has been busy with his night club booking. HARRY J. BOWEN.

World's Exposition Shows

SALISBURY, N. C., March 30.—About 65 men have been working full time lately at winter quarters and all equipment will be in fine shape when the show opens here April 20. More lights than ever will be a feature. Manager Max Gruberg recently purchased a No. 2 Ell Wheel and a Kiddie Wheel. William Benbow has been engaged to present his all-colored Havana Rumba Revue. Bill Collins will be in charge of the Wax Show and the Circus Side Show. A. (Doc) Burns will have charge of the Illusion Show. The writer, Percy Martin, and wife; Max Gruberg and Mrs. Harry Ramiah paid the Cetlin & Wilson Shows a visit at Greensboro, and renewed old acquaintances. Upon his return to Salisbury Max Gruberg immediately left on a business trip to New York State. Jack Lyles, agent Johnny Jones Exposition, was a recent visitor. Walt McCanless, Charlie Lantz and D. L. (Spot) Basinger are frequent visitors. Also Billy and Hoke Basinger and Red Speding. Everybody on this show was sorry to learn of the death of Mrs. James Lodge's father, who died and was buried at Charlotte, N. C., recently.

Rubin & Cherry Exposition

MONTGOMERY, Ala., March 30.—With the return of Rubin Gruberg from Florida and Mrs. Rubin Gruberg from her cruise thru Italian waters the finishing touches are being put to everything and the opening date, which is scheduled for this city on April 13, everything will

be spick and span. Work around the grounds is being pushed forward, with crews working into the nights. The folks expressed themselves as being well satisfied with the new color scheme for the cars and wagons. Some of the new attractions this year will be the Wax Show, owned and managed by L. C. McHenry, of Charlotte, N. C., who is a past master in conducting a wax collection of outlaws such as he presents. Another will be George Marquis' Spooksey Revue, presenting illusions de luxe. A complete lineup will be given at the opening of the season.

America's Model Shows will open at the Duval County Fair, Jacksonville, Fla., on April 12 for eight days. The Model Shows will present a scene of brilliancy this season and have a number of new attractions.

Both organizations will use one or more sound trucks for publicity.

Mr. Gruberg has greatly improved in health and is well on the road to entire recovery. P. S. REED.

BARNES SHOW

(Continued from page 39)

terriers as top mounters. Received fine hand. Ring 3, Ovs Thornton and trained ponies.

No. 23.—Principal act of Bernetti family, seven people and four head of stock.

No. 24.—Ring 1, six elephants worked by Shirley Baron. Ring 2, eight by La Verna McClain. Ring 3, six by Margaret Garner. This is a snappy act, splendidly presented. For finish 20 elephants in long mount on track presented by Walter McClain. Second concert announcement.

No. 25.—Ring 1, tight wire, Escalante Girls. Ring 2, Phillip Escalante on slack wire, and he sells it in splendid manner by his marvelous work, especially the "drunk" finish. Ring 3, Butters troupe, speedy, flashy workers on tight wire. Fine hand. Next was clown boxing number.

No. 26.—One of most pleasing numbers on program, high school and menage horses ridden by Ova Thornton, Alma Taylor, Dixie Whitaker, Shirley Baron, Mimi Canestrelli, Margaret Garner, Gayl Thomas, Dolly Jacobs, Helen Wight, Bertie Youden, Alfreda Avalon, Rhea Jack, La Verna McClain, Leah Higdon, Vernis Mitchell, Hazel Moss, Doris Cleveland, Lorraine Wells, Ruby Woods, Anna White, Golda Higdon, Laura Roth, Peggy Marshall, Virian Roard, Helen Penny, Fatsy Reed, Bertha McAfee and Joan LeFarr. Clown crazy number while rigging being set for flying acts.

No. 27.—The Escalantes and the Wards measured up to the standard set by these well-known flying trapeze acts. For closer *The First Americans*, a fast hurrah number, all appearing in Indian costumes. Jockey, flat, hurdle, Roman standing and chariot races for finish. Show ran two hours and 35 minutes but will be worked into a two-hour program.

The clowns: Roy Barrett, Lew Hershay, Art LaRue, Van Wells, Andy McCoy, Sam King, Arthur Burson, Pat Kling, Fay Avalon, Boppo, Lefty O'Neil, Ralph Miller, Gino Canestrelli, Mike Garner, Bill Kling, Dan McAvoy, Billy DeVoe, Red Kirk, Toots Papke, Otto Canestrelli, Homer Goddard, Milt Taylor, Happy Kellams, Toots Marion, Harry Martin and Harry Adait.

The concert offers Wild West and singing and dancing numbers. George Penney heads Wild West and Mme. Cherie produced numbers in *The Hollywood Revue*. Those appearing are George Penney, trick rider and roper; Chief Sky Eagle, roper and bow and arrow trick shooting; Sunbeam Sky Eagle, rider and roper; Jean Villa Lobas, trick roper; Marie Wolfe, trick rider and roper; Margaret Gaumont, trick rider and roper; Helen Sky Eagle, trick rider. *Hollywood Revue* has 12 line girls, with Joe and Lillie La Porme feature dancers. Concert goes for a dime.

The Staff

S. L. Cronin is general manager; J. Ben Austin, general agent; Theo. Forstall, treasurer; Mark Kirkendall, white wayler; Jack Youden, secretary; Robert Thornton, equestrian director; Charles Redrick, musical director; Leonard Karsh, superintendent of front door and auditor of tickets; Bill Parks, front door; John Brassill, manager Car No. 1; Jack Austin, manager Car No. 2; Ed F. Maxwell, local contractor; Don Hanna, contracting press agent; Jack Grimes, general press representative; Bernie Head, story man and press; Cliff McDougal, story man and press; Max Fitcher, checker-up; George Lowe, boss billposter; Chester Peike, superintendent candy stands; Mel Smith, manager side show, with Al (Big Hat) Fisher assistant; William Denny, super-

AMERICA'S MODEL SHOWS

Want for Season 1935, Opening April 12 DUVAL COUNTY FAIR, JACKSONVILLE, FLA.

Up-to-date MONKEY SHOW capable of getting money. BIG SNAKE SHOW, no small snakes. LAW AND OUTLAW WAX SHOW, nothing but the best. HIGH-CLASS ILLUSION SHOW and TWO-HEADED BABY. We will furnish outfits for the above, but they must have power to them. We will not book any junk. Want to book KIDDIE RIDES, except Baby Auto.

Will place first-class BILLPOSTER, prefer one with own truck. WORKMEN in all departments and first-class RIDE HELP.

IF YOU HAVE A MONEY-GETTING ATTRACTION YOU CAN GET MORE MONEY WITH THE BIG ONES.

Show Train leaves Waycross, Ga., on Wednesday, April 10. **RUBIN & CHERRY EXPOSITION, Inc.** Opens Montgomery, Ala., April 12. Want Workmen in all departments. First-class Canvasmen that can handle tents. Ride Men that are good mechanics and know rides. WRITE, WIRE OR PHONE RUBIN GRUBERG, P. O. Box 52, Montgomery, Ala.

WANTED FOR BALTIMORE, MD.

No. 5 Ell Ferris Wheel, Two-Abreast Merry-Go-Round and one Auto Kiddie Ride. Book 75/25. All Rides must be in first-class condition, as you play only the streets of Baltimore. Opening date Saturday, April 20. Closing last week in October. Six months on the streets. Splendid opportunity for meat juice and Grub. \$20.00, exclusive. We handle no Cook House. All legitimate Concessions open creating Sugar and Groceries. Wheels go. (What have you to offer?) No time to write. Write Jay your Writ as we pay ours. This is no wildcat or fly-by-night outfit, but a Baltimore company and well known throughout the city. Reference at any time required. MONUMENTAL AMUSEMENT CO., J. J. Burns, Mgr., 408 E. Baltimore St., Baltimore, Md. Phones: Calvert 1087 and 3394. P. S.—BILL SINCLAY NOTICE: Will place you with Ball Games same as last two seasons.

LAST CALL GIBSON'S BLUE RIBBON SHOWS LAST CALL

OPENING COLUMBUS, IND., SATURDAY, APRIL 20, TWO SATURDAYS. Our Fair Season starts week of July 15. We positively hold contracts for 14 Fairs, with more pending. Those contracted report April 10. WANTED—Motor or Monkey Drome, Geek or Darkest Africa, organized jig Show with Uniformed Band. Legitimate Concessions working for stock only. No gift, Ray Ramonla writc. Jack Norton wants Acts to feature. FOR SALE—Corn Game, 12x20; two 10x16 Tops with Frames; Grab Joint Top, 10x10; one 10x12 Top with Frame. BOX 44, Columbus, Ind.

intendant dining and sleeping cars; Turner Thomassen, timekeeper; Capt. W. H. Ourlis, superintendent of canvas; Blackie Williamson, superintendent of props; Judd Bullock, trainmaster; Edw. Versteeg, chief electrician; George Tipton, steward and superintendent of dining tent; Jake Poney, boss hostler; Walter McClain, superintendent of elephants; Eddie Trees, superintendent of menagerie; Al Moss, head usher; Merle Rittenour, superintendent of ring stock; George King, superintendent of wardrobe; Frank (Jersey) Schank, superintendent of side-show canvas; J. O. (Red) Forbes, chief mechanic; Harry Bert, superintendent inside tickets; William H. Colp, legal adviser; Frank Chicarello, special agent; Jack Backard, chief of police; H. N. Owen, backstage officer; Herbert Marshall, side-show band leader; Margaret Graham, wardrobe mistress; J. W. Petterson, 24-hour man; Lee McDonald, 24-hour man; Al Weir, banner puller; Frank O. Wight, barber shop; C. Y. Clifford, floss candy; Jimmie Thomassen, cashier of stands; Arthur Stahman, purchasing agent and stands banners; Joe Sullivan, banner solicitor; Merle Danielson, assistant banner solicitor; Eddie Horton, director radio and public relations; Dr. George W. Boyd, medical director, and Dr. Oscar Boyd, interne. Show travels on 30 cars; one car and seven trucks in advance.

The Side Show

Mel Smith is manager and director of inside, with Al Fisher on outside. On ticket boxes. Silent Joe McCullom and George Genac. Banner fronts are new and are done in colors that are departure from usual side-show painting. In rear of side-show top there is introduced what appears to be a novel idea. Smith calls it the Futuristic Proscenium. Large stage, which is divided into three smaller stages, each with drops and scenery. On them are presented illusions and magic by Fay, the Man of Mystery. It is nicely arranged, looks good to the eye and has them all wondering what the thing is, to the extent that as observed on opening day the idea should be a good money-getter. The attractions: Virginia Butterfield, mentalist and crystal gazer; Fay and company of four, mystery magic and illusions; Art Hubell, human bellows; Mr. and Mrs. Johnnie Winters, Hollywood Lilliputians; Duke Kamakua and wife; Juanita Martinez and Dixie Love; Royal Hawaiians; Monya Pedras and big

reptiles; Edith Hubell, sword box and illusions; Betty Brodrent, tattooed woman; Jukius Schroder, Abyssinian wildman; Mike Butch, Popeye, man of many faces; C. E. Rice, the human heart; Capt. LaBarda, sword swallower; Jack Ernest, piano accordionist; Erayo and Miguel, Aztec midgets; Herbert Marshall is band leader and producer of Alabama Minstrels. Percy Williams and Pork Chop Chapman are the comedians; Billie Thomas, feature singer; Daddy Whita, straight man and singer. The band—Mack Walden, sousaphone; B. M. Edwards and S. W. Sevard, trombones; James (Sam) Roberts, clarinet and saxophone; Al Officer, clarinet, saxophone, and piccolo; J. W. Webb, trumpet; Jack Dozier and H. Marshall, trumpets; Daddy White, big drum, and Robert Henley, traps.

The big show band—Charles Redrick, director; Emilio Hernandez, Phil Smith, Jack Earle and Harry Shell, trumpets; Bill Taggart, Wilfred Korpl, Frank Bianca, clarinets; Dallas Davis and Sol Driscoll, sousaphones; Albert Mitchell, Al Brown and Ray Evans, trombones; Harley Pitta, euphonium; Miley Thomas, traps; Jack (Scottie) Thomas, big drum; Pete Heaton, air callopo.

The concessions.—Chester Peiky is superintendent; Arthur Stahman, assistant; James Thomassen, cashier; No. 1 stand, Homer Cantor; No. 2 stand, S. Arnold; hamburger No. 1, Murdoch Cook; No. 2, Kenneth Mapes; chameleons, Nate (Denver) Kleain; novelty stand, Harry Youden; novelty salesmen, Sherman Cowen and Charley Johnson; seat salesman, B. Curson, H. Corrach, Davis Corrett, Grant Farmer, Griffith Hayes, Keith Kirkpatrick, Lambert Marocwich, Morgan Shaw, Boyd Stevens; S. Davis, candy.

James Simpson, former trouper, and Charley Farmer were among visitors. Al Fisher made his debut as circus side-show talker and made a fine maiden effort. Charley Smith and wife visited show, also Eddie Sherman and family. Old Mexico sent a lot of people to the opening. Miguel Torres headed a party from Mexicala and Agua Caliente. George Tipton, steward, said the check-in at cookhouse showed 605 persons. Jules Jacques, director of Bonham Bros' Boys' Band, is an ex-trouper. This band annually appears at Barnes openings. Jack Grimes obtained much publicity in local papers. Bill Curtis used his new stake driver, driving three stakes at a time.

OAK BRAND::HY-TEX BALLOONS



Extra Quality!
Unique
Novelties!

HY-TEX Balloons, made by an exclusive, patented process, are the toughest and strongest in the world. And the Hy-Tex line gives you the best of those unusual shapes that sell so fast.

At Leading Jobbers.

The OAK RUBBER CO. RICHMOND, O.



By GASOLINE BILL BAKER (Cincinnati Office)

"HAVE BEEN A SILENT . . . Pipes reader all along, but admit to being somewhat slack as far as contributions are concerned," types DeWitt Shanks, Chattanooga, Tenn. "Hope this makes up somewhat. Doc E. S. Raggett and I are operating a laboratory here and are doing nicely. But we still find time enough to get out and make an occasional pitch, just to keep in practice. Recently ran into the one and original Red Feather, with a nice outfit and all the signs of a prosperous winter season. Had a letter from Harry Maers, from Etowa, Ia., where he is in a local hospital as a result of an auto wreck. Here's hoping he has a speedy recovery. Doc Benson, oldtimer and veteran med man, was recently in these diggings and seems to be doing well. DeMills, the book worker, was a recent visitor at Nashville, where he had quite a pipe fest and recalled mutual friendships, especially our old friends Clarence and Kitty Hecken-dorn and Shorty Treadway. Mrs. Nina Scott has a nice outfit out this season and is getting business. That oldtimer, Doc Mack, has been playing courts this winter and spring to good results. For the information of boys of the tripe and keister, Chattanooga is open to doorways. Several roads are here and seem to be doing okeh."

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

"AM PIPING IN . . . from Providence, en route to Worcester," infos someone who signs himself briefly as "Jack B." Remainder of the pipe is censored because of the incomplete signature.

"I HAVE RECEIVED . . . several letters concerning my last pipe in The Billboard," writes "Hoot" McFarland from his home in Lewiston, Me. "Evidently something on that order is what they want today. There is not much happening in this section. Blades Cook has been working here for two weeks and looks prosperous. I imagine he is as well off as anyone in the business today. I have been amused of late reading how prosperous some in the business are supposed to be, as well as laboring thru long dissertations on who is and who it not a j.o.l. It is time a lot of us realize that The Billboard editorial space is just as valuable as its \$7 per column inch advertising space. Let's be more epigrammatic. I have an auctioneer's reader in Maine and plan to book farm and community sales thru the State this summer and fall if everything goes well. Everyone is looking forward to the Spring Special of The Billboard with great hope of seeing a host of advertisements announcing new and fast items for the coming sea-

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

son's work. The majority of manufacturers of pitchmen's items have been ultra-conservative the past five years in regard to investing money in new inventions. At the present time tho, with the better trend of business in general, we of the fraternity sincerely hope that they have something for us to sell that isn't five years old. To those of you who plan to work Lewiston this summer remember that the corner of Spruce and Lisbon is closed. However, you can rent a lot just two doors away and do a good business. All Maine towns, before the summer is over, will be closed to everything but private property. While working towns around here recently I have noticed that the majority of them have been badly burned by an Indian med man. Everyone around here is still talking about the amount of money Doc Maxey made in Lewiston and Berlin, N. H., last summer. They all have a good word for Maxey, tho. I still believe that Mary Ragan could sell sex books to the United States Senate if the chairman would permit her to make a pitch in the Chamber."

"HERE'S MY FIRST . . . pipe in years," inks R. Wooley, Springfield, Ill. "Just passing thru here. Met Doc McNeill and Hightower, heading for Peoria as a result of a pipe in last week's issue. Stay away from here for a while. Town is closed as a result of an argument between two knife sharpener workers over a corner. Am still working oil and find business is getting better. Am heading into Indiana for a few weeks."

"WELL, HERE'S A 'SHORT' . . . from one," pipes Fred (Sizz) Cummings, from Montgomery, Ala. "Guess I haven't piped for a few years. After working pens for 12 years I quit about five years ago and returned to stores with cleaner for a couple of years. Was legal adjuster on a circus for another two years. In 1933 Pay Cornish and I had cleaner at a Century of Progress in Chi. In 1934 I had trick cards in the Colonial Village at the fair. Have worked Atlanta and here with the cards since November. Now I have just returned to my first love, pena. I hear that Harry Taylor, who used to work pens, is a big night club owner in Minneapolis. Fido Kerr and wife, Ned Fitzgibbons and wife, Sally, Frank Polk and the missus and Mac-Padden are already in San Diego. Hogan and Hardy, the Strongberg Twins, are now in Atlanta. The MacMurphy twins are here. Jack Wilson left for Birmingham. Joe Atkins is here on the sheet. Where are Peterson and Mack, the paddle workers supreme? Is Kippay Davis dead? Otis M. Scott is in Gary, Ind. Cox was here. Tom Rogers was in Atlanta. What has happened to Razor Bently? Let's have a pipe from Curtis Elzy (the boy wonder). Bill Walker and wife left for New York. Dick Hull and wife, of Hull & Kerr Company, were last seen in Kansas City. Let's have a pipe from the Mid-west Novelty Company, in Kansas City, telling us who, was in K. C. recently. I see Johnny Vogt is eating snowballs in

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

"THIS IS TO LET . . . the boys and girls know I am back on the road again," pipes J. M. Hightower, from Springfield, Ill. "Will try to give some info on spots from Dallas, Tex., to here. After leaving Dallas the first spot I worked was Gladwater, Tex. It is open to street corners and private property, but money is hard to get. Next place was Texarkana. No reader and no street corners. Work on private property, but none to rent. So you can't work. Texarkana, Ark., reader is fairly reasonable, high on law, and no street corners. Doorways and one lot. Lot is reasonable, but no money in town. Next stop, North Little Rock. Open to one street corner, fairly reasonable. Reader free on o.m. or soldier's reader. But in order to get the s.r. you have to go to the county judge in the county you live in and make a statement to the effect that you are unable to pay a license. He gives you a letter and then you take the letter to the mayor, who gives you a permit. The mayor is a fine fellow, Little Rock (across the river) is open to grind joints on a reasonable monthly reader, but you can't work high. No corners and no lots. Reader is five

YOU WANT THESE MONEY GETTERS

Baseball Scores, 1.80
Cardboard, 100, . . . 1.80
Chain Tie Holders or Soft Collar Slides, Put up on Cards, Gro. 7.50
Juice Extractors, Big Winner for a 100 Pitch, Gross, . . . 5.00
Signs for Restaurants, 30 for, . . . 1.00
Rubber Bands, Close-Out, Pound, . . . 15
Nail Files, Gro., \$1.00, \$1.35, 2.00
Needle Papers, 100, . . . 75c, 90c, 1.80

Prices F. O. B. New York. Shipments to be sent on all C. O. D. Orders. Ask for List.

CHAS. HUFF, 19 East 17th St., New York City

Established 1913. Dependable Service Always.

CAMEO RINGS FOR MEN

Most Sensational Fastest Selling Ring Ever Offered Demonstrations. Ideal for Digger Machines.

Chrome \$27.00 Gr.
Gold \$36.00 Gr.

Send \$1.00 for 4 Samples and Free Catalog.

HARRY PAKULA & CO.
Largest Distributors of Rings of All Descriptions.

5 North Wabash Avenue, Chicago, Ill.

HEADQUARTERS FOR SPECTACLES AND GOGGLES

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

NEW ERA OPTICAL CO.
Write for Catalog #F48. Optical Specialties

17 N. Wabash Ave., Chicago, Ill.

ELGIN-WALTHAM WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPANER & CO.

2d Floor, 106 N. 7th Street, St. Louis, Mo.

2.95

AUTO JOKER

Also known as Auto Whiz Bang, or Auto Buzzer Alarm; the best job you can pull—that gives a thrill; furthermore, you laugh until you cry. Also now featuring Display Fireworks for Fairs, Parks, July 4th, etc. Write for Catalogue.

ILLINOIS FIREWORKS COMPANY, Box 782, Osnelle, Ill.

HAND STROPPERS

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

SLUM JEWELRY \$1.00 WITH GROSS ORDERS

Waldemar Chains, Assorted, Doz., . . . \$1.50 & Up
Tie Holders, Assorted, Gross, . . . 2.80 & Up
Collar Holders, Assorted, Gross, . . . 1.50 & Up
We Specialize Ladies' Gent's Rings Doz., \$1.00 & Up. (Catalog).

PELDMAN BROS., 138 Canal St., New York, N. Y.

MEDICINE MEN

Before Ordering Your Requirements, Write GENERAL PRODUCTS LABORATORIES, 137 E. Spring St., Columbus, O. "We Know Your Problems and Serve You Best."



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

IT'S NEW PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.

JOHN F. SULLIVAN
408 Broadway, NEW YORK CITY.
Fast Service Sully.

BIG 1935 LEADER
Genuine Leather Bows & 4-in-Hands

New sensation sweeping the country. Sell on sight. Big profits. Repeat orders. CANT BE TOLD FROM SILK. Cleaned with a damp cloth. Fancy Designs and Colors. Durable, won't wrinkle. R. M. sold 31 in 1 1/2 hours. Send 50c for Sample and Rtt. Information free.

Note the realness of this Bow. Its perfect shape. Century is a nationally advertised brand with patented features guaranteeing to hold its shape. Solid built for uniform wear, fancy colors for dress.

CENTURY TIE CO., Dept. 10, 2339 W. Grand Blvd., Detroit, Mich.

FAIR WORKERS
DEMONSTRATION! PREMIUM USES!

Unusual Value! Genuine Diamond Cut PENDANTS and RHODIUM Dress Rings.

RINGS, \$6.00
\$2.00 for Samples and Catalog

OLYMPIO NOVELTY CO., Importers, 307 5th Ave., N. Y. City.

MEDICINE MEN COUPON WORKERS

Our New Herb Package is the fastest selling, sweet flash package on the market and the lowest price. Also new low coupon prices. Write for details. Prepaid sample ten cents.

THE DAMON CO., So. Lewis Ave., Freeport, Ill.

FAST NECKWEAR SELLERS.
Makes money for you. Our workmanship and colorings are excellent. Wash Ties, \$1.00 a Doz. or \$10.50 Gross. French Ties, \$1.00 and \$1.25 Doz. Lined Ties, \$1.50 and \$2.00 Doz. Best 50c Sellers, \$9.50 Doz. Hand-Made Ties, \$4.00, \$4.50, \$5.50 Doz. Sil. Bow Ties, \$1.00, \$1.75 Doz. Sil. Genuine Leather Bows, \$1.75 Doz. LARGE ASSORTMENT MEN'S HOSIERY \$1.25, \$1.50, \$1.75, \$2.00 \$3.00 Doz. Excellent Service. Satisfaction guaranteed. 100% Sati. O. D. B.

TEXAS NECKWEAR CO., 1007 Commerce St., Dallas, Tex.

NEW DEAL NOW GETTING THE MONEY.
PARK ROW PENS AND PARKER BLADES. All Pens fitted with Buffed Tone Pen Points. Price List now ready.

JAS. KELLEY, The Fountain Pen King
467 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

Sell Sparkling Signs
Mother's Day - Father's Day - Graduation. Cost 4c; Retail 25c. Also new management Day and Night Signs. 400% Profit.

Sample FREE. WRITE today for catalog showing full line, including Electric Neon-Like Signs - L. L. Day, Dept. 68, 8 West Broadway, New York.

Gift
MOTHER'S DAY
MAY 12

times the amount for high work, but try to find a place to work. Next spot was Helena, Ark. Reader here is based on the amount you get for your article. You can work this town on a soldier's reader if you have the right papers, such as I spoke of for North Little Rock. The mayor will let you work. Both doorways and street corners are open. Biz fair here thru the week, and about twice as good on Saturdays. Next stop Blytheville, Ark. Reader reasonable, no soldier's reader on o.m. One corner only, no doorways. Money scarce. Next, Cape Girardeau, Mo. Reader pretty high per week. No daily license. Street corners only, high or low. Money hard to get. St. Louis next. Merchant's license. Private property only, and none to rent. Did not work there. Next stop, Springfield, Ill. Fairly high per day or by the week. Biz is fair. One street corner only, Eighth and Washington. Well, boys and girls, that's the lowdown on spots I have worked recently. Hope it will do someone some good. Say, Soapy Williams, don't you know better than to argue with a guy like that? Even if you and Frank Libby are right. Some oldtimer has just stepped on the fellow's toes and he'll get over it in the next five years if he stays around that long. But, judging from his pipe, we may be working for him in another five years. Hal! I split time in North Little Rock with a fellow by the name of Dixon. He had three performers and sold one box of med and one or two other items and reshaped oil for 5 cents. What do you think of that? I sold one bottle of corn med and gave 'em a box of salve for two bits and topped him on the day. Cutting the price just naturally gets you nowhere fast. Yesterday a very nice fellow pulled in here. Had the pleasure of meeting him for the first time. He was Wolfe, of oil fame. He sure does work nice and smooth. Sold oil for two bits and reshaped on salve for the same amount. We both got a little money. Will work here another week and then head north. Heard yesterday that Peoria was closed. Will shoot in a pipe about that town later. How about a pipe from Mary Ragan?"

DAVE ROSE AND the missus are working whistles and rad in Arkansas. They are headed north. High water and post cotton picking times made conditions in the "razor-back" State not so good.

"AM ON THE ROAD again, headed for New York and points east," pipes Tom Sigourney, Port Arthur, Tex. "Beaumont and Port Arthur are open, no reader. Lake Charles, La., has a fairly high reader. Only spot here in P. A. is at the refineries. Not so bad. There are four pitch artists here and a flock of horsebackers."

NEW LOW PRICED PINLESS CURTAIN STRETCHER!



Pays Agents up to \$10 in a Day

Saves time—eliminates ironing. Stretches curtains up to 48 inches wide—any length—

in a lift. No pins to cause injury and tear costly curtains—no heavy wooden frames. Just two triple cadmium-plated rods and a hanger. Can't rust—lasts a lifetime. Surprisingly low priced. Men, Women Demonstrators earn up to \$10 in a day. **FREE SAMPLE OFFER.** Write **EVANS MANUFACTURING CO., Dept. K-114, Cincinnati, O.**



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Not a Cosmetic or Soap Proposition, but Something Entirely New That Really Sells Here!
One man sold 400 Deals last week. Costs you 37c. Sells \$1.00.

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5 BIG MONEY'S VETERANS GET BUSY. Fast Selling Veterans' Machine, Job Books, Wit, Humor, Tramp Poems, Patriotic Calendars in Season. 15 Fast Sellers. **VET. SERVICE MAG.** 157 Leonard St., New York.

Pitchmen I Have Met
By SID SIDENBERG

There are three men in the business that I did not care to follow into a town after they got thru banging it with whistones and they are Jim Powell, one of the oldest whistone workers in the game; Ira and Mrs. Weiss and Carl P. (Out) Moseley and his missus. I mean this last pair weren't only competition, but one found it "suicide" to try to collect any of the long green after they finished their job of dressing up the natives with the flashes.

This Moseley pair were knock-outs when it came to purveying the ice. While "Out" was out doing the advance work and handling the advertising the missus was behind the counter handling the dough, and you can bet the shirt off of your back that when she was thru with a day's work there was a bank roll in the till that was not to be sneezed at.

Moseley, I think, was the only man in the game who refused to come down from the original price of one buck that started off the big dough with the flashes. He not only put on his own original sales but also copyrighted all of his advertising and selected and copyrighted the trade name for his stoned.

Moseley is an old head in the game. He first went on the road when only 15 years old. He left the Virginia Military Institute, at Lynchburg, Va., to join the Barnum & Bailey Circus as a candy butcher. He stayed with that outfit till it was combined with the Ringling Shows and went to Howes Great London Shows, where he held the position as assistant to George E. (Doc) Hamilton, the legal adjuster on the outfit. During the season of 1915 he joined George Miller on the 101 Ranch Show and was with that outfit as Miller's right bower till the latter was killed in an auto accident.

After the Ranch show dissolved Moseley owned and operated concessions on some of the biggest carnivals in the country. When the whistones hit the country as a money getter Moseley jumped right into the middle of it and got enough to buy himself a home in Upper Darby, a suburb of Philadelphia, and put enough of the filthy lucre in banks to send his two children, Price, 20, and Vivian, 18, thru the University of Pennsylvania and safely keep that howling wolf away from the door.

The missus works whistones thru the Keystone State the year round while "Out" is out hitting some distant spots. The Moseleys have been married 22 years.

M. PITCHMAN of the Olympic Bead and Novelty Company, New York, writes that Ira Weiss and the missus have boarded a liner and are well on their way to a European port, first stop on their round-the-world tour. The Weisses spent a few days with Pitchman talking over old times and looking over the latest novelties while awaiting sailing date. Ira and the missus have been selling whistones for 25 years and are rated among the cleverest workers in that branch of Pitchdom.

"THIS PART OF OLE Mississippi looks and is better for me now than any time in the past five years," tells Bob Posey, from Magnolia. "Saw Mack and Margie McClintoc in Louisiana last week. On paper as usual. Jimmy Miller is in Hammond, with coils and auto polish. Missed Pinhead Murphy by 15 minutes. Hope all the lads that make the berries get a sackful. Don't think I will wait for them to get ripe."

"WELL, WE'VE LICKED our second winter in Georgia," scribbles Richard Ricton, Cadwell, Ga. "Summer (around here at least) has been with us for the past two weeks and business is great. Have had three turnaway towns in a row. Can't say I like showing with

only a sidewall, since the wind tore our old tent to bits, but the new 40 x 80 is due to arrive any day now. Mr. and Mrs. Rand, of the Rand Canine Revue, drove 40 miles to catch our show the other evening. Fine folks. They will open under canvas soon. They were en route to Dublin, Ga., for a theater date. Met Red Wellington, of the Sunnysland Show, by our lot at Chauncey recently. He is doing nicely. Exchanged visits with the Dulc show personnel at Alamo, Ga. Swell outfit and a swell guy. Their show is doing well. Have been looking for Billy Wehlie, whose show has been winter quartering in Valdosta. We are looking ahead to a big financial season and expect to enlarge the show around April 15."

CHIEF ROLLING CLOUD who is wintering with his outfit at Poplar Bluff, Mo., reports losses due to flooding of his parking grounds. He also lost a truck by theft. The truck was eventually recovered, but its contents are still on the missing list.

JAKE FOX'S PLACE on West Madison street, Chicago, is a busy spot these days. Tom Burns, well-known soap worker, is doing well there. Al Meltzer is pitching manna bread. Ben Feltman, eucalyptus worker, left last week. Biz reported very good with these hustlers.

"HERE WE ARE back in old Pennsylvania," cards Doc George M. Reed, Butler. "Opened here last Tuesday for a three-week stay in a chain store. Business is fair, but I am not feeling so good. Surely enjoyed the recent pipes from Frank Libby and Soapy Williams, in answer to W. J. Connelly's pipes. I think he is an o. h. b. himself or else an n. w. (never was). He is probably a peddler. I find one of his type in nearly every town. Personally I am neither a j. l. c. nor an o. h. b. I have been in the selling game 40 years—the last 25 as a pitchman. I am an I. S. E. R., so are Frank Libby and Soapy Williams. So why should we worry."

"BUSINESS IS PIERCE here," pipes Fred X. Williams from the Fat Stock Show at Fort Worth, Tex. "No money is the cry. Will be glad to get back to God's country. The gang-up of sheetwriters here includes Chicago Al Peterson, F. L. Ellis, Ice Water Powell, A. G. Goldberg, Doc Williams, Susie Lucas, Leaping McNeil, James Hill, Charlie Lawson, Ike Kats and a number of local Texas boys."

MATTHEW HERMAN shoots from Caruthersville, Mo.: "I haven't seen a pitchman for so long I am getting lonesome. Am heading for St. Louis where, as Dave Rose once said, 'You can't even get a fishcake.' I am now in the heart of the flood district, but it is not quite as severe as the papers termed it. Most of Eastern Arkansas is closed to any sort of pitch in which you gather a crowd on the street or on the sidewalk. I congratulate Frank Libby on his reply to that fellow W. J. Connelly's recent pipe. His answer was as good as his glass cutting performance. I would like to see a pipe from Joe Morris immediately. Well, boys, the time is here to take a spring tonic and then hit the ball."

"HERE YOU ARE fellows, a pipe from the man who made New England famous," shoots New England Jack Murphy, Waterville, Me. "Allow me to present to you the greatest Roman now roaming the earth. Since March 9, 1933, I have covered the entire States of Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine, as well as a large part of New York. I describe myself as a business worker, calling on doctors, lawyers, teachers, hospitals, libraries and the better type homes. Was surprised at Lewiston, Me., a few days ago to find George Moore and Joe Sullivan working with a med book. George said they had

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been in Lewiston for the past six months. Think of that, fellows, six months in one spot for two bookmen. Also met Jones, the needle man, there. Has his wife and four children with him. Has been there all winter. While coming out of the post office I met Blades Cook. He has been in Maine so long he looks like a native son. There are plenty of States that will eclipse Maine for business. Don't see what those fellows find to keep them there. Business with me is good, as always. I make it that way. Some day I will give out my canvas, and if you don't throw a fit I miss my guess. Still think I am the greatest of all book solicitors."

SUNSHINE ROGERS drops us a short one from Warsaw, N. C.: "Altho I have not piped in for several weeks, the other boys have been affording me lots of enjoyable reading. Everything is moving in tip-top shape."

"GOOD EVENING knights of the tripe and kelster. This is James E. Miller coming to you from Station C. O. D., Memphis, Tenn., thru the courtesy of Gasoline Bill Baker. I am down in the country of gravy and grits, but despite the fact that I like that sort of food I have lost 12 pounds since my arrival. This town is closed with the exception of one lot, currently held down by those regular fellows, Bill Brooks and Ralph Meyers. It is the first time I have seen good old Bill since the grand days of Broadway in St. Louis. Bill plans to join a circus this season with his auction jsm. I certainly received a kick out of Jerry Russell's "down Memory Lane" broadcast. How about some more of the same sort of stuff, Jerry? Frank Libby's broadcasts always rate four-star with me, as do Soapy Williams'. I wonder who is holding down my chair at those fine Greenfield coffee drinking contests. The sponsors of this program would appreciate some fan mail addressed in care of Gasoline Bill Baker, The Billboard, Cincinnati, O. Among those that are especially welcome we include Mr. and Mrs. Fred Miller, Chester Schmitt, Shorty Boggs, Frenchy Thibault, Art Cox, E. V. Norris, J. P. (Windy) Lewis, Tom Kennedy, Joe Smith and all the Detroit regulars. This is Station C. O. D. signing off. Your announcer, James E. Miller, bids you good night."

MARY BAGAN cards from Indianapolis: "Here we are back in my home town for the first time in nearly two years. There isn't much doing here. A. J. C. I. sat on a spot in town; result, the spot is closed. Hubby is working doorways while I stay home and clean house. We intend to hit the road again shortly. Would like to see pipes from Mrs. Redhorse and Mrs. Lon Bosworth. We saw Kid Carrigan here on his way to Dayton, O."



By LEONARD TRAUBE (New York Office)

Strikes and Snares

"MAX GRUBER, trainer of the Jungle Oddities, in a letter from Omaha, said he read in *The Billboard* some news from Peru, Ind., that clowns are being broken to play the bowling alley and when the Hagenbeck-Wallace 4-Paw-Sells Bros. Circus opens in the Chicago Coliseum the trainer expects to have the act ready. Mr. Gruber lays claim to being the first one in America to introduce the bowling alley with an animal turn, the elephant doing the bowling and marking his own score since 1928. From "Out in the Open" of March 28.

L. (Crazy Ray) Cholsner, who signs himself "The Calloope King," tells the following story in answer to Gruber's claim: "I played my first steam calloope for B. E. Wallace, of the H-W Circus, in 1912. He hired me at Burlington, Ia., when I was working for W. R. Markles' Sunny South Floating Theater. The elephant herd was in charge of John Warden. This famous herd drowned a year or so later. In the No. 1 ring the elephants put in the barber shop act and in the center ring 10-pin bowling. I was there, and what I saw with my own eyes I remember, so that I believe the credit goes to Uncle John Warden, who is retired and living in Peru. Anybody with the H-W show during the 1912 season can verify my statement.

"Elephant acts are all poses nowadays, with women mounts and all that. All elephants with B. E. Wallace were worked by men, and they were real elephant acts."

Cholsner also remarks that he does not remember what the bulls did in ring 3, as it is "so far back." He does not touch upon marking of the score, which I regard as an important point. And do you females get that crack about women trainers? I personally fail to see where elephant acts are less interesting because of the presence of women. On the contrary, the fems contribute elements that are in sharp contrast to the ponderous pachyderms—charm and grace, for instance.

If, as Cholsner claims, Gruber was not the originator of bowling elephants, I still consider that his breaking them to mark the score an outstanding creation, equally as great as, or greater than, the bowling itself.

Joe Rogers, of the team of Rogers and (Law) Dufour, left the past Friday for Brussels, Belgium, to take charge of the combination's attractions at the Belgium Exposition. —Charlie Duffield, the Chicago fireworks man, and Ed Carruthers, the Windy City booker, were in town on business. The scouts say Duffield will have an important announcement soon. —Emil and Katherine Pallenberg will have their two bear acts and one dog act on the Ringling show in New York and Boston. —Burns O'Sullivan is contracting Ponnys dates for Gorman Bros.' Circus. Is this the veteran's first shot at advance work? —Dolly Castle, also known as Dolly Muth Carroll, will operate a Jungledand Show at Olympic Park, Irvington, N. J.

HERE'S another flashback to an item in the March 23 column. It was about a magician called Slydeni, of Wagner's 14th Street Museum, who couldn't do his act without music. He and Jack Frazer should form a brother act. Frazer has been signed up by Gus Rossasco, manager of the games in Playland, Rye, to resume work at the dart stand. This game is opposite the park's music tower. "I must be near music," says Frazer. Strictly a Beethoven under the skin, this Frazer fellow.

Frank Moore, of the Garden rodeo, is back from the Fort Worth Fat Stock Show. —Dorothy Rouland, formerly with Bee Jung, has joined the Big Show in Saratoga. —W. C. (Bill) Fleming was in town for a few days selling the virtues of Buffalo's (and H. William Pollack's) Poster Print Company. —Nellie Dutton and her mother-in-law, Mrs. Nellie Dutton, mother of the late great Jimmy Dutton, called to say they are feeling fine after a much-needed rest. —Arthur Campfield, popular tent specialist, has joined the Baker-Lockwood firm as manager of the East-

ern territory, being headquartered in the Knickerbocker Building. He left for Hagerstown, Md., to see the William Glick Show. —A referee of the New York State Compensation bureau awarded Ray Willard \$500 for injuries received while working on the Barnum show last year. Will get \$13 weekly.

THE Public Prints.—Governor of Connecticut has turned thumbs down on pari-mutuel racing. . . . Little, Brown has just published a circus novel, *One Breath*, by Patrick Carleton. It's an English tale. . . . Side shows are referred to Baine Mylyrienne, Finnish giant, 8 feet 6 inches short. His suit takes 103 feet of cloth. . . . Even the International Flower Show had its freaks. . . . Tip to animal dealers: Local Central Park is anxious to obtain more pheasants for its zoo, but no funds are available. Zoo's credit ought to be as good as anyone's in the show biz, anyway. . . . The Canadian Press reports the catching off Newfoundland of a marine monster with nostrils like a cow's and a mouth like a shark. It's colored like a swordfish, too! . . . *The World's Fair*, English amusement weekly, cries a tear or two over the death of George Bruce Chapman, wild animal dealer and noted showman. . . . John (*Strange as It Seems*) Hix cartoons Greco Mangli, who can walk 50 feet while supporting his 170-pound brother in a single hand-to-hand balance. . . . *The Boston Traveler* goes Winchell by advancing the information that an owl in John T. Benson's Wild Animal Farm, Nashua, N. H., is keeping a pair of owl's eggs warm. Said to be the first time that owls have been (will be) hatched in captivity. . . . Thanks to *The Brunswickian*, of Fredericton, N. B. Can., and especially to Fred H. Phillips, for quoting us on *The Mighty Barnum*. The newspaper is published by the University of New Brunswick, and in its "flag" on the editorial page I note that one of the reporters is R. B. Bayley. Very coincidental.

I have a few clippings on hand from Australian gazettes and don't know how old they are, as they were sent on without dates or credits. Here are some of the items: Stuart McCoil put on a series of exciting events at the Canterbury Velodromes. One of the contestants is listed as Johnny Schneider (should be Schneider, no doubt), "American champion." In the middle of a performance at Fox Brothers' Circus the marquee, pitched in Narrabeen, collapsed and a section of the audience was buried beneath the canvas without injury. Plans for an amusement park at Milson's Point have been dropped.

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NEAA VICTOR— (Continued from page 26) open here. George Fughe and his four major emcees were arrested and charged with violation of an old ordinance, while Richard S. Kaplan, who flew here from Indiana to handle the legal battle, was absent from the city on a trip to Sacramento. Advised by phone of the arrest, Kaplan sped back here by car and on the following day, March 28, succeeded in obtaining a restraining order from the Superior Court, permitting the show to proceed unmolested.

Theater interests are said to be putting up a tremendous battle, up and down the Coast, against Endurance Shows, but to date the NEAA General Counsel has succeeded in defeating their every move. The Santa Clara Valley Show is starting off at an extremely fast pace and George Fughe is enthusiastic over the power displayed behind the NEAA. The Hayden-Ross show, being held in Golden Gate Ballroom, San Francisco, is also playing to a large early draw.

The San Jose decision, coupled with the Fresno victory a few weeks ago, does much in clarifying the entire California situation and will go far toward eliminating the illegitimate operator, while the legitimate operator will be able to open and operate his shows in peace and safety. Thru the General Counsel's efforts on the Coast several cities are adopting the model regulatory ordinance prepared by him and sponsored by the NEAA.

"SHOW MUST"— (Continued from page 26) vasman; "Speedy" Smith, assistant; Art Burggraf, pianist, with music by Johnny Marns and his Dukes of Rhythm; Harry Lester, night manager; Art Detwiller, distillation; Jerry Reynolds, tuber. Freeman and Thayer are collaborating on the heat, the present instrument being some very tough treadmills. Alvis is considering throwing the show into a non-stop and letting the arches fall where they may.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

BOWER SHOW PRINT, of Fowler, Ind., has issued an attractive booklet of reproductions, in colors, of window cards concerning many branches of the atrial and outdoor amusements. It is a tastily gotten-up affair of 48 pages.

BARTELS COMPANY, New York City, a reorganization of the old firm bearing this name, is very active in the animal importation field. Regarded as experts in the line, Henry and William Bartels are supervising the business. Over a long period of years they have made many friends in the amusement world.

THE TOY BALLOON COMPANY, New York City, in addition to its regular business of supplying toy balloons to the circus, fair and carnival trade, is specializing in large balloons for bubble dancers. Many, Joan Miller and Rosita Royce are said to be some of the artists using their product. Raymond Warny is in charge of this department.

J. N. MACKENZIE, secretary and treasurer Allan Herschell Company, Inc., says a comparison of business this year with that of previous years furnishes a definite indication of the trend. They have already received since the start of the year orders for kiddie auto rides amounting to more than 75 per cent of the total received thruout 1934. They also report having sold several reconditioned Carousels and Leaping Lena rides this year.

ROSS-HAYDEN

(Continued from page 26)

presented to San Francisco and night fans are jamming the ballroom. Staff has Monte Hall, chief emcee, with Art Wolf and Billy Mack assisting. Jane Shannon is featured vocalist, and there is a nightly floor show, as well as special afternoon features. Music is by Goldie's Red Jackets. Judges are Ernie Bernard, Red Long and Al Buckley. Phil Mathews and Singer Fisher are handling the front door.

Contestants on the floor the opening night included Vina Walker, Johnny Crowder, Jimmy Lynch, Alice Lynch, Frankie Wagner, Johnnie Hemphill, Joe Rock, Mary Rock, Eric Lawson, Betty Leo Doris, Johnny Nelson, Ronnie Cassidy, Billy Curtis, Billie Atkins, Bennis Rothman, Nellie Roberts, Joe Van Raam, Margie Van Raam, Porky Jacobs, Bella Jacobs, Ralph Ellis, Irene Mahon, Tony Bee, Jennie Costello, Joe Rieco, Kitty Potter, George Bernstein, Margie Love, Larry DeCorrado, Hilda Ludwig, Charles Loeb, Alice Holmes, Bill McDaniel, Opal Ferdig, Jack Alexander, Dorothy Harris, Tommy Day, Irene Carter, R. V. Maxwell, Jimmie Carr, Dorothy Rhodes, Porky Holman, Marguerite Parker, Bob Turner, Gladys Maddox, Smoky Adams, Vonetti Delrio, Jerry Whalen, Johnny Parker, Earl Cameron, Tiny Parker, Stanley Rock, Lucille Delmar, Frank Costello, Helen Chester, Willis Sherman, Dolly Moore, Charley Nicolai, Mary Walker, Sam Moran, Ginger Hunt, Mario Alessandro, Ed Brannigan, Pat Brannigan, Jimmie Gable, Margie King, Maynard Lefingwell, Edna Stanley, Mickey Britton, Mildred Moore, Willie Ryan, Billie Ryan, Joe Day and Ferns Burke.

First prize is \$1,000; second, \$500, and \$250 for third place. The walk is broadcast three times daily over KJBS.

ELGIN SHOW

(Continued from page 26)

Young (head nurse with the unit), Willigman and Dahlstrand are featuring another wedding, an all-Jewish ceremony, April 2. The principals will be Anita Stan and Snoodle Roth.

Couples on the floor are Gertie Barke and Fred Allen, Betty Brown and Ray Stevenson, Dolly Smith and Joe Gross, Anita Stan and Snoodle Roth, Sophie Bradovich and Edwin Mayotte, Kitty Conn and Walt Kimberland, Joan Skrivens and Lou Barnette. The three solos are Hotch Bloom, Charlie Brown and Buddy Doucette.

Heading the staff are Butch Sullivan, head emcee; Bee Doucette, head nurse, and Mrs. Curt Cramlet; Bud Jensen and Fred Alton, trainers; Red Nichols and Curt Cramlet, judges.

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Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Due to the many requests received by *The Billboard* for information covering the motor transportation laws of all states, this new department has been created. The laws, ordinances and decisions of the States and cities will be explained in detail. Information on the lengths, weights, heights and widths, including the license of motorized vehicles, is very important to you in traveling the highways and streets. In the last year show units met with embarrassment in several cities. Some of these paid high fines for not being properly equipped to meet with the laws' requirements. We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to *Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O.* We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

Complete data covering items other than laws will soon appear in this department. We wish to make clear to our readers that this department must not be held liable for any article which may appear in these columns applying to laws, court rulings or decisions if they are found to be different from the article published. All data is obtained direct from the utilities commissions, courts, statutes and authorities.

Preamble

According to the laws, all States define persons, firms or corporations who transport their property or merchandise as private carriers," and private carriers are not exempt from any law, ordinance, court decision or court ruling and shall be governed at all times as that of any for hire public carrier. Any motorized show operating vehicles of a commercial type are subject to all penalties likewise and by law.

In this issue we give a table of weights which are allowed by many States, covering trucks used by private carriers. This table does not correspond with the changes made by the 1935 legislatures. However, the laws covering these weights are yet in force. There are a total of 20 state weights listed here; the other 28 states have free-lance laws. For instance, Kentucky's law on weight has been in the Kentucky courts five times—yes, the last time it was held constitutional. We will publish weekly the laws of this nature, because they have no standing point. For this reason we declare this department not responsible for publication of such articles:

State	Max. Gr. Wt.		Max. Gr. Wt.		Int. Ret.
	4-Wheel Units	6-Wheel Units	4-Wheel Units	6-Wheel Units	
Arizona	22,000	34,000	12,000		
Arkansas	24,700	38,050	11,250		
California	22,000	34,000	12,000		
Connecticut	32,000	40,000	8,000		
Delaware	26,000	38,000	12,000		
Dist. of Columbia	30,800	39,800	8,800		
Georgia	22,000	39,600	17,600		
Iaho	24,000	40,000	16,000		
Illinois	24,000	40,000	16,000		
Indiana	26,666	34,200	7,534		
Iowa	26,666	31,650	4,984		

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WINNING BATTLE GREEN, MON, SATURDAY, APRIL 27.
10th PLACE Rides, shows and a few more Concessions. Address
LILLIE J. BERGER, Suite 612, Garfield Theater Bldg., 64 W. Randolph St., Chicago, Ill.

Kansas	24,000	34,000	10,000
Maine	18,000	27,000	9,000
Maryland	25,000	40,000	15,000
Massachusetts	30,000	40,000	10,000
Minnesota	38,000	42,000	8,000
Montana	24,000	34,000	10,000
Nevada	25,000	38,000	13,000
New Mexico	30,000	34,000	4,200
New York	36,000	44,000	18,000
North Dakota	32,000	48,000	19,000
Oregon	28,333	34,200	5,867
Pennsylvania	26,000	36,000	10,000
Rhode Island	28,000	40,000	12,000
Virginia	24,000	35,000	11,000
West Virginia	32,000	48,000	16,000
Wisconsin	24,000	36,000	12,000
Utah	26,000	34,000	8,000

These figures are based on 1934 laws. We will publish the changes in the first issue of May. The 1935 laws covering these weights were not changed to any degree from the 1934 laws, especially in these States.

Alabama

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and gross weight over 20,000 pounds.

Kentucky

Tractor-trailer units prohibited over 28 feet for single vehicle and 30 feet for tractor-semi, 12 feet in height, 8 feet in width and gross weight of 18,000 pounds. No exemptions granted.

Florida

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and 16,000 is the gross weight limit for single vehicles; 24,000 pounds is the gross weight for tractor-trailer units. For single four-wheel trailers 8,000 pounds is allowed. While two-wheel trailers are only allowed 4,000 pounds. This applies to house cars and busses.

Ohio

Tractor-trailer units prohibited over 40 feet for a pair of vehicles, 60 feet for any combination of three or more. Single units are held at 35 feet in length, 12 feet 6 inches in height, 8 feet in width and the gross weight is 60,000 pounds. Safety chains must be used as in connections with main couplings. X Senate Bill No. 51—Sec. 7248-2—G. C. of Ohio, 1934.

Connecticut

Tractor-trailer units prohibited over 35 feet in length, 12 feet in height, 8 feet in width and the gross weight is 40,000 pounds. Four-wheel trailers are prohibited on highways. Law requires all vehicles to have reflectors that are approved by Connecticut authorities. Mine-run reflectors will not pass in this State.

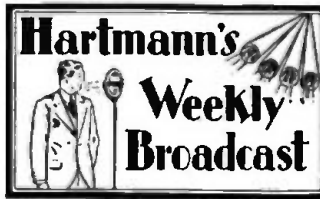
National

Trailer Brakes: This requirement on commercial type vehicles is the law in every State. Applying to vehicles over the one-ton type. Beware of this operation. Your trailer must have sufficient brakes at all times. The State Inspectors are out after truck owners who fail to have brakes on trailers. Do not use home-made type braking equipment; this will not pass the law.

Tall Gates: In operating thru many States one will find that trouble will come in heaps if the tall gate is down on a truck. Illinois does not permit tall gates down nor part way. Where the carrier is hauling poles, long bars or other equipment which belongs to the carrier, it is necessary to maintain red flags in day time and red lanterns at night, on the ends of the protruding objects. Carriers who operate stake-type vehicles must be sure that all canvas is properly tied down to body. All oil torches must be carried on inside of truck cab; this also applies to red flares. While lanterns should be carried in a steel container box on right running board. Do not attempt to carry more than 60 gallons of gasoline at any one time. Tanks should be located on right side of truck. Laws prohibit the carrying of greater amounts.

There are 3,195,000 trucks in United States.
There are 20,900,000 passenger cars.
There are 210,000 busses.
Total taxes paid by vehicle owners, \$1,200,000,000 in 1935.

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.,
Sidney, O.



IF JAPAN doesn't suit his tastes, Peesjay Ringens will soon be headed in the direction of the U. S. A. A letter from him dated February 25 at Singapore, S. S., reached me last Saturday, conveying this information. "From far off Singapore," he writes, "your subscriber wishes to congratulate the 'Encyclopedia of the Show World,' *The Billboard*, on its 40th Anniversary Number. May he live to see your 80th Anniversary Number!

"Calling for Kobe, Japan, March 11 to all engagements up that way. If I like the country better than I did last year I shall stay all summer. If not (my ticket reads Singapore to Seattle, U. S. A.), I shall be in the States the latter part of May, 1935.

"Traveling with me to the States are Edith Pehr and my airplane mechanic, Ellis Lindstrom, of Sweden, all members and connected with the Ringens act. Irene Thull, also a member of the act, leaves for Paris, but will rejoin the act in the States later."

Welcome back home, Peesjay!

The opposition battles between the Al G. Barnes Circus and the Tom Mix Circus and Wild West on the Coast seem to be anything but clean. It's too bad that covering of each other's paper has to be resorted to instead of working in line with modern business methods. One thing sure, it's not doing the circus any good in the eyes of the public.

AND now for a message from Frank Sheard, dated March 19 at Brussels, Belgium, where he is representing the Dufour & Rogers interests at the Exposition.

"The voyage was very hard on the way over," says Frank. "Our ship was in a storm for seven days and nights—one of the worst, the skipper said, in his experience. We did get one day of good weather before we landed in Antwerp."

"We have a very fine apartment, three rooms, one square from the fairgrounds and less than four minutes' walk to my entrance to the Parc des Attractions of A L'Exposition de Bruxelles. Our four buildings are well on the way to completion, namely, Life (here known as La Vie), Snake Farm (no translation for this show), Crime Never Pays (or Le Crime Ne Paye Pas), and the old reliable Two-Headed Baby. The location is one of the finest of the entire fairgrounds in the attractions division. We have no carnival people here and I guess I cannot consider myself among that group, for I have forsaken the carnival business for the exposition field.

"I was just told that Walter E. Sibley has been offered the management of the big freak show here, to be built by Harry Traver's company.

"I have not been over to London, but expect to find time before the exposition opens April 27; also hope to go to Paris some week-end in the near future."

Frank promises to send more news of the Exposition, also photos, at an early date.

Billy Senior is a strong believer in giving the public plenty of good amusement for its money, whether it be with

a carnival or any other show. He has some big plans in mind for the society circus which he and his brother Edgar will have with the Johnny J. Jones Exposition.

P. A. WALTER D. NEALAND says to watch out for the Johnny J. Jones Exposition this summer—a thing of beauty, all new except the title. Over 90 men, the gospel truth he says, now at work in quarters at Augusta, Ga., from early morn until late at night putting the finishing touches on the show. Season's opening takes place at Greenville, S. C., April 8.

Just before leaving Augusta a testimonial banquet will be tendered E. Lawrence Phillips, owner of the show, and Walter A. White, general manager, by the members of the Exchange Club of Augusta, sponsor of the annual Augusta Fall Fair. This will take place April 4. Mayor Richard E. Allen is to preside and prominent business men will be in attendance.

On the press wagon of the Jones show during its 1935 tour will be placed a large sign advertising the Augusta Fall Fair.

TALBOTT MISHAWAKA

(Continued from page 26)

Judges: Mike Kelly, Bob Burns, Ted Stephenson, trainers; Bonnie Cook, Doris Agrella and Mrs. Jamison, nurses; Marge Brewer and Jane DeMasters, box office; Betty Taylor, manager walkabout cafe.

Contestants still walking are Marty Janowiak, Tubby O'Reilly, Babe O'Reilly, Art Nys, Jackalyn Rhodes, Curly Crook, Billy Baird, Charlie Baldwin, Wilma Baldwin, Carl Switzer, Lolly Newell, King Schaeber, Johnny Johnson, Al Rossi, Laverne Burgess. The show is figured to close within a few days.

ELMWOOD WEDDING

(Continued from page 26)

(March 24) of Jewel Yockatick and Arnold Ehling. Ehling has since dropped from the contest.

Maid of honor at the wedding was Delores Engelhart. Her partner, Billy Steele, was best man. Bride's maids were Bernice Neis, Billie Farmer, Mary Lenas, Charlotte Snow, Dot Miller, Clara Korbel and Toni Charles. Groom's men were Jackie Sellers, Matthew Neis, Tommy Gardner, Everett Bonnett, Melvin Mason, Joe Solar, Buddy Atkins, George Grant and Eddie Richards.

Officiating at the ceremony was Judge Herman Busch Jr. The ring bearer was Conrad Darnell Swartz, and flower girls were Rose Marie Hoffman and Jacqueline Hoffman. Mrs. Ninnian Swartz sang *I Love You Truly*. Cellophane gowns worn at the wedding were designed and made by Mrs. Ninnian Swartz and Edna Schroyer.

Nine couples remain in the contest, with sprints running once a day for one hour and 40 minutes' length.

BISON CITY SHOWS, Inc.

BUFFALO, N. Y.

WANT Rides, Kiddie Rides, Shows, Concessions, Cook House booked. CAN USE Banner Man. Playing City Buffalo eight weeks. Write, wire

BISON CITY SHOWS

Victoria Hotel, Buffalo, N. Y.

JACK HAWTHORNE "The Outcast Man" Get in touch with me immediately. JACK BEACH, 4837 Lake Park Ave., Chicago, Ill.

A TREMENDOUS DEPRESSION-PROOF MONEY-MAKER!

DELICIOUS

VIENNA PATTIES

(With the Flavors Most Baked and Soaked Within.)

A DELICIOUS FOOD NOVELTY!

For Expositions, Summer Resorts, Bathing Beaches, Carnivals, Fairs, Lunch Rooms, Etc.

Can be baked only in our patented ELECTRIC OVENETTE. Recipe supplied to purchasers. Profitably 300%. Profit. Write for Particulars.

CHICAGO ELECTRIC HEATING CO.

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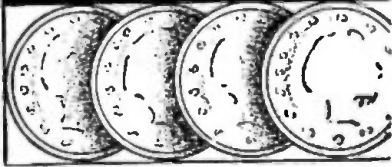
SHOWS—8 or 10—WANTED—RIDES—10 or 11 NO CONCESSIONS

TWO CONSECUTIVE WEEKS: West of September 2 to 7, NEOKUK FREE FALL DELERATION. West of September 8 to 14, MARK TWAIN CENTENNIAL, HANNIBAL, MO. The Biggest Two Events in the Midwest.

On the Streets in Both Cities.

First Street Celebration in Hannibal in Ten Years. If You Have High-Class Material, Write DUAL FALL FESTIVAL COMMITTEE, K. G. Whelan, Secy., Box 5, Scotch, Mo. Would Like To Hear From High-Class Free Acts. Two Consecutive Weeks' Work. No Commission.

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



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

Jersey Ops In Meeting

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

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

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

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

(See JERSEY OPS on page 71)

Haskell Visits Up-State To Encourage Operators

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

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

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

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

Watch for

This Special Feature:

Newspaper Publicity

By WALTER W. HURD

in the

Spring Number
of The Billboard
Dated April 13

Central New York

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

Builds Double Action in New Pinball Development

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

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

Supreme Vending Expands

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

Gibson Will Assist Orgs

Named by NACOMM to travel and aid in forming local associations

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

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

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

Distrib Suggests Buying Games That Meet Statute

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

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

Missouri Ops

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

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

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

Distrib Adds 8 People In Reorganization Plan

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

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

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

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

Plans Digger Expansion

To the Editor:

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

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

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

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

"McKINLEY'S, New Jersey."

New Jobbing Biz in Chi

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

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



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

Central N. Y. Is Organized

Call meetings soon to be held at Newburg and Kingston

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

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

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

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

Using Time by Carload

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

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



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

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

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

Recounts Development Of Lite-A-Line Game

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

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

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

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

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

Beasley Opens Display Of Cranes on Rialto

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

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

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

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

Vote Wreath to Distributor

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

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

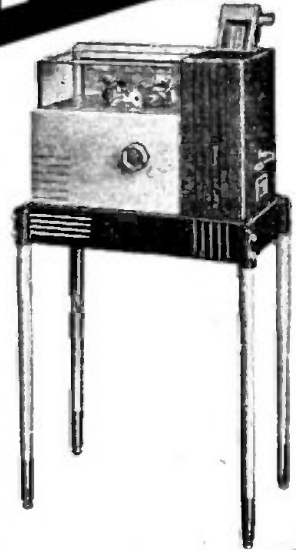
In a letter to the Modern Vending Company he states: "I am proud of the fact that I am handling a machine which is making such a hit as the Chicago Express."

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

Grand CHAMPION

Seeburg's

AMAZING AUTOMATIC MUTUEL PAY-OUT RACE HORSE GAME



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

HOCKEY

Now!

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

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

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

FOREIGN DISTRIBUTOR-

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J.P. SEEBURG CORPORATION

1510 DAYTON STREET CHICAGO ILLINOIS

Bally Firm Makes Big Expansion Move by Taking Over New Factory

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

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

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

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

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

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

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

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

Eddie Ginsburg on Trip

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

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

Operating Firm Places Big Order for Autodart

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

SPECIALS	
SEWING THREAD—Black Only—CLOSE-DUTY—Art. Size, 40-50-60, 5 Oz. to Cabinet, Per Doz.	10c
SHOE LACES—Carded, 25 Pairs, Assorted, Per Card	22c
GOLF BLADES—Single Edged, 5 to 11 1/2, Dellophane, Per 100	80c
MANICURE KITS—Each	4 1/2c
POWDER & PERFUME GOMB. EA.	4 1/2c
FLY SWATTERS—Extra Long Handles, Ozone	30c
INK—Red, 10c Seller, Ooz.	17c
TOOTH BRUSHES—Dellophane, Ooz.	55c
HANKERCHIEFS—2 Ooz. to Display Carton, Per Carton	75c
CAMEL HAIR ARTIST BRUSHES	\$1.00
LEAD PENCILS, Gross	1.00
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FLOOR SAMPLES and USED BARGAINS

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Rebound	\$24.50
Cannon Fire, 40" (Millis)	35.00
Cannon Fire, Shyver's	30.00
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Autowheel	40.00
Action, Jr.	32.50
Action, Jr.	22.50
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COIN MACHINE EXCHANGE
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tributed for the games in this State, made the sale.

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

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

Develop New Gum for Use In Small Merchandisers

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

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

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

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CREATION

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(LIGHTS IN MOTION)

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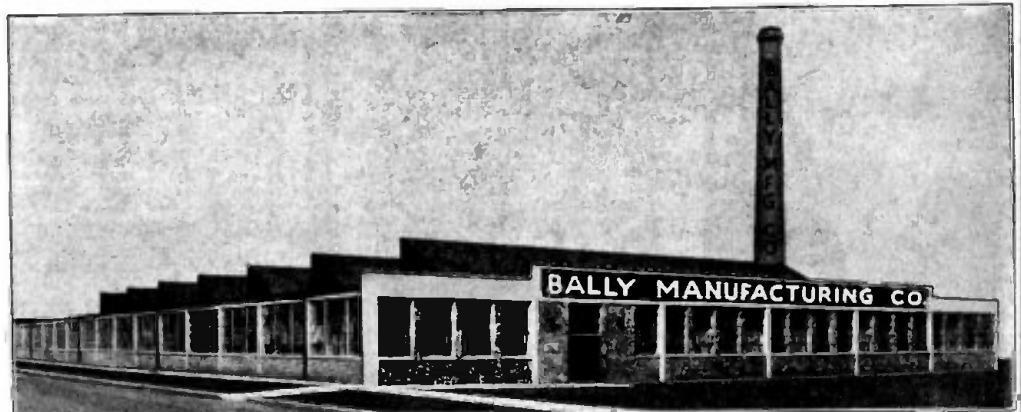
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LITE

SOON

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JOBBER

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

Psychologists Analyze Appeal of Pinball Games as to Play Value

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Iowa Meeting Attended By 125 Trade Members

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

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

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

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

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

<p>"TIME" 40</p> <p>IN TREMENDOUS DEMAND and PUSHING PRODUCTION STRONG! A Game that is PROVING its Remarkable EARNING Power—\$42.50 TIME and TIME Again. Priced Most Reasonably at</p>	<p>"NEONCONTACT" 40</p> <p>The Cleverest Game in America Today. Nothing COMPARES or COMPETES with NEONCONTACT. Players actually SPELL their Awards in Brilliant NEON SCRIPT. Priced Low at Entirely Trouble-Free. Four Batteries Only.</p>
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SO UTTERLY NEW—SO DIFFERENT

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

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

Game Adds Music Feature

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

Contends Local Tax Is Enough on Any Business

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

Commenting on a proposed State tax bill, Ensing said:

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

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

Texas Trade Twinkles

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

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

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



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

BILLBOARD LEGAL NEWS

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

Reduce Mdse. Machine Tax

New law provides occupational tax and small vendor fee

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

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

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

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

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

Charleston Judge Says Cranes Okeh

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

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

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

Invite Reporters To Be Present at Conference

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

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

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

To Contest Double Tax

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

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

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

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

Editorial Helps Games Operators

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

Newspaper Defends Pinball Game Against Recent Attacks in Jersey

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

"WHEN REFORMERS START REFORMING"

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

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

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

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

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

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

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

Louisiana Tax Reduced

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

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

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

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

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

Charity Wins News Mention

MINNEAPOLIS, March 30.—The Minnesota Skill Game Operators' Association, 204 11th avenue, South, attained public notice again when the following news story appeared in The Minneapolis Daily Star, March 25 with a two-column heading, "Old Pinball Games Amusee Blind and Entertain Crippled Children."

"Pinball games, similar to those seen in nearly every corner store, now are being enjoyed by blind persons and children patients in the hospitals for crippled children, along with aged inmates of welfare homes and kindred institutions.

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

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

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

Definition of Games Adopted

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

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

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

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

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

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

Kansas Official Uses An Outworn Definition

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

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

The attorney-general's definition of

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

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

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

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

REDUCE MDSE.

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

(c) Weighing Machines, two dollars (\$2) per year for each of said machines.

(d) Coin Locks or Latches, four dollars (\$4) per year for each coin lock or latch.

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

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

Sec. 2. That there is hereby added to Ordinance No. C-724, ordinances of the city of Long Beach, a new section to be known as Section No. 6 1/2, to read as follows:

Sec. 6 1/2. Every person engaged in the business of renting, leasing or maintaining any amusement machine or game machines within the city of Long Beach, which machines or games are operated by inserting therein a coin or by the payment of a valuable consideration, shall pay a yearly license tax of fifty dollars (\$50) per year, which license issued upon the payment of said tax shall entitle said person to lease, rent or maintain one (1) machine within the city of Long Beach. For each additional machine such person shall pay a license tax of five dollars (\$5) per year.

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

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

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

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

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

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

TEXAS TRADE

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

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

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

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

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

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

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

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

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

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

Critic Comments on Pinball

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

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

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

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

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

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

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

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

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

ROL-A-TOR BELL
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. 1928 - Tel. Columbia 2770. Cable address "WATLINGITE" Chicago

WRIST WATCHES \$1.59 IN DOZ. LOTS
\$120 - Popular American Made Sport Watch, with Matching Link Bracelet. Suitable for children or adults. Guaranteed one year. Less than 1 Dozen, Each \$1.85. Sample, 25c Additional. Also with Leather Strap at same price.
Pocket Watches or Alarm Clocks, 68c. CHECK THESE SPECIALS!
\$121 - Gents' Umbrella, Nook Handle, Durable Covering, Dozen \$8.00 Sample, Postpaid, \$1.00.
\$122 - Collar Holders, One Dozen on Display Card, Gross \$1.75
\$123 - POP POP BOATS, Gross \$1.00
\$132 - PACIFIC OCEAN BOATS, Gr. \$8.00
\$133 - POM POM BOATS, Gross \$4.00
MONEY BACK IF NOT SATISFIED. 25c Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.
JOSEPH HAGN CO. "The World's Bargain House," Dept. 88, 223 W. Madison St., Chicago, Illinois

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES
Assorted Models, Regular Bladed, Folding, Steel, 2 Blades, Brass Solitars and Lined.
A New Deal - Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00
Send for New Catalog.
ROHDE - SPENCER CO. Wholesale House, 223-25 W. Madison St., Chicago.

THE GARIOCA SHIRAZIE is NEW, HOT & FUNNY!
Gotten, 25c; Gross, \$2.50.
Waltz, 25c; Gross, \$2.50.
Shimmy Dancers, White Frame, 25c. All Shimmies 25 above with covered frame in Red and Gold, Doz., 35c; Gross, \$3.75.
GUARANTEED 9 Months.
BARGAINS:
Rubber on all above \$1.00
Sand Cards, 25c
FEET CARDS 30c
Waltz Bams, 90c
K. Matches, 35c
Spark Matches 30c
CIG. PLUGS, 25c
Solitars, 35c
SPITFIRE, 50c
Fun Stograms, 150c
CIPLOARS, 20c
STAGE MONEY, any denomination, in 10c. lots, our Special, 30c per 1,000. Order from above or send \$2.00 for 50 of our Best Sellers.
MAGNETRIX NOVELTY CORP. New York, 156 Park Row.

ALL LATEST MACHINES

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

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

ANNOUNCING

CHICAGO'S NEWEST JOBBER

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

Chicago Amusement Games Co.
 1215 Diversy Parkway, CHICAGO. Tel.: Wellington 3220-1

CONCESSIONERS—OPERATORS

GET PRELISTINGS FOR YOUR OPENING

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

New Corn Game Items. New Ball Game Items. New
 Plaster Numbers. New Novelties, All Kinds. New Country
 Store and Digger Numbers.

WISCONSIN DE LUXE CORP.

No. 8—\$1.80 Doz. 1902 North Third Street, MILWAUKEE, WIS.



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



The Midwest Novelty Co. KANSAS CITY, MO.

SUNSET CHOCOLATES

Assorted Chocolates,
 Cellophane Wrapped.
PER DOZEN, 75c
 Packed 6 Doz. to Car-
PER CARTON, 64.50.

20% Deposit With Order, Balance C. O. D.
 Send for Free Illustrated Catalogue of Complete New Line.

DELIGHT SWEETS, INC.

50 E. 11th STREET NEW YORK CITY

ROLY-POLY TAFFEES

Contains Assorted Taffees. Packed 200 to
 Carton.
\$1.50 PER CARTON.
\$7.50 PER 1,000.



Cincy AMAO Men Work on Petitions

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

Principal item of discussion at the meeting was the plan to circulate petitions among liquor permit holders for the purpose of obtaining signatures of the permit holders and their customers to present to the Ohio Liquor Control Board, long a thorn in the side of the State's coin-machine operators. The county was quickly divided into sections to be worked by pairs and an enthusiastic spirit of co-operation was manifested.

Ben Goldberg, of the Sicking Manufacturing Company, this city, offered \$10 as first prize to the one bringing in the most signatures. Ralph T. Young donated \$5 as a second prize and several other prizes of \$3 each were also arranged.

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

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

CIRCUS AND WILD WEST

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

CARNIVAL COMPANIES

Bar-Brown: Gainesville, Fla. 1-6; Hawthorne 6-13.
 Barker: Cape Girardeau, Mo. 3-13.
 Barkoot Bros.: Cleveland, Tenn. 1-6.
 Big State: (5400 Washington Ave.) Houston, Tex. 1-6.
 Bloom's Cold Medal: Mt. Vernon, Ill. 6-13.
 Blue Eagle: Ashland City, Tenn. 1-6.
 Blue Light: Laurinburg, N. C. 1-6.
 Bruce Greater: Atlanta, Ga. 6-13.
 Bunts Greater: Great Falls, S. C. 1-6.
 Byers Bros.: Kennett, Mo. 6-13.
 Christ United: Dalton, Ga. 1-6.
 (See ROUTES on page 66)

Concessionaires... NOVELTY SUPPLY FOR...
 FAIR, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARTS, COIN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 TRADE TOWER CITY, OHIO

WANTED BOSS CANVASMAN

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

WANT FOR GIGANTIC WATER CIRCUS

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

WANTED BINGO GAME

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

CONCESSIONAIRES PARK OPERATORS

ORDER BLANK, Mailing List now ready for your early opening Season. Write today for copy. New Catalogue ready tatter part of April. 75 different designs of Plaster for all Games. New Items. Low price. All orders full cash, balance C. O. D. Watch Billboard when ready.

G. C. J. MATTEI & CO.
 827 East Madison Street, Louisville, Ky.

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

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

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

CRAFTS 20 BIG SHOWS

HAS FOR SALE—One Latest Model Kyril LOOP—Auto—Plymouth—Address as per route.

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

PEARSON SHOWS
 Now Booking for Season 1935.
 SHOWS AND CONCESSIONS. (YOUR GAME) OPEN. Address P. O. BOX 8, Ramsey, Ill.

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

ROUTES

(Continued from page 35)

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

REPERTOIRE

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

DRAMATIC AND MUSICAL

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

SUPREME BURLESK

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

MOTORIZE

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

CONCESSIONERS... and PREMIUM USERS

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

SOUTHERN PREMIUM MFG. CO.

Commerce and Ash Lane Sts. DALLAS, TEXAS

Wanted for Royal Palm Shows

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

KRAUSE GREATER SHOWS WANT

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

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Ad Campaign Work Begun

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

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

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

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

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

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

Opens New Jobbing Biz

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

Billboard Ad Brings Query From Palestine

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

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

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

Sportland at Niagara

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

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

National Assn. of Sportlands Official News Amusement Center Gift Shops

Information

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

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

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

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

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

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

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

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

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

MURRAY GOLDSTEIN, Secretary.

Sportland Squibs

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SOME OF THE QUESTIONS ANSWERED BY OUR 24-PAGE COPYRIGHTED **SPORTLAND Booklet**

- How Much Space is Required.—How Premiums are Awarded.
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WANT

FOR EIGHTEEN WEEKS OF FAIRS.

Shows that don't conflict. Good opening for Pit Show. Have everything complete except Banners; Fan House, Monkey Show, Illusion Show, Animal Show, Outlaw Show, Any Platform Show. Wire T. J. TIDWELL SHOWS, Sweetwater, Tex.

ROLAND SHOWS

OPENING MONDAY, APRIL 8, GREENVILLE, TENN.

WANT Shows of every kind. Opening for Cook House and legitimate Concessions. Few choice Stock Wheels open. No racket. We hold contracts for 14 Southern Fairs. Ten weeks in choice location of the coal fields. Address this week, Newport, Tenn.

Orange Bros. Circus

WANTS—Musicians for Big Show Band, Clowns, Performers who do three or more acts, Candy Butchers and Ticket Sellers for Side Show, Chief Hobo, Phyllis Amek and William Biddwell, wire Humpy Eberhardt, Willie Fuller wire, Can place Oriental Dancers, Henderson, Thursday; Lexington, Friday; Huntington, Saturday; all Tennessee.

WANT

Strong Trombone, Tuba, Trap Drummer. Other musicians write Talking and Ketchabos Clown, Animal Side Show; Mr. Fee wire. FOR SALE—70 Round Top, three 30 Middles, like new, \$650 complete. Forest City, Thursday; Mooreville, Friday; Madison, Saturday; North Carolina. KAY BROS. CIRCUS.

W. A. GIBBS SHOWS

NOTICE: OPENING POSTPONED. April 20th, Ft. Scott, Kan. (owing to dust storm impossible to paint. All people contracted report not later than 11th at lot. WANT—Shows with or without tents. WANT—Concessions, one of a kind, \$10.00; two \$17.50. Will book rides that don't conflict. W. A. GIBBS, Erie, Kan.

ROYAL AMUSEMENT CO. Booking Shows and Concessions for its Spring Opening at Covington, Tenn., April 22. Write J. E. CLAYTON, Manager, Greenville, Miss., until April 18; then Covington, Tenn.

WANTED First-class NEW acts for Circus. Experienced banner man and billposter. B. O. SCHWARZ, P. O. Box 132, Mobile, Ala.

Official To Disapprove Insurance by Machine

OKLAHOMA CITY, March 30.—State Insurance Commissioner Jess G. Read recently indicated that he would disapprove any coin-operated device for selling 24-hour insurance tickets upon the deposit of a coin. These machines appeared in England some time ago. A well-known accident insurance company in Chicago had them under consideration many years ago.

Mr. Read stated that William Warren, former secretary of the State Insurance board, and B. T. Bullion, former insurance commissioner of Arkansas, have developed a scheme for 24-hour insurance, to be obtained by dropping a coin in a machine.

"Some time ago I turned down a scheme whereby the merchants of a community bought policies and gave one to each customer," said Read.

He said that neither Warren nor Bullion had presented the new scheme to him or to the State insurance board.

New Idea in Parts Store

BROOKLYN, March 30.—Myron M. Harrison, president of the Long Island Crane and Pin Games Corporation, is opening for the first time here a special store that can be compared to the automobile accessory stores and which will have for sale parts for all machines. Howard Harrison will be in charge of the store, and his knowledge of operating conditions, as well as the machines, it is reported, will benefit the operators here.

Mr. Harrison also intends to have an outstanding display of the new International Mutoscope cranes. He is featuring these cranes as his leading product. He reports that many sales have already been made and that he believes the cranes will be very prominent in this city within a very short time. His present distributing quarters will be next door to his parts store, he reports.

This "parts palace," as Howard Harrison calls it, will contain the necessary parts for all types of machines, ranging from bumper rubbers to the tiniest springs. Each part will be labeled exactly as it comes from the factory, and Harrison believes that there is at present a great demand for a store of this type. They will also have specially made for them many durable parts according to their own design and believe that the ops will appreciate this service.

Games Boost Phone Biz

BROOKLYN, March 30.—A representative of The Billboard who recently visited the office of D. Robbins & Company had to wait 20 minutes before he could see Dave Robbins. The reason? Dave was on the long-distance phone talking to Stoner Corporation, Aurora, Ill., regarding additional carloads of Calcade and Tick-a-Lite, Stoner's new pin games. Since most pin games are made in Illinois and Eastern distributors must constantly be in touch with the factories regarding shipments, Dave states that his telephone bill has more than tripled due to those long-distance calls, and he believes that other Eastern distributors are having similar phone bills. Dave says that all stockholders in telephone companies should be boosters for pin games.

Supporting Lottery Move

NEW YORK, March 30.—Mrs. Oliver Harriman, who believes that "millions of dollars spent for lotteries in foreign countries ought to be kept at home for our own poor," led a delegation recently to attend a hearing on the Crawford bill, which would permit corporations to conduct lotteries for charitable purposes. Mrs. Harriman is chairman of the board of the National Conference on Legalizing Lotteries.

In addressing a meeting of the National League of American Citizens of Foreign Descent at the Hotel Astor, Mrs. Harriman argued that lotteries were the "easiest way to raise money." Senator Crawford's bill was indorsed unanimously at the meeting by the league.

MARRIAGES

(Continued from page 31) wright, and known on the stage as Madeleine Marshall, to William Macgregor Clark, business executive, in New York recently.

FAWCETT-FORMANEK—Roscoe Kent Fawcett, son of Capt. W. H. Fawcett,

film magazine publisher, to Marie Ann Formaneck March 12 at Mexicali, Baja Calif.

LAMB-HANLEY—Drexel Lamb, orchestra leader, and Catherine Hanley, cashier at the Riviera Theater, Three Rivers, Mich., at St. Paul's Methodist Episcopal Memorial Church, South Bend, Ind., recently.

LEASE-ROBERTS—Rex Lease, cowboy star and former husband of Charlotte Merriam and Eleanor Hunt, motion picture actresses, to Elsa Roberts, film player, March 22 at Yuma, Ariz.

LONGONE-LAMANCE—Paul Longone, director of the Chicago Civic Opera, to Eleanor Lamance, concert singer, recently.

McDANIELS-SAVAGE—Tressie Gray McDaniels, outdoor show executive, and Polly Savage, producer and dancer, at Murfreesboro, Tenn., March 27, while en route to join the New Deal Shows.

SPECIALE-GAYLORD—Mike Speciale, president of the American Booking Office and former band leader, to Gayle Gaylord, radio and night club singer, at Cleveland recently.

SPEED-MYERS—Mason Speed, orchestra leader, formerly with various vaudeville attractions, to Irna Myers, in Dania, Fla., March 24.

STILLWELL-MEYER—Ahner J. Stillwell, banker, and Rosemary Ames Ketting Meyer, movie actress, in Chicago March 23 an hour after Mrs. Meyer's divorce from Bertie A. Meyer, London theatrical producer, had been granted.

SULLIVAN-GAYLEN—Francis L. Sullivan, Hollywood film player, to Danae Gaylen, theatrical designer, at Caxton Hall, London, March 16.

BIRTHS

A seven-pound son recently to Mr. and Mrs. Eugene Ormandy in New York. Father is conductor of the Minneapolis Symphony Orchestra.

An eight-pound girl, Cheryl Beryl, to Mr. and Mrs. George McArthur in Detroit March 19. Father is president of McArthur Theater Supply Company.

To Mr. and Mrs. Charles A. Rooskam a nine-pound girl, Hope Evelyn, at the Homeopathic Hospital, Providence, R. I., March 2. Mr. Rooskam, who is The Billboard correspondent in Providence, was for a number of years advance representative for the Chicago Stock Company.

A 6 1/2-pound son to Mr. and Mrs. Pinkus Jacob Wolfson March 15 at the Cedars of Lebanon Hospital, Hollywood. Father is a screen writer with Metro-Goldwyn-Mayer.

To Mr. and Mrs. Henry Garat a son, Henry Jr., recently in Paris. Father is a screen writer.

A daughter March 20 to Mr. and Mrs. Red Fred. Father is the noted English vaude trick cyclist.

A daughter, Sonia, to Mr. and Mrs. M. Schoen March 23 in New York. Father, now in the liquor business in New York, is a former Coney Island (N. Y.) concessioner.

A girl, Caroleah, March 11 at the Medical Arts Sanitarium, New York, to Mr. and Mrs. Charles Burns, Burns, former comedian in burlesque and vaudeville, now is general manager for Louis Ricardo's theatrical enterprises, New York.

To Mr. and Mrs. Oran Wharton, both formerly with Wells Bros.' Shows, a girl, Malba Ann, at Moffat, Tex., March 17.

COMING MARRIAGES

Engagement is announced of Kittle Prince, English vaudeville and radio star, to Jack Preston, nephew of Sir Harry Preston, well-known English host and sportsman. Wedding will take place in London early in the summer.

Beatrice Gilman, of Bridgeport, Conn., and Dr. George Hurwitz, of Hartford, Conn. Miss Gilman is a contralto soloist on the staff of Station WICC, Bridgeport. No date has been announced.

Thelma Mills, film dancer, to Dr. Clinton Wunder, lecturer and author. Wedding is scheduled for April.

Olney Simkins, stage dancer, to Ralph Groves. No date set.

Dorothy Grainger, motion picture actress, to George Lollier, assistant director. Wedding will be held in April at the Little Church of the Flowers, Glendale, Calif.

Doris Fisher, daughter of Fred Fisher, songwriter, soon to Jay Faggen.

Dorothy Samson, secretary of the Songwriters' Protective Association, to Samuel Lerne. Wedding set for June.

June Clayworth, stage and screen actress, to Benedict Erstein. Wedding will take place in April.

Helene Thimg, associate director of Warner Brothers' production of Midsummer Night's Dream, to Max Rein-

hardt, stage and screen producer. No date is set.

ROUTES

(Continued from page 64) Crafts Greater; San Diego, Calif., 1-7; Santa Barbara 10-14. Dudley, D. S.: Archer City, Tex., 1-8. Fred's Dailey Bros.: Broken Bow, Okla., 1-6. Georgia Attrs.: Gray Court, S. C., 1-8. Golden Valley: Oate City, Va., 1-6; Kingsport, Tenn., 8-11. Great Eteland: Ponchatoula, La., 1-8. Great Sutton: Osceola, Ark., 6-13. Great Superior: Marietta, Ga., 1-6. Greater United: Corpus Christi, Tex., 1-6. Greystone: Lutie Rock, Ark., 1-6. Hansen, Al C.: Columbia, S. C., 1-6. Hilderbrand United: Glendale, Calif., 1-6. Isler Greater: Searcy, Ark., 6-13. Kaus United: New Bern, N. C., 6-13. Krauss Greater: Rock Hill, S. C., 1-6. Lang, Doc: St. Louis, Mo., 1-6. M. M. Shows: Conway, Ark., 1-6. M. B. Am. A. Co.: Lutesville, Mo., 1-8; Advance 8-13. Marks: Richmond, Va., 6-13. Martin Bros.: Copperhill, Tenn., 1-8. Murphy, D. E.: St. Louis, Mo., 4-13. New Deal: Corinth, Miss., 1-6. Page, J. J.: Johnson City, Tenn., 1-8. Reading United: Villa Rica, Ga., 1-6. Reid Greater: Edgeline, S. C., 1-6. Roland Expo.: Newport, Tenn., 1-4. Royal American: Albany, Ga., 1-8. Royal Palm: Birmingham, Ala., 1-13. Santa Fe Expo.: Duncan, Okla., 1-13; Chickasha 6-13. Shugart, Doc: Tenaha, Tex., 1-6. Small & Bullock: Greer, S. C., 1-6. Spencer, C. L.: Cleveland, Tenn., 1-6; South Pittsburg 8-13. State Fair: Phoenix, Ariz., 1-8; Prescott 8-13. Stephens Superior: Santa Maria, Calif., 1-6. Tidwell, T. J.: Sweetwater, Tex., 1-4. Wallace Bros.: East Prairie, Mo., 1-8; Charleston 8-13. West Bros.: W. Frankfort, Ill., 1-6. West Coast Am. Co.: Sacramento, Calif., 2-15. World's Progressive: Columbia, S. C., 1-6. Yellowstone: Gallup, N. M., 6-14. Zeiger, C. P., United: El Paso, Tex., 6-13.

Additional Routes

(Received too late for classification)

Alexander Players: Medford, Minn., 1-8. Arizona Minstrel: Moscow, Tenn., 3; Somerset 4; Brownsville 5; Jackson 6. Conlie & Dolly Show: Pell City, Ala., 1-8. Frazer-James Dance Group: Johnson City, N. Y., 1-8. Harlan Med. Show: Royalton, Ill., 1-6. McNally & Craig Show: Doubs, Mo., 1-6. Miller, Al E.: Enoor, Finchurst, Ga., 1-8. Miller, W. T.: Show: Arabi, Ga., 1-8. N. S. Shows: Poteau, Okla., 1-6. Pavan Show: Gay Hill, Tex., 1-6. Phillips Comedy Co.: Jonesville, Ind., 1-6. Singer's Midway Band: Leesport, Ind., 1-6. Sunnyside Picture Show: Swainsboro, Ga., 1-8. Wright, O. A.: Yards & Animal Show: (Magnet) Claremont, N. H., 1-6.

Ringling Publicity Campaign Under Way

NEW YORK, April 1.—With paper hung in the metropolitan district last week, the newspaper publicity campaign was ushered in today by the press corps of the Ringling-Barnum Circus for the opening in the Garden on April 11. Publicity trio, Roland Butler, Dexter Fellows and Frank Braden, will hammer away on story matter and pictures for the next four weeks.

Train leaves Sarasota, Fla., on Wednesday and is due to arrive in the Mott Haven yards here on Sunday. There will be feeding stops at Savannah, Ga.; Raleigh, N. C., and the Potomac yards. Opening night is for the benefit of the Circus Saints and Sinners' Club and its trouper's home.

Cole for Binghamton, N. Y.

BINGHAMTON, N. Y., April 1.—The first circus to play here this season will be Cole Bros.-Clyde Heatty, which was contracted by Fred Kilgore for May 30. Show has been granted permission to stage a parade following the regular memorial day parade.

Correction in Barnes Figures

CINCINNATI, March 30.—In last week's issue it was stated that 400 people are with the Al G. Barnes Circus. It should have read that 400 persons appear in the specs. More than 600 folks are with show.

DOC WILLISIE

Wire by Western Union. Huntington, W. Va.

WANT CONCESSIONS AND SHOWS

Must be legit. Virgin territory. Minneapolis lots. Auspices American Legion. Open April 30. Write W.W. BATTINEY & SONS, 626 Fifth Street, N. E., Minneapolis, Minn.

MIGHTY ARGYLE SHOWS

APRIL 19th Wight Manager for Cook River, Fresno, Co., Calif. 2142 Show, Athletic, Stuba, Coconino, Ariz. 117 North Sixth Street, St. Louis, Mo.

Independent Merchants Find Coin Machines To Be Business Boosters

By CHARLES N. TUNNELL, Editor The Southwestern Baker

As editor and publisher of a business journal, in addition to acting as traveling correspondent for numerous business and class publications, I average interviewing more than 700 retailers, dealers and other business men annually—and I have for the last 12 years.

A few years ago there was great excitement among the independent merchants and shop owners because they saw the big chain organizations fast taking their volume. Today you don't hear much antagonism toward the chains. True enough, they command a large percentage of the total volume of retail business... but, strange as it may seem, independent merchants still have the lion's share of the business, and coin-operated machines are responsible for thousands of these merchants actually being independent.

Coin machines are directly responsible for many restaurant owners, barber shop operators, filling station owners, drug store operators, community grocery store owners, confectioners and other retailers being in business and paying rent. Mass buying may permit some of the large chains to obtain lower prices and to sell for slightly less, but the wise independent merchant does something to offset the price appeal. He uses his personal contact with customers, the friendly fraternal appeal to get people started to congregating in his shop or store... coin-operated amusement and vending machines have contributed toward this accomplishment for the small merchant. It is a natural characteristic for all people to like games of skill. The younger crowd as well as the older set gets started to playing machines at the corner grocery or the local drug store and soon residents of the section know each other and become more neighborly.

A congenial community spirit is built around the shop or store that has a number of coin-operated amusement

and vending machines. The small merchant finds that with no investment these machines pay his largest profits, for he is not out any overhead in hiring sales clerks to look after the machines nor are there any damaged stocks, spoilage, displaying and other things that cost money in the handling and selling of the average commodity.

Coin machines are suited for the highest class shop or business firm. They appeal to men, women and the younger set. Contact with a professional operator of such equipment is one way of insuring independence for the independent merchant, be he butcher, baker or candystick maker.

Pacific Breezes

LOS ANGELES, March 30.—The situation in Vancouver, B. C., still remains acute, with the present ordinances in effect making no differentiation between pin games and slot machines and banning slot machines as illegal. Pin-game operators have been successful in keeping some pin games in operation by making separate test cases of each individual machine before a police magistrate who has ruled in favor of the games and allowed their operation. The procedure being necessary on each different type of game makes it rather prohibitive in cost for an operator to operate many different types of games, and as a result new machine sales in Vancouver have suffered considerably with most operators operating the machines already approved. A group of operators are working together in an endeavor to get a change in classification of pin games. Vending machines are permitted throughout the city upon payment of a \$25 fee for the first machine and \$2 per year for each additional.

The first shipment of International Mutoscope cranes arriving for the Sol Gottlieb Company were sold before reaching the Coast, and operators picked up the machines at the railroad yards and hurried them to locations. Additional shipments are scheduled to arrive from New York each week.

Feeling the need for additional space the California Games Company is moving its factory this week to larger quar-

ters at Venice and Flower streets, Los Angeles. A new game to follow Rebound will be announced shortly.

Joe Carruthers, operating in Bakersfield, is a regular visitor to the jobbing establishments in Los Angeles in search of new types of equipment.

When Harry Williams isn't laboring over a new game at his workshop in Los Angeles you can generally find him down at Newport Beach watching the progress of his new cruiser being built there.

Art Dawes, San Diego operator, was in Los Angeles a few days last week buying new machines for the border city. Art reports things humming in San Diego, and operators there are looking to a banner summer business, with the fair scheduled to draw thousands of people there.

H. L. Stuart, of the National Amusement Company, is on an extended business trip in Portland and Seattle, where the National will re-establish its jobbing offices closed last month.

Coming of spring to Long Beach, Ocean Park and Venice pleasure resorts has resulted in heavy attendances during the week-ends. Arcades at all beaches are in full operation and report business especially encouraging.

The Advance Automatic Sales Company, San Francisco, is planning on opening a jobbing branch in Los Angeles within the next few days. Mr. Sanders, representing the firm, is now in Los Angeles seeking a site.

CIRCUS BATTLE

(Continued from page 3)

locked up in the town battle. An agreement was signed not to cover up each other's signs.

"It lasted a couple of days," said Harry Paine, press agent, and C. A. Lawrence, advertising manager, of the Mix show. "Now they covered up some of our signs here during the past week."

Opening here Thursday, the Mix show gave San Francisco its first downtown circus parade in many years, with thousands of persons turning out to see it. The show is pitched at the new circus grounds, Oakdale avenue and Bayshore boulevard. While the weather has been uncertain and colder than usual, the show, which ends tomorrow night, has had straw matinees and evening performances. It's San Francisco's first circus of the season.

CFA MEETING

(Continued from page 3)

both Dr. Carothers and Frank Hartless, president of the national association, informing *The Billboard*. The convention, Mr. Hartless stated, will really run for three days instead of two, May 8, 9 and 10, most if not all of the official business to be handled on the first day.

The John Robinson Tent will hold a meeting at the Netherland Plaza the coming Friday, when details of the convention plans will be worked out. Mr. Hartless said he will be present at this meeting. He also said he received numerous telegrams and letters from fans throughout the country as the result of the story in the last issue, all voicing objection to a change in the dates. The Cole show also received a number of such messages.

MILLER LOSES

(Continued from page 3)

ing and picturesque chapters in the history of the West. It was on the 101 Ranch that such movie cowboys as Tom Mix, Art Acord, Buck Jones and many others learned their trade and that the Wild West show was brought to its peak of perfection as an amusement enterprise.

In 1921 the Miller brothers placed all the property into what was known as the Miller Brothers' 101 Ranch Trust. On the death of Joe and George, Zack became the owner of all the shares in the trust.

Major creditors are the John Hancock Mutual Life Insurance Company, Passumpsic Savings Bank, Phoenix Joint Stock Land Bank of Kansas City; L. H. Wentz, of Ponca City, and C. F. Kennedy and Lee L. Russell, trustees, who claimed control of the personal property.

The ranch was founded by the father of the Miller brothers, Col. George W. Miller. In 1871 he reached the Kansas-Oklahoma border on a westward trek to California in a covered wagon with his wife and his 2-year-old son, Joe.

New Spring Catalog JUST OUT

Send For Your Copy--It's Free

- OLLY MADISON FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume. Cellulose Wrapped Together, with \$1.00 Price Label on Box. Per Combination 5c
 - TOOTH BRUSHES—in Assorted Colored Cellulose Containers. Dozen 60c
 - SHOE LACES—27-inch Length. Gross 40c
 - RAZOR BLADES—5 to Page 100 Blade 40c
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 - SCISSOR SHARPENERS. Doz. 17c
 - DENTAL CREAMS—25 and 55c Size. Doz. 45c
 - POT CLEANERS—Zinc. Doz. 23c
 - MOYB TABLETS—25c Size. Doz. 30c
 - NORWALK BLUE STEEL BLADES—Double-Edged. 100, 25c. Single-Edged. 25c. Doz. 52c
- PONTIAC MDSE. CO., Inc.
11 East 17th St., New York City



1c Gum Vendor.



1c or 5c Peanut Vendor.

WRITE FOR OUR BIG CATALOG OF MONEY-MAKING COIN-OPERATED VENDING AND AMUSEMENT MACHINES.

2 REAL BUYS

10 Rebound-Used PANAMA DIGGERS, 1c Play, Hand Operated. Only \$15.00 EA.

25 Reconditioned 1c MUTO SCOPE MOVIE MACHINES. \$12.50 EA. Including Rest. Floor Stand and Top Sign.

Order Stone's New Coin Game. **Cavalcade** Operator's Price \$39.50.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

BARGAINS — USED MACHINES

- Rockets (New Tilling Device) \$28.50
 - Oris Cross (Plain) 22.50
 - Flying Tires, Senior 24.80
 - Drop Kick 20.00
 - Golden Gate 12.80
 - Lightning 12.50
 - Subway 12.50
 - American Beauty (Late Model) 12.50
 - Sivam Line 8.00
 - Spark Plug 15.00
 - Select 'Em (Late Model) 6.50
 - Booster 6.00
- Many other exceptional buys. Write for list issued weekly.

MARION COMPANY, 664 West Douglas Avenue, Wichita, Kan.

6 TABLETS 5c

NEW SILVER FOIL ASPIRIN DISPLAY. 50 TINS. Write for Details.



- GOOGLES, Shades, Lavatra, Soap, Shaving Cream, Mouth Wash, Hair, Feather Darts.
- HOUSE-TO-HOUSE ITEMS.
- EXTRACTS—Vanilla and Lemon. 10-oz. Pitcher Style Bottle. Doz. \$5c (No less than 19 lbs. sold). Above cash with order, plus post.
- CHAMPION SPECIALTY CO. 814-P Central Street, Kansas City, Mo.

Attention! Pitchmen!



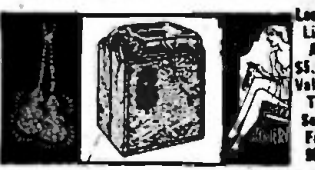
(As Illustrated)

NEW IMPROVED BLADE HOLDER

Simplified! Easy To Use! Takes All Blades! Sells at Night! We supply new style Pig-Skin Straps. Super-Keen Strip Dressing! Sample Complete Outfit. 25c. Quick Service.

STEWART MFG. CO.
287 East Butler, Ft. Wayne, Ind.

20th CENTURY FASTEST SELLER



Looks Like A \$5.00 Value To Sell For 50c

No. D48 DEAL, consisting of 2 pairs of Ladies' Hose, 320 needle construction; 1 Package of Face Powder and Perfume wrapped together, and 1 Genuine Rock Crystal Necktie. New Plan helps you to sell 75 to 800 Deals a day.

Sample Deal 60c. Dz. 50c Each. Gr. 50c Each. Deal.

SPORS CO., 4-85 Kook St., Le Center, Minn.

FOR SALE, CHEAP FOR CASH

Allan Herschel Three-Abreast Merry-Go-Round, with motor, organ, new top and newly painted. 10 E. W. Light Plant and Chevrolet 91 Truck. All in good working order. Write or wire M. S. O'SULLIVAN, care General Delivery, West Palm Beach, Fla.

DODSON'S WORLD'S FAIR SHOWS

SEASON 1935 FAIRS:

- NONCEVERTE, W. VA.
- STAUNTON, VA.
- COVINGTON, VA.
- BLOOMSBURG, PA.

30—RAILROAD CARS—30
40—ATTRACTIONS—40
8—BIG FREE ACTS—8
500—PEOPLE—500
2—BANOS—2

SEASON 1935 FAIRS:

- YORK, PA.
- PETERSBURG, VA.
- DANVILLE, VA.
- EMPORIA, VA.
- CHARLESTON, S. C.

GRAND OPENING, KING'S HIGHWAY AND NATURAL BRIDGE, ST. LOUIS, MO. STARTING APRIL 9. PLAYING ST. LOUIS FOR FOUR WEEKS ON DIFFERENT LOCATIONS.

CAN PLACE Foreman and Ride Help for the following Bides: Merry-Go-Round, Twin Ferris Wheel, Lindy-Loop, Loop-a-Plane, Whip, Chairplane, Skooter, Hey-Boy, Caterpillar, Walter, Loop-the-Loop and Rideo.

WILL BOOK any Show of merit, Monkey Circus, Midnet Show, Fat People and Rocky Road, CAN PLACE Prints and Acts suitable for high-class 20-in-1. Chas. Clark can place White Mustangs for 20-piece Band. Chas. Smith can place Colored Performers and Musicians.

FAIR SECRETARIES in Virginia and Pennsylvania, we have the week of September 16 open. Get in touch with us.

WANTED

Cowboys, Cowgirls, Bronk Riders, Bulldoggers, Ropers, Steer Riders. People with own stock given preference. Circus Acts, Rides, Side Show. Concessions all open. Cook House, Grab, Juice, Candy, Frozen Custard. Show opens April 20. Write

UNITED HIPPODROME AND CIRCUS ATTRACTIONS
1024 North 32d Street, Camden, N. J.

ACTS, RIDES, SHOWS, CONCESSIONS

All kinds. Two big dates. GREENVILLE, S. C., April 15 to 20; SPARTANBURG, S. C., April 22 to 27. Other consecutive Big Dates to follow. Have two good spots for organized Carnival. CAN USE good Agent. Swafford wire. WILL BUY 10' Side Wall, 40x80 Top, electrical Equipment. Useful People all write.

UNITED CIRCUS and EXPOSITION
Care Dav Convention Headquarters, 4 West Coffee Street, GREENVILLE, S. C.

LAST CALL LAST CALL LAST CALL WINTERS EXPOSITION SHOWS

OPENING SATURDAY, APRIL 20.
CAN PLACE Frozen Custard, Penny Arcade and Grind Stores. CAN PLACE Fun House, Wax Show, Gosh Show, Animal Show, Motorhome, Pinto Brown wants Colored Performers, Bands, Florence and St. Jia write. CAN ALSO PLACE Candy Ploes, Hoop-La, Scapes, Illusion Show, Mechanical City. Write to 120 Sixth Avenue, Brewer Falls, Pa.

CHECKERS

"Clicks the Score" Before Your Eyes

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



NO BATTERIES NO ELECTRICAL CONNECTIONS



OPERATORS PRICE \$44.50 FOB NEW YORK

OPERATORS Throughout the Country Are Demanding the Money-Making CHECKERS

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

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



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

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

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

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

Coinographies

Words and Music About People According to

The COINOGRAPHER

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

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



ART SAUVE

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

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

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

Last Ball May Win on New Kelly Pool Game

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

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

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

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

Pacific Announces All-Mechanical Game

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

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

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

Texas Ops

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

MEET LITTLE RHODY'S BIG DIGGER MAN

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

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

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

WRITE FOR SAMPLES AND PRICES.

General Sales Company 123 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00 Costs You \$2.90

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

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

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

BUY THIS
WINNER.
ONLY
\$5.75

Sells for
\$9.95

Net \$20.50
After Awards.
\$10.25 Your
Share on
50/50
Basis.
Order at
No. 2587.
2,500
to Sales.



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

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Once You TRY... You'll Always BUY Electro-Ball Reconditioned Games!

- ... because you'll find them the best operating, trouble-free used games you ever bought!
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 - Major League 19.50
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Write for Complete Reconditioned Game List
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*Advance
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Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready. Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

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

Defends Electric Kicker Device As Increasing Skill in Pinball

(Reprinted from Pacific Coin Machine Review)

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

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

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

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

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

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

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

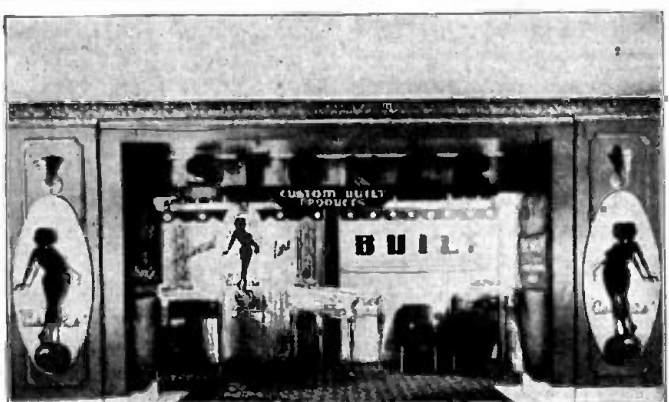
Now the same truth holds good for a still more intricate game, a new model called Pro-Eleven. Introduced only last month. On this marble game there are 12 electric kickers, yet the element of skill is even more important! It is a football game with two teams of 11 players, and each of the offensive players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

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

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

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

(See DEFENDS ELECTRIC on page 71)



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

DEPEND ON LAZAR for QUICK DELIVERY at FACTORY PRICES

STAR PERFORMERS!

MATCH PLAY
It's the top of all payout games. A beautiful machine that will last and last.
\$87.50

All Prices F. O. B. Pittsburgh, Pa.
★ CYCLONE
You've never seen anything until you see the kind this machine has. With Electric Ball Lifts too.
\$72.50

The New Sensational Immediate Delivery.
KELLY POOL
JUNIOR **\$39.50** SENIOR **\$52.50**

Send for Circulars on all Popular Machines
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136 Franklin, Scranton, Pa.

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NEW LARGE SIZE MICKEY MOUSE TOSS-UP BALLOONS

Head, body and ears inflate. Two-color print both sides. "Twin" shape of heavy cardboard. Individually packed in three-color cellophane window envelope. VERY ATTRACTIVE. STANDING 30" high. Gross **\$8.50**
Pop Eye Inflated Rubber For: Dose, 80¢. Gr., \$9.00
Rubber Tongue and Tail Rabbits. Gross 4.00

FLASHY EASTER RABBITS FOR SALESBOARDS
Made of "Lama" Fir. 25" high. Dose, \$33.00; Each \$3.00. Plus Rabbit, 25¢.
High. Dose, \$9.00; Each 80¢. Two sample rabbits, \$3.75 postpaid. 25¢ with order. bal. & O. B.
Send for new 200-page Catalog.
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5-10¢ DEAL
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2024 COMBINATIONS
Leave this Deal with merchant. At end of week collect \$10.00. Opg. to you, \$4.95.
Werts Novelty Co., Inc.
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Florida Assn. Adopts By-Laws

ORLANDO, Fla., March 30.—The Florida Operators' Association meeting at Orlando March 28 resulted in the adoption of by-laws and approved methods of operation. The public relations committee presented a comprehensive program for enlisting all merchants and business men in the State in support of skill games, each association member being allotted a definite quota so that no section of the State will be neglected. Realizing that practically every person in business today derives some benefit from skill games, the association expects to have the hearty support of the great majority of Florida business men.

Walter Tratsch, of A. B. T. Manufacturing Company, was a welcome guest at the Orlando meeting, having come up from Coral Gables with Bill Frey, Bill Shayne and Albert Dublin, the successful Miami skill-game attorney. Mr. Tratsch expressed himself freely on the splendid type of men engaged in operating, saying that without exception they were a fine aggregation of gentlemen and a credit to the industry.

Attorneys Rush, of Jacksonville, and Bucklew, of Tampa, submitted some interesting and constructive facts which they have assembled since the previous meeting.

Distrib To Use Entire Building in Expansion

NEWARK, N. J., March 30.—Hercules Sales Organization, fast-growing distributor, has recently taken over the entire building at its present address. The firm, starting with the corner store, took the store next to it some months ago and now takes the entire upper floor, thereby using the entire building.

The upstairs floor will be entirely devoted to the sales department of the Kelly and Master cigaret machines

which the firm has for distribution in the East. H. E. Theips has been appointed general sales manager of this division and will devote himself exclusively to his salesmen and the cigaret merchandisers. There will also be other merchandisers displayed on this floor under the jurisdiction of the sales department headed by Mr. Theips.

Mr. Glaser, president of the firm, reports that the lower floors will be used exclusively for coin-operated amusement equipment. Here the latest and best pin games, as well as hundreds of used machines, will be on display. Large storage space has also been added and the firm claims that the machines it favors will always be in stock in the largest possible quantities obtainable from the manufacturers.

A new merchandising program is being introduced and Mr. Glaser will be ready to announce it very shortly. New improvements will also take place in the firm's Trenton offices, the Interstate Sales Organization, and the firm will soon have some interesting announcements to make regarding this branch. Mr. Glaser stated.

Experimental Dept. Is Busy With New Machines

CHICAGO, March 30.—Let's take a peck behind the scenes of one of the most aggressive pin-game firms in the country, the Western Equipment & Supply Company.

This fine organization, under the expert guidance of its owner, "Jimmy" Johnson, has given you Futurity, Hell's Bells and Put 'n' Take. Every one of these games was and still is a tremendous money maker for the operators. Western's latest thriller, Put 'n' Take, the one-ball automatic payout pin table, is so universally demanded by the operators that Mr. Johnson has doubled his force and has been working his entire staff of employees in two shifts.

The visitor to the Western Equipment & Supply Company is first impressed with the buzzing activity of the plant, particularly the battery of new, high-speed machines, almost human in their action.

Patterned after the system of a major automobile manufacturer, each has his specific work to do in the assembly of the game. After a game comes off the assembly line it is given three rigid inspections by three different men. Realizing the importance of mechanically perfect games, Mr. Johnson is wholeheartedly in accord with the idea of three thorough inspections. Quoting Mr. Johnson: "There have been many fine games 'killed' because of the laxity on the part of the manufacturer to insure mechanical perfection. I take every possible human precaution to guard against this by having every game that comes off the assembly line inspected by three skilled pin-game experts. I feel this extra precaution is well worth the extra expense entailed."

Probably the most interesting thing to the visitor is the experimental laboratories. This laboratory is responsible for many of the advanced ideas in coin-machine history. The onlooker is both amazed and fascinated by the ingenious developments which Mr. Johnson's expert staff of inventors are accomplishing daily. Well . . . you will have to wait and see, but in the meantime the men in the experimental department of the Western Equipment & Supply Company have done about everything but make the balls talk.

DEFENDS ELECTRIC

(Continued from page 59)
from pinball games, serious social evils have been repeatedly charged against baseball, football, bridge, golf and other games. The sensible attitude is that pinball is a new game, is entitled to reasonable regulation and control, and that experience must show what is reasonable regulation.

JERSEY OPS

(Continued from page 58)
the work of organizing local groups. It was announced that the board of trustees would hold weekly meetings. Ed Handler was appointed as temporary business manager with the duty to promote county organizations of operators over the State. He will begin his work immediately, it was stated.

Attorney John P. O'Brien, representing the State organization in its test case, spoke of the progress of the case up to the present. He also reported on the order obtained in Alpine, Bergen County, to restrain the police from further interference with the pinball games. It was

BEACON



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The Original Line

Stoner's ORIGINAL FLASHING LIGHT SENSATION

THE PRICE IS ONLY \$39.50 TAX PAID F. O. B. AURORA

De Luxe Size: 41" x 21"
The Most Consistent Big Money Maker You Can Place on Location
YOUR LOCAL DEALER HAS BEACON READY FOR IMMEDIATE DELIVERY

STONER CORPORATION
328 GALE STREET • AURORA, ILL.

YOUR PROFITS WILL BE SKY HIGH WITH Pair Em READY SOON

Two Games For The Price Of One!
NEW! Salesboard Number Beel Strips, also a Set of the well-known Fruit Beel Strips, with each Machine. Play Penny, Nickel, Dime or Quarter. Shows last coin played. Very Simple. Trouble Proof Mechanism. Satisfaction guaranteed or money back.
\$12.50
Jackpot Attachment, \$1.00 extra.
Greatest Value for the Least Cost.
1/3 Deposit with Order, Balance C. O. D.
W. B. COMPANY 2507 Marcus Ave. St. Louis, Mo.

★ A 1c POST CARD ★
Will bring you our new FREE Catalogue of SUNGlasses, Blades, Novelties, Notions, Carded Goods, Extracts, Yarns, Woollens, Handkerchiefs, Smokers' Articles, Etc., Etc.
DEPT. SALES CO., 31 East 20th, New York.

also reported that the county prosecutor had issued an order not to interfere with the games unless actual misuse was seen.
Following the meeting George Panser and Sam Broudy, distributors, treated the operators to refreshments. Both of these distributors are reported to be doing all in their power to co-operate with operators in perfecting a State organization.
Reporters from local newspapers were present and offered suggestions to assist the organization in meeting local problems. An editorial from a recent issue of *The Bergen Daily Record* was offered as evidence of the valuable co-operation which newspapers are giving to the skill games cause.

GIBSON WILL

(Continued from page 58)
organized and have been functioning successfully for some time and the members of such associations have found these organizations to be of great value.
This field service to be conducted by NACOMM is in conjunction with the work of the legal and advisory bureau of the association, which has been established under the direction of C. L. Maltby. Mr. Maltby is an attorney and is devoting his full time to legal problems of the industry, particularly in co-operation with State associations of operators which are now organized and functioning.
Mr. Gibson, who will represent NACOMM in its field service, has had many years of experience as an operator and in organization activities and is particularly well-fitted for this work. Mr. Gibson attended the Cedar Rapids meeting of the Automatic Merchandisers' Association of Iowa March 15, and in this connection Fred K. Chandler, secretary of the Iowa association, has just written to NACOMM:
"We appreciate very much having Mr. Gibson with us. If you can spare him for the Nebraska organization meeting we will appreciate his co-operation. His vast experience, his advice and counsel and his personality are sound and he instills confidence in those whom he addresses. I have full confidence that

EASTER RABBITS for SALESBOARDS

B95N198—Large 28" Rabbit, Made of Moulton Fur, Per Dozen	33.00	Each	3.00
B95N199—19 1/2", Dressed Mrs. Rabbit, Per Dozen	16.50		
B95N199—24", Dressed Mrs. Rabbit, B95N200—24", Dressed Mr. Rabbit, Per Dozen	25.00	Each	2.25

OUR LATEST — Double Edge Blade "BLUE CROWN"

At the Low Price of **4.00** Per Thousand

B95C2—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not Confuse With Inferior Goods Being Offered. 5 in Package, 20 Cellophaned Packages in Carton.
Remit \$4.00, and Postage, per Thousand, for Quantity Needed and Get Going in the Greatest Blade Business You Have Ever Had.

N. SHURE CO.

Adams and Wells Street, CHICAGO

the operators of Nebraska will also appreciate his help."
Mr. Chandler refers to the organization meeting held yesterday at Lincoln.

Wherever there's **TRAFFIC** there's always a crowd!

TICKET MECHANISM AUTOMATICALLY REIMBURSES PLAYERS FOR EVERY TICKET ISSUED

FULLY AUTOMATIC PAYOUT

14 DIFFERENT COLORED LIGHTS ON PLAYING FIELD

Another Great Design by **Mary Williams.**

5-BALL HIGH-SPEED PLAY

SMOOTH 1-INCH GLASS MARBLES

OUT-BALL RETURN

Model A with 5-ball automatic payout \$99.50
 Model B with automatic payout and 14 lights \$94.50
 Model C with 14 lights \$49.50

TRAFFIC has everything it takes to get the play and hold it! MACHINES ON LOCATION TAKING IN \$150.00 TO \$250.00 A WEEK! No wonder the factory is already snowed under with orders! Avoid delay by rushing your order now!

ROCKETTE



LIGHT-UP ANTI-TILT on backboard instantly visible clear across the store—saves merchant time and trouble—INCREASES YOUR NET PROFIT by absolutely eliminating payouts on tilted machines. And you'll be tickled stiff with the way ROCKETTE takes in the money! Order this great hit today!

New Improved NATURAL

Price Only \$14.50

New mechanical refinements make this popular 3-IN-1 dice game a greater money-maker than ever! Order at least a sample today and see for yourself!

With Universal Motor, operated on A. C. and D. C. current, \$1.80 Extra. (Standard Model operates on A. C. only.)



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CASH IN ON A LIVE ONE

BASEBALL

Home Run Board Form 3490 GETS THE PLAY

Takes in (1000 holes at 5c) \$50.00
 Pays out (Average) \$26.00
 Average Profit \$24.00

Price \$2.30 With Easel Plus 10% Federal Tax.

CHAS. A. BREWER & SONS
 Largest Board & Card House in the World.
 6329-32 Harvard Ave., Chicago, U. S. A.

GET A HOME RUN WIN \$10

LEADER PAYS \$100

WIN \$10

WIN \$10

Supreme Adds More Space To Foreign Department

BROOKLYN, March 30. — Supreme Vending Company, Inc., has built new offices for the export department headed by A. A. Berger. The complete second floor of the firm has been revamped with a direct telegraph system, new offices for the various employees, spacious offices for Mr. Berger and a new filing system for the foreign accounts.

Much new office equipment has been added, including one of the latest type mimeograph machines for bulletins to be sent to the trade. The department is now functioning smoothly and efficiently under the guidance of Mr. Berger and he reports that there will be many new innovations for visitors.

The entire floor was repainted and new office desks and other office furniture added. There is now a regular reception office, outer offices and a private office for Mr. Berger. Mr. Berger also reports that there will be a display of foreign periodicals at this office for the benefit of colmen and an information service arranged for out-of-town buyers.

Bill Blatt, president of the firm, claims the whole change was a surprise to him, for he had spent a few days in Chicago and on his return found these glistening new offices. Bill's headquarters are still on the main floor of the building, where he is in constant contact with the operators who visit his quarters. He claims that he doesn't like private offices and that he will always be mingling with the boys at all times.

"TOP" SELLERS at Lowest Prices

822—3-Blade Tooth Pick Knives. Gro. \$1.80
 823—5-Blade Tooth Pick Knives. Gro. 1.90
 824—Auto Razors. Best Grade. Doz. 1.00
 825—Shooting Story Books. Doz. .40
 826—Snake Story Books. Gro. .85
 827—Geneva Razors. Doz., \$3.85; Gro. 3.75
 828—A. & N. Needle Books. First Quality. Doz. 1.75
 829—Wesley Sharpeners. Doz. .22
 830—Keen Edge Knife Sharpener. Doz. 1.10
 Gro. 12.00

YES WE HAVE NEW STOCK

of Sacoen Blankets, Shawls, China Ware, Aluminum, Table and Floor Lamps, Balloons, Flying Birds, Straw Hats, Japanese Novelties and Domestic Goods at Lowest Prices.

Send for Free List of APRIL FOOL NOVELTIES.

25% Deposit Required on All C. O. D. Orders.

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Terre Haute, Indiana

DISTRIBUTORS WANTED for the Sensational RED CROSS VENDOR

25% OFF List Prices to Distributors

Refills Come 48 Packs to Carton, 3 in Each Pack. Price \$1.50 for 48-Pack Carton.

HERCULES SALES ORG.

LIST PRICES

Sample, \$18.50, Completely Filled, 15 or More, \$12.50 | 50 or More, \$9.50
 10 or More, 10.50 | 100 or More, 8.50

1175 Broad Street, NEWARK, N. J.

HEY LOOK! Closed Territory - BARGAINS

60 MYSTERY BLUE FRONT, 5c PLAY GOLD AWARD SIZE VENDORS, Perfect Condition. Each \$50.00
 50 SLIGHTLY USED WATLING TWIN JACK-POT VENDORS, 1c PLAY, Each 24.50
 30 FACE DOUBLE JACK-POT VENDORS, 1c PLAY, Like New, Each 22.50
 40 5c OR 25c PLAY SINGLE JACK-POT MILLS, WATLING OR JENKINS, Each 14.50
 35 ROCKETS, LATE TYPE FILTER, SLIGHTLY USED, Each 22.50
 10 WATLING TWIN JACK-POT VENDORS, 5c PLAY, SLIGHTLY USED, Each 30.00
 10 MAJOR LEAGUE SENIORS (Floor Sample), Each 27.50
 10 FLEET SENIORS, LIKE NEW, Each 22.50

All Machines Guaranteed To Be as Represented Above. TERMS: One-Third Cash, Bal. O. O. D. 108 North Martin Street, Elizabeth City, N. C.

CAROLINA NOVELTY COMPANY

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone 5464
 540-542 So. 2nd Street, LOUISVILLE, KY. Wabash 5464

SPECIAL FOR THIS WEEK, LIKE NEW—SEEBURO HOBBY, \$20.00.

Write for Complete Current List.

Buy your New Machines from us, we accept Trade-Ins, making liberal allowance.

Opens Office in Canada

TORONTO, March 30.—In order to meet growing requirements of the Canadian market and also further to develop its export business in other countries of the British Empire, the Bausch & Lomb Optical Company, of Rochester, N. Y., maker of scientific instruments, optical goods, coin-operated telescopes and binoculars, has formed a Canadian subsidiary and established an empire headquarters and factory here, the Toronto Industrial Commission announced recently, concurrent with the opening of the new plant.

SALESCARD Operators!

Lamp Push Card Deal takes in \$4.20 Price \$1.00 each, including Cards, any quantity. Order from this ad.

CALIFORNIA SALES CO.

210 W. 5th St., KANSAS CITY, MO.

HEY LOOK—USED GAMES

42d STREET, TICKETS, NEW CENTURY, \$3.95 Each. ORIOLE SENIORS, BILLER CUPS & PENNANTS, \$4.95, etc. Write for Many Good Used Bargains.

W. J. C. VENDING CO., Inc.

239-B CANAL ST., New York City

Thank You for Mentioning The Billboard.

Evans' LONG LIFE GAMES!

RAINBOW DARBY ★ KINGS OF THE TURF



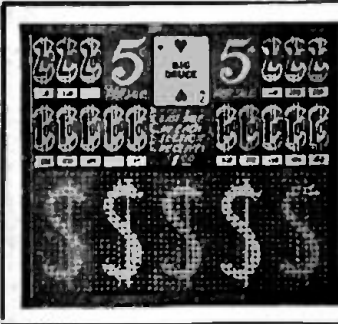
The greatest automatic payout horse race game ever built. Select your horse—watch it race around the track. Darby pays five to one odds. Order Darby today—it's ready for IMMEDIATE DELIVERY.

Be one of the first to get this different kind of a game—order now. So clever—so interesting, all your spots will want KINGS OF THE TURF! Send for particulars.

A thrilling automatic payout game. The two rainbow colored discs revolve in opposite directions. AND—if you've matched the colors out pops a quarter in nickels. ORDER NOW—READY FOR IMMEDIATE DELIVERY.

H·C·EVANS & CO.

1522-28 W. ADAMS CHICAGO



APRIL SPECIAL

Quick Action Game,

BIG DEUCE

1,000 HOLES.

Takes In \$50.00. PRICE 99c Plus Pays Out 27.00. Tax.

GLOBE PRINTING CO.
 MAIN OFFICE AND FACTORY
 1023-25-27 RACE ST. PHILA. PENN.
 16-18 WEST 22ND STREET, NEW YORK, N.Y.
 48 SOUTH WILSON STREET CHICAGO, ILL. 25
 441 THIRD STREET SAN FRANCISCO, CALIF.
 820 EAST JEFFERSON STREET TACOMA, WASH.
 123 MAIN STREET SAN ANTONIO, TEXAS
 1356 N.E. 157 AVE. MIAMI, FLORIDA
 172 7th MARINE STREET ATLANTA, GEORGIA

ARCADE EQUIPMENT
 K. O. FIGHTERS, \$75.00 Each; MILLS EXTRAORDINARIES, \$59.50 Each; MILLS ESCALATORS, \$89.50 Each; SLOT MACHINES, All kinds, \$10.00 Each; ADVANCE CIGARETTE MACHINES, \$32.50 Each; SEEBURG'S PAY-OFF SWEETPAKES, \$42.50 Each; HIGH SCORER POOL TABLES, \$17.50 Each; 5¢ POOL TABLES, \$10.00 Each; ERIC DIGGERS, \$17.50 Each; 20th CENTURY DIGGERS, \$35.00 Each, Like New; MODEL E IRON OLAWS, \$40.00 Each; MODEL F IRON OLAWS, \$65.00 Each; MODEL G IRON OLAWS, \$75.00 Each; NEW GOING-LOOKS, \$7.50 Each; COLUMBUS PEANUT MACHINES, Used, Like New, \$4.00 Each; DANDY VENDERS, \$5.00 Each; 8 STAR BALL GUM, \$5.50 Case of 5,000. Latest Used and New PIN GAMES Always in Stock.
LEHIGH SPECIALTY CO., 155 Green St., Philadelphia, Pa.

BASEBALL! BASEBALL! BASEBALL!

PLAY BALL—OPERATORS—PLAY BALL!
 The Season is here—clean up. We manufacture and have in stock Daily and Weekly Baseball Sales Tally Cards and Series and Coupons of all kinds and description for Operators: for all Leagues; 2 way; 3 way and 4 way. Weekly or Daily—Lightning, Moon, Fair Play, Twenty Grand, Jumbo, etc.; also Seven Lucky Numbers, Economy Play, Newspaper Headlines, Battle Cards, Weather, Tip Cards, Triple Actions, etc. Weekly or Daily Series, 3 ways in 3 Leagues (National, American and American Association), 2024 Coupons, 40 Coupons to Card, \$8.00 per series; 12 Series, \$72.00, plus 10% tax. 2 Clubs, 2 Leagues, 120 Coupons to Card, \$25.00; 6000, \$24.00, plus tax. 4 Way—3 Leagues, 10,620 Coupons, \$36.00 series and tax. 12 Series, \$360.00. Prices much lower in large quantities. Order direct from this advertisement and receive FREE \$5.00 worth assorted samples of our complete line, catalog and particulars. Otherwise send \$2.00 for assorted samples, \$6.00, by express prepaid; refunded first order. Positively no samples, catalog or particulars sent to anyone without remittance of \$2.00. Established 1919. Will give you a square deal. Reference: Dun & Bradstreet. Order Now! WIRE—will ship C. O. D. Address: **FERGUSON MANUFACTURING CO., 322 N. Senate Ave., Indianapolis, Ind.**

Be Wise!
 BUY your GAMES FROM **MARKEPP Co.** 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O. 1410-13 CENTRAL PARKWAY CINCINNATI, O.

RECONDITIONED BARGAINS

Spark Plug, \$22.50	Beaco, \$5.95
Blue Struck, 10.00	Booster, 2.95
Jigsaw, 4.95	21-Vender, 6.95
Airway, 4.95	Chicago Club House, 6.95

EXCLUSIVE EASTERN DISTRIBUTORS
QUICK SILVER, \$67.50
 ZIP, \$39.50
 GLOBE TROTTER, \$57.50
 IMMEDIATE DELIVERY!

USED PIN GAMES
 SIGNAL, Jr., \$15.00—SIGNAL, Sr., \$24.00
 DROP KICK, ORIGION, \$15.90
 CROAK SHOT, \$15.90
 ELECTRO, GOLDEN OATS, SUPER, \$10.90
 S. SUBWAY, SHOOTING STAR, \$10.90
 Mills Cannon Fire, \$28.50—Mills Mop, \$8.90
 WRITE FOR BARGAIN BUYS.

RAABE KRAUFMAN INC. 455 West 42nd St. New York City Tel. Meadlim 3-0488

EXCLUSIVE TERRITORIES NOW AVAILABLE IN NEW ENGLAND and the EASTERN STATES for the new KELLY CIGARETTE MACHINE
 6 or 7 Columns. Slug Ejector. Free Match Vendor or 16 Match Vendor. Attractively Designed. Beautiful and Substantial in Construction. WRITE for Details Today!
HERCULES SALES ORG. 1175 Broad Street, NEWARK, N. J.

SYRACUSE

Distributors
 All Latest Coin Machines, New and Used. Premiums of All Kinds.
RUFUS M. WHITE
 582 South Gallia Street, Syracuse, N. Y.

IT'S ON THE WAY
Pair 'Em
 WATCH FOR IT!

All America Hails Gottlieb's 3 New Hits!

THE tremendous nation-wide response to these three great machines has been unequaled in recent years! From the very first day of the Show in Chicago the deluge of orders swept aside any doubts of the destined success of these games. **TURN TABLE** has already proved itself a powerful

money-maker. **CYCLONE** with the first Electric Ball Lift is the talk of the trade. **MATCH PLAY** with Automatic Payout is being ordered in large quantities! Now is the time to get behind them! See... play... order these sensational earners from your jobber today!

A NEW HIT! READY FOR DELIVERY KELLY POOL

WITH LIGHT-UP RACK

Gottlieb's newest sensation has for this time duplicated good old **Game** and still holds a real object as no Kelly Pool and challenges his tenth the player did. Even down to chance to game and bill the player has a brand-new Kelly Pool and odds are of it. Acting arrangements also other score don't 1-1 to 55-11. Act now, "telescopic ball" find yourself "behind" the winner from the very start.

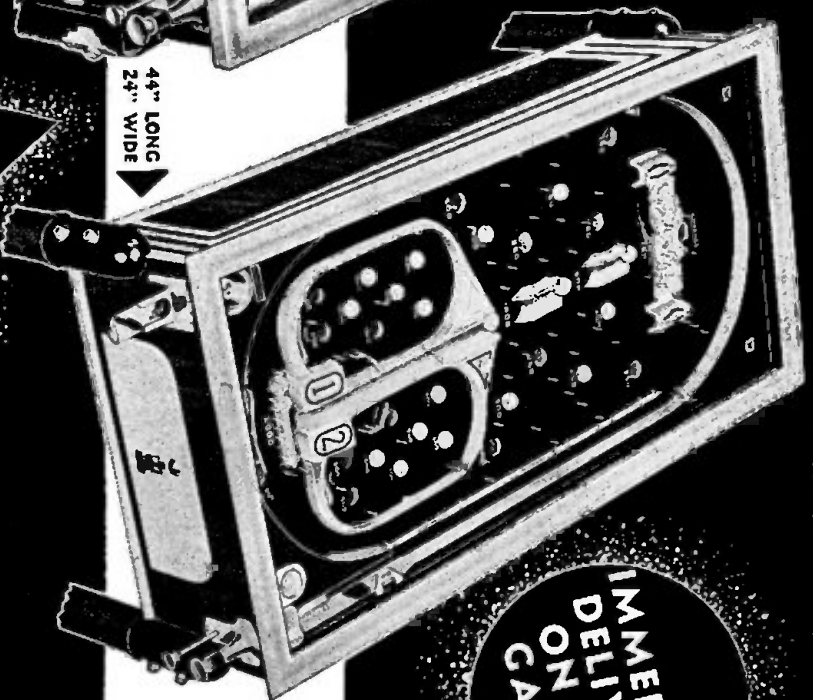
JUNIOR
40" x 21" \$39.50
SENIOR
44" x 25" \$52.50

All prices for Lots of 1 to 100 F. O. B. Chicago.



44" LONG
24" WIDE

IMMEDIATE
DELIVERY
ON ALL
GAMES



44" LONG
20" WIDE



● Automatic Payout swing open at the touch of the finger. Can be locked and prevents any losses.
● A beautiful 3-tone walnut and maple cabinet mantle top; decorated with fine red marble inlay. Built-in foot-proof mechanism.

TURN TABLE

TURN TABLE COMPLETELY SOLD OUT

CYCLONE

Amazing cyclone action around even the most experienced player. The (patented) ELECTRIC BALL LIFT that eliminates all tumbling and waste of time. Ball always ready for play in the center of the table. Game ends as soon as any of the other 10 balls pass through the hole. (Electric Lift optional)

\$79.50

MATCH PLAY

The ultimate in coin mechanism. The first of its kind. A real test of skill to match the score of the lower half with that of the upper. Winning machine costs \$400, a credit and so on up to 80 cents for a matched score of 2,000. Two balls are used for payout making 2000 prints. A permanent investment.

\$97.50

AUTOMATIC PAYOUT

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

New York - American Vending Co. 773 Coney Island Ave. Brooklyn 45 Elizabeth Ave. Newark N.J.
Sole European Distributors - Burrows Automatic Supply Co. 78-81 Fether Lane London Eng.

HERE'S ALL WE ASK OF YOU . . .

MAKE THE "Acid Test" TODAY-Place them ON LOCATION!

"AMERICA'S 2 GREATEST GAMES"

KING OF ALL PAY TABLES

REX

Rex—is proved "The King of ALL Pay Tables."

Chicago Express is "America's Fastest Selling Pin Game."

Chicago EXPRESS

MILLIONS

of words describing the beauty of Rex and Chicago Express wouldn't be sufficient to give you the "real picture" of these two sensational games! We further believe you are most interested in "how much money can they earn for us?" and therefore all that we ask of you is to make the "acid test" TODAY! Place REX Pay Table and Chicago EXPRESS pin game ON LOCATION! There's the WHOLE STORY in a nutshell. We'll absolutely GUARANTEE you the Greatest MONEY-EARNING SURPRISE of your life. The beauty and novel skill action of Chicago EXPRESS has made it the greatest HIT of 1935! The simple skill one-ball play of the REX Pay Table has truly earned this game the RIGHT to be called "King of ALL Pay Tables." We're delivering both games as fast as the factory can turn them out—GET YOUR ORDER IN IMMEDIATELY—assure yourself of FULL CASH BOXES at EVERY COLLECTION with the inimitable REX Pay Table and Chicago EXPRESS — 1935's outstanding pin-game sensation!



One Ball Play. Scoring ball returns for FREE replay. Only Pay Table with 1" marbles. Light flashes when pay-off is made. Unlimited pay-out.

\$79.50

F. O. B. CHICAGO

RUSH YOUR ORDER TO YOUR JOBBER TODAY!

EUROPEAN DISTRIBUTOR
GODDARD NOVELTY CO.
11 BROWNLOW ST. LONDON, ENG.



Double flashing lights. Balls actually ride on rails. New electrical lift action. Unique electrical kicker arrangement. ABSOLUTE SKILL ACTION!

\$44.50

F. O. B. CHICAGO

DAVAL MFG. CO., 200 So. Peoria St. CHICAGO ILL.

The Finest Machine Buy in the World!
\$13.50

MILLS BULL'S EYE F. O. Co., Sc. Serials Up to 250,000. Expertly rebuilt for our own operations and never used. Every machine in a returned cabinet that cannot be distinguished from new. All metal parts re-plated.

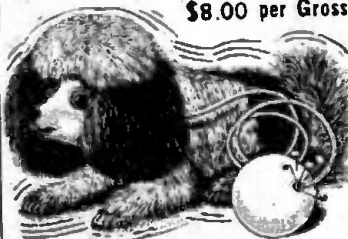
- ★ NEW SIMPLEX TRIPLE JACKPOT.
- ★ JACKPOTS FILLED WITH NICKEL-PLATED CHECKS.
- ★ EQUIPPED WITH NO-PAY-ON-CHECK DEVICE.
- ★ EVERY MACHINE EQUIPPED WITH METER.
- ★ ALL MACHINES HAVE OUR NEW TOP AND FRONT.
- ★ TWO MACHINES IN ONE, MONEY OR CHECKS.

Limited Number of the Following:
MILLS BULL'S EYE 25c Balls, New Simplex Triple Jack-
pot, New Top and Front. \$12.50
USED VENDOR REGISTERS.50
MILLS 25c ESCALATOR BELLS, slightly used, Each. \$7.50
SWEETIES, a Peppie Brand Candy, 10-Box Case. 2.50
MINTS, 10 Boxes to Case.3.00
Send one-third deposit, money order or cashier's check.

DEAN NOVELTY CO., 114-120 N. Boston, Tulsa, Oklahoma

JUMPING FUR DOG! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE ACTION.

\$8.00 per Gross



3-Blade Tooth Pick
Knives. \$1.65
Per Gro.

5-Blade Tooth Pick
Knives. \$1.90
Per Gro.



Black Running Mice, with Red
Glass Eyes. Gross. \$3.75
Large Size Pan Pon Boats. \$8.00
Gross
Genuine Hurd Gyroscope Toys.
Gross. \$15.00
Imported Japanese Large Size
Gyroscope Toys. Gross. \$6.75
Tricky House Toys-Up, in Envel-
opes. Per Gross. \$4.50

25% Deposit Required With All Orders.
SEND FOR A FREE COPY OF OUR
LATEST GENERAL CATALOG.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

HI-LO will PYRAMID your PROFITS



The season's outstanding profit-maker for operators! A 600-hole step-up Jack Pot Board that shows an average profit of over \$18.00 and yet has the player appeal of both \$10.00 and \$15.00 possible hits for the players to shoot for.

It's new! It's hotter than hot! It's a sure-fire for profits! Price \$1.65 net, tax paid, in dozen lots. Sample Board only \$2.25 (including metal axels and celluloid protector over Jack Pot holes).

Order now—hold old locations—open new locations.
Be sure to enclose \$1.00 per board deposit.

SUPERIOR PRODUCTS, INC., 1603 South Michigan Ave., CHICAGO, ILL.
World's Fastest Growing Salesboard Factory.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS. Jackpot Bells—Venders—Cousner Size Machines—Amusement Table Games—All Sizes. ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

EASTERN DISTRIBUTORS

JACK POT BELLS.
Q. T. BELLS.
JACK POT VENDERS.
CANNON FIRE.
BLACK JACK.

MILLS

EQUITY.
CLASSIC.
TICKETTE.
DIAL.
IMPACT.

QUICK SILVER.
TIME.
TURNTABLE.
ARMY AND NAVY.
HOLD AND DRAW.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



SALESBOARD OPERATOR

Here's a Gold Mine—Brand New and Red Hot!
Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sets to retailer at \$6.00 each.

Price—Sample \$4.00, lots of 10, \$3.75
Order from this ad and be convinced that this is the biggest hit of the year.

H. G. PAYNE COMPANY
203 Church Street NASHVILLE, TENN.

THE WHOLE WORLD SENDS MERCHANDISE TO YOU



150 VALUABLE ARTICLES

CABINET

25 PURCHASES - 5¢

25 PURCHASES - 10¢

25 PURCHASES - 15¢

25 PURCHASES - 20¢

25 PURCHASES - 25¢

25 PURCHASES - 5¢

25 PURCHASES - 10¢

25 PURCHASES - 15¢

25 PURCHASES - 20¢

25 PURCHASES - 25¢

"WONDER STORE"

\$10.50 per case — delivered

25% deposit required on all orders

Balance C. O. D.

EXTRAORDINARY MERCHANDISE — EVERY PURCHASE — REGARDLESS OF PRICE!

Founding **MERCHANDISE**

GENERAL CONCESSION CORPORATION

6545 CARNegie AVENUE • CLEVELAND, OHIO

WONDER STORE

A Brand New RED HOT KNOCKOUT

EVERYTHING THAT THE NAME IMPLIES!

A LARGER PROFIT FOR THE OPERATOR!

A LARGER PROFIT FOR THE RETAILER!

TREMENDOUS VALUE FOR THE CONSUMER!

THE MARVELOUS SALES APPEAL OF SOMETHING FOR NOTHING!

No one can resist the powerful pull of WONDER STORE... they've just got to loosen up. Average time for complete sale in retail store much less than 24 hours per case!

HERE'S HOW IT WORKS!

EACH CABINET CONTAINS 150 VALUABLE ARTICLES

25 PURCHASES ... FREE ...	Extraordinary Merchandise	HERE'S HOW IT WORKS!
25 PURCHASES ... 5¢ ...	Extraordinary Merchandise	
25 PURCHASES ... 10¢ ...	Extraordinary Merchandise	
25 PURCHASES ... 15¢ ...	Extraordinary Merchandise	
25 PURCHASES ... 20¢ ...	Extraordinary Merchandise	
25 PURCHASES ... 25¢ ...	Extraordinary Merchandise	

FOR YOU—\$7000 PROFIT PER DAY!

EACH CASE OF WONDER STORE TAKES IN \$18.75 . RETAILER PAYS \$14.00

RETAILER'S PROFIT \$4.75 PER CASE — YOU PAY \$10.50 PER CASE — DELIVERED.

YOUR PROFIT \$3.50 PER CASE!

As it's like "shooting fish" to place 20 cases of "WONDER STORE" per day. Your profit a fast \$70.00 daily... PLUS REPEATS!

WE STAND 100% BEHIND THE SALE OF "WONDER STORE"

We guarantee the sale to you ... and thru you to the retailer. We will at any time accept for full refund any full or broken cases of "WONDER STORE."